



retail strategies



Retail Recruitment

June 2024



Wolforth, Texas

Lacy Beasley
President

lacy@retailstratgies.com

Trusted partner

Industry Leaders

- Worked with 800 communities since 2011
- Vast network of retail and restaurant industry professionals
- Only municipal firm with in-house commercial real estate team



Industry Involvement





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Experience in Texas

\$20M+

Annual Local Sales Tax
Revenue Collected

\$107.7M

New Annual Retail Sales
in Client Cities

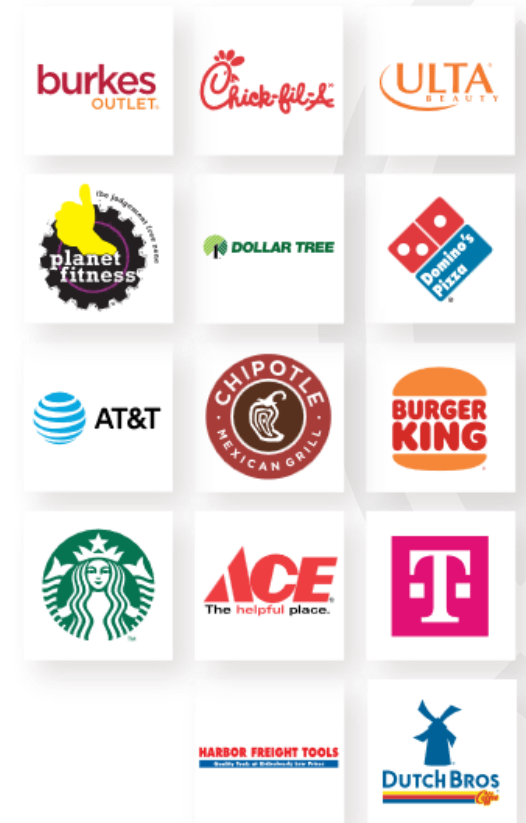
896

Jobs Created
(Estimated)



★ Current Retail
Community Partner

Retail Recruited in Texas





Extension of City Hall

Our Role

NEEDS:

Every city has the goal to increase tax revenue and job creation, often through new businesses. A combination of these goals increases the quality of life for citizens, spurring on more growth.

CHALLENGES:

Communities have challenges to overcome, such as finding enough time, building a network, the collateral and resources, and the specific experience needed in the retail industry.

NEEDS

Network

Time

Resources

Experience

Tax Revenue

Job Creation

Quality of Life

New Business

GOALS

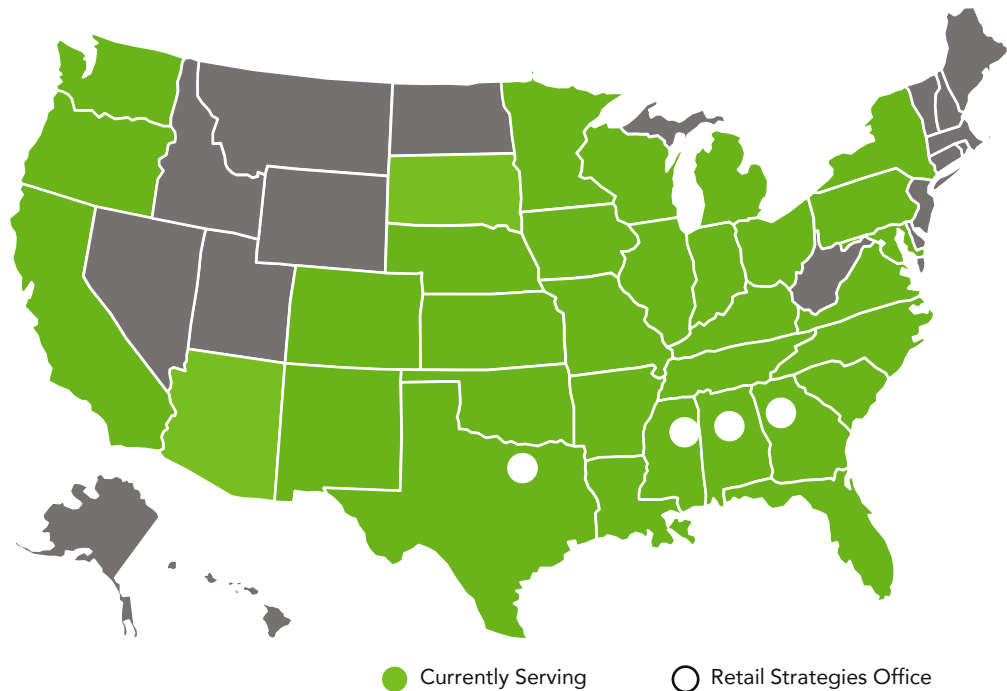


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Community Partner

EXPERIENCE

Trusted by Communities Nationwide



177 Retail Recruitment Clients

4:1 Client to Staff Ratio

\$105k Avg. New Annual Sales Tax Per City



Our Process

What we do

How it works



DISCOVER

Define who your consumers are, where they live, and how they spend their money. Boots on the ground tour with local Real Estate Analysis.



