

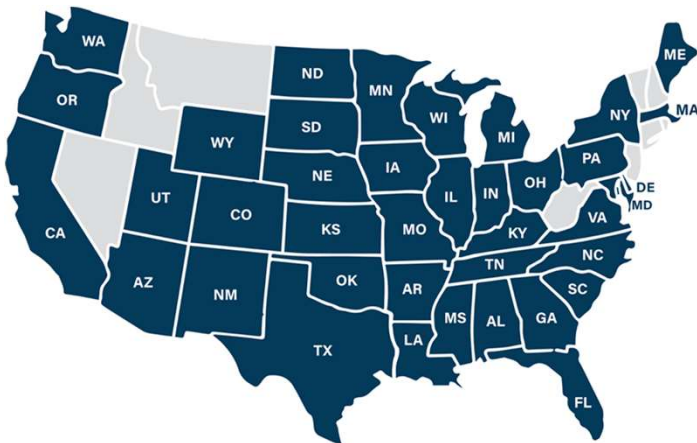
Retail Recruitment Strategies



1

About The Retail Coach

Recognized Experts
Throughout the U.S.



850+ Clients
ACROSS 40 STATES

\$600 Million
IN SALES TAX
GENERATION

90%+
REPEAT CLIENT
RATE

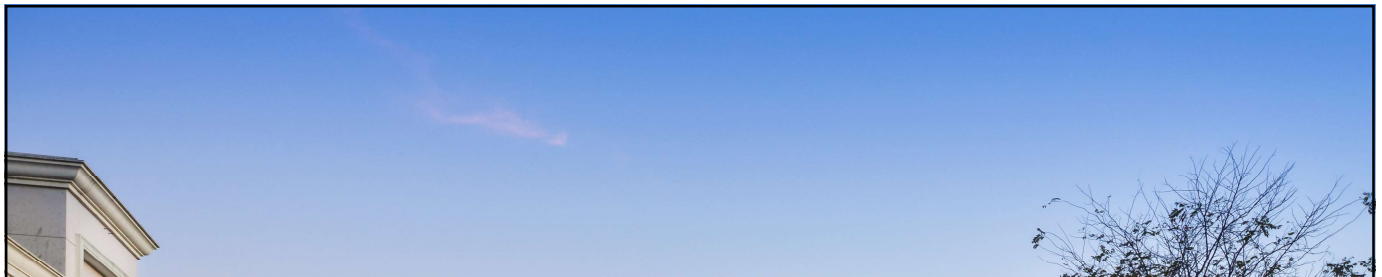
6 Million +
SF OF NEW RETAIL
GENERATION

2

Agenda

- **Retail Recruitment 101**
- **Real World Examples – Early and Sweetwater**

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Retail Recruitment 101



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RETAIL IS ECONOMIC DEVELOPMENT

and must be a component of your community's comprehensive economic development strategy.

Your success will bring increased sales and property tax revenue; new jobs; more shopping and eating options; an enhanced quality of life; and reduced outflow of important dollars to other communities.

5



Retailer expansion plans will wax and wane during periods of economic uncertainty.

But, remember,
**RETAILERS MUST
OPEN NEW STORES**
to survive.

6

KNOW YOUR RETAIL TRADE AREA.

A Retail Trade Area is the largest distance consumers are willing to travel to purchase retail goods and services.

Its size depends upon the variety of goods and services offered in your community and proximity to retail in nearby competing communities.

An accurate Retail Trade Area is the **foundational tool** for a retail recruitment strategy.

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Mobile Location Data & Retail Trade Area Mapping

COMMUNITY RETAIL STRATEGIES

Analyzing the Market:

On-the-Ground Analysis of Your Retail Market

We spend time **on-the-ground** becoming experts in your market.

- Retail Trade Area
- Demographic Profiles
- Psychographic Profiles
- Retail Demand Outlook

The retail trade area is the foundation of the strategy, and its accuracy is critical.

