retail strategies

Albemarle, NC

Retail Strategies is the most trusted partner for communities when recruiting businesses. We go beyond market data by offering unmatched retailer access and real estate expertise.

Contents

Why We Exist

retail strategies

Resources

Tax Revenues — Goals

Job Creation | Time — Challenges

Connections | Quality of Life

New Business | Experience
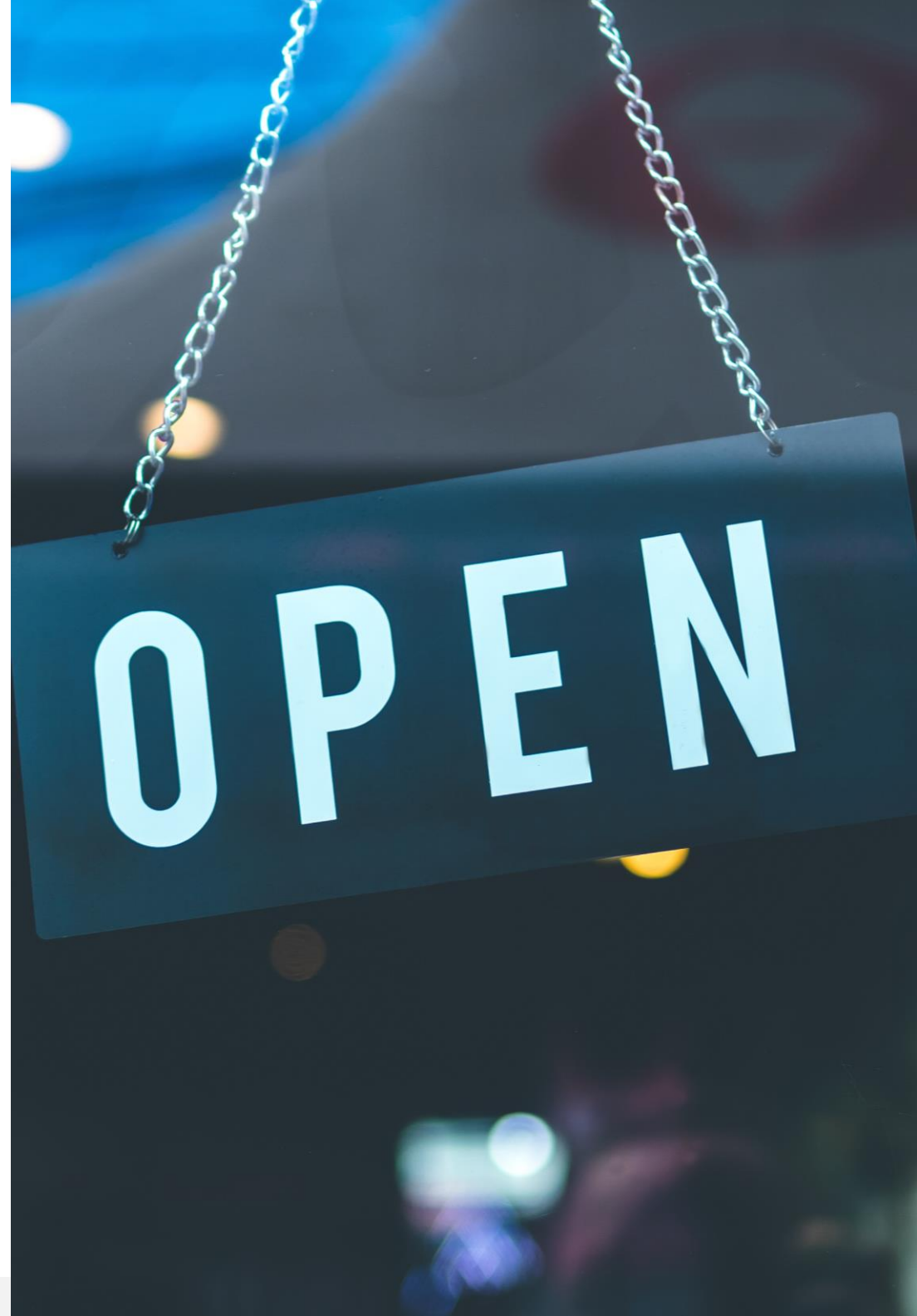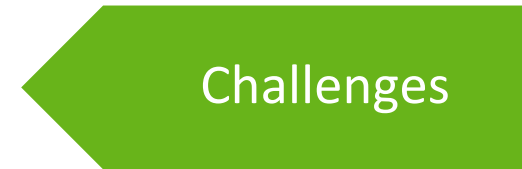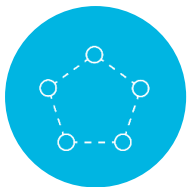
Albemarle, NC

We surround your community with the resources and actions needed to create the desired results.

Average Wages

retail strategies

**Full-time
Non-retail workers**
(25-54 years old)

$34,368

**Full-time
Retail workers**
(25-54 years old)

$35,376

# Why Should a Municipality Invest Resources in Retail?

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retail recruitment ladder

Brands	$ Million	Jobs	1% Annual Tax Base
Target, Walmart, Costco Wholesale, The Home Depot	$40+ MILLION	300 JOBS	$400k 1% ANNUAL TAX BASE
Kroger, Academy Sports+Outdoors, Dick's Sporting Goods, Publix, Best Buy	$20+ MILLION	50 JOBS	$200k 1% ANNUAL TAX BASE
Aldi, T.J.Maxx, Walgreens, Ross, Bed Bath & Beyond	$10+ MILLION	30 JOBS	$100k 1% ANNUAL TAX BASE
Chipotle, Harbor Freight Tools, Buffalo Wild Wings Grill & Bar, Petco, Panera Bread, Hobby Lobby	$5+ MILLION	22 JOBS	$50k 1% ANNUAL TAX BASE
Starbucks Coffee, Chick-fil-A, Arby's, Whataburger, Dollar Tree, Verizon	$1+ MILLION	15 JOBS	$10k 1% ANNUAL TAX BASE

Retail builds on retail. Retail economic impact adds up quickly. Retail attracts the workforce that attracts the primary jobs. Retail influences executives looking to locate their company in your community. Retail enhances quality of life. Quality of life encourages future growth of your community.

Retail builds tax base --- Retail adds jobs from entry level to managerial --- Retail builds communities

Retail is Complicated...
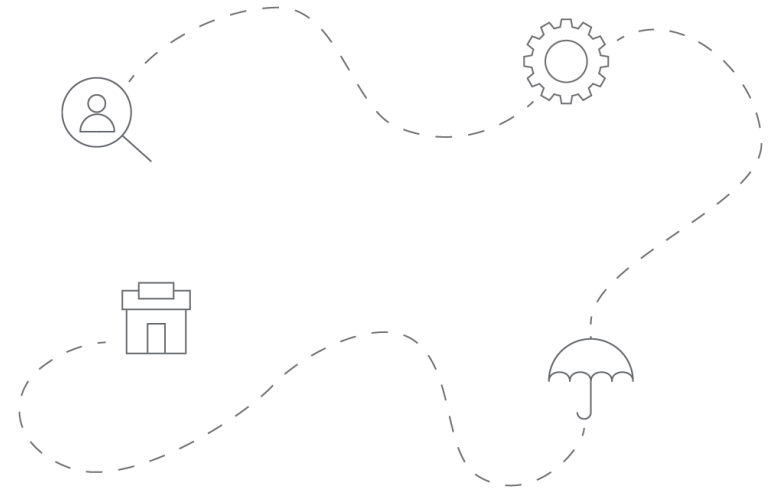
Challenges:

- Constantly moving target
- COVID-19 Disruption
- Data overload
- Millennial preferences
- Right sizing retailers
- Site Selection
- E-Commerce/Omni-channel
- Data vs. Real Estate
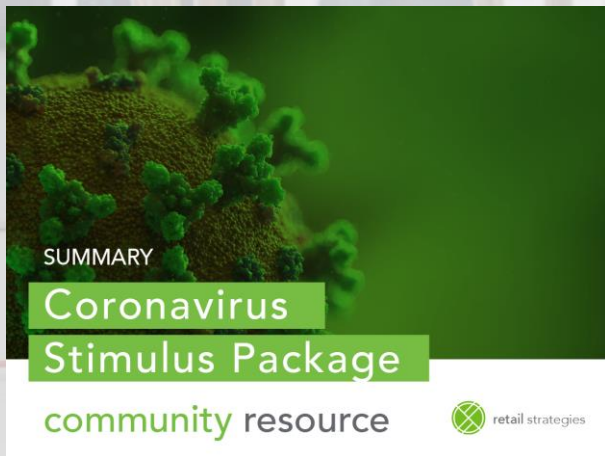- Takes 18-36 months to close a deal

Coronavirus

IMPACT

COVID-19

- Grocery, Pet Supplies, Hardware, and Food Service (Pick-up and Drive-Thru) are thriving.

- Soft goods, Hospitality, and Full-Service Restaurants are failing.

- Retailers quickly pivoting their online strategy are succeeding.

- Retailers slow to change are quickly exiting the marketplace.

- Retailer footprints are quickly changing:
  - Drive-thru and pick-up windows required for many restaurants
  - Stores are becoming smaller with larger parking and drive-thru accommodations.

SUMMARY
Coronavirus Stimulus Package
community resource   retail strategies

SMALL BUSINESSES OWNERS
Guide to the CARES Act
community resource   retail strategies

U.S. CHAMBER of COMMERCE
Coronavirus Emergency Loans
community resource   retail strategies

COVID-19

- Larger markets reliant on luxury goods sales and tourism/business travel are hurting

- Secondary and tertiary markets are seeing relatively little in sales tax revenue losses due to decreased commuting.

- Regional tourism-focused markets are seeing increases from day-trippers and weekend visitors.

Retail Strategies and COVID-19

In-person conferences have been cancelled in 2020

Albemarle has been represented virtually at the following conferences:

- Retail Live! Southeastern 2020 Conference
- Retail Live! SouthCentral 2020 Conference
- International Downtown Association

Now, more than ever, Retail Strategies is leveraging our extensive network of retailers, tenant representatives, developers, and brokers in the region on behalf of our clients.

Retail Strategies and COVID-19

We have continued to offer Retail Webinars as a service to our clients and partners. During the pandemic, we have tailored these webinars to feature interviews with retail insiders and industry experts as a way to gain specific knowledge on pivoting strategy to benefit retailers and consumers in your market as well as stay abreast of retailer adaptation.
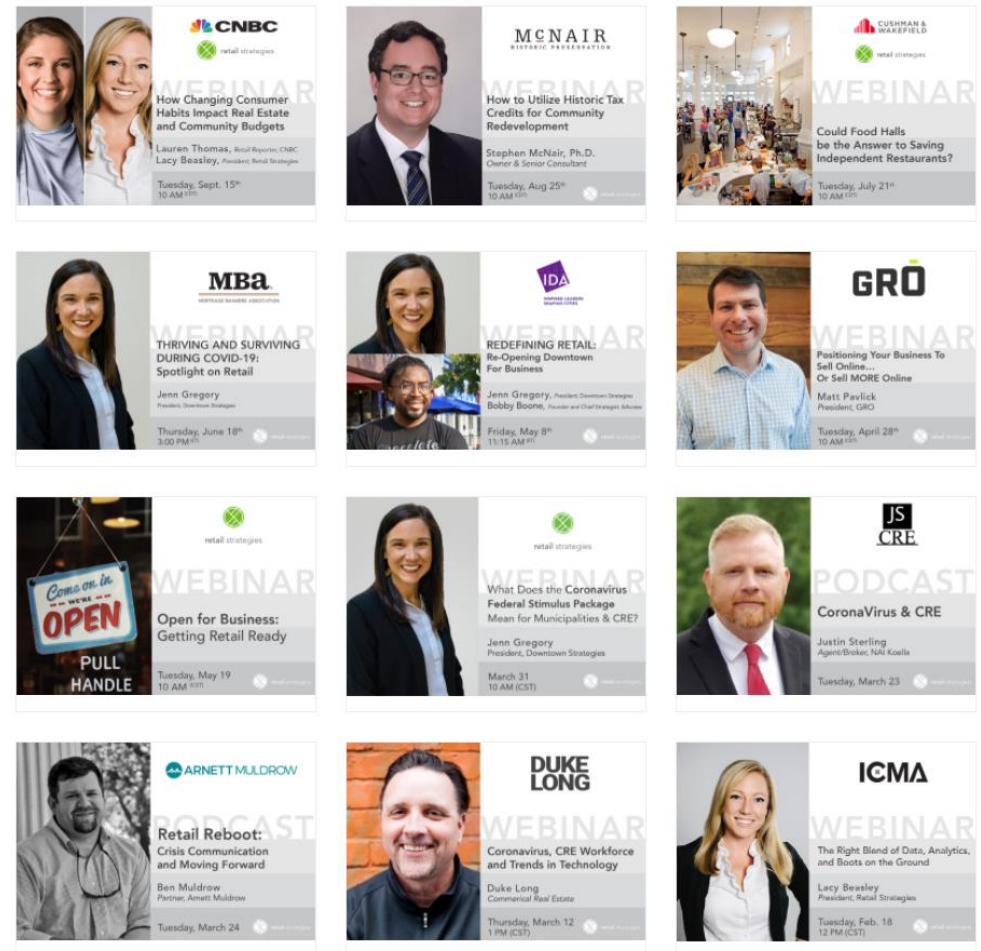
Retail Strategies and COVID-19

FREQUENTLY ASKED QUESTIONS
CARES Act
City Management
and Funding
community resource | retail strategies

PLANNING AHEAD
Ensure Your City is
"Open for Business"
Tomorrow
community resource | retail strategies

Retail Strategies has worked to stay up-to-date and act as a resource on coronavirus-related legislation, policy, funding sources, and best practices

Navigating COVID-19
for Small Businesses
free resource | downtown strategies

SiTE SELECTION MAGAZINE
Have Years of Darwinism
in Rural America Paid Off
During COVID-19?
retail article | retail strategies

3 Steps
to Securing Your
Retail Future
retail resources | retail strategies

Retail Strategies and COVID-19

Sales Tax Revenue Forecasting Tool

City: ALBEMARLE
County: STANLY

County Tax: 2.00%
Month: April
Refund Estimated Percent: 0%
City Distribution %: 17.23%

Estimated Monthly Sales Tax Revenue for the City

Estimated Normal Sales Tax Revenue	$258,383
Sale Tax Revenue Difference	-$42,836
Projected Sales Tax Revenue	$215,547

Estimated Business Sales - County

Category	Business Sales	Adjusted Sales	Sales Difference
Building Material and Garden Equipment Stores	$7,448,281	$8,937,938	$1,489,656
Clothing & Clothing Accessories Stores	$1,303,598	$260,720	-$1,042,878
Electronics & Appliance Stores	$164,686	$65,874	-$98,812
Beer, Wine & Liquor Stores	$152,964	$305,927	$152,964
Furniture and Home Furnishings Stores	$911,835	$364,734	-$547,101
General Merchandise Stores	$12,214,884	$14,657,861	$2,442,977
Gasoline Stations	$7,826,124	$2,347,837	-$5,478,287
Grocery	$16,036,872	$19,244,246	$3,207,374
Health & Personal Care Stores	$7,784,707	$3,892,354	-$3,892,354
Miscellaneous Store Retailers	$4,783,161	$478,316	-$4,304,845
Motor Parts	$1,936,339	$580,902	-$1,355,437
Non-Store Retailers	$3,953,383	$5,139,397	$1,186,015
Sporting Goods, Hobby, Book, Music Stores	$962,464	$577,478	-$384,985
Foodservice and Drinking Places	$9,519,741	$5,711,845	-$3,807,897
Grand Total	$74,999,038	$62,565,429	-$12,433,609

Total Business Sales Impact

Percent adjustment vs. Normal Sales

Category	Percent
Building Materials	120%
Clothing	20%
Electronics	40%
Alcohol Stores	200%
Furniture & Home Stores	40%
General Merchandise	120%
Gasoline Stations	30%
Grocery & Food Stores	120%
Health & Personal Care St...	50%
Misc Store Retailers	10%
Motor Parts	30%
Non-Store Retailers	130%
Sporting Goods	60%
Food & Drinking Places	60%

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ELECTRICITIES of NORTH CAROLINA, INC.
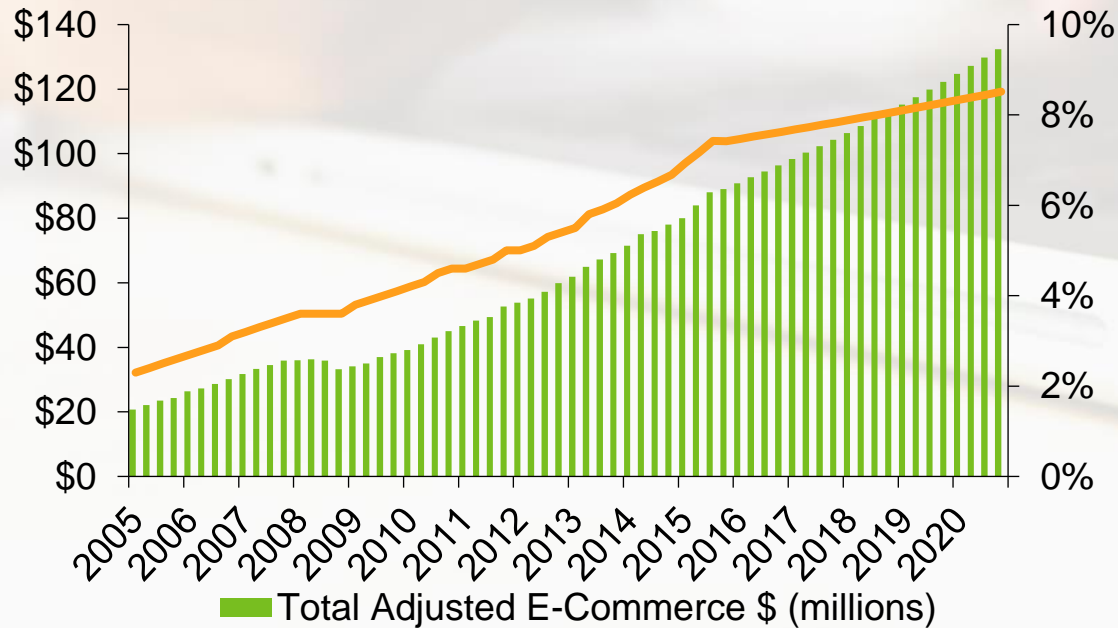
15

retail strategies

E-Commerce

Online sales have increased dramatically with the advent of new technology.