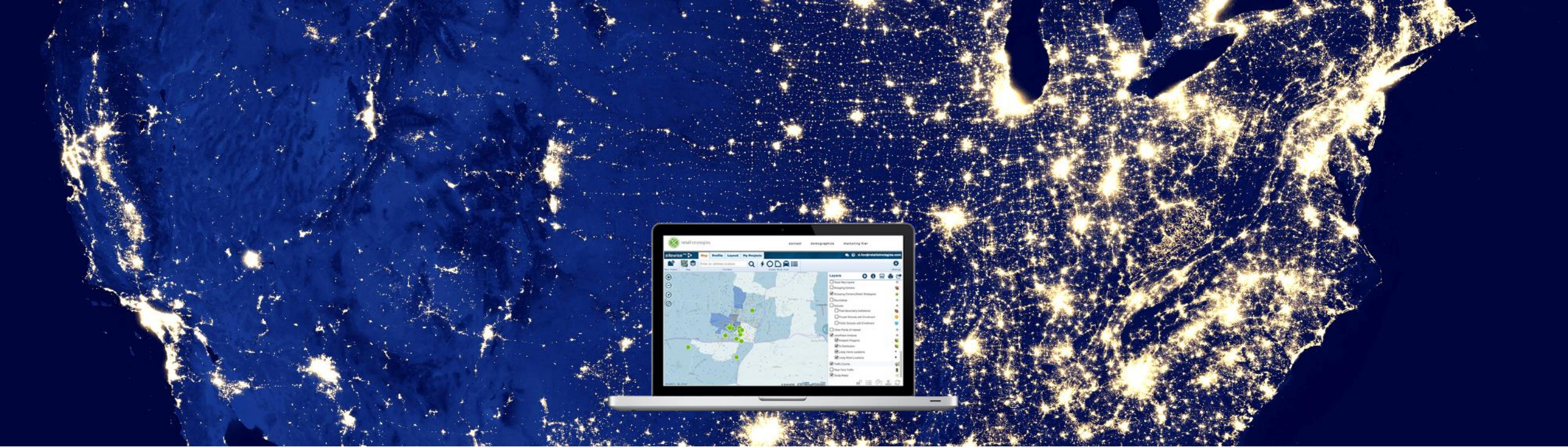
CONNECT

Based on your Market Analysis and real estate assets, we connect with the right restaurant, grocery, home improvement, apparel, and hospitality businesses looking for markets like yours.



ADVANCE

The rubber meets the road representing your community at regional and national conferences. Day in and day out your team is connecting with retailers, brokers, and developers putting your real estate sites in front of the right decisionmakers.



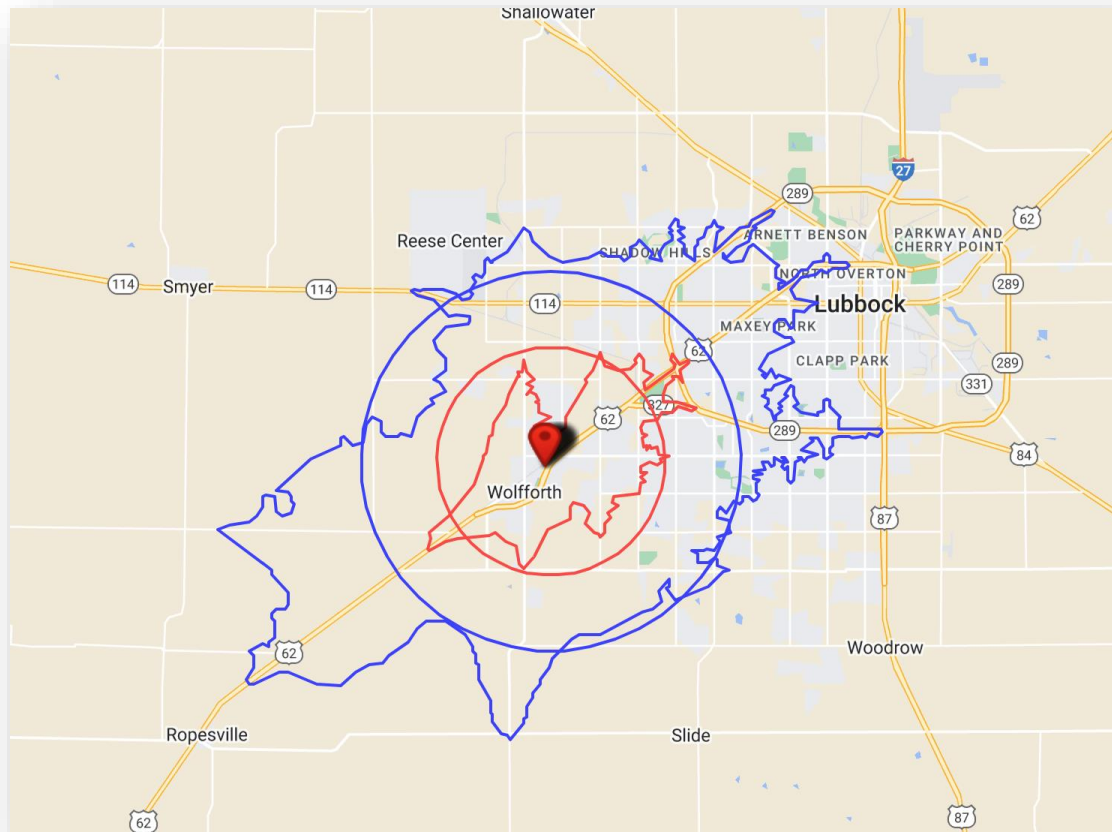
Data & Analytics

Customized Trade Area // GAP Analysis // Peer Analysis // Prospects & Site Criteria





Demographic Highlight



Wolfforth, TX

3 miles 5 miles 0-5 min 0-10 min

DEMOGRAPHIC OVERVIEW

Current Year Estimated Population	26,438	87,872	19,183	149,312
Number of Households	9,316	35,196	6,840	59,294
Average Home Value	\$ 295,450	\$ 272,867	\$ 268,623	\$ 260,611
Population Growth % ('23-'28)	16.8%	12.4%	16.2%	7.1%
Current Year Average Age	36.7	37.0	36.2	36.5
Current Year Median Household Income	\$ 87,481	\$ 71,442	\$ 79,965	\$ 68,058
Current Year % Bachelor's Degree	36.3%	39.6%	32.1%	39.6%
Number of Businesses	745	2,595	676	4,816
Total Number of Employees	9,927	36,340	9,175	76,365
Daytime Population	25,130	81,741	21,626	168,954



