



# Retail Recruitment Strategies



AUSTIN, TEXAS  
DALLAS, TEXAS  
TUPELO, MISSISSIPPI

[TheRetailCoach.net](http://TheRetailCoach.net)

## WHAT WE DO

We help communities **IDENTIFY** new retail opportunities, actively **RECRUIT** those retailers to their community, and **COACH** them on a long-term basis to ensure success.

# Agenda

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- 1 Trends in Retail + Restaurant Development
- 2 Retail Trade Area: Understanding + Recruiting To Your Market
- 3 Downtown Development
- 4 Retail Recruitment Checklist

We Recruit Retail.

# RETAIL



# RETAIL



Tax Generation  
(Property, Sales, HOT)

Resident & Talent  
Attraction

Quality of Life

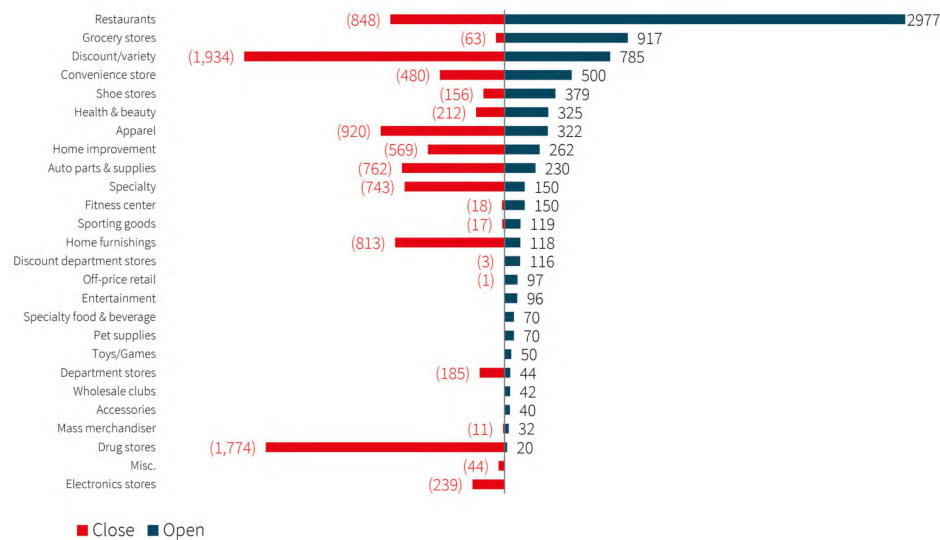
Assists with Traditional  
Economic  
Development

## Trends Impacting The Retail Industry

# Store Openings + Closings

## Announced openings and closings by category 2024 - 2025

Select announced openings and closings in 2024 - 2025



Source: PNC CreditIntell, JLL, 2024

# Retail Development



## Single Tenant

Many developers have narrowed their focus to single tenant development deals. They provide less risk as they are pre-leased and have a quantified construction cost, so deals are easier to plan.

Land cost becomes the only variable cost, so other market characteristics are major driving force in location decisions.





# Retail Development



## Redevelopment

With ground-up construction being cost prohibitive in many circumstances, developers are looking at underutilized properties for value-add projects.

Well-located sites not serving their highest-and-best use are key targets for repurposing or redevelopment projects.

When possible, developers look to assemble multiple smaller parcels to create new, multi-tenant opportunities.



# Restaurant Trends



## Restaurants are Shrinking

- Lesser Initial Investment, allows expansion into smaller markets
- Requires fewer workers
- Limited seating
- Emphasizes walk-up, drive-thru's, patio seating, and take out platforms



# Restaurant Trends

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## Mobile Continues to Expand

As much as 60% total restaurant sales (Chipotle) come from the company's website, their app, third party apps



## Drive-Thru = Essential

More brands than ever before are requiring drive-thru lanes for all new store locations - even non-QSR concepts.



