



retail strategies

success



There's a lot of potential here.

Moline, IL: Dick's Sporting Goods

Retail Strategies assisted in the recruitment of Dick's Sporting Goods to the struggling SouthPark Mall in Moline, IL within the first year of our engagement. By working with Macerich, which is one of the largest REIT's in the Country, Retail Strategies was able to assist in landing the major sporting goods retailer in the market.

In the News

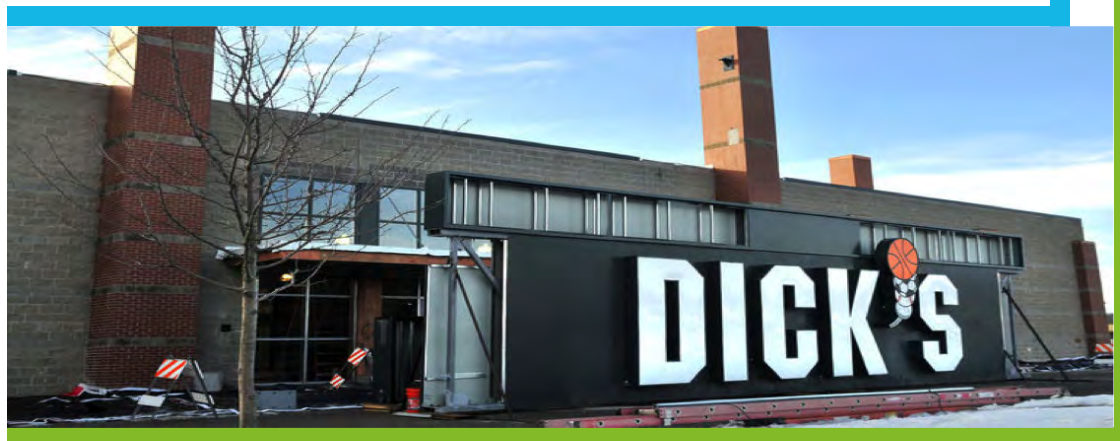
"What closed the deal finally was when Retail Strategies came in and gave the company the demographic information they wanted and showed the company how Macerich was making the investment in SouthPark Mall."

Ray Forsythe
The City of Moline, IL

"The real estate brokerage community is able to work with Retail Strategies and expose them to the sites we have listed or under development. The company (Retail Strategies) allows us to maximize and multiply our efforts, exposing our Moline locations to potential users across the country,"

Jeff Miller
Commercial Broker, Grampp Realty

Site: QCOOnline.com "Marketing Efforts for Moline Already Successful" by Dawn Neuses



Jasper, AL: TJ Maxx, Petco, Hobby Lobby, & Shoe Carnival

Retail Strategies created success in Jasper by executing Jasper's Strategic Recruiting Plan by working with a developer, property owner, City officials, and the Chamber to put a deal together to redevelop the Jasper Square Shopping Center and bring T.J. Maxx, Petco, Hobby Lobby, & Shoe Carnival to the market. The redevelopment will create approximately 100 jobs and bring in more than \$500,000 a year in sales tax for the city.

What Does Our Client Think?

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

Linda Lewis

President of the Walker County, AL Chamber



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Mountain Brook, AL: Lane Parke

Retail recruitment, market analysis and leasing services were provided to the owner of a 1950's-era shopping center and apartment complex, which is being redeveloped into a high-end, mixed-use development. Retail Strategies completed the research and made a presentation to the city to rezone the 27 acre site to PUD.

Research uncovered an opportunity to recruit luxury retail tenants, most of which are locating in Alabama for the first time. Lane Parke will feature over 160,000 square feet of luxury retail, 25,000 square feet of office space, a 100 room boutique inn, and 320 luxury residential units.

The Tenants (More to be Announced)



Tuscaloosa, AL: Shoppes at Legacy Park

Retail Strategies played an integral part in negotiating a \$16.57 million incentive policy for a \$62 million 250,000 square foot shopping center in Tuscaloosa, AL. The new retail shopping center will cover 16.2 acres and bring new to market concepts Fresh Market, DSW, Chuy's, World Market, Bed Bath and Beyond, Pet's Smart, Dick's Sporting Goods, and several other desired tenants.

