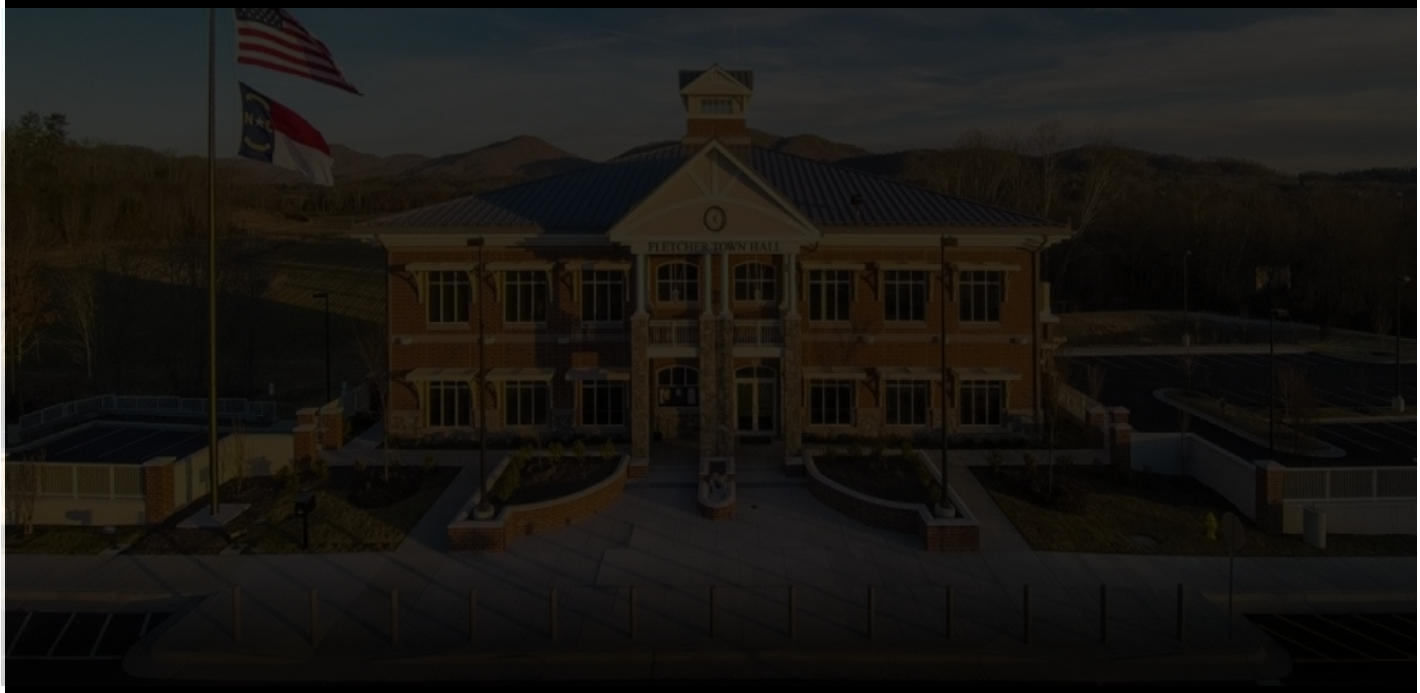
retail strategies

Strictly Private & Confidential

Pricing Valid for 60 Days



Retail Recruitment Consulting Partnership Town of Fletcher, North Carolina

Presented to

Mark Biberdorf, Town Manager

February 21, 2024

retailstrategies.com | [205] 540 - 4095 | lbacchus@retailstrategies.com

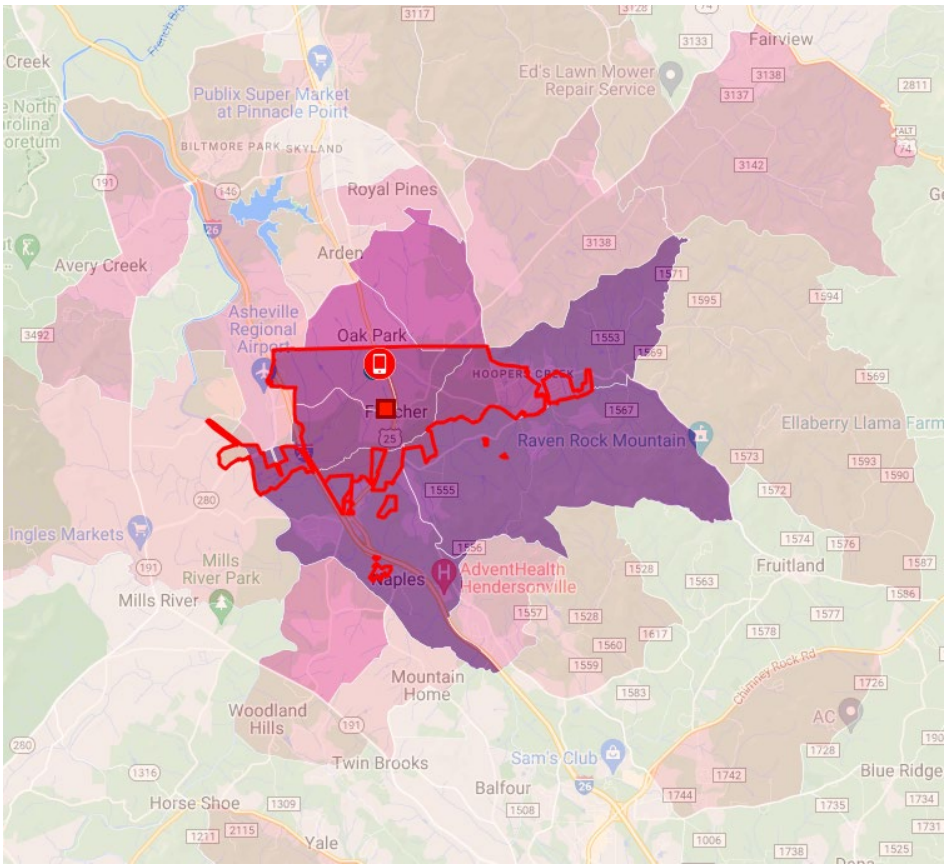
Opportunity in Fletcher

In a preliminary analysis, we identified a custom trade area of 70,000+ consumers in Fletcher, far beyond your municipal boundaries. Utilizing mobile data collections, we can determine who is coming into Fletcher to live, work, shop, play and eat (darker the color = more dense area of shoppers).

By partnering with Retail Strategies, you can reclaim some of your annual retail leakage leaving the Town each year including:

- $40 million general merchandise
- $30 million grocery
- $ 4 million clothing
- $ 4 million restaurants

This shows a tremendous opportunity to recruit development and businesses to the Town to keep dollars local and improve quality of life for residents.



RETAIL STRATEGIES

About Us

Retail Strategies is the national expert and must trusted partner in recruiting businesses on behalf of communities.

Retail Strategies' mission is to provide real estate expertise, tools, and human effort that position deserving communities as alluring locations for recruiting and retaining businesses.

