



Retail Retention, Recruitment and Development Services



DATE:

February 2020

PREPARED FOR:

Saginaw, Texas

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WHO WE ARE

Your Retail Partner

We are a national retail consulting, market research, and development firm. Our experience combines strategy, technology, and creative marketing to execute high-impact retail recruitment and development strategies for local governments, chambers of commerce, and economic development organizations.

Since 2000, we have provided the research, relationships, and strategies needed to drive new retail developments in communities across the United States.

PROVEN RESULTS

5 million

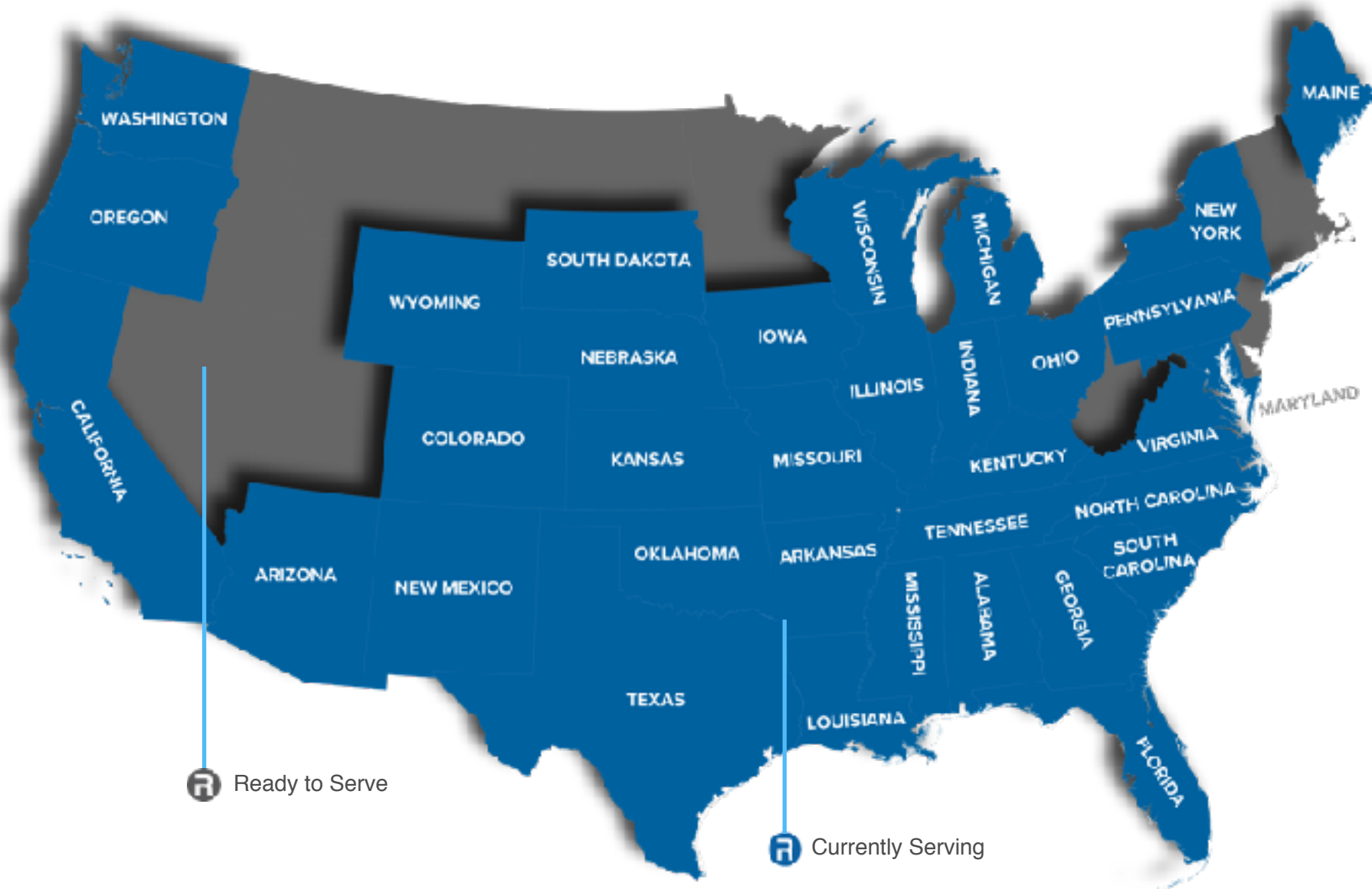
Square feet of new retail space recruited to client communities in the past five years

\$600 million

Additional sales tax dollars generated in client communities in the past five years

500+

Communities throughout the United States have trusted The Retail Coach with their retail recruitment efforts





Retail Recruitment Experts You Can Trust



- 50+ years of retail recruitment and development experience.
- We are consultants, not brokers. We have no conflicts of interest and will do what is best for the long-term growth of your community.
- Member of the most exclusive retail professional network - CCIM.