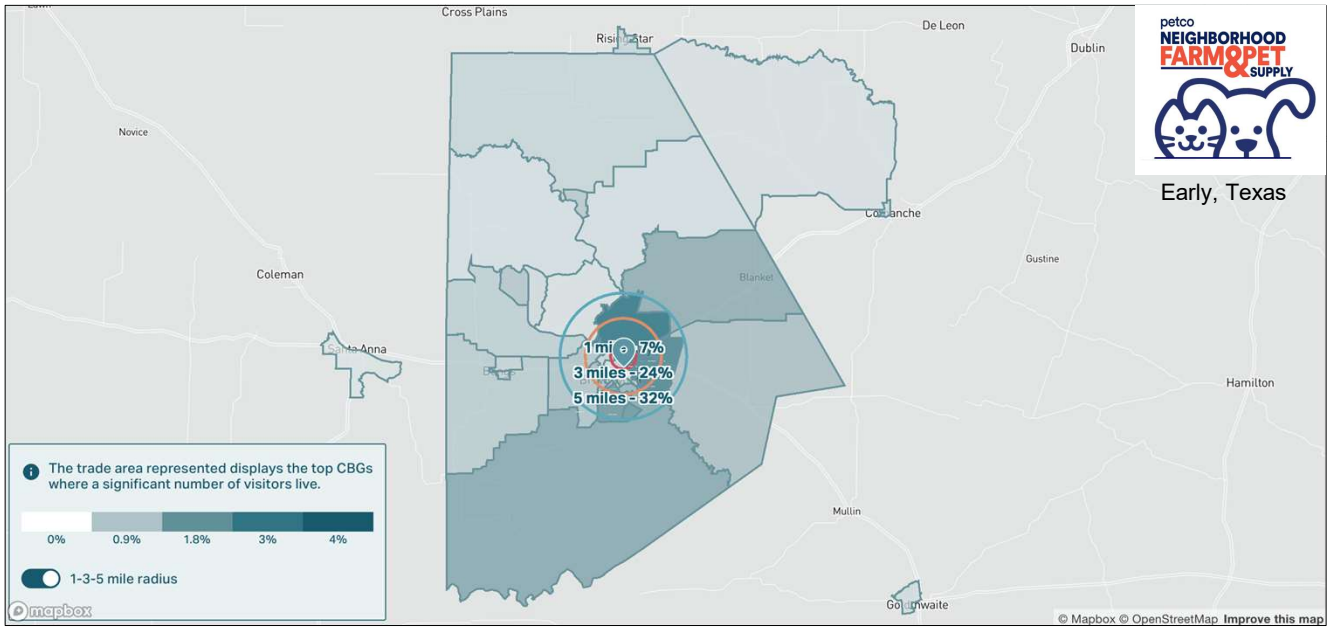


Collection of Consumer Mobile Device Data

- High-confidence technology
- Geo-codes telephone calls, emails & texts
- Pinpoints consumer evening locations
- Determines consumer path-to-purchase