Our expertise includes over 150 collective years of retail real estate experience and 40 licensed Commercial Real Estate professionals. We have a track record of success to aggressively execute a tailored strategy to attract retailers, restaurants and hotels for our Clients across the United States.

Retail Strategies has been honored with "Best Places to Work", "Who's Who of Commercial Real Estate", "CEO of the Year", "Top 40 Under 40" and "Top 100 Influencers in Real Estate."

Our activities pay a return in taxes, add jobs, and add businesses that enhance the unique qualities of your community. Retail Strategies' network of contacts within the retail and real estate industry (over 9,000 businesses) will be put to work for you.

Industry Leaders

- 150 years of retail real estate experience
- 40 licensed commercial real estate professionals
- Direct connections to retailers & developers
- Proactive, hands-on approach

Industry Involvement

ICMA

ICSC INNOVATING COMMERCE SERVING COMMUNITIES

NLC NATIONAL LEAGUE OF CITIES CITIES STRONG TOGETHER

MAIN STREET AMERICA 2020 Allied Member

IDA INSPIRED LEADERS SHAPING CITIES

IN THE NEWS

ICSC Names Lacy Beasley to Board of Trustees

ICSC INNOVATING COMMERCE SERVING COMMUNITIES

Lacy Beasley, President of Retail Strategies, was appointed to **ICSC's Board of Trustees** for an initial three-year term. She was one of 16 new trustees added to the board, and one of only two members representing the **public sector**.