OUR TEAM OF RETAIL RECRUITMENT EXPERTS DEDICATED TO SAGINAW'S PROJECT

Project Lead



Aaron Farmer
President



Kelly Cofer, CCIM
CEO



Charles Parker
Project Director



Kyle Cofer
Project Manager



Austin Farmer
Project Director



Nancy Dees
Director of Finance



Matthew Lautensack
Director of Research & Development



Caroline Hearnberger
Retail Recruitment Specialist

RETAILERS WE'VE RECRUITED



And Hundreds More...



A PROVEN PROCESS FOR RESULTS

Retail360®: Moving Beyond Data to Bring Retail to Saginaw

Retail recruitment is a process, not an event. Through our proprietary Retail360® Process, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.



Market-Based Solutions

We understand that no two communities are the same. Each has its unique set of development or redevelopment needs. We work with our clients to determine these needs and offer custom, tailored solutions. Our strategies are data driven, and verified through our comprehensive Retail360® Process.

On-The-Ground Analysis

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers. We spend time in your community with leaders and stakeholders. We are able to determine your market position and identify retailers that fit your community.

Retail Action Plan

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers. This partnership typically produces the best results when together, we derive short-term and long-term strategies based on market data and opportunities. We coach our clients through the recruitment and development process.



Scope of Services

PHASE 1

Analyzing The Market

Custom Retail Trade Areas

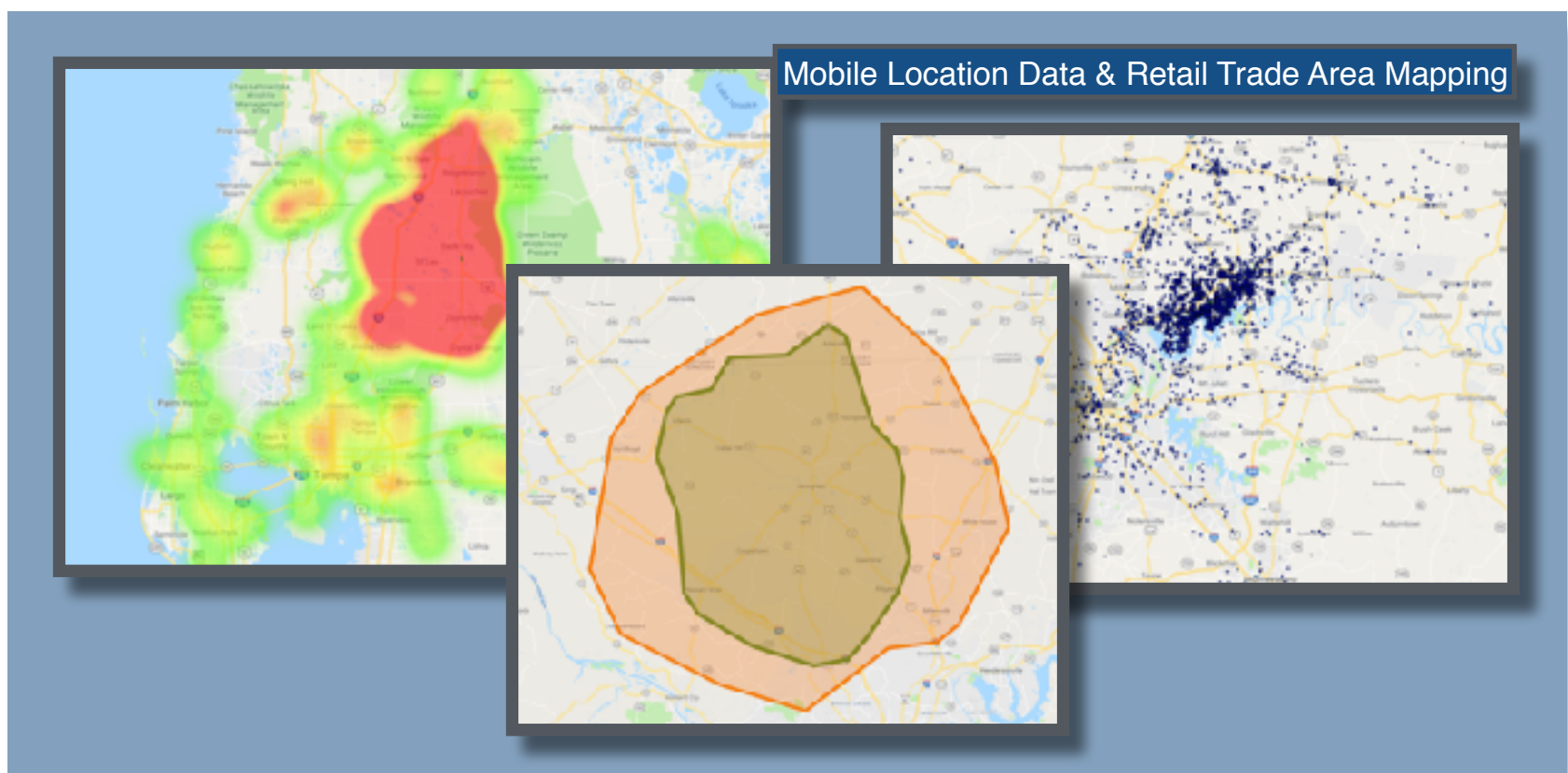
The Retail Trade Area (RTA) is the foundation of retail recruitment strategy, and its accuracy is critical. The Retail Trade Area is the geographical area from which a community's retailers derive a majority of their business. Drive times and radial analysis are not the best way to depict an accurate Retail Trade Area. To best confirm a community's Retail Trade Area, we will execute the following strategic steps:

Mobile Data for Location Decisions

The Retail Coach will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Saginaw. This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.

Retail Trade Area Mapping

The Retail Coach will delineate a boundary map of the Retail Trade Area using mobile data collected.



Demographic Profiling

A community must be able to instantaneously provide information and data sets sought by retailers during the site selection and site evaluation process. The data must be accurate, current, and readily available.

The Retail Coach will create comprehensive 2010 Census, 2020, and 2025 demographic profiles for the Retail Trade Area and Saginaw community. The profile includes population and projected population growth, race, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

Analyzing The Market

Daytime Population

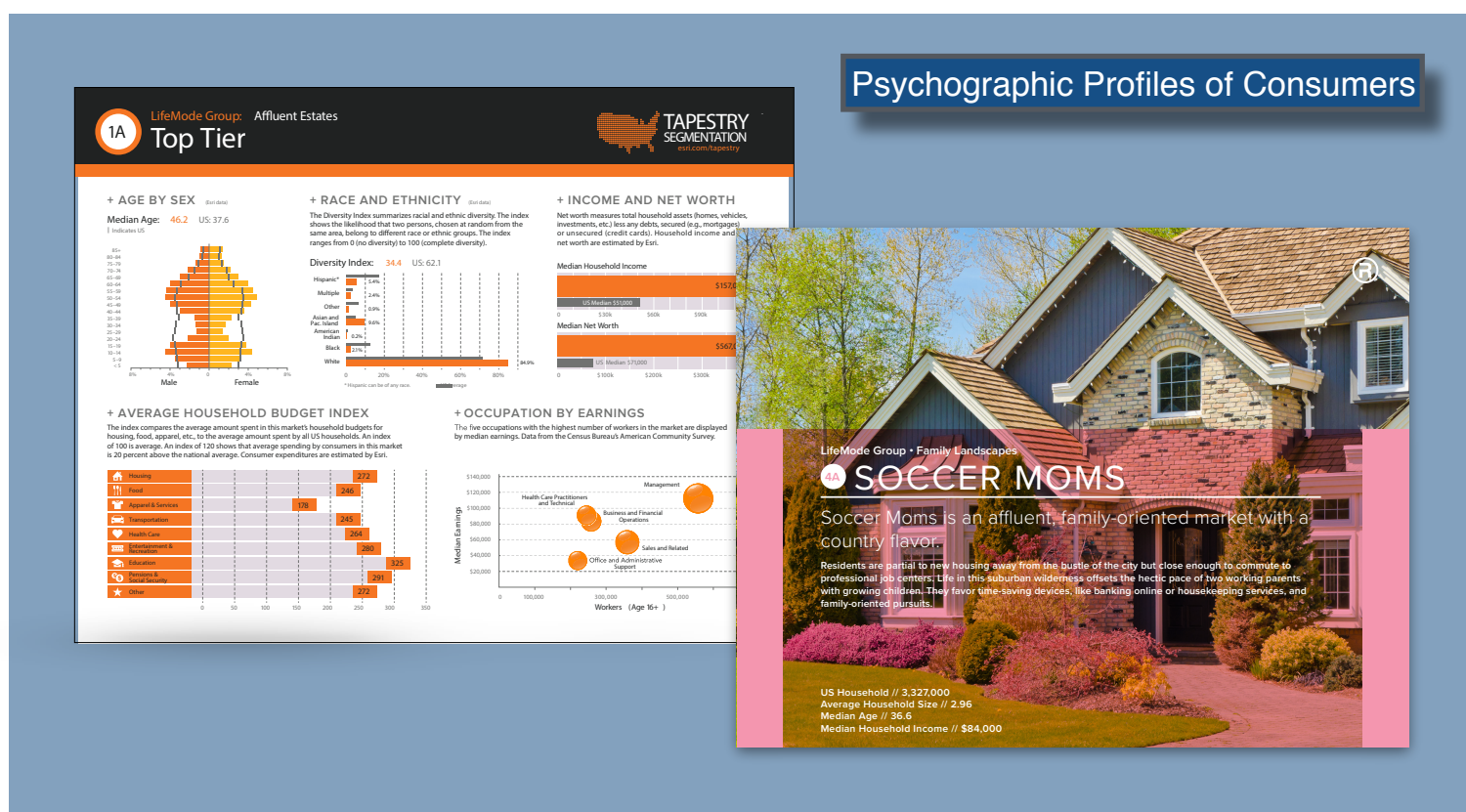
The workplace population, or daytime labor market area, is important to quick-serve and casual dining restaurants that rely heavily on lunch business.