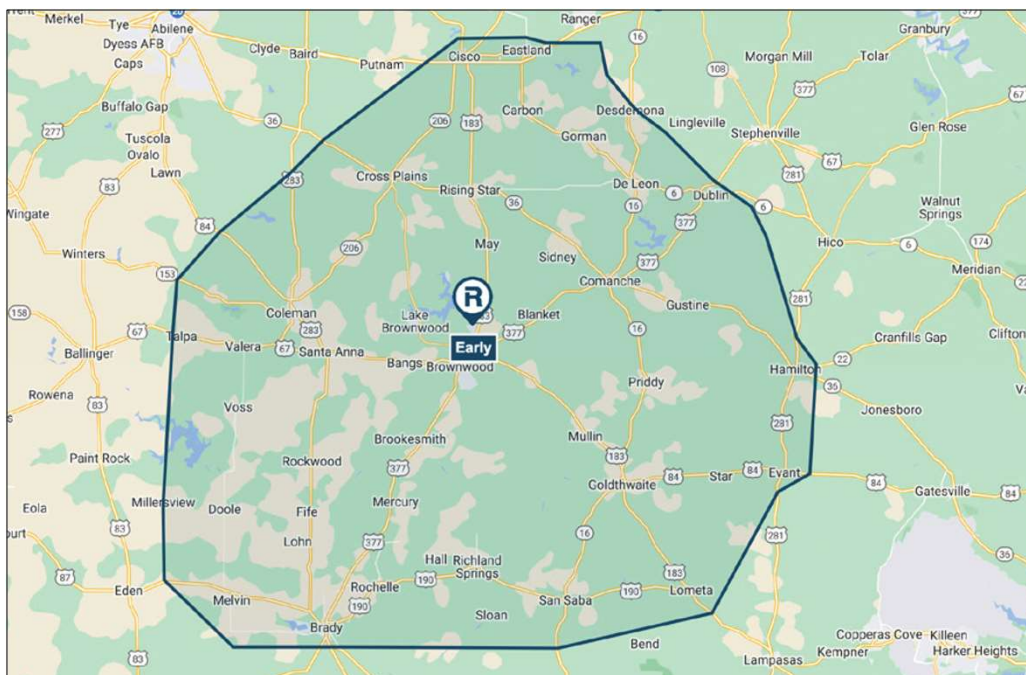
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Cell Phone Analysis Heat Map



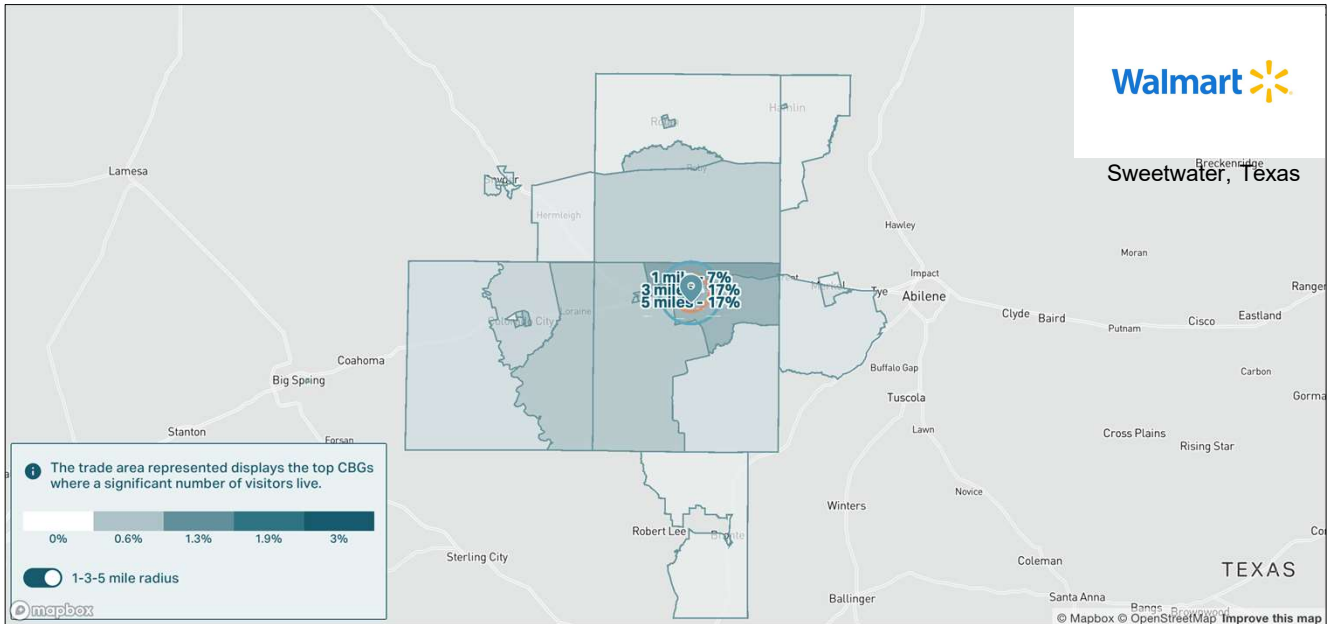
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Early Retail Trade Area