The board provides input in helping **ICSC** achieve its goal of serving its more than 70,000 members globally by proactively advocating and communicating the critical social, civic, and economic role played by the retail real estate industry across the world.

Lacy has cemented herself as a go-to source in the commercial real estate world, developing a niche working with municipalities on their retail development strategies.

RETAIL STRATEGIES

Discover: Market Analysis

discover

The process begins with market analysis. We take the deep dive into data, advanced analytics, and proprietary tools we developed to uncover and define the potential in your community.

Retail Strategies' industry-trusted data providers are used by national retail, pharmacy, grocery, and restaurant brands.

This data consistently delivers the highest level of accuracy and allows our team to provide the deepest, most reliable information possible to our Clients.



Real Estate Analysis

A real estate study that identifies opportunities for strategic focus properties, underutilized assets, development zones, and redevelopment zones.

Mobile Data Collection

An industry-leading report which utilizes cell phone data to identify the location of consumers that visit a defined shopping area.

Trade Area Identification

By utilizing mobile data, analytics and real estate acumen, we identify consumer opportunity, demand & shopping patterns.

Gap Analysis

Examining the market supply and market demand (leakage and surplus) within the trade area to uncover the categories of retail desired by your community.

Retailer Void Analysis

Identifying businesses that have entered similar communities but have not yet entered your market.

Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective.

Business Recruitment Categories

After reviewing key demographic information, we deliver a list of priority business categories for recruitment and/or expansion that will elevate your community.

Psychographic Analysis

Tapestry Lifestyles define the type of consumers by demographics, consumer preferences, expenditures, and cultural ideals through psychographic profiles.

Consumer Spending Patterns

Drilling down into each retail segment to identify and understand your consumers' spending patterns.

RETAIL STRATEGIES

Discover: Real Estate Analysis

discover

Real Estate is the key to every business expansion.

Retail Strategies features over 150+ years of retail real estate experience and we utilize our collective experience to provide the most thorough, and creative, assessment of your community.



Our team of licensed real estate professionals come to your community for a Boots on the Ground analysis of the market and view and inventory properties, sites and buildings.

We uncover underutilized real estate assets and identify sites and properties:

- short and long-term development
- Redevelopment
- highest and best use
- vacancies to be filled

Your dedicated team will identify and conduct outreach to property owners, brokers, developers, retailers, restaurants, and all other industry players to connect the dots to your market.

Retail Strategies is the only retail consulting firm that is also a real estate development and brokerage firm. With over 40 licensed commercial real estate professionals, you benefit from this depth of real estate expertise.



retail strategies

RETAIL STRATEGIES

Connect: Retail Recruitment

connect

Retail Recruitment Strategy & Plan



At the end of our Discovery process - we combine your data, analytics, real estate, and community vision to create your Retail Recruitment Plan and Strategy.

This 70+ page document highlights our research on the community, demographic information, retail analysis and our Boots on the Ground real estate analysis.

Identified are the top prospects where our team of experts will perform outreach to match your real estate and market opportunities.

Retail Strategies will present the Plan for approval before implementation. As your partner, your buy-in is vital to our efforts and our success.

Once approved, we will send an electronic file and printed and bound copies of the Plan.

Community Marketing Guide

You will receive a customized Marketing Guide that highlights critical market intelligence, data, real estate information, and advanced analytics to illustrate the top facts that position you for economic growth.

These flyers can be printed and/or uploaded to your website.



Connect: Retail Recruitment

connect

Marketing & Outreach

This is where we take the information we have collected for your community, package it in the appropriate format, and begin highlighting opportunities in your community.

We become an extension of your team – your real estate consultants that are promoting your opportunities in the industry.

Retail Strategies will reach out to property owners, brokers, developers, retailers, restaurants and industry players to connect the dots to your market.

Continue to provide information throughout our partnership to help us define the opportunities in your community.



Conference Representation

Our team attends more than a dozen retail real estate conferences including ICSC, ICSC Recon and RetailLive!

Retail Strategies attends these shows to meet with industry leaders and market your opportunities.

At conferences, we set up meetings with targeted retailers, restaurants, brokers, and developers on your behalf.

