



retail strategies

# Retail & Commercial Advisory Partnership

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City of Jackson, Missouri

Prepared by: John Tiedt  
Director, Community Partnerships  
**April 2025**





# Table of Contents

|     |                        |       |
|-----|------------------------|-------|
| I   | Executive Summary      | 3     |
| II  | Scope & Approach       | 4     |
| III | Dedicated Team         | 5-7   |
| IV  | Detailed Pricing       | 8     |
| V   | Success & References   | 9     |
| VI  | Minimum Qualifications | 10    |
| VII | Scope of Work          | 11-15 |



# Executive Summary:

## Why Partner with Retail Strategies?

### Firm Qualifications

Retail Strategies LLC brings over 250 collective years of retail and real estate experience. Retail Strategies is the only retail consulting firm with the following qualifications:

- 40+ team members with an active real estate license
- USDA technical assistance provider for rural communities
- Lacy Beasley, President of Retail Strategies, serves on the board of ICSC, the nation's largest retail real estate association

### Capacity/Team

Retail Strategies invests heavily in research tools (such as mobile data insights) and has the team to act on the data. With over 65 full-time team members, Retail Strategies has an unmatched depth of ability to perform this work.

### Experience

Retail Strategies has helped improve quality of place in more than 800 communities by measurably increasing retail and restaurant offerings, sales tax collections, and properties but inception in 2013, Retail Strategies has recruited nearly 1,000 retailers into client communities ranging from big box grocery stores to hyper-regional restaurants. Additionally, Retail Strategies offers retail education, downtown revitalization, and small business support to communities across the country.

### Our Interest

Our team has analyzed Jackson's retail, restaurant, and hospitality potential. We'll use proven strategies to identify key properties and make them visible to targeted businesses, maximizing Jackson's chances of attracting new enterprises. We adopt a "rising tide lifts all boats" approach, focusing on businesses that enhance quality of life and strengthen the tax base. By assessing Jackson's current retail landscape, we'll identify market gaps and tailor our efforts to fill them effectively.

### Industry Involvement



**John Tiedt**

Director, Community Partnerships  
Retail Strategies  
202-436-1466



# Scope & Approach:

## Retail & Restaurant Analysis and Recruitment

### 1 Research and Comprehensive Market Analysis

- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Customized retail market guide including aerial map with existing national retailer brands and traffic counts
- Identification of a minimum of 30 retail prospects to be targeted for recruitment
- Updates provided on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

### 2 Boots on the Ground, Real Estate Analysis, Local Brokerage Outreach

- Identify, evaluate, and catalog priority commercial properties for development, redevelopment, and higher and best use opportunities.
- Identify priority business categories for recruitment and/or local expansion
- Actively initiate outreach to local brokers and landowners.

### 3 Retail Recruitment, Representation, and Outreach

- Retail and restaurant recruitment plan summarizing all customized analytics, target zones for real estate, retail, and restaurant categories for recruitment focus.
- Proactive retail and restaurant recruitment for targeted zones.
- Will contact a minimum of thirty (30) retailers, restaurant owners, brokers, and/or developers.
- Updates on new activity will be provided to City's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis.
- One (1) market visit per calendar year will be included in the agreement, and any travel outside of the agreement may be approved and paid for by the City.
- Conference representation and provide updates according to the yearly conference schedule.



# Dedicated Team

## Your Portfolio Team

With over 250 years of collective retail real estate experience, Retail Strategies maintains a 5-1 client to staff ratio. Each Portfolio Team is an expert in their client community's region. As portfolio teams work in their territory, information is constantly being shared. If another Portfolio team meets with a retailer that reveals expansion plans in your territory, we can quickly connect the dots.



**Kam South, PhD**

Senior Portfolio  
Director



**Stephen Dendy**

Retail Development  
Coordinator



**Clay Craft**

Vice President,  
Client Services



**John Tiedt**

Director, Community  
Partnerships



**Ashton Rosen**

Communications  
Manager

## Communication

Our process is built around creating a relationship with you. Through our partnership we will be able to harness your local knowledge and pair it with Retail Strategies' resources and connections to make an economic impact. In addition, this free flow of communication will always allow you to share feedback with our team.

