



# Retail Strategies

**There's a lot of potential here.**

# our purpose

| Retail Strategies

**Retail Strategies** was formed to help cities take a comprehensive approach to retail recruitment. We go beyond research, recognizing the need for our clients to have a partner involved in the execution of a specific **Retail Recruitment Strategy**.



# our team & mission

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## Retail Strategies

- Started in 2011
- 36 Team Members
- 150+ Years of Retail Real Estate Experience and Connections
- Provide a Tailored Solution
- Provide Realistic Solutions
- Strive to Over Achieve Expectations
- Over Communicate



CITY OF FORT LAUDERDALE



# what we do

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- Market analysis
- Retail GAP analysis
- Retail peer identification & analysis



- Catalog available properties
- Identify retail prospects
- Develop recruitment plan



- Develop marketing materials
- Proactive recruitment of retail prospects
- Monthly reporting to city

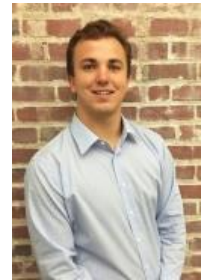
# your team

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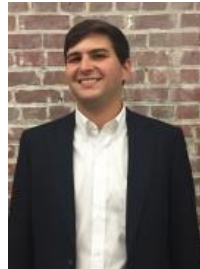
## Executives



## Client Management & Recruitment



## Marketing & Research





# communication

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Ashton Arrington  
Management

Contacts:

- Property Owners
- Developers
- Brokers

Objective: Communicate progress and connect with local and regional stakeholders.



Clay Craft  
Director of  
Retail Development

Contacts:

- Retailers
- Restaurants
- Investors

Objective: Identify and focus on the real deals within the market.



Ford Fitts  
Retail Development  
Associate

Contacts:

- Retailers
- Restaurants
- Investors

Objective: Identify and market the community to expanding tenants



Basecamp  
[www.basecamp.com](http://www.basecamp.com)

