



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.



retail strategies .com

info@retailstrategies.com
(205) 314-0386

2200 Magnolia Ave, Suite 100
Birmingham, AL

Contents



Why we exist

- Retail's Impact
- New Generation
- Coronavirus
- E-commerce
- Who we are



Our process

- Our Research
- Our Experience
- Your Team



Discover

- Your Community
- Boots on the Ground



Connect

- Retail Recruitment Success
- Top Retail Prospects

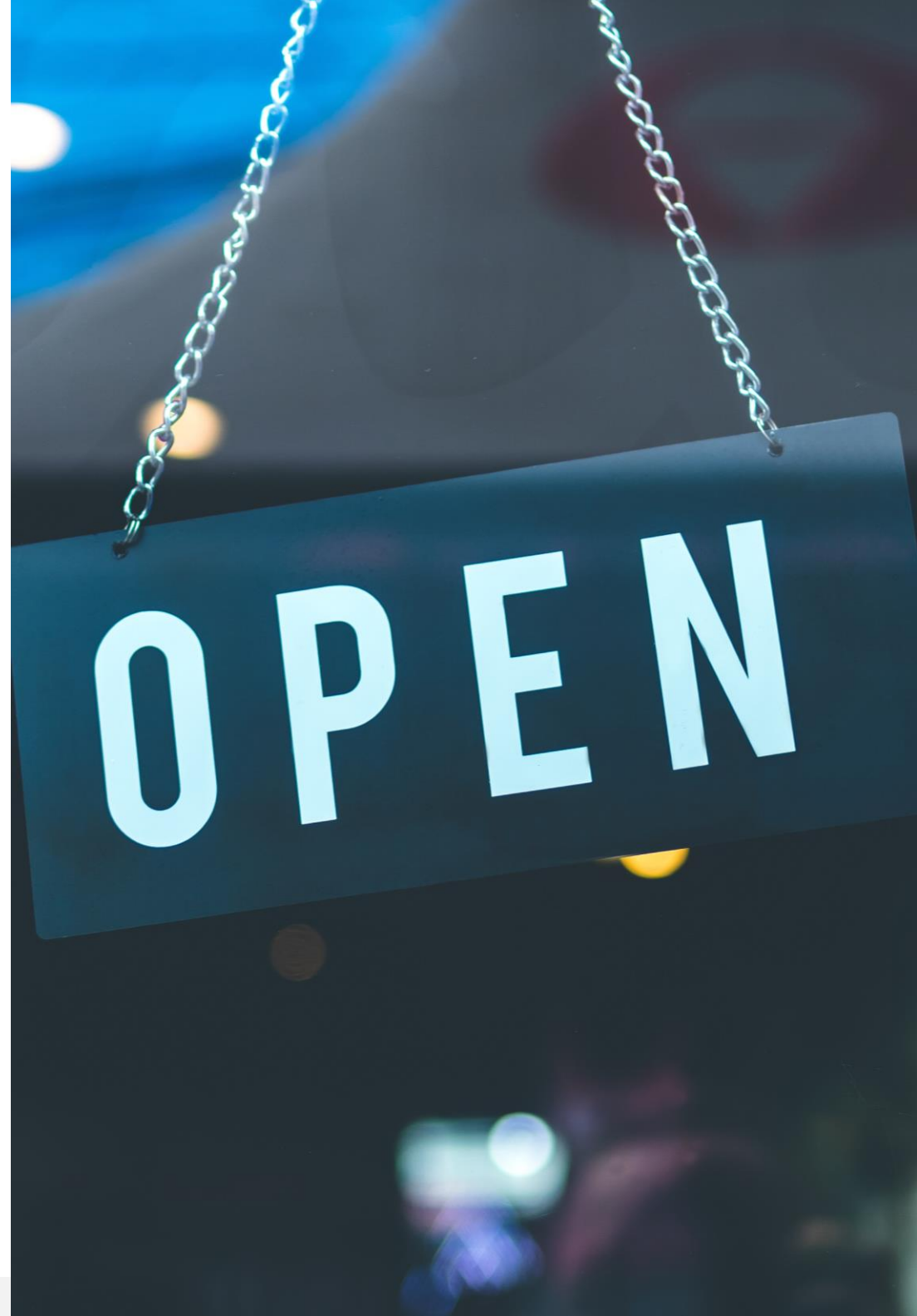


Advance

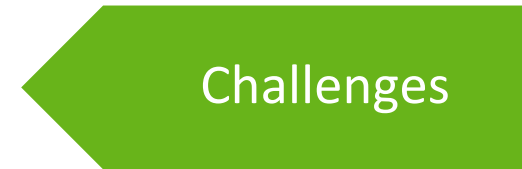
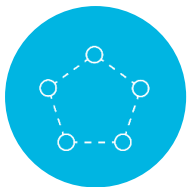
- Networking



Recruitment Tools



Why We Exist



Albemarle, NC



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

Retail's Impact

1 in **4** jobs are Retail



Average Wages



**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?

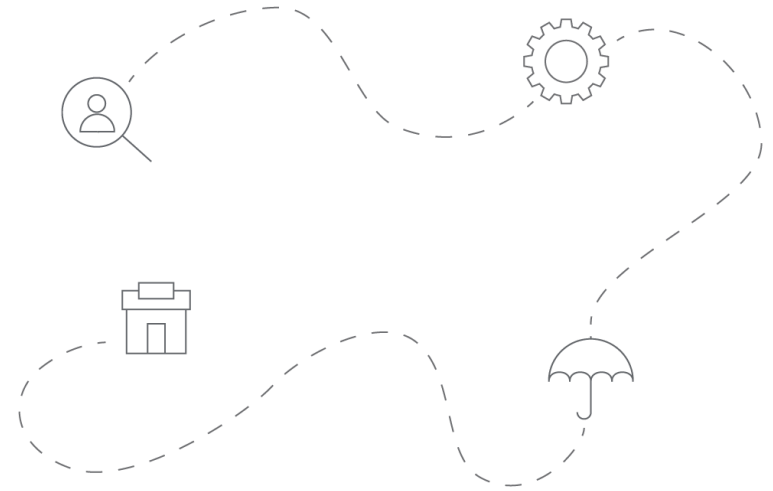
 retail strategies
retail recruitment ladder


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

TRENDS

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

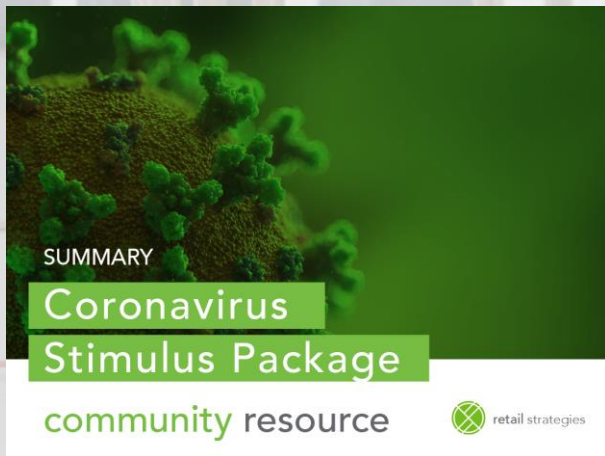
A detailed 3D rendering of a coronavirus particle. The surface is covered in a dense, textured pattern of small, brownish-yellow spheres. Several large, green, crown-shaped spikes protrude from the surface, giving it a characteristic 'crown' appearance. The background is a solid, dark green color.

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.



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:

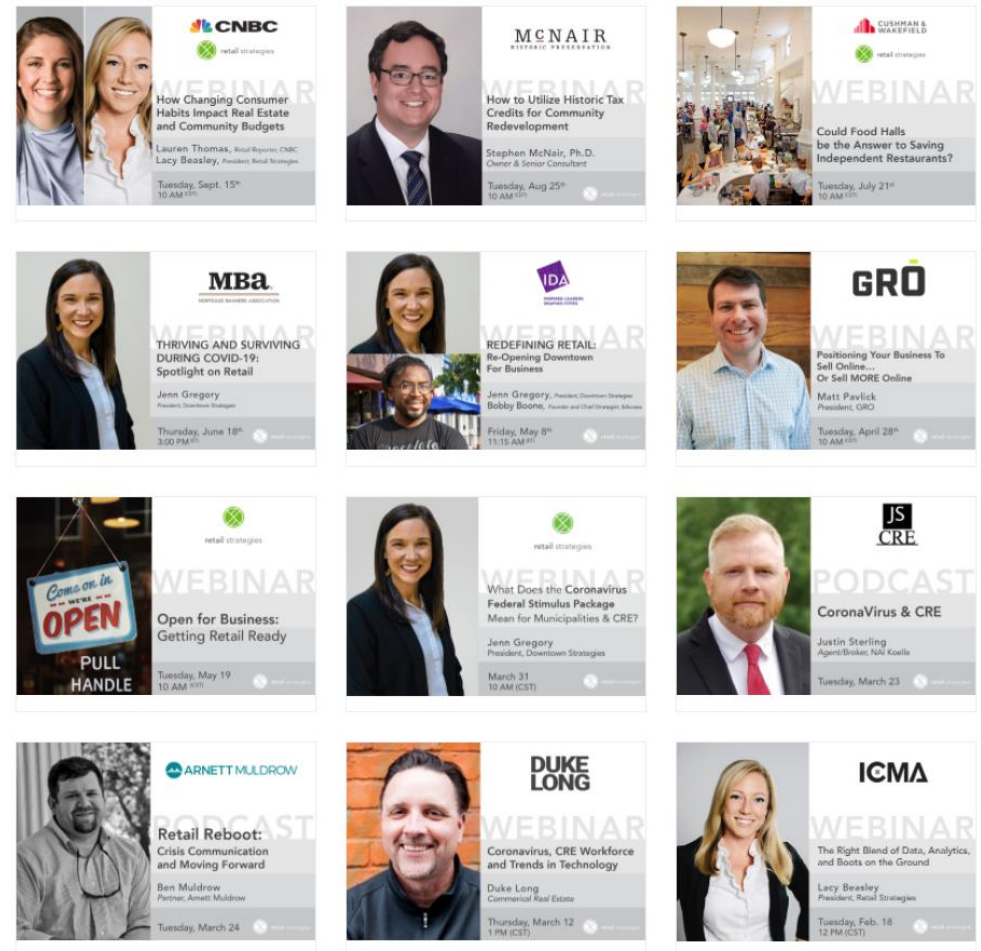
- Retail Live! Southeastern 2020 Conference
- Retail Live! SouthCentral 2020 Conference
- International Downtown Association



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

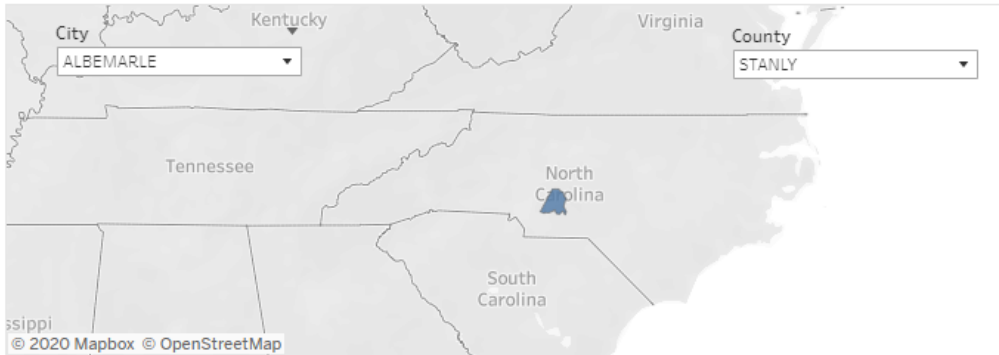


3 Steps
to Securing Your
Retail Future

retail resources  retail strategies

Retail Strategies and COVID-19

Sales Tax Revenue Forecasting Tool



County Tax: Month: Percent adjustment vs. Normal Sales:

Refund Estimated Percent: City Distribution %:

Estimated Monthly Sales Tax Revenue for the City

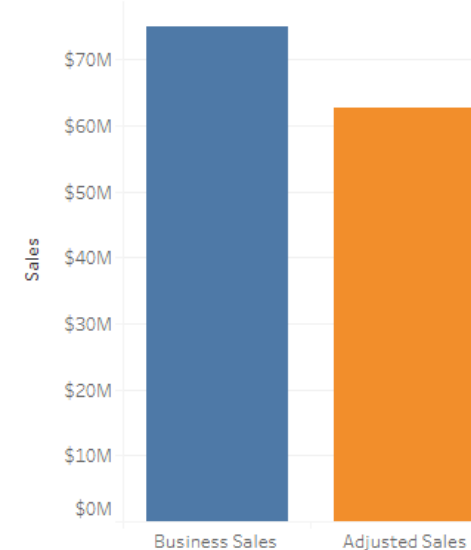
Estimated Normal Sales Tax Revenue	\$258,383
Sale Tax Revenue Difference	-\$42,836
Projected Sales Tax Revenue	\$215,547

- Building Materials-
- Clothing-
- Electronics-
- Alcohol Stores-
- Furniture & Home Stores-
- General Merchandise-
- Gasoline Stations-
- Grocery & Food Stores-
- Health & Personal Care St...
- Misc Store Retailers-
- Motor Parts-
- Non-Store Retailers-
- Sporting Goods-
- Food & Drinking Places-

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

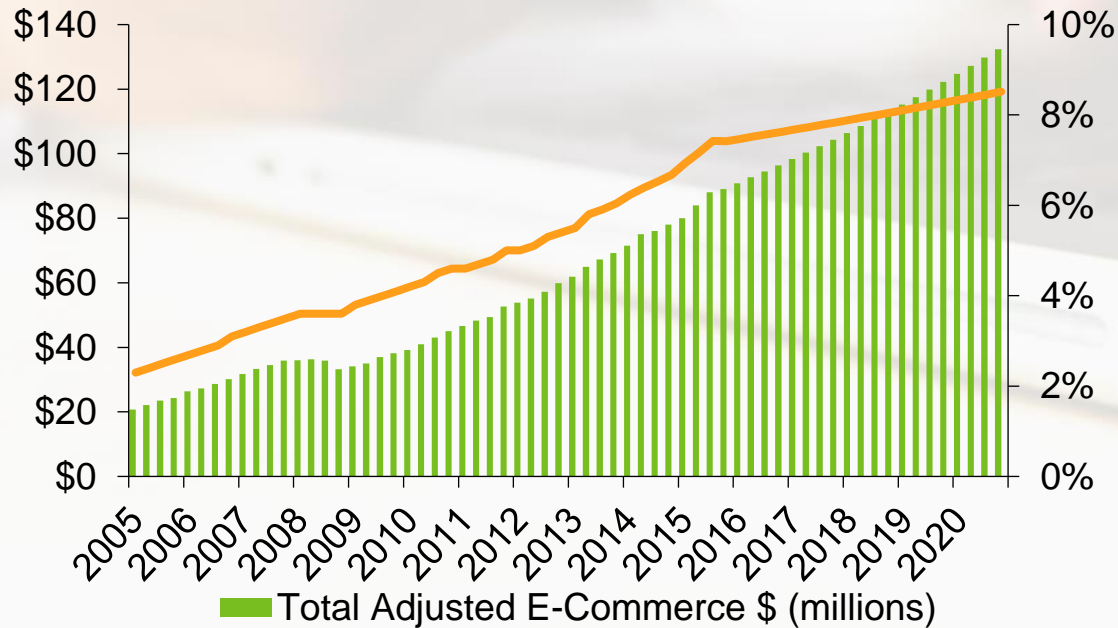


E-Commerce

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.

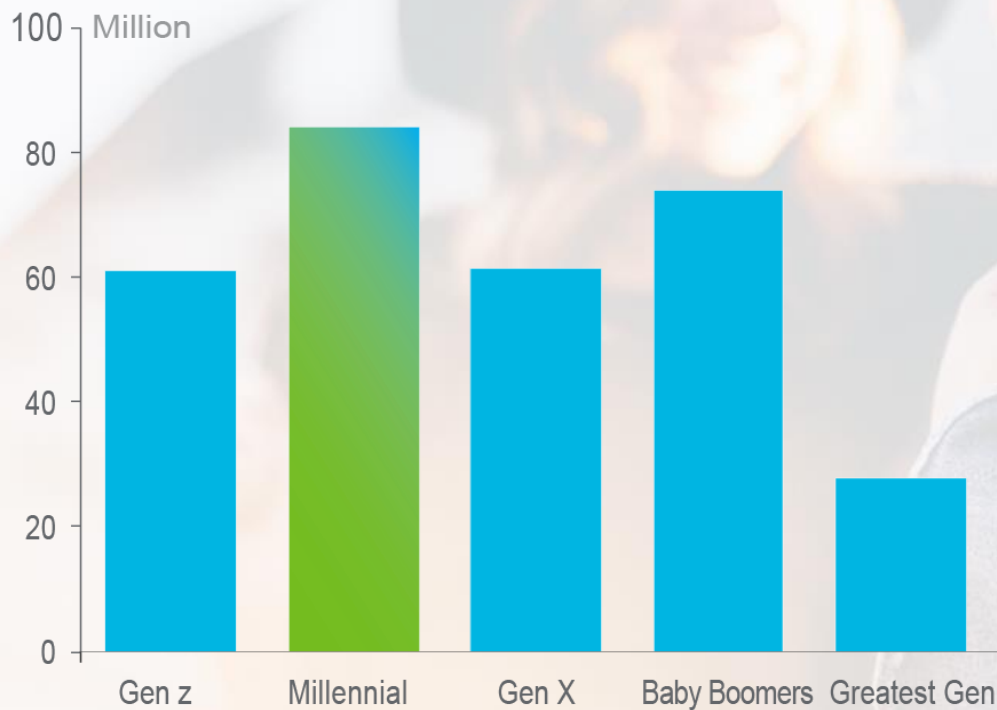
More importantly we need to recognize the trend and be aware of retailer reactions.