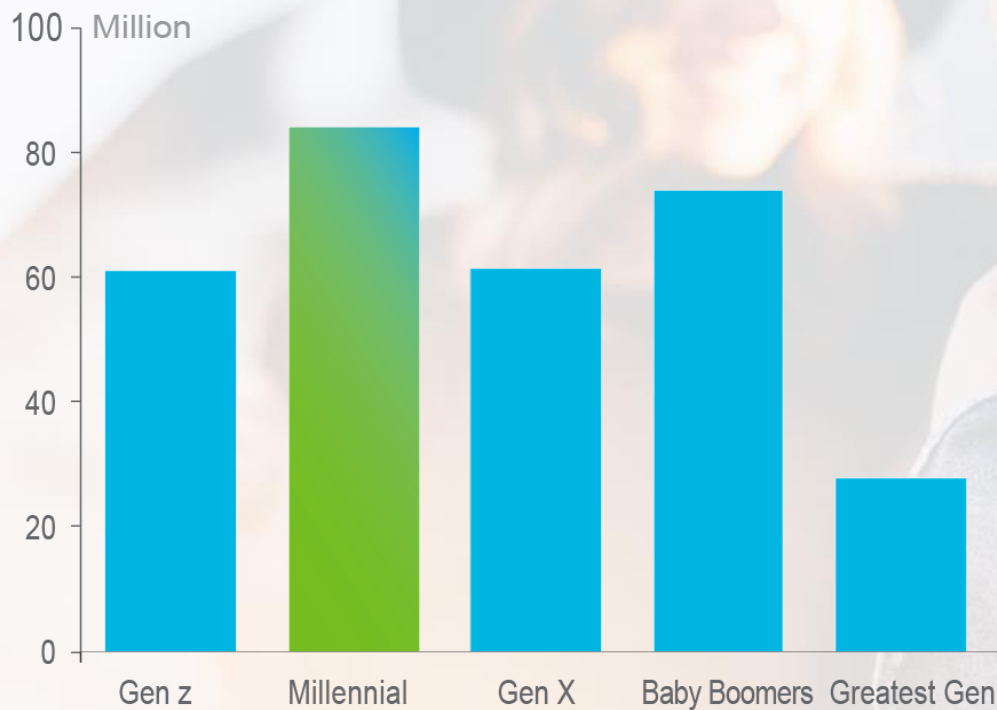However, e-commerce is still a relatively small portion of all retail sales, capturing 9.4% of sales in 2019.

More importantly we need to recognize the trend and be aware of retailer reactions.

Nothing but Growth Ahead for E-Commerce

Total Adjusted E-Commerce $ (millions)

16

Rise of the Millennial

83 Mil
Millennials
(1982-2004)

75 Mil
Baby Boomers
(1946-1964)

63 Mil
Gen X
(1965-1985)

Chart axis: Million, values 0 to 100

Categories: Gen z, Millennial, Gen X, Baby Boomers, Greatest Gen

Over half of Millennials said they would rather give up their sense of smell than their technology.

~ Rosetta

Omni-channel

Bricks

Clicks
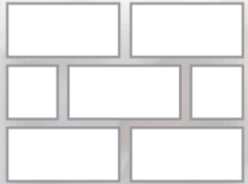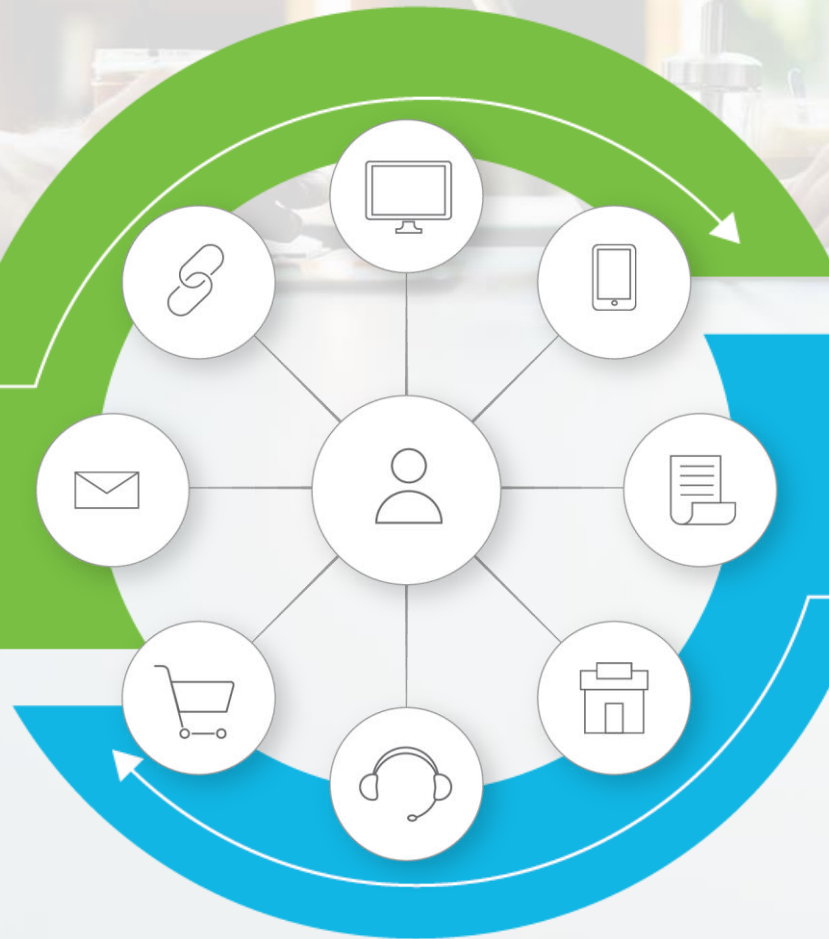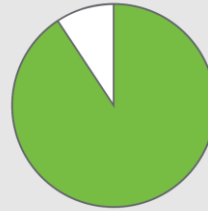
Consumer Purchasing

78% of consumers prefer to shop in-store
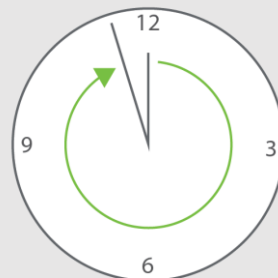
73% want to try-on before they buy

In-store

$1,170
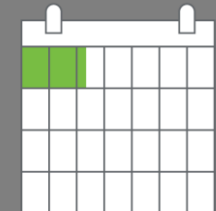/month

7.5x
/month

54 mins
Time spent

Online

$247
/month

2.2x
/month

38 mins
Time spent

Our Partnership

Retail Strategies is very pleased to partner with Albemarle for a common goal to generate new retail communication that would not otherwise happen. The City of Albemarle engaged Retail Strategies in March of 2014 to market the community to key retail real estate industry contacts. We began our seventh year of partnership on April 15, 2020. Our current contract is renewed on an annual basis and will expire on June 30, 2021. We honor our original pricing at $25,000 per year.

Albemarle has multiple dedicated staff members working on behalf of the community in their areas of expertise. A Portfolio Director will serve as the primary Point of Contact (POC) to interact with Albemarle's primary POC. Additional team members include company executives, retail development team, marketing, research and legal teams. Confidential and non-confidential information will be communicated with the POC.

It is Retail Strategies goal to spend our time doing the job you hired us to do and allow the local POC to navigate the local political landscape and communication flow. Local feedback and communication sharing from the primary point of contact working with Retail Strategies is a critical part of the engagement.
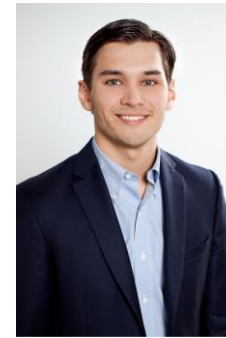
Your Team

Albemarle, NC

Mayor Michael
Mark Donham
Michael Ferris

John Ruzic
Portfolio Director

Jordan Williams
Retail Development

Leadership Team
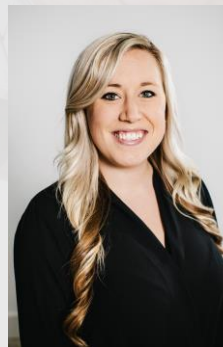
Robert Jolly
CEO

Mead Silsbee
CFO

Lacy Beasley
President /COO

Marketing Team

Laura Marinos
Marketing Director

Ryder Richards
Creative Director

Michelle Moultrie
Marketing Coordinator

Charlene Capps
Data Scientist

The City of Albemarle is the local expert.

Retail Strategies is the retail real estate expert.

Our Partnership

We are **retail** real estate professionals.

We will tell your story in a way that matters to retailers.

discover

Who we partner with

retail strategies

Research Partners & Geographic Information Systems

Memberships, Subscriptions & Customized Reports

RESEARCH

Where does all this information come from?

Here are a few of the demographic data sources used.

9,703

retailers' contact information & site selection criteria

7

geographies per variable

87

category specific reports

3,365

unique variables

23,555

variables to analyze

Discover

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided Albemarle's primary point of contact an electronic copy of each of these reports from multiple geographic parameters online on our project management site, Basecamp.

In addition to these reports, our partnership with Albemarle features on-demand reporting where we will run data on behalf of the city at any point during our engagement to help identify and execute against opportunities within the market.

The following are the highlights from a data and analytic perspective.

Demographic Overview

Mobile Data Collections

Customized Trade Area Analysis

Lifestyle Segmentation

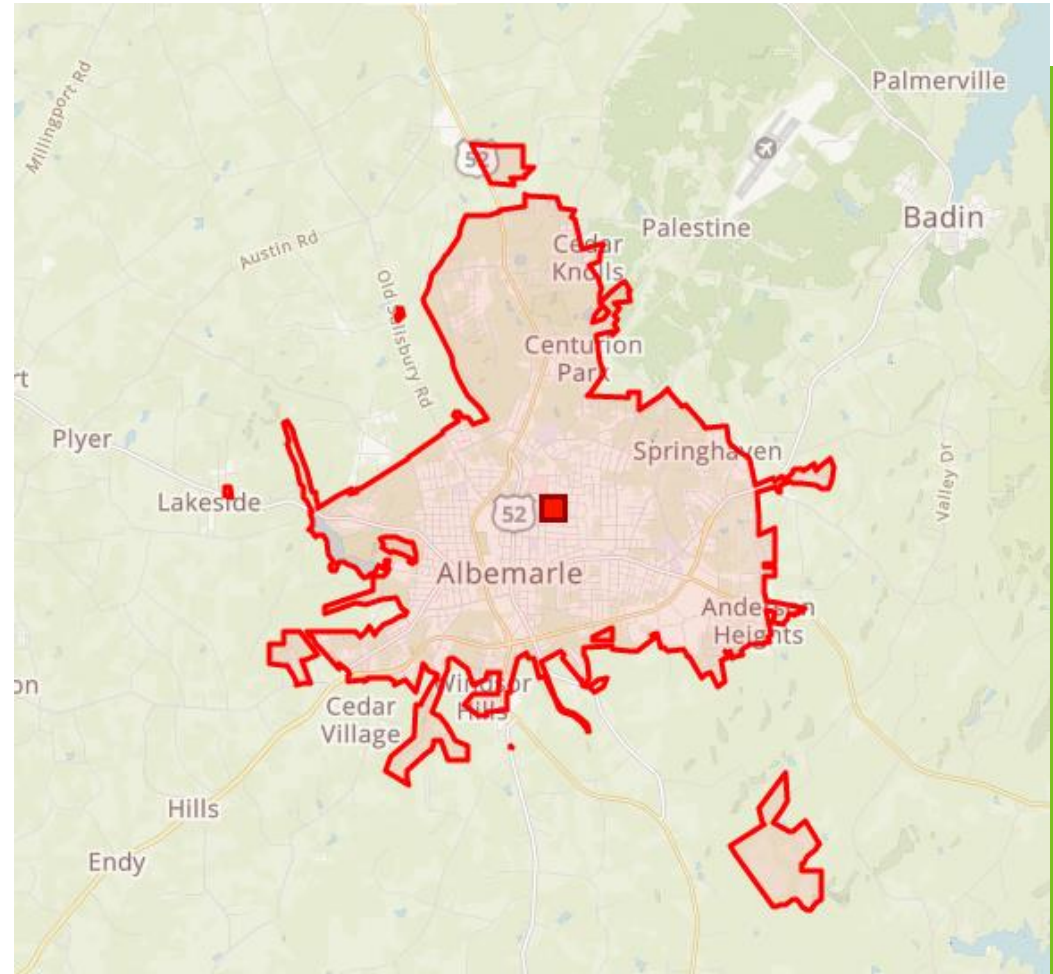Retail Gap Analysis

Peer Analysis

How you see it

State of North Carolina
Population 10.38 million

Albemarle, NC

Population 16, 364

How retailers see it
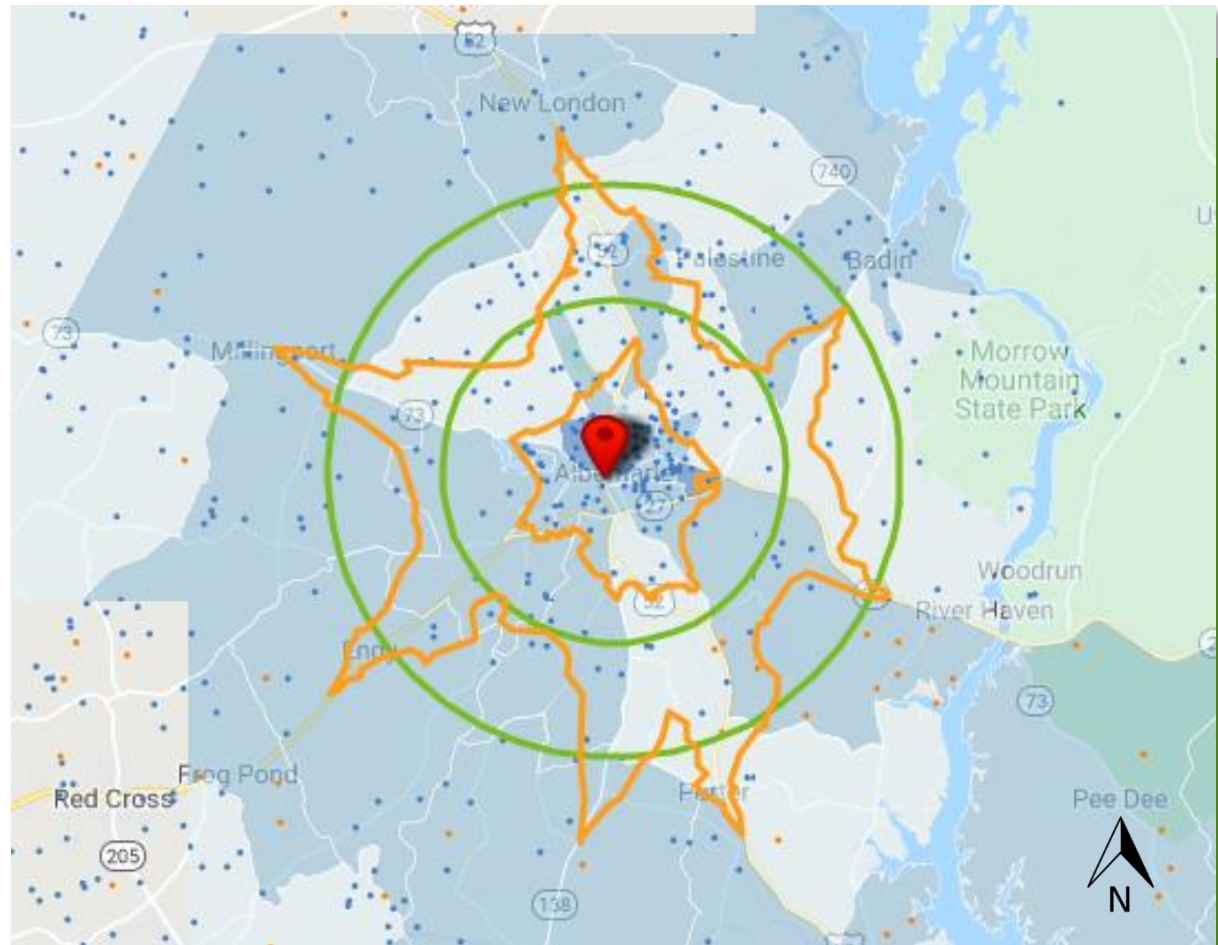
Your Demographic Playbook

| Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	15,409	22,856	45,402	7,254	19,766	33,456
Number of Households	6,476	9,318	18,113	2,958	8,246	13,238
Projected Annual Growth (5 YR)	2.13%	2.04%	2.22%	2.13%	2.02%	2.09%
Median HH Income 2019	$41,161	$43,016	$44,661	$39,620	$42,424	$43,798
Current Year Average Age	40.3	41.1	41.8	40	40.7	41.3
Average Home Value	$187,068	$194,842	$204,299	$199,012	$191,629	$193,146
Current Year % Bachelor's Degree	12%	12%	12%	10%	12%	12%
Daytime Population	22,414	29,000	44,796	13,461	27,413	36,710
Labor Force	12,286	18,438	37,185	5,764	15,876	27,246

Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a geofence around a specific business or location, we are able gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare the frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.
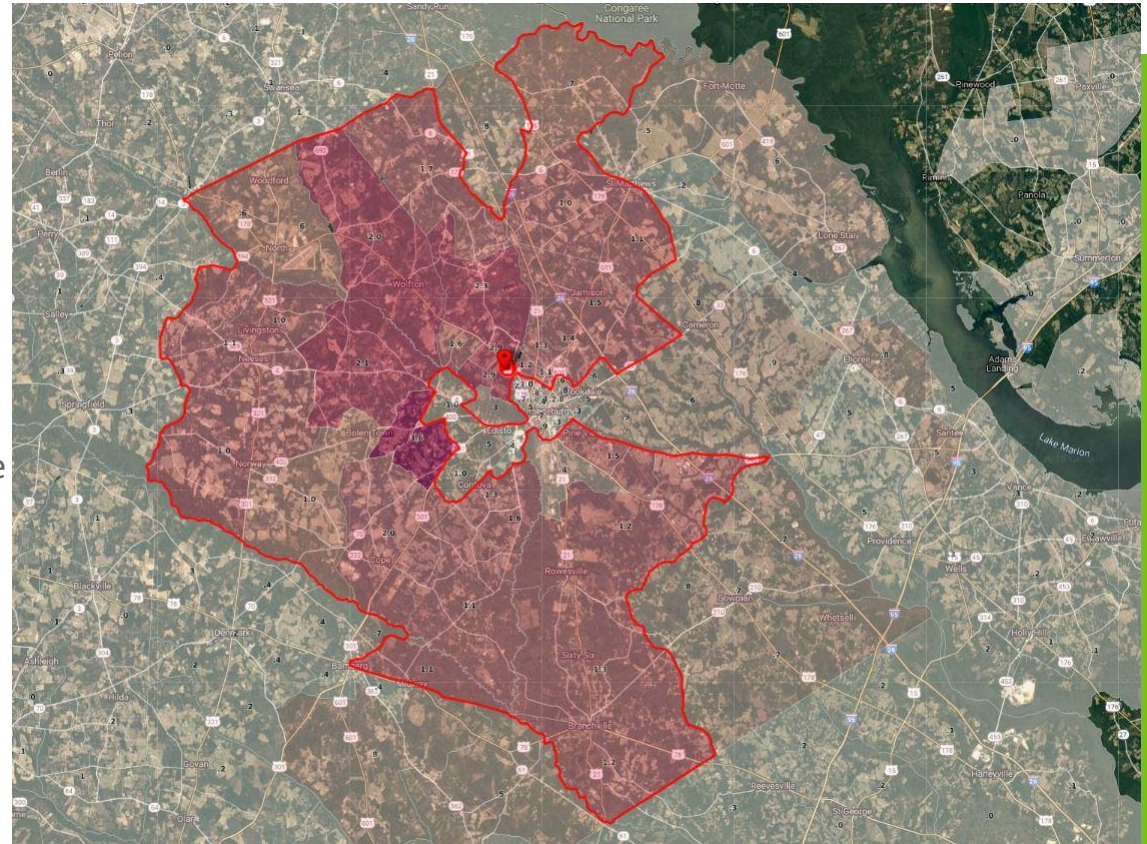

% Home Distribution

	< .5%
	.5-1%
	1-2%
	2-3%
	3-4%
	> 4%

CTA

☐ CTA
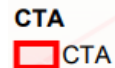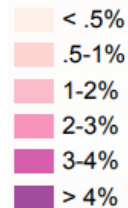
The location tracked was

Albemarle North Road Plaza

for the time period of

**October 2019
To
October 2020**

Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.
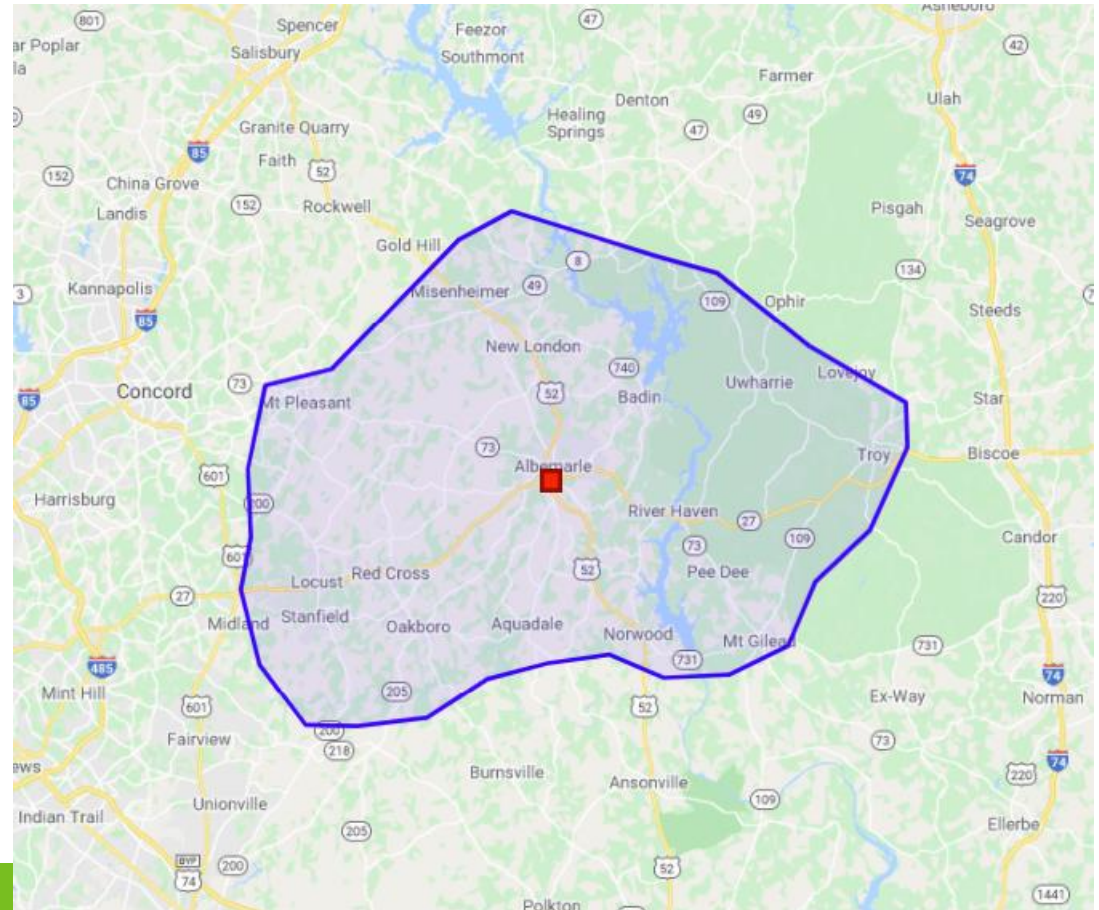
Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.

DISCOVER

Customized Trade Area

85,070
2019 estimated population

87,751
projected 2024 population

3.2%
projected growth rate
2019-2024
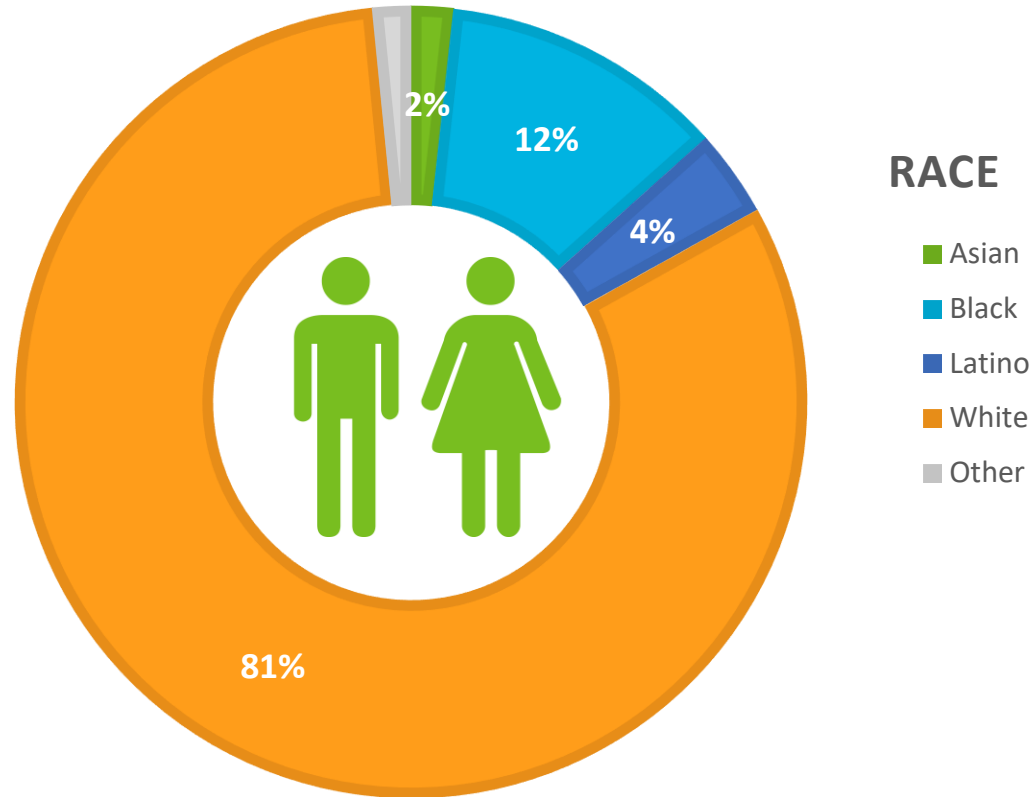
40
male average age

43
female average age

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE

RACE

- ■ Asian
- ■ Black
- ■ Latino
- ■ White
- ■ Other

Customized Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

12,104

8,432

5,499

4,297

1,758

635

383

$47,451
median household income

40,631
number of households

25%	37%	17%	13%	5%	2%	1%
1-person household	2-person household	3-person household	4-person household	5-person household	6-person household	7 or more person household

39

Customized Trade Area

2019 ESTIMATED HOUSING UNITS BY TENURE
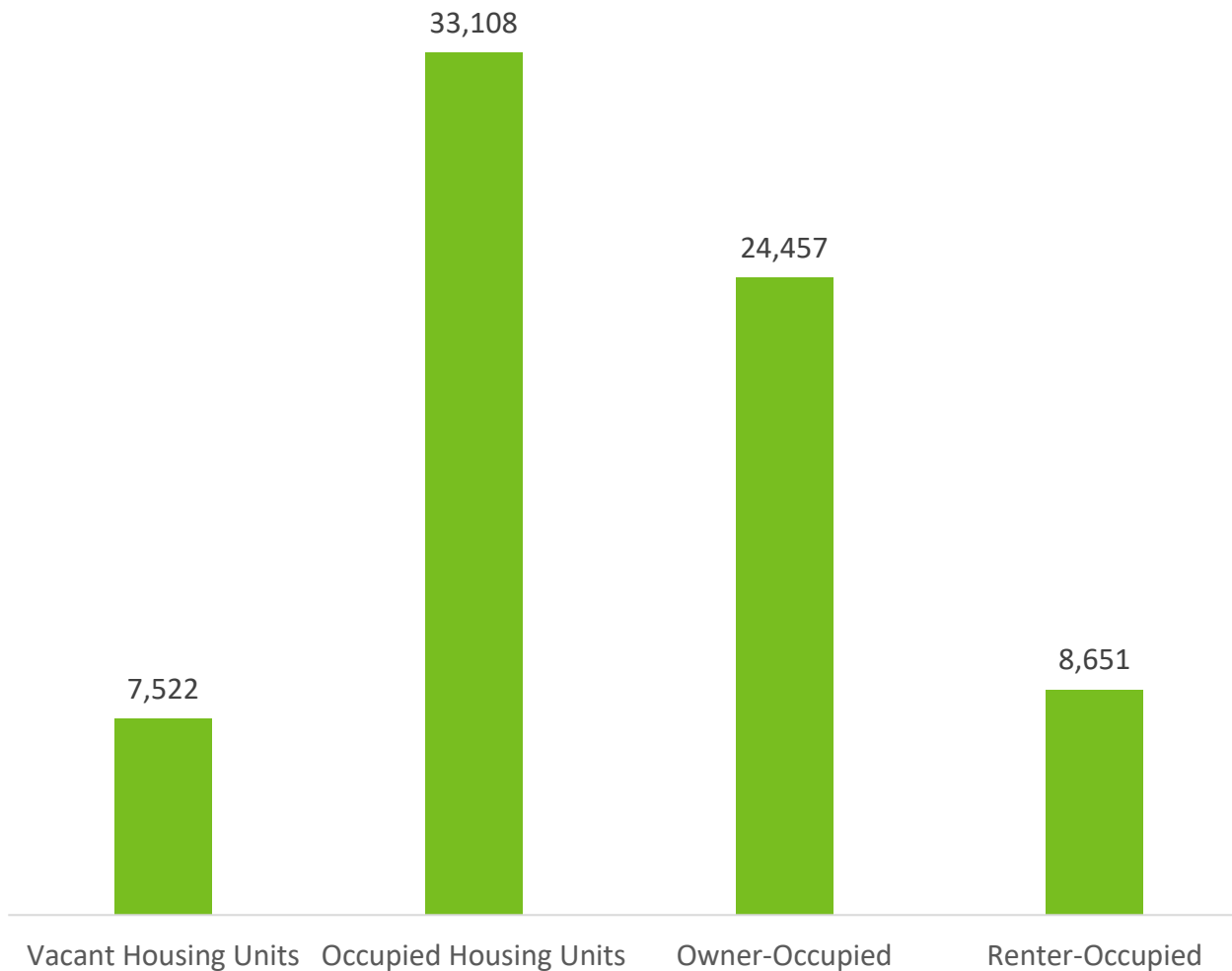
$217,866

average housing unit value

Category	Value
Vacant Housing Units	7,522
Occupied Housing Units	33,108
Owner-Occupied	24,457
Renter-Occupied	8,651

