

SUBMITTED BY: Jennifer Smith, Community Services & Economic Development Director

MANAGEMENT TEAM REVIEW: Ana Urquijo, City Manager

FOCUS AREA: Strengthen Trade and Commerce

**ORGANIZATIONAL
IMPROVEMENTS:**

SUBJECT: NAVIRETAIL RETAIL RECRUITMENT TOOLS.

EXECUTIVE SUMMARY:

Presentation by NaviRetail regarding Phase I to Phase VII deliverables as outlined in the Scope of Work. The presentation will showcase the tools and insights provided thus far to support retail recruitment efforts.

BACKGROUND:

In 2024, the City of Douglas hired NaviRetail, a retail consulting firm that specializes in helping communities attract and retain retail businesses through data-driven strategies. NaviRetail provides detailed market analysis, customized recruitment tools, and expert guidance. Their proprietary platform, NaviSites, offers key insights including demographic data and retail match reports, which aid in focused retail attraction efforts.

In February 2025, NaviRetail visited Douglas and met with city staff and key stakeholders to present a comprehensive analysis of the local retail landscape. This presentation identified critical opportunities for economic development through strategic retail recruitment. A recording of NaviRetail's initial presentation was shared with the Mayor and Council in advance of tonight's meeting.

The purpose of tonight's presentation is to provide an overview of the tools and strategies developed during Phases I through VII. Additionally, upcoming Phases VIII through X—expected to be completed by the end of the one-year contract—will be shared when completed.

DISCUSSION:

Presentation Only.

FISCAL IMPACT:

None.

Fiscal Year: 2024/2025

Amount Requested:

Budgeted: Y / N

Account (s):