Following the conference, you receive an update on who we met with, what was said, and what our next steps are for your community.

ICSC
INNOVATING COMMERCE
SERVING COMMUNITIES

RETAIL LIVE!





RETAIL STRATEGIES

Advance: Reporting & Collaboration

advance

Communication is the key to our partnership.

We work to ensure that your questions, feedback, and other information can be answered, collected, and utilized.

Reporting

Throughout our partnership, we report to you regularly with updates from our recruitment efforts, industry news, and other information that will allow you to become more of an expert on your market and the industry.

Your team will be reaching out to property owners, brokers, developers, retailers, restaurants, and other industry players on your behalf. These conversations will be summarized and provided to you to keep you in the know on our efforts.

In addition, through our experience we know we can learn as much from a “no” as we can from the “yes”.

We provide you information on why it is a yes and why it was a no so that your community can better understand how prospective businesses and industry leaders view your community.

Basecamp

Retail Strategies utilizes Basecamp, a project management and collaboration web platform, to record and store conversations and information shared with our Clients.

This platform is username and password protected and keeps our partnership organized.

Communications and recaps are stored in Basecamp for you to access at any time.

Retail Trends & Access



Retail is constantly evolving and changing. Every day we are processing new information and converting it into insights for our Client Communities.

Throughout the life of our partnership, we will continuously provide updates on industry trends and expansion.

As clients, you can have access to our invaluable research tools and subscriptions.

RETAIL STRATEGIES

Deliverables

advance

Proven Process = Proven Results

Data & Analytics

A complete market analysis that will empower community leaders and give credibility when speaking with the retail and real estate industry and your community.

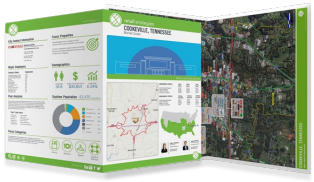


Real Estate Analysis

Retail Strategies licensed real estate professionals will conduct a building and business inventory to help create a plan of action for available retail sites in your market.

Recruitment Plan

A thorough analysis of your trade area, real estate assets, and prospective businesses that will thrive in your market.



Marketing Guide

These customized marketing guides highlight critical market intelligence, data, real estate, and advanced analytics to illustrate the top facts that position your community for economic growth.

Outreach & Marketing

Pro-active retail recruitment to a minimum of 30 retailers, restaurants, brokers and/or developers each year to market the uniqueness and opportunity of your community, overcome objections, and advance your economic efforts.



Conference Representation

Retail Strategies will represent your community to targeted retailers, restaurants, brokers, and developers. After the conference, you receive an update on who we met with, what was said, and what next steps.

Investment

Our services will help reduce retail leakage, pay a return in sales taxes, add jobs, increase property taxes, and add businesses that enhance the unique qualities of your community.

Service	Annual Investment
Retail Recruitment Consulting	$45,000

Pricing valid for 60 days

Retail Strategies' agreements are defined prices for three years of service to protect you from any future price increases.

The Client will have the option to extend or discontinue the agreement each year and is not locked in for multiple years of service. Future year pricing will be discussed during our partnership.

Real estate deals take up to 18-36 months on average and the seeds we plant in year 1 often cannot come to fruition until year 2 or 3.

The total fee for completion of work is due upon execution of agreement.

Should the Client request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by the Client in advance of commencing any additional work. One trip to Client is included in pricing. Any additional travel will be approved by the Client (not to exceed $1,000 per trip).

American Rescue Plan

Our services are eligible uses of the American Rescue Plan (ARPA) funds that the Town is receiving and are an investment back into the community.

RETAIL STRATEGIES

Success Stories

North Carolina Statewide Economic Impact

- Estimated $4 M Annual Sales Tax Collections
- 2,100+ Full And Part-Time Jobs
- 100+ New Businesses

ALBEMARLE, NC

$23.4M Annual Sales and **$468,980** County Retention. **185 jobs** from Dickey's BBQ, East Coast Wings and Grill, Farmer's Furniture, Hwy 55, Ollie's Bargain Outlet, Petsmart, Chick-fil-a, Verizon and Roses Express.

LUMBERTON, NC

$15.3M Annual Sales and **$306,840** County Retention. **145 jobs** from Jimmy John's, Mattress Firm, Panera Bread, PetSense, Popeyes, Hobby Lobby and Ollies Bargain Outlet.

