

# RETAIL RECRUITMENT SERVICES



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Valid for 60 days.

Presented to:

Michael Calvert, City Administrator

City of Liberty, South Carolina

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# About Us

Retail Strategies is the national expert and must trusted partner in recruiting businesses on behalf of communities.

Retail Strategies' mission is to provide real estate expertise, tools, and human effort that position deserving communities as alluring locations for recruiting and retaining businesses. With confidence, we pursue this mission by delivering unparalleled service as a unified team with unmatched real estate expertise.

Our expertise includes over 150 collective years of retail real estate experience and 30 licensed Commercial Real Estate professionals. We have a track record of success to aggressively execute a tailored strategy to attract retailers, restaurants and hotels for our Clients across the United States.

Retail Strategies has been honored with "Best Places to Work", "Who's Who of Commercial Real Estate", "CEO of the Year", "Top 40 Under 40" and "Top 100 Influencers in Real Estate."

Our activities pay a return in taxes, add jobs, and add businesses that enhance the unique qualities of your community. Retail Strategies' network of contacts within the retail and real estate industry (over 9,000 businesses) will be put to work for you.

## Industry Leaders

- 150 years of retail real estate experience
- 30 licensed commercial real estate professionals
- Direct connections to retailers & developers
- Proactive, hands-on approach

## Industry Involvement



Retail Strategies' core values are to be **Committed, Collaborative, Respected** and **Innovative**.

It is our constant focus on these values that allow us to form strong, long-term relationships with our Clients and within the retail and real estate industries.

If we say we will do it, we will do it. We are respected as industry leaders because we do the right thing and are relentless in our pursuit of unique solutions.

We tell you this because if we partner with a community, we make sure we have the team and resources to help you thrive. With a 5:1 client ratio, our team can successfully build relationships and manage our Clients' personalized needs.

Retail Strategies maintains a Smart Growth Strategy in which we limit the number of Clients we partner with to maintain our client ratio, meet project schedules and exceed client expectations.



# Opportunity in Liberty

Our goal is to help you identify the right retail, restaurant, medical and hospitality options to enhance the quality of life for residents, attract and retain residents and work force, and keep dollars and jobs local in Liberty.

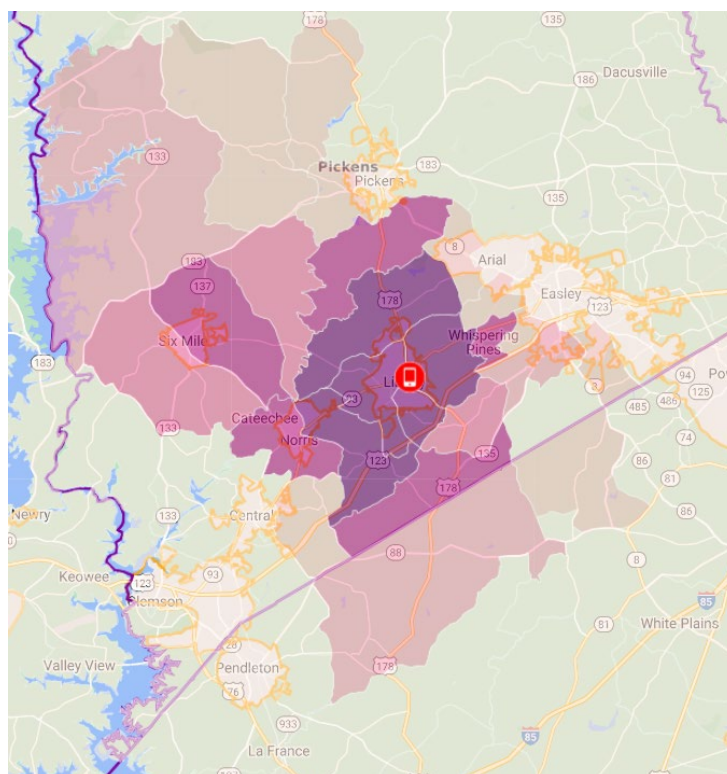
In a preliminary analysis, we identified a custom trade area using mobile data of consumers in Liberty to shop, stay, live and play and work (darker the color = more dense area of shoppers).

By partnering with Retail Strategies, you can reclaim some of the **\$457 million** in retail sales leaving the city each year including:

- \$93 million grocery
- \$72 million general merchandise
- \$49 million restaurants
- \$48 million gasoline
- \$40 million building materials & hardware
- \$28 million clothing
- \$16 million health, beauty, personal care

This shows a tremendous opportunity to recruit businesses to Liberty to keep dollars local and improve quality of life for residents.

We take your unique story to the national level to recruit retailers and developers, backfill vacancies and stimulate commercial growth. Liberty's trade area is experiencing an 8% growth rate which is attractive to developers and real estate directors.





# Recruitment Approach & Methodology



## Discover: Research



We take the deep dive into data, advanced analytics, and proprietary tools we developed to uncover and define the potential in your community.

Retail Strategies' industry-trusted data providers are used by national retail, pharmacy, grocery, and restaurant brands.

This data consistently delivers the highest level of accuracy and allows our team to analyze over 3,365 individual to provide the deepest, most reliable, information possible to our Clients.