DISCOVER

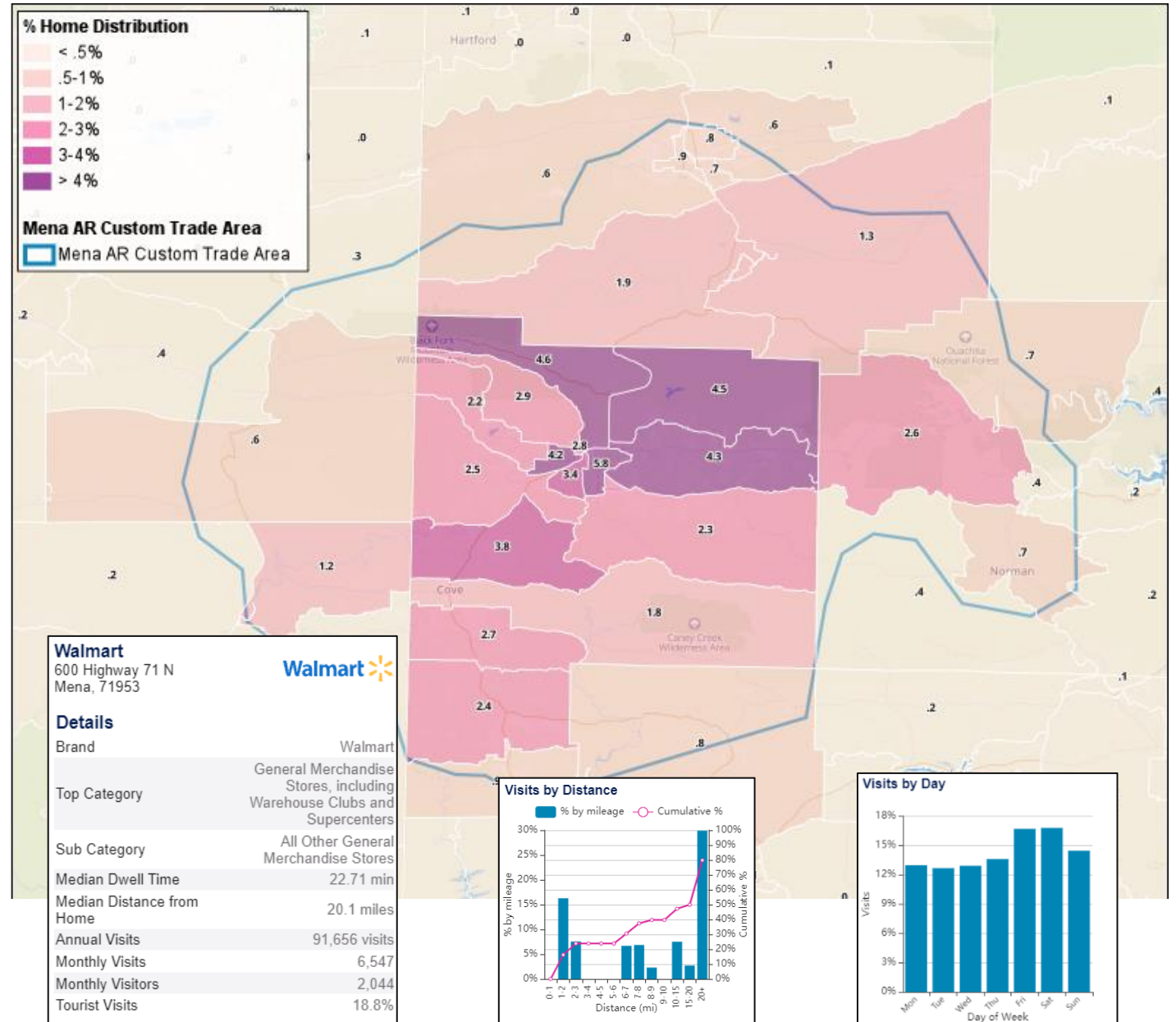
Mobile data collection

The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours.

The data shown includes shopper who visited the defined location during the designated time period. This tool is intended to support the trade area but does not solely define the trade area.