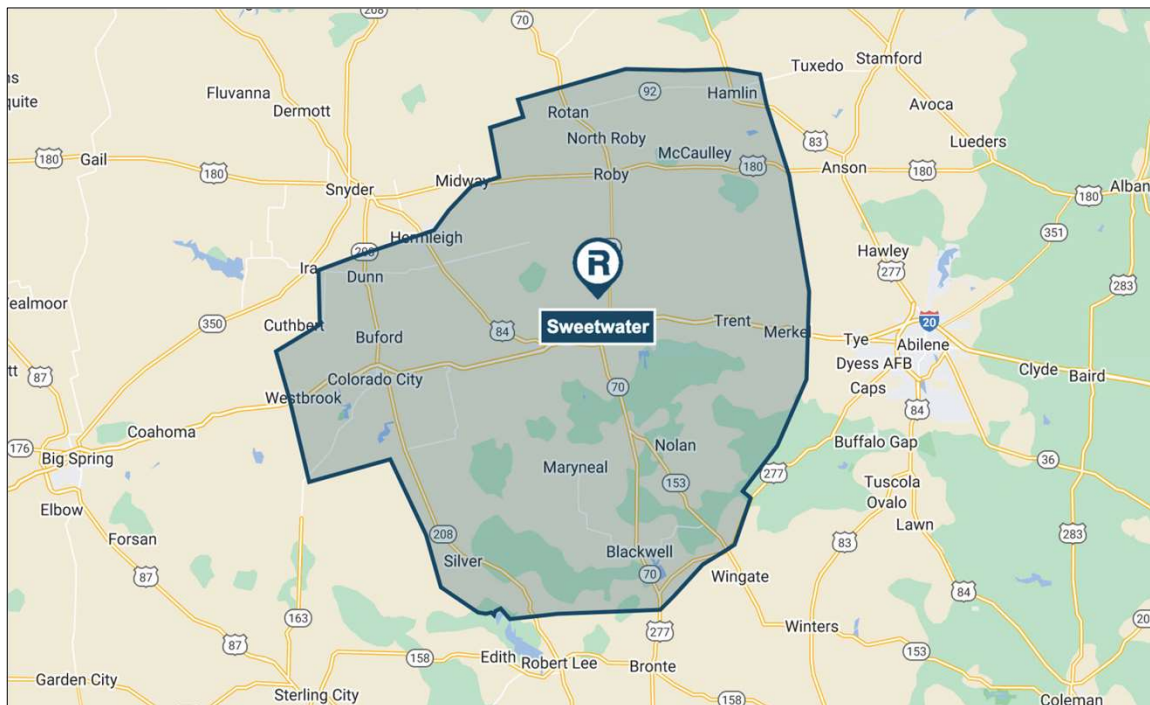
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Cell Phone Analysis Heat Map



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Sweetwater Retail Trade Area



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KNOW YOUR DEMOGRAPHICS.

This should include your **daytime population**: the people who are employed in your community.

Restaurants must have a healthy daytime population to ensure a robust lunch business. Restaurants cannot survive on dinner business alone.

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Sweetwater Demographic Profile

Population		Age	
2024	35,057	0 - 9 Years	11.35%
Educational Attainment (%)		10 - 17 Years	10.90%
Graduate or Professional Degree	4.08%	18 - 24 Years	9.58%
Bachelors Degree	10.64%	25 - 34 Years	12.17%
Associate Degree	8.05%	35 - 44 Years	12.02%
Some College	23.45%	45 - 54 Years	11.07%
High School Graduate (or GED)	37.65%	55 - 64 Years	12.31%
Some High School, No Degree	9.62%	65 and Older	20.61%
Less than 9th Grade	6.52%	Median Age	39.93
Income		Average Age	40.99
Average HH	\$76,389	Race Distribution (%)	
Median HH	\$54,439	White	69.64%
Per Capita	\$31,027	Black/African American	5.79%
		American Indian/Alaskan	0.86%
		Asian	0.51%
		Native Hawaiian/Islander	0.03%
		Other Race	11.16%
		Two or More Races	12.02%
		Hispanic	33.51%