Custom Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE

- Nonfamily Households — 3%
- No own children under 18 years — 5%
- With own children under 18 years — 6%
- Female Householder: no husband present: — 11%
- No own children under 18 years — 2%
- With own children under 18 years — 3%
- Male Householder: no wife present: — 5%
- No own children under 18 years — 37%
- With own children under 18 years — 18%
- Married-couple family — 55%
- Family Households — 71%
- 1 Person Households — 25%
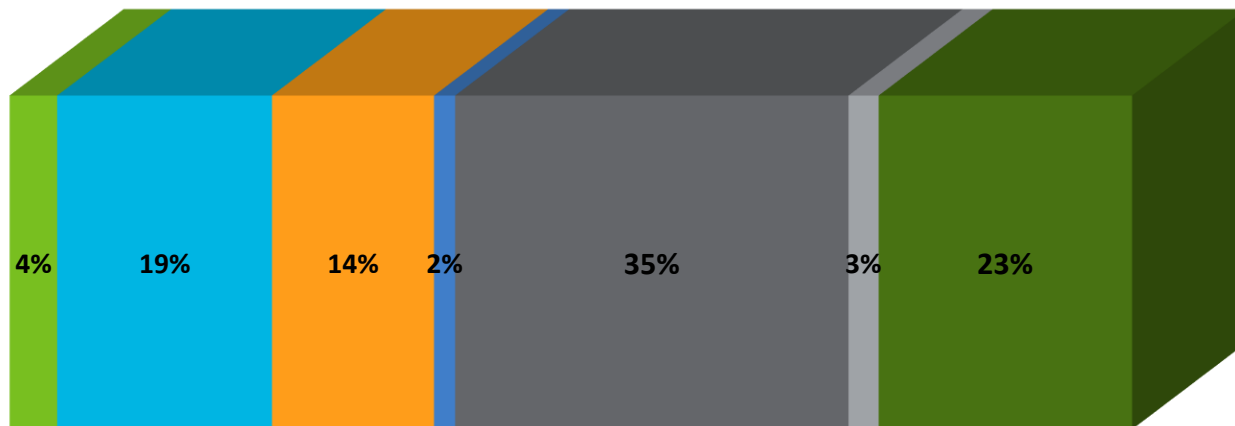
2.47

people per household
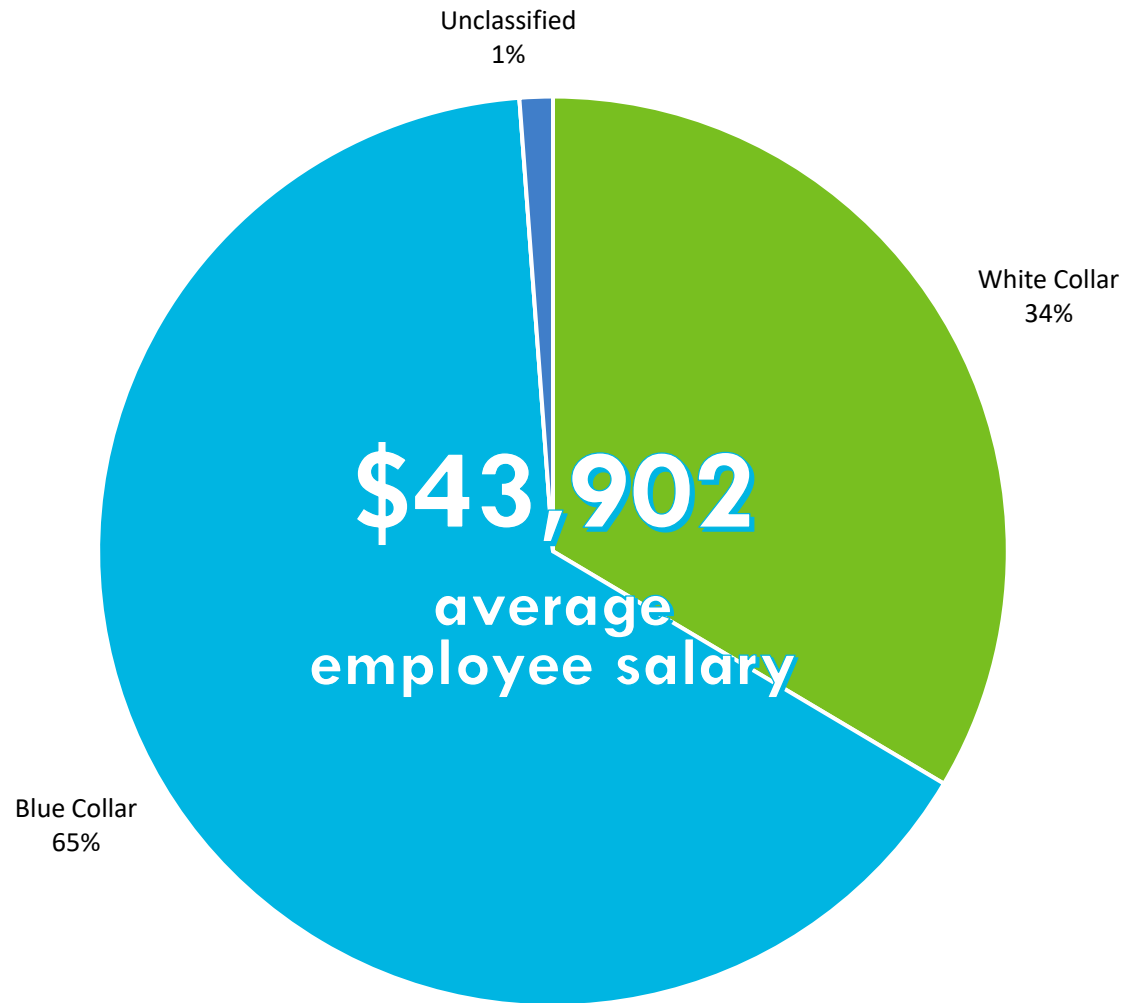
41

Customized Trade Area

82,042
daytime population

DAYTIME POPULATION

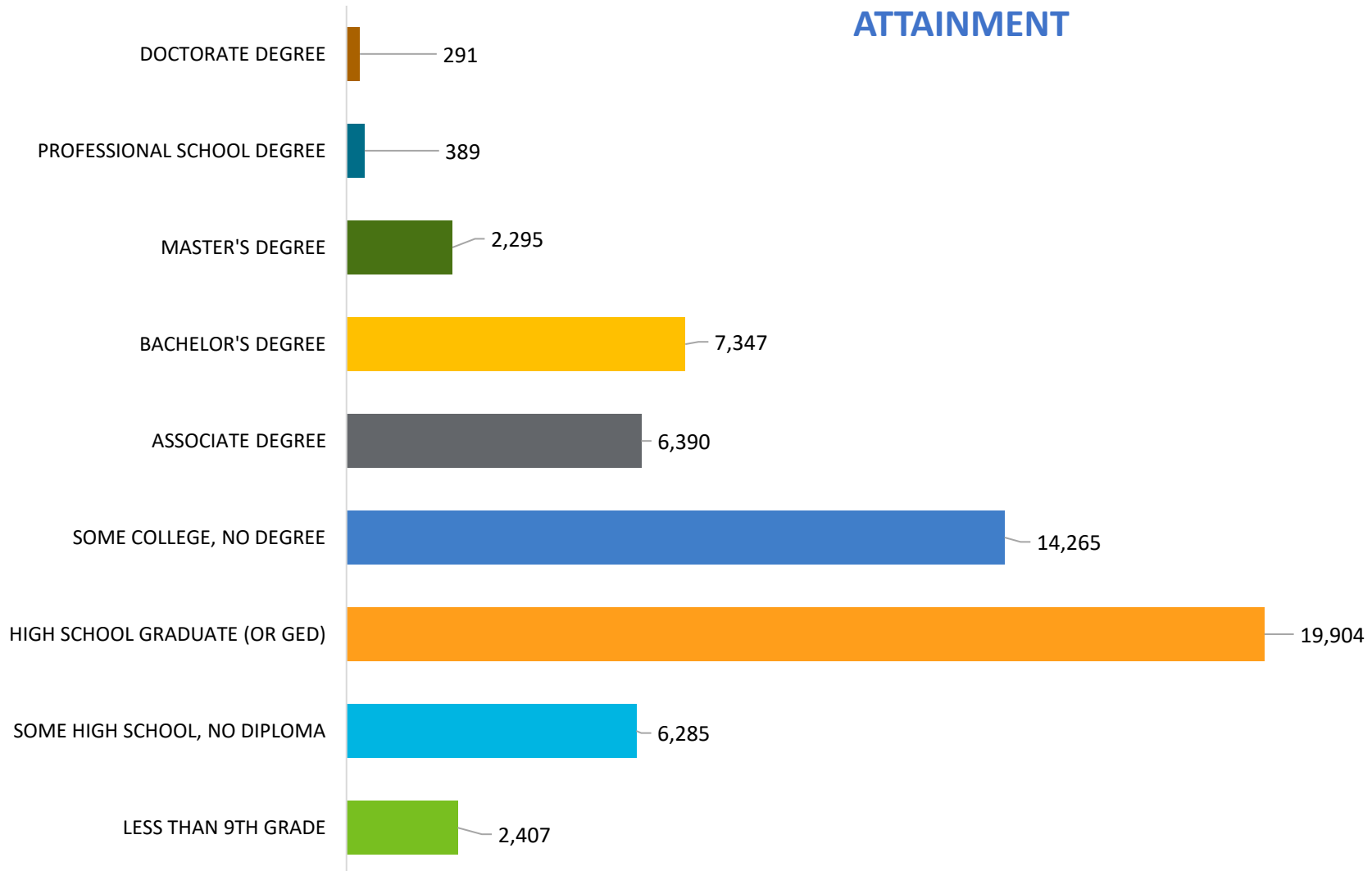■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations
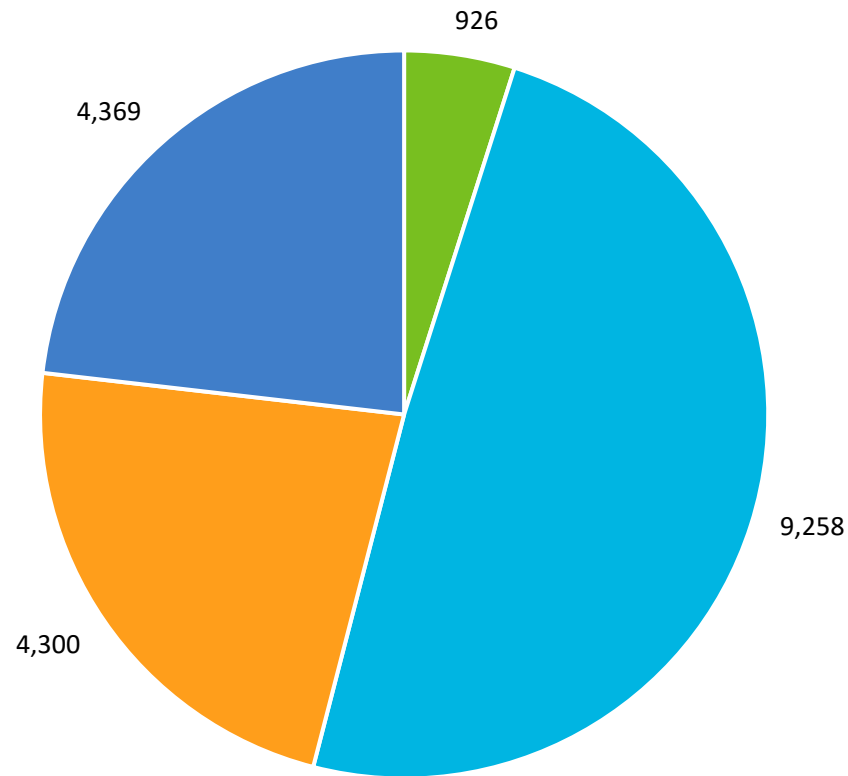
4%　19%　14%　2%　35%　3%　23%

Customized Trade Area

Unclassified
1%

White Collar
34%

$43,902

average
employee salary

Blue Collar
65%

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT

Educational Attainment	Population
DOCTORATE DEGREE	291
PROFESSIONAL SCHOOL DEGREE	389
MASTER'S DEGREE	2,295
BACHELOR'S DEGREE	7,347
ASSOCIATE DEGREE	6,390
SOME COLLEGE, NO DEGREE	14,265
HIGH SCHOOL GRADUATE (OR GED)	19,904
SOME HIGH SCHOOL, NO DIPLOMA	6,285
LESS THAN 9TH GRADE	2,407

44

Customized Trade Area

**Current Year Estimated
Population by Enrollment**

926

4,369

9,258

4,300

- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school

45

Lifestyle reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe "Who is Albemarle?", often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer spending behavior based on personality allows Retail Strategies to better align the retail prospects with the purchasing patterns of the consumers in your market.

ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.
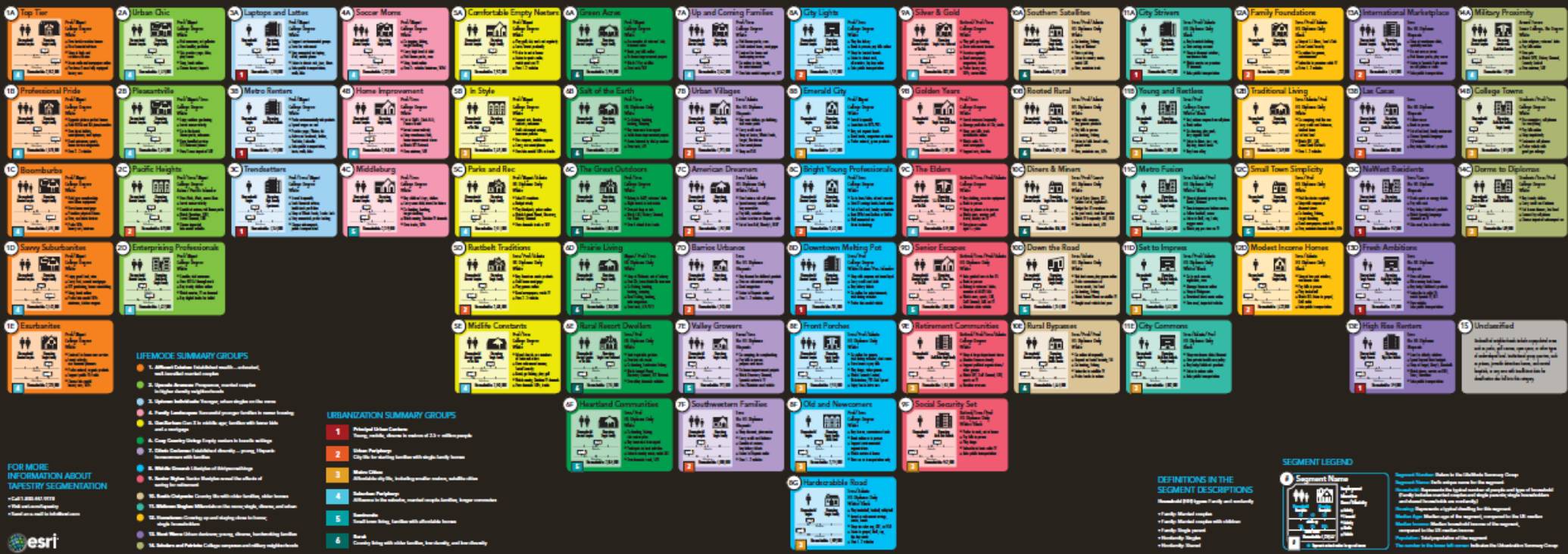
Research & Analytics

retail strategies

ESRI Tapestry Segmentation

5 MILE RADIUS
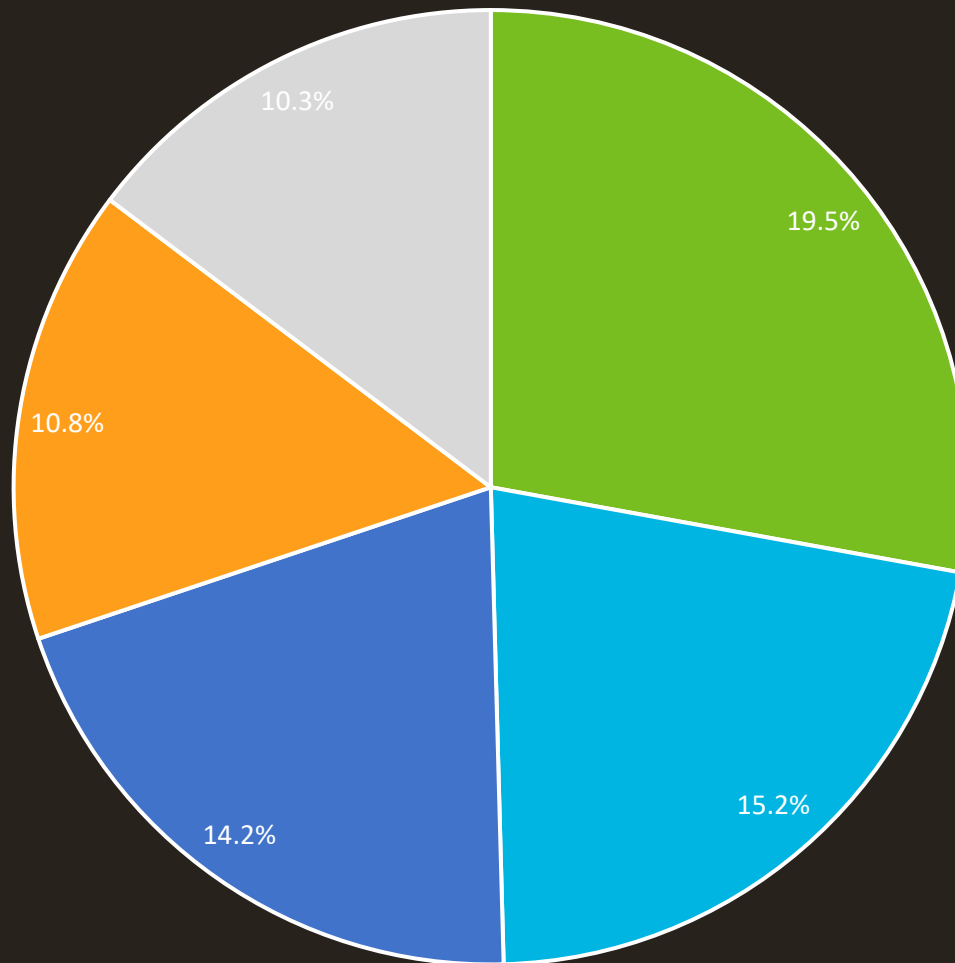
- Salt of the Earth (6B)
- Rooted Rural (10B)
- Heartland Communities (6F)
- Small Town Simplicity (12C)
- Midlife Constants (5E)