# New Concepts

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# New Concepts



# Nostalgia

## Fast-Food Joints Recall Heyday of American Roadside Architecture

P. Terry's Burger Stand, Andy's Frozen Custard Emphasize Store Design To Promote Their Brands



The designs of P. Terry's Burger Stands, like this location in Austin, Texas, use red, turquoise and white to recall midcentury-modern roadside stands. (CoStar)





## Retail-tainment + Re-Imagined Store Strategies



# Retail-tainment

## Community & Entertainment Based Retail

Retail Destinations      Food Halls      “Third Place”      Entertainment

Mall Redevelopment      Green Space



# Retail-tainment



# Retail-tainment



## Impacts on National Brands



### Many have shifted to Experiential

Retailers are realizing they need to offer unique experiences to draw people to their stores

Dick's Sporting Goods House of Sport has a rock climbing wall, putting green, batting cages, and an outdoor field



# Community Leadership's Role

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How is your community positioning itself in response to these retail trends?

- Stance on drive-thru concepts
- Conversations about incentives
- Land use planning (“protect” key retail sites); Overlays
- Downtown development / redevelopment / experience-retail
- Highest-and-best-use focus
- Community Development efforts

Retail Trade Areas +  
Recruiting New Retail

# Elevator Pitch

Take a few minutes to “pitch” your community, selling why a retailer or restaurant should locate there....

## “Great Place to Live”



# “Great Place to Live”

## Population

# “Great Place to Live”

## Population

(bonus: “but a service area...”)

# “Great Place to Live”

## Population

(bonus: “but a service area...”)

(double bonus: “but a daytime population...”)

# “Great Place to Live”

## Schools

## Population

“Great Place to Live”

**Schools**

Population

Quality of K-12? Emphasis on Higher Ed?

“Great Place to Live”

Schools

**Age**

Population

“Great Place to Live”

Schools

Age

Population

**Income**

“Great Place to Live”

Schools

Age

Population

**Income**

**Traffic Count**



“Great Place to Live”

Schools Age Population  
Income Existing Brands Traffic Count

“Great Place to Live”

Schools Age Population  
Income Existing Brands Traffic Count

**Planning +  
Approval  
Process**

“Great Place to Live”

Schools

Age

Population

Income

Existing  
Brands

Traffic Count

Planning +  
Approval  
Process

**Specific Available Site**

“Great Place to Live”

Schools

Age

Population

Income

Existing  
Brands

Traffic Count

Planning +  
Approval  
Process

Specific Available Site

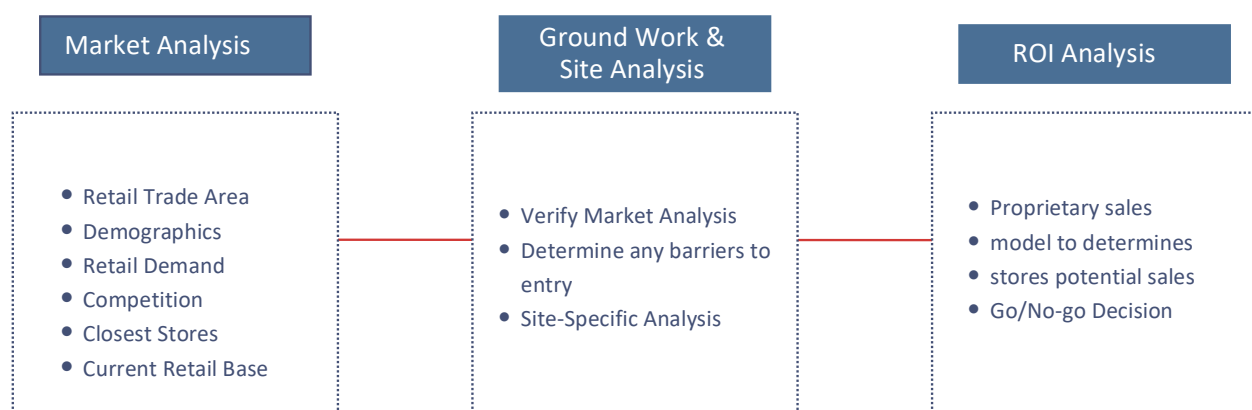
**Where to find  
more information?**

“...our community serves a regional retail trade area of approximately 35,000 people and our prime retail area is anchored by Walmart SuperCenter, Cato Fashions, Subway, and Hibbett Sports. All have strong sales, likely due to to our median incomes over \$85,000.