### Real Estate Analysis

A real estate, building and property inventory and study that identifies opportunities for strategic focus properties, underutilized assets, development zones, and redevelopment zones.

### Mobile Data Collection

An industry-leading report which utilizes cell phone data to identify the location of consumers that visit a defined shopping area within the community.

### Trade Area Identification

By utilizing mobile data, analytics and real estate acumen, we identify consumer opportunity, demand, shopping patterns that will answer key questions for retailers.

### Gap Analysis (Retail Leakage)

Examining the market supply and demand (leakage and surplus) within the trade area to uncover the categories of retail being desired by your community.

### Retailer Void Analysis

Identifying businesses that have entered similar communities but not your market provides an initial list of realistic prospects.

### Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective.

### Business Recruitment Categories

After reviewing key demographic information, we deliver a list of priority business categories for recruitment and/or expansion that will elevate your community.

### Psychographic Analysis

Tapestry Lifestyles define consumers by breaking down demographics, consumer preferences, expenditures, and cultural ideals through psychographic profiles.

### Consumer Spending Patterns

Drilling down into each retail segment to identify and understand your consumers' spending patterns.



# Approach & Methodology



## Discover: Real Estate Analysis

Our team of licensed real estate professionals to your community for a Boots on the Ground analysis analyze the market and view and inventory properties, sites and buildings.

We uncover underutilized real estate assets and identify sites and properties for short and long-term development, redevelopment, highest and best use, or vacancies to be backfilled.



Your dedicated team will identify and conduct outreach to property owners, brokers, developers, retailers, restaurants, and all other industry players to connect the dots to your market.

Retail Strategies is the only retail consulting firm that is also a real estate development and brokerage firm.

With over 30 licensed commercial real estate professionals, you benefit from this depth of real estate expertise.



## Discover: Community Input

Each community is engaged in a meaningful dialogue to identify past efforts, interests and goals for retail.

Our process is built around creating a relationship with you and getting information flowing. We know that no one knows your community better than you.

Your buy-in to our recruitment approach is vital to us being successful for you.







# Approach & Methodology



## Connect: Retail Recruitment Strategy and Plan

At the end of our Discovery process - we combine your data, analytics, real estate, and community vision to create your Retail Recruitment Plan and Strategy.

This 70+ page document highlights our research on the community, demographic information, retail analysis and our Boots on the Ground real estate analysis.

Identified are the top prospects (minimum of 30) where our team of experts will perform outreach to match your real estate and market opportunities.

Retail Strategies will present the Plan for approval before implementation. As your partner, your buy-in is vital to our efforts and our success.

Once approved, we will send an electronic file and printed and bound copies of the Plan.



## Connect: Community Marketing Guide

You will receive a customized Marketing Guide that showcases critical market intelligence, data, real estate information, and advanced analytics to illustrate the top facts that position you for economic growth.

These flyers can be printed and/or uploaded to your website.





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RETAIL STRATEGIES

# Approach & Methodology



## Advance: Retail Recruitment

We become an extension of your team – your real estate consultants that are promoting your opportunities in the industry.

Retail Strategies will reach out to property owners, brokers, developers, retailers, restaurants and industry players to connect the dots to your market.

Continue to provide information throughout our partnership to help us define the opportunities in your community.



## Marketing and Representation

Our team attends more than a dozen retail real estate conferences including ICSC, ICSC Recon and RetailLive!

Retail Strategies attends these shows to meet with industry leaders and market your opportunities.

At conferences, we set up meetings with targeted retailers, restaurants, brokers, and developers on your behalf.

Following the conference, you receive an update on who we met with, what was said, and what our next steps are for your community.





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RETAIL STRATEGIES

# Recruitment Deliverables

## Data & Analytics

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



## Real Estate Analysis

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

## Recruitment Plan

A thorough analysis that showcases your trade area, real estate assets, and defines the prospective businesses that will thrive in your market.



## Marketing Guide

These customized marketing guides showcase critical market intelligence, data, real estate, and advanced analytics to illustrate the top facts for industry professionals that position your community for economic growth.

## Outreach & Marketing

Pro-active retail recruitment to a minimum of 30 retailers, restaurants, brokers and/or developers each year to market the uniqueness and opportunity of your community, overcome objections, and advance your economic efforts.



## Conferences

Retail Strategies will represent your community to targeted retailers, restaurants, brokers, and developers. After the conference, you receive an update on who we met with, what was said, and what next steps.





# Investment

We appreciate the opportunity to work with the City of Liberty!

## Return on Investment

Our services will help reduce the **\$457 million** in annual retail leakage, pay a return in sales taxes, add and save jobs, increase property taxes, and add businesses that enhance the unique qualities of your community.

The addition of just one retail store/restaurant that brings in \$1 million in retail sales will bring in tens of thousands of tax collections to add back to your budget.

Service	Investment
Annual Retail Recruitment	\$45,000

*Pricing valid for 60 days*

Retail Strategies' agreements are annual with defined prices for up to two additional years of service. The Client will have the option to extend or discontinue the agreement each year and is not locked in to multiple years of service.