19.5%
15.2%
14.2%
10.8%
10.3%

TAPESTRY SEGMENTATION
esri.com/tapestry

ESRI Tapestry Segmentation

LifeMode Group: Cozy Country Living

Salt of the Earth

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300

LifeMode Group: Rustic Outposts

Rooted Rural

Households: 2,430,900

Average Household Size: 2.48

Median Age: 45.2

Median Household Income: $42,300

retail strategies

ESRI Tapestry Segmentation

LifeMode Group: Cozy Country Living
Heartland Communities

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3
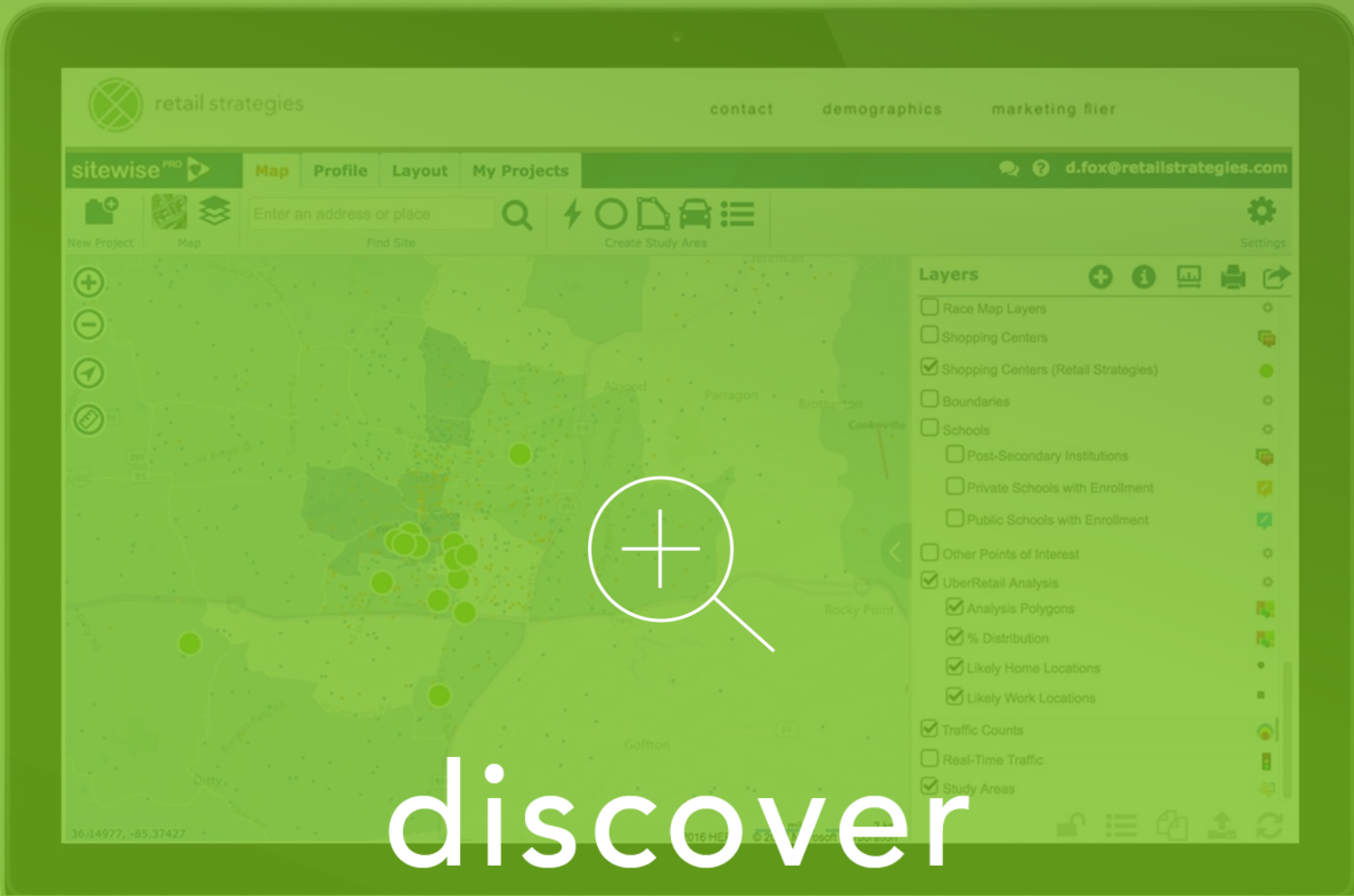
Median Household Income: $42,400

LifeMode Group: Hometown
Small Town Simplicity

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: $31,500

discover

Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (leakage) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI:PopStats as our provider of the consumer demand and supply by establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

Total Market Supply

$1,260,300,256

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

☑ Total Market Supply
- ■ $1 to $5MM
- ■ $5MM to $10MM
- ■ $10MM to $25MM
- ■ $25MM to $50MM
- ■ $50MM to $75MM
- ■ $75MM to $100MM
- ■ > $100MM
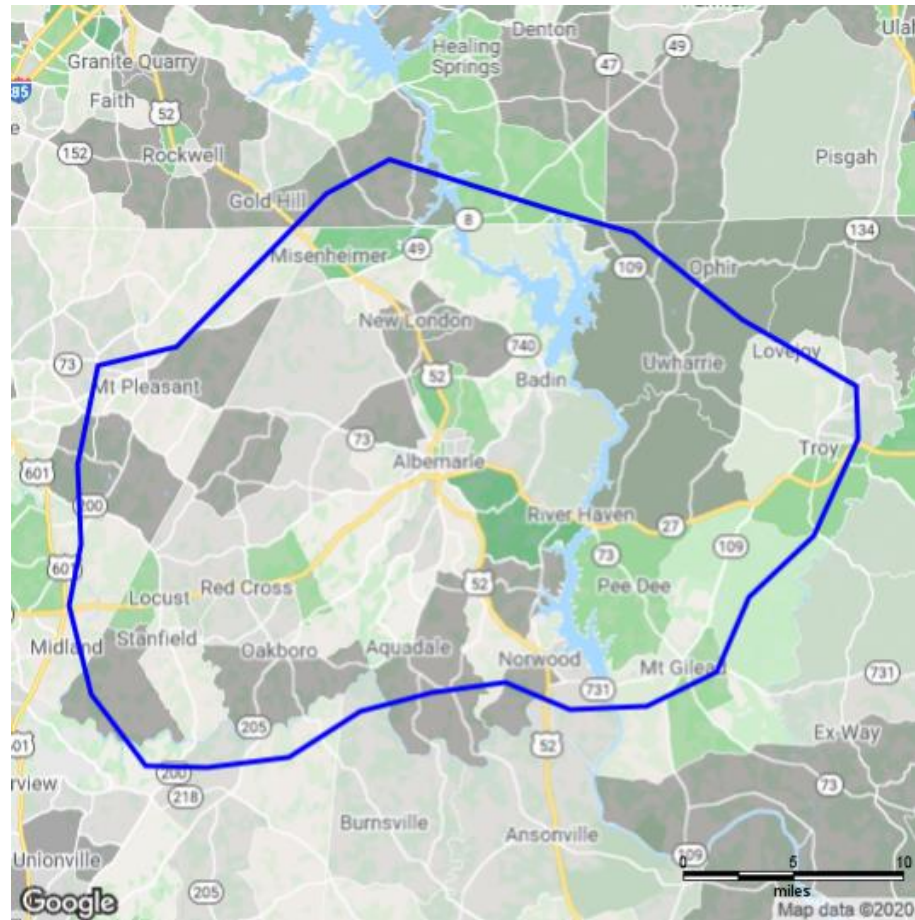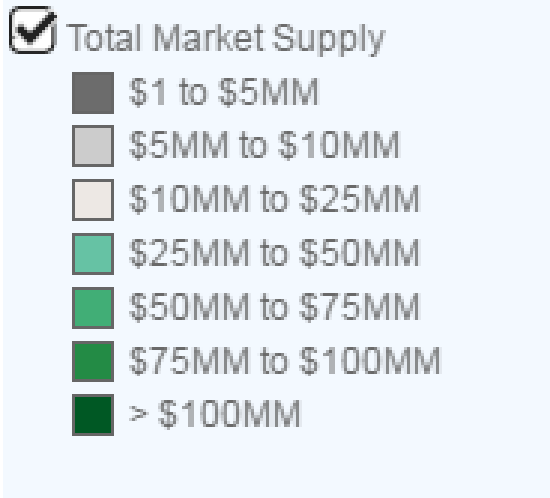
Total Market Demand

$975,620,934

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

☑ Total Consumer Demand

- $1 to $5MM
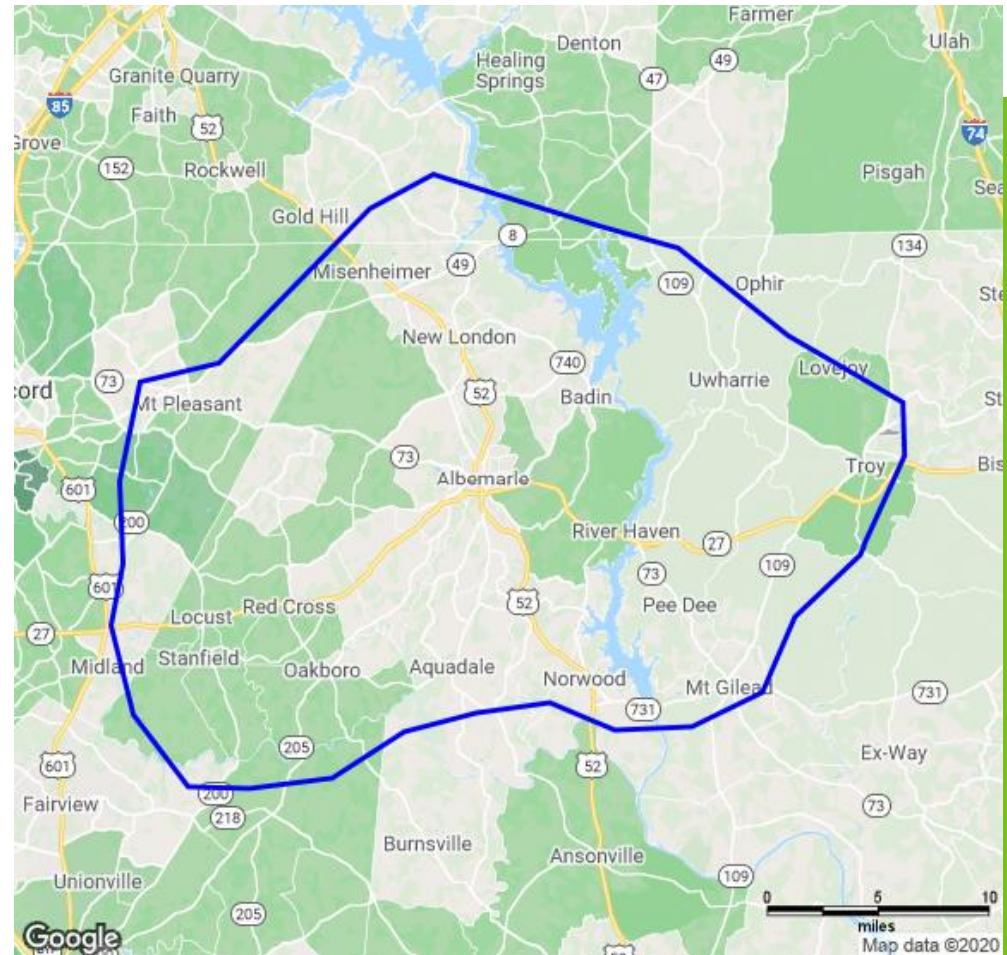- $5MM to $10MM
- $10MM to $25MM
- $25MM to $50MM
- $50MM to $75MM
- $75MM to $100MM
- > $100MM
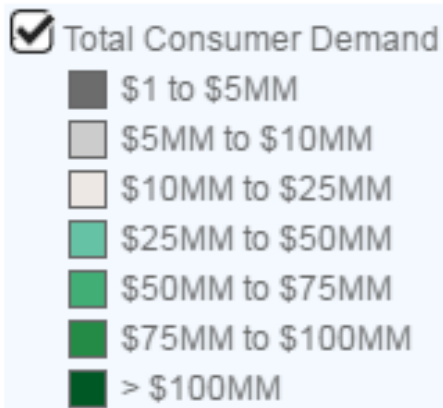
Discover: Opportunity Gap

$284,679,322

This means more people purchase items outside of the defined Albemarle trade area than in the Albemarle defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.

☑ Opportunity Gap
- ◼ < -$50MM
- ◻ -$50MM to -$25MM
- ◻ -$25MM to -$0
- ◼ $0.00-$25,000,000.00
- ◼ $25MM to $50MM
- ◼ $50MM to $100MM
- ◼ > $100MM

retail strategies
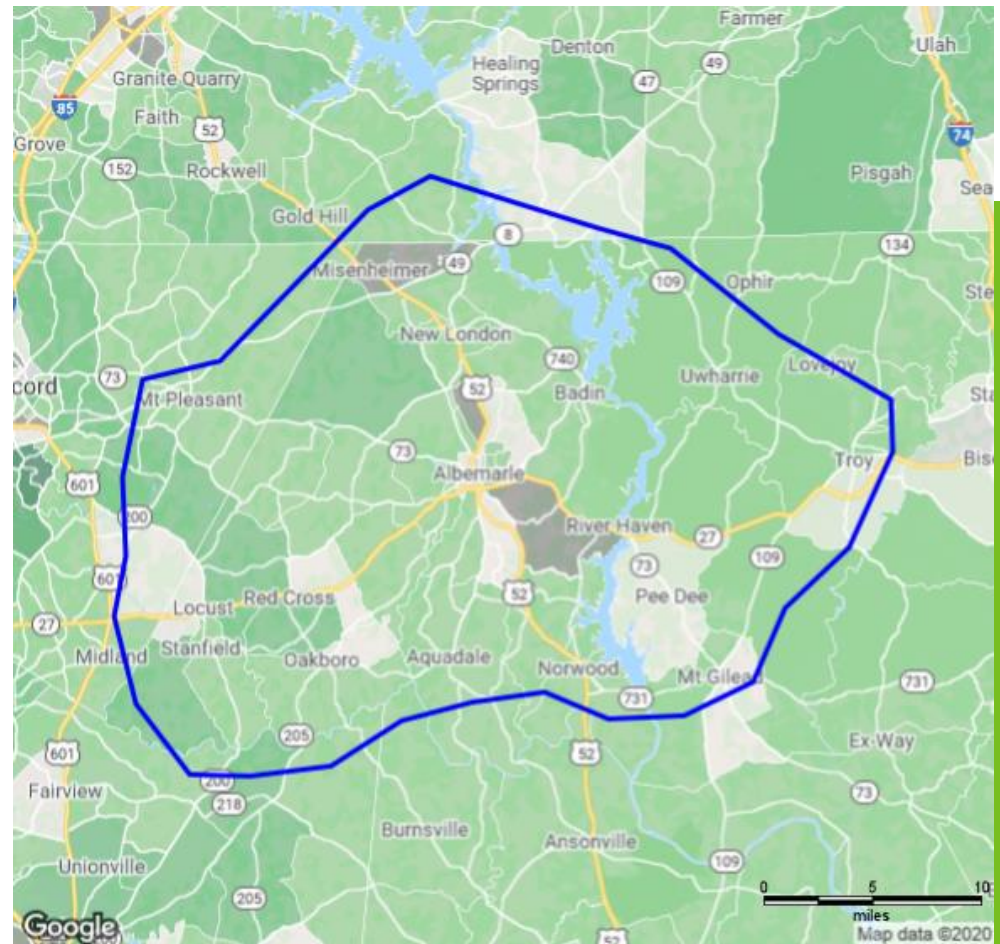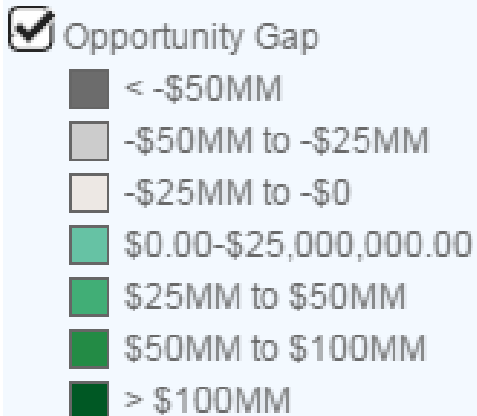
Consumer Demand & Supply