Buffalo Wild Wings, Chipotle and Rib Crib are in the market but we are still in need of additional casual restaurant options. There is 1.5 parcel adjacent to the Walmart that is unlisted, but is owned by a local property owner who is interested in the city’s development. It could great fit for Chili’s; your closest unit is 25 miles away in Angleton.

Can I have a few minutes of your time to show you our community and what we can do to help you navigate our business-friendly entitlement process?”

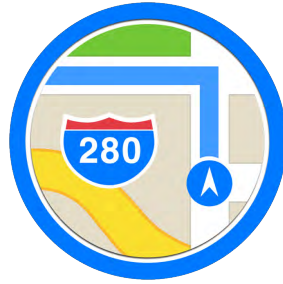
## Site Selection is Data Driven



Retailers will analyze all sites in market that fit their new location criteria -  
It’s an elimination process to minimize uncertainty and reduce risk.

# Retail Trade Area

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The geographic area from which customers are willing to travel to purchase retail goods and services in your market

Set (and manage) the goals + expectations of the community.



Set (and manage) the goals + expectations of the community.



## Trade Area Determination

- Municipal or County Boundaries
- Drive-Time Delineations
- Radial Delineations
- Location Data Mapping
- “Walmart Method”



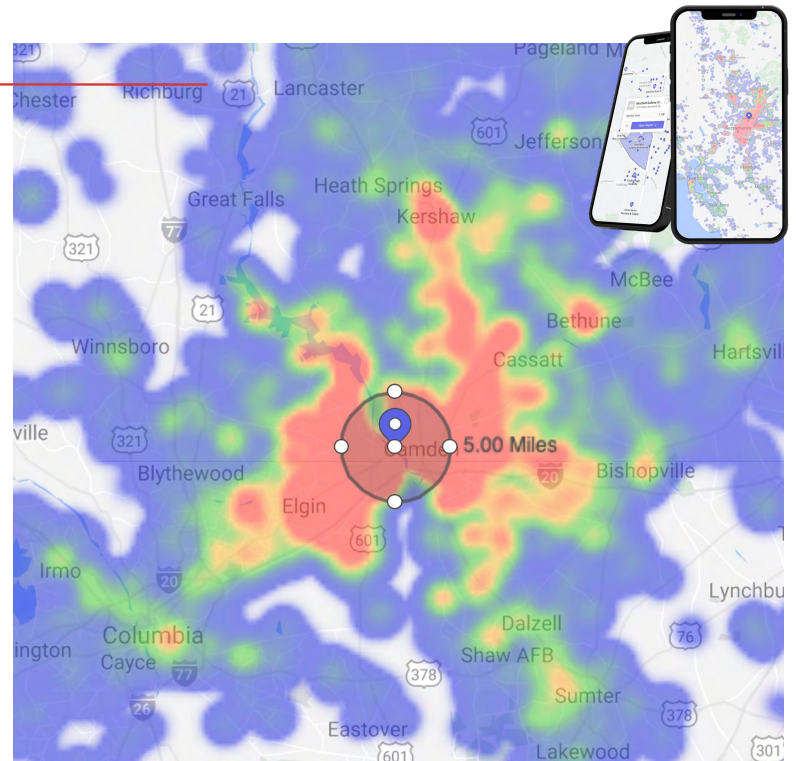
# Mobile LocationData



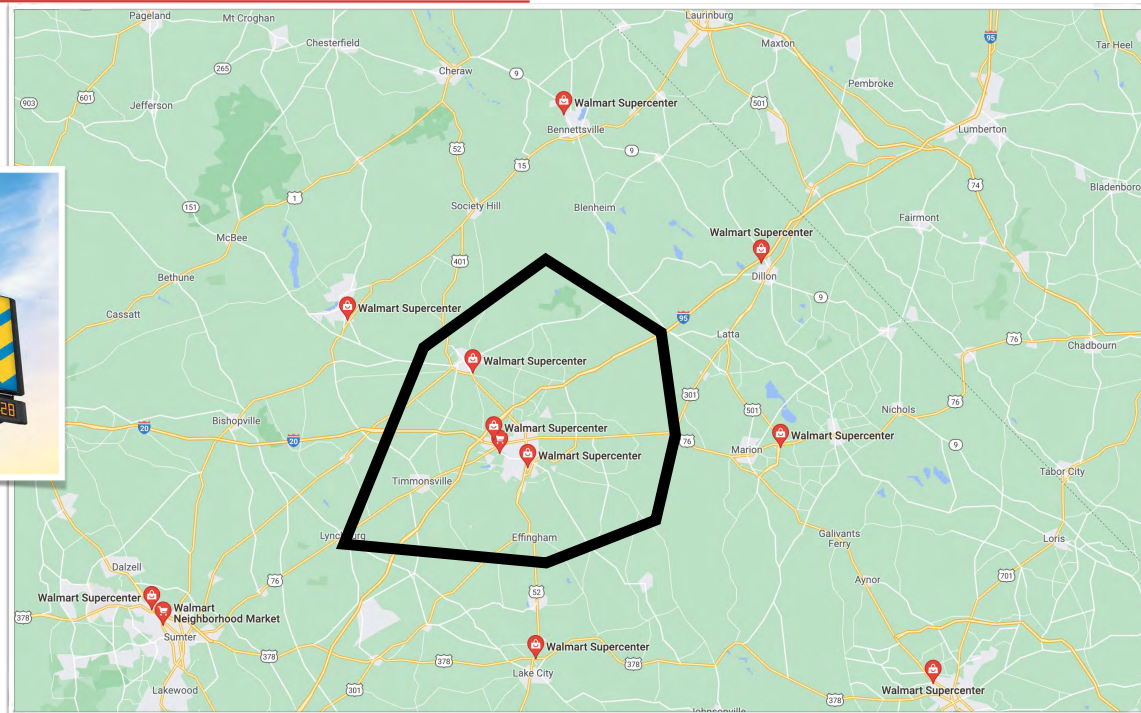
## Actual Customer Data

Location Data is a more accurate technology to determine retail trade areas, as well as store performance.

This technology is extremely important to retail so they can determine where their customers are traveling from and how to market to them.