The Retail Coach will provide an employment summary report detailing the total number of establishments, by industry, and employee counts within the designated labor market area. This report will provide insight into the “work here” population versus the “live here” population.

Psychographic Profiling

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers’ preferred location criteria. Understanding a consumer’s propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and independent retailers.

Based on the market segmentation system developed by ESRI, The Retail Coach will develop a Tapestry Segmentation profile of the households in the Retail Trade Area. This is done by using the most advanced socioeconomic and demographic data to measure consumer attitudes, values, lifestyles, and purchasing behaviors to understand the categories and brands of retailers that may be of interest.



Determining Retail Opportunities

Retail Gap Analysis

A Retail Gap Analysis (RGA) will determine the level of retail demand for a designated Retail Trade Area. The analysis computes the retail potential of the Retail Trade Area and then compares it to estimated actual sales in the community. The difference is either a leakage, where Saginaw consumers are traveling outside the community to purchase certain retail goods and services, or a surplus, where consumers are traveling from outside to Saginaw to purchase certain retail goods and services.

The Retail Coach will perform a Retail Gap Analysis to calculate the approximate flow of retail dollars in and out of Saginaw.

The Retail Gap Analysis will:

- Identify retail sales surpluses and leakages for more than 70 retail categories and sub-categories.
- Distinguish retail categories with the highest prospect for success and quantify their retail potential.

Entertainment Opportunity Analysis

An Entertainment Opportunity Analysis will determine the level of demand for a designated Entertainment Trade Area. The analysis will identify the entertainment draw for Saginaw and identify potential sales number for entertainment categories, including: movie theatre, bowling, family entertainment, etc.

Marginal Propensity to Consume Analysis

The Retail Coach will perform a Marginal Propensity Index analysis to measure the likely demand for a product or service in an area. The analysis compares the expected number of local consumers to the national demand for a particular product or service. The resulting Marginal Propensity Index (MPI) provides insight into the Saginaw consumer market and identifies key products/services that are in high demand.

PHASE 3

Identifying Development & Redevelopment Opportunities



Identifying & Marketing Vacancies & Development/Redevelopment Sites

Retailers are interested not only in the market data on your community, but also in evaluating all available sites that fit their site selection and location preferences. A community must create and maintain a database of prime available properties along with accurate and current marketing information.

The Retail Coach will identify 10 priority retail vacancies and development/redevelopment sites to market. Factors influencing site selection for priority sites will include:

- Existing market conditions
- Traffic counts and traffic patterns
- Site-line visibility from primary & secondary traffic arteries
- Ingress/egress & adequate parking
- Site characteristics, Topography & Proximity to retail clusters

Wayside Middle School Analysis Redevelopment Plan

The Retail Coach will put an emphasis on analyzing and developing a re-development plan for the Wayside Middle School site.