Communication Tool

- Monthly Prospect List
- Research & Analytics
- Opportunity Tracking





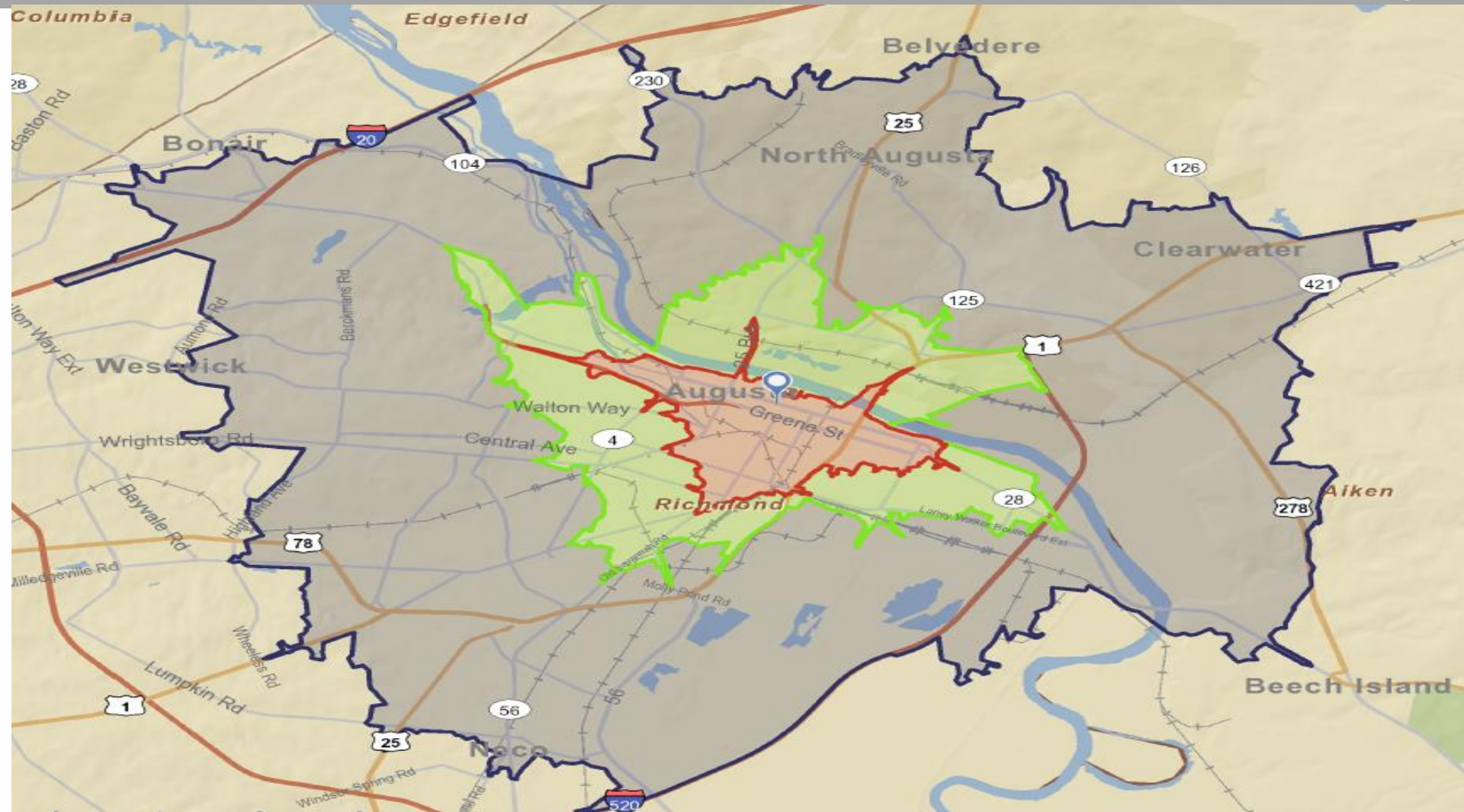
# real estate analysis

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# market analysis

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# gap analysis

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## Retail GAP Summary - Bixby OK

10 Minute Drive Time

Retail Stores	Opportunity GAP
General Merchandise Stores	\$27,582,604
Full-Service Restaurants	\$8,838,921
Building Materials Dealers	\$6,936,444
Family Clothing Stores	\$5,082,396
Limited-Service Eating Places	\$5,039,304
Jewelry Stores	\$5,031,705
Appliances, TVs, Electronics Stores	\$4,589,613
Sporting Goods Stores	\$3,609,440
Office Supplies & Stationery Stores	\$3,150,457
Women's Clothing Stores	\$2,875,580
Health & Personal Care Stores	\$1,821,875
Cosmetics & Beauty Supply Stores	\$1,482,937
<b>Total</b>	<b>\$76,041,276</b>

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the city's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap Analysis is a useful tool to gauge retail supply and demand within the community.

The summary includes the Number of Retailers Targeted in the plan. These figures represent the number of retailers potentially required to fill the particular Gap in each category.

# Where Does This Data Come From?

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## Primary Data Sources

- Consumer Expenditure Survey
  - Program from the Bureau Labor Statistics
- U.S. Census Bureau's Monthly Retail Trade Reports
- Census Bureau's Economic Census
- STI: PopStats Data
- STI: WorkPlace
- United States Postal Service
- United States Department of Defense
- National Center for Education Statistics
- National Center for Health Statistics
- Federal Financial Institutions Examination Council
- Internal Revenue Service
- Bureau of Economic Analysis
- Bureau of Labor Statistics
- Office of Federal Housing Enterprise Oversight
- Department of Defense (DOD)



## Our Discovery Process

- Data Analysis
  - Real Estate Analysis
  - Real Estate Mapping
  - Trade Area Identification
  - Psychographic Analysis
  - Consumer Behaviors
  - Consumer Expenditures
  - Peer Analysis
  - GAP Analysis
  - Competitor Mapping
  - Retail Map
  - Restaurant Map
- 
- Economic Development Goals
  - Desired Retailers
  - Desired Restaurants
  - Target Growth Areas
  - Community Input
  - Redevelopment Areas
  - Development Areas
  - Competitive Markets
  - Non-Desired Retailers
  - Non-Desired Restaurants



# Boots On the Ground

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**information  
collected on  
BOG tour ...**