Nothing but Growth Ahead
for E-Commerce

TRENDS


Rise of the Millennial




83 Mil
Millennials
(1982-2004)

75 Mil
Baby Boomers
(1946-1964)

63 Mil
Gen X
(1965-1985)



Over half of
MILLENNIALS
said they would
rather give up their
SENSE OF SMELL
than their
TECHNOLOGY.



~ Rosetta

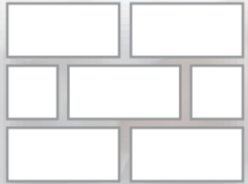
The central graphic features a white silhouette of a person's head and shoulders on the left, with three blue wavy lines representing a sense of smell. To the right of the silhouette is a white smartphone icon. The background of the graphic is split into a light blue top half and a dark blue bottom half.

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

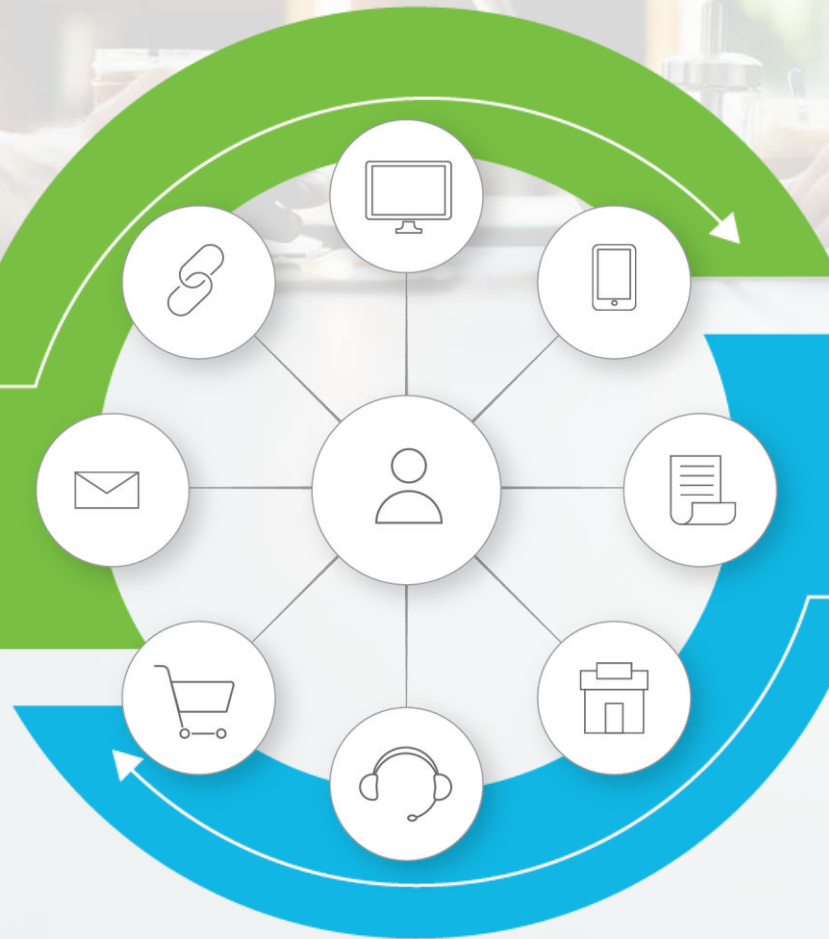
~ Rosetta

TRENDS

Omni-channel



Bricks



Clicks

Consumer Purchasing

78%

of consumers prefer to shop in-store

73%

want to try-on before they buy

In-store

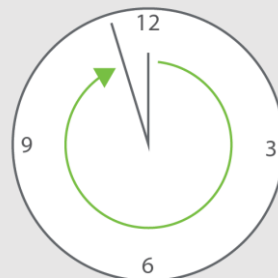
\$1,170
/month



7.5x
/month



54 mins
Time spent

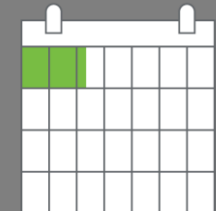


Online

\$247
/month



2.2x
/month



38 mins
Time spent





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info@retailstrategies.com
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2200 Magnolia Ave, Suite 100
Birmingham, AL

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.

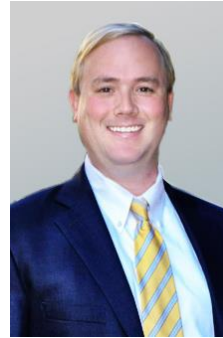
Albemarle has multiple dedicated staff members working on behalf of the community in their areas of expertise. A Portfolio Director will serve as the primary Point of Contact (POC) to interact with Albemarle's primary POC. Additional team members include company executives, retail development team, marketing, 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.

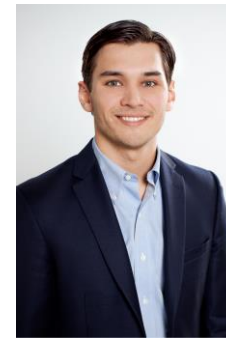
Your Team

Albemarle, NC

Mayor Michael
Mark Donham
Michael Ferris



John Ruzic
Portfolio Director



Jordan Williams
Retail Development

Leadership Team



Robert Jolly
CEO

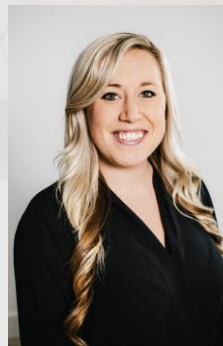


Mead Silsbee
CFO



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.



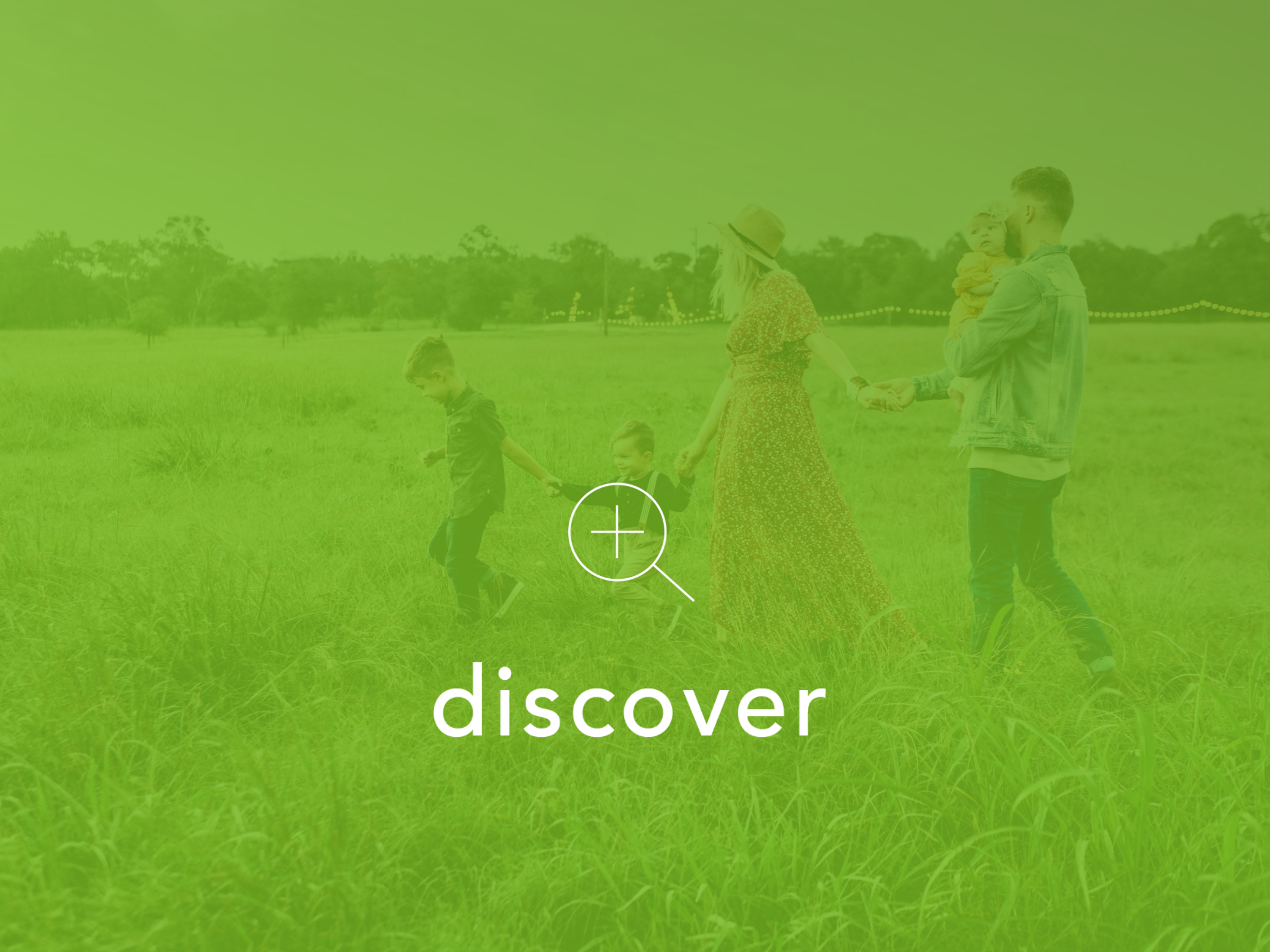
WHO WE ARE

Our Partnership

We are **retail** real estate professionals.



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



discover



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RESEARCH

Who we partner with



Research Partners &
Geographic Information
Systems

Memberships, Subscriptions & Customized
Reports





retail strategies

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

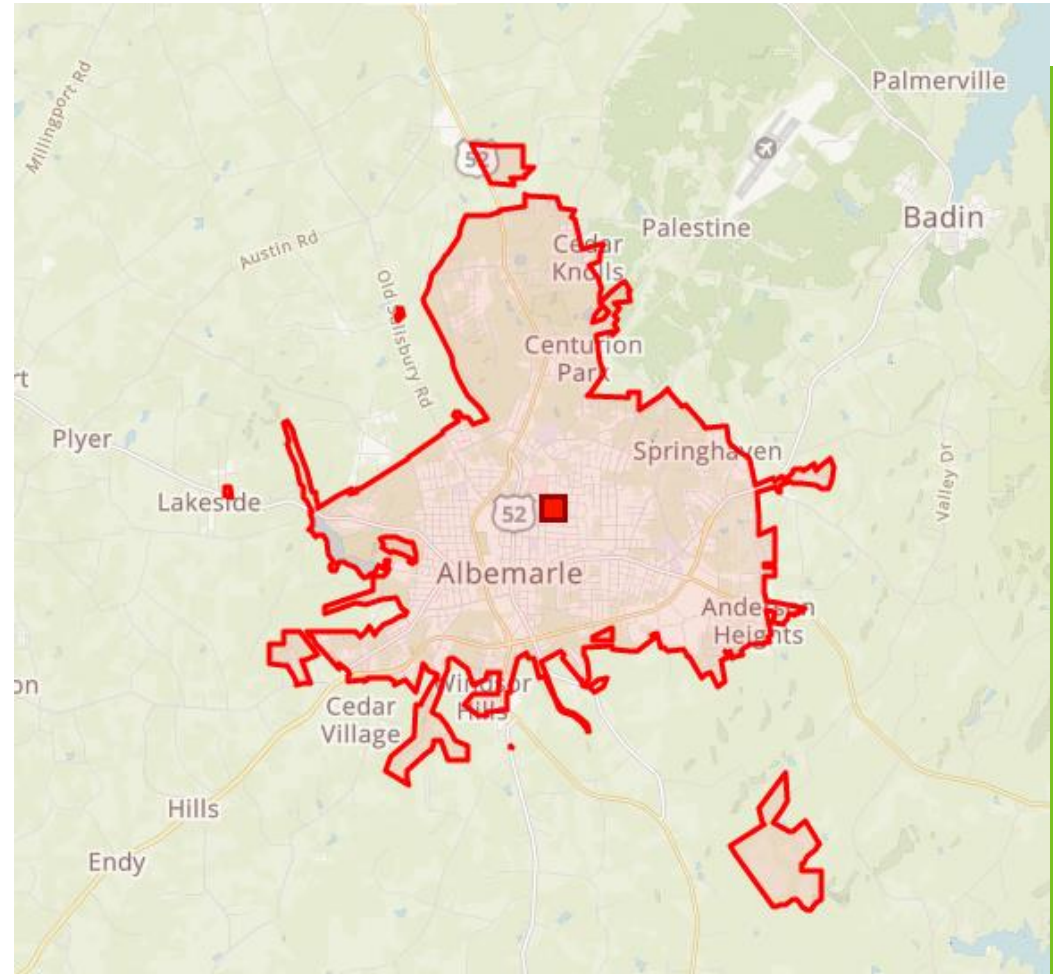
DISCOVER

How you see it

State of North Carolina
Population 10.38 million



Albemarle, NC
Population 16,364



DISCOVER

How retailers see it

Residential Population Density

• 1 dot = 100

Daytime Employee Population Density

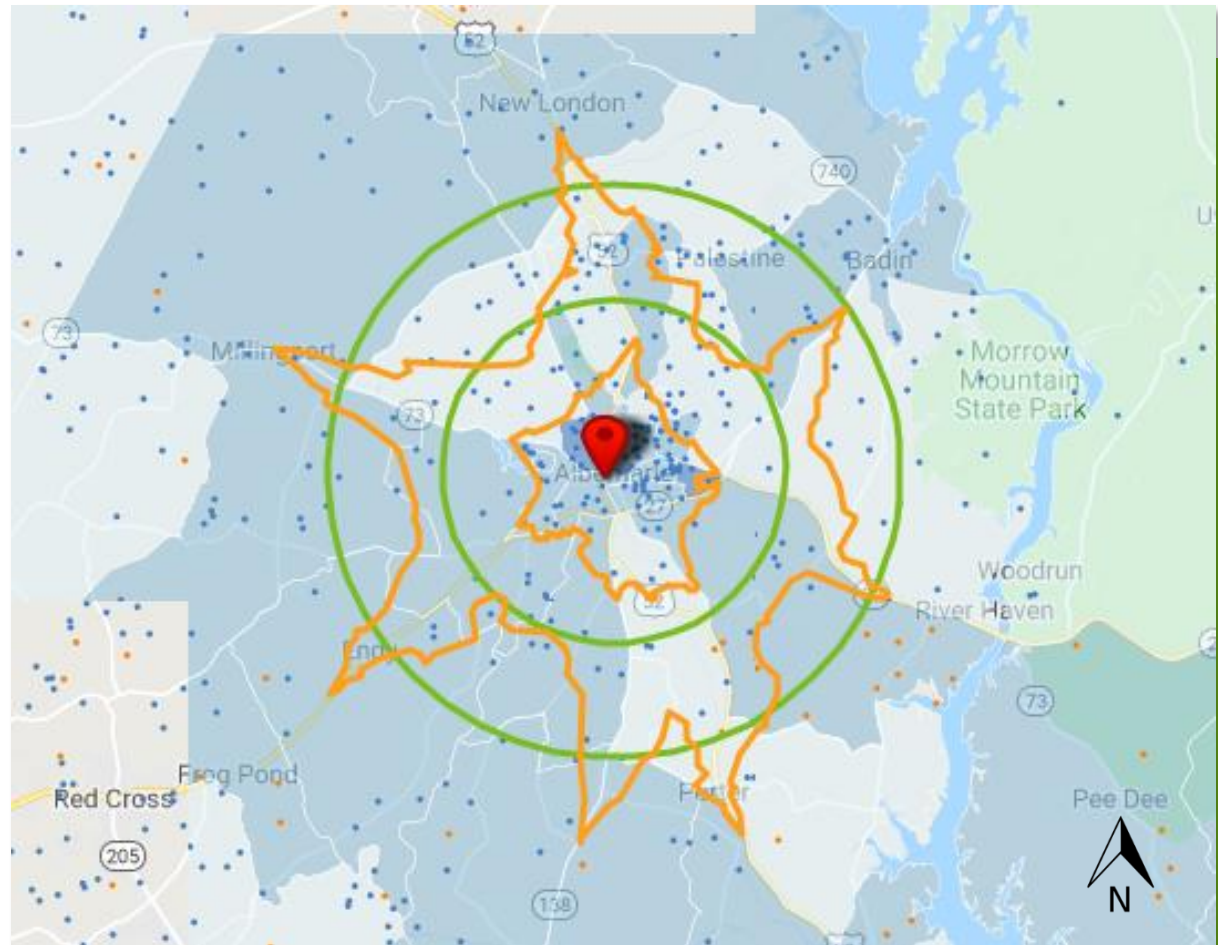
• 1 dot = 100

Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



DISCOVER

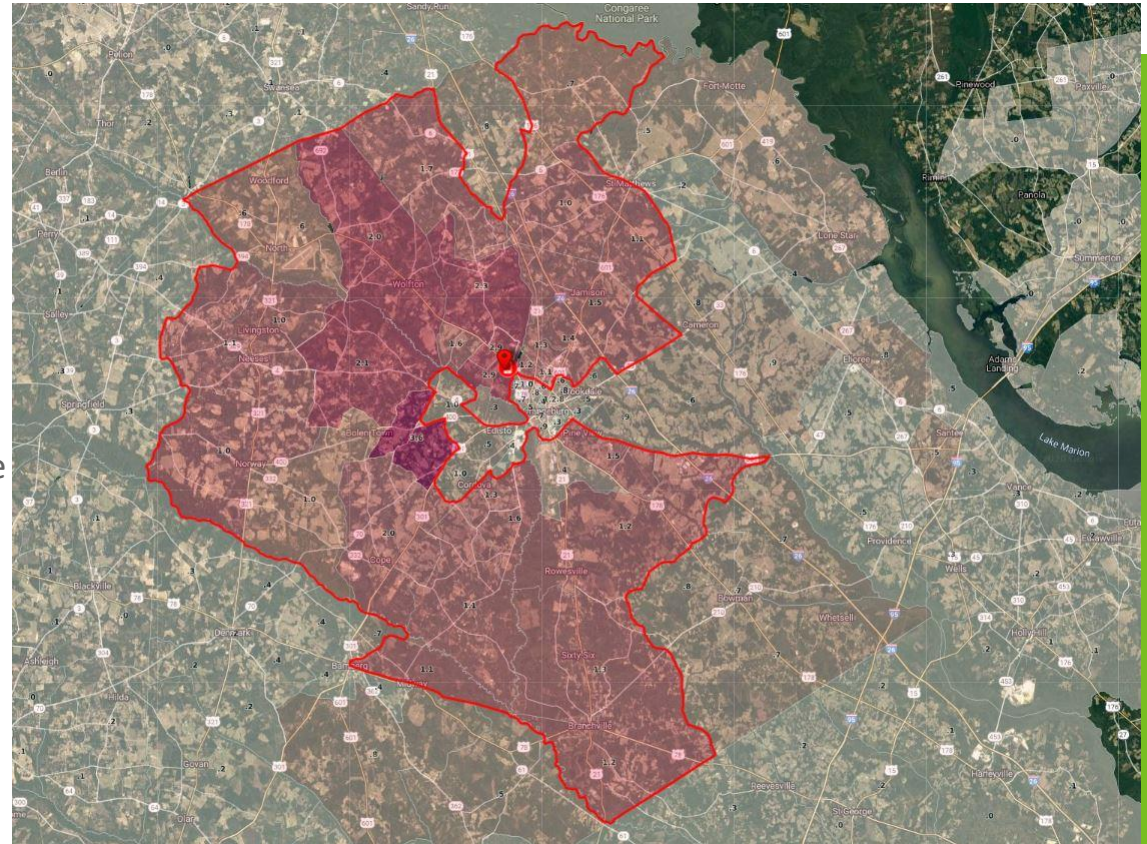
Your Demographic Playbook

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

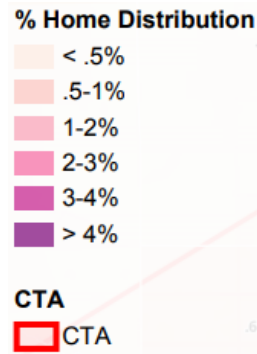
DISCOVER

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.



