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# AGENDA REPORT

**Meeting Date:** March 11, 2026      **Item Number:** 1  
**Prepared By:** Jason Greiner      *(Staff Use Only)*

### Subject

Consider and act upon a contract between the WEDC and The Retail Coach.

### Recommendation

Motion to award a contract to The Retail Coach in the amount of \$30,000 and further authorize the Executive Director to execute any and all necessary documents.

### Discussion

Attached for your review is a proposal from The Retail Coach (TRC) to renew the Retail Consulting Services provided to the WEDC and the City of Wylie. The WEDC and TRC have had a long relationship, which began in 2007, prior to Wylie’s first experience at ICSC RECon, which ultimately resulted in securing the Target Anchored Center, Woodbridge Crossing. Since that time, TRC has remained responsive and proven to be a valuable resource that complements our community’s retail marketing strategies and overall site development efforts.

Staff believes it will be advantageous to continue employing the services of The Retail Coach as we move toward the stages of final stages of development.

Included in this Proposal:

- 24-Month Partnership
- 2026 and 2027 Market Analysis Reports
- Determining Retail Opportunities
- Site Marketing
- Identifying Retailers & Developers for Recruitment
- Marketing & Branding
- Actively Recruiting Retailers & Developers
- Trade Show Representation
- Ongoing Retail Recruitment & Coaching
- On-Demand Reports