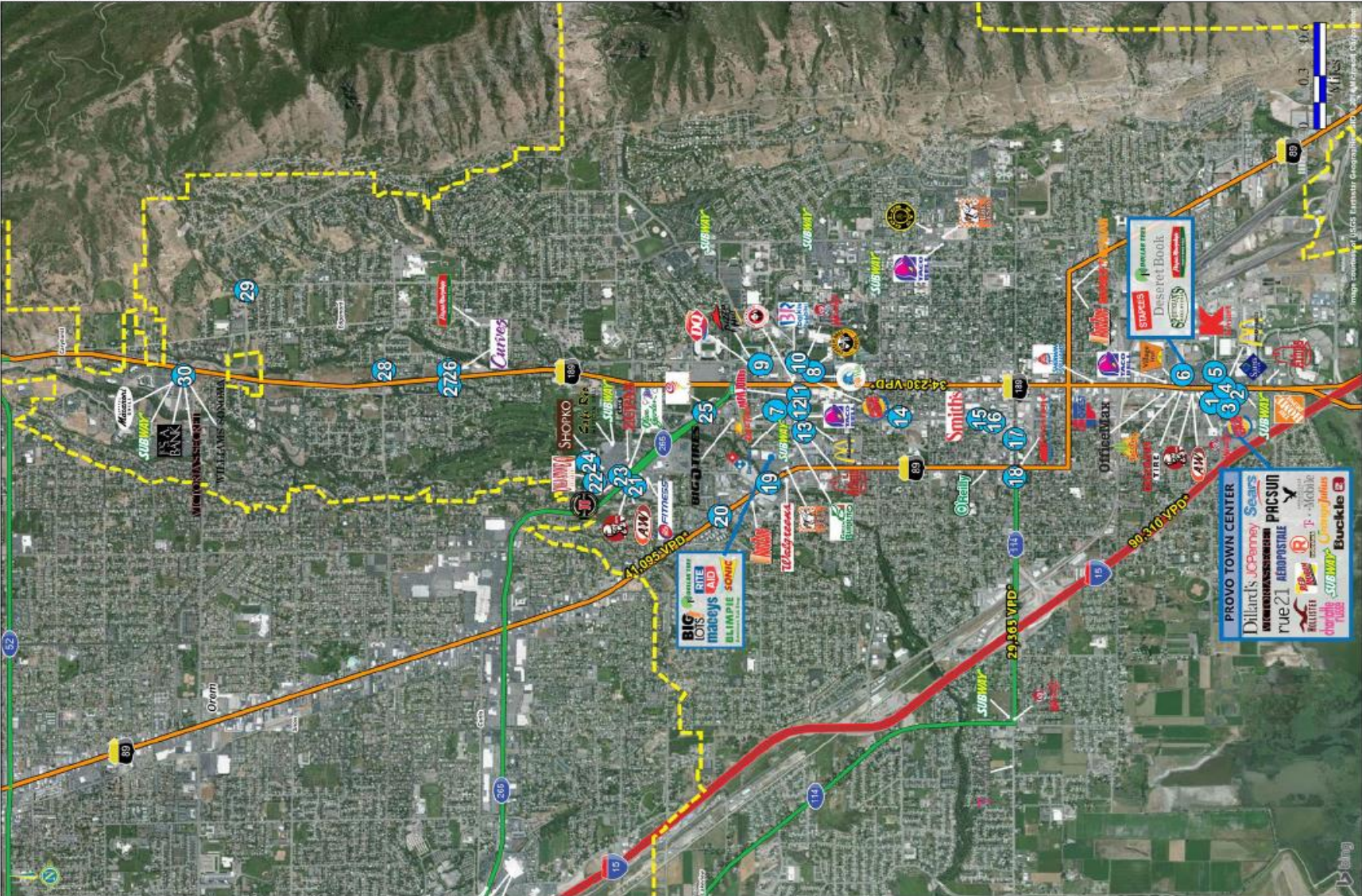
- Address and Property Description
- Coordinates
- Listing Agent if applicable
- Contact Info for Agent or Owner
- Website address for Agent or Owner
- Link to Property Information on Agent or Owner's Website
- Google Earth Link to aerial and ground photo
- Total Size of Center if existing
- Available Space in Center
- Parcel Size if vacant land
- Existing Tenants if existing shopping center
- Traffic Count at property
- Summary of Recruitment opportunities specific to property
- Specific Prospects for property
- Overall strategy for property
- General comments

