

**FRUITLAND PARK CITY COMMISSION
WORKSHOP MEETING AGENDA**

March 14, 2019

City Hall Commission Chambers
506 W. Berckman Street
Fruitland Park, FL 34731

**Immediately after the Conclusion
of the Regular Meeting at 6:00 p.m.**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. ECONOMIC DEVELOPMENT PROPOSALS**
- 4. ECONOMIC DEVELOPMENT STRATEGY**
- 5. OTHER BUSINESS**
- 6. ADJOURNMENT**

Any person requiring a special accommodation at this meeting because of disability or physical impairment should contact the City Clerk's Office at City Hall (352) 360-6727 at least forty-eight (48) hours prior to the meeting. (§286.26 F.S.)

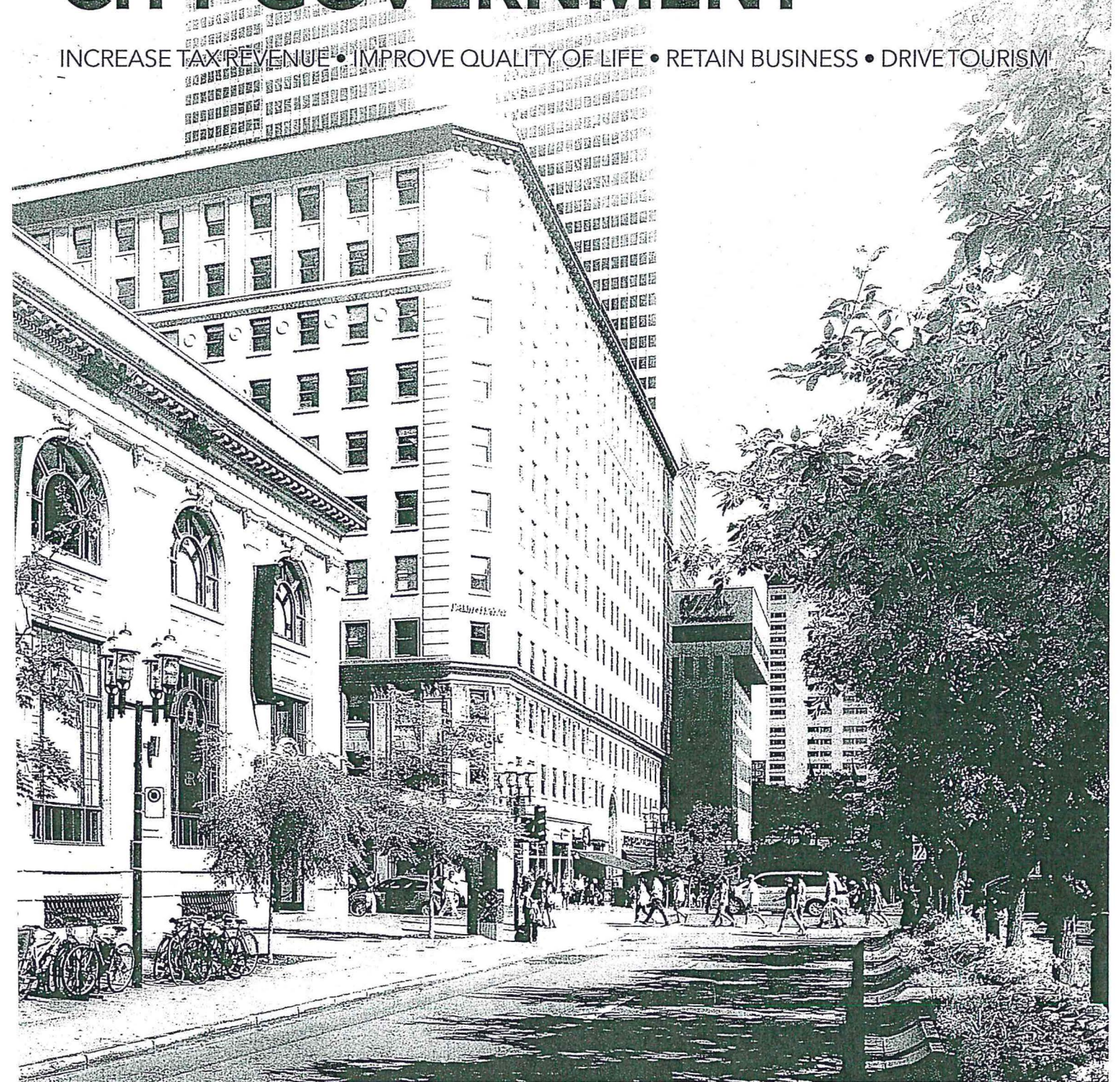
If a person decides to appeal any decision made by the City of Fruitland Park with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings and ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The city does not provide verbatim records. (§286.0105, F.S.)

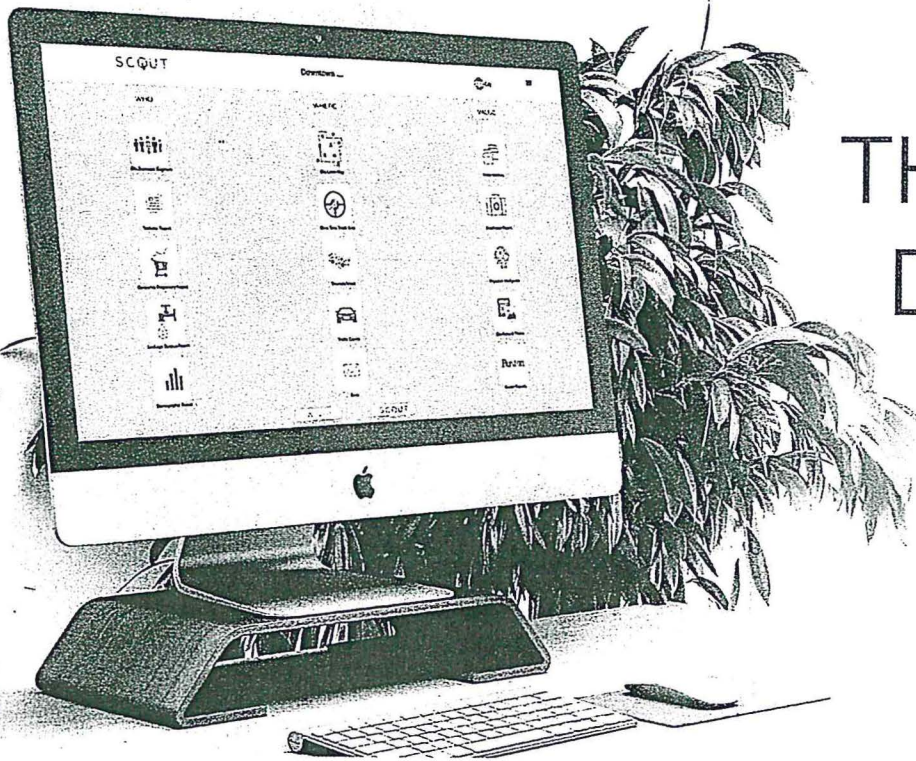
PLEASE TURN OFF ELECTRONIC DEVICES OR PLACE IN VIBRATE MODE.