Customized Retail Category GAP Analysis

Category	Value
Clothing & Clothing Accessories Stores	$40,964,805
Foodservice and Drinking Places	$37,179,895
Furniture and Home Furnishings Stores	$20,497,110
Electronics & Appliance Stores	$19,659,430
Sporting Goods, Hobby, Book, Music Stores	$9,648,156
Building Material and Garden Equipment Stores	$8,418,152
Health & Personal Care Stores	$1,328,388

retail strategies
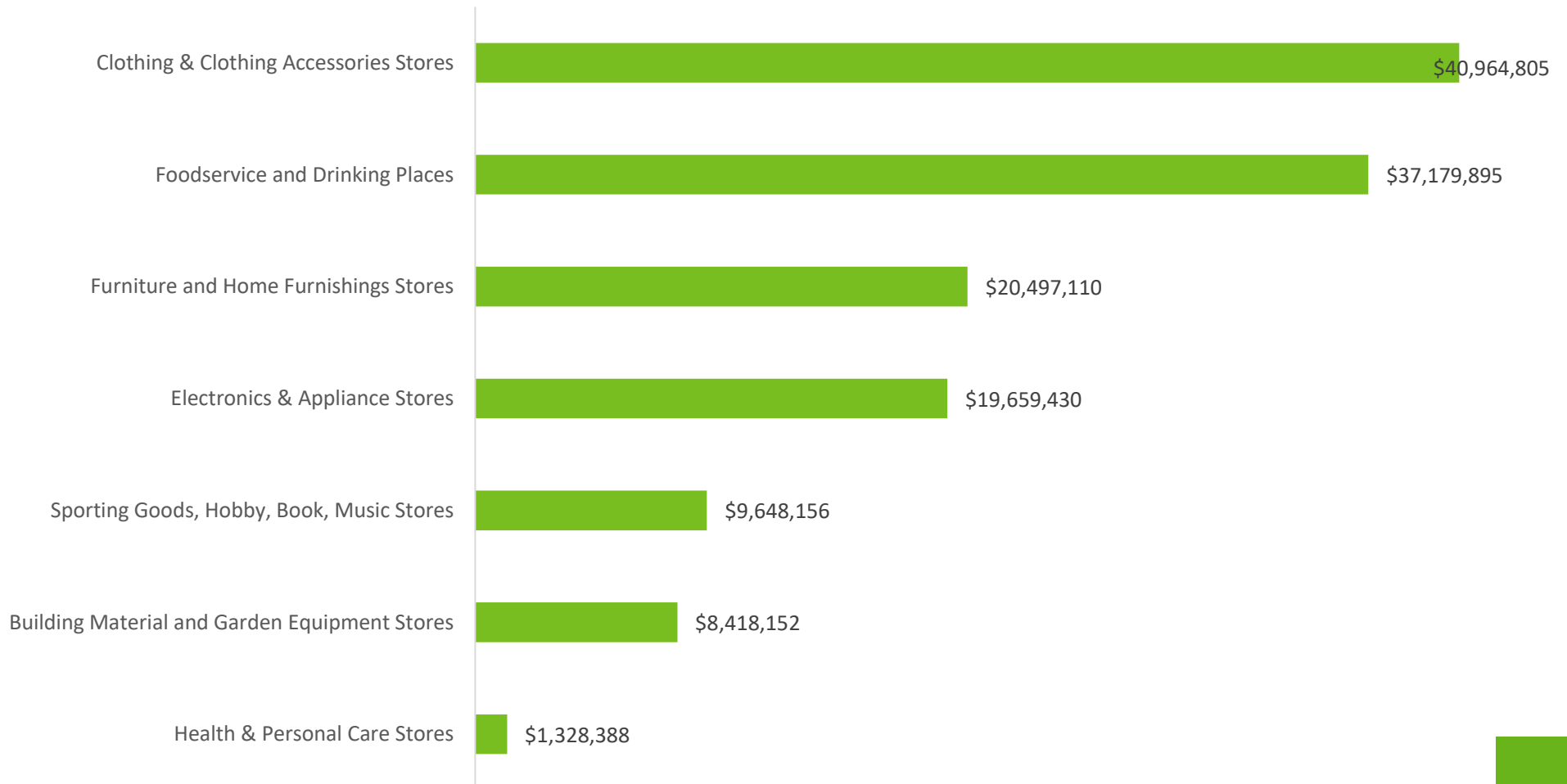
Peer Analysis

Retail Node Comparison Report – 10 Minute Drive Time

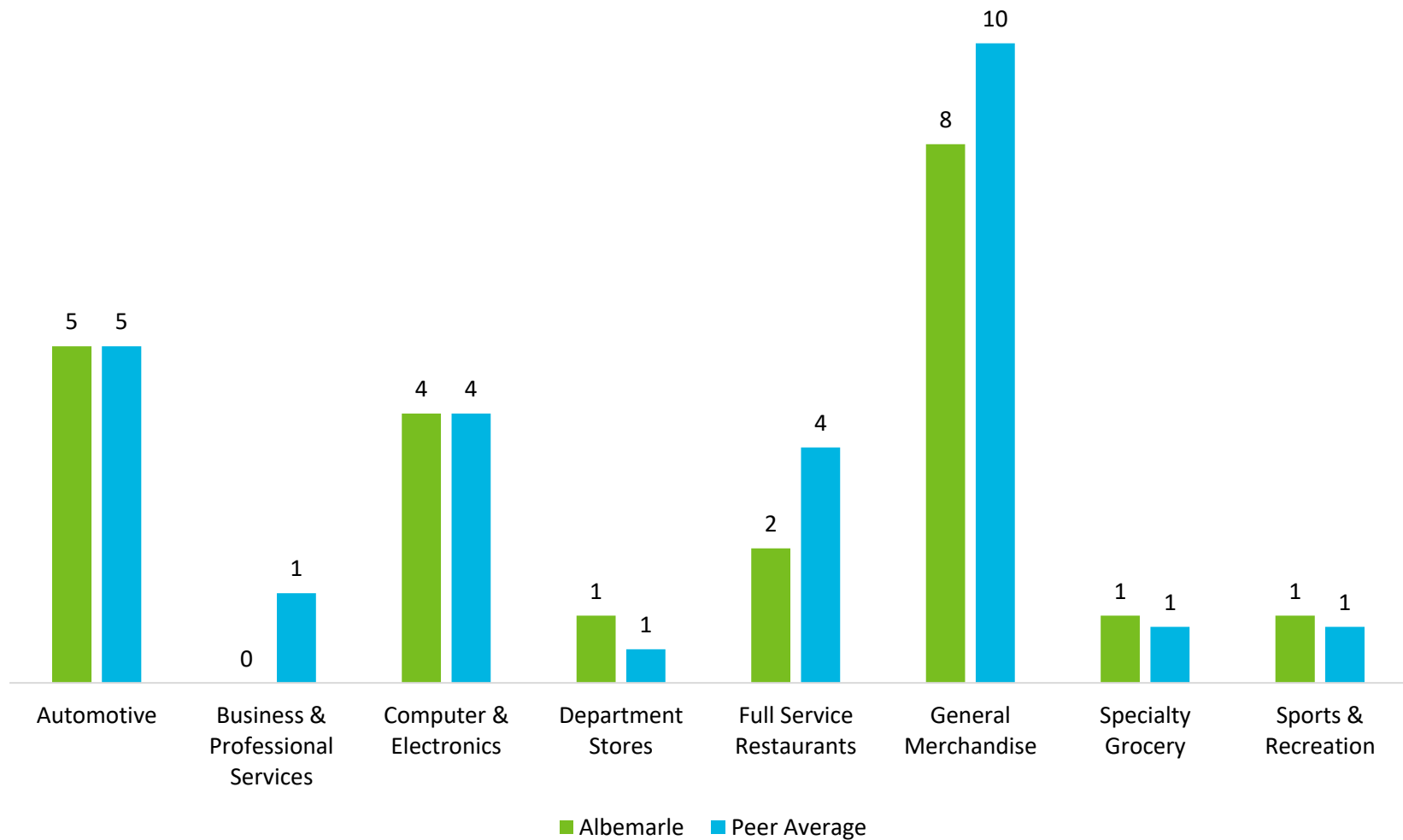| Address	City	State	Residential Population	Daytime Population	Median HH Income	Market Supply
Walmart	Albemarle	NC	19,617	28,018	$41,906	$551,248,997
3755 E Andrew Johnson Hwy	Greeneville	TN	17,645	25,513	$39,611	$598,149,546
16032 Fifteen Mile Boulevard	Abingdon	VA	20,161	30,769	$46,386	$602,326,534
3360 Tom Austin Hwy	Springfield	TN	21,124	27,291	$49,310	$660,553,147
175 Beasley Dr	Dickson	TN	17,440	25,396	$43,821	$434,029,563
4001 College Ave	Bluefield	VA	16,781	25,010	$41,757	$331,363,758
2650 Lake Rd	Dyersburg	TN	20,104	27,731	$41,768	$483,399,250

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Peer Analysis

PEER RETAILERS

Legend: ■ Albemarle ■ Peer Average

Data values by category:
- Automotive: Albemarle 5, Peer Average 5
- Business & Professional Services: Albemarle 0, Peer Average 1
- Computer & Electronics: Albemarle 4, Peer Average 4
- Department Stores: Albemarle 1, Peer Average 1
- Full Service Restaurants: Albemarle 2, Peer Average 4
- General Merchandise: Albemarle 8, Peer Average 10
- Specialty Grocery: Albemarle 1, Peer Average 1
- Sports & Recreation: Albemarle 1, Peer Average 1

2020-21 Store Expansion Plans

Retailers Opened 11,393 Stores in 2019.

Tenant mixes are becoming increasingly food and convenience based.

Food and Grocery — fast casual & specialty grocery are becoming mainstream.

Retail Growth

Automotive	Fitness/Health/Spa Concepts
Discounters	Drug Stores
Dollar Stores	Thrift Stores
Do-It-Yourself Home Stores	Grocery (Smaller Format)
Off-Price Apparel	Discount
Beauty/Cosmetics/Fragrances	Ethnic
Pet Supplies	Organic
Sporting Goods	Upscale
Wireless Stores	Fast Food
Banks	Fast Casual *(~40% of restaurant growth)*

Retail Contraction

Casual Dining – Older Concepts

Bookstores

Video Stores

Mid-priced Apparel

Children's Apparel

Mid-priced Grocery

Office Supplies

Consumer Electronics

Stationery/Gift Shops

Shipping/Postal Stores

boots on the ground

Putting our boots on the ground
in your community to identify strategic and
underutilized real estate assets.

retail strategies

Boots on the Ground

We identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals with experience in development, leasing, and redevelopment.

Information Collected

- Address

- Property Description

- Coordinates

- Listing Agent (if possible)

- Contact Info for Agent or Owner

- Web Address for Agent or Owner

- Link to Property Info on Agent or Owner's Website

- Google Earth Link to Aerial Photo

- Google Earth Link to Ground Photo

- Total Size of Center (if existing)

- Available Space in Center

- Parcel Size (if vacant land)

- Existing Tenants (if existing)

- Traffic Count at Property

- Summary of Recruitment

- Opportunities Specific to Property

- Specific Prospects for Property

- Overall Strategy for Property

- General Comments
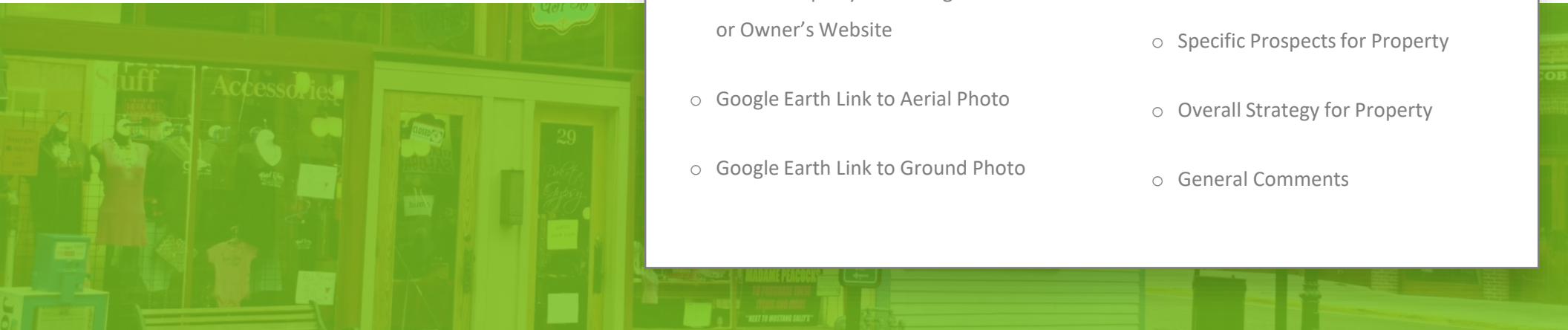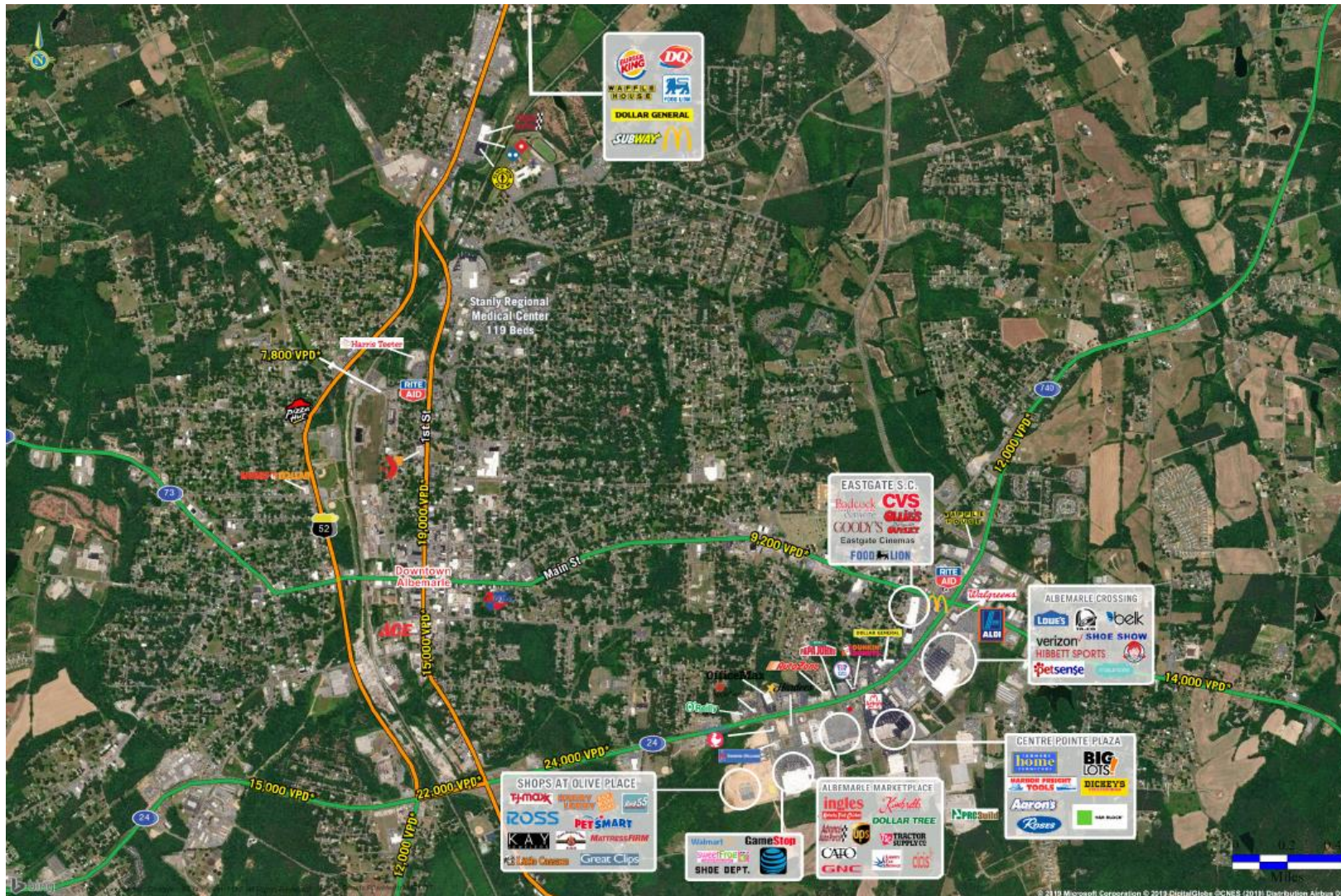
Home Run
Real Estate