The location tracked was
Walmart

For the time period of
September 2022- September 2023





DISCOVER

Customized Trade Area



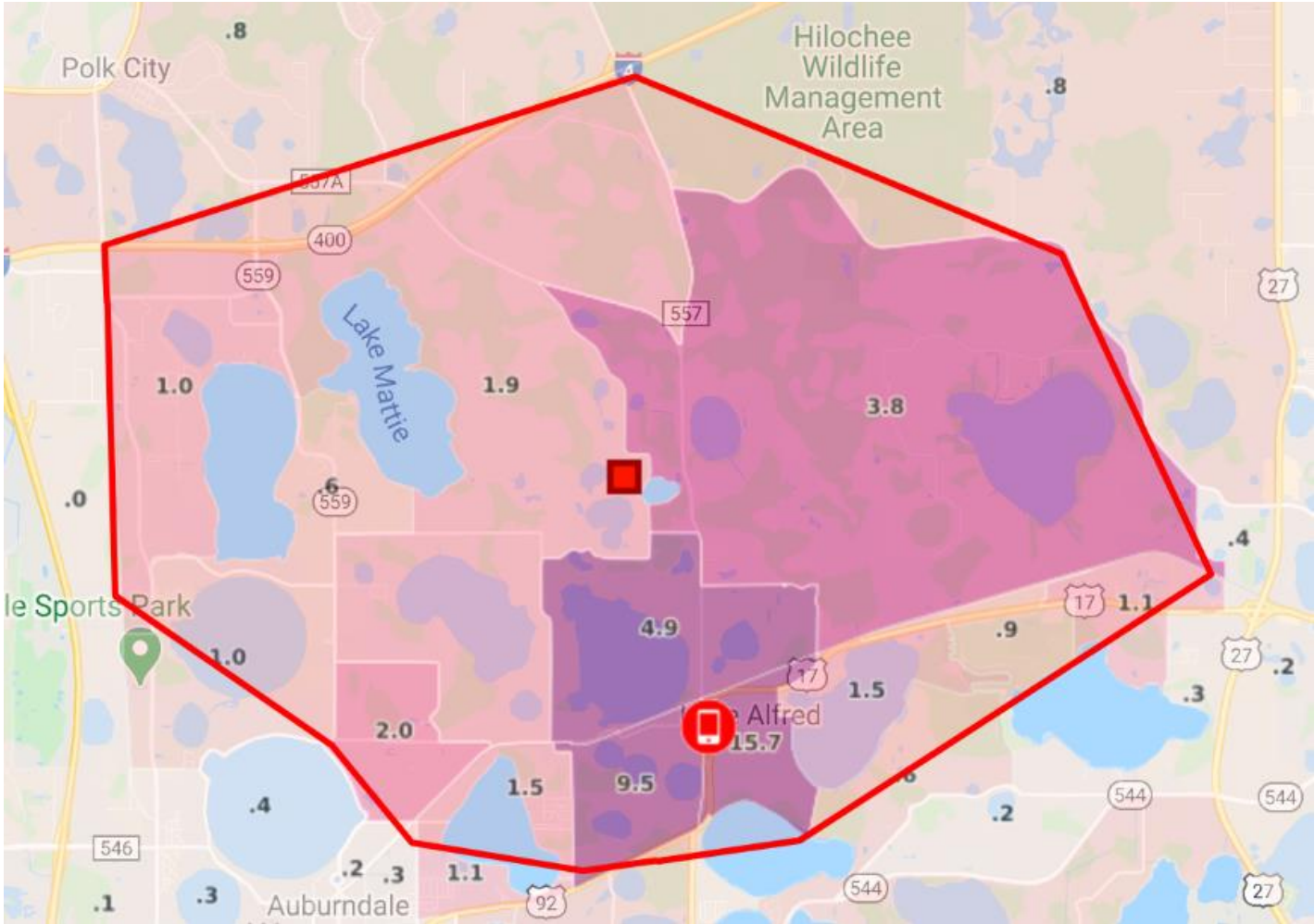
\$67,000+

Average Household Income



98,000+

2023 estimated population



53%

Female

9%

Growth Rate

35

Average Age



DISCOVER

GAP Analysis



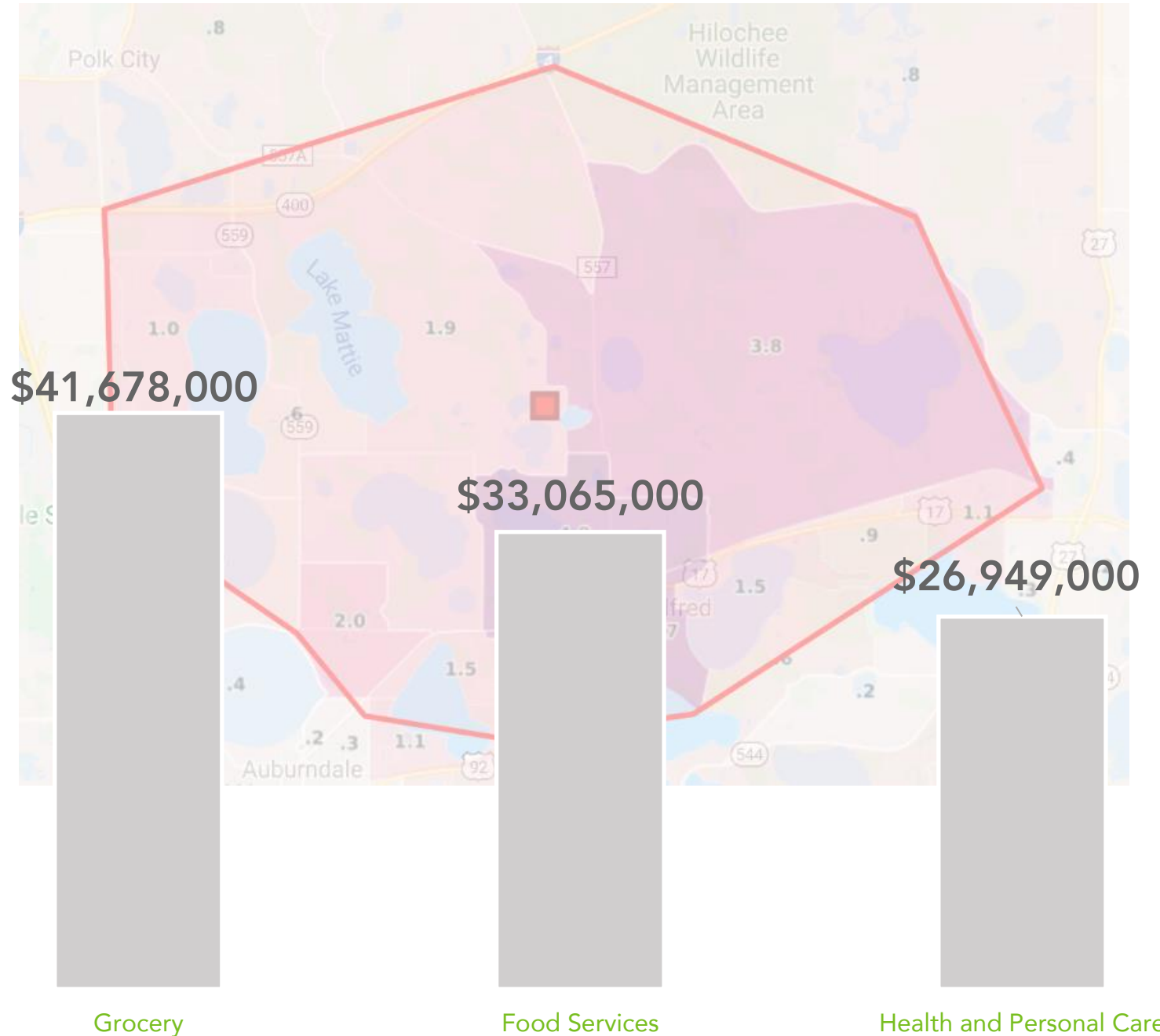
\$123 Mil

Total GAP



16 min

Drive Time to surrounding Retail Hubs

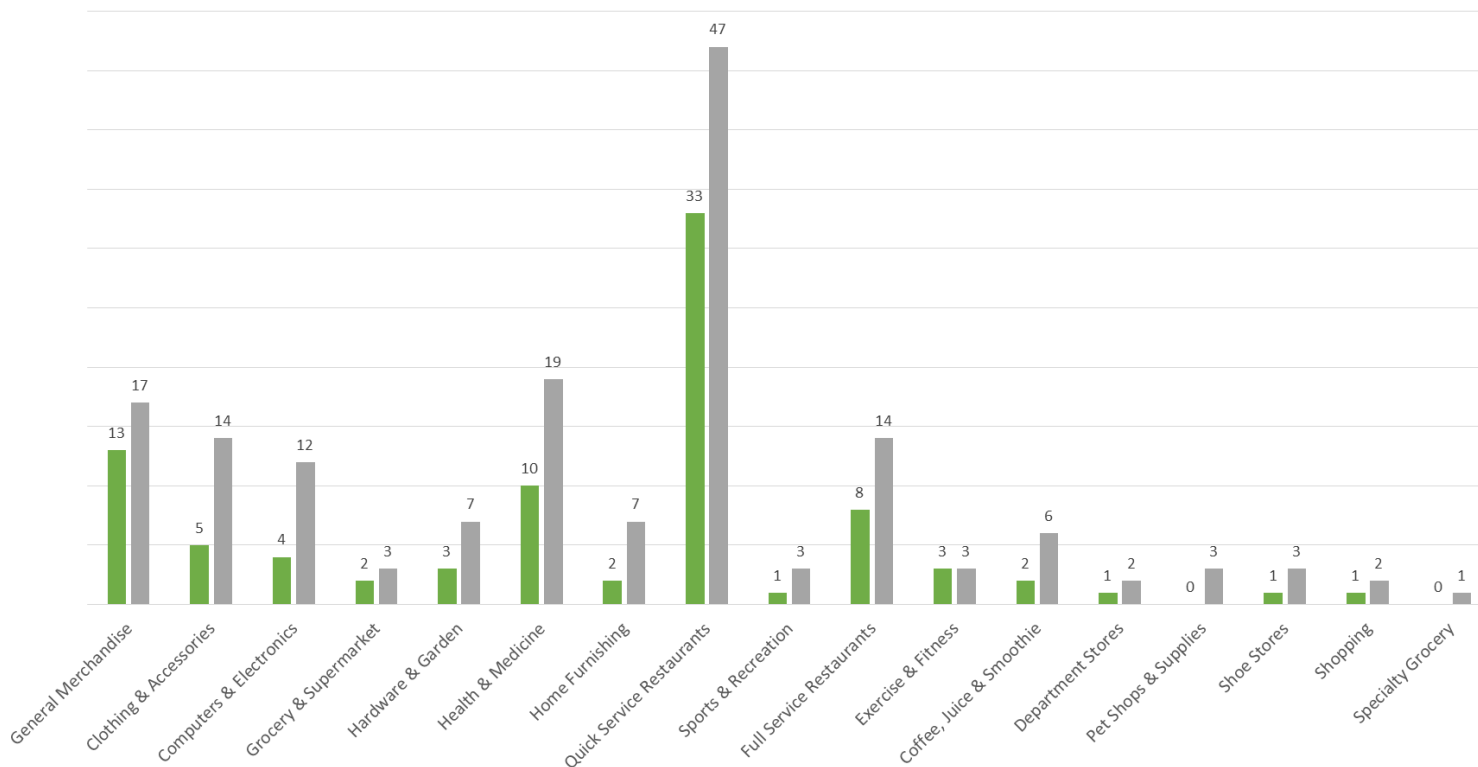




DISCOVER

Peer Analysis

How you measure up to similar communities?



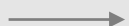


DISCOVER

Prospects & Site Criteria

Retail
Category

Appropriate
Retailer



DUNKIN'



five BELOW



United
supermarkets



	Food & Beverage
Demographic Radius Ring Requirement:	3
Minimum Population Requirement:	9,000
Household Income Requirement	\$65,000
Traffic Count	20,000 VPD
Number of SF or AC:	1,100 SF
Location Comments:	Standard "Vanilla" shell with improvements. Morning side of roadway, drive-thru window preferred. Free standing, shared pad, or end cap located in mix use "major tenant" community shopping center with national or regional tenant.