## “Walmart Method”



# Market Data



Retail Trade Area — Gonzales, Texas

## RETAIL MARKET PROFILE

### GONZALES

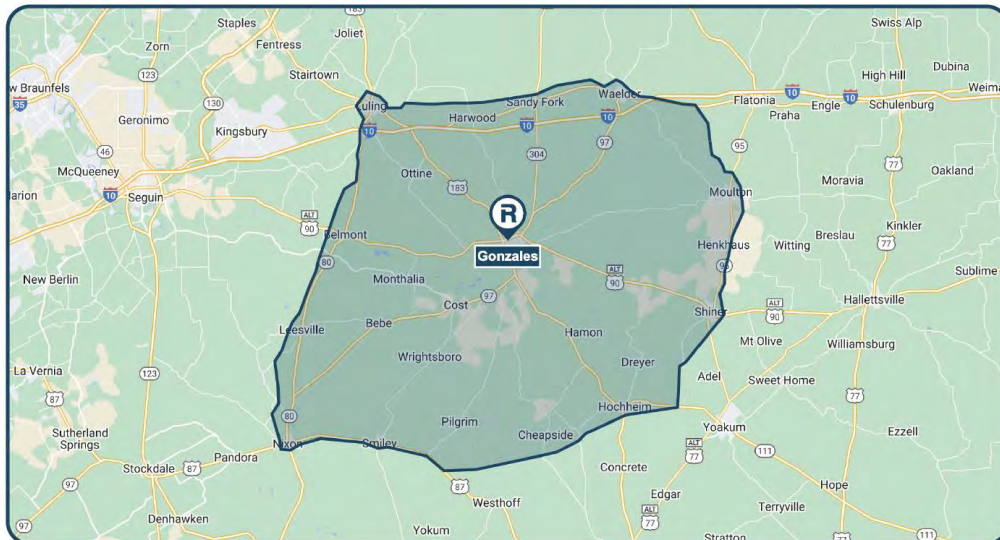
ECONOMIC DEVELOPMENT CORPORATION

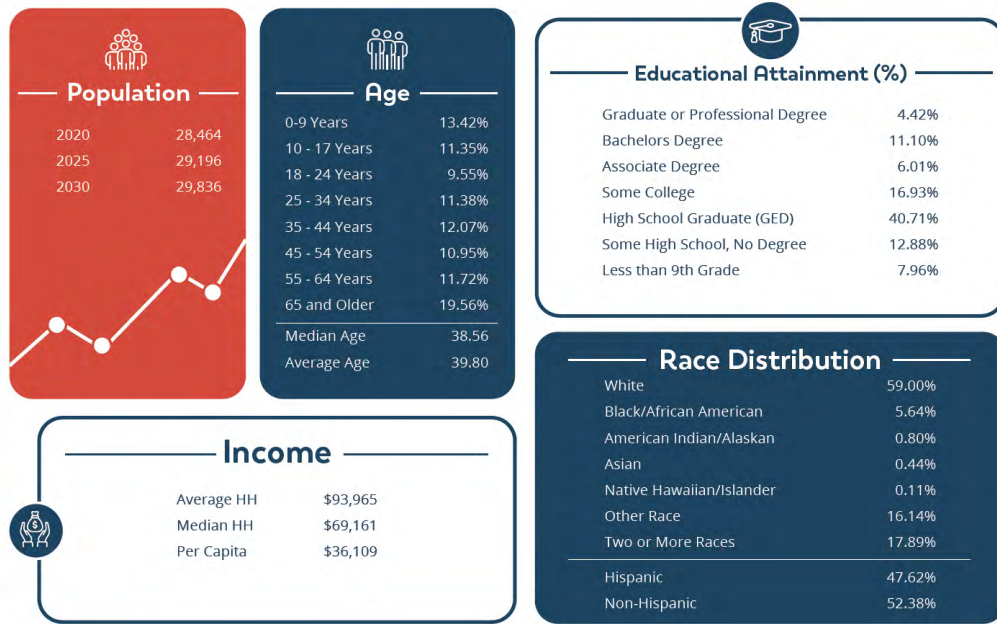
Susan Sankey | Executive Director

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## Downtown Development



# Downtown Development



## Community Development *Precedes* Economic Development

First impressions are critical. Look at your Downtown as if you were an outsider. What do you see?

Signs of Investment or Indifference?  
Pride of Ownership?  
Codes and Code Enforcement?  
Evidence of Crime?  
downtown vitality

**Would you invest there?**



# Downtown Development



## Downtown are Defined by Retail Experience

Local retailers must be creative. It improves sales, consumer satisfaction and business retention.

- Group bicycle rides
- Climbing Wall
- In-store painting classes
- Art Gallery providing in-store dinner meals
- Pet supplies stores hosting birthday parties
- In-store product demonstration



# Downtown Development



## Community Development

### Community Development

- Common Areas
- Seating
- Splash Pads
- Music Venue
- Photo Ops

### Event Schedule + Programming

- Regular foot traffic generators



Strong downtowns are places where  
people are encouraged to hang out, play,  
wander, explore.