Buxton®

BUXTON'S SOLUTIONS FOR CITY GOVERNMENT

INCREASE TAX REVENUE • IMPROVE QUALITY OF LIFE • RETAIN BUSINESS • DRIVE TOURISM





CITY GOVERNMENT

THE **BUXTON** DIFFERENCE

PUT YOUR CITIZENS AT
THE CENTER OF YOUR
GROWTH STRATEGY

We are the leader in customer analytics. Since our founding in 1994, we have worked with more than 4,000 clients and have earned a reputation for our client-first approach and high-quality solutions.

RESULTS **MATTER**

800
COMMUNITIES
NATIONWIDE

40 MILLION
SQUARE FEET OF
NEW RETAIL SPACE

WORLD CLASS **CLIENT SATISFACTION**

As a Buxton client you have a dedicated, experienced team supporting you through your partnership with us. This team serves as an extension of your staff, tracking your progress and providing guidance to help you evolve your strategy. We know how to help you implement and execute development strategies to see results from your investment.

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BENEFITS OF PARTNERING WITH BUXTON

DEFINE A PROACTIVE STRATEGY FOR RETAIL RECRUITMENT

When you begin working with Buxton, we start with understanding who your citizens truly are and defining the make-up of your community. Once we've studied these consumers, we identify which retail brands are right for your community and what concepts you shouldn't spend time and resources on trying to bring to your city. With this strategy outlined, your team is able to make the best use of their time with proactive marketing tactics.

SUPPORT YOUR EXISTING RETAIL BASE

Business retention is the second pillar of Buxton's partnerships with communities. We ensure city staff, elected officials, economic development staff and business owners work together to form public-private partnerships that promote growth within the community. LSMx, a local store marketing tool, is designed for small business owners. Through your partnership with Buxton you have the ability to give business owners access to LSMx to help them market their business to the best potential customers. This technology helps to keep local businesses competitive in the marketplace, supports entrepreneurs, and gives store owners the ability to market like national retail brands using customer data and analytics.

INCREASE YOUR TAX BASE BY ATTRACTING SUSTAINABLE RETAIL

By identifying the top retail recruitment opportunities for your community, you have a jumpstart on the retail recruitment process. Buxton provides guidance on which retailers are currently operating and expanding in your area and makes the introduction to executives at each of your retail matches. Landing new retail not only increases your tax base, but also improves the quality of life for your citizens by allowing them to shop and dine in their own community.

UNDERSTAND HOW RETAILERS VIEW YOUR MARKET

Buxton is the trusted advisor to thousands of retail and restaurant companies in the U.S. The data and tools we provide to your city are the exact same tools that retailers use when making site selection and new market decisions. Arming you with this data and analyses gives you instant credibility to retailers since so many in the industry know the Buxton name.

ECONOMIC DEVELOPMENT STRATEGY

In addition to our history of retail experience, we've worked in the field of economic development for two decades. When you partner with Buxton, we help you form a long-term economic development strategy and we provide the data, technology and expertise to help you make fact-based decisions for your community.

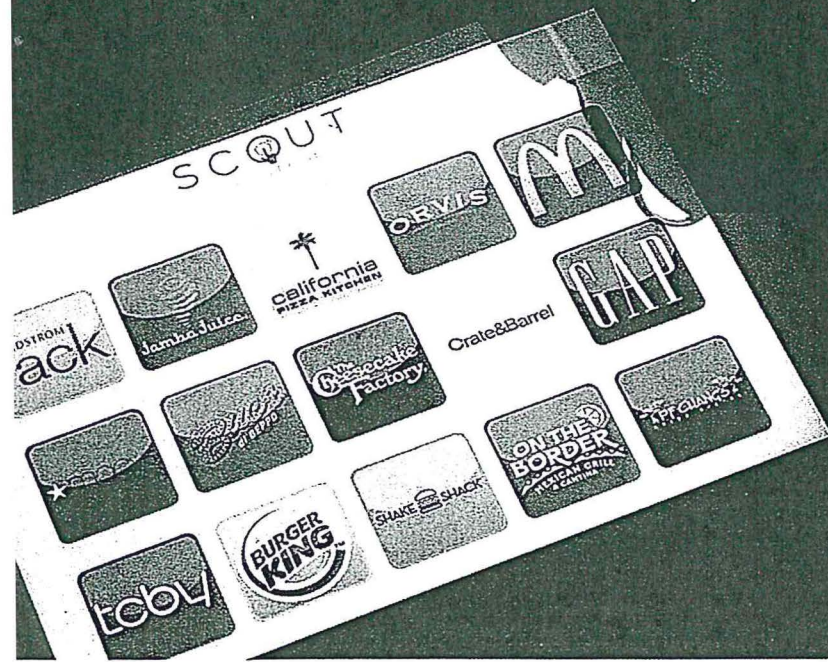
We understand the need to see results and a return on your investment. That's why our dedicated account management teams are here to act as an extension of your staff, helping you achieve your development goals by providing you with an unparalleled level of service. Great organizations grow with us – and we're ready to start a partnership with you.



PRODUCT

Retail Recruitment

Attract new retail and increase
your tax base with defined
retail recruitment strategies.



PRODUCT SUMMARY

What is it?

Buxton's Retail Recruitment solution gives community leaders access to the same market intelligence that retailers use to make site selection decisions. Using SCOUT, our proprietary web-based analytics platform, you can showcase retail potential to prospective new businesses and run reports to assist local businesses. We position your community for retail development success.

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PRODUCT FEATURES

What will it do for me?