Real Estate Analysis

Universal Site Metrics // Property Inventory



CONNECT

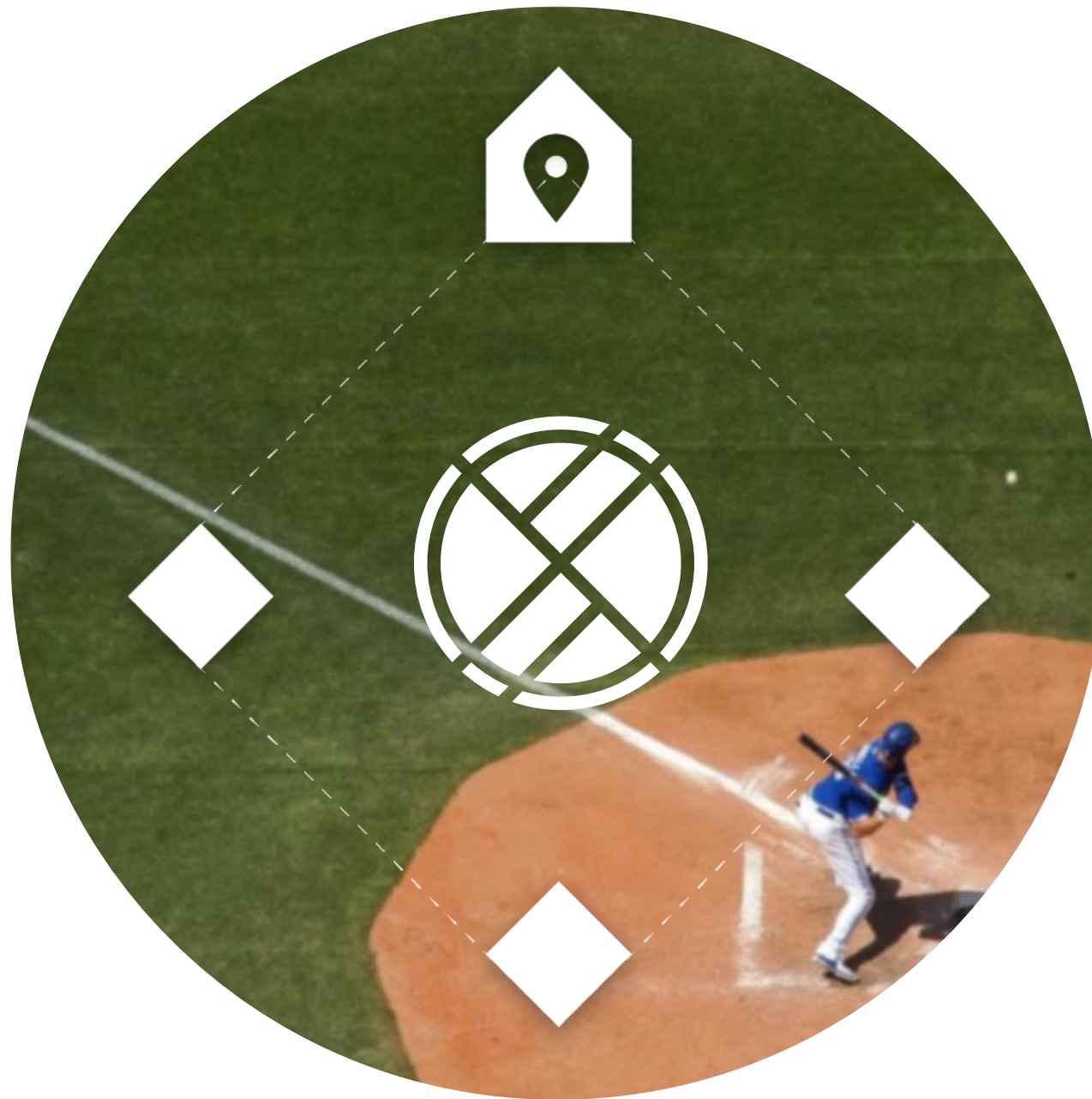


CONNECT

Home Run Real Estate

Universal Site Metrics

- Parking
- Traffic
- Co-tenancy
- Signage
- Ingress / Egress





CONNECT

Inventory

Retail Real Estate

Property Mapping

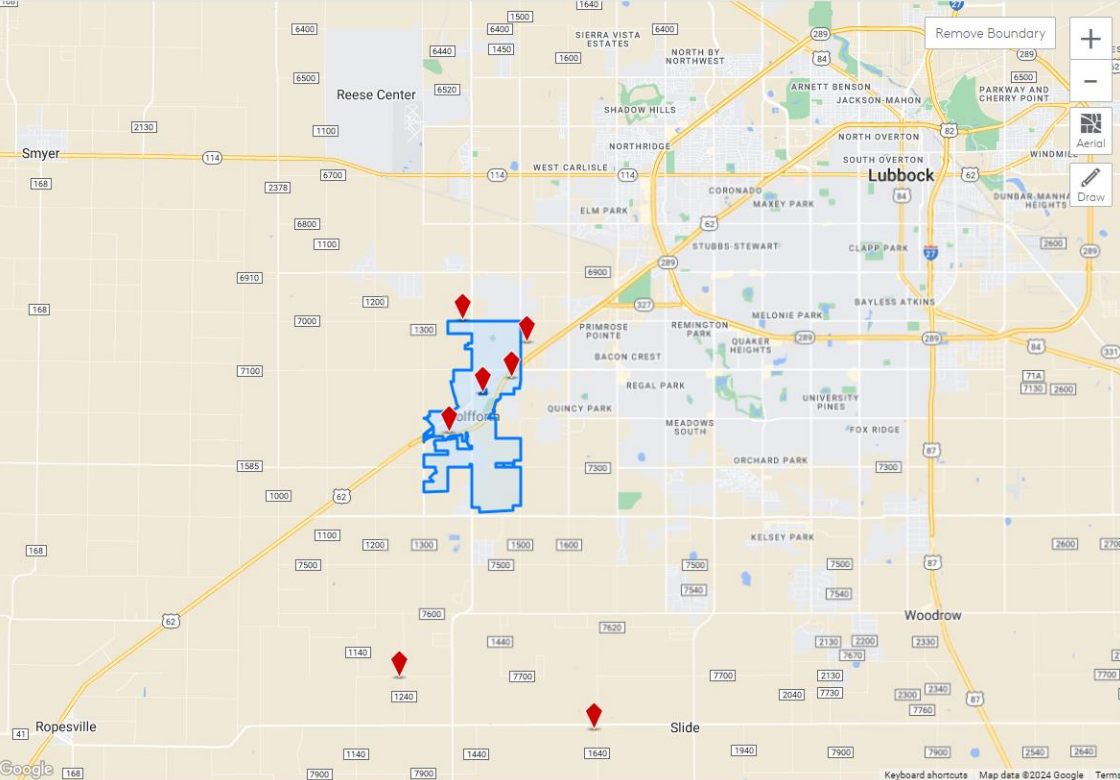
LoopNet™

Wolfforth, TX, USA

For Sale ▾ Property Types ▾ Price ▾ Building Size ▾ All Filters(1) Clear

7 Results Save Search Sort ▾

Texas / Wolfforth / Wolfforth Commercial Real Estate for Sale



Hwy 62
Wolfforth, TX 79382
\$591,327 - \$5,795,658
8 Commercial Lots
1.81 - 17.75 AC Lots

