MEMORANDUM

TO: Mayor and Town Council

FROM: Mark E. Biberdorf, Town Manager MEB

COPY TO: Heather Taylor, Assistant Town Manager
Eric Rufa, Planning & Zoning Director

DATE: October 30, 2024

SUBJECT: Update on Work with Retail Strategies

Retail Strategies has now moved into the phase of marketing our Town and the Town Center area to potential retailers. They will be doing this through recruitment at conferences and sharing the retail trade area analysis for Fletcher with potential retailers. Staff will also be sharing local developer contacts for them to reach out to in our area.

I have attached for Council's information a two-page marketing document that Retail Strategies has created. It provides demographics on income and population densities within a certain radius of the Town.

If you should have any questions on this item prior to the meeting, please let me know.

MEB/meb

Attachment