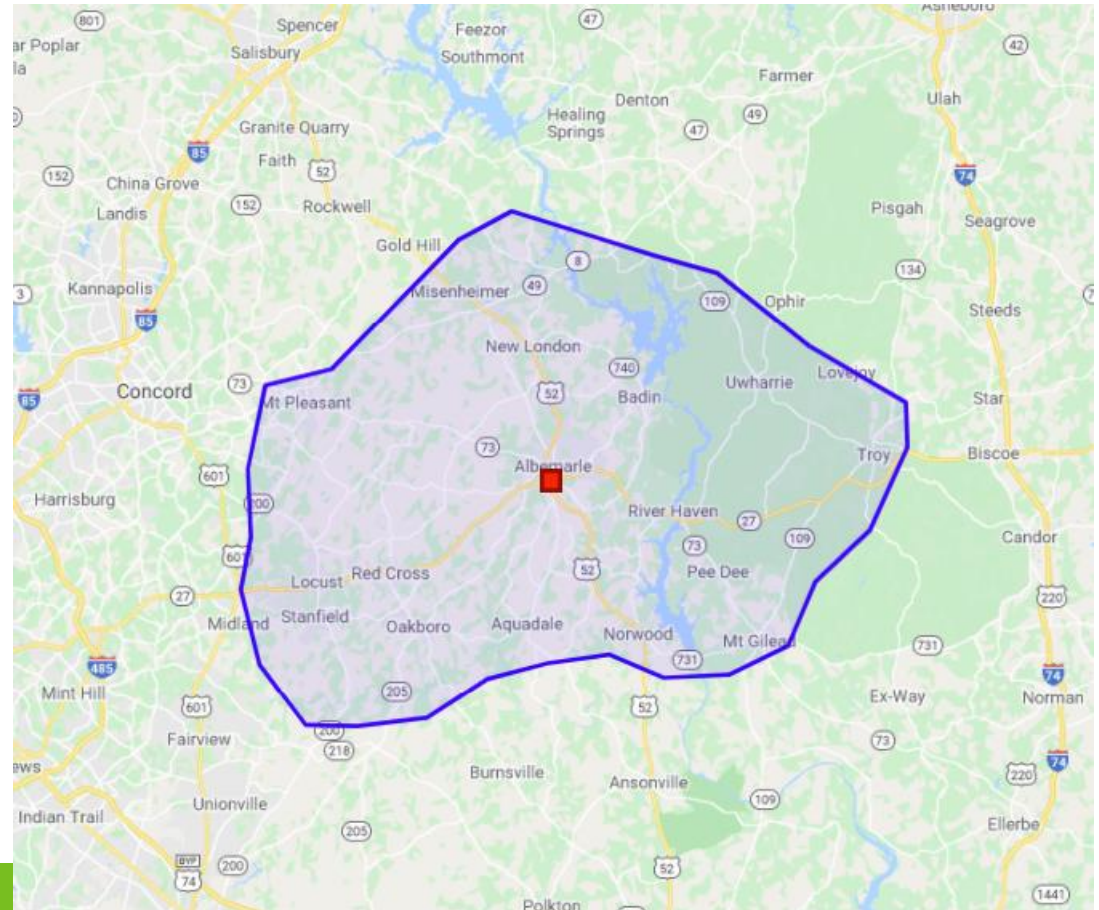
The location tracked was
Albemarle North Road Plaza
 for the time period of
October 2019
 To
October 2020



DISCOVER

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

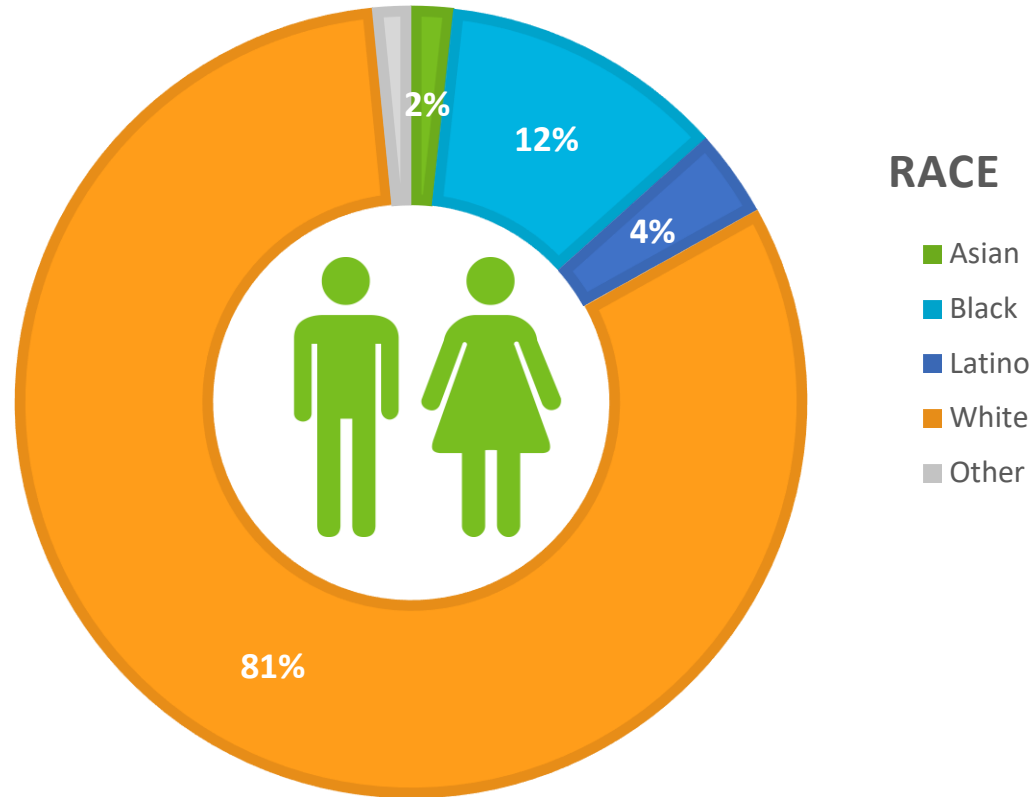
43

female average age

DISCOVER

Customized Trade Area

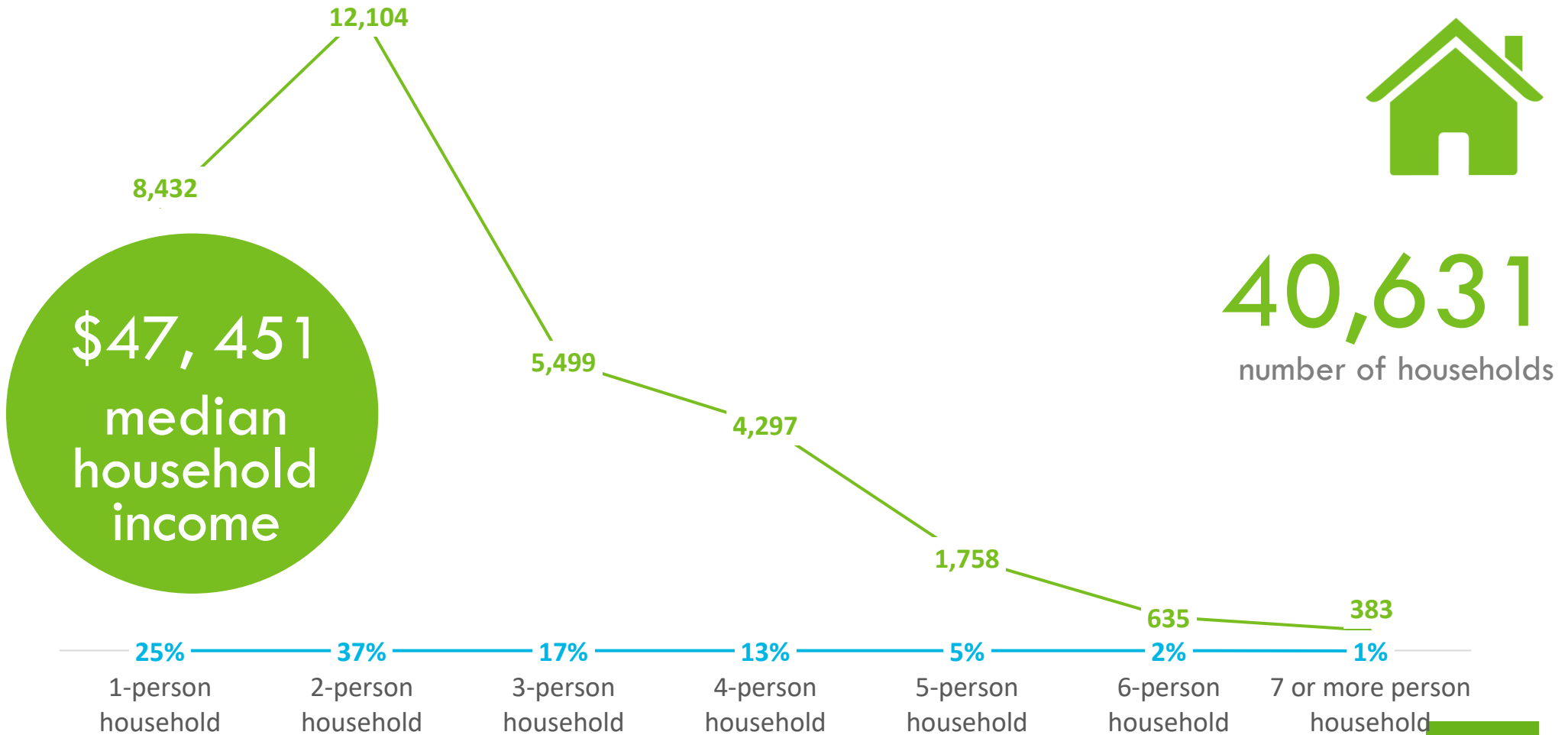
CURRENT YEAR ESTIMATED POPULATION BY RACE



DISCOVER

Customized Trade Area

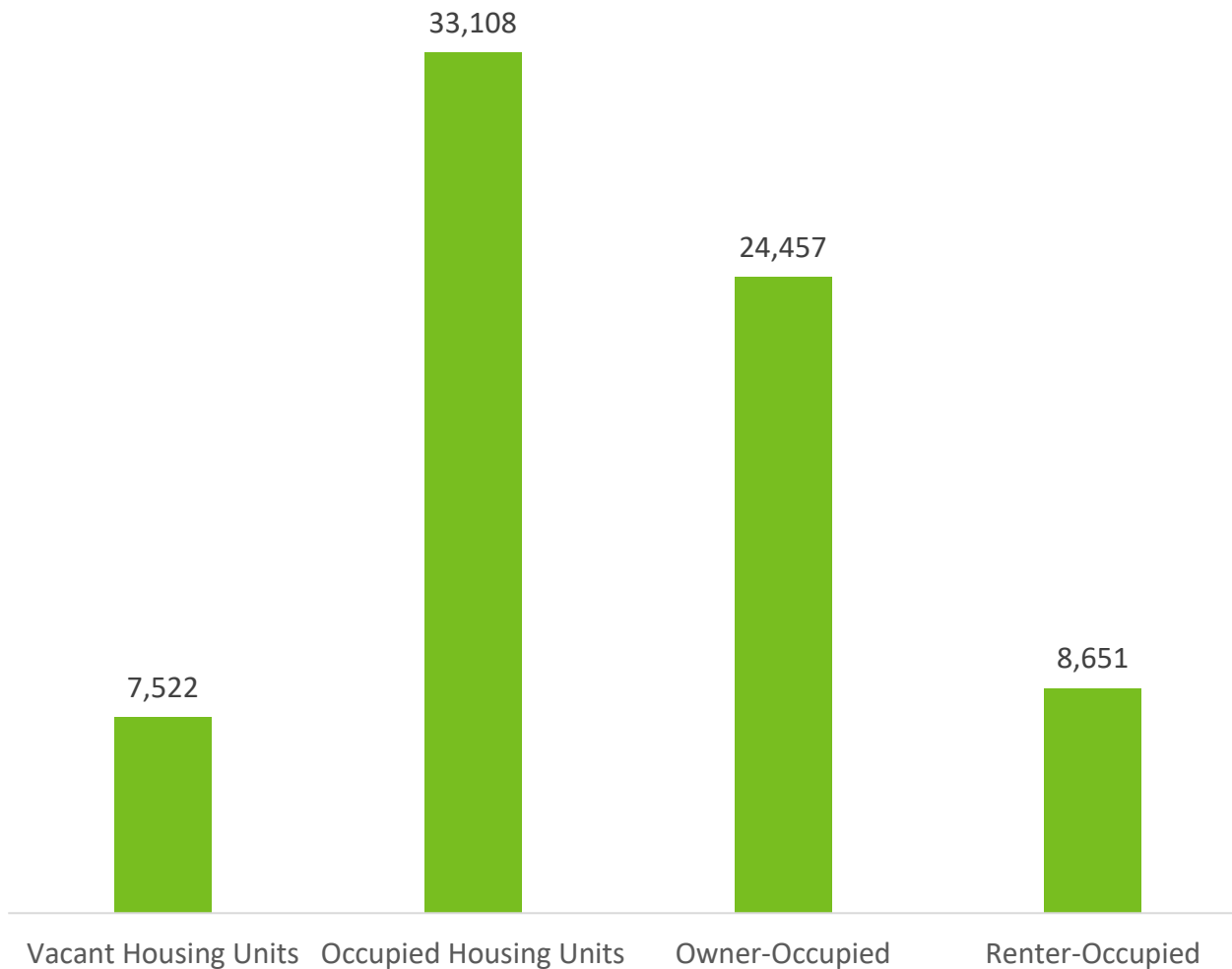
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



