



4A INDUSTRIAL DEVELOPMENT BOARD COMMUNICATION

DATE: October 14, 2025

FROM: Shani Bradshaw, Director of Economic Development

AGENDA ITEM: Consideration and possible action on a professional services agreement with The Retail Coach for retail recruitment services, in partnership with the Sanger Texas Development Corporation. The Sanger Industrial Development Corporation's portion of the total \$28,000 contract shall not exceed \$14,000.00; and authorizing the Director to execute all necessary documents.

SUMMARY:

On July 1, 2025, the Sanger Industrial Development Board approved its budget, including a \$14,000 allocation to partner with the 4B Board in hiring The Retail Coach for recruitment efforts. While 4A funds can't be used directly for retail, the Board viewed this partnership as a way to indirectly support business and industrial growth by boosting commercial activity and attracting complementary industries.

Attached is a proposal from The Retail Coach, a retail recruitment firm with over 25 years of experience. They will assist the Sanger EDC in identifying and recruiting retailers and restaurants suited to the local market, providing coaching, recruitment tracking, and marketing tools through their Retail 360® process.

Services and Deliverables Include:

- Market Analysis: Retail trade area mapping, demographics, psychographics, and competing community review
- Site Evaluation: Identification and profiling of key vacancies and redevelopment opportunities
- Retailer & Developer Recruitment: Targeted outreach, recruitment dashboard, and ongoing performance updates
- Marketing Materials: Retail Market Profile, site-specific feasibility packages, and an online Retail360® dashboard
- Ongoing Support: Monthly progress calls, coaching, and representation at regional and national retail events

Staff recommends hiring The Retail Coach for their experience, strategy, and ability to grow Sanger's retail base. Though focused on retail recruitment, their work may also support broader economic and industrial growth.

Legal has reviewed and approved the Agreement.

FISCAL INFORMATION:

Budgeted: \$14,000

Amount: Total Contact \$28,000

GL Account: NA

RECOMMENDED MOTION OR ACTION:

Staff recommends approval.

ATTACHMENTS:

- Professional Services Agreement & Scope of Services