Retail Site Profiles

The Retail Coach will create a retail site profile for primary availabilities with current site-specific information, including:

- Property size, dimensions, and location
- Aerial photographs
- Site plan
- Demographic profile
- Traffic count
- Appropriate contact information

PHASE 4

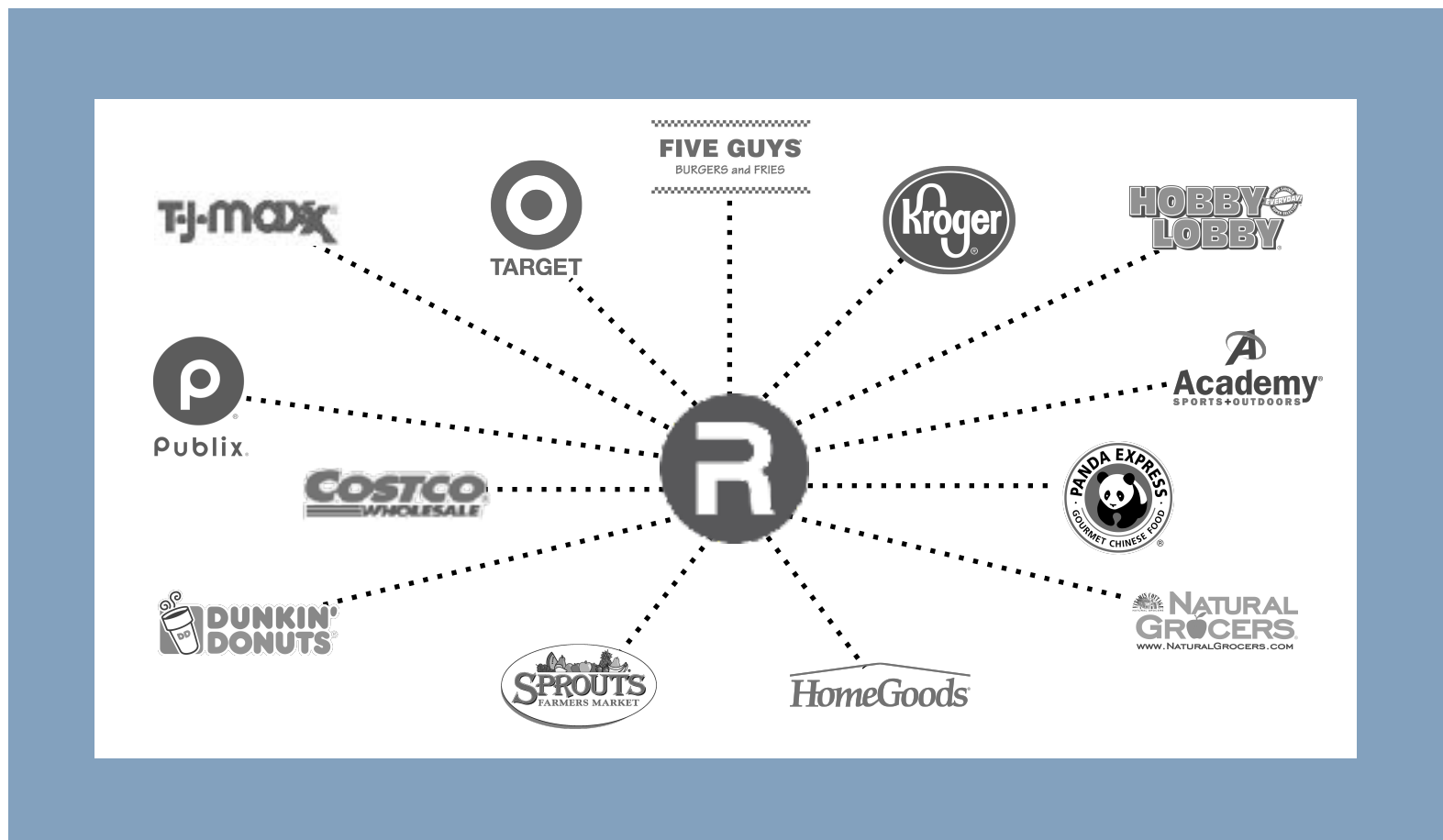
Identifying Retailers & Developers for Recruitment

The Retail Coach has been successful in recruiting leading retail brands to our client communities for more than 17 years. Our process is driven by providing accurate and current data sets as well as site-specific information to retailers, brokers, and developers.