DISCOVER

Customized Trade Area

2019 ESTIMATED HOUSING UNITS BY TENURE

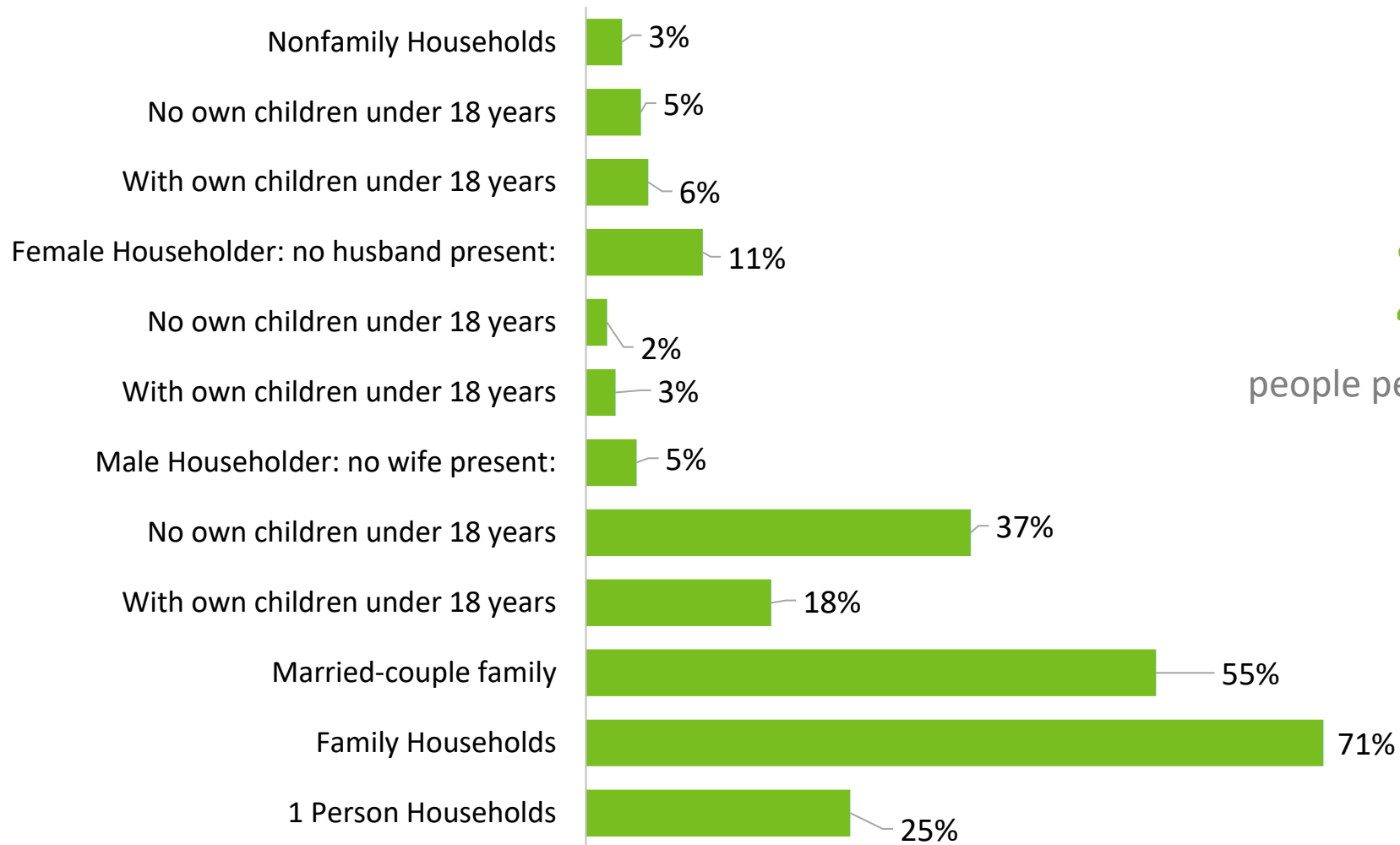


\$217,866

average housing unit value

Custom Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.47

people per household

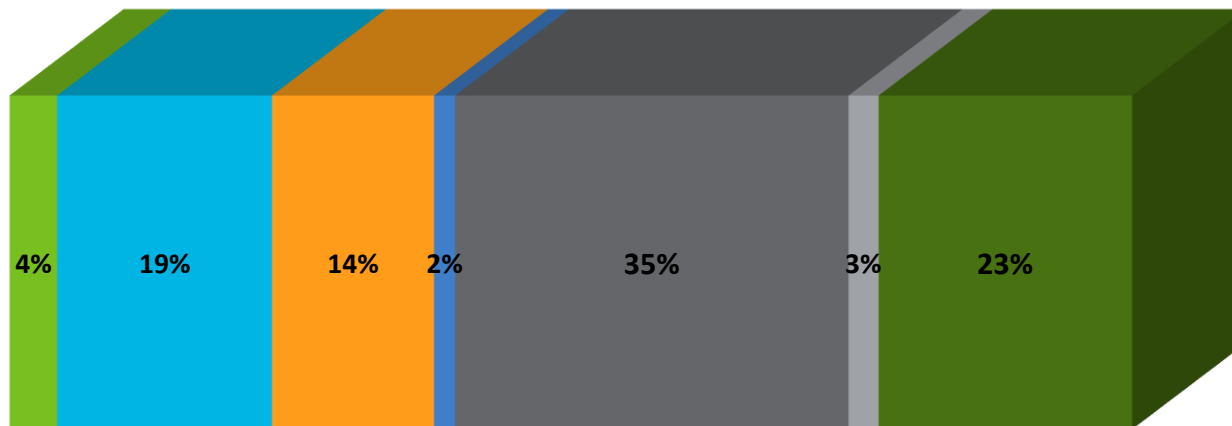
DISCOVER

Customized Trade Area

82,042
daytime population

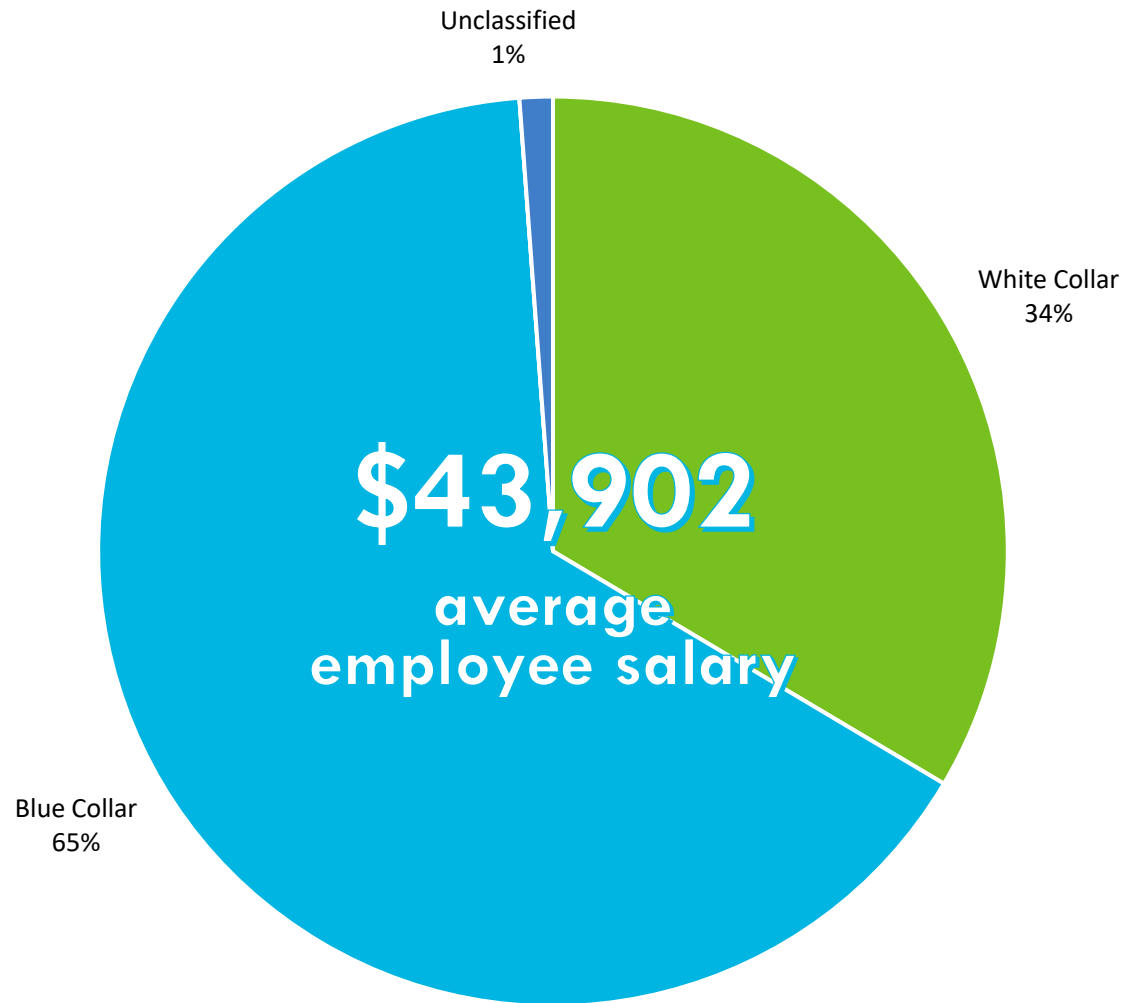
DAYTIME POPULATION

■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations



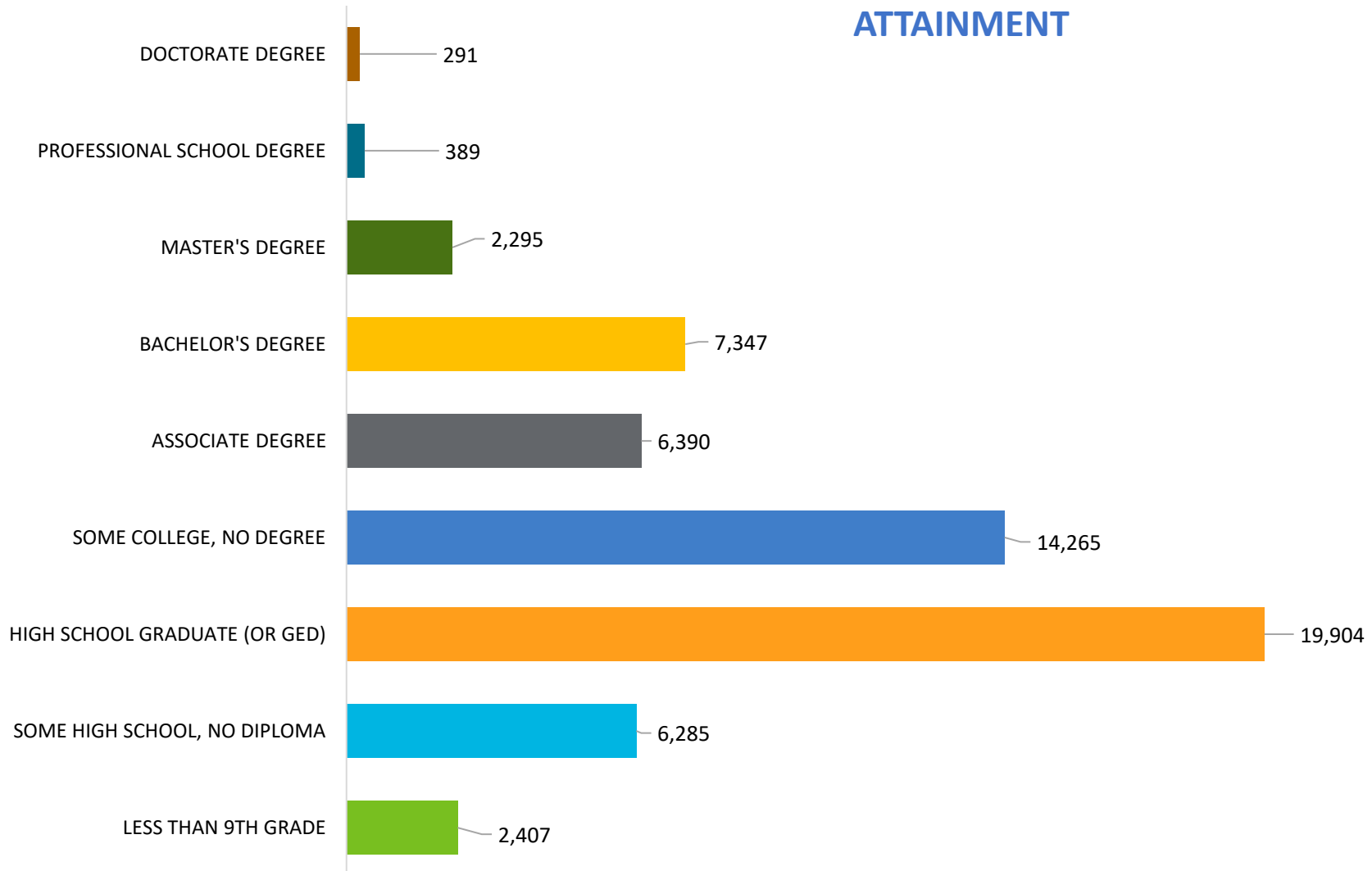
DISCOVER

Customized Trade Area



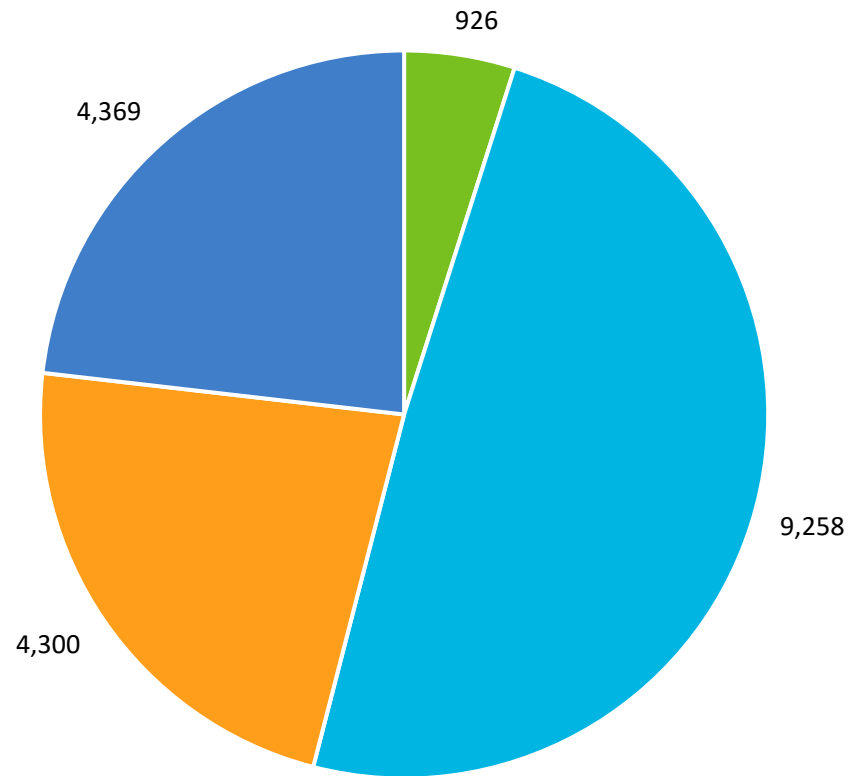
Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



Customized Trade Area

Current Year Estimated Population by Enrollment



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



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

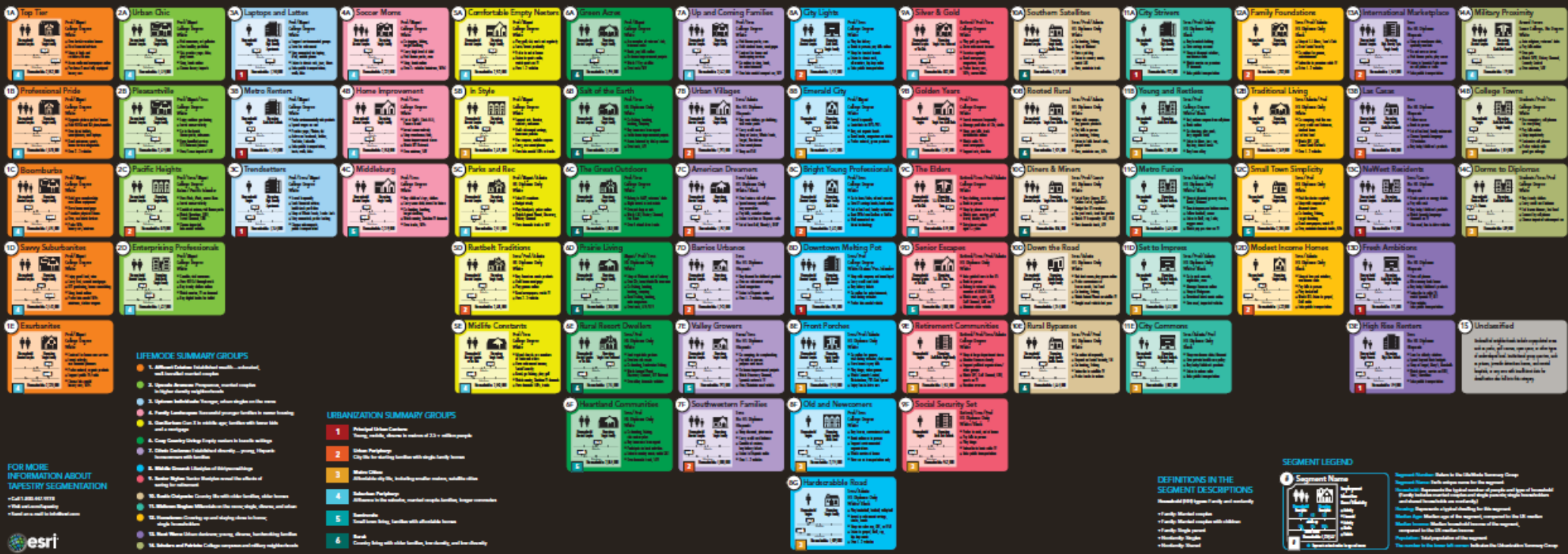
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA

Total Population: 314,468,000 Median Income: \$31,000 Home Ownership Rate: 64%
Total Households: 118,979,000 Median Net Worth: \$71,000 Average Household Size: 2.58
Median Age: 37.6 Diversity Index: 62.1 Home Value: \$177,000



FOR MORE INFORMATION ABOUT TAPESTRY SEGMENTATION
Call 1.800.451.9333
Visit esri.com/tapestry



DEFINITIONS IN THE SEGMENT DESCRIPTIONS
Household: 2010 Census Family and nonfamily
Family: Married couple with children
Family: Married couple with children
Family: Single person
Family: Single person
Family: Single person

