

# Rollingwood Commercial Exchange

April 25, 2024



# Agenda

- Introductions/Rollingwood Commercial Development Corporation(RCDC) Overview
- Commercial Exchange Objectives
- Incentive Framework/Considerations/Discussion
  - Pillars
  - Examples
- Rollingwood Market Analysis

## Introductions/RCDC Overview

The Rollingwood Community Development Corporation is the City of Rollingwood's economic development organization.

Its mission is to recruit and promote businesses to Rollingwood to help the city meet its needs and thrive.

It also serves as the conduit for new business development in Rollingwood, helping the city secure much-needed commercial tax base.

### Members/Directors of the Corporation

- Colin Harvey, President
- Emily Doran, Vice President
- Bobby Hempfling, Treasurer
- Pat Sheehan, Secretary
- Barry Delcambre
- Brian Rider
- David Smith

## Commercial Exchange Objectives

- Engage with developers, property owners and investors to promote our desire to be a premier partner to enhance the development of our commercial corridor in alignment with our Comprehensive Plan
- Provide clarity on how we can partner with this group to reduce complexity, minimize costs and improve overall certainty around project development
- Collect feedback on opportunities and challenges that this group can address in service to the above objectives or areas not yet identified
- Continue forward with biannual meetings to discuss progress and new opportunities

## Incentive Framework/Considerations/Discussion - Pillars

1. **Transparency** – The Rollingwood community developed and approved a comprehensive plan for the future of the community that provides a framework which includes the types of commercial development the community seeks to attract and as well as guidelines to address the boundaries for such development.
2. **Advocacy** – The RCDC as a body is here to help developers convey projects to the community and create win/win solutions for both parties
3. **Efficiency** – The RCDC and Rollingwood seek to make processes and approvals as efficient as possible where we have the authority to do so
4. **Financial** – The RCDC has investment dollars that may be helpful to projects on an individual project basis. Additionally, there are opportunities to consider some tax incentives also based on a unique project's consideration. We are also open to understanding and considering other programs or considerations when presented.

## Incentive Framework/Considerations/Discussion - Examples

1. **Transparency** – The Comprehensive Plan is presently being codified into the commercial code and commercial zoning. We will be sure to keep this group informed with the completed updates as well as be ready and available to answer questions to ensure clarity
2. **Advocacy** – The RCDC meets on a monthly basis and can serve as an advocate for projects in the early design phase to foster understanding between developers and the community and avoid unnecessary delays that can often occur through lack of shared understanding of the benefits and impacts of a given project
3. **Efficiency** – We plan to review aspects of our processes supporting commercial projects and identify opportunities to streamline where applicable.
4. **Financial** – (Illustrative only) – Project Alpha is proposed to redevelop a segment on the North side of Bee Cave Road that backs up to Eanes Creek. The developer would like to partner with Rollingwood to professionally landscape the land behind these lots. RCDC may be able to share or cover the cost in that landscape development.

# Mobile Location Data & Retail Trade Area Mapping

## COMMUNITY RETAIL STRATEGIES

### Analyzing the Market:

### On-the-Ground Analysis of Your Retail Market

We spend time **on-the-ground** becoming experts in your market.

- Retail Trade Area
- Demographic Profiles
- Psychographic Profiles
- Retail Demand Outlook