Economic Impact

\$30+ Million Annual Sales Tax Revenue Collections

500+ Jobs Created

Raise \$430,000 Annually for City Schools

The Tenants



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Statesboro, GA :: Wal-Mart Neighborhood Market

In 2013, the City of Statesboro engaged Retail Strategies to assist their efforts in pro-actively recruiting retail. As part of the Retail Strategies process, we determined that the student population of Georgia Southern University had not been a focus of past research and recruitment initiatives. By incorporating the 21,000 student's spending potential with a regional trade area focus, we identified a substantial grocery GAP in the market and reached out to multiple grocery concepts at ICSC meetings and through follow-up phone calls.

In June of 2014, WMT announced and began construction of a new *Neighborhood Market* near the GSU campus that will also serve the greater Statesboro population. At least one and possibly two additional national grocery chains we targeted are expected to announce expansion plans in Statesboro in the coming months.



Washington, NC :: Zaxby's

Due to Retail Strategies' research, a need for quick service restaurants was quickly identified in Washington, North Carolina. Retail Strategies contacted Zaxby's and made introductions to the property owner. Zaxby's has since opened a new location in Washington and is currently fully operational. Zaxby's has committed to Washington and has been very involved in giving back to the community since its opening.



Lake City, FL :: Harbor Freight & Tool

In 2013, Retail Strategies was engaged by the Columbia County-Lake City Chamber of Commerce to provide retail market research and retail recruitment services. Research revealed an \$11.3M gap in the trade area for building materials stores. As part of the strategic planning process, the Retail Strategies team identified a number of retail prospects to fill the gap and immediately began calling on them to discuss the market opportunity. One of the retail prospects, Harbor Freight Tools, expressed strong interest in the market in early 2014. By June of that year, the retailer had contracted with a developer to open a new store in Lake City.



Augusta, GA :: Dunkin Donuts & Which Wich

Retail Strategies made contact with representatives from Which Wich and Dunkin' Donuts in 2014. The market was approved by the franchisee and corporate at both companies and Retail Strategies shared several sites to the real estate director(s) to identify where they may be best positioned. A final site was chosen and a local brokerage group is putting together the 3,400 SF multi-tenant development in downtown Augusta. The franchisee anticipates hiring at least 25 employees for Dunkin' Donuts and another 20 employees to work at Which Wich. Both businesses are expected to be operational by late June or early July 2015.



Laurens, SC :: Chick-Fil-A

Chick-fil-A has owned land in Laurens, SC for three years but there had been no official timeframe to begin construction and open a location on their site in Laurens. After four months of leveraging contacts with Chick-fil-A, Chick-fil-A announced to open a location in Laurens, SC in 2015. The ground breaking took place on March 12th of 2015 and they expect to be fully operating by October 2015.



Margaret Woodard Downtown Augusta, GA

“We spent time interviewing 3 companies to work with us on a retail strategy for downtown Augusta (Retail Strategies, Buxton and one other I cannot recall) in 2013. Retail Strategies just simply outshone everyone in the industry. Most companies will compile your demographic data and gap analysis and leave you with a follow-up list of possible prospects to do on your own. Retail Strategies has relationships with national, regional brands as well as multiple mixed-use developers and their fee (investment to us) includes the actual recruitment piece of the overall strategy. Our Marketing Brochure is outstanding...we currently have a list of 33 viable prospects and have started discussions with 4 local and 3 outside developers for a new infill mixed-use development.

“They have established relationships with local real estate brokers and developers here in Augusta and are currently talking with key stakeholders and property owners about the best and highest use for their properties. It is nice to have an expert (with a track record...100 cities in 18 states) representing our city at trade shows as well as key meetings here in Augusta.