# real estate analysis

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This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Lat: 40.2597 Lon: -111.6653 Zoom: 5.04 m



## PROVO, UTAH

Major Retail & Restaurants

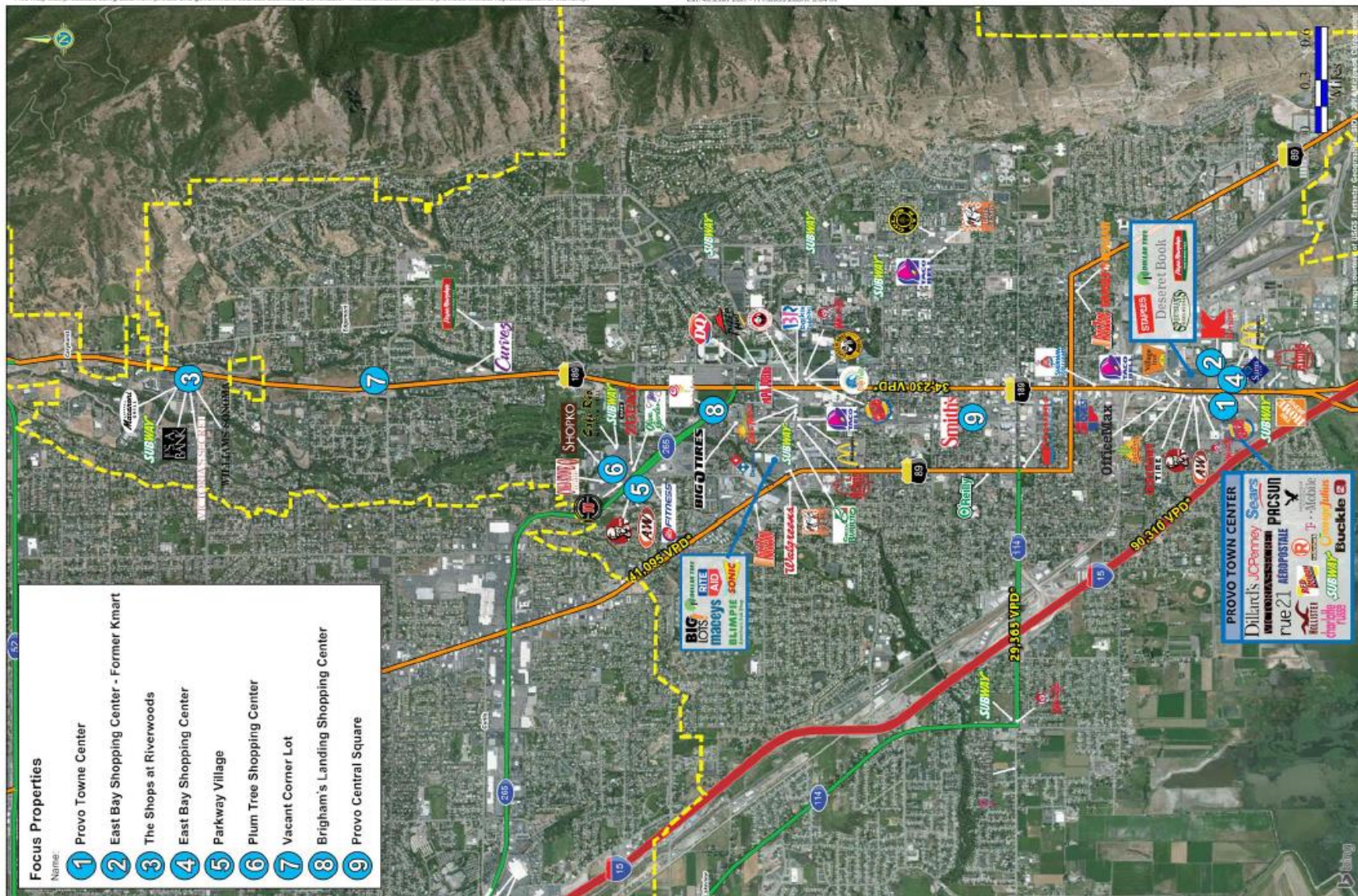


# focus properties

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Lat: 40.2597 Lon: -111.8655 Zoom: 5.04 m





**PROVO, UTAH**

Major Retail & Restaurants

Logos are for identification purposes only and may be trademarks of their respective companies.