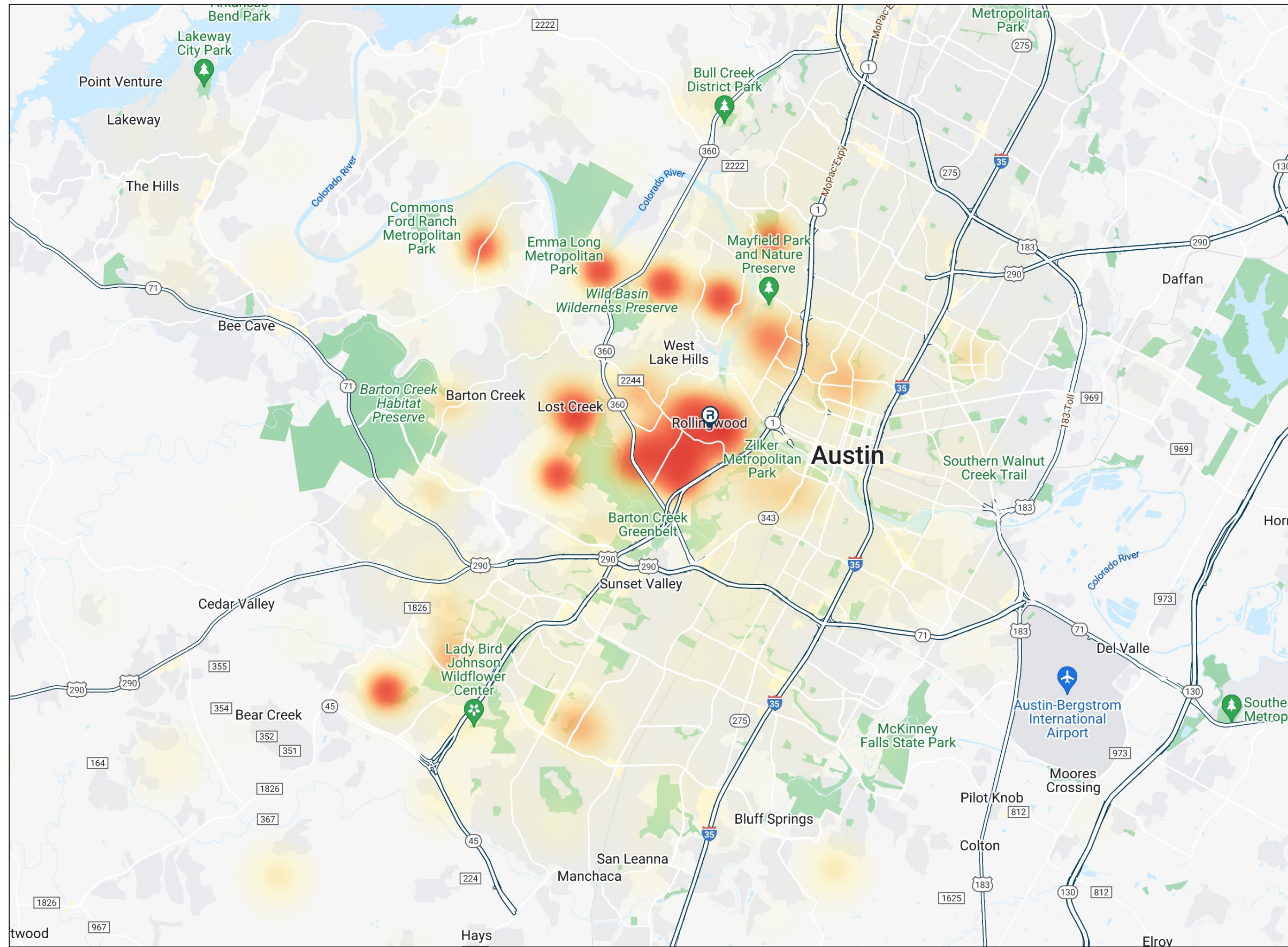
**The retail trade area is the foundation of the strategy, and its accuracy is critical.**



### Collection of Consumer Mobile Device Data

- High-confidence technology
- Geo-codes telephone calls, emails & texts
- Pinpoints consumer evening locations
- Determines consumer path-to-purchase

# Cell Phone Analysis Heatmap

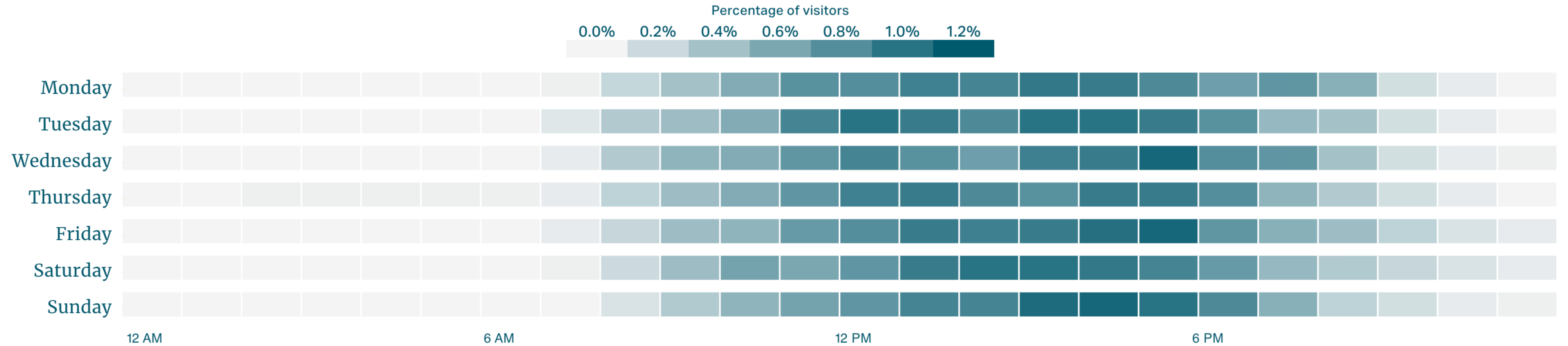




# Cell Phone Analysis – Popular Visitation Times

## Popular visitation times

Visitors to the venue per day





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### Population

2020	27,818
2024	27,859
2029	27,987

### Educational Attainment (%)

Graduate or Professional Degree	41.10%
Bachelors Degree	43.88%
Associate Degree	3.33%
Some College	6.68%
High School Graduate (GED)	4.01%
Some High School, No Degree	0.49%
Less than 9th Grade	0.50%

