

Project Update:

Retail Recruitment & Development





Recruiting National & Regional Retailers

**Highly-Targeted
Recruitment of
National & Regional
Retailers /
Restaurants.**

Primary focus:
I-10 & highly-trafficked
retail corridors.

Downtown Focus - Regional

**Identifying and
connecting with
successful mom & pop
and independent
businesses in the
region.**

Primary Focus:
Regional brands with
opportunity to expand
into Downtown.

Developer Recruitment

**Targeting proven
developers that can
drive growth through
new developments.**

Primary Focus:
Available land and retail
& mixed-use sites.

Franchisee Recruitment

**Targeting franchisees
that can bring new
concepts to the
market.**

Primary Focus:
Connecting with existing
franchisees in the region
as well as corporate
franchise directors.

Recruiting National & Regional Retailers

Actively Recruiting **65+**
Retail Prospects

15+ Prospects Actively
Looking for Sites

5 Site Visits to Date

2 Prospects Nearing
LOI Submission on Sites

2 Prospects Want to
be in Beaumont but
need Franchisee

Downtown Focus - Regional

Compiled List of **35+**
Retail Prospects for
Downtown

All are Successful and
Have **1+ Location in the**
Region/State and
Open to Opportunities
in Downtowns

Developer Recruitment

Actively Recruiting **15+**
Retail & Mixed-Use
Developers

3 Prospects Actively
Looking at Parcels
along I-10 for Future
Development

Franchisee Recruitment

4 Franchisees Actively
Reviewing Sites

Working with 3
Corporate Franchising
Directors to Identify
Approved Franchisees
for the Market Within
Their Networks

Retailer Feedback & Barriers to Entrance

Lack of 2nd Generation Retail Space

- A few of the mid-box and big-box retailers we have approached would like to be in the market but can't find a 2nd gen space that is large enough or fits their site requirements
- We're working with potential developers to overcome this challenge and trying to pair retailers with developers that can build a spec building or build-to-suit site for interested retailers

Retailer Feedback & Barriers to Entrance

Accessibility from I-10 is a Potential Obstacle for Short-Term Development

- Retailers are seeing the limited accessibility along the I-10 Corridor as a challenge to successfully developing available land parcels
- While the visibility is strong, most anchor retailers will need to see improved accessibility to pull the trigger on key developable sites north and south of I-10

Recent Conferences & Events

ICSC - LAS VEGAS - MAY 2022

- In-person meetings with 10+ retail, restaurant, and developer prospects
 - Drove significant movement with two large retailers pursuing sites in Beaumont
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ICSC WESTERN - SAN DIEGO – SEPT 2022

- In-person meetings with 8 retailers and multiple brokers representing retailers from our retailer match list
- Met with 5 developers to discuss available land in Beaumont

Next Steps / Where We Go From Here

Continued Recruitment

- Continue to recruit existing prospects
- Expand prospect pipeline and look for new opportunities with retailers' evolving expansion plans or new concepts being rolled out
- Follow up meetings from ICSC Western

Assist Retailers / Developers Nearing LOI Submissions

- Continue to work with retailers and developers nearing LOI in the market
- We have provided custom market analyses and data for key retailers and have facilitated conversations between retailers and property owners/developers to expedite the LOI and development process and will continue to assist where needed