



retail strategies // retail academy

Santa Rosa

California

Strengthening Santa Rosa's Retail Strategy

Boosting recruitment capability for success at ICSC Las Vegas

Santa Rosa engaged in a yearlong partnership to strengthen retail recruitment, improve internal coordination, and better position the city for engagement with retailers, restaurants, and real estate professionals at ICSC Las Vegas. Through the Retail Academy program, leaders and staff received hands-on training in consumer data, spending patterns, real estate evaluation, and recruitment strategies, along with guidance on how to approach operators, communicate value, and prioritize prospects based on redevelopment opportunities and commercial service gaps.

The partnership improved internal communication, aligned messaging, and prepared the team with tools and confidence for industry outreach. With a unified strategy, Santa Rosa secured more than 20 meetings at ICSC Vegas with developers, retail operators, restaurant groups, and service concepts, opening doors for future opportunities and giving the city deeper insight into site needs and location factors.

Santa Rosa continues to use the tools and processes developed through the partnership, and is in conversation with Retail Strategies about continuing the Academy program to support new staff and prepare for ICSC Vegas 2026.

20+

ICSC Las Vegas
Meetings

1 Year

Partnership Length