## Reporting & Collaboration

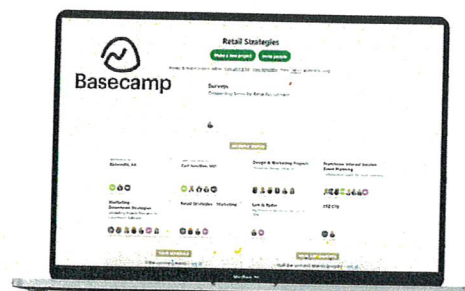
Your dedicated point of contact will be available to answer questions, give feedback, and collaborate on economic development endeavors. Your portfolio team will provide quarterly business reports with insights into active deals.

## Retail Trends

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.

## Transparency

Retail Strategies utilizes a web platform, Basecamp 4, to record and share information shared with our Clients. This platform is username and password protected and keeps our partnership organized.





# Retail Recruitment Key Personnel



**Kam South, PhD**  
Senior Portfolio Director  
ksouth@retailstrategies.com

Kam South is a senior portfolio director at Retail Strategies serving as a liaison with community leaders in client cities throughout the Midwest. With his team, he serves Nebraska, Oklahoma, & Kansas. In this role, Kam serves as the main point of contact between the Retail Strategies team and its clients and makes outreach to real estate professionals on behalf of the community.

He earned his master's degree in Hospitality and Tourism Management from Florida Atlantic University and received his bachelor's degree in Political Science and Government Affairs from Miles College. Kam earned his Ph.D. in Policy Analysis and Management from Cornell University.



**Stephen Dendy**  
Retail Development Associate  
sdendy@retailstrategies.com

Stephen Dendy focuses on retail recruitment and identifies retail, restaurant, and hospitality companies to fill the gaps within his clients.

With a strong background in real estate and client service, Stephen has consistently demonstrated his ability to manage high-volume projects and coordinate efficient workflows. His tenure at The Gray Group, Keller Williams Realty, showcased his expertise in market analysis, client advisement, and team development, where he played a critical role in increasing gross sales significantly. Known for his innovative approach and effective communication skills, Stephen excels in fostering strong client relationships and delivering outstanding results. He holds a degree and real estate license from the University of Alabama.



**Ashton Rosen**  
Communications Manager  
arosen@retailstrategies.com

Ashton supports communications between our Retail Development Coordinators, Portfolio Directors, and municipal clients, ensuring they are well-informed about the latest retail trends. He will work with clients in a dozen states.

Ashton began as an intern, gaining valuable insights into the world of retail real estate. His dedication and passion for the industry were evident from the start. With a focus on effective communication and a deep understanding of our company's mission, Ashton is a crucial asset to our team.



**Clay Craft**  
Vice President: Client Services  
ccraft@retailstrategies.com

As Vice President of Client Services, Clay oversees the Implementation Team at Retail Strategies ensuring client communities receive custom retail recruitment strategies.

During his tenure Clay has been a trusted real estate adviser to more than 90 cities in nine states, most recently in Florida and the Midwest, successfully recruiting countless national and regional retailers to those markets. He has created a strong network of relationships in the Southeast and Midwest with retailers, developers, tenant rep brokers, and is a respected voice throughout those regions.



# Executive Support Team



**Robert Jolly**  
Principal & CEO  
[205] 913-0276  
robert@retailstrategies.com

Robert Jolly co-founded Retail Strategies in 2011 and since then has overseen development of numerous retail projects and has assisted some of the most well-known tenants in the United States with their expansion into new markets.

Robert brings years of experience with previous sales and management positions at Eason, Graham, and Sandner, Inc. and Black and Decker Corporation. He was the Birmingham Commercial Rookie of the Year in 1998, named one of the "Top 40 Under 40" in 2004, and "Who's Who of Commercial Real Estate" in 2005 and 2010. Over the course of his career Robert has leased, managed, and developed millions of square feet of retail space.

