



LAWRENCEVILLE
GEORGIA

2024

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Pricing Valid for 60 Days



retail strategies

RETAIL EDUCATION & WORKSHOP

Retail Academy Partnership

ABOUT RETAIL ACADEMY

Executive Summary

Retail Academy service is an award-winning service that was formed to provide tools, education, and guidance to communities seeking economic growth. Our aim at Retail Academy is to help each community identify their potential and provide the resources to achieve it.

Recruiting new and quality businesses can be complex, time-consuming, and intimidating. To be successful communities need the real estate expertise, tools, and human effort to position their deserving municipality as an alluring location for national businesses and destinations for tourism and quality of life amenities.

Leaning on Retail Strategies' 150 years of collective retail-real estate experience, communities can effectively achieve this goal.



Market Analysis

Strategic Planning

Feedback

Results





INCREASING YOUR RETAIL KNOWLEDGE

Retail Academy Education

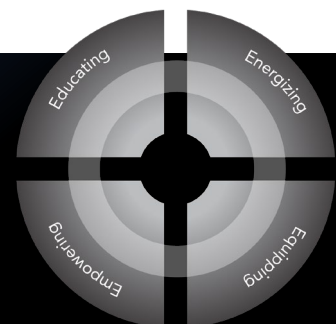
Training

Taught by licensed real estate professionals that have worked with more than 300 communities throughout the U.S., the efforts of the instructors have generated millions of dollars in tax revenues and created thousands of jobs.

This Training Will:

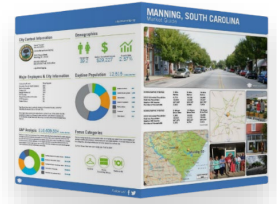
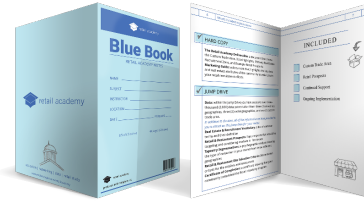
- Teach you how to use the tools (data/analytics/strategy)
- Show you how retailers view your market
- Give you access to industry contracts
- Write emails to expanding businesses
- Give you a script for outbound phone calls
- Provide knowledge on the retail expansion process
- Share best practices for Retail Recruitment
- Keep you in the know on Retail Trends
- Go over the Site Selection process in full detail
- Explain the development process
- Provide best practices for ICSC & Retail Live conferences
- Discuss franchise expansions

Education is action.



WHAT YOU GET

Deliverables



Data & Analytics

A complete market analysis that will empower your community and give you credibility when speaking with the retail industry.

Retail Recruitment Plan

A 70+ page customized analysis of your community that showcases your trade area, real estate assets, and defines the prospective businesses that will thrive in your market.

Marketing Guide

Retail Strategies has applied our collective experiences to develop impactful custom marketing guides. These customized marketing guides showcase critical market intelligence, data, real estate information, and advanced analytics to position your community for economic growth.

Real Estate Analysis

Retail Strategies licensed real estate professionals will conduct a building and business inventory to create a plan of action for available retail sites in your market.

Education

Leveraging over 150+ years of experience, our team of instructors walks you through your market and the retail recruitment process providing best practices and critical knowledge to position you for success.

Retail Prospects

Retail Academy will provide a list of expanding businesses that fit your community. The prospect list will provide the retailer contact information., site selection criteria and nearest locations so you are prepared when you speak with these expanding businesses



Our team thoroughly enjoyed Retail Academy and learning from their real estate experts on how to 'speak retail'. We were given a list of a prospective retail and restaurant companies that would be a good fit for Warner Robins and that has given us the guidance we need to make outreach and get conversations started. For any community leaders that are taking on retail economic development themselves, I'd recommend going through the Retail Academy program.