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.
The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

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Early Demographic Profile

Population		Age	
2020	103,864	0 - 9 Years	10.45%
2024	105,353	10 - 17 Years	9.90%
2029	107,489	18 - 24 Years	9.09%
Educational Attainment (%)		25 - 34 Years	9.87%
Graduate or Professional Degree	5.52%	35 - 44 Years	10.44%
Bachelors Degree	14.06%	45 - 54 Years	10.85%
Associate Degree	7.98%	55 - 64 Years	13.29%
Some College	24.42%	65 and Older	26.11%
High School Graduate (GED)	33.19%	Median Age	45.25
Some High School, No Degree	8.45%	Average Age	44.05
Less than 9th Grade	6.38%	Race Distribution (%)	
Income		White	77.03%
Average HH	\$80,099	Black/African American	2.19%
Median HH	\$56,758	American Indian/Alaskan	0.75%
Per Capita	\$33,598	Asian	0.53%
<small>The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.</small>		Native Hawaiian/Islander	0.05%
		Other Race	8.58%
		Two or More Races	10.87%
		Hispanic	24.14%

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KNOW HOW MUCH RETAIL OPPORTUNITY EXISTS.

Conduct a Retail Gap/Opportunity Analysis to discover which retail segments are leaking sales to surrounding communities. This information is meaningful to retailers looking for **unmet consumer demands** in your community.

Which types of stores and restaurants do you think are missing in your community?

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Early Retail Demand

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
451	Sporting goods, hobby, musical instrument, and book stores	\$17,204,794	\$17,766,076	\$561,282	0.64%
4511	Sporting goods, hobby, and musical instrument stores	\$12,064,233	\$12,320,829	\$256,596	0.42%
45111	Sporting goods stores	\$7,560,442	\$7,586,026	\$25,584	0.07%
45112	Hobby, toy, and game stores	\$3,237,013	\$3,446,618	\$209,605	1.26%
45113	Sewing, needlework, and piece goods stores	\$544,166	\$505,927	-\$38,239	-1.45%
45114	Musical instrument and supplies stores	\$722,611	\$782,258	\$59,646	1.60%
4512	Book stores and news dealers	\$5,140,561	\$5,445,247	\$304,686	1.16%
452	General merchandise stores	\$102,363,088	\$109,964,375	\$7,601,287	1.44%
4522	Department stores	\$8,720,157	\$8,172,466	-\$547,691	-1.29%
4523	Other general merchandise stores	\$93,642,931	\$101,791,909	\$8,148,978	1.68%
453	Miscellaneous store retailers	\$15,747,777	\$17,103,727	\$1,355,951	1.67%
4531	Florists	\$779,739	\$842,674	\$62,935	1.56%
4532	Office supplies, stationery, and gift stores	\$2,520,030	\$2,714,861	\$194,831	1.50%
45321	Office supplies and stationery stores	\$1,214,507	\$1,348,891	\$134,384	2.12%
45322	Gift, novelty, and souvenir stores	\$1,305,523	\$1,365,970	\$60,447	0.91%
4533	Used merchandise stores	\$2,194,335	\$2,293,071	\$98,735	0.88%
4539	Other miscellaneous store retailers	\$10,253,672	\$11,253,122	\$999,450	1.88%
45391	Pet and pet supplies stores	\$3,923,471	\$4,450,026	\$526,555	2.55%
45399	All other miscellaneous store retailers	\$6,330,202	\$6,803,096	\$472,894	1.45%
454	Non-store retailers	\$131,372,226	\$139,472,570	\$8,100,344	1.20%
722	Food services and drinking places	\$107,892,885	\$116,061,125	\$8,168,240	1.47%
7223	Special food services	\$7,290,364	\$7,831,038	\$540,674	1.44%
7224	Drinking places (alcoholic beverages)	\$2,624,318	\$2,834,493	\$210,175	1.55%
7225	Restaurants and other eating places	\$97,978,203	\$105,395,594	\$7,417,391	1.47%
722511	Full-service restaurants	\$47,135,284	\$50,713,074	\$3,577,790	1.47%
722513	Limited-service restaurants	\$43,113,700	\$46,365,378	\$3,251,678	1.46%
722514	Cafeterias, grill buffets, and buffets	\$1,099,970	\$1,182,863	\$82,893	1.46%
722515	Snack and nonalcoholic beverage bars	\$6,629,249	\$7,134,280	\$505,030	1.48%

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LOOK AT YOUR COMMUNITY THROUGH THE EYES OF A RETAILER, DEVELOPER AND INVESTOR.

