



COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

333 W. McLeroy Blvd., Saginaw, Texas 76179

Council Agenda Background

To: Gabe Reaume, City Manager

From: Keith C. Rinehart, Director of Community & Economic Development

Date: City Council Meeting – October 19, 2021

ITEM:

Action regarding Retail Retention, Recruitment and Development Services Proposal with the Retail Coach

PRESENTER:

Keith C. Rinehart, Director of Community & Economic Development

DISCUSSION:

In March 2020, the City of Saginaw entered into a contract with The Retail Coach to provide assistance with Retail Retention, Recruitment and Development Services. It was a one-year agreement with the option to renew for up to two (2) additional one-year agreements.

While considering the Pandemic our country has been in this past two (2) years that began in March 2020, significant progress has been made with the recruitment of potential commercial retail and restaurants. The proposed is to renew the agreement with The Retail Coach to provide assistance with Retail Retention, Recruitment and Development Services for one (1) additional year.

During that 12-month period, we will continue to receive the following:

- *Updated Research, Analysis, and Reports*
 - *Continued Recruitment of Retailers and Developers*
 - *Coaching and Support from The Retail Coach Team*
 - *Designated Point of Contact for Recruitment and Data Needs*
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- *Access to GIS Mapping and Data Resources*

HISTORY:

Over the past two (2) years, ED staff has discussed with the Mayor and City Council a consistent narrative/message that developments take time. Developments generally take about 24-36 months (sometimes longer). When you see a business opening, that process probably started a minimum of two (2) years ago. The City of Saginaw is finally beginning to receive the rewards of the seeds planted two (2) years ago. Businesses have now heard about Saginaw TX, know where it is, and want to be part of our growing business community.

Over the past two (2) years, we have achieved the following significant progress and momentum:

- Four (4) mixed use developments are under contract/sold and construction is beginning/continuing.
- Sales Tax Revenues are far exceeding expectations:
 - Fiscal Year 2021 Total Revenues: \$7,236,582.55 (21.46% increase from previous year)
 - Fiscal Year 2020 Total Revenues: \$5,957,804.98 (6.72% increase from previous year)
 - Fiscal Year 2019 Total Revenues: \$5,582,848.90 (6.73% increase from previous year)
 - Fiscal Year 2018 Total Revenues: \$5,257,738.16 (3.19% increase from previous year)
 - Fiscal Year 2017 Total Revenues: \$5,091,389.00 (6.91% increase from previous year)
 - In non-technical language what this means is that the Saginaw economy is doing quite well. Our Saginaw residents (and non-residents) are shopping at our local Saginaw businesses and that is a good thing.

Very soon, we will have some very exciting announcements to reveal. Thank you for your patience and understanding.

FINANCIAL IMPACT:

The financial impact is a fee of \$20,000, plus reimbursable expenses. This expenditure is budgeted within the existing economic development budget.

RECOMMENDATION

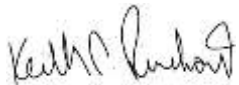
Upon the advice of the City Attorney, staff recommends the City Council authorize the City Manager to enter into an agreement under the terms of the proposal.

ATTACHMENTS:

- One-Year Contractual Agreement

If you have any questions, please contact me at 817-230-0331.

Thank you,

A handwritten signature in black ink, appearing to read "Keith C. Rinehart". The signature is written in a cursive, flowing style.

Keith C. Rinehart, Director of Community & Economic Development

Optional Contract Extensions

Because we believe retail recruitment is an ongoing process, and not an event, we offer the ability to extend a standard project agreement for up to two additional years. Your agreement can be extended at any time to ensure you have the tools and resources you need to successfully recruit retailers.

Annual Contract Extension

\$20,000/yr.

Extends your agreement by an additional 12 months from previous contract execution. During that 12 month period, you will continue to receive the following:

- Updated Research, Analysis, and Reports
- Continued Recruitment of Retailers and Developers
- Coaching and Support from the The Retail Coach Team
- Designated Point of Contact for Recruitment and Data Needs
- Access to GIS Mapping and Data Resources

Year 3 Acceptance - Signatures



Aaron Farmer, President, The Retail Coach, LLC.

Payments:

- \$10,000 upon execution
- \$10,000 in 90 days

City of Saginaw