SEGMENT LEGEND

1 Segment Name

2 Population

3 Households

4 Median Income

5 Median Net Worth

6 Home Ownership Rate

7 Average Household Size

8 Median Age

9 Diversity Index

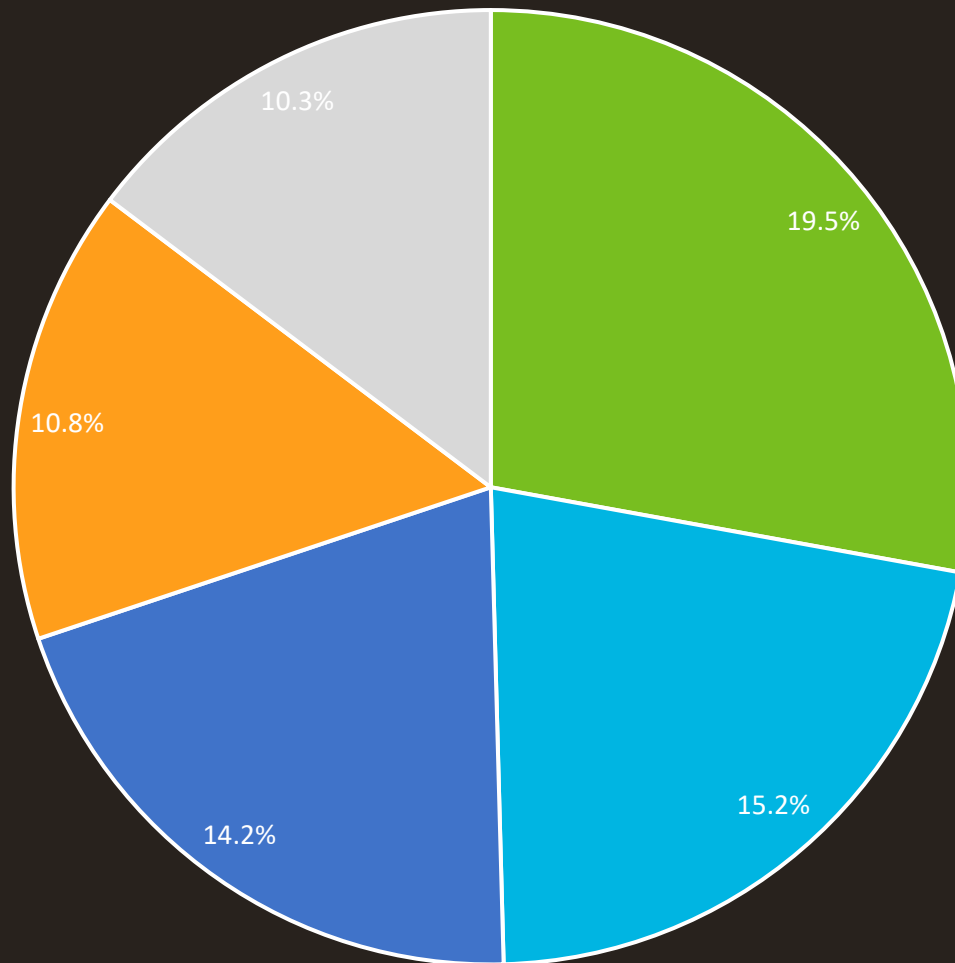
10 Home Value

- #### LIFESTAGE SUMMARY GROUPS
- 1. Affluent Estates: Established wealth, established and affluent households
 - 2. Upscale Avenues: Established wealth, established and affluent households
 - 3. Uptown Individuals: Established wealth, established and affluent households
 - 4. Family Landscapes: Established wealth, established and affluent households
 - 5. Gen X Urban: Established wealth, established and affluent households
 - 6. Cozy Country Living: Established wealth, established and affluent households
 - 7. Ethnic Enclaves: Established wealth, established and affluent households
 - 8. Middle Ground: Established wealth, established and affluent households
 - 9. Senior Styles: Established wealth, established and affluent households
 - 10. Rustic Outposts: Established wealth, established and affluent households
 - 11. Midtown Singles: Established wealth, established and affluent households
 - 12. Hometown: Established wealth, established and affluent households
 - 13. Next Wave: Established wealth, established and affluent households
 - 14. Scholars and Patriots: Established wealth, established and affluent households
- #### URBANIZATION SUMMARY GROUPS
- 1. Principal Urban Centers: Young adults, diverse in nature of 250+ million people
 - 2. Urban Periphery: City life, including families with single family homes
 - 3. Suburban: Suburban living, including families with single family homes
 - 4. Exurban Periphery: Exurban living, including families with single family homes
 - 5. Exurbia: Exurban living, including families with single family homes
 - 6. Rural: Country living with other land uses, low density and low diversity



ESRI Tapestry Segmentation

5 MILE RADIUS



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



retail strategies

DISCOVER: Psychographic Profile

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

DISCOVER: Psychographic Profile

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

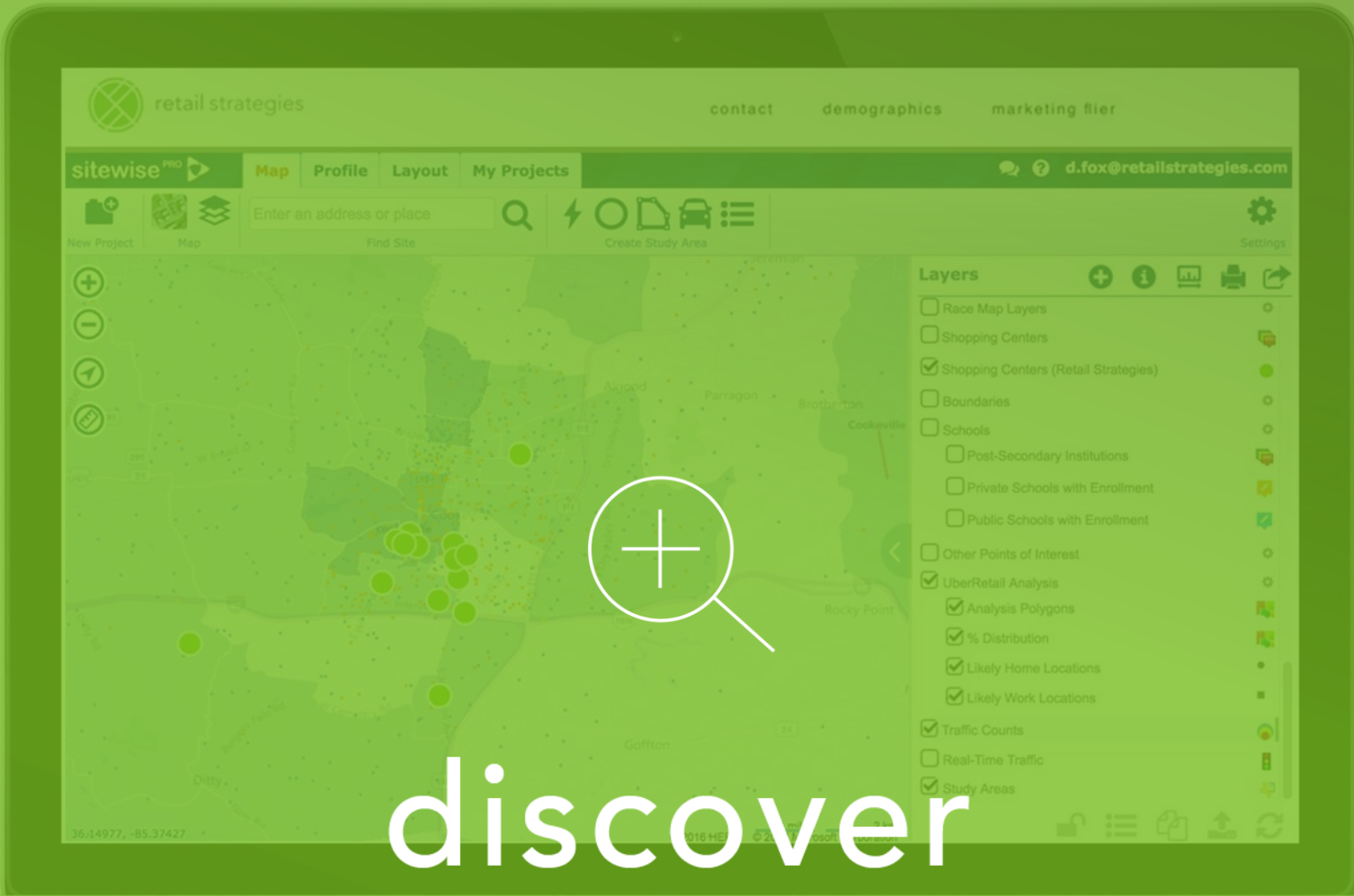
Small Town Simplicity

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.

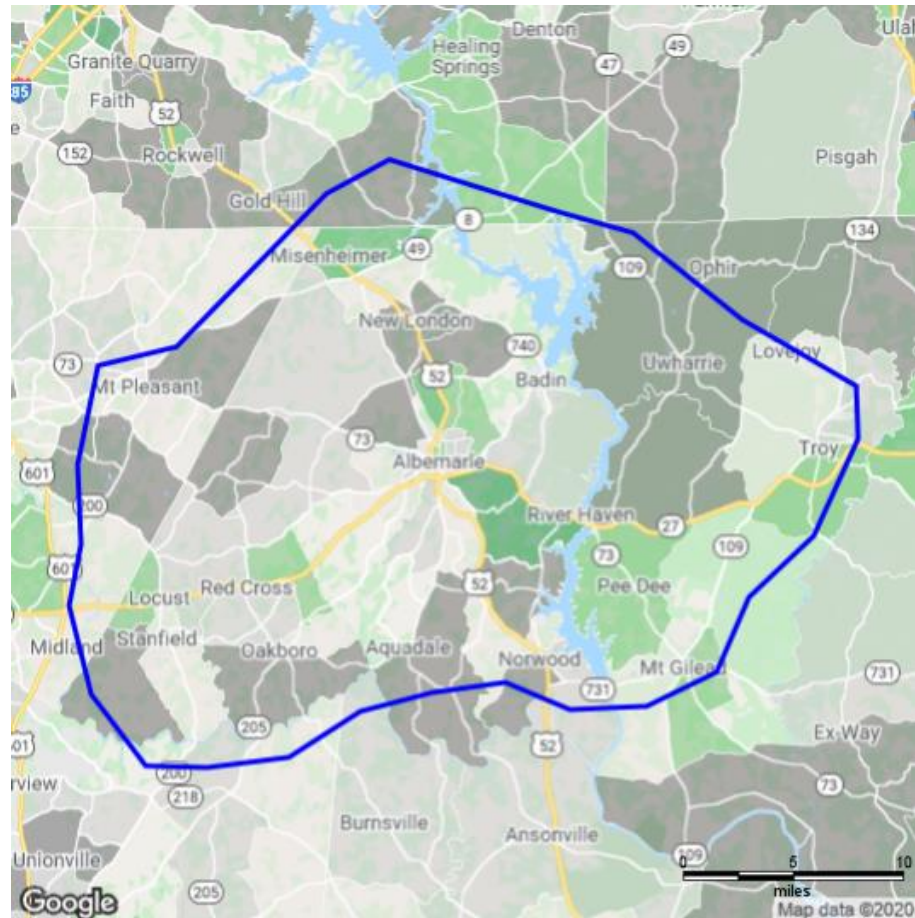
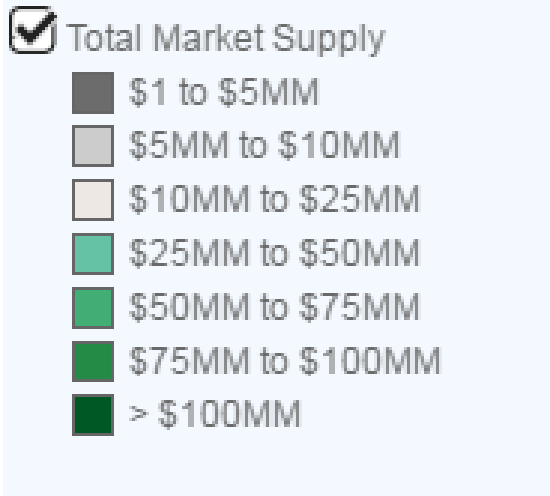
Data is rarely perfect, but with proper analysis it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

DISCOVER

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.

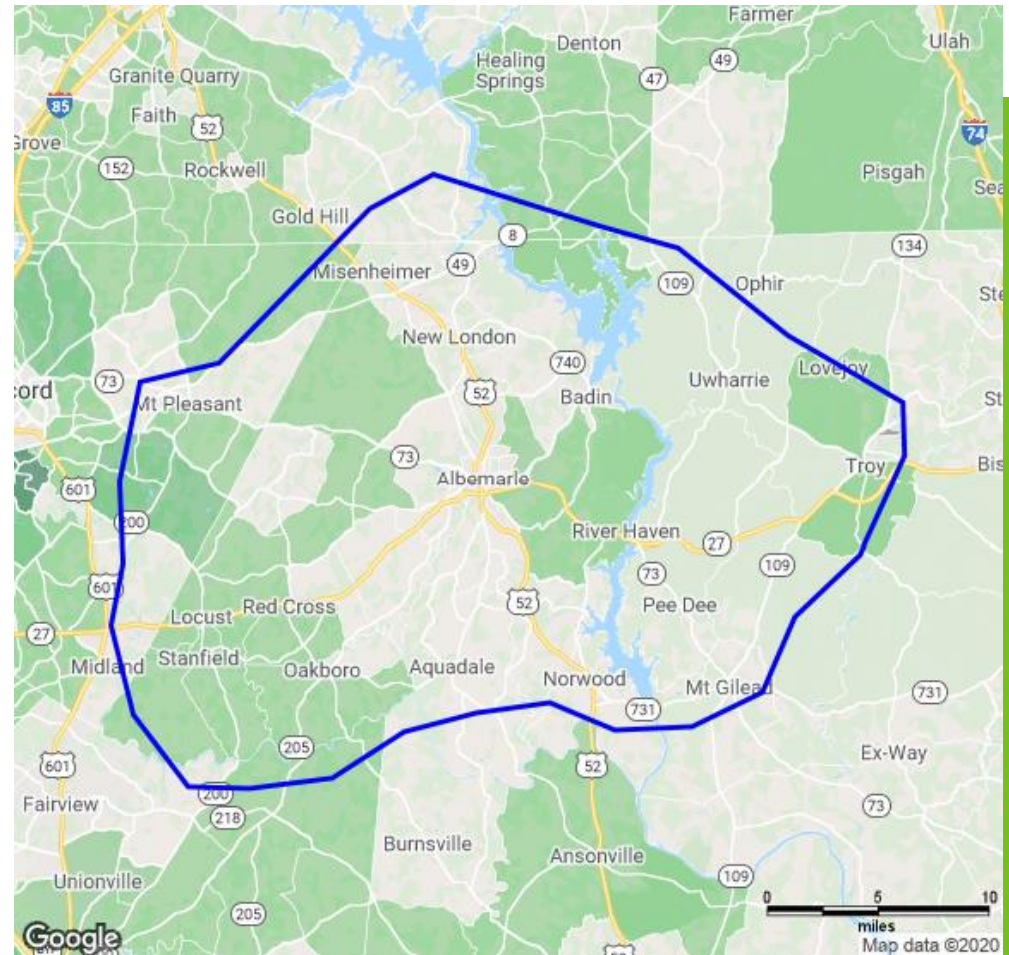
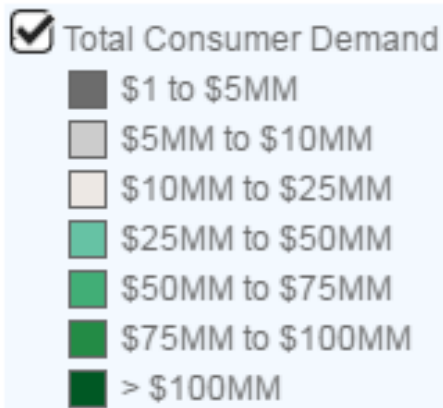


DISCOVER

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.