Traffic Count
Co-tenancy
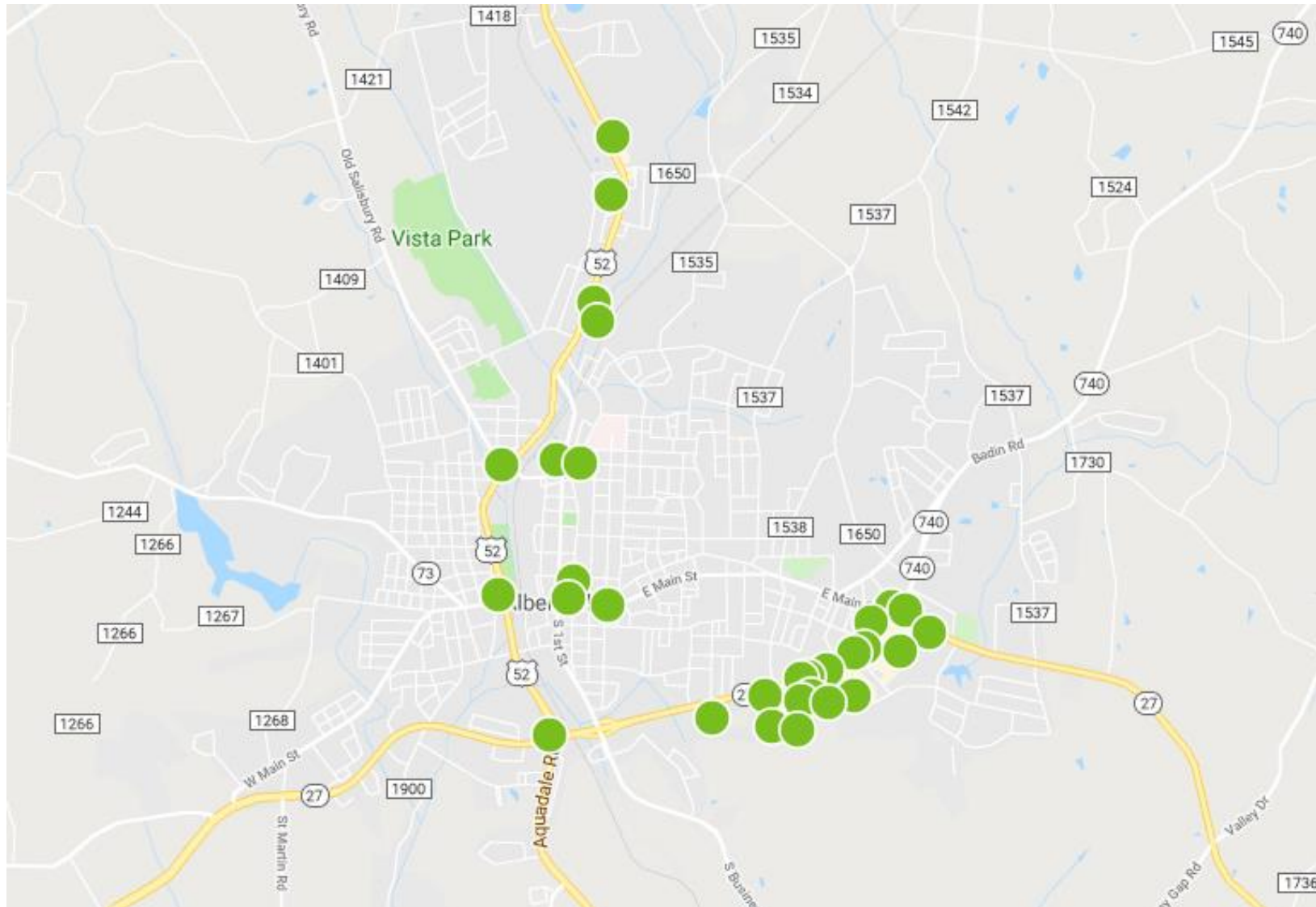Convenience
Parking
High Visibility/Signage
Easy Access

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retail strategies
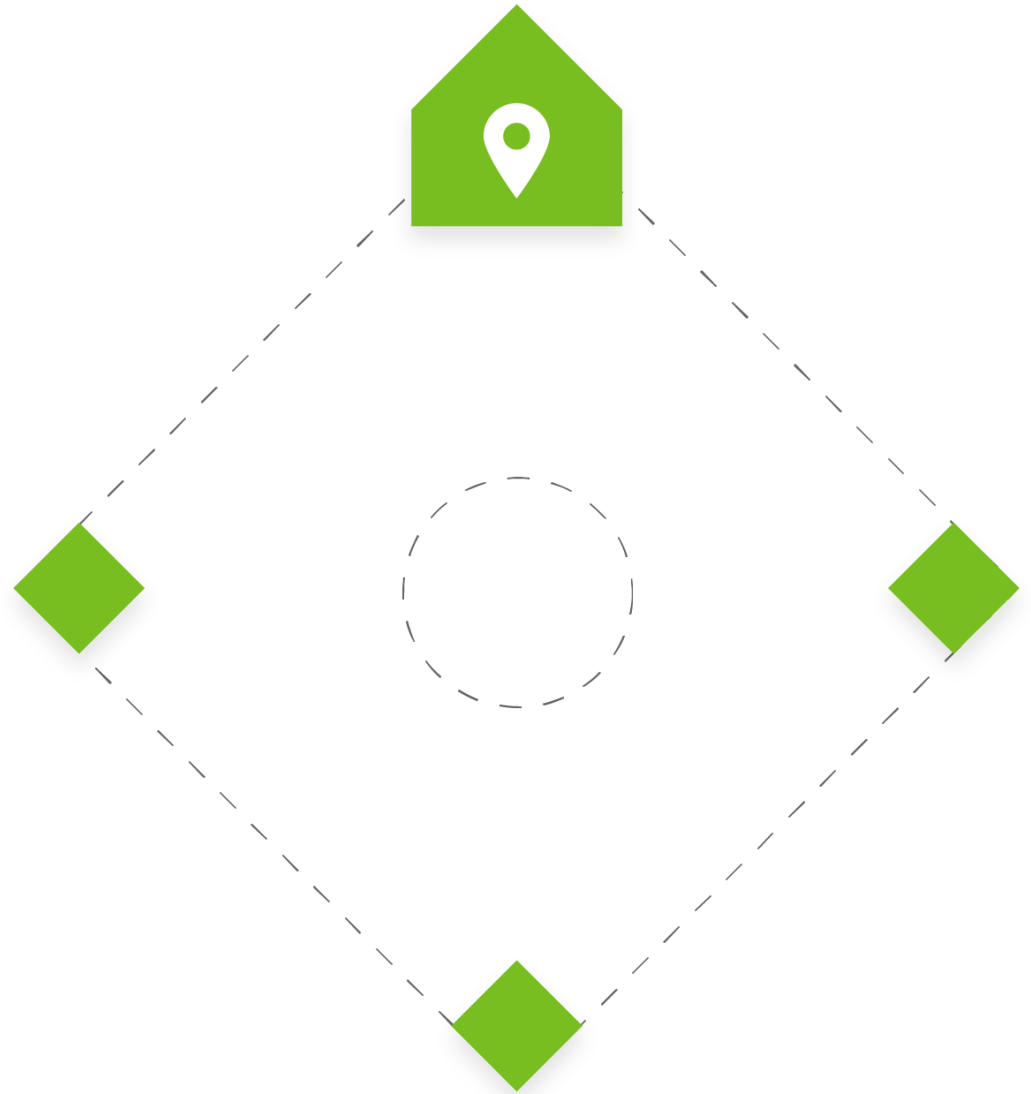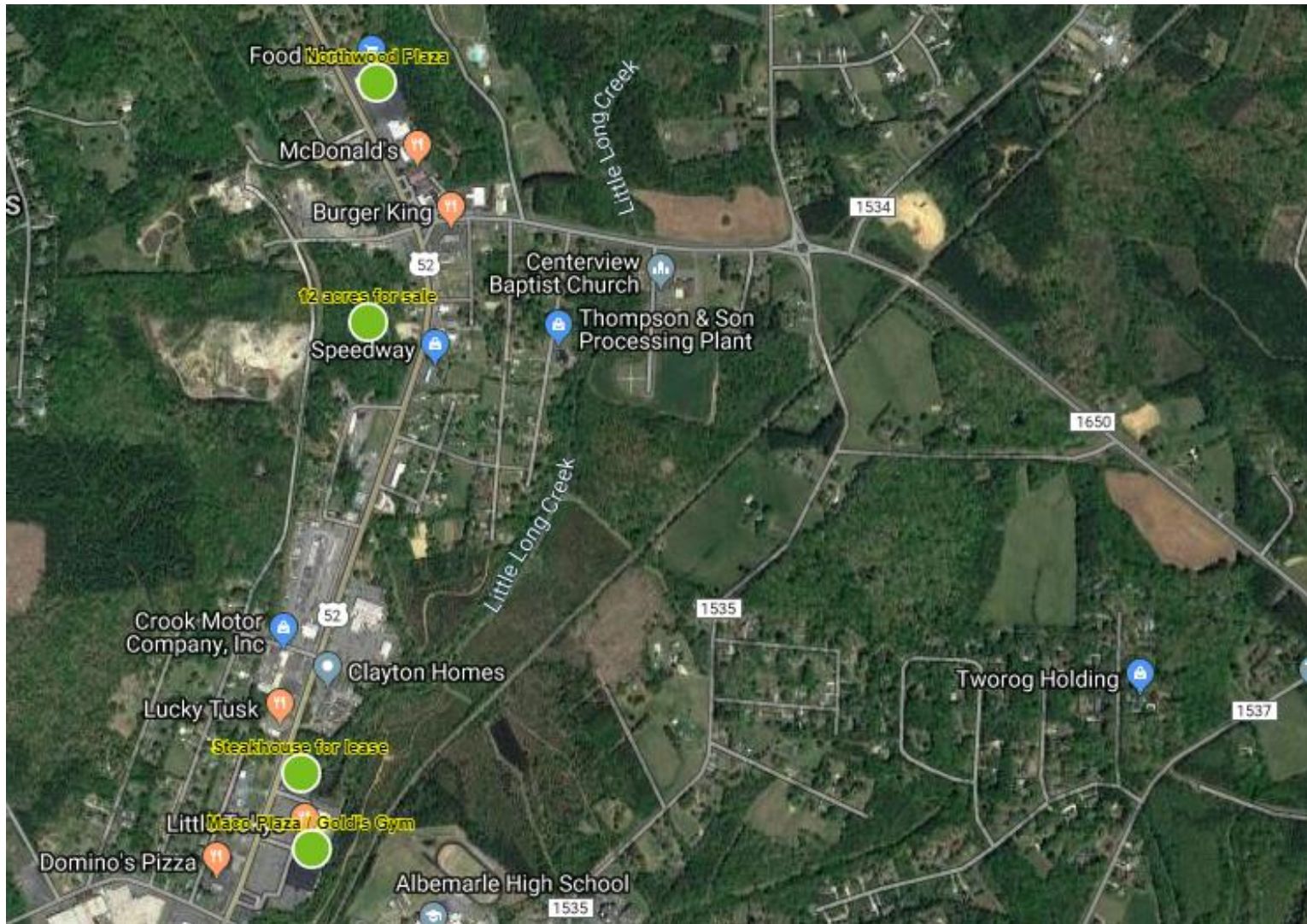
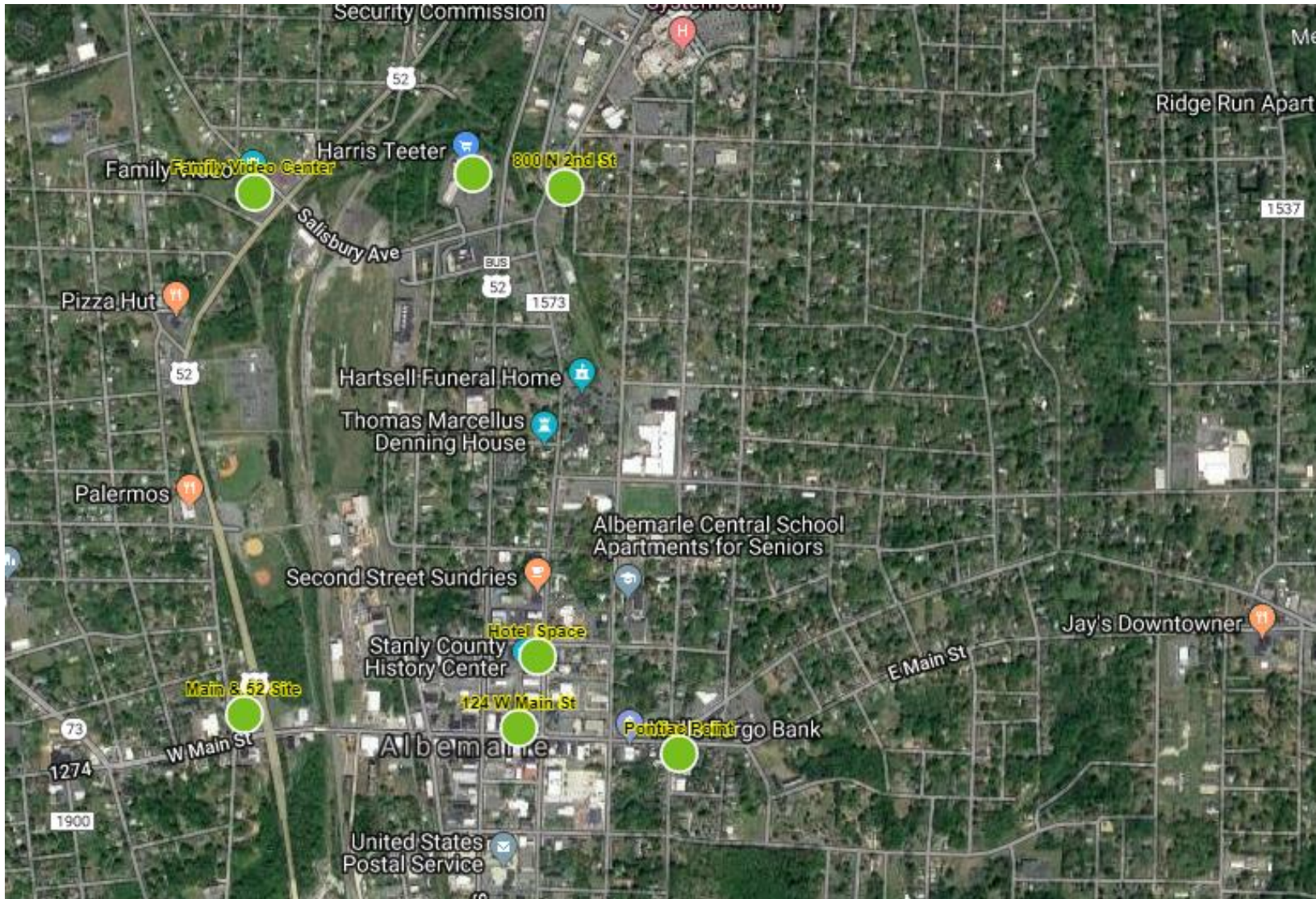# Current Real Estate Overview