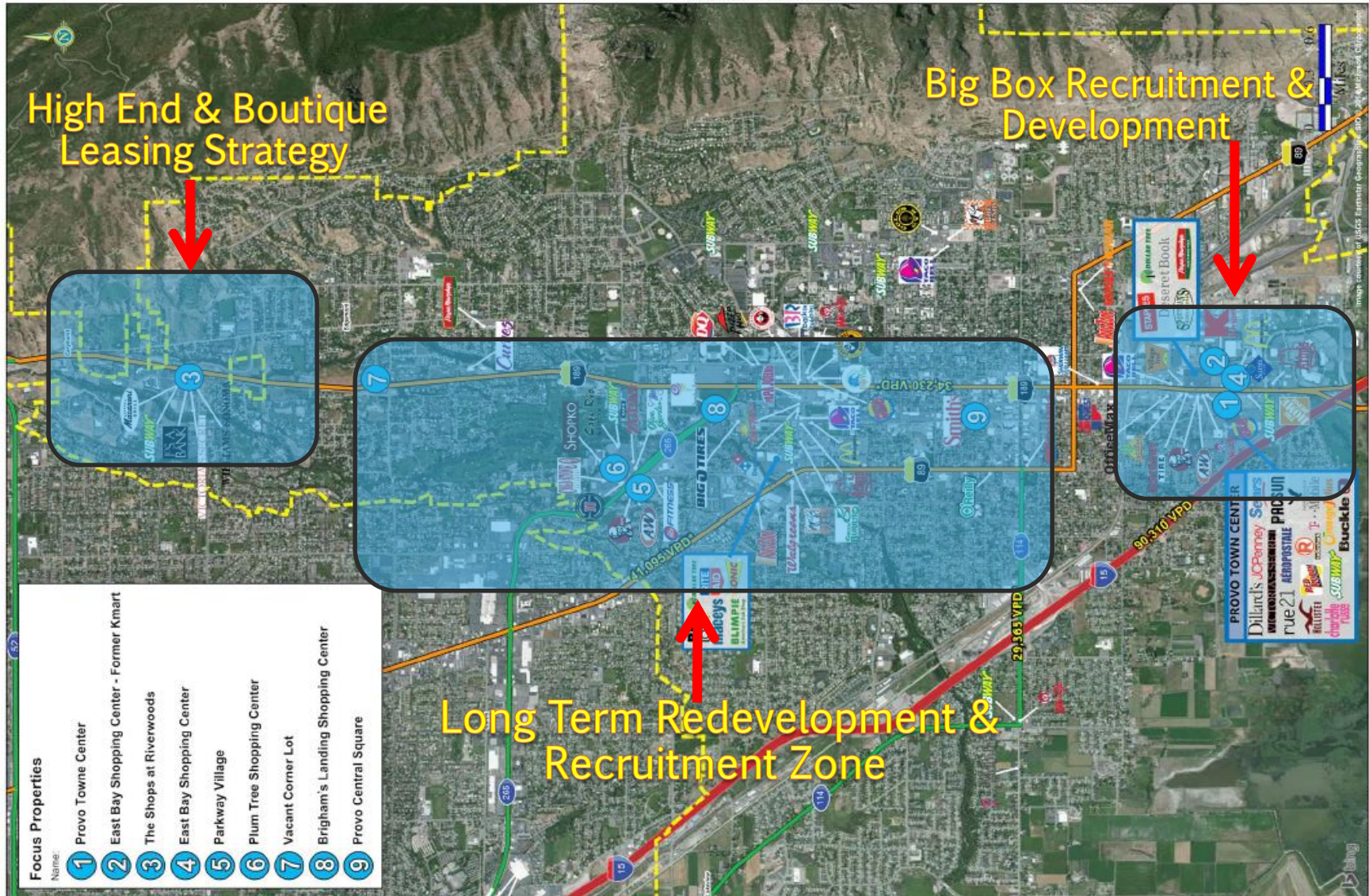


# development & redevelopment zones