Identification of Retail Prospects (Traditional Retail, Restaurants, Entertainment, Mixed Use)

The Retail Coach will target national and regional retail brands that are a good “fit” for the community. This means the Retail Trade Area population, disposable incomes, consumer spending habits, and education levels meet the retailers’ ideal location criteria.

The Retail Coach will review a master list with Saginaw staff and work together to prepare a final target list of retailers for recruitment.



Identification of Developer Prospects (Retail, Entertainment, and Mixed Use Developers)

Retail recruitment is relationship based. Since 2000, The Retail Coach has worked to establish a reliable network of developer contacts.

Developer networking and developer recruitment have become key components in a community’s retail recruitment and development success. Retailers have specific property requirements based on their site location criteria. A mid-to high-tier retailer might show interest in a community; however, there may not be sufficient ready-to-lease properties matching their needs and brand requirements.

In this case it is important to illustrate the need for new development / redevelopment to developers in your market.

The Retail Coach will use its network to identify retail real estate developers active in the region for recruitment.

Marketing & Branding

Retail Market Profile / Flyer

- Retail Trade Area Map
- Location Map
- Traffic Count Map
- Demographic Profile Summary
- Appropriate logo and contact information



- Community Overview
- Retail Site Profiles
- Location Map
- Retail Trade Area Map
- Existing Retailer Aerial Map
- Retailer Location Map
- Retail Trade Area Demographic Profile Summary

- Retail Gap Analysis Summary Table
- Retail Trade Area Psychographic Profile
- Retail Trade Area Demographic Profile
- Community Demographic Profile
- Area Traffic Generators
- Appropriate logo and contact information

- Community Overview
- Location Map
- Retail Trade Area
- Demographic Trends
- Aerial Imagery
- Traffic Counts
- Site-line visibility from major traffic arteries
- Ingress/egress for primary traffic arteries
- Median cuts or possibilities
- Traffic signal existence or possibilities

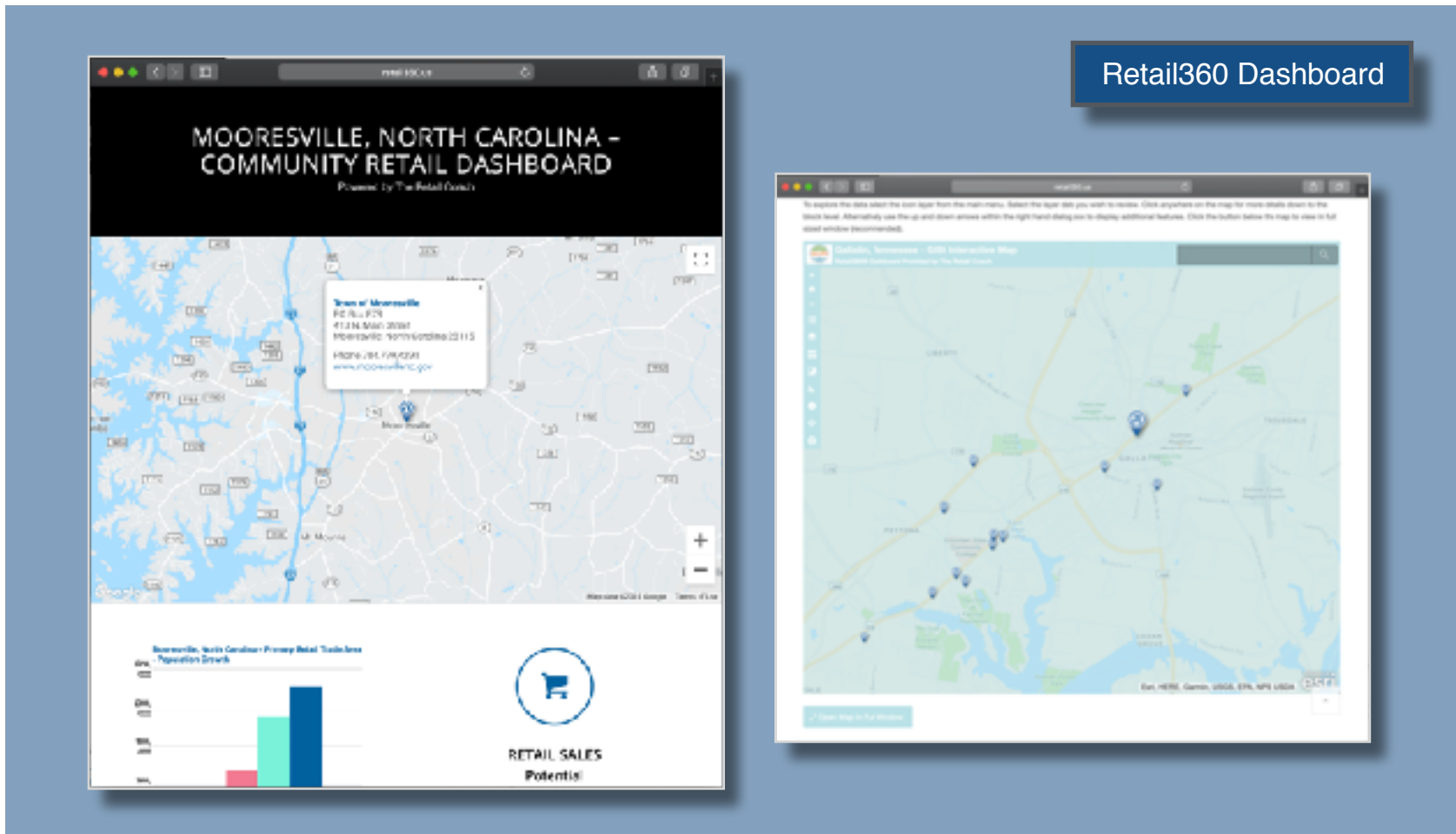
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PHASE 5