Effectively recruit new retail and restaurant concepts.
Our analysis digs deep to identify what factors make your community attractive to retailers using drive-time analysis, leakage and surplus analysis and other techniques. Buxton provides a list of 20 retailers whose customers match the profiles of your consumers.

Increase your tax base.

Increase sales and property tax revenue, and reduce retail leakage by keeping business transactions in your community.

Support your local businesses.

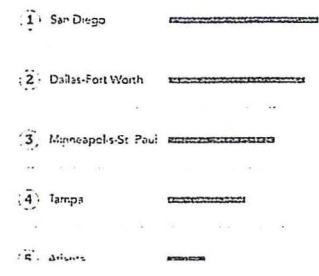
Retain and assist business owners by providing market intelligence to optimize merchandising and marketing.

Prepare marketing packages for targeted retailers.

Buxton prepares custom reports and introductory letters to inform retailers on your match list of the opportunities in your community. Your Buxton support team will be available to coach you throughout the recruitment process.

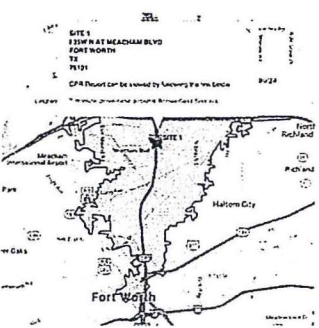
How else can you help me?

Top Markets for Tourism Spending



Tourism Insights

Increase the number of tourists that visit your city.



Business Retention

Retain current retailers and restaurants.

SCOUT

VHO Visitor Home Office	WHERE City Limits Map	VALU Retail Map
 Drive Time Trade Area	 Heat Map Report	

SCOUT Touch

Utilize a centralized approach to growing your community.

"Buxton gives us true data that supports the kind of growth we have today and can forecast the growth coming in the future. It gives us real numbers, so when we sit down with businesses that are looking at Celina, we have facts."



BUXTON'S CLIENTS

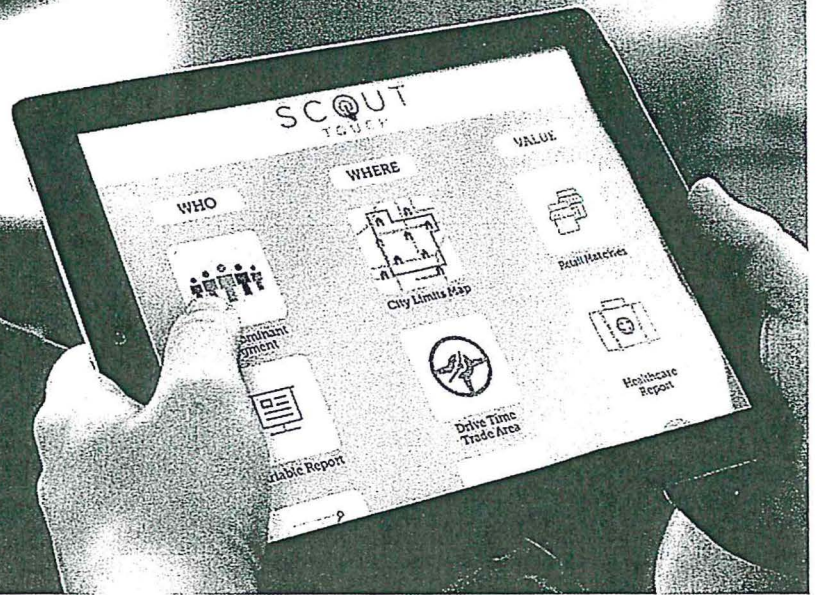
Who else trusts Buxton?



PRODUCT

SCOUT Touch

A centralized approach to growing your community.



PRODUCT SUMMARY

What is it?

From the city manager to elected officials and economic development staff, SCOUT Touch provides city leaders with a centralized approach to growing your community. When city leadership is unified in strategic growth expectations, you can efficiently enhance the quality of life for your residents, grow local business, and recruit new retail.

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PRODUCT FEATURES

What will it do for me?

Utilize a centralized approach to growing your community.

SCOUT Touch clearly and simply illustrates your city's development potential based on customers, where they are located, and the value of those customers to a retail or restaurant concept.

Enhance the quality of life for your residents.

SCOUT Touch provides city leaders with the data, insights, and analytics necessary to craft a winning strategy for growth. Bringing essential retail and services to your market will enhance the quality of life for your residents.

Grow local business.

SCOUT Touch gives local business owners instant access to business intelligence, providing the data needed to be more competitive in the market.

Recruit new retail.

With SCOUT Touch, you have access to your targeted retail matches, equipping you to confidently pursue retailers and restaurants that will enhance your growing community.

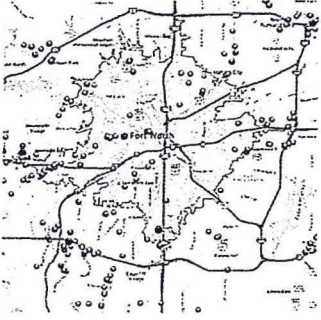
How else can you help me?

SCOUT



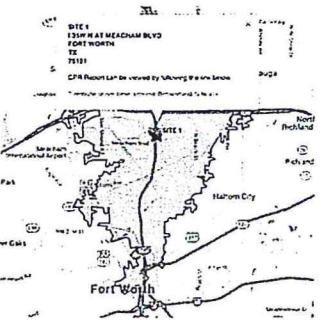
Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



City Planning Insights

Buxton offers retail solutions to help maximize your city's growth.



Business Retention

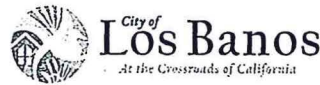
Retain current retailers and restaurants.

"In this day and age, it's all about analytics and having statistics on your community. Municipalities don't always have that at their fingertips. But with Buxton and the SCOUT program, we've been able to turn that around and provide prospective clients with some really good analytical data to help them make their decision to locate in Rochester."



BUXTON'S CLIENTS

Who else trusts Buxton?