First impressions are important: retailers always seek to minimize risk and maximize profits.

What kind of first impression does your community exhibit?

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What can you improve?

Pay close attention to:

- Community appearance
- Pride of ownership (residential and commercial)
- Functional infrastructure
- Evidence of crime
- Codes and code enforcement
- Downtown vitality

19

Retailers look for opportunities – not just sites.
To be successful, a retail site must have each of
these essential location factors:

- Visibility
- Accessibility
- Regional exposure
- Population density
- Population growth
- Operational convenience
- Safety and security
- Adequate parking
- Adequate signage

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Retail Site Profile Example

Pad Site Available
Sweetwater, Texas



SPACE AVAILABLE
±28,000 SF available

TRAFFIC COUNTS
Interstate 20 - 24,729 AADT
Frontage Road - 1,550 AADT
Lamar Street - 5,035 AADT

CONTACT INFORMATION
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PROPERTY INFORMATION

- Prime development site available in Sweetwater with frontage along Interstate 20 Frontage Road.
- Property located in the I-20 retail corridor anchored by Walmart.
- Pad Site Located within Sutherlands parking lot across from Whataburger.

QUICK FACTS

Population	Community	Retail Trade Area
2022	10,331	34,453
Income	Community	Retail Trade Area
Average HH	\$62,969	\$74,631
Median HH	\$47,634	\$53,302
Per Capita	\$25,517	\$30,528
Age	Community	Retail Trade Area
Median Age	36.44	38.51
Average Age	38.20	40.02

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Do you have college students in your community?

Student spending has a **positive impact** and can be quantified for retailers through a spending survey that identifies:

- Primary source of income
- Purchasing habits/frequency
- Percent of purchases in/near campus
- Retailer-type preferences
- Specific retailer preferences
- Monthly retail expenditures

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Determine whether **existing properties** and developments in your community are meeting their highest and best use.

Are there opportunities for re-zoning/re-development to make the sites more appealing for retail development?

23

TARGET RETAILERS THAT ARE A GOOD MATCH FOR YOUR COMMUNITY.

Develop marketing and feasibility packages that are **customized** to the Retail Trade Area and site selection criteria of specific retailers.

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Upload all retail information to your website and make certain it is accurate, current and easy to find. This is becoming more and more important. Retailers and developers may **visit your community** without your knowledge.

Are there improvements that can be made to enhance the availability of retail information on your website?

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SWEETWATER, TEXAS - COMMUNITY RETAIL DASHBOARD
Powered by The Retail Coach

2024 Primary Retail Trade Area Population: 35,057

Sweetwater, Texas - Primary Retail Trade Area - Population by Age Group (%)

Age Group	Percentage
0-9 Years and Under	10.8%
10-18 Years	12.8%
19-24 Years	11.8%
25-34 Years	13.7%
35-44 Years	11.8%
45-54 Years	11.8%
55-64 Years	11.8%
65 Years and Over	11.8%

DOWNLOADS
PDF format and will open in a new window.
Graphic Profile
Graphic Profile
Market Profile
Demographic Outlook

CONTACT INFORMATION
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Michele@seewater.com
www.seewater.com

REQUEST MORE INFORMATION
Name *
Email *
Organization *
Message *
Please press that you are human by solving the equation!
1 + 3 = 7
Submit