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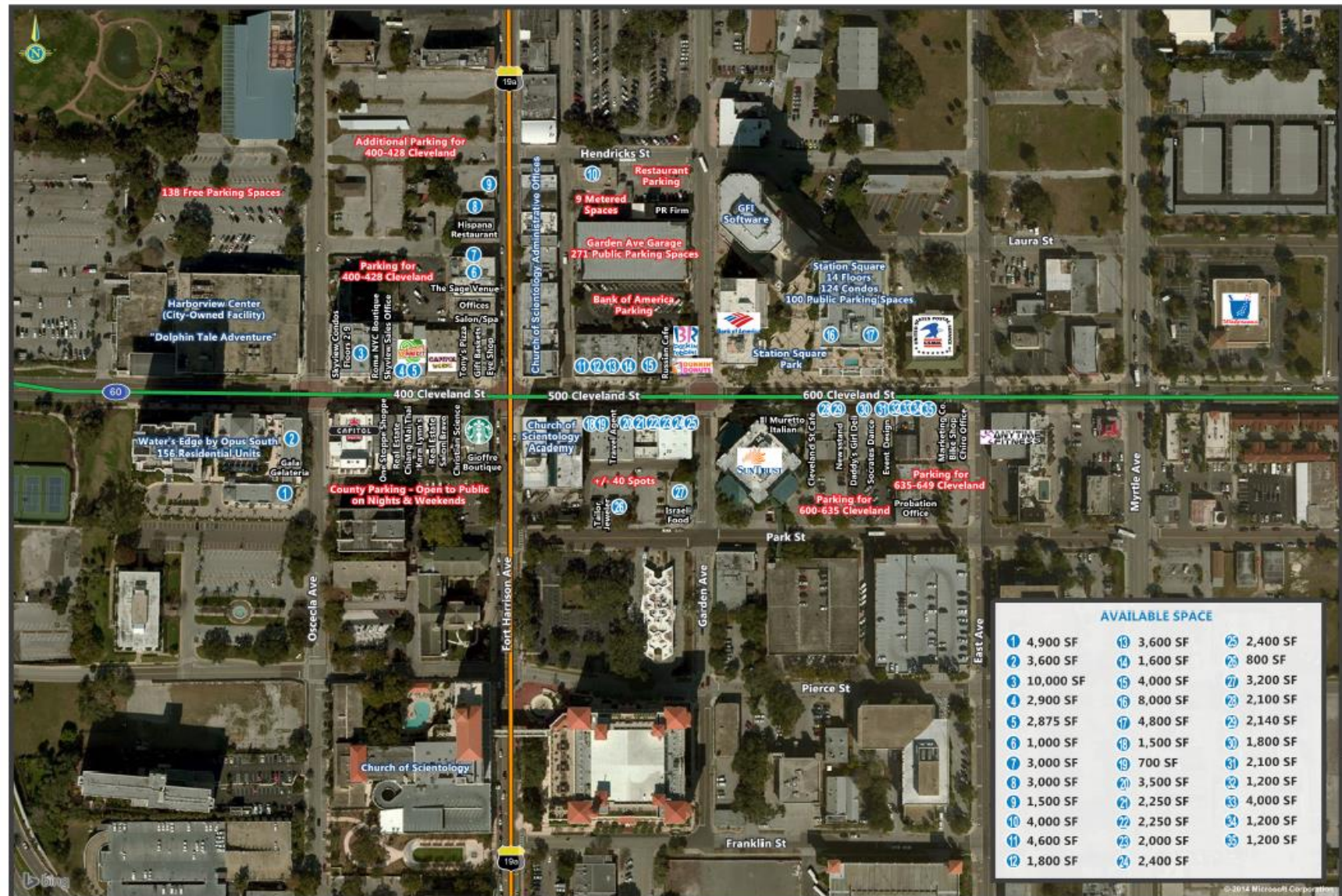
**PROVO, UTAH**