Marketing & Branding

Online Retail Dashboard & Interactive Map

The Retail Coach will create an online community dashboard, which is available at Retail360.us/Saginaw-TX, for visual presentation and easy downloading of marketing information and data sets.



Site Mapping

As an accredited ESRI Partner, The Retail Coach is able to create a Retail360 Community Retail Dashboard for Saginaw. The dashboard provides easy access to the data reports and Retail Site Profiles. Considering retail site selectors do much of their research while in hotel rooms and in airports, a GIS platform that streamlines sites and data into one interactive and centralized location is a powerful tool. ®

Data can be presented by demographic, socioeconomic, psychographic, and retail spending layers that are detailed down to the block level to meet the needs of each individual user - whether that be a real estate broker, site selector, developer, or even a local entrepreneur. Additionally, this platform can be hosted as a stand-alone application on your iPad or embedded within your community's website for "touch of a button" access to important economic indicators such as: median household income, population density, population growth, psychographic lifestyle segmentation, ethnicity, median home value, and median age.

Recruiting Retailers & Developers

Recruitment of Retailers (Traditional Retail, Restaurants, Entertainment, Mixed Use)

Founded in 2000, The Retail Coach was the first national retail advisory firm to introduce retailer and developer recruitment specifically for communities. The recruitment of retailers remains one of the primary metrics of success. Today, our experience has proved a community must move beyond data.

The retailer recruitment process includes the following steps:

- Introductory emails and retail market profiles are sent to each targeted retailer.
- Personal telephone calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime sites are sent to the appropriate targeted retailer.
- Personal emails are sent to inform targeted retailers of significant market changes.
- A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities.
- Personal emails are sent quarterly to continue to seek responses regarding their interest level.

Recruitment of Developers (Retail, Entertainment, and Mixed Use Developers)

Much of our recruitment success comes from establishing a network of national retail developers over the past 19 years.

Developer networking and developer recruitment have become key components in a community's retail recruitment and development success. Retailers have specific property requirements based on their site location criteria. A mid to high-tier retailer might show interest in a community; however, there may not be sufficient ready-to-lease properties matching their needs and brand requirements. Relationships with developers are important in these situations to capitalize on retailer interest and opportunity.

Our developer recruitment process includes the following steps:

- Introductory emails and opportunity packages are sent to developers.
- Personal telephone calls are placed to measure interest level.
- Personal emails are sent to inform developers of the status of interested retailers and any significant market changes.

A developer status report is provided with each developer's complete contact information and comments resulting from recruitment activities.

Retail Conference Representation

The Retail Coach will assist in marketing Saginaw and its retail vacancies and real estate sites to retailers and real estate sites to retailers, developers, and brokers at retail industry conferences.

The Retail Coach will attempt to set-up retailer, developer, and broker meetings for Saginaw at jointly attended conferences.

"The location of Sprouts Farmers Market was a direct result of meetings coordinated by The Retail Coach between our community and site selectors at ICSC/Recon."