Robert graduated from the University of Alabama majoring in marketing and English. He is a member of ICSC and in 2008 earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute. Robert holds a broker's license in Alabama, Mississippi, Georgia, Florida, Tennessee, Louisiana, South Carolina and Oklahoma.



**Lacy Beasley**  
President  
[615] 330-7987  
lacy@retailstrategies.com

Lacy serves as President of Retail Strategies. She has been involved in retail real estate since 2005. Her experience with The Shopping Center Group and the Dickson County Chamber of Commerce prior to joining Retail Strategies provides her with the insight to understand the connections needed from the public and private side of the conversation.

A graduate of Lipscomb University, she earned her double major in Marketing and Management. Beasley is the ICSC TN Government Relations Chair and has served on committees with CCIM, EDAA, and multiple ICSC planning committees. Her articles have been published in Shopping Centers Today, Site Selection Magazine and AL Retail Federation.

Lacy has spoken on retail trends and best practices in retail recruitment at more than 75 events including ICSC, American Association of Retirement Communities, American Public Power Association, Tennessee Valley Authority, ElectriCities of NC, Georgia Power, Southeastern Economic Development Council and state-wide economic development and municipal associations in AZ, LA, OK, TN, AL, MS, KY and GA.



**Mead Silsbee**  
Principal & CFO  
[205] 410-9456  
mead@retailstrategies.com

Mead Silsbee co-founded Retail Strategies in 2011 and brings over a decade of real estate experience to the company. Most recently Mead worked on the retail team at Eason, Graham, and Sandner, Inc. in Birmingham, Alabama. Over the course of his career Mead has leased, managed, and developed millions of square feet of retail space.

Mead graduated from the Randolph-Macon College in Ashland, Virginia where he earned a bachelor's degree in history and economics. In 2008, he earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute and is a member of the International Council of Shopping Centers (ICSC).



**Scott vonCannon**  
COO  
[205] 482-1347  
scott@retailstrategies.com

Scott vonCannon came to Retail Strategies from Nashville, TN with an extensive background handling economic and community development marketing initiatives. He brings over 6 years of experience working with State officials, Economic Developers, Chambers of Commerce, and municipalities to help promote business growth within Cities, States and Regions around the Country. Scott graduated from Auburn University with a bachelor's degree in Business Administration with a concentration on Marketing. Scott has been an ICSC member for over 3 years and serves as the ICSC P3 Retail Private Sector Chair in Alabama. He also serves on the AL EDAA Retail Committee. Scott is a licensed real estate professional and has completed working to obtain his CCIM designation.

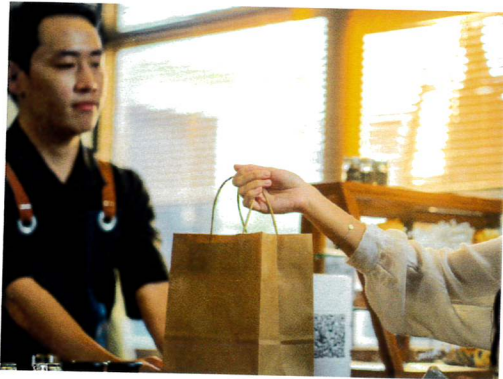
Scott has presented on retail trends and best practices to over 50 municipal, economic development, chamber of commerce and regional groups throughout the Southeast. He has worked with numerous developer, retailers and brokers throughout the Southeast and Sun Belt region. He and his team has assisted in the recruitment of over 45 retailers to our client markets.

# Detailed Pricing

We appreciate the opportunity to partner with Jackson.