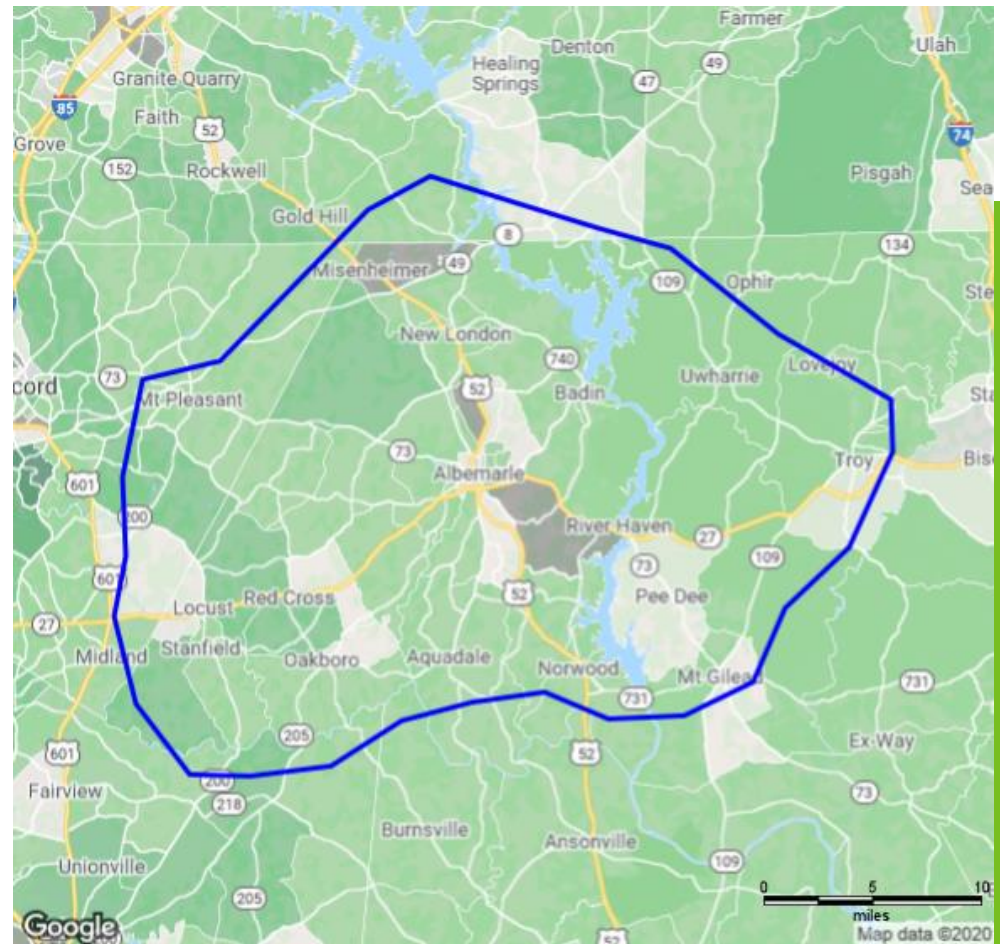
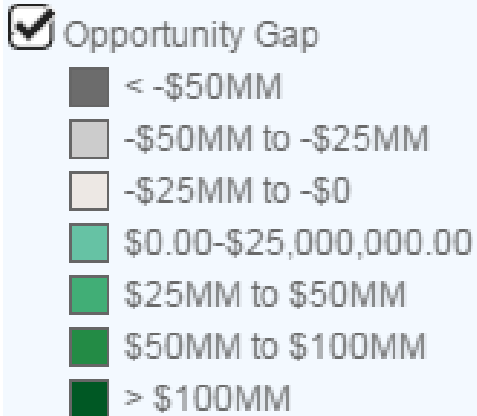


DISCOVER

Discover: Opportunity Gap

\$284,679,322

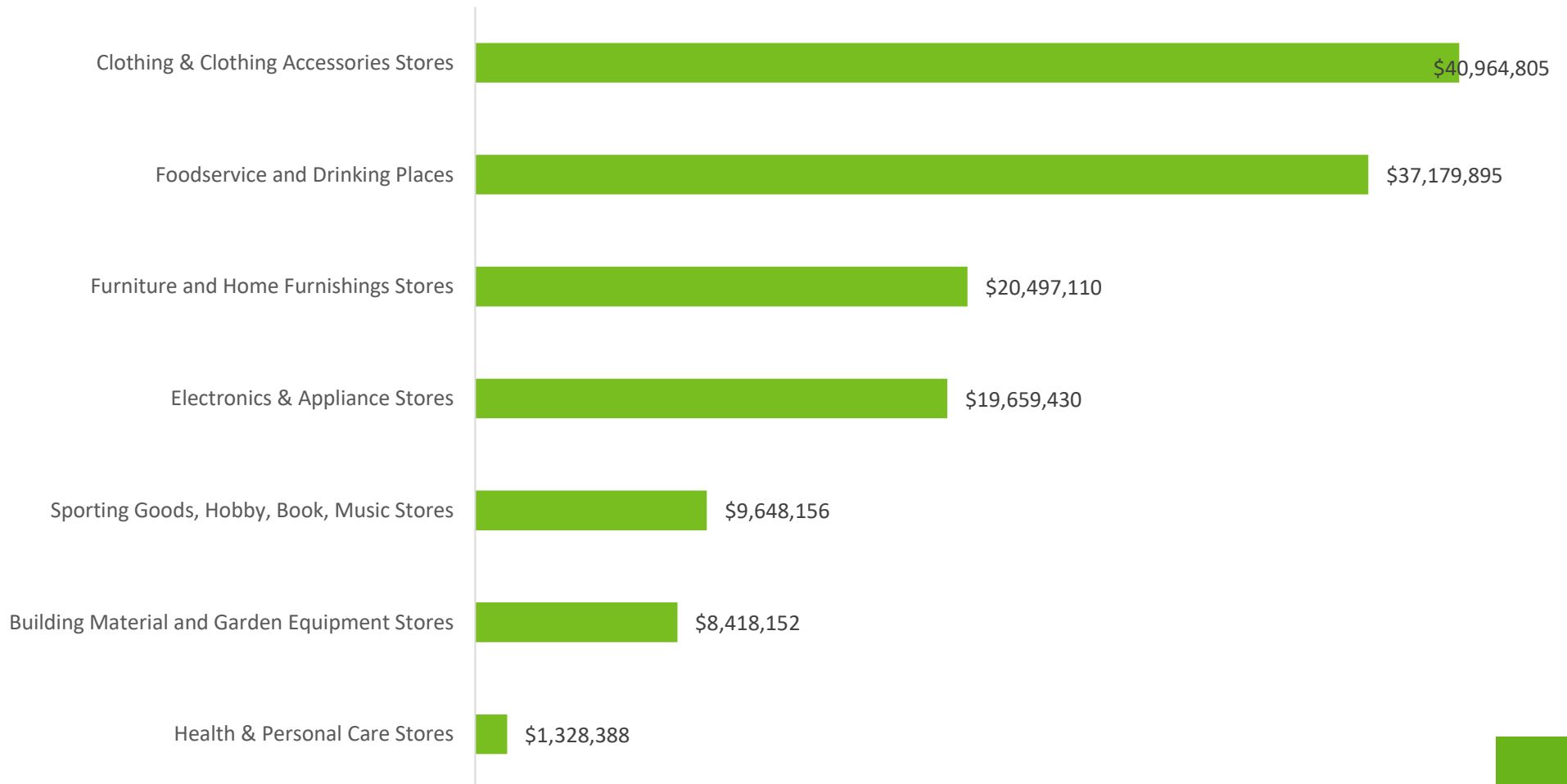
This means more people purchase items outside of the defined Albemarle trade area than in the Albemarle defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those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





Consumer Demand & Supply

Customized Retail Category GAP Analysis





Peer Analysis

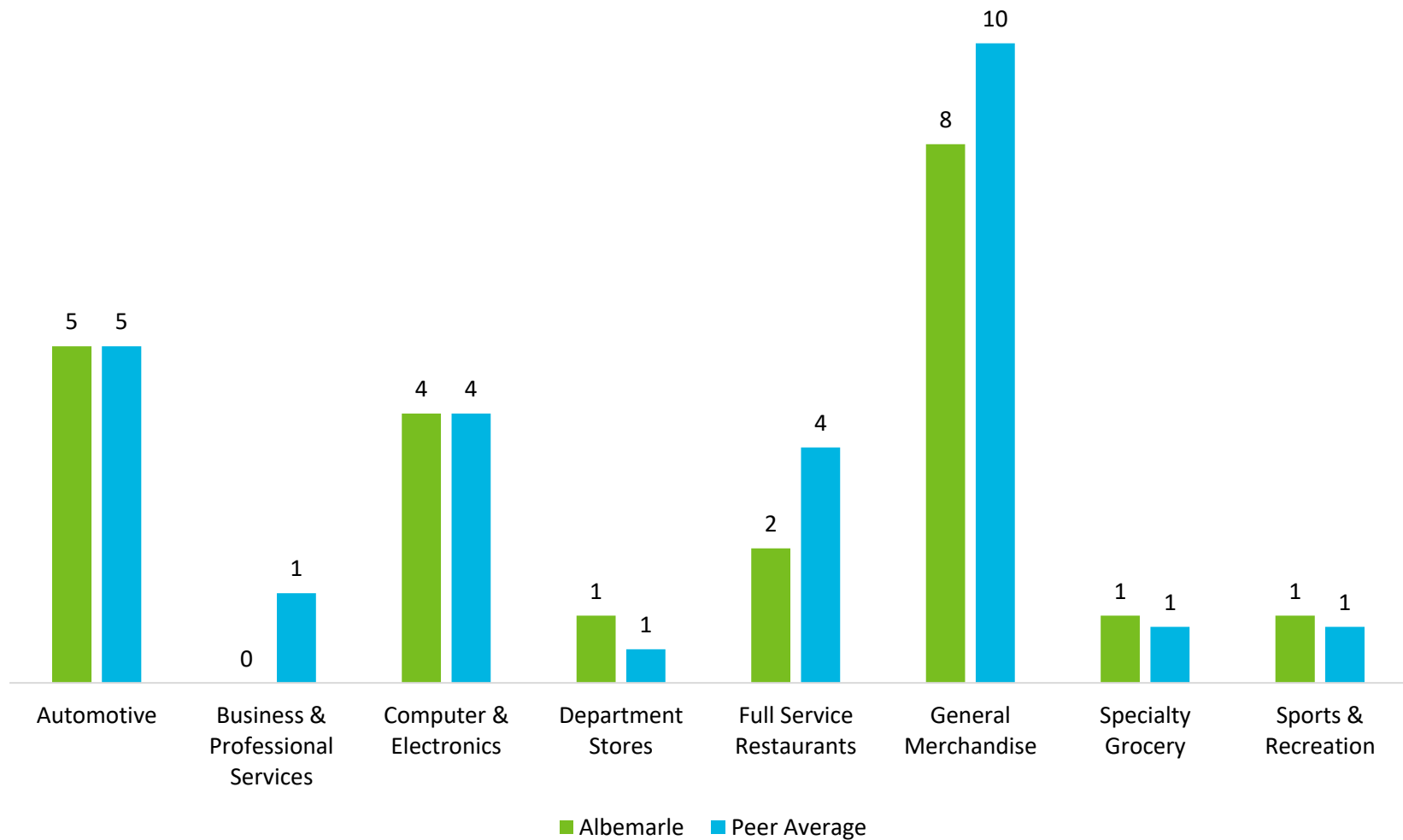
Retail Node Comparison Report – 10 Minute Drive Time

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



Peer Analysis

PEER RETAILERS



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.



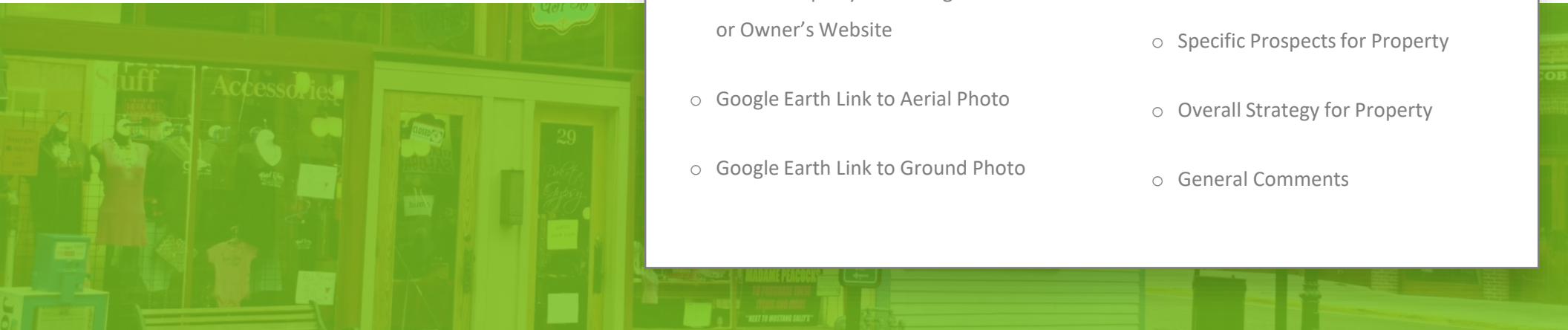
Boots on the Ground

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

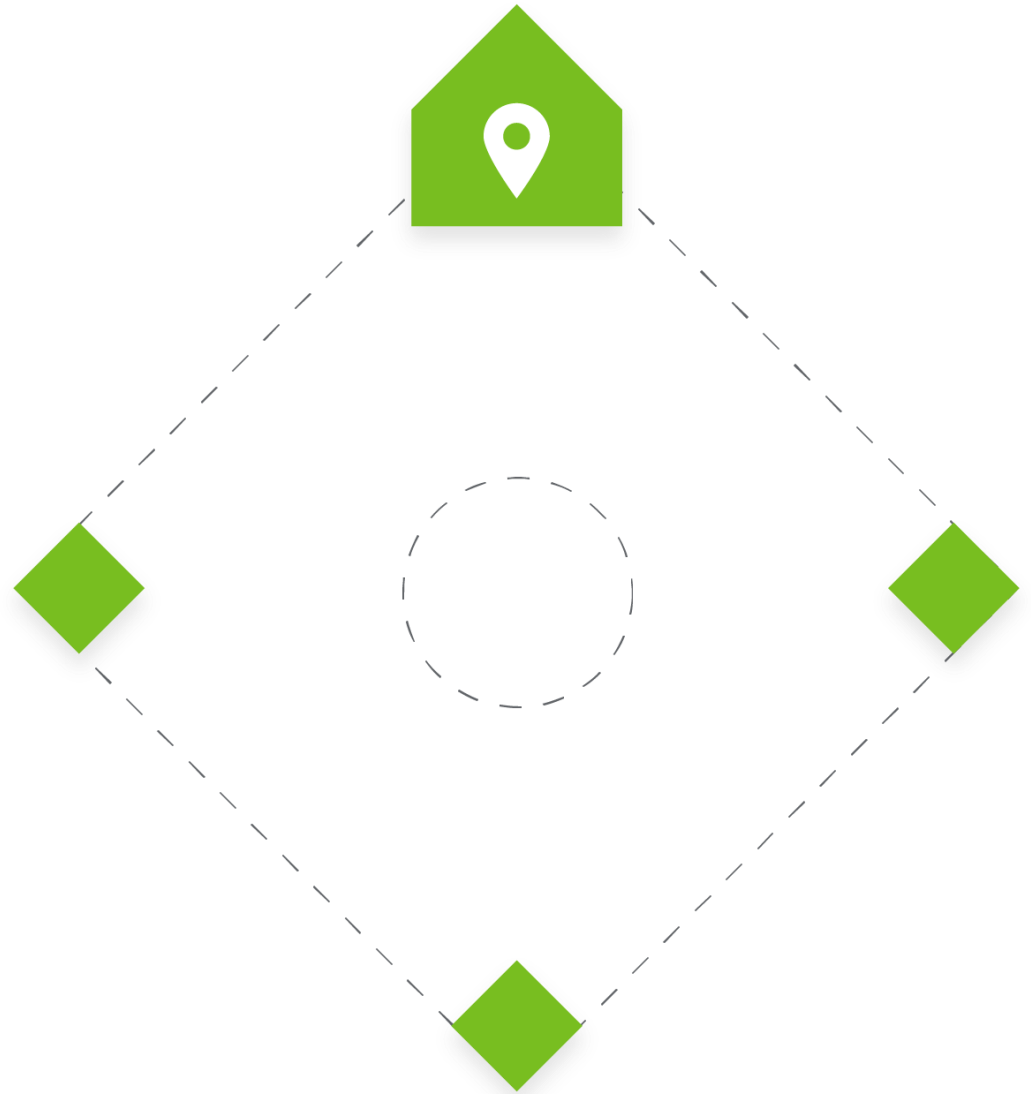
- Address
- Property Description
- Coordinates
- Listing Agent (if possible)
- Contact Info for Agent or Owner
- Web Address for Agent or Owner
- Link to Property Info on Agent or Owner's Website
- Google Earth Link to Aerial Photo
- Google Earth Link to Ground Photo
- Total Size of Center (if existing)
- 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

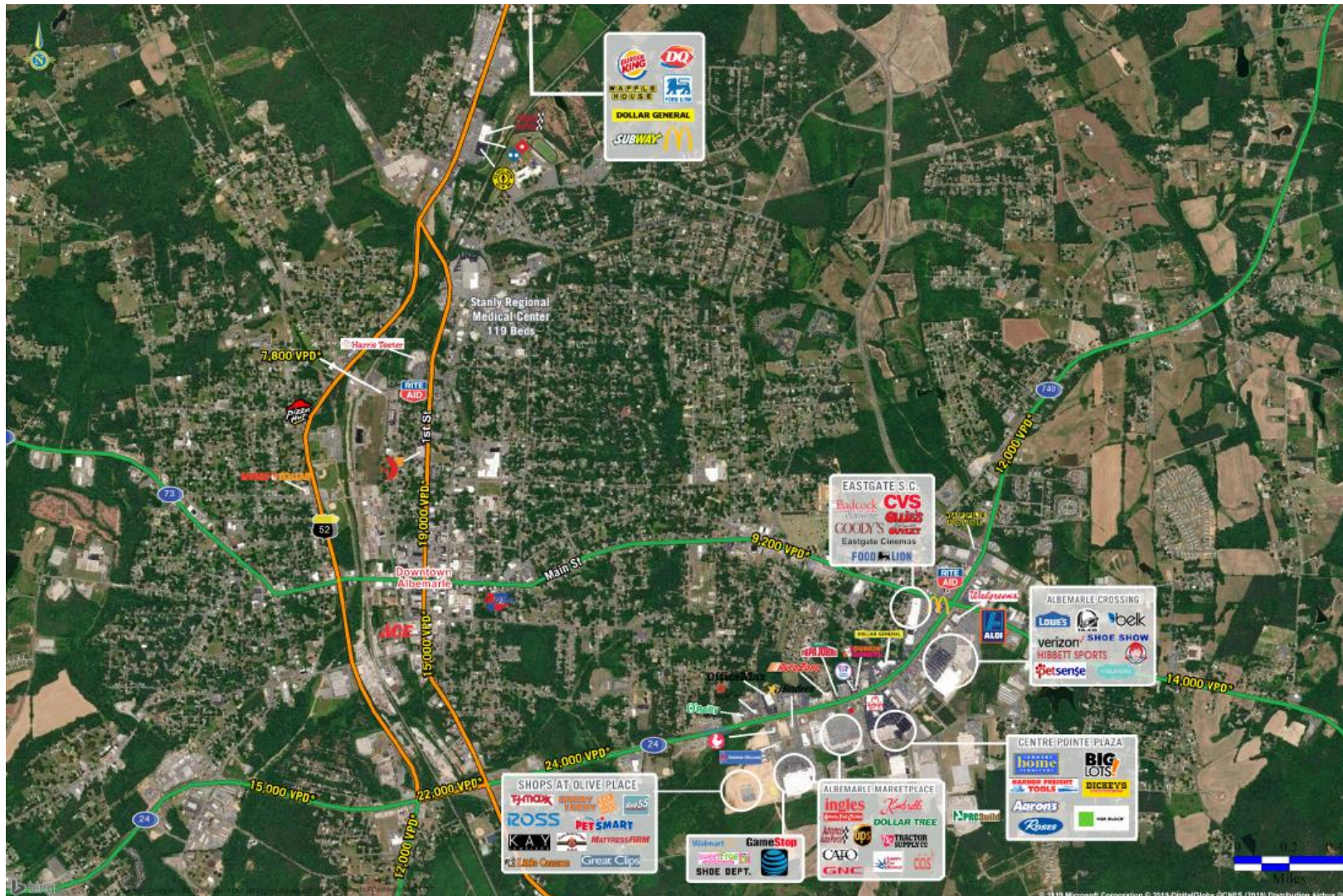
Traffic Count
Co-tenancy
Convenience
Parking
High Visibility/Signage
Easy Access





