

Real Talk: What Types of Retail Strategies Work for Small Towns?

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Buxton[®]

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Overview

- Know and Show Your Market's Potential
- Focus on the Right Retailers
- Work Multiple Approaches
- Take Ownership of the Economic Development Process
- Successful Community Examples

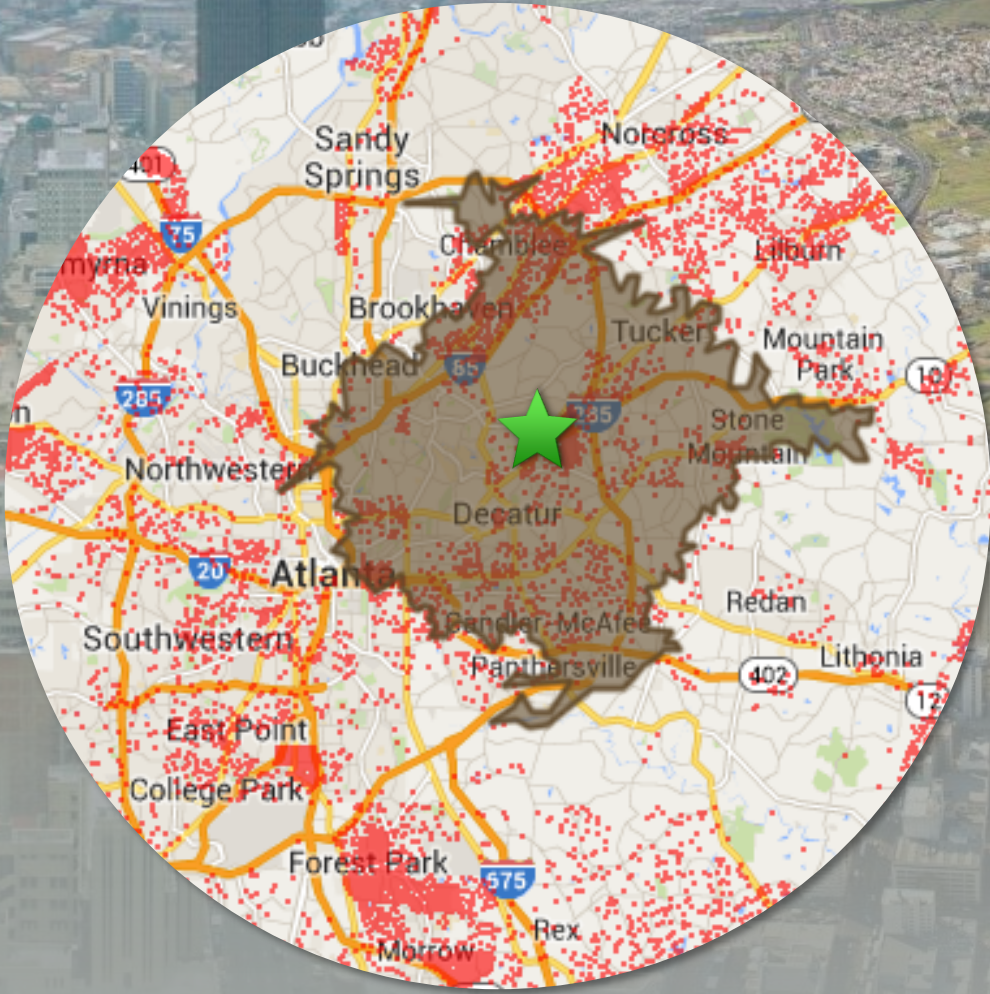
An aerial photograph of a city skyline, likely San Francisco, with a prominent skyscraper in the center. The image is split vertically: the left side shows a dense urban area with many buildings, while the right side shows a more open area with a large hillside. A large, semi-transparent white circle with the letters 'VS' inside is overlaid on the center of the image, positioned behind the main text.

Know and Show Your Market's Potential

What Kind of Community Are You?

When you know who you are, you know how to market your community effectively to recruit retail that sticks.

Know Your Community, Know Your Market Potential



A photograph of a retail clothing store. The scene is filled with neatly folded shirts on shelves and hanging garments. A central display features a striped polo shirt on a hanger. The lighting is warm and focused on the merchandise. The text "Focus On The Right Retailers" is overlaid in the center in a white, sans-serif font.

Focus On The Right Retailers

What Is Your Current Process?



Shotgun
Approach



Wish
List

Identify Your Strategy



Data Insights



Visitor Population



Retail Mix

Retailers Who Often Locate in Small Towns

Brookshire's
food & pharmacy

CATO

DOLLAR TREE

Chicken
EXPRESS

DOLLAR GENERAL

SONIC

FAMILY DOLLAR


Wendy's

maurices


TACO BELL

7 ELEVEN

Save a lot
food stores



Work Multiple Approaches

Where Should You Focus?



Think Holistically



Caribou, Maine: Case Study

“Being able to show the population numbers, the available workforce within the specific drive-time area of the site in our downtown was key.”

Austin Bless
City Manager



A vibrant, multi-story urban development with colorful balconies and ground-floor storefronts. The scene is set on a clear day with a blue sky. The buildings feature a mix of colors including red, orange, yellow, and blue. The ground floor has various storefronts, some with awnings, and a few people are visible walking on the sidewalk. Cars are parked along the street. The overall atmosphere is bright and modern.