Warren Unsicker, CECD
Vice President, Economic Development
Broken Arrow Economic Development



Retail Retention & Community Engagement

Focusing on Retail Retention and Community Engagement

The Retail Coach will meet with public and private stakeholders to gather input on retail recruitment and retention as well as development and redevelopment and opportunities and challenges. A community benefits from a healthy balance of national, regional, and independent retailers. Involving the community in discussions provides important feedback that can shape the retail recruitment strategy to achieve that balance.



Retailer Workshop

The Retail Coach will conduct a retail workshop to share Retail Trade Area findings, demographic and psychographic profiles, and specific retail sector opportunities. The workshop focuses on existing retail businesses that may use the data to make “informed” decisions about expanding their merchandise lines and pursuing new sector opportunities, as well as entrepreneurs who are exploring new business opportunities.

Independent retail businesses face tremendous pressure from regional and national “brick-and-mortar” retail brands, as well as online retail sales. The focus of our workshop is educational. It will utilize our market research and analysis to answer the following questions:

- Who are my customers?
- How do I compete with national brands?
- What merchandise should I carry?
- How do I market my business?

Coaching & Ongoing Support

The Retail Coach will partner with Saginaw on a long-term basis and be available when you have questions, new ideas, or need access to GIS mapping and current data and statistics. We are also available if Saginaw needs to brainstorm opportunities as your community grows and develops. Project correspondence can be conducted through The Retail Coach custom Pandora platform as part of the Retail360 dashboard. This password-protected platform will allow the Saginaw to keep track of project progress, download reports, and securely share other information over the course of the project agreement.



Deliverables & Responsibilities

PHASE 1

Analyzing the Market

Retail Trade Area (RTA) Map based on Mobile Location Technology
Retail Trade Area & Community Demographic Profiles (Historical, Current, and Projected)
Retail Trade Area Psychographic Profiles
Daytime Population Summary

PHASE 2

Determining Retail Opportunities

Retail Gap Analysis (RGA)
Entertainment Opportunity Analysis

PHASE 3

Identifying Development Opportunities

Highest & Best Use Analysis of priority sites/vacancies
Wayside Middle School Analysis and Redevelopment Plan
10 Retail Site Profiles

PHASE 4

Identifying Retailers & Developers for Recruitment

Target list of priority retailers
Target list of real estate developers

PHASE 5

Marketing & Branding

Saginaw Retail Market Profile (RMP)
Saginaw Retail Market Flyer (RMF)
Retailer Feasibility Packages
Developer Opportunity Package
Online Retail360 Dashboard & Pandora Platform
Interactive Site Mapping with Preloaded Sites

PHASE 6

Recruiting Retailers & Developers

Proactive Retail Recruitment & Recruitment Updates
Proactive Developer Recruitment & Recruitment Updates

PHASE 7

Retail Retention & Community Engagement

Downtown / Local Retail Workshop

PHASE 8

Retail Coaching

Ongoing Coaching & Project Management through TRC Pandora Platform

“In my opinion, The Retail Coach’s strategy and assistance has netted us over 325,000 square feet of occupied retail development during one of the most significant retail downturns in the last 20 years. Money well spent.”

Samuel D. R. Satterwhite
Executive Director
Wylie EDC

“Thank you for Gallatin's partnership with Retail Coach. Charles Parker and his team have been very beneficial in helping my development find retail tenants. We have currently signed [multiple new brands] with their help and guidance.”

Brad Jolly
Developer
Gallatin, Tennessee

PROJECT EXPECTATIONS

Timeline & Pricing



REPORTING

The Retail Coach will provide written or electronic project updates on a bi-monthly basis.



COMMUNITY TRIPS

The Retail Coach team will make at least three (3) site visits to Saginaw during the project.



PROJECT TIMELINE

The Retail Coach is available to begin work immediately upon agreement of terms with a project duration of 12 months.



Project Pricing

Work Fees

The total fee for completion of this work is **\$30,000**, payable in three installments:

- a) **\$10,000** upon execution of the agreement;
- b) **\$10,000** upon 90 days following execution of contract.
- c) **\$10,000** at 180 days following execution of contract.

Reimbursable Project Expenses

It is estimated that reimbursable expenses will not exceed **\$750**. Reimbursable expenses include:

- a) All travel costs;
- b) Cost of special renderings and maps, if any;
- c) Cost of copies for reports and maps/drawings; and
- d) Cost of shipping expenses, if any.

**All Work Fees and Project expenses are payable within 30 days after receipt of the expense invoice. The Retail Coach will provide a digital copy of the deliverables.*

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



PLEASE CONTACT:

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Building Partnerships.
Developing Communities.