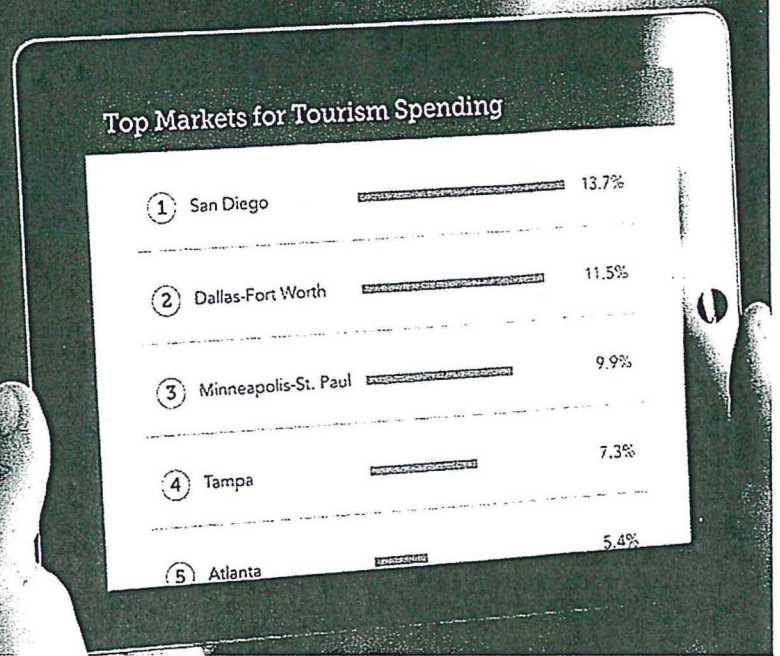
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PRODUCT

Tourism Insights

Increase the number of tourists that visit your city.



PRODUCT SUMMARY

What is it?

Buxton's Tourism Insights solution gives you the insights needed to design effective tourism marketing campaigns and to better understand consumer demand for goods and services in your trade area.

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PRODUCT FEATURES

What will it do for me?

Maximize your marketing budget.

Pinpoint the markets where your best visitors, and those just like them, live in order to optimize advertising spending. Target marketing messages to past and potential visitors at the household level.

Better understand your tourist base.

Buxton can tell you who is visiting your community and where those tourists are coming from.

Understand the value of the tourist population.

Not only can we identify who your visitors are and where they are coming from, but we can also tell you where they are spending dollars in your community across numerous retail categories.

Quantify the impact of tourism.

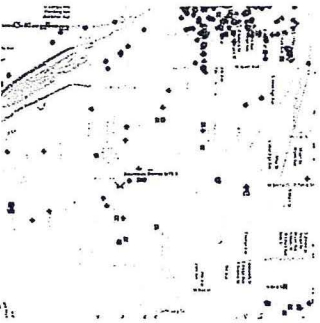
Quantify the economic impact of visitors and identify the retail categories where they spend money in your community.

How else can you help me?



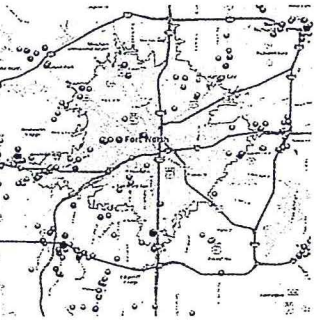
Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.



Healthcare Gap Analysis

Objective, data-driven solutions that identify healthcare facility shortages in particular regions.



City Planning Insights

Buxton offers retail solutions to help maximize your city's growth.

"Our investment in the Buxton reports and our contract each year turns around, or equates to, \$2 million in retail sales tax every year. So that investment is more than worth the money that we put into Buxton's contract."



BUXTON'S CLIENTS

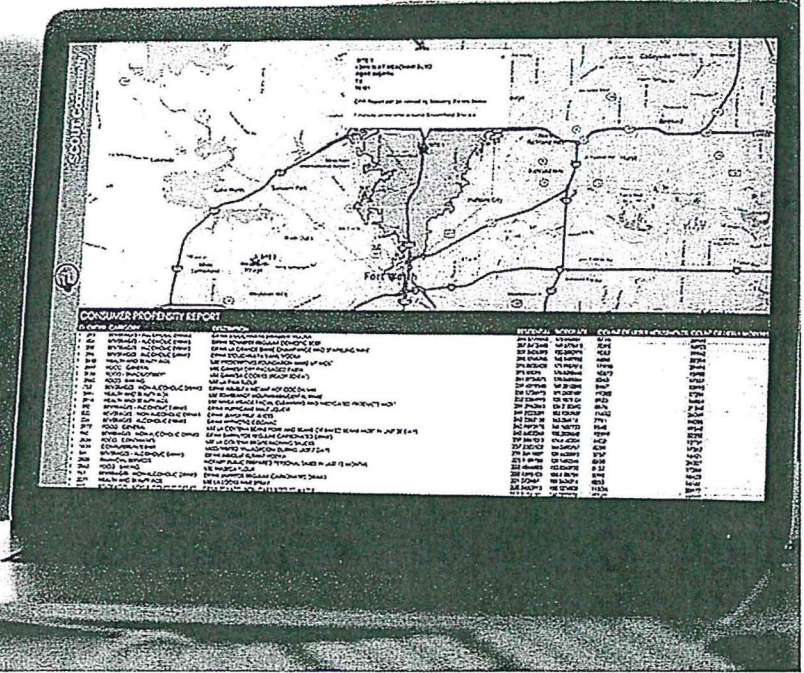
Who else trusts Buxton?



PRODUCT

Business Retention

Retain current retailers and restaurants.



PRODUCT SUMMARY

What is it?

As city leaders know, a thriving retail sector is vital to the overall health of a community. While a big part of maintaining a growing business community includes recruiting the right retailers for your city, an equally important mission is business retention – keeping existing retailers and restaurants in your business community.

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PRODUCT FEATURES

What will it do for me?

Provide market intelligence for business retention.

Buxton can provide market intelligence to optimize merchandising and marketing for existing retailers.

Assist businesses with local store marketing.

As communities aid existing retailers in their marketing efforts, those retailers will be more likely to stay and expand in your community. When you work with Buxton, you have access to LSMx, our local store marketing tool.

Ensure employment of residents.

Retail retention will provide jobs and strengthen economic development for your community's residents.

Help create community culture.

Specific retailers and restaurants often become an important part of a community's culture. By working to retain such retail establishments, you are maintaining your relationship with important community partners.

How else can you help me?

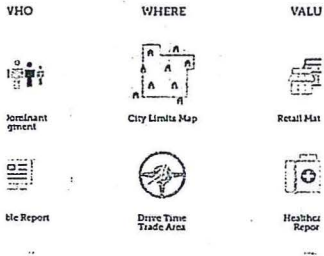
SCOUT



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.