### Income

Average HH	\$242,411
Median HH	\$175,137
Per Capita	\$97,533

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

### Age

0 - 9 Years	10.03%
10 - 17 Years	12.09%
18 - 24 Years	8.33%
25 - 34 Years	13.27%
35 - 44 Years	11.22%
45 - 54 Years	14.88%
55 - 64 Years	12.16%
65 and Older	18.02%
Median Age	40.72
Average Age	40.61

### Race Distribution (%)

White	76.11%
Black/African American	0.81%
American Indian/Alaskan	0.18%
Asian	10.21%
Native Hawaiian/Islander	0.03%
Other Race	1.74%
Two or More Races	10.93%
Hispanic	9.80%

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- **Retail Demand Outlook**

NAICS	DESCRIPTION	2024 DEMAND	2029 DEMAND	GROWTH	CAGR (%)*
<b>44, 45, 722</b>	<b>Total retail trade including food and drinking places</b>	<b>\$548,847,880</b>	<b>\$574,962,943</b>	<b>\$26,115,063</b>	<b>0.93%</b>
441	Motor vehicle and parts dealers	\$129,083,344	\$120,282,073	-\$8,801,271	-1.40%
4411	Automobile dealers	\$116,270,784	\$106,837,537	-\$9,433,247	-1.68%
4412	Other motor vehicle dealers	\$5,974,172	\$5,276,457	-\$697,715	-2.45%
4413	Automotive parts, accessories, and tire stores	\$6,838,388	\$8,168,078	\$1,329,691	3.62%
442	Furniture and home furnishings stores	\$5,997,488	\$6,968,207	\$970,720	3.05%
4421	Furniture stores	\$3,760,764	\$4,505,101	\$744,337	3.68%
4422	Home furnishings stores	\$2,236,724	\$2,463,106	\$226,382	1.95%
443	Electronics and appliance stores	\$7,602,010	\$8,643,902	\$1,041,893	2.60%
443141	Household appliance stores	\$1,408,081	\$1,605,910	\$197,829	2.66%
443142	Electronics stores	\$6,193,929	\$7,037,992	\$844,064	2.59%
444	Building material and garden equipment and supplies dealers	\$36,613,906	\$39,921,094	\$3,307,189	1.74%
4441	Building material and supplies dealers	\$32,392,134	\$35,200,656	\$2,808,522	1.68%
44411	Home centers	\$17,481,291	\$18,960,145	\$1,478,854	1.64%
44412	Paint and wallpaper stores	\$1,833,760	\$2,056,216	\$222,456	2.32%
44413	Hardware stores	\$2,771,775	\$3,029,578	\$257,802	1.79%
44419	Other building material dealers	\$10,305,307	\$11,154,717	\$849,409	1.60%
4442	Lawn and garden equipment and supplies stores	\$4,221,772	\$4,720,438	\$498,667	2.26%
44421	Outdoor power equipment stores	\$882,986	\$981,730	\$98,745	2.14%
44422	Nursery, garden center, and farm supply stores	\$3,338,786	\$3,738,708	\$399,922	2.29%
445	Food and beverage stores	\$77,614,449	\$82,405,579	\$4,791,130	1.21%
4451	Grocery stores	\$69,432,939	\$73,767,645	\$4,334,707	1.22%
44511	Supermarkets and other grocery (except convenience) stores	\$66,641,310	\$70,818,251	\$4,176,941	1.22%
44512	Convenience stores	\$2,791,629	\$2,949,395	\$157,766	1.11%
4452	Specialty food stores	\$1,957,650	\$2,087,750	\$130,099	1.30%
4453	Beer, wine, and liquor stores	\$6,223,860	\$6,550,184	\$326,324	1.03%
446	Health and personal care stores	\$14,203,640	\$16,251,573	\$2,047,933	2.73%
44611	Pharmacies and drug stores	\$10,875,648	\$11,884,063	\$1,008,415	1.79%
44612	Cosmetics, beauty supplies, and perfume stores	\$762,036	\$831,370	\$69,334	1.76%
44613	Optical goods stores	\$1,919,593	\$2,830,446	\$910,853	8.08%
44619	Other health and personal care stores	\$646,363	\$705,695	\$59,332	1.77%
447	Gasoline stations	\$58,385,578	\$63,588,123	\$5,202,546	1.72%
448	Clothing and clothing accessories stores	\$15,922,967	\$15,315,218	-\$607,749	-0.78%
4481	Clothing stores	\$11,000,840	\$10,238,221	-\$762,619	-1.43%
44811	Men's clothing stores	\$293,010	\$278,220	-\$14,790	-1.03%
44812	Women's clothing stores	\$1,523,879	\$1,445,803	-\$78,076	-1.05%
44813	Children's and infants' clothing stores	\$1,211,002	\$969,650	-\$241,352	-4.35%
44814	Family clothing stores	\$6,658,061	\$6,301,153	-\$356,908	-1.10%
44815	Clothing accessories stores	\$482,402	\$456,426	-\$25,976	-1.10%
44819	Other clothing stores	\$832,486	\$786,968	-\$45,518	-1.12%
4482	Shoe stores	\$2,224,929	\$2,168,845	-\$56,084	-0.51%
4483	Jewelry, luggage, and leather goods stores	\$2,697,198	\$2,908,152	\$210,954	1.52%
44831	Jewelry stores	\$1,865,984	\$2,114,132	\$248,148	2.53%
44832	Luggage and leather goods stores	\$831,214	\$794,020	-\$37,194	-0.91%