DISCOVER

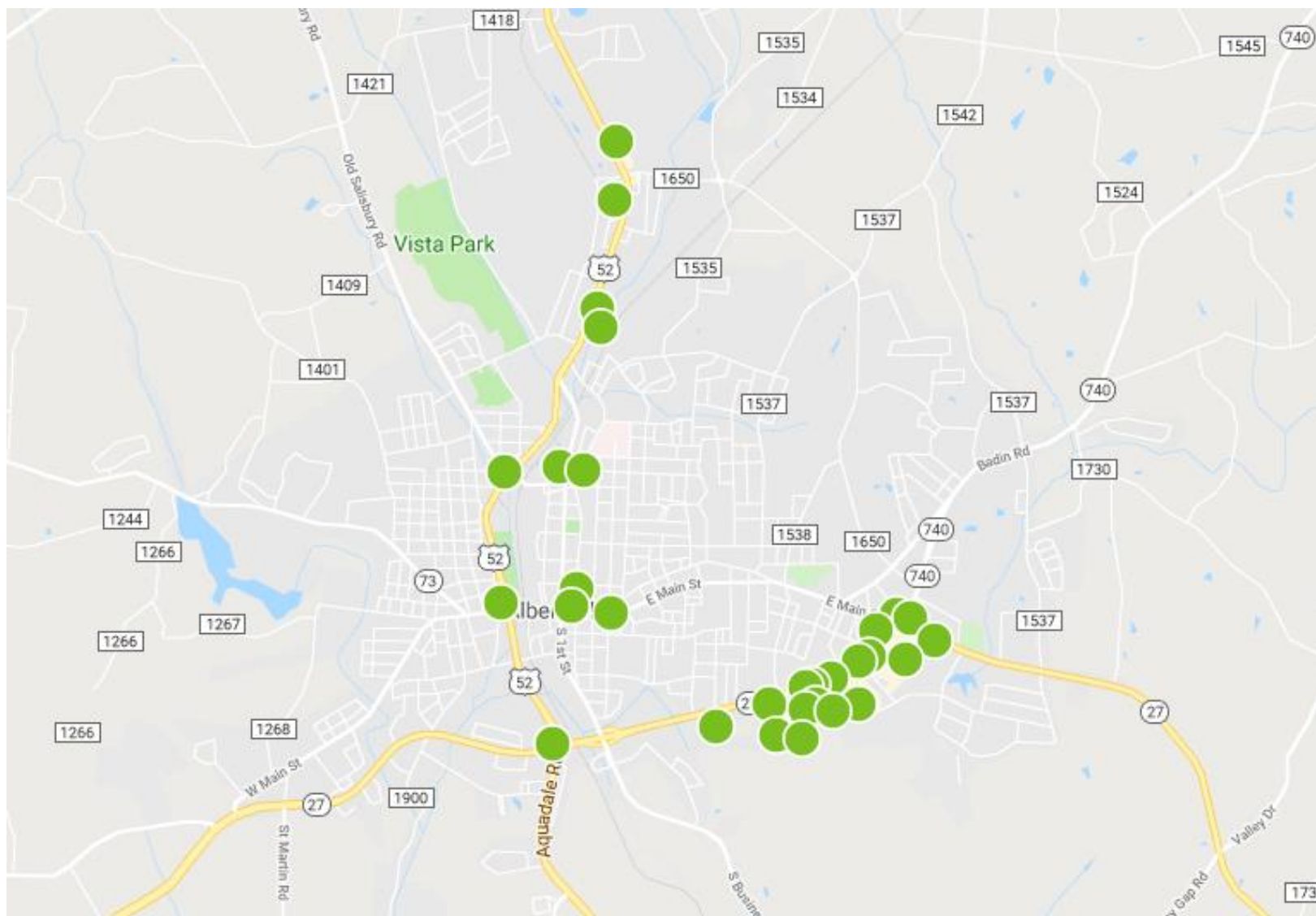
Current Real Estate Overview





DISCOVER

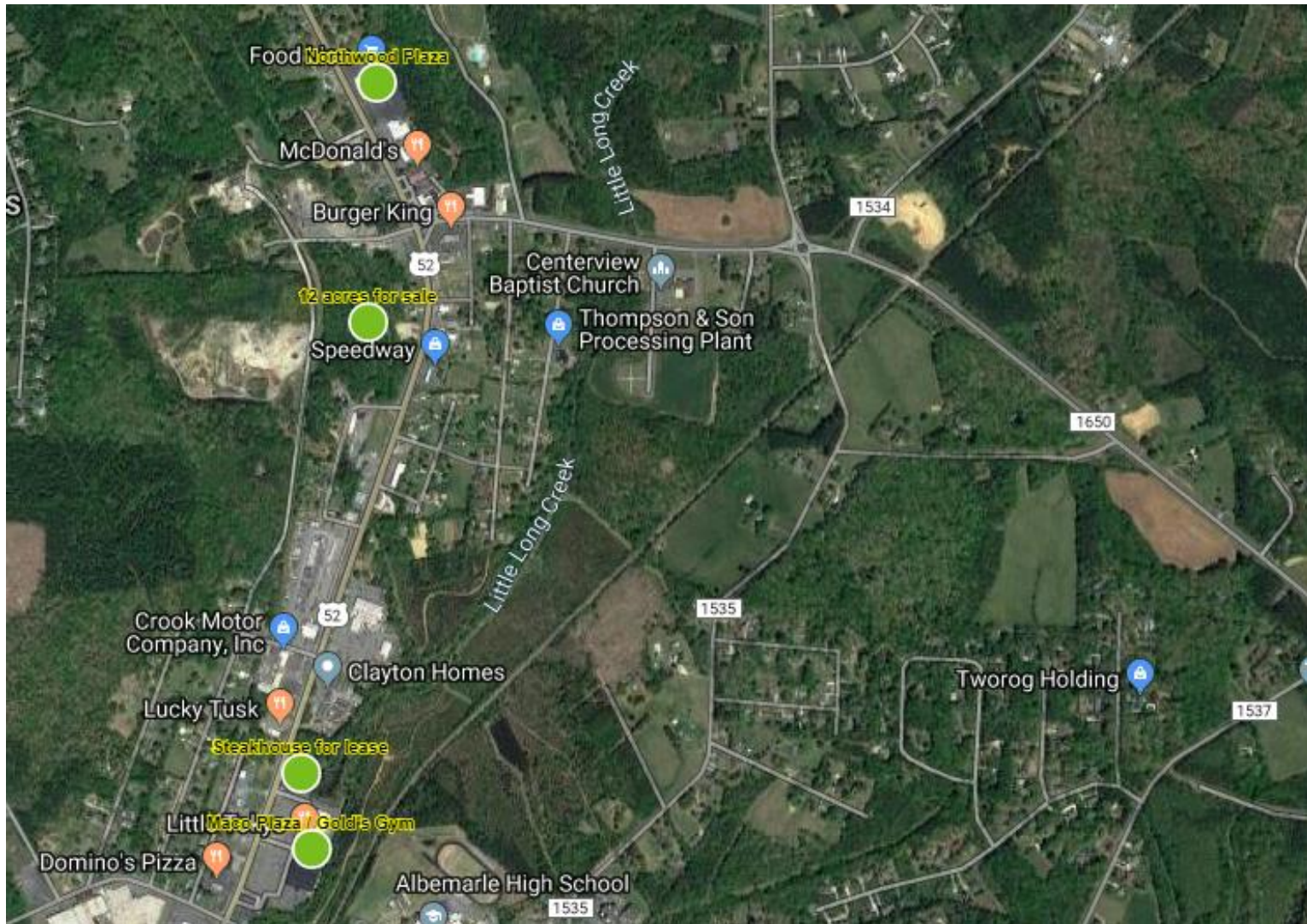
Focus Zones for Recruitment





DISCOVER

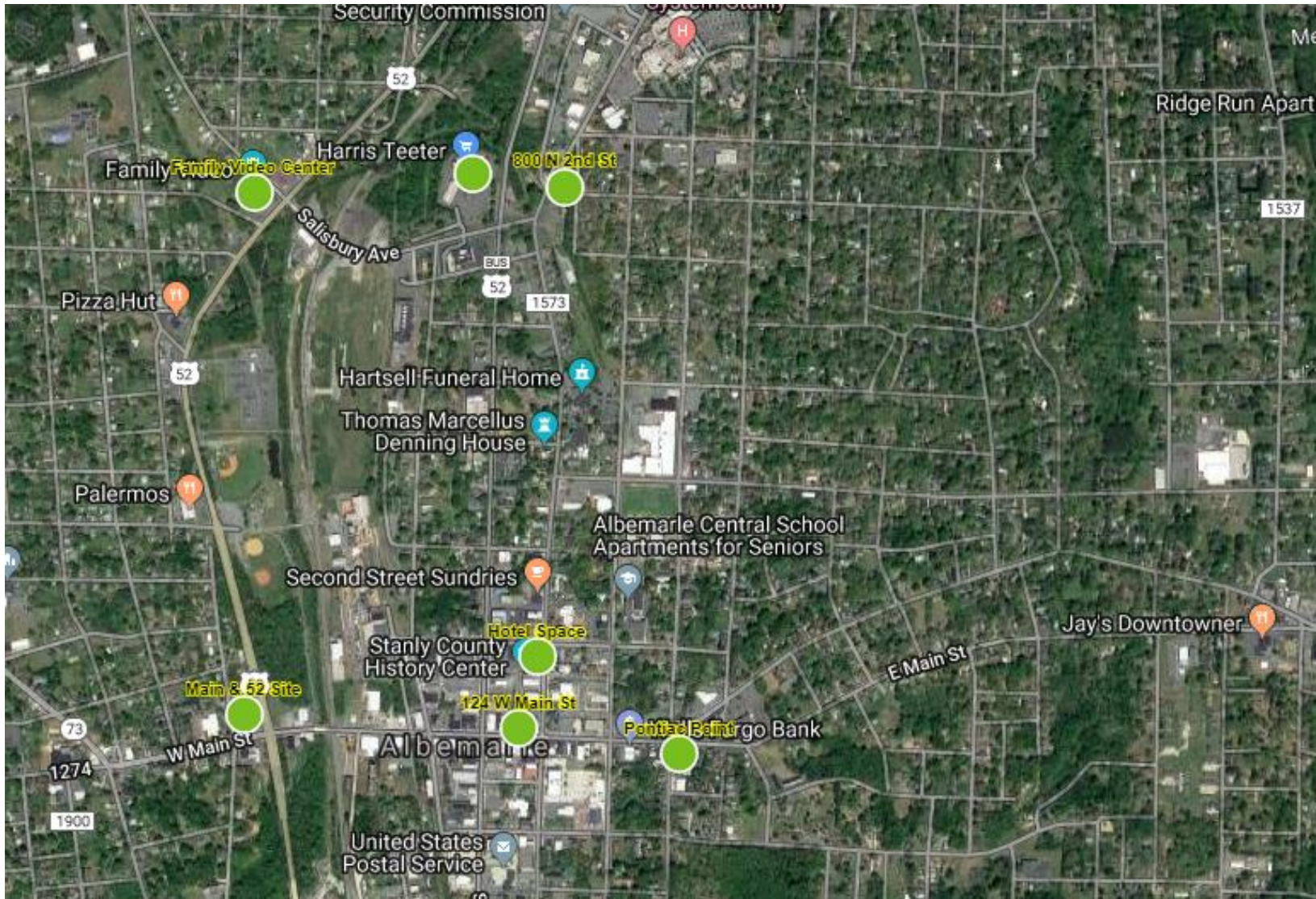
Focus Zones for Recruitment





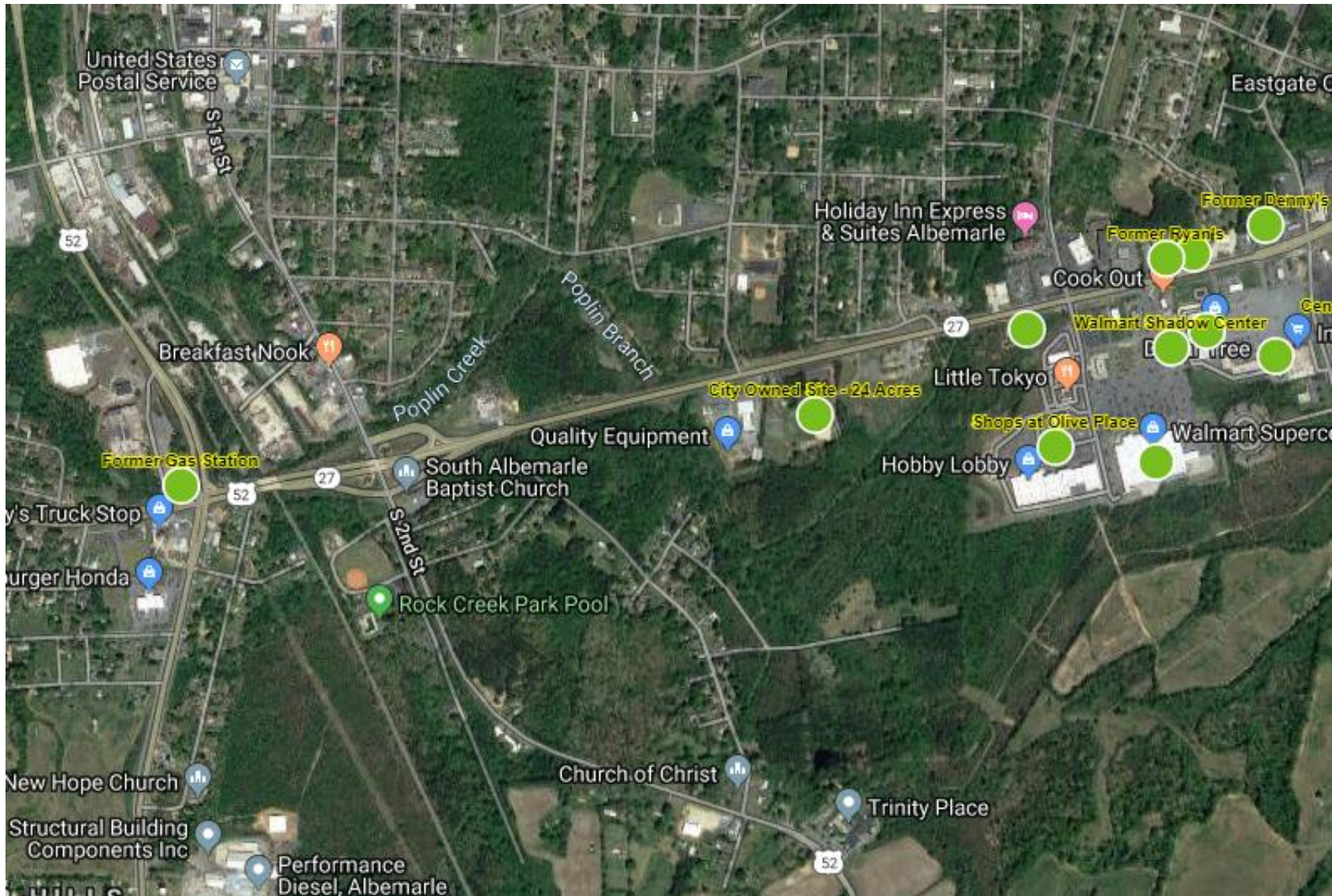
DISCOVER

Focus Zones for Recruitment



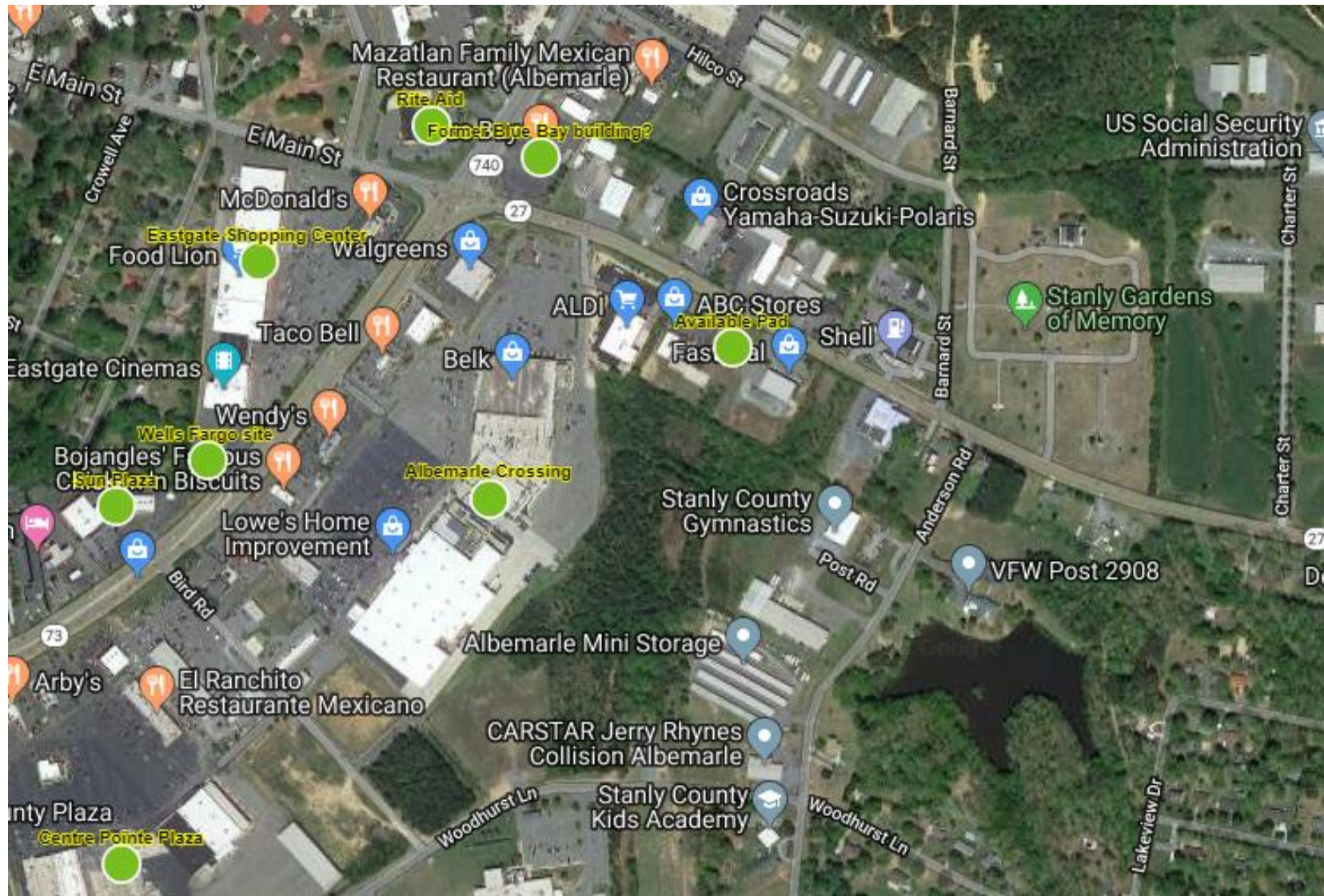


Focus Zones for Recruitment





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

Sites

Matchmaking

Corporate Real Estate
Directors

Tenant Representatives

Franchisees

Franchisee brokers

Property Owners

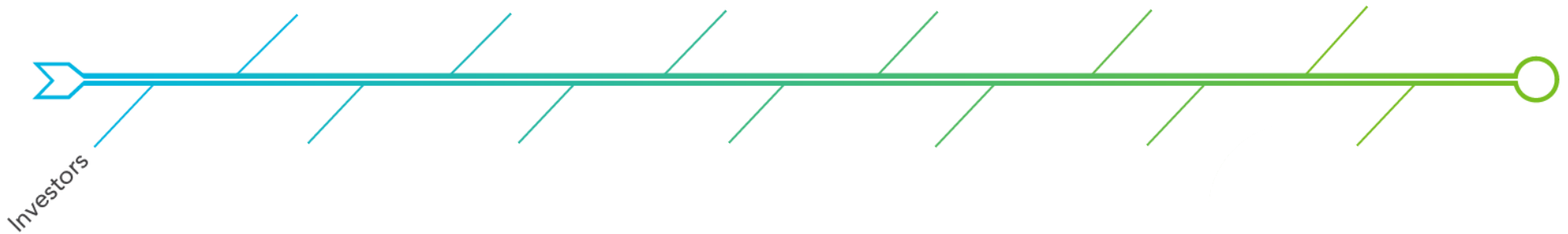
Brokers

Bank-owned

Local Government

Underperforming
Businesses

Retail Timeline



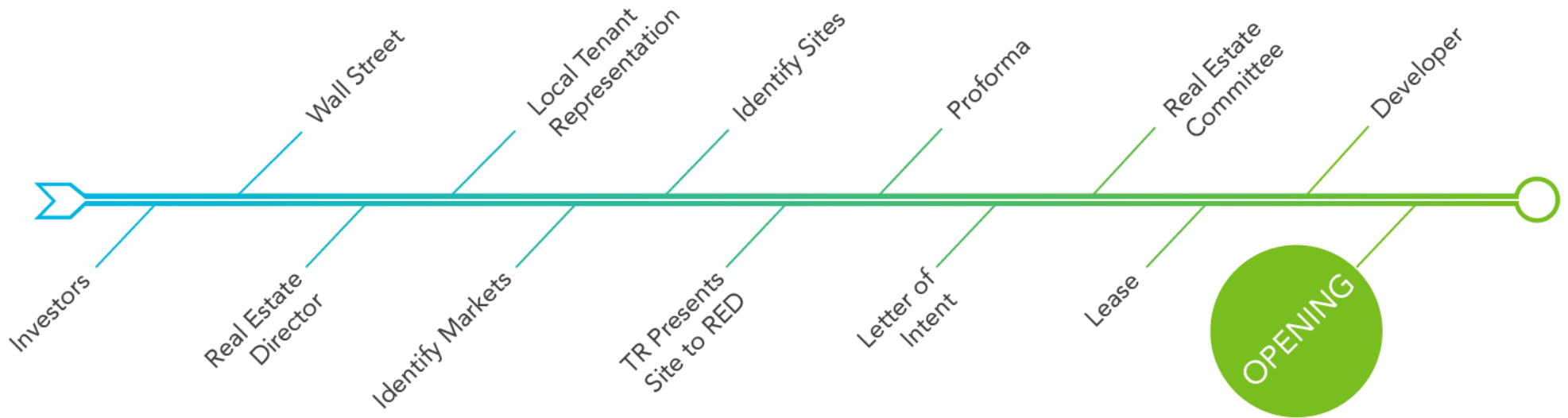
Retailer Drives the Decision

Small percentage of proposed sites equal new openings

Long Process

It's all about PROFIT

Retail Timeline



Retailer Drives the Decision

Small percentage of proposed sites equal new openings

Long Process

It's all about PROFIT



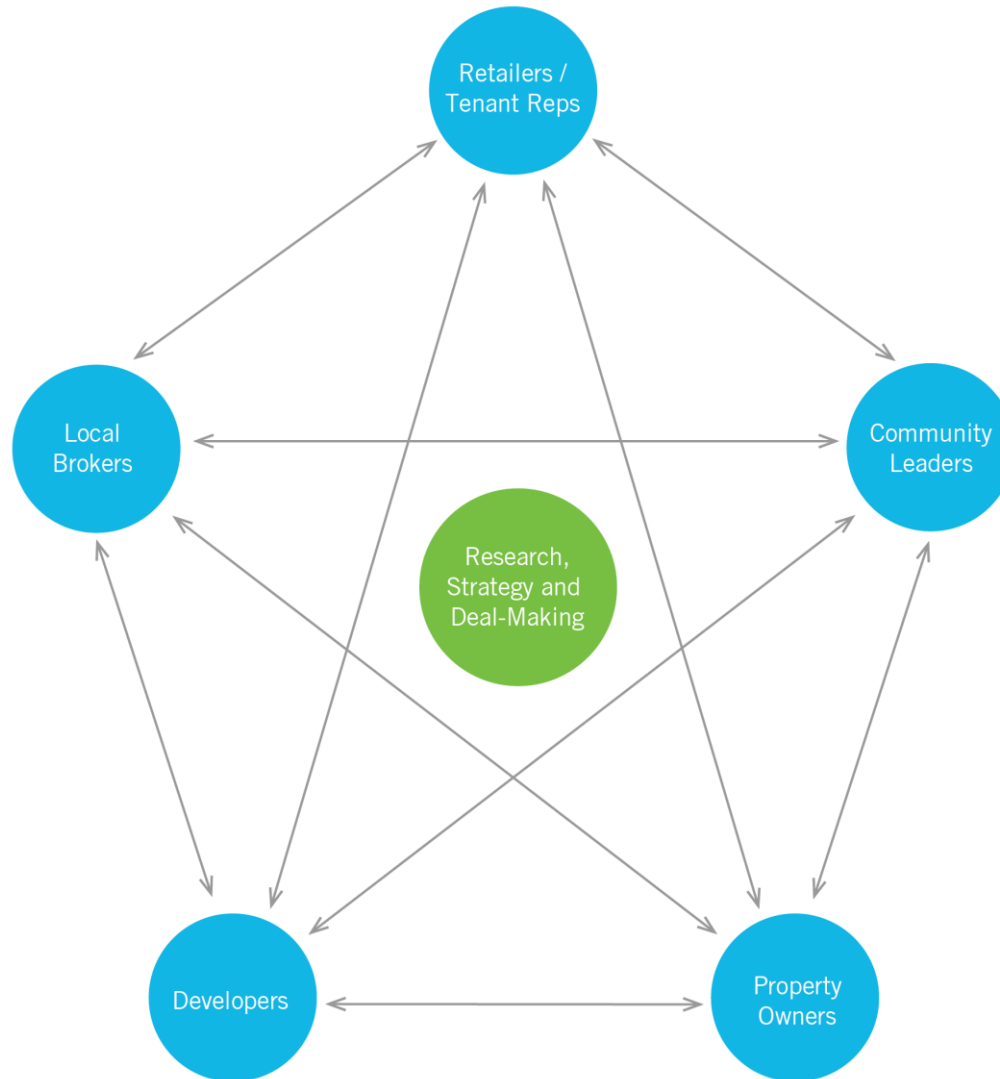
advance

