



November 13, 2019

Ms. Lisa Kim,
Community and Economic Development Director
Mr. Greg Blodgett
Senior Project Manager
Ms. Grace Lee
Senior Economic Development Specialist
CITY OF GARDEN GROVE
11222 Acacia Parkway
Garden Grove, CA 92840

RE: Financial, Real Estate, and Economic Advisory Services

Dear Ms. Kim, Mr. Blodgett and Ms. Lee:

For decades, Tierra West Advisors, Inc. has offered real estate economics, financial feasibility, brokerage and development services to a variety of public agencies and private developers. Our team regularly assists local communities with the insightful analysis and vision required to make sound real estate decisions. We team with the local leaders tasked with creating vibrant public spaces, and help guide communities towards prosperous and sustainable futures.

Tierra West Advisors, Inc. ("Tierra West"), a licensed full service Real Estate Advisory Firm, is pleased to provide the following proposal and statement of qualifications ("SOQ") to the City of Garden Grove ("City") for financial, real estate and economic consulting services. Tierra West understands that the City regularly requires real estate services and economic consultation related to development projects of all forms, job creation, project renovation and economic development; all services will be provided on an "as-needed" basis. The information presented principally describes our Firm's experience that is specific to real estate finance and economic development consulting.

At Tierra West Advisors, we pride ourselves in creating strategies tailored specifically to meet our clients' needs - assessing the unique strengths and opportunities of each community. We have a seasoned understanding of public sector real estate, Public/Private Partnerships, extensive market knowledge of the Southern California region, and strong relationships with landlords, tenants, and developers. The firm has the capacity and local experience to assist the City in the wide variety of financial, real estate, and economic consulting services that have been requested in the RFP.

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REAL ESTATE & DEVELOPMENT
STRATEGISTS

Tierra West's team brings extensive experience and research of the Southern California region, providing a fresh perspective along with the local familiarity required to shape the area that we also call home. As we have with all our clients, the Tierra West team will work with the City to coordinate and deliver your goals in an effective, strategic and timely manner. Tierra West proposing an initial contract of \$50,000 to address projects and services that require analyses during the implementation process.

With over 35 years of experience working alongside public sector, utility, private, and non-profit clients, Tierra West is always prepared to handle urgent projects. In addition to a wide variety of private sector clients, Tierra West has provided consulting services to over 50 public agencies throughout the state of California. Tierra West distinguishes itself from other consultancies by focusing on providing implementation services that extend through the complete project cycle - we not only assemble a collective vision, but also are committed to seeing that vision fully realized through implementation.

Recently completed projects include the Beach & Edinger Corridor Analysis for Huntington Beach, a Vision Plan and Sustainable Economic Development Implementation Strategy for Northeast Los Angeles Riverfront in the City of Los Angeles, sale and expansion of the Citadel Outlets and Commerce Casino in the City of Commerce, a Revitalization Strategy for the Downtown area in the City of Azusa, as well as an Economic Development Strategy project for the USC/Urban Partners and the MTA Regional Connector Transit Corridor Project. These past projects have refined our firm's proven methodology for executing successful revitalization efforts in passionate, evolving communities.

Tierra West Advisors, Inc. is licensed by the Bureau of Real Estate, BRE# 018557161 and fully insured to meet the City's requirements. John Yonai, Principal and Chairman, will be the main point of contact; both he and Ms. Rose Acosta Yonai (Principal and CEO) are legally authorized to bind Tierra West in contract. Additionally, Tierra West is a certified DBE/SBE/MBE/WBE firm in the state of California and a SLB with the City of Los Angeles.

Tierra West Advisors, Inc.'s corporate office is located at:

Tierra West Advisors, Inc. - 2616 East 3rd Street, Los Angeles, CA 90033

Telephone: (323) 265-4400

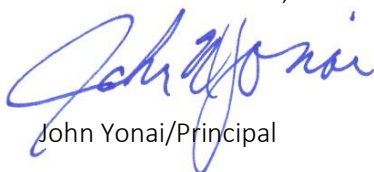
Facsimile: (323) 261-8676

Email: info@tierrawestadvisors.com

Please feel free to call if you have any further questions. Thank you for your consideration and we look forward to the opportunity of working with the City of Garden Grove. .

Sincerely,

Tierra West Advisors, Inc.



John Yonai/Principal



Rose Acosta Yonai/Principal