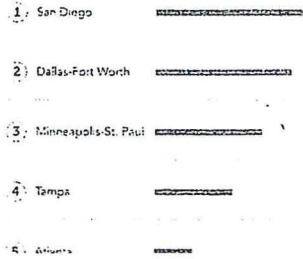
SCOUT



SCOUT Touch

Utilize a centralized approach to growing your community.

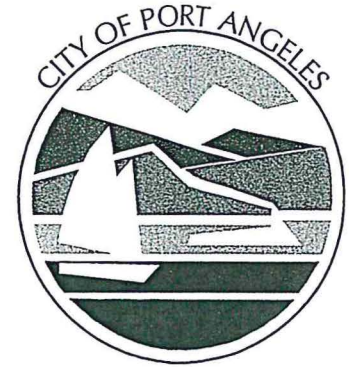
Top Markets for Tourism Spending



Tourism Insights

Increase the number of tourists that visit your city.

"Through Buxton, we received data that really empowers our business owners. Now they can make more informed decisions about what products and services to offer."



BUXTON'S CLIENTS

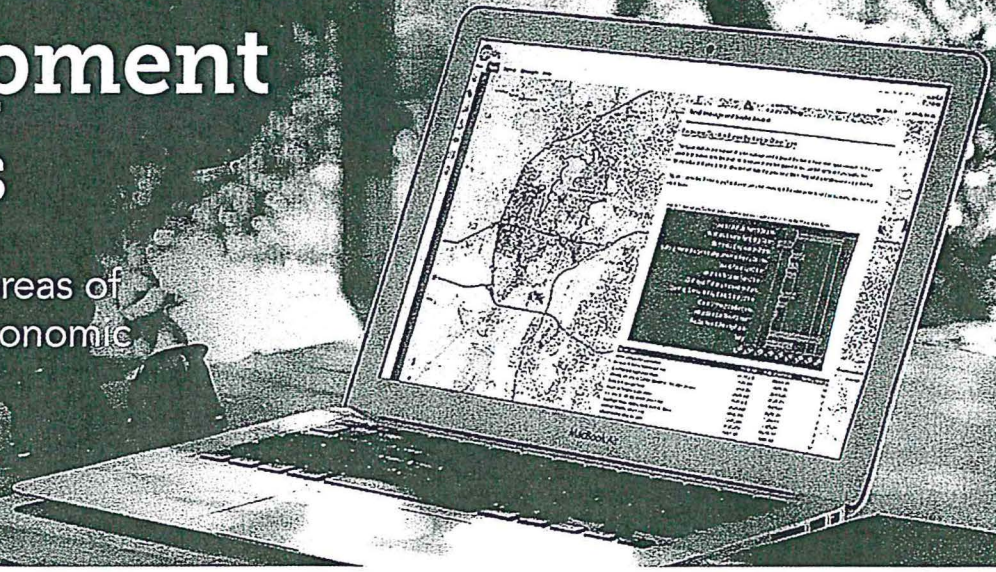
Who else trusts Buxton?



PRODUCT

Redevelopment Strategies

Revitalize once thriving areas of town with data-driven economic development strategies.



PRODUCT SUMMARY

What is it?

With many companies choosing to migrate to larger, less expensive lots outside of an urban sector, cities may need to implement a strategy for filling those vacant buildings. With the ability to execute local economic development strategies, Buxton gives you the tools and knowledge to help redevelop those key areas by identifying new retailers and restaurants that will best fit each specific site.

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PRODUCT FEATURES

What will it do for me?

Recruit new retailers and restaurants.

Buxton gives cities the tools they need to confidently revitalize key areas of town through the recruitment of new retailers and restaurants.

Increase sales tax revenue.

Recruiting new retail means an increase in tax revenue, reducing retail leakage and satisfying your residents' desire to shop in that area of town.

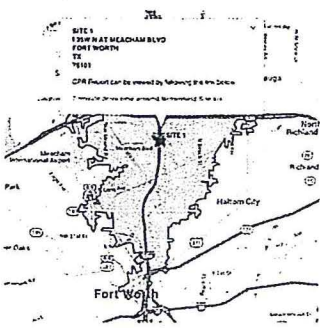
Retain current businesses in that area of town.

As current businesses see the revitalization efforts taking place, they will be more likely to invest in their current locations rather than looking for local economic development strategy options elsewhere.

Draw visitors to that area of town.

Buxton's expert analytics can ensure that your redevelopment efforts are bringing in the best retailers to appeal to residents and visitors alike.

How else can you help me?



Business Retention

Retain current retailers and restaurants.

Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.



“Within the first year of using the Buxton SCOUT program, our targeted retail attraction efforts have not only allowed us to fill vacant spaces in our community, but also increase sales receipts.”

SCOUT



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



BUXTON'S CLIENTS

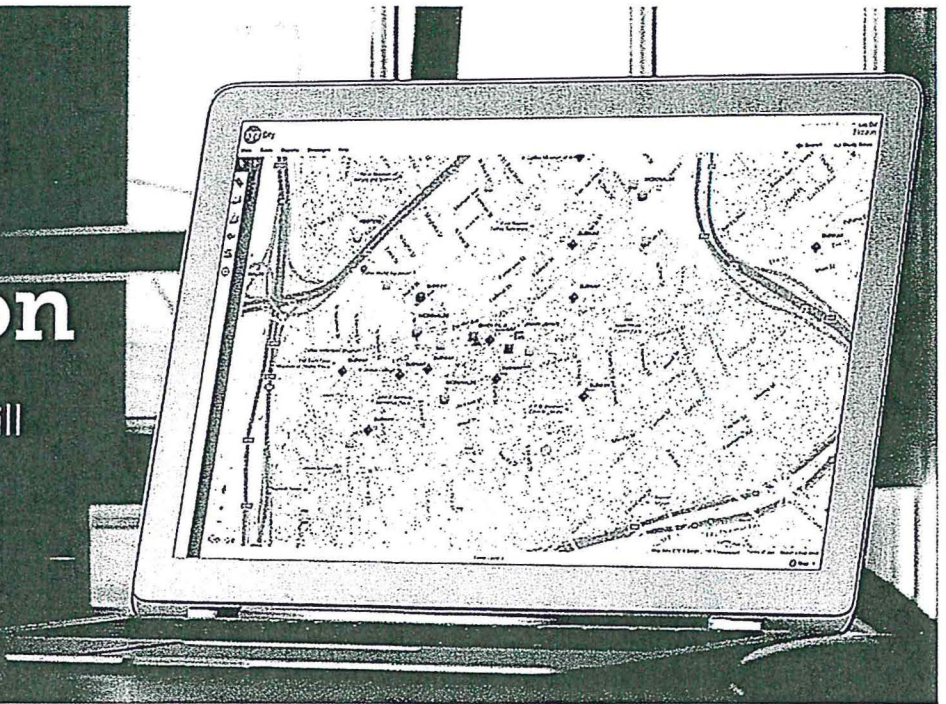
Who else trusts Buxton?