Our services will help reduce your annual retail leakage, pay a return by adding jobs, increase sales tax revenue, and new businesses that enhance your community

Every component of our service outlined in this RFP is included in our proposed budget. There are no additional travel costs or commissions.



| Year       | Cost     |
|------------|----------|
| Year One   | \$50,000 |
| Year Two   | \$50,000 |
| Year Three | \$50,000 |



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V

# Success & References



T.J. maxx



HARBOR  
FREIGHT  
TOOLS



TRACTOR  
SUPPLY CO

Academy  
SPORTS+OUTDOORS



ROSS  
DRESS FOR LESS

five BELOW

FirstWatch

DUTCH BROS  
Office

**\$46M**

Annual Sales Tax  
in Client Communities

**800+**

Retailers Recruited

**13,280**

Jobs Created  
(Estimated)

## References

### Marc Roe

Executive Director  
Ottumwa Partners  
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### Mike Troup

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### Crystal Jones

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### Dr. Marcie Mack

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Strictly Private & Confidential



# Minimum Qualifications

Retail Strategies meets or exceeds the qualifications in every category as specified below:

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Vendor has 20 years experience in retail and restaurant recruitment.

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Vendor has 20 years experience making outreach to property owners, brokers, developers, retailers, restaurant, and other retail industry players on behalf of their Clients.

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Vendor has 25 registered members of International Council of Shopping

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Vendor has 40 members of staff with a current Real Estate License.

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Vendor has demonstrable experience with relationships and connections to business and restaurant owners and operators.

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Vendor has 20 years experience in data collection, reporting, and identifying opportunities for the expansion and attraction of new retail sales operations and restaurants.

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Vendor provides at minimum quarterly updates for retail businesses and restaurant recruitment efforts.





# Scope of Work

## A Proven Process



### Market Analysis

The first step is to understand who your consumers are, not just your constituents. Utilizing mobile data, we can uncover where people are coming from and what is their buying power.



### Real Estate Assessment

Every retail site in your market will be catalogued by your team at Retail Strategies; shopping centers needing to be backfilled, open land ready for development, or under-utilized retail space all will be assessed by a licensed real estate professional.



### Retail Strategy

Based off your data, real estate assets, community input and retail trends, we will develop a retail strategy with specific restaurant, grocery, home improvement, entertainment, and hospitality prospects that are the right fit for your community.



### Business Attraction and Community Representation

This is where the rubber meets the road with human effort. Jackson will receive a dedicated team to represent your city by connecting with retailers, brokers, property owners, tenant reps and any other industry players.



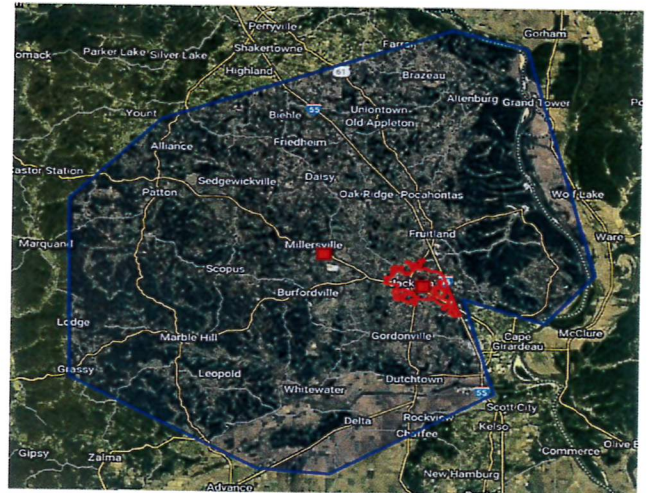
# Scope of Work

## Research

### What you receive:

The cycle begins with market analysis. Your team will take a deep dive into the data, advanced analytics, and proprietary tools developed in house to uncover and define the potential in your community.

Our primary data source consistently delivers the highest level of accuracy and allows our team to analyze and deliver over 3,365 individual variables (per geography) providing the deepest, most reliable, information possible to our Clients.



#### Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home and work location of consumers that visit a defined shopping area within the community.

#### Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

#### Peer and Void Analysis

After reviewing key demographic information, we will deliver a list of uses, businesses, and opportunities for your community. These potential businesses will elevate your downtown.

