How to Develop Your
Retail Recruitment Roadmap

Buxton®

Taking the Right Steps

Step 1 - Know What You Need
Step 2 - Identify the Targets
Step 3 - Set the Stage
Step 4 - Recruit to Win

Retail Experts

GameStop
Aaron's
ANTHROPOLOGIE
tcby the country's best yogurt
Applebee's
TRADER JOE'S
GNC LiveWell.
P.F. CHANG'S CHINA BISTRO
Life is good.
FedEx
BED BATH & BEYOND
Timberland
Massage Envy SPA
Garden Ridge
Pier 1 imports
SALLY BEAUTY

Retail Recruitment
Is Competitive

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Retail Recruitment is Competitive

Retail Recruitment is Competitive

What Makes a Community Competitive?

Unified, long-term vision

Deep understanding of strengths & areas of opportunity

Leadership that has the political will to create a pro-business environment

What Makes a Community Competitive?

Solid public-private partnerships

Relationships with industry experts

Ability to execute a fully integrated marketing plans and roadmap

Step 1
Know What You Need

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Understand Who You Are

Your Community Has a Unique Thumbprint

Assess Your Current Retail State

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	11,161,078	10,379,575	0.9
Expenditures at Hobby, Toys and Games Stores	6,343,181	14,889,346	2.3
Expenditures at Sew/Needlework/Piece Goods Stores	1,455,296	2,482,496	1.7
Expenditures at Musical Instrument and Supplies Stores	2,114,984	5,691,079	2.7
Expenditures at Book Stores and News Dealers	10,059,468	20,316,828	2.0
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	3,411,715	6,296,409	1.8
Total Sporting Goods, Hobby, Book, & Music Stores	34,545,723	60,055,734	1.7

Step 1

Know What You Need

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Compare Your Community

City	Population	Metro Area Population
Bloomington-Normal	129,843	169,572
Champaign-Urbana	122,809	231,891
Decatur	76,096	109,900
Peoria-East Peoria	138,682	373,590
Springfield	117,076	201,437

Step 2
Identify the Targets

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Understand Your Community's Thumbprint