PRODUCT

Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.



PRODUCT SUMMARY

What is it?

Due to suburban expansion and the low cost of rural land, many communities have seen restaurants and retailers abandon downtown sectors, leaving vacant buildings and an overall lackluster environment. Buxton has the expertise to help communities recruit retailers and restaurants specifically suited for an urban setting to drive downtown revitalization.

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PRODUCT FEATURES

What will it do for me?

Draw visitors to your community.

Thriving downtowns rely on an influx of visitors. By recruiting the right retailers and restaurants, both local and out-of-town visitors will be drawn to spend time in the new and improved downtown sector.

Recruit new retailers and restaurants.

In order to bring in visitors, retailers must first be recruited. Buxton has the tools and knowledge to guide your community's recruitment efforts.

Create jobs for city residents and stimulate downtown revitalization.

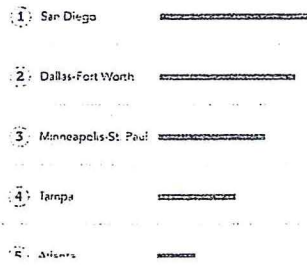
The opening of new retail establishments and restaurants in your downtown areas will create jobs for residents.

Increase sales tax revenue.

Recruiting new retail means an increase in tax revenue, reducing retail leakage and satisfying your residents' desire to shop in downtown.

How else can you help me?

Top Markets for Tourism Spending



Tourism Insights

Increase the number of tourists that visit your city.

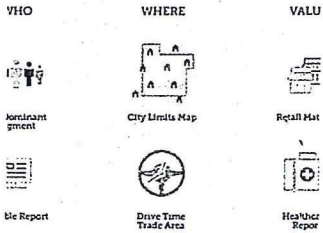
SCOUT



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.

SCOUT



SCOUT Touch

Utilize a centralized approach to growing your community.

"We utilize SCOUT almost daily as we look at retailers, not only for recruitment, but also for retention."



BUXTON'S CLIENTS

Who else trusts Buxton?



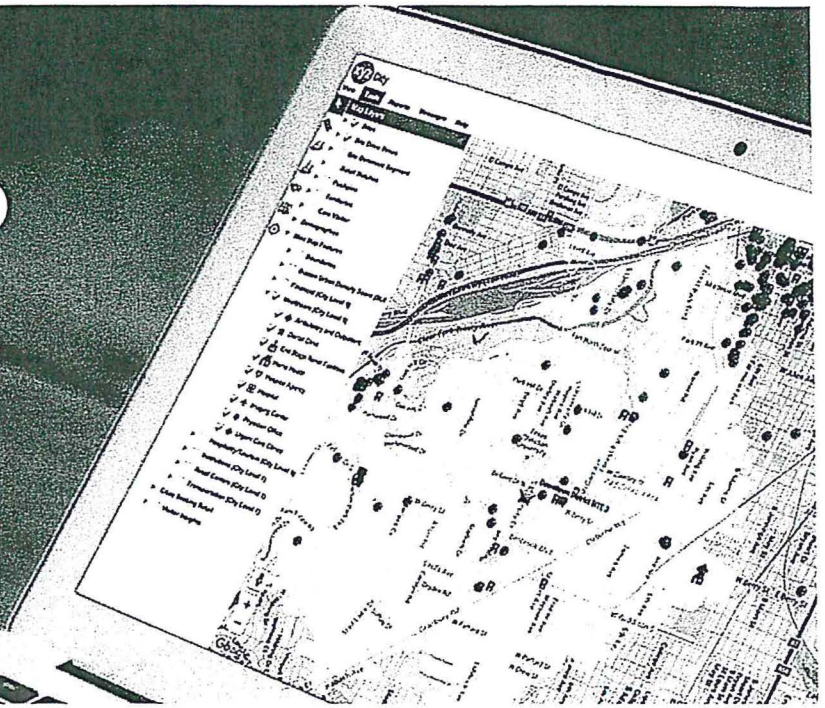
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PRODUCT

Healthcare Gap Analysis

Objective, data-driven solutions that identify healthcare facility shortages in particular regions.



PRODUCT SUMMARY

What is it?

Identifying gaps in the healthcare industry is an important step for growing communities. Buxton can build a model that allows city leaders to spot healthcare shortages in highly populated markets.

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PRODUCT FEATURES

What will it do for me?

Identify gaps in healthcare.

Identify areas of opportunity by visualizing concentrations of core patients and healthcare facilities.

Gain an overall understanding of the state of your city's healthcare system.

Buxton's expert analysis will show city leaders the overall state of the current healthcare system. It will help you answer the questions: What is working in our healthcare system? What is not? In what ways can we expand the healthcare system to better serve our residents?

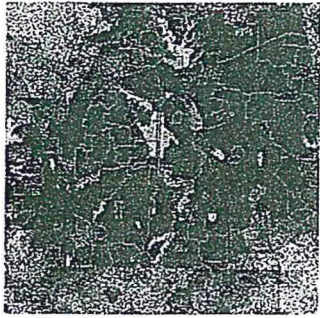
Know who to recruit.

Perhaps your city is lacking in a specific healthcare specialty or service. Buxton can help city leaders target the right healthcare facilities and service lines for your city.

Leverage trustworthy data to recruit potential healthcare providers.

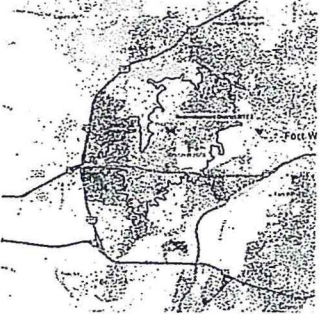
Buxton will provide custom marketing reports to present to potential healthcare providers, giving them data-driven facts about their expansion opportunities in your city.