“They have an overall team approach and will assign key members to your team once the information gathering for reporting is completed. We gave an update to our City Council Monday and everyone was thrilled. We are considering hiring them to take on additional key areas in our city in addition to downtown.”

~ Margaret Woodard



The following letter was written by our client in response to a solicitation by a community interested in partnering with Retail Strategies in late January 2015.



recommendation

Brian Murphy
Plainfield, IL

“Like many cities around the country, Plainfield had engaged a national consulting firm for retail analysis, but found that simply having research materials did not provide the necessary value unless there was a plan for execution. In March of 2014, Plainfield engaged Retail Strategies to update their market analytics, and more importantly, to initiate a long-term retail recruitment strategy on their behalf. Retail Strategies is working to revive several retail development projects that “died” in the downturn of 2007, has assisted with the research elements associated with TIF development, and engaged local real estate representatives to connect them to national retailers looking for locations in suburban Chicagoland.”

~ **Brian Murphy**
Village Administrator

Jeff Downes
Vestavia Hills, AL

“Retail Strategies partnered with the City of Vestavia Hills for a full engagement in January of 2014. Although we engaged with the City of Vestavia Hills on January of 2014, we have been working with City Manager Jeff Downs for the previous 18 months in Montgomery (AL). Much of our focus in Vestavia Hills has been on providing advisory services as the City looks to create “village” concepts in three distinct retail corridors. Restaurants and additional grocery concepts (Sprouts is currently under construction) have been the primary retail targets”

~ **Jeff Downes**
City Manager

Tiffany Kilpatrick
Hibbett Sports

Lacy along with her group at Retail Strategies have been extremely helpful providing all the necessary information we’ve needed to make our decision to locate in Hohenwald, TN. Retail Strategies is a great outlet of information for any retailer considering a market that they represent.
Thanks Retail Strategies for all your help!

~ **Tiffany Kilpatrick**
Real Estate Manager



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Donny Jones Tuscaloosa, AL

“Tuscaloosa contracted with Retail Strategies in August of 2012. Being a college town with a population of 94,000 and a student population of 35,000 created challenges in using traditional market research to truly identify opportunities in the market. During this engagement, Retail Strategies employed a number of approaches to truly capture the opportunities in the market, and then utilized the results in our execution on behalf of the client. During this time Tuscaloosa has seen a period of unprecedented retail growth, and Retail Strategies has advised City leaders on zoning issues, and worked as an advocate for the City through incentive negotiations of more than \$16 million. To date, more than 400,000 square feet of retail development projects have been completed, or are under construction.”

~ **Donny Jones**
COO

Marjette Upshur Lynchburg, VA

“Similar to other cities and economic development organization, the LDC had employed a national consulting firm to provide market research, and found limited success in their efforts. With the many roles the LDC staff is required to manage, retail recruitment became an “ad-hoc” function with little continuity. The LDC partnered with Retail Strategies to update previous market analytics, but again, more importantly, to implement a long-term recruitment strategy that recognizes and accounts for the city’s changing needs, real estate challenges, and unique demographics. In the first year of this engagement, Retail Strategies has recruited a national, new to market, grocery concept to Lynchburg, assisted with research on several ad-hoc development projects in Downtown Lynchburg, provided market intelligence on thoroughfare projects as they relate to (and impact) retail opportunities, and made introductions of retailers to local real representatives.”

~ **Marjette Upshur**
Executive Director



Union County, MS

New Albany Gazette "Retail Strategies"

"We're not often impressed with consultants. Sometimes, we think, they make good money telling you what you already know or what you want to hear. But we think the decision several months ago by the Union County Development Association, backed by the city of New Albany and a local developer, to contract with Retail Strategies of Birmingham, Ala., was the right one.

"The goal of Retail Strategies is to identify areas where a large amount of consumer spending is leaving Union County for cities such as Tupelo and Oxford and attempt to recruit businesses here to chip away at some of those gaps.

"It's a hard business, but Retail Strategies has a good track record of being able to help communities obtain businesses that are a good fit for them. The company already knows and works with many national and regional retailers to help them find new locations. We expect the contract with Retail Strategies is going to provide an excellent return on our local investment and is an important part of the revitalization of the Union County Development Association."