Know Your Consumers

CUSTOMER

DEMOGRAPHICS
Age: 35-50
Income: $75 – 100K
Married

CUSTOMER

DEMOGRAPHICS
Age: 35-50
Income: $75 – 100K
Married

Know Your Consumers

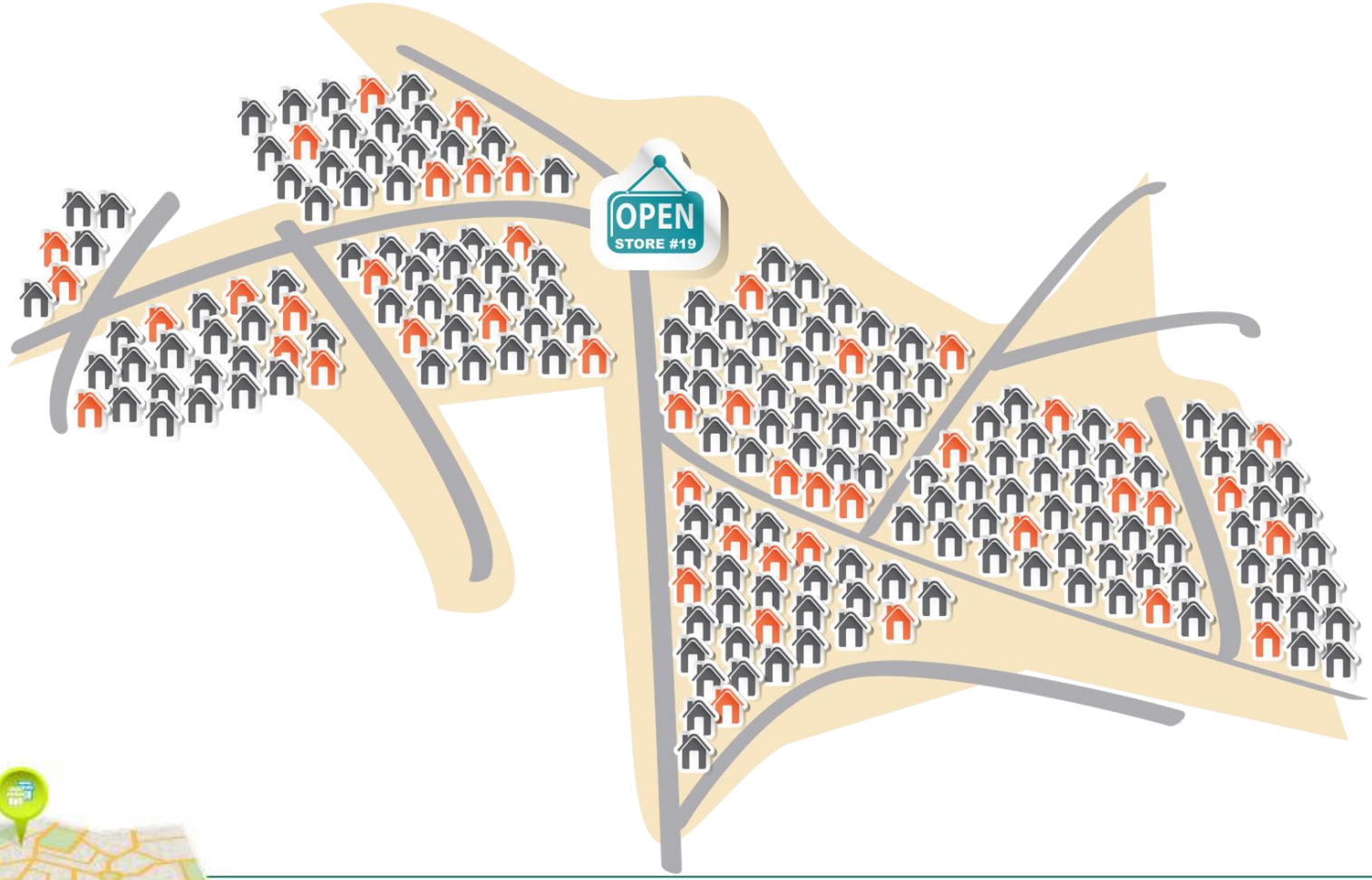
CUSTOMER
BEN SHAW
1010 IMPERIAL WAY

CONSUMER TRAITS
SHOPS AT SAM'S
DRIVES A GMC
EATS AT CHILI'S
ONE CHILD
NETFLIX SUBSCRIBER

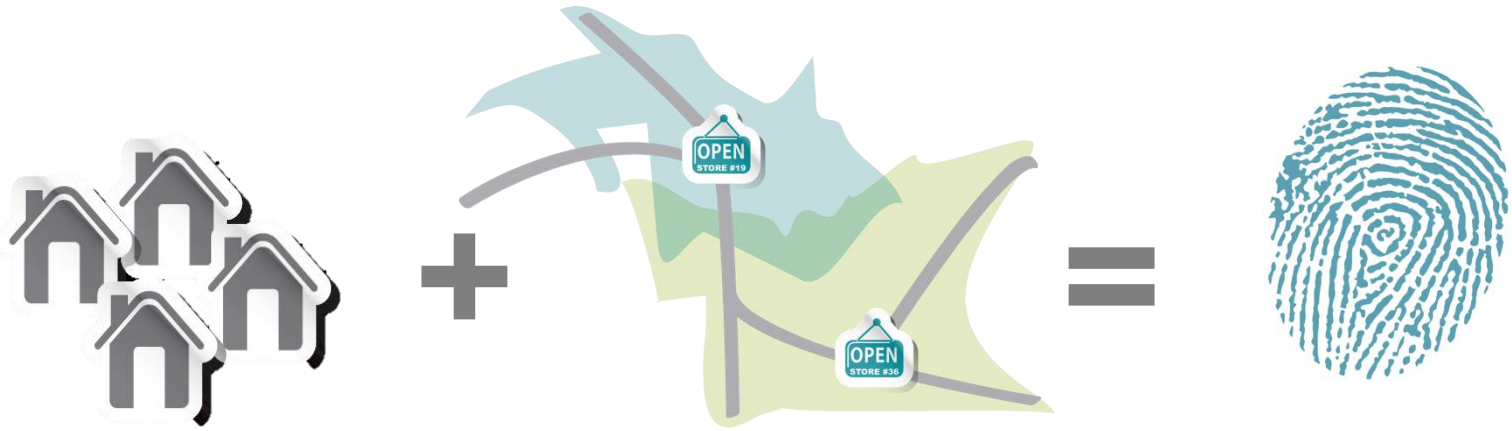
CUSTOMER
TOM KING
308 BRYANT CT

CONSUMER TRAITS
SHOPS AT COSTCO
DRIVES A VOLVO
EATS AT P.F. CHANG'S
THREE CHILDREN
PREFERS MOVIE THEATERS

Determine Your Retail Trade Area



Your Community's Thumbprint



Consumers

Drive-Time Trade Area

Indentify Specific Retailers for Pursuit

Step 3
Set the Stage

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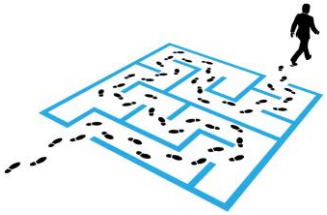
Prepping for Retail