How else can you help me?



City Services

Buxton can provide communities with analytics to support their city services.



Redevelopment Strategies

Revitalize once thriving areas of town with data-driven economic development strategies.

SCOUT



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



BUXTON'S CLIENTS

Who else trusts Buxton?



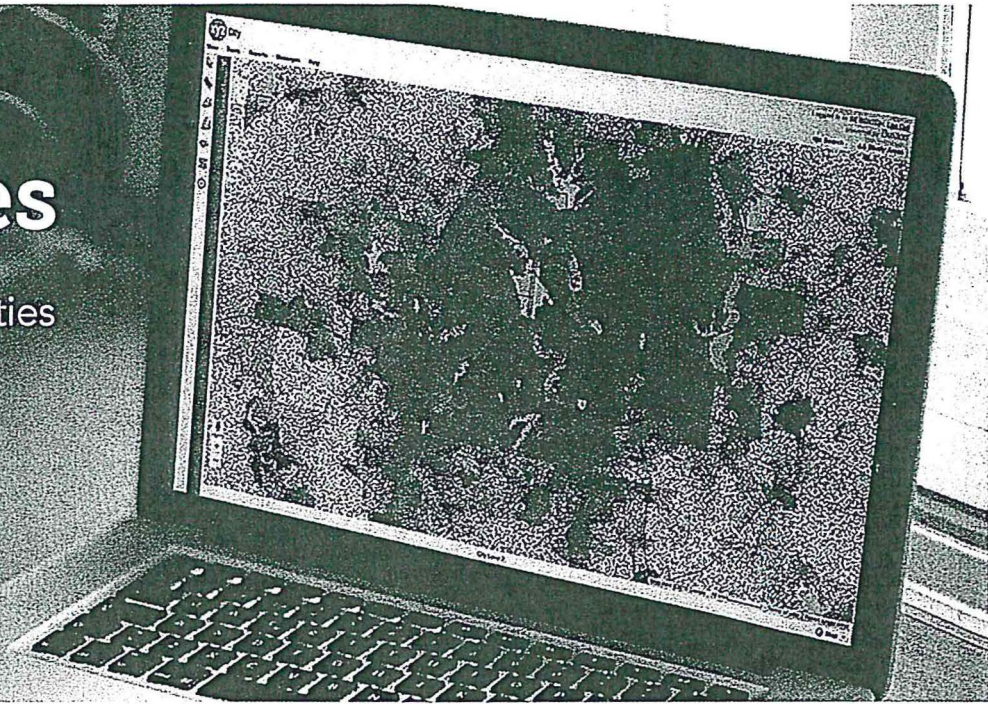
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PRODUCT

City Services

Buxton can provide communities with analytics to support their city services.



PRODUCT SUMMARY

What is it?

Analytics can provide valuable information for communities looking to support their city services, such as the library system or fire department. Buxton has the insights to help community leaders determine the best locations for city services and target residents who may be in most need of particular services.

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PRODUCT FEATURES

What will it do for me?

Ensure site selection decisions.

Buxton has the insights to most efficiently place and locate your city services buildings.

Target residents who most need the support of city services.

Certain residents are potentially more prone to need the services of a fire department or another city service. Buxton can help you understand who those residents are and where they are located.

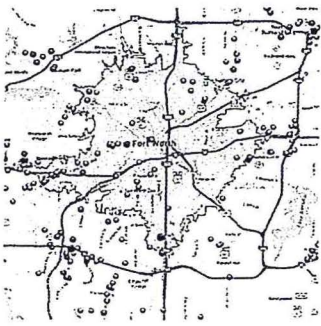
Improve the overall performance of your city services.

Buxton's analytics can help city services employees understand resident demographics and psychographics. With this knowledge, city services are better equipped to serve the residents in the community.

Improve resident satisfaction with the city.

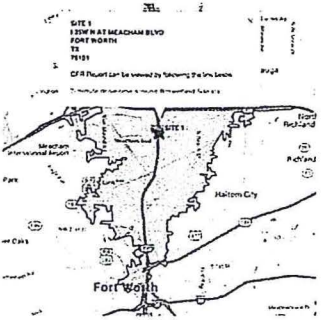
As city services improve on catering to existing residents, citizens will be more inclined to invest and further establish roots in the community.

How else can you help me?



City Planning Insights

Buxton offers retail solutions to help maximize your city's growth.



Business Retention

Retain current retailers and restaurants.

SCOUT



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.

"The data and information that Buxton gives us through SCOUT is just life changing. It's a game-changer for the fire service. We have the opportunity to spend more time on education so we can chase the fire out of the city."



BUXTON'S CLIENTS

Who else trusts Buxton?



PRODUCT

City Planning Insights

Buxton offers retail solutions to help maximize your city's growth.

PRODUCT SUMMARY

What is it?

As your city grows, so should your retail establishments. But beginning the retail recruitment process can be daunting and overwhelming. Buxton has the analytic expertise to help simplify this process. We identify the best retailers for your community, taking the guess work out of retail recruitment.

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PRODUCT FEATURES

What will it do for me?

Recruit the best retail and restaurant concepts for your community.

Buxton uses drive-time analysis, leakage and surplus analysis, and other techniques to make an enticing proposal to potential retailers who may be interested in opening a location in your community.

Gain access to marketing packages for targeted retailers.

We use our expert analytical insights to prepare custom reports to recruit retailers who may be interested in entering or expanding in your community. We then create introductory letters to help your community leaders begin the recruitment process with these key retailers.

Encourage residents to shop locally.

As new retailers are brought to the community, residents will be more prone to shop locally, ensuring an increase in tax revenue and a reduction in retail leakage.

Make your city more attractive to visitors.

Buxton's City Planning solutions not only maximize your growth, but also increase your visitor potential.

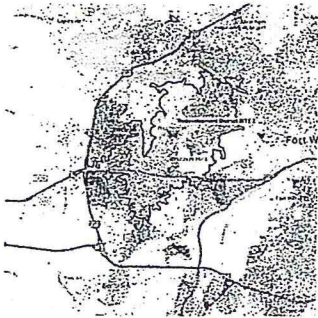
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Attract new retail and increase your tax base with defined retail recruitment strategies.



Redevelopment Strategies

Revitalize once thriving areas of town with data-driven economic development strategies.



Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.

"It was eye-opening to see who we really were as a community."