Major Retail & Restaurants



# available properties

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## CLEARWATER, FLORIDA

### Downtown Retail & Restaurants



# marketing

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## Market Highlights

### Quick Facts

- Residents of LaSalle, Illinois fall into the Rustbelt Retirees Tapestry Segmentation (22.0%). These hardworking fold are settled; and many have lived in the same house for years. Most of the households in these neighborhoods are married couples with no children or singles who live alone. They are loyal to their communities. They are practical people who take pride in their homes and gardens. They buy home furnishings and work on remodeling project to update their homes. They look for bargains at discount stores and warehouse clubs. They eat out at family restaurants such as Perkins and Friendly's.

(Source: BMRB Tapestry Segmentation; 10 Miles Radius)

- The current Median Household Income of LaSalle, Illinois is \$48,884. The five-year projection for Median Household Income in LaSalle is expected to reach \$53,309. This represents an increase of 9.05%.

(10 Miles Radius)

### Traffic Counts (LDOT):

I-80 ..... 27,000 VPD  
Hwy 6 ..... 9,050 VPD

### Major Area Employers

Employer	# of Employees
J.C. Whitney	313
Corus Chemical	264
Veteran's Home	200
LP High School	180
Illinois Cement	148
News Tribune	101
Airlogic	100
Unyite	80
JB Contracting	68
City of LaSalle	65

### Major Area Schools

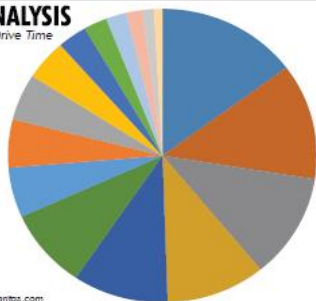
School	# of Students
Illinois Valley Community College	2800
LaSalle Peru High School	1400
LaSalle Elementary School District	900
LaSalle Peru Christian K-High School	250
Trinity Catholic Academy	200

### COMMERCIAL RETAIL SITES

SITES	GLA	CONTACT	PHONE
• Vacant Lot - 343 N 30th Road	24.45 AC	Janko Realty & Development	(815) 223-3875
• Former Automotive Service Site	2400 SF	Century 21	(847) 367-1171
• Downtown Mix-Use	916-4800 SF	Century 21	(847) 367-1171
• Retail Building	7,930 SF	Century 21	(847) 367-1171
• Former Car Dealership	4,293 SF	Century 21	(847) 367-1171

### GAP ANALYSIS

30 Minute Drive Time

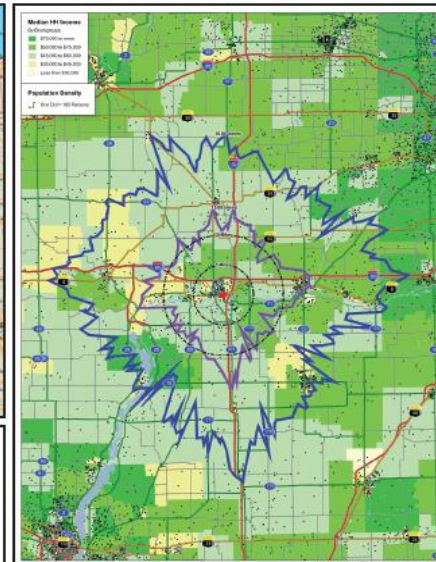


\*Source: www.claritas.com

Building Materials \$17,277,105	Women's Clothing Stores \$5,959,793
Specialty Food Stores \$14,872,069	Health and Personal Care Stores \$5,176,494
Electronics Stores \$13,450,872	Optical Goods Stores \$3,609,708
Family Clothing Stores \$12,098,421	Automotive Parts \$2,858,381
Sporting Goods Stores \$11,665,321	Children's/Infants Clothing Stores \$2,523,196
Full-Service Restaurants \$10,222,977	Paint and Wallpaper Stores \$1,914,176
Hobby, Toys & Games Stores \$6,387,619	Men's Clothing Stores \$1,440,352
Jewelry Stores \$6,176,859	Clothing Accessories Stores \$1,018,119