** New Albany Gazette, "Retail Strategies" January 28, 2015
Wayne Mitchell, January 8th, 2016*

Bixby, OK

Tulsa World "Bixby Seeks to Lure Economic Development"

"We've decided to up our game. We like to deal with people with similar characteristics, and this is a firm that deals with integrity. They want to be successful, just as we do. What really impressed me about Retail Strategies was their data capabilities. They are willing to share, through research that they have done, the opportunity gap and the different ways that people can make money here by building or expanding businesses. That information will be shared with any party that wishes to come forward and talk. Of course, the end game is to lead to new restaurants and retail and other types of new development. I'm banking on that happening because I know in my heart that it's out there. It just takes someone to look through the deals together"

~ **Doug Enevoldsen**, City Manager, Bixby, OK

** Tulsa World, "Bixby Seeks to Lure Economic Development"
Stephanie Andre, April 7, 2015*



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Desloge, MO

Desloge Daily Journal "City Administrator Talks Retail Strategy"

"Camp said the one thing that sets Retail Strategies apart from other similar firms is their promotion of client cities to national retailers. "What a lot of these companies out there do is give us a big volume of information and say, 'Here, have a nice day.' Here, [Retail Strategies] goes to work for us. What they do is represent us in Las Vegas, Chicago, New York, Dallas, Nashville, Atlanta — all the ICSC (International Council of Shopping Centers) conferences that they have annually. They're going to represent the city of Desloge at those conferences." Camp said he felt the city was moving in the right direction and that the city's relationship with Retail Strategies has been positive up to this point."

~ **Greg Camp:** City Administrator, Desloge, MO

**Desloge Daily Journal, "City Administrator Talks Retail Strategy"
Kevin Jenkins, June 4, 2015*

Vestavia Hills, AL

BBJ "Vestavia Hills to Put Focus on Cahaba Heights in 2015"

"Cahaba Heights is a diamond in the rough. When you are a diamond in the rough, you've got to refine yourself a little bit. You've got to polish it up, and you've got to create a vision. You do that through a planning process. We are looking at the assets we have and planning them on the front end to deliver a product on the back end that creates quality of place. At the end of day, it creates those dollars that we will ultimately be able to leverage to add revenue to do some of the quality of life issues that are desired in this community"

"The City of Vestavia Hills is in the game. And we're going to be active players. We're going to rely on a plan."

~ **Jeff Downes:** City Manager, Vestavia Hills, AL

**Birmingham Business Journal, "Vestavia Hills to Put Focus on Cahaba Heights in 2015", Bryan Davis, January 8, 2015*



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Spring Hill, TN

Tennessean “Spring Hill Hiring Marketing Firm for the First Time”

“If we do not do something like this, with this area, then it is my humble opinion that we will never have any kind of city center. We will become more and more a place our citizens come back to sleep and stay inside with little or no chance to socialize with each other. “

~ **Peter Jenkins**, Author

“We can all say the reasons we think people are going to Franklin and other places to get the things they can’t get here, but what are the reasons?” We do not have anyone on staff that can tell us. This firm can help us determine that.”

~ **Susan Zemek**: Alderman, Spring Hill, TN

**The Tennessean, “Spring Hill Hiring Marketing Firm for the First Time”
Jamie Page, April 30, 2014*

Fort Payne, AL

WHNT.com “Fort Payne Hires Company To Help Recruit New Businesses”

“This company specializes in assisting municipalities in the recruitment of retail industry. The council felt like a company with this magnitude and this expertise will be of great assistance to recruit retail businesses that fit our demographic.

“Other cities that employed the company were able to recruit enough businesses to make up the funds that were spent on its hiring.”

~ **Andy Parker**: City Clerk, Fort Payne, AL

** WHNT.com “Fort Payne Hires Company To Help Recruit New Businesses”
Laura Christmas, May 2, 2014*



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