#### Retail Leakage Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

#### Consumer Expenditures

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

#### Psychographic Analysis

Defines the type of consumers in your market by breaking down consumers demographic characteristics, consumer preferences, consumer expenditures, and cultural ideals.

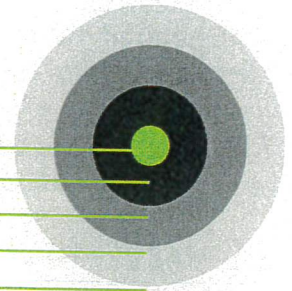


# Scope of Work:

## Real Estate Analysis

Data and maps don't tell your real estate story. Your team of retail real estate professionals travel to your community to uncover your strategic and underutilized real estate assets. Some of the site metrics we catalogue are:

- Available Commercial Property
- Off-Market Commercial Property
- New Development Sites
- Site Access
- Parking
- Signage/Visibility
- Co-Tenancy
- Existing Retailers



### Site Selection Criteria

|                                      |   |  |
|--------------------------------------|---|--|
| Type of Retailer                     | Food & Beverage   | <p>Your team gets to know property owners, developers, and local brokers who represent these properties. Your team works with all of these as a service provided by the city.</p> <p>Real Estate is the key to every retail business expansion. In addition to recruiting more than 700 business into client communities, the Retail Strategies team has corporate experience with some of America's top retailers. This experience means that Retail Strategies has some of the deepest understanding of retail site selection criteria in the United States.</p> |
| Demographic Radius Ring Requirement: | 3   |  |
| Minimum Population Requirement:      | 50,000  |  |
| Household Income Requirement         | \$50,000  |  |
| Traffic Count                        | 20,000 VPD  |  |
| Number of SF or AC:                  | 1,100 SF-4,500 SF   |  |
| Location Comments:                   | Need 2-3 Acres at the best site in town with excellent access, visibility, and traffic. Employs on average 44 people. Average Sales Volume \$9,300,000. |  |

Retail Strategies is the **only** retail consulting firm with over 250+ years of retail real estate experience. We utilize our collective knowledge to provide the most thorough, and creative, assessment of your community.

The Retail Strategies team is the **only** retail consulting firm with 25+ licensed real estate agents and 5 Certified Commercial Investment Members on staff.

Redevelopment for highest and best use

Land for new development

Existing vacant space



# Scope of Work

## Retail Strategy

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.

## Strategy Presentation

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, your dedicated team will kick into high gear to connect with the retail, restaurant, hospitality and real estate community to move the needle on business recruitment.

## Marketing Guide

Marketing flyers are a condensed version of the recruitment strategy that can be shared in your community. Marketing Guides showcase critical market data and real estate information to illustrate the top facts industry professionals need to know about your community. Client cities can upload these documents to their website, keep printed versions in their office, and distribute them to interested parties.





# Scope of Work

## Retail & Restaurant Recruitment

Once a plan is delivered, it does not sit on a shelf. It is implemented using the human effort that yields results. Your team acts as an extension of your staff to proactively recruit the right retail into your community.

### Outreach

Your dedicated team will use the information gathered and presented in the Retail Strategy to engage in conversations with developers, tenant reps, and commercial real estate brokers. Retail Strategies utilizes the network of all 65 employees to facilitate conversations with brands that are aligned with your community's assets and opportunities.



### Conference Representation

Each year our team attends more than a dozen retail real estate conferences including ICSC Midwest, ICSC Las Vegas and RetailLive!

At the conferences we will conduct meetings with targeted retailers, restaurants, brokers, and developers on your behalf. Your team will use these conferences to build and maintain relationships on your community's behalf, provide your community with updated trends, and understand the growth strategy of retail brands.



### Objective Real Estate Expertise

While each individual real estate broker or local property owner is most concerned with their individual portfolio, Retail Strategies will be concerned with Jackson's best interest on these sites. Instead of backfilling a site with another mattress store or dollar general we will work with the local brokerage community to fill sites with retailers your constituents want that will grow the retail base.



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