Take Ownership of the Economic Development Process

Selling Your Community to Retailers

1. Plan for Success: Set the Direction
2. Understand How Retailers Make Location Decisions
3. Remove Barriers to Entry: Sites, Incentives, Streamlining Rules
4. Make Your Marketing Message Retail Specific
5. Market Proactively
6. Deliver Effective Presentations
7. Don't Forget the Power of Persistence
8. Remember to Celebrate the Small Wins Along the Way

Set The Direction

- Map Out Strategy
- Establish Realistic Goals
- Define Roles And Partnerships
- Focus Programs And Activities
- Allocate Resources



Retail Location Decisions 101

Trade Area

- Customers

Site Factors

- Accessibility
- Visibility
- Traffic
- Cannibalization
- Competition
- Infrastructure
- Physical & Environmental Issues
- Location Costs



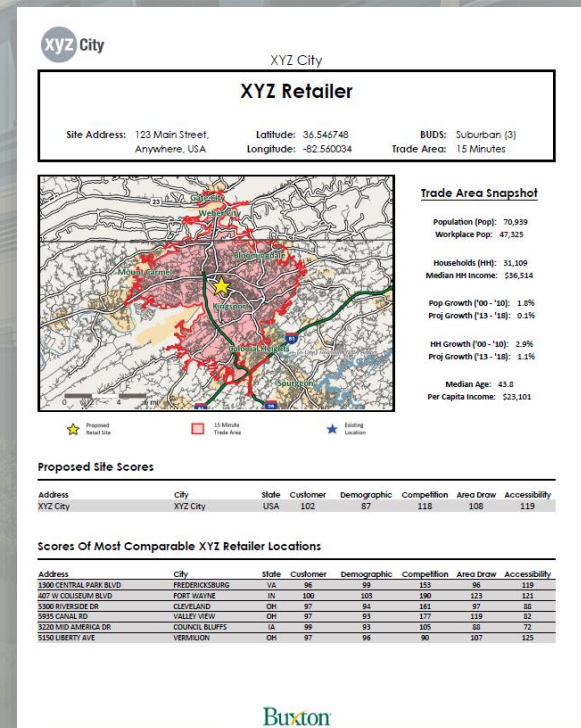
Removing Barriers to Entry: Sites, Incentives, Streamlining Rules

- Assemble Sites
- Consider Incentives
- Streamline Rules



Your Marketing Message: Retail Specific

- Sell your drive-time trade area
- Communicate your customers and retail market conditions are viable
- Focus on retailers that match the existing economic conditions



Market Proactively

Make It Happen!

- Commitment by public sector
- Partnership with private sector
- Develop relationships and networks
- Work your plan



Deliver Effective Presentations

Presentation Goal

- Prove that a store in your community is viable

How to Achieve this Goal

- Provide need-to-know information
- Know your prospect
- Differentiate to stand out
- Determine time limitations
- Be prepared to negotiate
- Listen
- Be enthusiastic



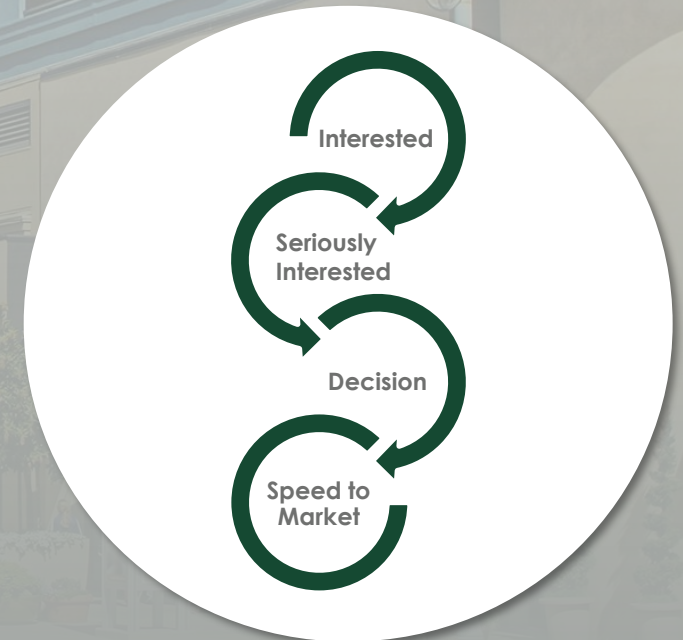
The Power of Persistence

Rule One:

- Change tends to be incremental; quantum leaps are rare

Rule Two:

- EXECUTION, EXECUTION, EXECUTION



Celebrate Small Wins Along the Way

- Focus on the here and now, note your organization's current activities
- Celebrate, but celebrate with caution
- Focus on the next small win and achieving long-range goals





Successful Community Examples

Celina, Texas: Case Study

“Customer analytics and data that is provided to us by Buxton helps us make decisions on where to go and who to try to attract to come to Celina.”

Mike Foreman

Former City Manager, Celina, TX



Waxhaw, North Carolina: Case Study

“**Leveraging Buxton resources**, city staff was able to secure interest and a finally a signed lease with Dunkin’ Donuts.

This will bring approximately **\$4k-\$6k** in property tax per year to the town.

Additionally, the construction of the 12,000 square foot building, where Dunkin’ will be sharing space with **Jersey Mikes and East Coast Wings**, was predicated on securing the Dunkin’ lease. Overall, this could bring \$12,000 from property taxes back per year to the town.

Dunkin’ Donuts has spurred other development that would not have happened as quickly.”

Curt White
Downtown Development Manager



Lebanon, Missouri: Case Study

“Buxton can be that partner that allows us to recruit those retailers to give us the income to put in different public infrastructure that makes us a more vibrant community.”

Chris Heard
City Administrator





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