Streamline the approval process

Develop shovel-ready sites

Pre-determine incentive policies

Identify your community's differentiators

Speak Like a Retailer

Drive Time

Competition & Co-Tenancy

Store Size & Format

Market Type/ Region

Step 4
Recruit to Win

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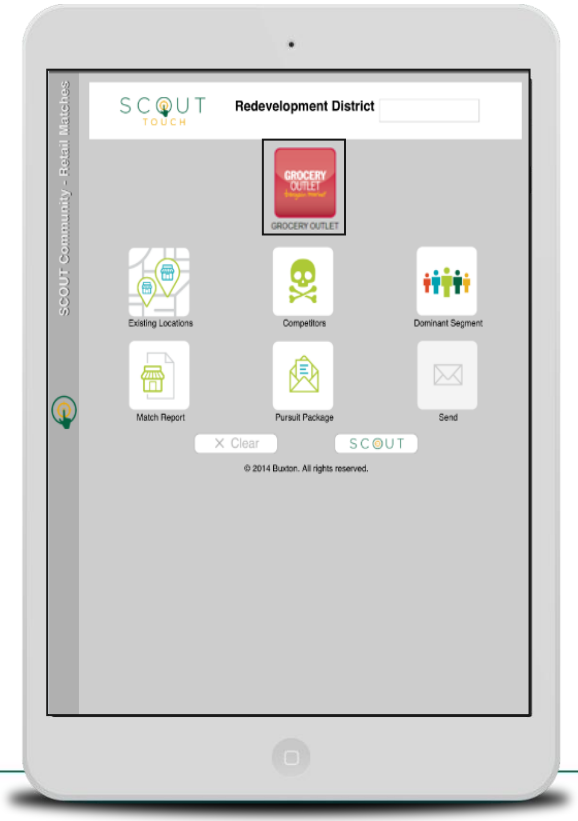
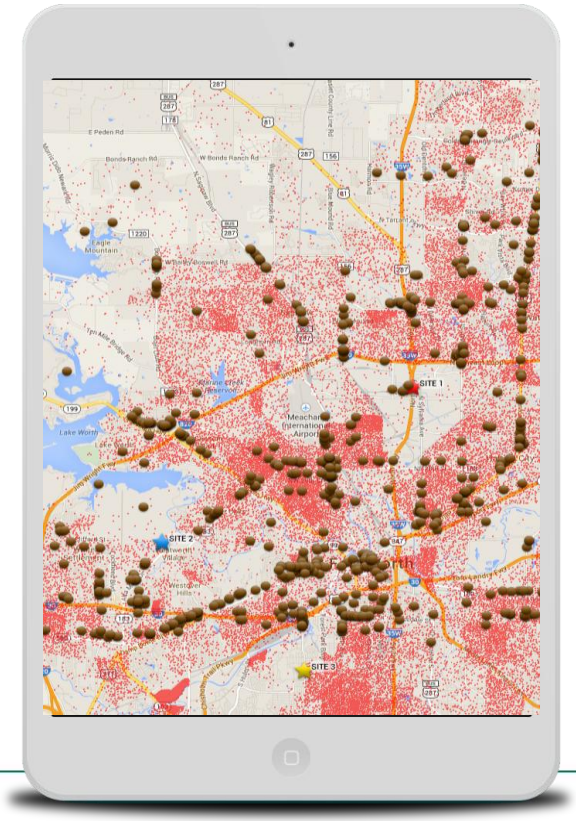
Marketing Your Community

Create custom marketing pitches for each retail or restaurant concept



Marketing Your Community

Identify customers around the site you're pitching.



Marketing Your Community

The best person to sell YOUR community is YOU!

Local Government Officials
Economic Development Organizations
Chambers of Commerce
Elected Officials

Questions?

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Booth #405

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