Sites
Multiple Development Sites Available:
± 2.8 Acres New Development Site on Interstate 20 Frontage Road
± 0.5 Acres New Development Site on Interstate 20
± 1.0 Acres New Development Site on Jerry George Lane
± 1.0 Acres New Development Site on I-20 Frontage Road
Pad Site Available - Another Sublot Available
Wal-Mart Out-parcel Pad Site Available

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EARLY, TEXAS - COMMUNITY RETAIL DASHBOARD
Powered by The Retail Coach

CITY OF EARLY TEXAS

DOCUMENT DOWNLOADS
All documents are in PDF format and will open in a new window.
Community Demographic Profile
Retail Trade Area Demographic Profile
Retail Trade Area Economic Profile
Retail Trade Area Psychographic Profile
Retail Trade Area Opportunity Analysis
Retail Trade Area Retail Market Profile
Retail Trade Area Retail Outlook
Workforce Population

CONTACT INFORMATION
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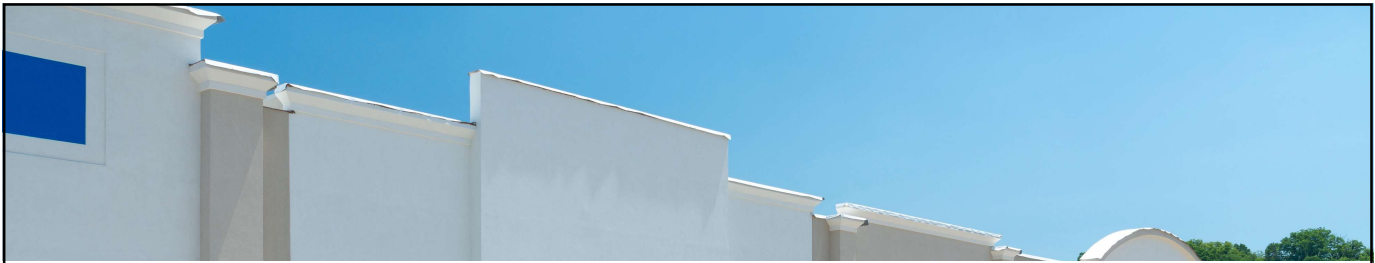
REQUEST MORE INFORMATION
Name*
E-Mail*
Organization*
Message*

27

Best Practices

Participate at Industry Events and Networking Opportunities

28



TAKE A LONG TERM APPROACH

Retail Recruitment is a *process*,
not an *event*!



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Retail Economic Development IN ACTION



30

Its about the right call at the right time...



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It rarely happens quickly...

ATWOODS
RANCH & HOME GOODS

Coming Soon – Early, Texas

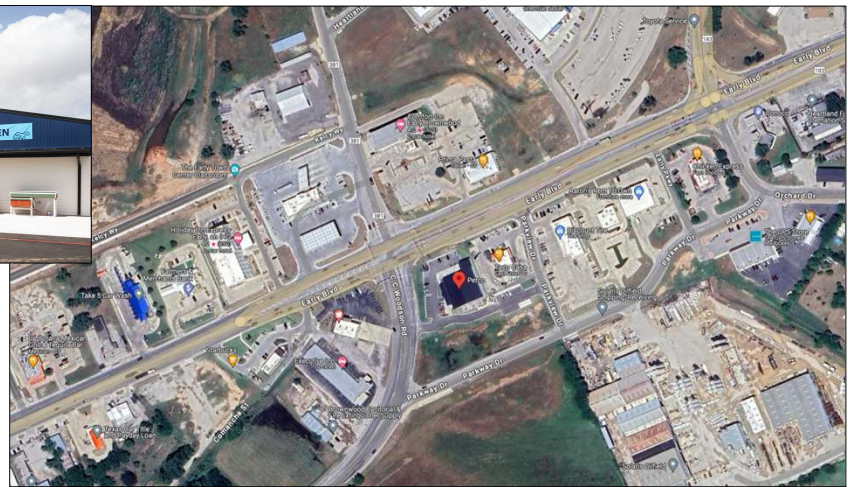
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Filling a need for available retail space...



33

Taking wasted land and making it valuable...