SHELBY, NC

$61.8M Annual Sales and **$1.2M** County Retention. **125 jobs** from Checkers, Firehouse Subs, Jimmy Johns, Great Clips, Bargain Hunt, Ingles and Lidl.

WAKE FOREST, NC

$21.7M Annual Sales and **$435,240** County Retention. **167 jobs** from Chipotle, AT&T, Which Wich, BurgerIM, Firehouse Subs, Culver's, Kay Jewelers, Tropical Smoothie Café, First Watch, Chronic Tacos and Freddy's Frozen Custard.

Total Impact to Date - North Carolina

$4 million in sales tax collections, 2,100 new jobs & 100+ new businesses

RETAIL STRATEGIES

Success Stories

GREENVILLE, NC

$41.8M Annual Sales and **$296,060** in County Retention. **298 jobs** from Bad Daddy's Burger Bar, Dunkin, Jack Brown's Beer and Burger, Tropical Smoothie Café, Marshall's, Sola Salon, Publix and Orange Theory Fitness.

WILSON, NC

$9.4M Annual Sales and **$189,860** County Retention. **102 jobs** from Dominos, Farmer's Furniture, Harris Teeter Gas, Jimmy Johns, Sam's Carwash, Smithfield's Chicken 'N Bar-B-Q and Wendy's.

LEXINGTON, NC

$8M Annual Sales and **$160,100** County Retention. **79 jobs** from Marco's Pizza, PetSmart, Chick-Fil-A and Planet Fitness.

MORGANTON, NC

$31.4M Annual Sales and **$629,500** County Retention. **85 Jobs** from Rural King, Buffalo Wild Wings, Food Matters and Workout Anytime.

Total Impact to Date - North Carolina

$4 million in sales tax collections, 2,100 new jobs & 100+ new businesses

RETAIL STRATEGIES

Success Stories

Laurinburg, NC – Retail Recruitment Wins

Brand	Avg Annual Sales/store (estimate)	Avg New Jobs/store (estimate)
Biscuitville	$1,900,000	20
Firehouse Subs	$891,000	15
Popeye's	$1,612,787	15
Starbucks	$9,300,000	20
Burkes Outlet	$1,800,000	20
Harbor Freight	$5,500,000	20
Planet Fitness	$1,560,000	15
Hardee's	$1,197,000	15
Chick-fil-A	$8,700,000	35
Dunkin	$1,056,000	15
Freddy's	$1,758,000	15
Five Below	$2,400,000	25
Total	*$37,674,787*	*230*

"Not only does Retail Strategies provide demographic data, marketing tools, and legitimate prospects, but they also perform the actual recruitment outreach. They have established relationships with regional and national retail brands, local real estate brokers, and developers.

It is nice to have an expert (with a track record) representing our city at trade shows as well as key meetings here in Laurinburg. Because of Retail Strategies, our city welcomed new businesses such as Chick-Fil-A and added over 100 new jobs!"

Charles Nichols, City Manager Laurinburg, NC

Total Impact to Date - Laurinburg, NC

$37+ million in retail sales collections, 230 new jobs & 12 new businesses

Success Stories

Albemarle, North Carolina

Over the past seven years, 11 regional and national retailers have moved to Albemarle, resulting in more than 200 new jobs and just under $27 million in total investment.

After remaining stable for many years, sales tax revenue has increased by more than 43% from 2014 to 2020 and the retail businesses have also increased revenues for the city's electric, water and sewer operations.

Retail Strategies helped recruit to Albemarle:

- Dickey's BBQ, created 10 jobs
- East Coast Wings and Grill, created 20 jobs
- Farmer's Furniture, created 5 jobs
- Highway 55 Burgers, Shakes and Fries, created 20 jobs
- Ollie's Bargain Outlet, created 30 jobs
- PetSmart, created 29 jobs
- Chick-fil-A, created 36 jobs
- Verizon, created 10 jobs
- Rose's Express, created 25 jobs
- Harbor Freight, created 15 jobs
- Planet Fitness, created 10 jobs

Total Impact to Date - Albemarle, NC

327+ million in retail sales collections, 200 new jobs & 12 new businesses