735 US 62
Wolfforth, TX 79382
\$425,000
2,336 SF Retail Building
Built in 1970

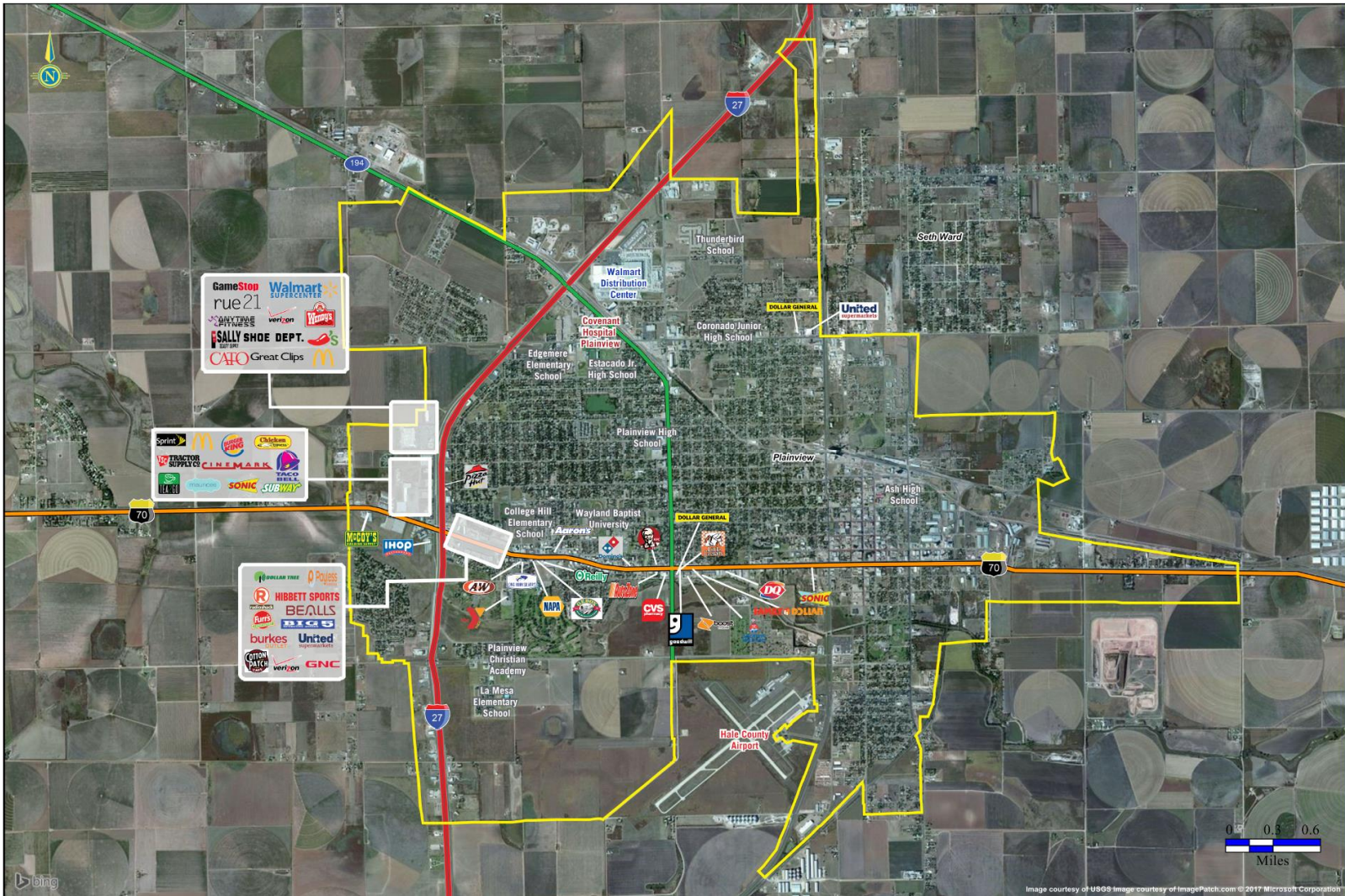
17810 C R 1240
17810 CR 1240
Wolfforth, TX 79382
\$1,113,821
1 Residential Income Lot
140.99 AC Lot

COUNTY ROAD 7340 PORTFOLIO
Warehouse and a partially leased triplex available separately or together

6604 FM 179
Legend Hills
Wolfforth, TX 79382
\$1,585,200

Paul Johnson & Associates
LoopNet™

Aerial Map





Our Partnership

Your Deliverables // The Team // Our Relationships



ADVANCE



ADVANCE

The Team

With a 4:1 client to staff ratio, we are dedicated to our client communities' needs.