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.

connect



advance



Reporting Information

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

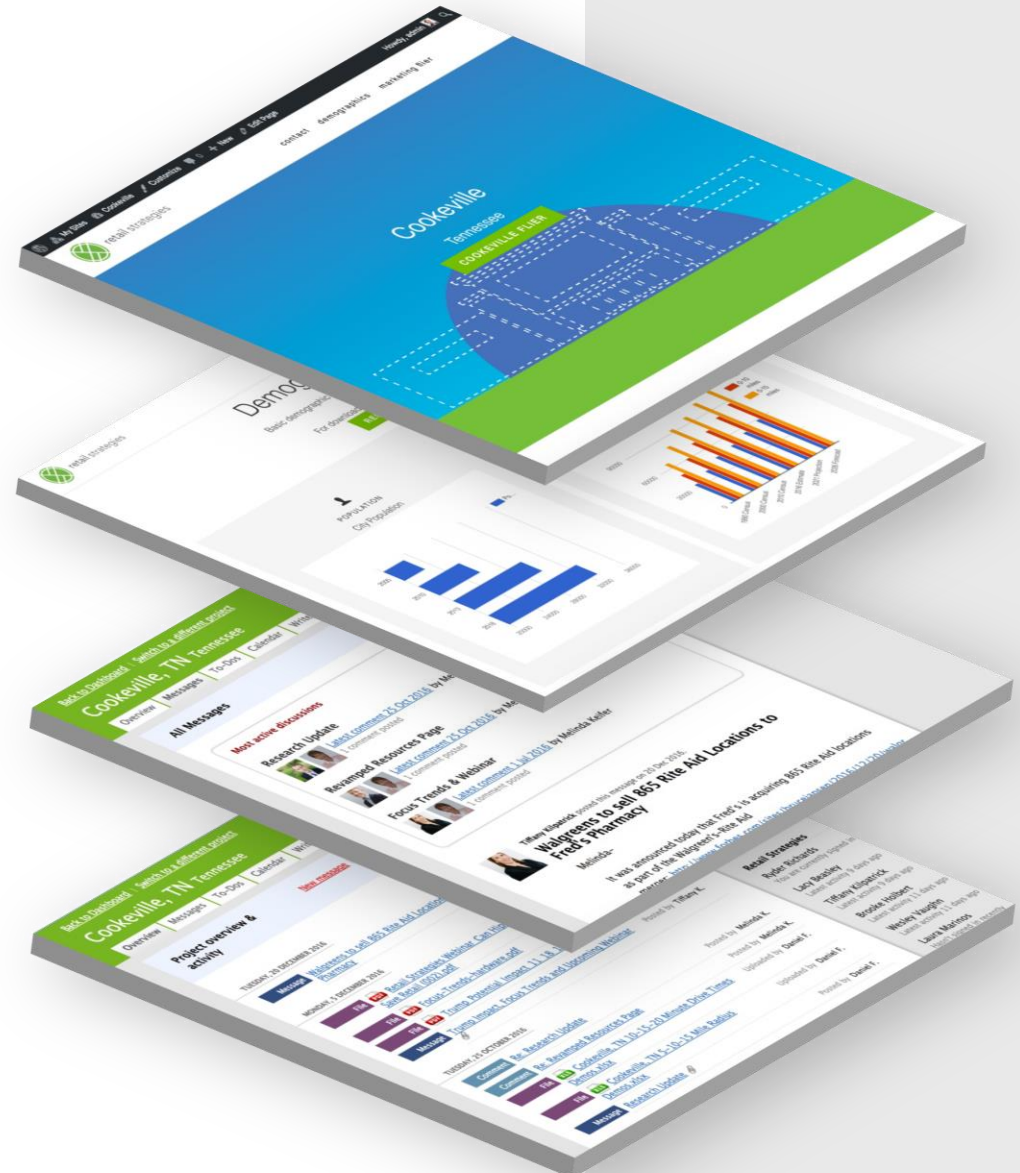
Retail Assets

Retail Webinars

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

Recruitment Tools

1. Marketing Flyer
2. Conference Recruitment



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.



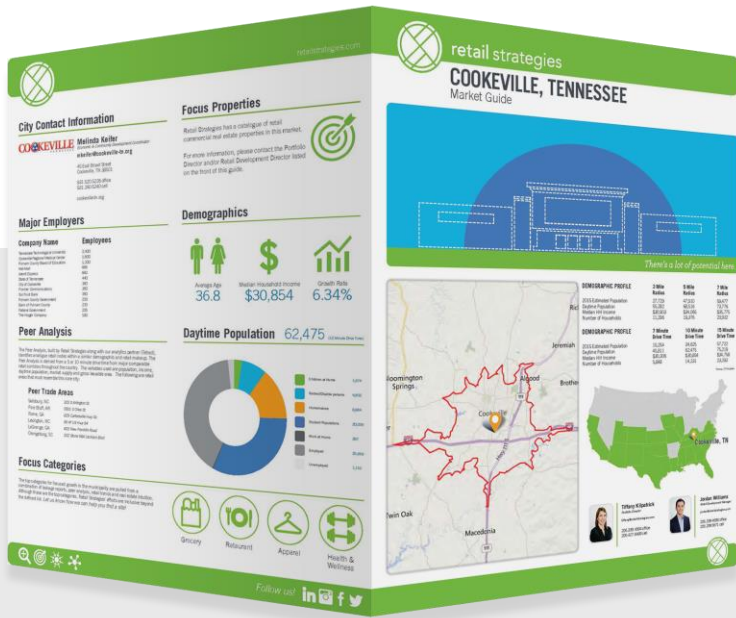


recruitment tools

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

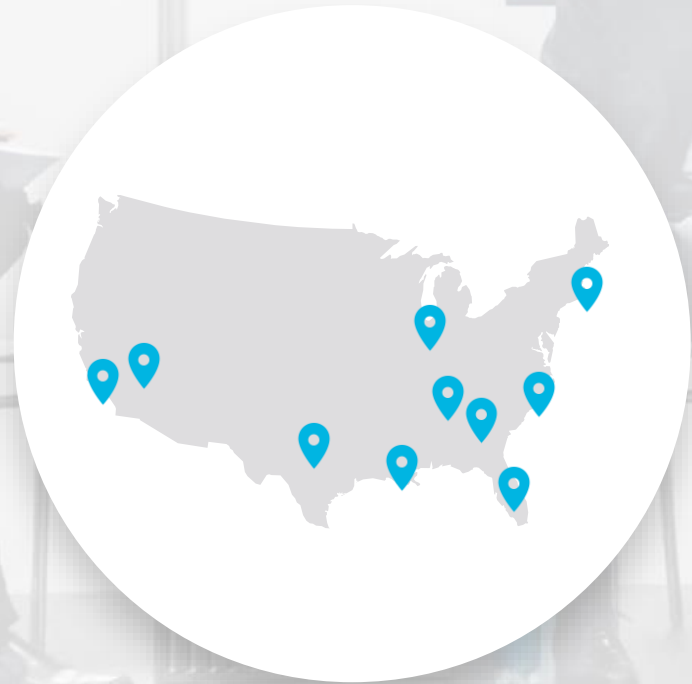
Marketing Guide

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.



Conference Recruitment

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



connect ↔ advance



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

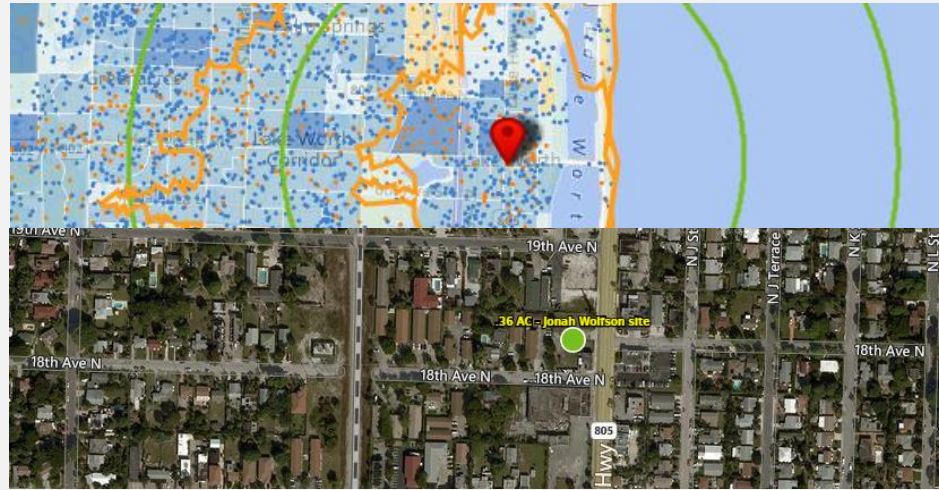
Appropriately position your community
Update City leaders on the latest in retail



On Demand
Reporting

Your research concierge

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.



retail strategies .com

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