Kate Hogan, Community and Economic Development Director,
City of Warner Robins, Georgia



ONLINE MEMBERSHIP

Resource Library

16+ hours of content including:

- Retail Incentives
- Retail Trends
- Hotel Feasibility
- Franchise Recruitment Tools
- Retailer Growth Plans and Reports
- Retailer, Developer and Broker Interviews
- Small Business Support
- Bankruptcy Filing and Closure Lists
- The Dollars and Cents of Shopping Centers



ONLINE MEMBERSHIP

Online Portal

As part of the year-long partnership, you are granted access to an online membership platform that is updated monthly and available on-demand.

Online Portal Course Topics:

- Today's Trend Impacting Retail Recruitment
- Demographics Overview
- Players, Process, and Pitch
- Real Estate 101 and Recruitment Tools
- Restaurant Strategies for Economic Development
- Innovating Commerce Serving Communities
- Steps to Recruiting Retail and Restaurants to your Downtown



Retail Academy was very informative. It opened my eyes to several surprising trends. The depth of the data helped explain many of those trends and demonstrated several characteristics that are evolving every year.

Wayne Denley, Economic Development
City of Alexandria, Louisiana

STEP BY STEP

Timeline

The year-long partnership is broken into quarterly deliverables and checkpoints to make sure your community receives the most from the Retail Academy Partnership.



Q1

DISCOVERY

Getting to Know You & Online Curriculum

STEP 01

Kick-Off Call & Getting to Know You

Community Leader Survey completed

Access to the Retail Academy online curriculum is provided to the community.



Q2

OVERVIEW

Retail Academy Workshop & Recruitment Plan Overview

STEP 02

A customized retail recruitment plan will be delivered to your community during your workshop.



Q3

TRAINING

Retail Strategies will host discussions to review your progress with:

STEP 03

Calling local property owners/leasing agents to get site flyers and share local intel

Updating your retail real estate property catalog

Contacting retailers from the retail prospect list

Providing relevant market data to local retailers

Utilizing the peer analysis to identify retail concepts to add to your customized prospect list



Q4

ACCOUNTABILITY

Retail Strategies will host discussions to review your progress with:

STEP 04

Having a call (or meeting) with property owners/local brokers to touch base and exchange updates

Following up with prospective retailers

Hosting workshops with the local brokerage community/property owners to collaborate & strengthen relationships

Distributing surveys to local retailers ("Mom & Pops") to find out how the data is benefiting them

RETAIL ACADEMY

Scope of Services

Research

- Identification of priority retail categories for recruitment and/or local expansion
- Retail Prospect List- Identification of at minimum 10 retail prospects to be targeted for recruitment
- Contact Information for Retail Prospects
- Retail Site Selection Criteria for retail prospects
- Mobile Data Collection from major retail node
- Retail Gap Analysis for trade area (i.e. leakage and surplus)
- Peer Market Identification and Trade Area Comparison Analysis
- Peer Market Retailer Void Analysis
- Custom demographic research – historical, current, and projected demographics – to include market trade areas by political boundaries, radius/drive times, and custom trade area Identification of retail trade area using political boundaries, drive times and radii and custom boundary geographies.
- Consumer Spending Patterns and Behavior Report
- Tapestry Lifestyle Segmentation Analysis – psychographic profile of trade area

Real Estate Analysis

- Retail Real Estate Analysis identifying 5+ real estate sites performed by licensed retail real estate professionals
- Create Aerial imagery of trade area(s) with traffic counts
- Identify Target Zones for short- and long-term retail development
- Property Catalog

Marketing Materials

- Development of Customized Marketing Guide
- Customized Retail Recruitment Plan

Retail Academy

- Access to Retail Academy: ONLINE Education Course and Resource Library
- One (1) Retail Academy Workshop, totaling six (6) hours in Birmingham, AL
- Industry overview from Commercial Real Estate professionals
- Quarterly 1:1 virtual meeting to discuss progress

Investment

The total fee for completion of the Retail Academy program is **\$25,000**. Project fees are due immediately upon the execution of the agreement.