



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE: December 11, 2024

FROM: Shannon Montgomery, Town Secretary

AGENDA ITEM: Discuss and consider scheduling a new mobile data survey.

SUMMARY:

The last mobile data survey was conducted in February 2021. The Retail Coach, the company hired to perform the study, stated the study should be conducted every two years.

Staff reached out for a quote and received the following information:

“Our cost would be \$2,500 and would include new Cell Phone Reports, 2025 Retail Trade Area Demand Analysis, 2025 Retail Trade Area and Community Demographics and a 2025 Retail Market Profile flyer.”

FISCAL INFORMATION:

Marketing Cost of \$2,500.

RECOMMENDED MOTION OR ACTION:

ATTACHMENTS:

N/A