# Analyzing the Market:

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NAICS	DESCRIPTION	2024 DEMAND	2029 DEMAND	GROWTH	CAGR (%)*
451	Sporting goods, hobby, musical instrument, and book stores	\$8,779,129	\$9,639,714	\$860,585	1.89%
4511	Sporting goods, hobby, and musical instrument stores	\$6,630,612	\$7,389,605	\$758,993	2.19%
45111	Sporting goods stores	\$4,459,503	\$4,961,589	\$502,086	2.16%
45112	Hobby, toy, and game stores	\$1,446,463	\$1,647,893	\$201,430	2.64%
45113	Sewing, needlework, and piece goods stores	\$332,012	\$323,690	-\$8,322	-0.51%
45114	Musical instrument and supplies stores	\$392,635	\$456,433	\$63,798	3.06%
4512	Book stores and news dealers	\$2,148,517	\$2,250,109	\$101,592	0.93%
452	General merchandise stores	\$57,640,092	\$61,396,978	\$3,756,886	1.27%
4522	Department stores	\$5,014,396	\$4,737,744	-\$276,651	-1.13%
4523	Other general merchandise stores	\$52,625,696	\$56,659,234	\$4,033,537	1.49%
453	Miscellaneous store retailers	\$8,313,582	\$9,109,784	\$796,202	1.85%
4531	Florists	\$427,287	\$475,918	\$48,630	2.18%
4532	Office supplies, stationery, and gift stores	\$1,423,686	\$1,589,143	\$165,457	2.22%
45321	Office supplies and stationery stores	\$661,904	\$730,290	\$68,387	1.99%
45322	Gift, novelty, and souvenir stores	\$761,783	\$858,853	\$97,070	2.43%
4533	Used merchandise stores	\$1,098,911	\$1,244,511	\$145,601	2.52%
4539	Other miscellaneous store retailers	\$5,363,698	\$5,800,212	\$436,514	1.58%
45391	Pet and pet supplies stores	\$1,852,756	\$2,043,426	\$190,669	1.98%
45399	All other miscellaneous store retailers	\$3,510,942	\$3,756,787	\$245,845	1.36%
454	Non-store retailers	\$73,807,017	\$79,716,228	\$5,909,211	1.55%
722	Food services and drinking places	\$54,884,679	\$61,724,469	\$6,839,790	2.38%
7223	Special food services	\$4,356,063	\$4,816,319	\$460,256	2.03%
7224	Drinking places (alcoholic beverages)	\$3,051,701	\$3,228,136	\$176,435	1.13%
7225	Restaurants and other eating places	\$47,476,914	\$53,680,013	\$6,203,099	2.49%
722511	Full-service restaurants	\$25,547,439	\$28,565,678	\$3,018,239	2.26%
722513	Limited-service restaurants	\$18,582,691	\$21,288,587	\$2,705,896	2.76%
722514	Cafeterias, grill buffets, and buffets	\$472,331	\$541,426	\$69,096	2.77%
722515	Snack and nonalcoholic beverage bars	\$2,874,454	\$3,284,323	\$409,869	2.70%

TARGETED RECRUITING ON YOUR BEHALF

## Recruiting Retailers & Developers:

Leveraging Relationships to Close Deals

- Industry Trade Shows
- ICSC RECon (May 2024)
  - And many others...

**Communities must be proactive in their recruitment efforts and trade shows provide excellent networking opportunities.**



# Questions/Discussion