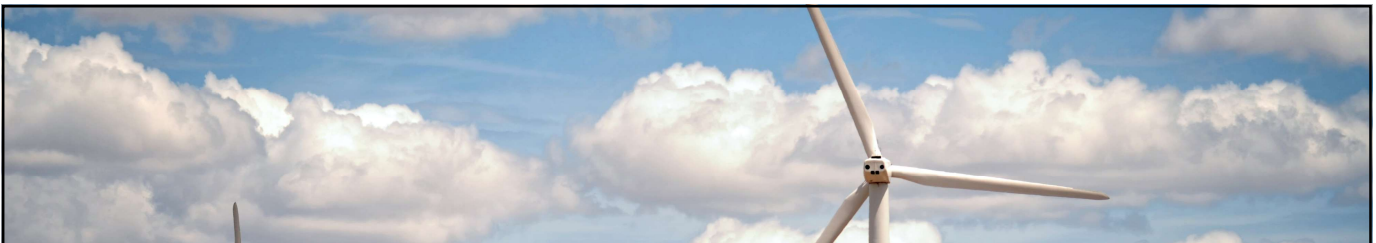
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Purchasing land and clearing development obstacles...



35

Participating in the RIGHT projects...



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Before

After



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Before

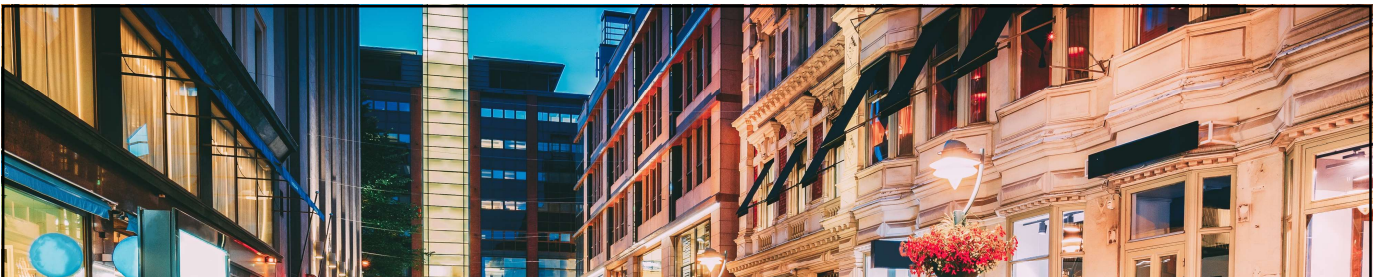
After



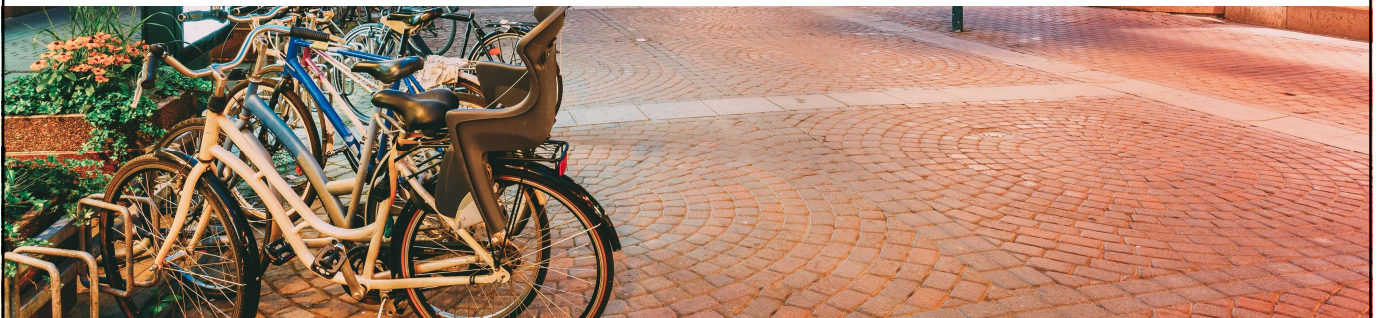
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QUESTIONS?



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