The total fee for completion of work is due upon execution of agreement. Project fees are due within 30 days of receipt of the invoice.

Should the Client request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by the Client in advance of commencing any additional work. One trip to Client is included in pricing for Retail Recruitment. Any additional travel will be approved by the Client (not to exceed \$1,000 per trip).

## American Rescue Plan

Our services are eligible uses of the American Rescue Plan funds that the City and County are receiving and are an investment back into the community.



# Success Story

## Newberry, South Carolina

Newberry (population 10,200) previously experienced retail development that had been hit and miss and was largely left up to local landowners and developers without a dedicated resource for retail recruitment on the city staff.

After Retail Strategies partnered with Newberry, we recruited Starbucks, Firehouse Subs, Huddle House, Papa Johns, Taco Bell and other retailers and restaurants.

“We knew other small communities had been successful with retail growth by partnering with Retail Strategies,” said Mayor Foster Senn. “We felt like they possessed the skills, ability and expertise to put a retail economic development plan into place for us.”

“We consider Retail Strategies part of our team - we’re doing our part in the city and the momentum carries together. They bring in expertise and talent that can really help us succeed and attract businesses that our citizens desire.”





# Success Story

## Laurens, South Carolina

**Chick-Fil-A** owned land in Laurens (population 9,100) for three years with no timeframe to open this location. After four months of Retail Strategies leveraging our contacts at Chick-Fil-A, Chick-Fil-A held their Laurens groundbreaking in March 2015.

Our team identified an opportunity for **Roses Discount Store** to backfill a vacant Food Lion. We leveraged our relationship with Roses' Director of Real Estate for Roses to open in this space.

Retail Strategies contacted the landowner for a former Zaxby's. We sent the site to over 15 restaurants and developers including **Arby's** Real Estate Director who connected us with a franchisee. The Arby's franchisee purchased this location, held a grand opening in 2017, and is operating successfully in Laurens.

We were informed that Big Lots was closing in Laurens Plaza shopping center. Retail Strategies promptly began outreach to tenants to backfill this space including **Badcock Furniture**. Badcock and the tenant representative executed a lease and held a grand opening in 2016.

Retail Strategies put together a plan to backfill the vacant space of a Dollar Tree. We contacted a long list of retailers, tenant representatives, and investment groups to purchase and redevelop the center including Citi Trends. The property owner and **Citi Trends** came to an agreement to backfill the space and Citi Trends is operating successfully in Laurens.

The property owner of the vacant Ryan's steakhouse was desiring to sell. We immediately sent the site to over 50 restaurants, retailers, and developers including Hutton developers who built a stand-alone **Taco Bell** on the site.





# Success Story

## Jasper, Alabama

Retail Strategies identified several retail sectors leaking from Jasper's trade area including apparel, toy & hobby, pet stores and shoes.

A dilapidated shopping center was identified in a strategic location in Jasper (population 14,572). Our team worked diligently with the City and developer to create an incentives solution to an economic gap existing in the deal structure. This redevelopment project has been a huge success in Jasper and served as a catalyst to bring more retail into the market.

Our team was aware that Aldi had been interested in the Jasper market. Aldi was in the process of working a deal at a location on Highway 78 when the Aldi real estate committee turned down the site.

Through our deep knowledge of the real estate assets of Jasper, we quickly shared another site with the Aldi real estate team and their lead developer that we have had on our radar for a while. The developer purchased the property and brought along Harbor Freight as part of the development.

**Sales Tax Collections** \$650,000 Annually

**Job Creation** 100+

**Dunham's**  
SPORTS

**Freddy's**  
HOTTER CUISINE  
STEAKBURGERS

**five**  
BELOW



**MATTRESS**  
FIRM

**HOBBY**  
LOBBY

**HARBOR FREIGHT**  
TOOLS

**SHOE**  
CARNIVAL

**PETCO**  
Where the pets go.

**TJ-maxx**







# Success Stories

Hartwell, Georgia (population 4,479)



Lewisburg, Tennessee (population 11,121)



Emporia, Virginia (population 5,442)



South Hill, Virginia (population 4,377)



Farmville, Virginia (population 8,117)



Martin, Tennessee (population 10,372)





# References and Testimonials

## Walker County, Alabama

Linda Lewis, Chamber President  
(205) 384 - 4571  
linda@walkerchamber.us

*"Our investment in Retail Strategies is one of the best decisions passed by our Chamber's leadership. I strongly recommend you consider their services. You will definitely be pleased with their product."*

## Conway, South Carolina

Devin Parks, Director of Economic Development  
(843) 248 - 2273  
dparks@conwayscchamber.com

*"The work that Retail Strategies conducts AFTER the data collection, separates them from the competition. Not only do they provide the analytic insight, but they establish relationships with potential prospects and then follow up by actively recruiting these prospects on our behalf."*

## Millbrook, Alabama

Ann Harper, Economic Development Director  
(334) 285 - 6428  
ann.harper@cityofmillbrook-al.gov

*"Retail Strategies has been a trusted retail partner for the city the past three years. Recently, we chose to expand our partnership to help define our Downtown and to better serve our community as a whole and attract investment to our community."*