1

2

3

4

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6

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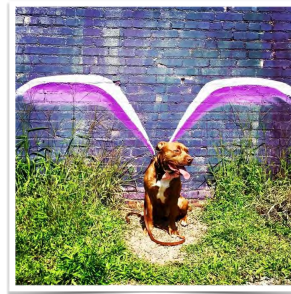


# Community Buy-In



## Stakeholder Involvement is Necessary for Revitalization

Property Owners / Landlords can have different motivations residents and other stakeholders.



The best recruitment tool a city can have is a successful collection of existing retailers and restaurants.

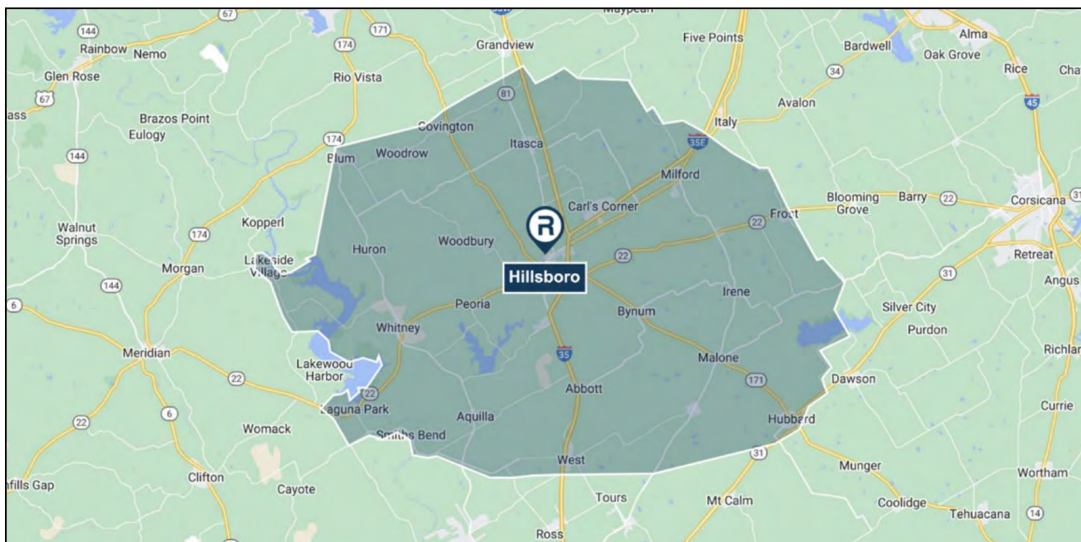


# Retail Recruitment Checklist



## Retail Checklist

### ✓ Know Your Trade Area!



- Population: ±45,000
- Median Income: \$59k
- Average Income: \$81k

# Local Knowledge



## Be A Local Source for Site Selectors

Off market properties

Housing development maps

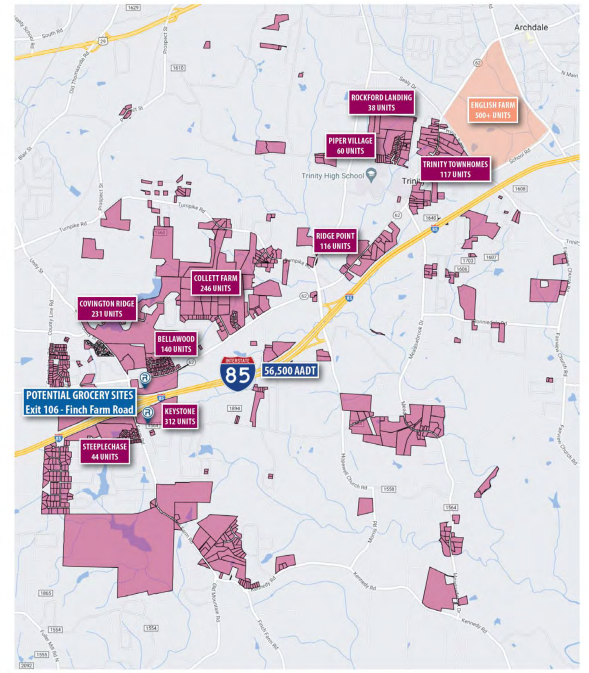
Upcoming major project (SportsPlex)

