



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 – March 21, 2023

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 three (3) 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 three (3) 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 now receiving the rewards of the seeds planted three (3) years ago. Businesses are now calling us wanting to be part of our growing business community.

Over the past three (3) 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 2022-23 Total Revenues = \$2,636,687.85 – through January 2023 (11.57% increase from the previous year = \$273,432.21 more than the same 4 months last year)
 - Fiscal Year 2021-22 Total Revenues = \$7,762,572.97 (7.27% increase from previous year)
 - Fiscal Year 2020-21 Total Revenues = \$7,236,582.55 (21.46% increase from previous year)
 - Fiscal Year 2019-20 Total Revenues = \$5,957,804.98 (6.72% increase from previous year)
 - Fiscal Year 2018-19 Total Revenues = \$5,582,848.90 (6.73% increase from previous year)
 - Fiscal Year 2017-18 Total Revenues = \$5,257,738.16 (3.19% increase from previous year)
 - Fiscal Year 2016-17 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.

In early 2022, Economic Development Director Keith Rinehart and The Retail Coach staff attended and represented Saginaw at the International Council of Shopping Centers (ICSC) Red River Conference in Dallas, Texas where contact was made with a number of retailers, restaurants, and brokers looking for sites in the Greater D/FW Area. One encounter in particular that stood out from the rest at the conference was a meeting with the Local Favorite Restaurant Development Group. That 20-minute meeting later proved to be the catalyst for bringing to fruition the vision of the Saginaw residents.

In October 2022, the Saginaw Mayor and City Council unanimously approved the Local Favorite Restaurant Development Project that will now be known as “The Station @ Saginaw”. “The Station” will feature three-branded restaurants, outdoor seating, and a venue for live entertainment. Guests at “The Station” will have the option to dine at “Twisted Root Burger Co.”, serving delicious gourmet-style burgers, or “Taqueria La Ventana”, a funky, taqueria offering authentic Mexico City Street food. The people of Saginaw can also enjoy “Del Toro BBQ”, a concept created by Chef Nico Sanchez known for its traditional Texas barbeque with a Mexican flair, unofficially dubbed Mexi-Que. Additionally, the Local Favorite Restaurant Group plans to re-purpose as much of the existing Fire Station and Senior Center buildings as possible thus preserving some of the history of our community. This project is exactly the type of thing our residents have been asking for...and then some. After over two years of hard work, “The Station @ Saginaw” will forever change the vibe, atmosphere and landscape of Saginaw, Texas.

Very soon, we will have even more 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

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,



Keith C. Rinehart, Director of Community & Economic Development

Optional Contract Extensions

Contract Period - April 6, 2-2023 - April 5, 2024

Because we believe retail recruitment is an ongoing process, and not an event, we offer the ability to extend a standard project agreement for 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

Scope of Work:

- Updated Research, Analysis, and 2023 Market Reports
- NEW 2023 Retailer Match List
- Continued and New Recruitment of Retailers and Developers
- Coaching and Support from the The Retail Coach Team
- Designated Point of Contact for Recruitment and On-Demand Data Needs
- Access to GIS Mapping and Data Resources
- Retail Trade Show Representation (ICSC and Retail Live Events)

Acceptance - Signatures

Aaron Farmer, President, The Retail Coach, LLC.

City of Saginaw

Payments:

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