## LASALLE, IL Marketing Guide

### LaSalle, Illinois - LaSalle County

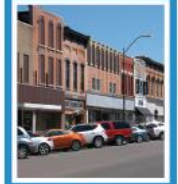
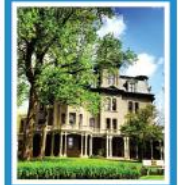


**Don Alekx**  
Director of Economic Development  
d.alekx@lasalle-il.gov  
745 2nd Street  
LaSalle, IL 61301  
(815) 488-4442 (o)

### DEMOGRAPHIC PROFILE

2013 Estimated Population  
Total Number of Employees  
Median HH Income

5 Mile Radius	10 Mile Radius	15 Minute Drive Time	30 Minute Drive Time
27,808 14,793 \$47,045	41,959 19,227 \$48,884	34,970 17,393 \$47,756	108,222 44,495 \$49,305





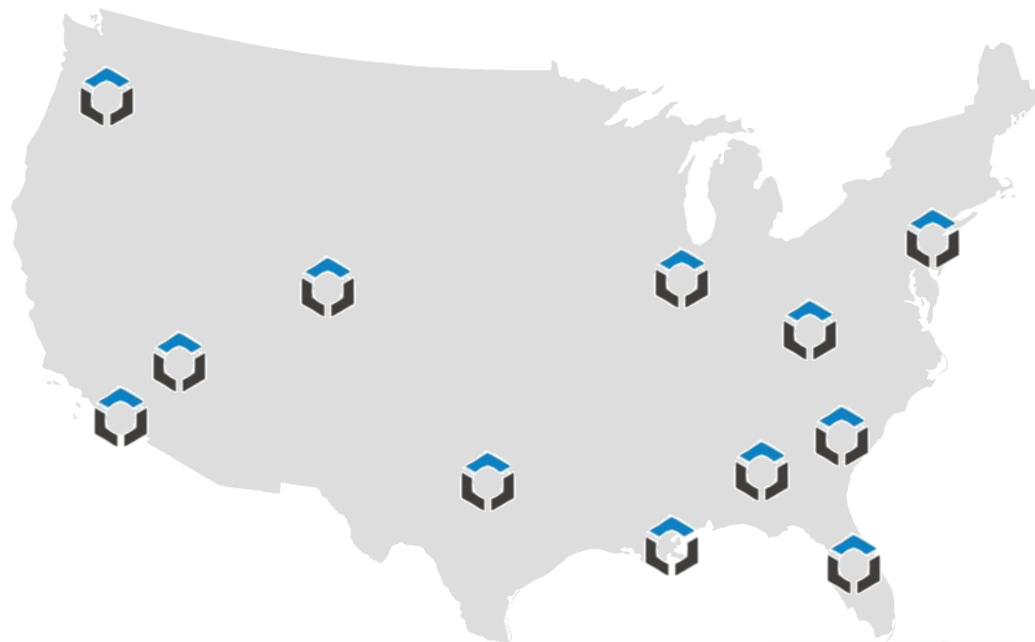
# Recruiting Downtown



- Retail Recruitment
  - ✓ Executing the Strategic Retail Recruitment Plan
  - ✓ Outbound Calls and Follow Up
  - ✓ Trade Show Meetings
  - ✓ Trade Show Follow Up
  - ✓ Contact Land Owners
  - ✓ Development Opportunities
  - ✓ Redevelopment Opportunities
  - ✓ Repositioning Opportunities
  - ✓ Identify Developers
  - ✓ Introduce Developers
- On Demand Reporting
- Market Maximization

## REAL ESTATE CONFERENCES

NEW YORK CITY	2015
DALLAS	2015
ATLANTA	2015
CHICAGO	2015
ORLANDO	2015
DENVER	2015
SAN DIEGO	2015
SEATTLE	2015
LOS ANGELES	2015
NEW ORLEANS	2016
CHARLOTTE	2016
LAS VEGAS	2016



International Council  
of Shopping Centers





**Questions?  
Thank you.**