# of hotel rooms, occupancy rates, ADR

Major events & tourism drivers

Meaningful incentives

### New Housing Developments • 1,300+ Units Approved Trinity, North Carolina



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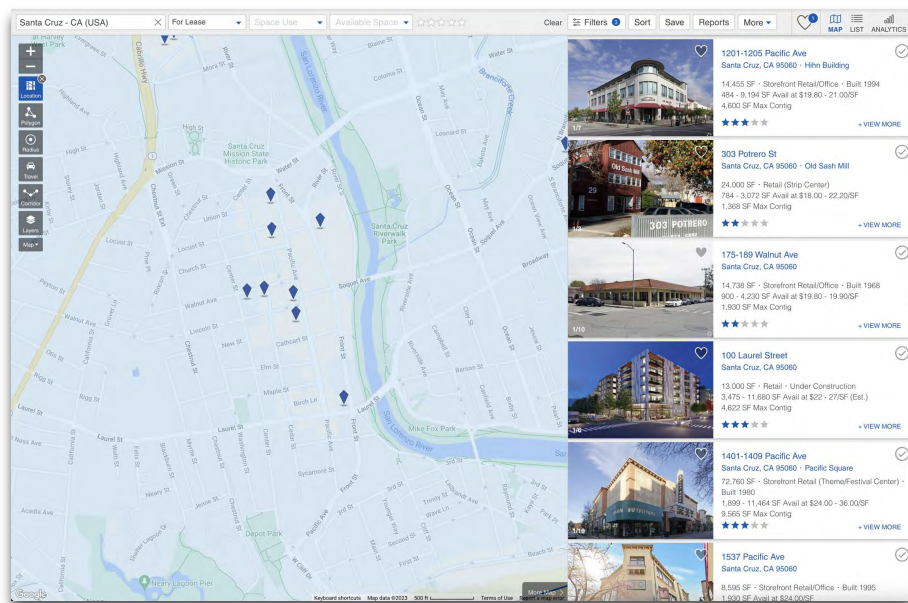
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We Recruit Retail.

# Retail Checklist

- ✓ Your Trade Area!
- ✓ Available Sites!



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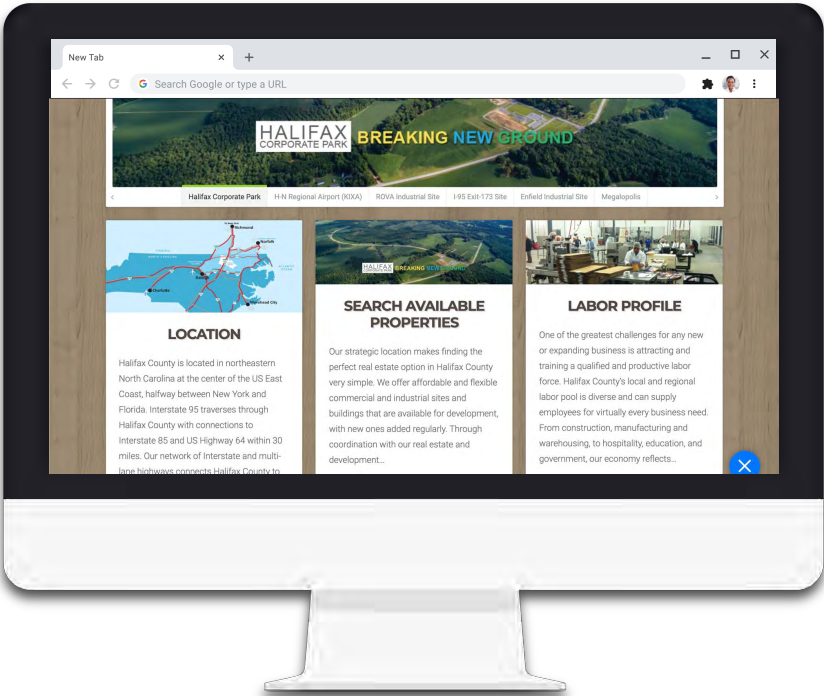
We Recruit Retail.