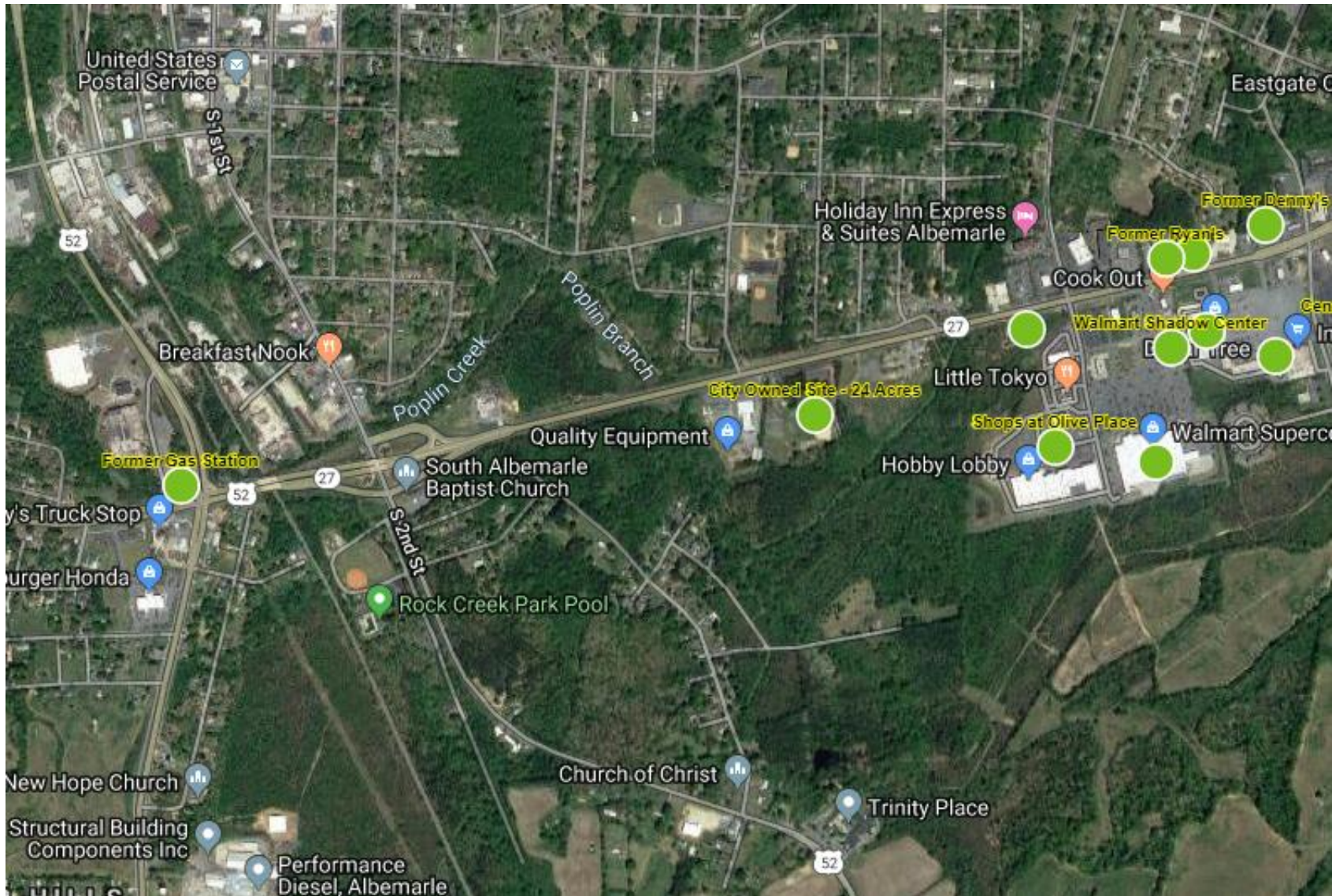# Focus Zones for Recruitment

Focus Zones for Recruitment

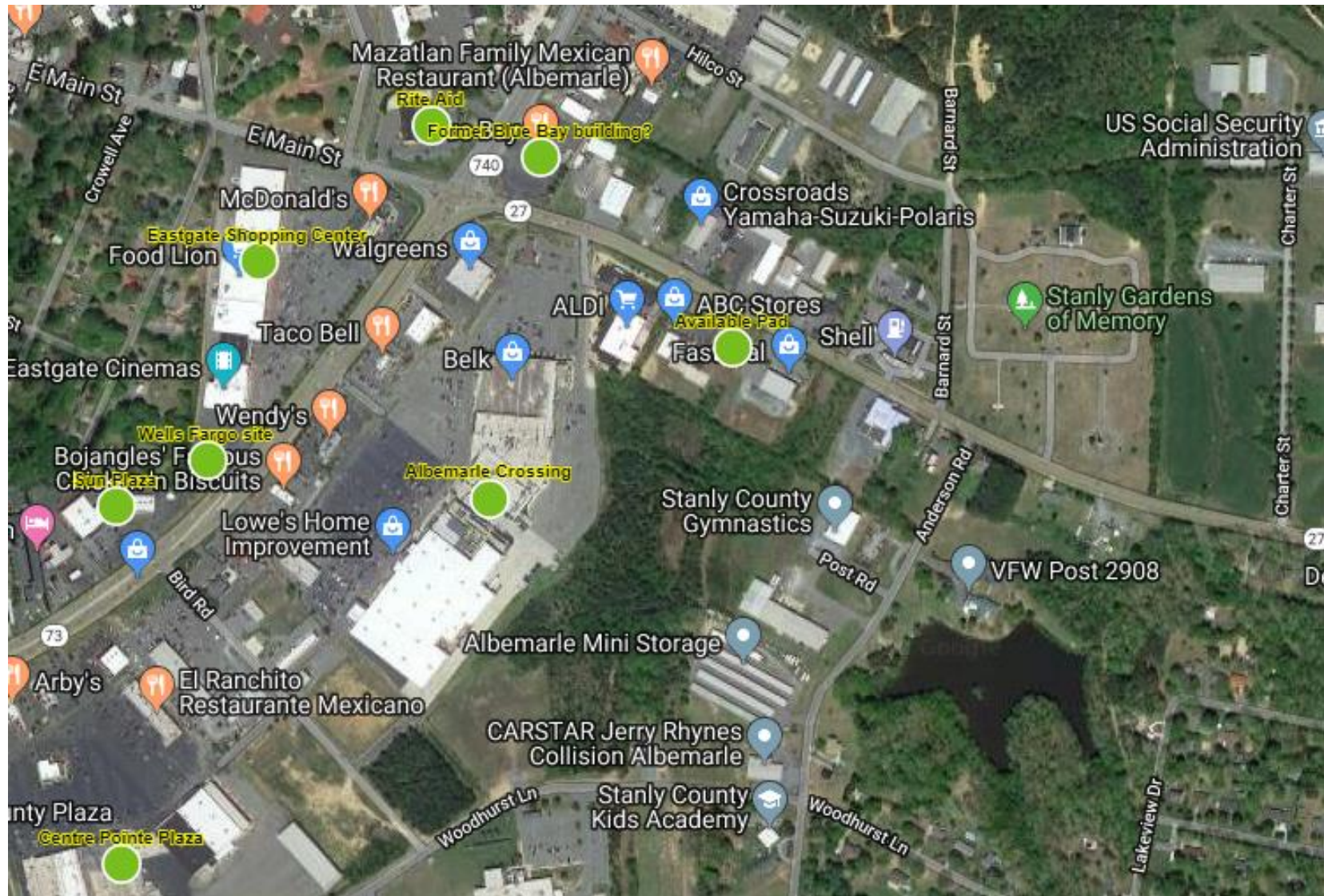# Focus Zones for Recruitment

Focus Zones for Recruitment

Focus Zones for Recruitment

connect

After discovering your community's data and interpreting it into zones for recruitment we need to focus on which retailers and retail categories have the highest odds of success.

Retail Recruitment Success

Retailer	Average Annual Sales Volumes	Average Job Creation
Dickey's BBQ	$605,000	10
East Coast Wings and Grill	$1,500,000	20
Farmer's Furniture	$2,400,000	5
Highway 55 Burgers, Shakes, and Fries	$1,000,000	20
Ollie's Bargain Outlet	$4,330,000	30
PetSmart	$5,022,000	29
Chick Fil A	$2,090,000	36
Verizon	$3,000,000	10
Rose's Express	$3,500,000	25
Harbor Freight	$3,000,000	15
Planet Fitness	$550,000	10
Total	$26,997,000	210

Potential Retailer	Average Annual Sales Volumes	Average Job Creation
Regional Breakfast User	$1,500,000	18
Dental User	$0	25
National Coffee Retailer	$950,000	15
National Cell Phone Retailer	$1,200,000	6
Total	$3,650,000	64

Retail Real Estate Process: Terms

Retailers	Matchmaking	Sites

Retailers
- Corporate Real Estate Directors
- Tenant Representatives
- Franchisees
- Franchisee brokers

Sites
- Property Owners
- Brokers
- Bank-owned
- Local Government
- Underperforming Businesses

Retail Timeline

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CONNECT

Investors — Wall Street — Local Tenant Representation — Identify Sites — Proforma — Real Estate Committee — Developer

Real Estate Director — Identify Markets — TR Presents Site to RED — Letter of Intent — Lease — OPENING
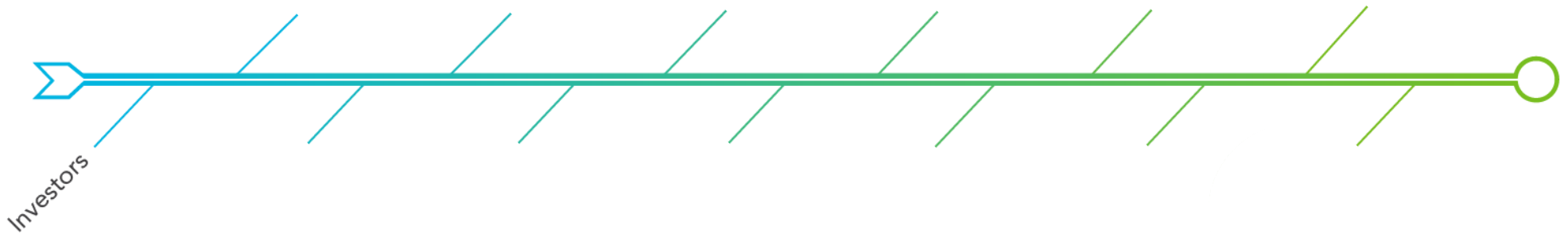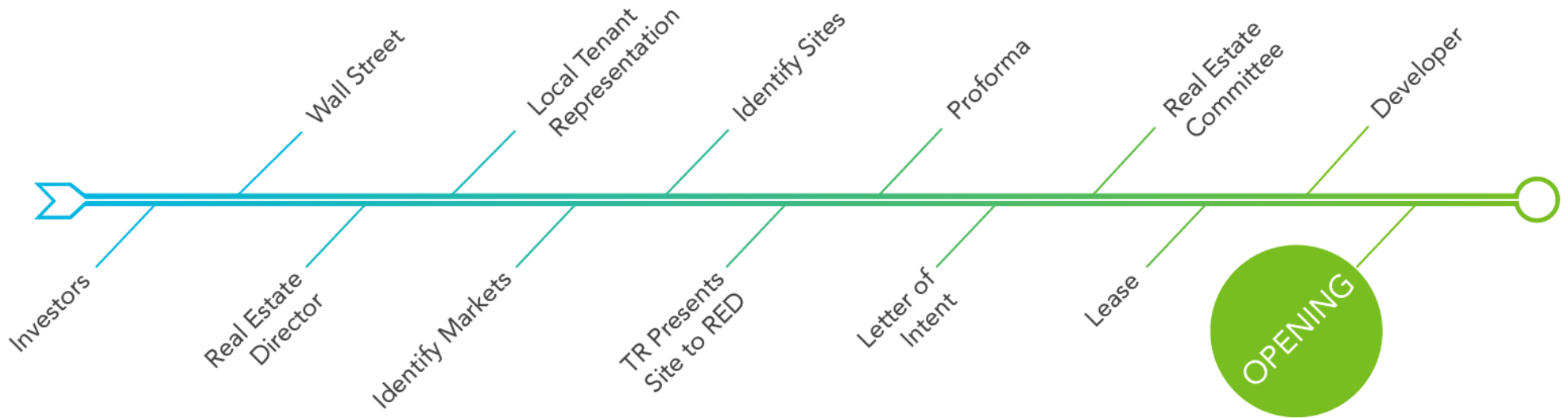
Retailer Drives the Decision

Small percentage of proposed sites equal new openings
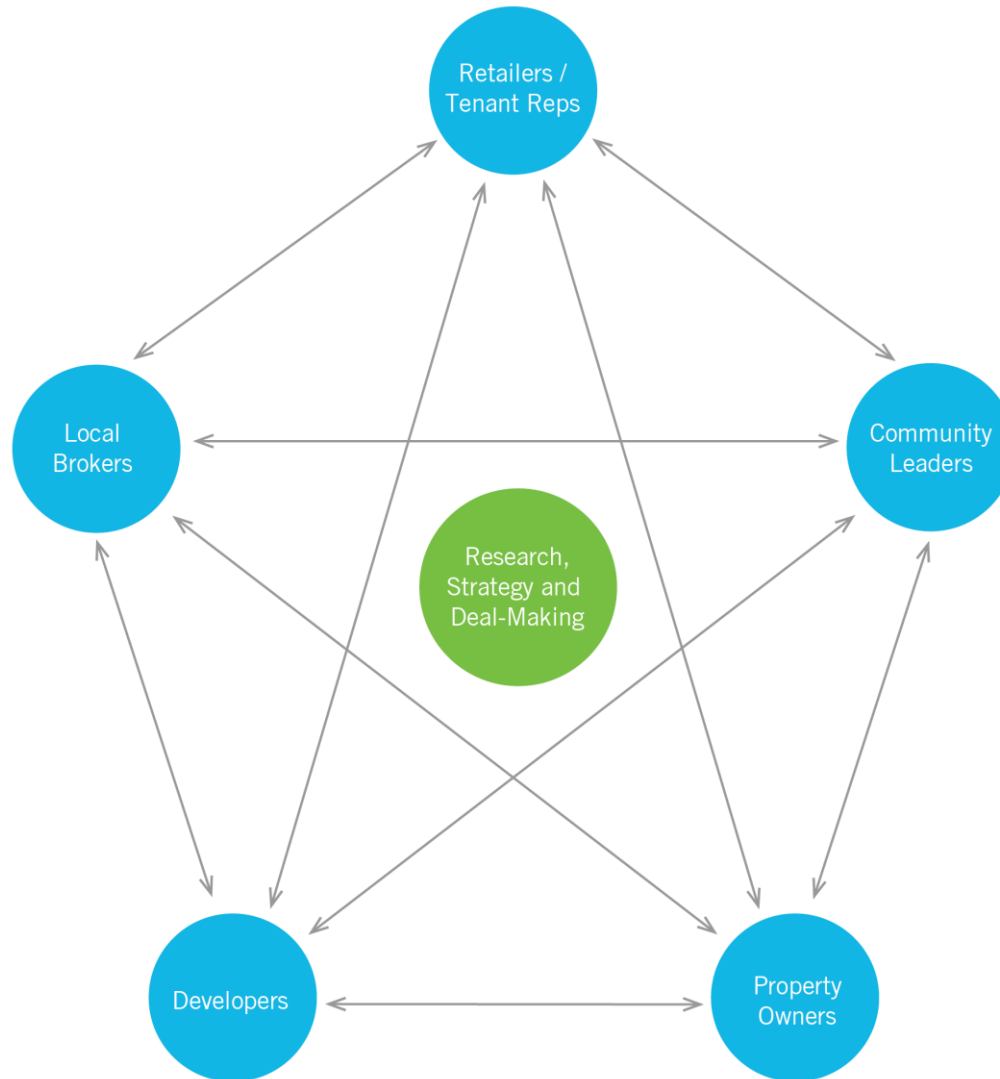
Long Process

It's all about PROFIT

advance

Using our analytical tools combined with our real estate expertise and relationships, our team is positioned to identify opportunities in your market to bring growth to your community.

Reporting Information

Updates through Basecamp to a single Contact Person who disseminates information to the Community leaders.

Retail Assets

Retail Webinars

1. National Retailers
2. Industry Experts
3. Broker Representatives

Recruitment Tools

1. Marketing Flyer
2. Conference Recruitment

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ADVANCE

Retail Webinars

Retail Webinars are an ongoing series of interviews with retail insiders focusing on a specific retail category, such as exercise and fitness or quick service restaurants.

Hosted by our President & COO, Lacy Beasley, these brief webinars pair well with our Focus Trends articles as a way to gain specific knowledge on the real estate choices and logic for expansion and closure that guides a single retail concept.
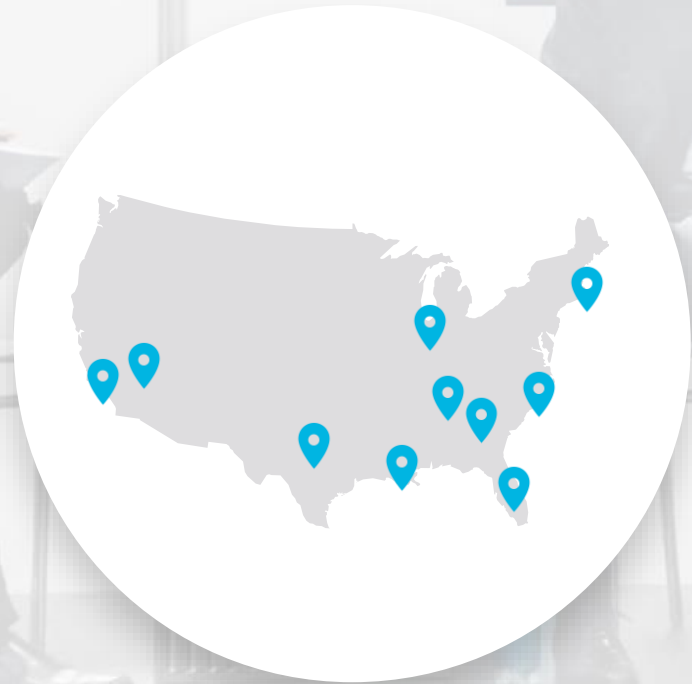
retail webinars

recruitment tools

Marketing your community is of vital importance.
Ease of access to the right information in a convenient manner is key to growing your community.

Marketing Guide

You need a document that showcases critical market intelligence, real estate assets, and compelling data that speaks the retail real estate language. This should include an aerial map with the national retailers plotted and traffic counts.

retail strategies

ADVANCE

Conference Recruitment

We attend 15+ conferences per year to recruit retail to specific sites in our communities.

Las Vegas   New York City   Dallas   Atlanta   Chicago   Orlando   New Orleans   Charlotte   Nashville   San Diego

connect ⟷ advance

ICSC

RECon

Connect with industry decision makers through **International Council of Shopping Centers**.

Public Sector receives a discounted membership of $100/year. Dozens of networking events are held with thousands of retailers, brokers, developers and communities in attendance.

Ongoing Effort

Strategy Update
Continuously improving our efforts to maximize the retail potential in your community
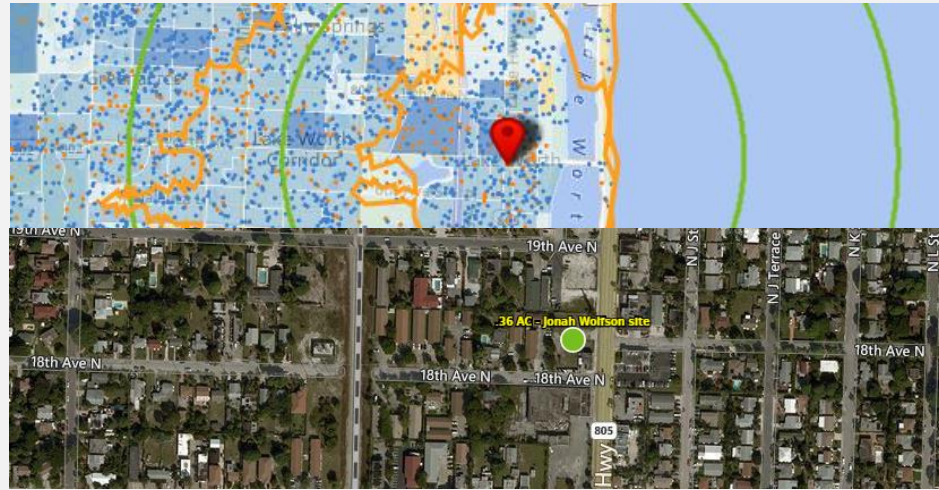
Retail Expansion & Trends
Appropriately position your community
Update City leaders on the latest in retail

On Demand Reporting
Your research concierge

retail strategies

discover

connect

advance

Contact developers, retailers, tenant representatives and franchisee groups - regionally and nationally

Make direct and indirect connections through conferences, in person meetings, phone calls, and emails

Coordinate and communicate our efforts regularly with local brokers, property owners, and city staff

Follow industry trends as well as changes in your local market to adjust our strategy and improve our efforts to maximize the retail potential in your community

Albemarle, NC

Thank You.