Lacy Beasley
President



Madison Neal
Portfolio Director



Megan Jimenez
Retail Development Coordinator



Courtney Hall
Chief Marketing Officer



Ryder Richards
Creative Director



Ruthie Jolly
Marketing Associate



Joe Strauss
Vice President, Development



Scott VonCannon
Chief Operating Officer

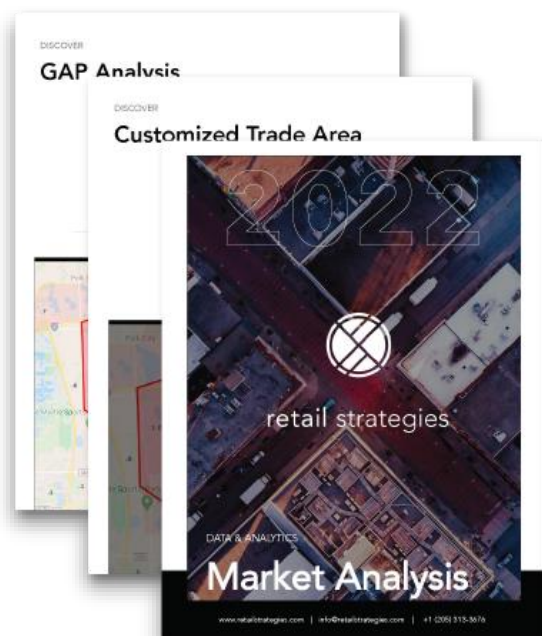


Clay Craft
Vice President, Client Services

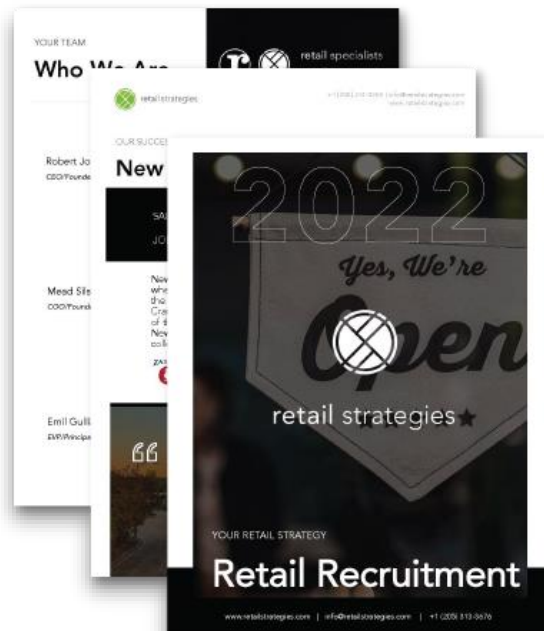


ADVANCE

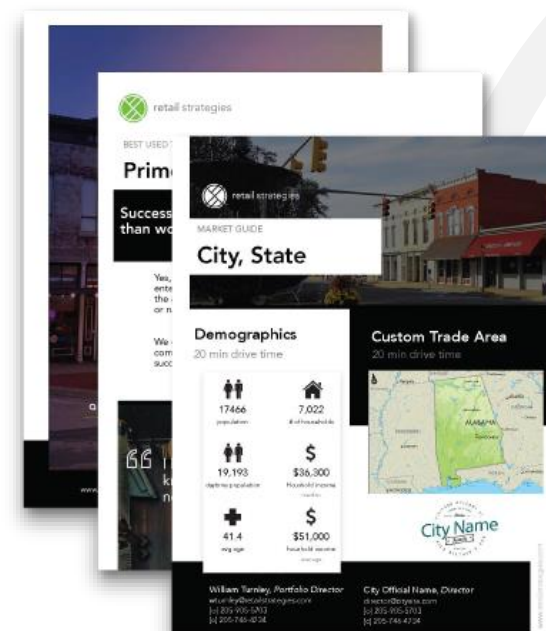
Deliverables



Market
Analysis



Retail Recruitment
Plan



Marketing
Guide



ADVANCE

Conference Representation

Our Network is Your Network



Texas



RETAIL LIVE!



Questions?

We are here to help



Client Success

Testimonials & retail wins

Businesses Recruited

El Campo, Texas

Economic Impact

\$190,400 Annually

Job Creation

113 new jobs

Retailers Recruited



The Story

City leaders made the decision to hire Retail Strategies to identify development opportunities in El Campo and work with retailers on their behalf. The Retail Strategies team performed an initial retail gap analysis and discovered a significant leakage in department stores.

Instead of reaching out to new department stores to come into the market initially, data was presented to Palais Royale and it was the information the retailer needed to make the decision to expand their footprint in El Campo.



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The real difference is the team at Retail Strategies. Having their team recruiting on our behalf is wonderful. It isn't just another tool in the toolbox.

My office is an office of two people, so partnering with Retail Strategies is like having an additional five people in your office with you. They are actively recruiting retail.

Reference:

Carolyn Gibson

Economic Development Director
El Campo Development Corporation

Businesses Recruited

In the Southwest

Retail Recruitment Success

About Us

Retail Strategies exists to give communities across the United States an advantage in attracting businesses. Our mission is to provide the real estate expertise, tools and human effort that position deserving towns as alluring locations for national businesses.

Difference

While we guarantee that we'll move the needle for you, we set reasonable expectations. Apart from being the right thing to do, an ethical approach sets the foundation for a long-term partnership.

Attracting new business to your community is a process.

To address this reality we develop long-term partnerships with our client communities, laying the foundation for continued growth.

We've helped cities nationwide with retail expansion, read about some of those stories below.



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Population ???

New Albany, Mississippi

Sales Tax Collections:

\$110,940 Annually

Job Creation:

65 new jobs

Retailers Recruited:

ZAXBY'S



In the Southeast

The Story

New Albany and Retail Strategies began a partnership in 2014 where we identified restaurant concepts were a huge need within the community. Since then we have recruited Popeyes, Zaxbys, Cracker Barrel, Bim Bam Burgers, and Little Caesars. Assuming all of these stores are performing at their National Average, the City of New Albany collects roughly \$110,940 annually in new tax collections.



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“ We looked at the figures – and the businesses that we brought in – *the sales tax we were gaining off of it was more than we paid for Retail Strategies.* They are easy to work with. Really and truly, anytime we have any kind of questions, they give us an answer.

Reference:

Mayor Tim Kent

(662) 534-4354

namayor@visitnewalbany.com

Businesses Recruited

In the Southeast

Fort Payne, Alabama

Economic Impact

\$4.5 Million

Job Creation

45 new jobs

Retailers Recruited

DOLLAR TREE

Dunham's
SPORTS

Chick-fil-A

Applebee's

Badcock
HOME FURNITURE
&more

The Story

Retail Strategies worked with the landlord of a vacant Kmart building to help on a redevelopment project. Several tenants were identified and we marketed the site to numerous retailers and tenant reps. Within a 9 month period, Dunham's Sports, Dollar Tree and Badcock Furniture all committed to the space. Due to the high costs of the project, Retail Strategies negotiated the incentives agreement on behalf of the City to make the project a win-win scenario and to avoid a longstanding vacant Kmart in a major corridor in town.



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When K-Mart closed in Fort Payne, Mayor Larry Chesser said they were unable to get someone to take it over. So they reached out to a company called Retail Strategies and it paid off. The K-Mart project was the first for Retail Strategies and now the property is thriving with Dunham's Sports, the Dollar Tree and Badcock Home Furnishings.

Reference:

??

(662) 534-4354

namayor@visitnewalbany.com

Businesses Recruited

In the Southeast

Lake City, Florida

Economic Impact

\$300,000+ Annually

Jobs Created

50+

Retailers Recruited



The Story

The U.S. Highway 90 corridor in Lake City saw a boom in stores and restaurants, fueled largely by a contract the Chamber facilitated in 2013 with Retail Strategies, a retail recruitment firm.

Clay Craft said his firm drew in thirteen businesses that will generate over \$300,000+ in sales tax revenue for the county. Economic Director Glen Hunter said the contract helped bolster the county's brand in the eyes of major retail chains. "They brought awareness to our market," he said. "For the dollar amount, I think it's a good value," he added.



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“ This one
is a no
brainer.

- Lake City, FL

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Why does it take so long?

Retail Timeline

Retail deals take anywhere from 18 to 36 months.