# Retail Checklist

Have information readily available for  
site selectors online!

Updated site inventory is a major asset for those looking for property information!



## We Recruit Retail.

# Retail Checklist

[Retail Trade & Shop Spaces Available](#)  
**Ceres Gateway Center**

Highway 99 & Mitchell Road | Ceres, CA

New mixed-use development including retail, hotels, restaurants and office space being developed on Highway 99 and Mitchell Road in Ceres, California.

### Property Features

- Proposed Super Walmart across street - Bldg permits issued Feb 2019
- Mitchell Road interchange access with new interchange planned at Service Road.
- 1,100 linear feet of Highway 99 frontage
- 85' freeway pylons sign planned
- New signalized entry into project on Mitchell Road
- High traffic counts on Hwy 99 with great positioning between south Modesto and Turlock

### Demographics

	Trade Area	3 mile	5 mile	10 mile
Est. Population	250,049	57,541	129,512	416,058
Avg. HH Income	\$76,143	\$73,590	\$71,472	\$70,573

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**Retail Trade Area**

**Area Retail**

**Conceptual Site Plan and Pylon Sign**

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## We Recruit Retail.

# Retail Checklist

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- ✓ Your Trade Area!
- ✓ Available Sites!
- ✓ Key Contacts!

## Finding Decision Makers

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**Real Estate Managers**

**Brokers (Tenant Reps)**

**Franchises - Corporate**

**Franchises - Franchisees**

**Preferred Developers**

**Business Owners**



# Finding Decision Makers

Participate at Industry Events  
and Networking Opportunities



**RETAIL LIVE!**



We Recruit Retail.

# Gather Information

Questions you should ask:

- Expansion plans for your region?
- Which contact covers your market?
- Do you work with preferred developers?
- Looking to lease, buy, build-to-suit? Second generation?
- Active franchisees in the area? Nearest franchisee?



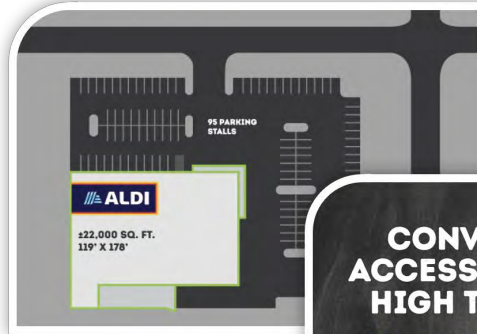
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## Retail Checklist

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- ✓ Your Trade Area!
- ✓ Available Sites!
- ✓ Key Contacts!
- ✓ Site Criteria!



**CONVENIENT ACCESS MEANS HIGH TRAFFIC**

**HERE'S WHAT WE LOOK FOR**

- ±22,000 sq. ft. with a minimum of 95 dedicated parking spaces
- 2.5 - 3 acre pads for purchase and development
- End-cap or inline space with minimum of 103' of frontage
- Signalized, full access intersection preferred
- Dense trade area population within 3 miles
- Sites located in community and regional shopping districts with convenient access to population
- Sites zoned to allow grocery use
- Daily traffic count in excess of 20,000 vehicles per day

**We're particular about our locations because we want to provide convenience to our customers.**

## Retail Checklist

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# TAKE A LONG TERM APPROACH

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



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