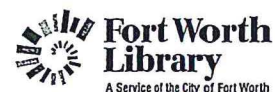


BUXTON'S CLIENTS

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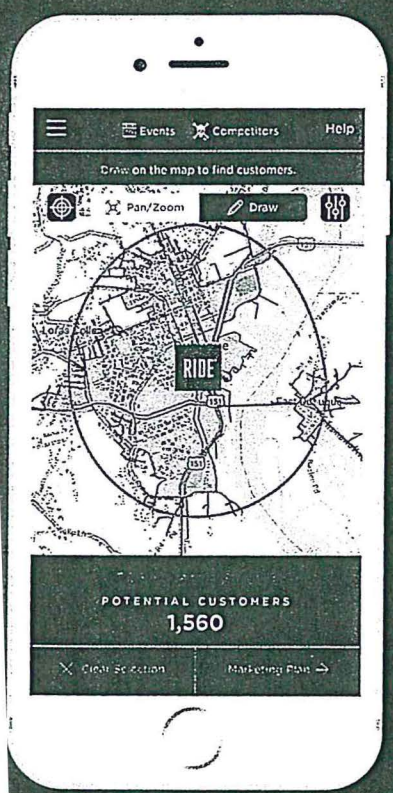


The Magic City

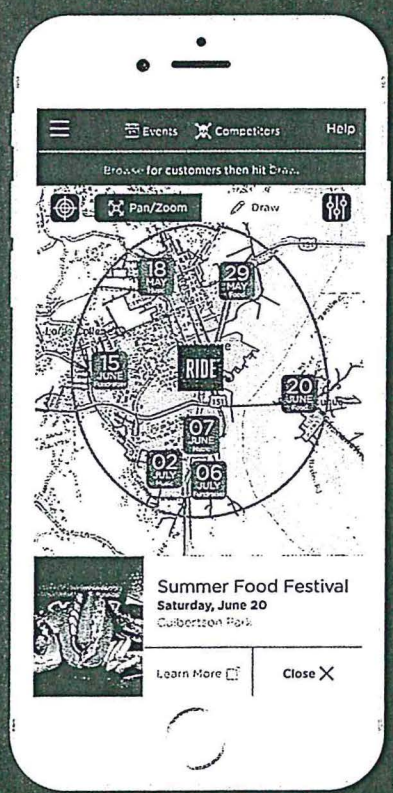


Support Your Local Businesses With Buxton

As city leaders know, a thriving retail sector is vital to the overall health of your community. A big part of maintaining a growing business community includes recruiting the right retailers for your city. An equally important mission is business retention — keeping and growing existing retailers and restaurants in your community.



See & Select Customers



See Local Events Daily



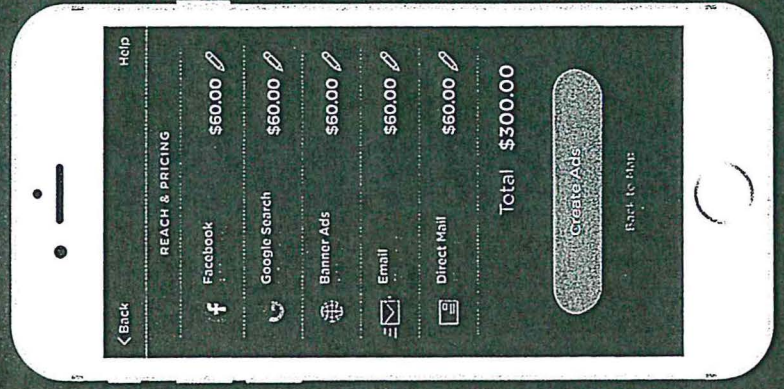
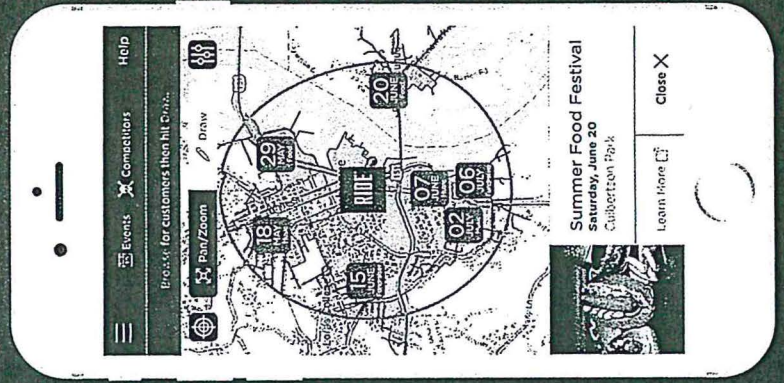
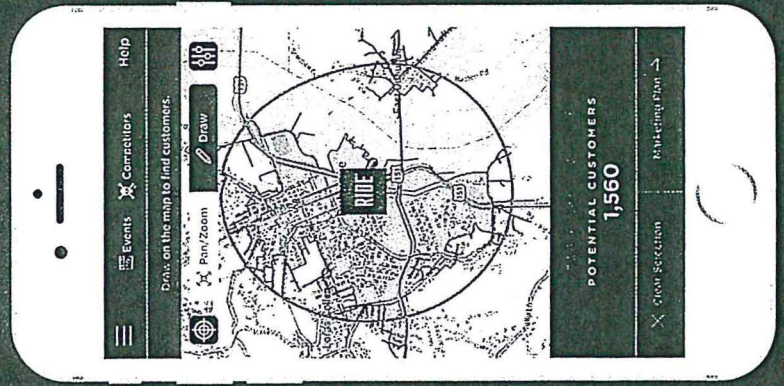
Create & Send Ads

LEARN MORE AT MYLSMX.COM



Support Your Local Businesses With Buxton

As city leaders know, a thriving retail sector is vital to the overall health of your community. A big part of maintaining a growing business community includes recruiting the right retailers for your city. An equally important mission is business retention — keeping and growing existing retailers and restaurants in your community.





Help your local businesses understand:

- Who their customers are
- Where those customers live
- Marketing their business

From Buxton, the experts in retail, we are pleased to introduce LSMx to help cities with their business retention efforts. LSMx is a local store marketing tool that tells businesses WHO their customers are, WHERE those customers live, and allows business owners to target those customers with marketing campaigns. Through a partnership with Buxton, you can provide local business owners with LSMx to enhance the vitality of your local business community.

PUT CONTROL IN THEIR HANDS

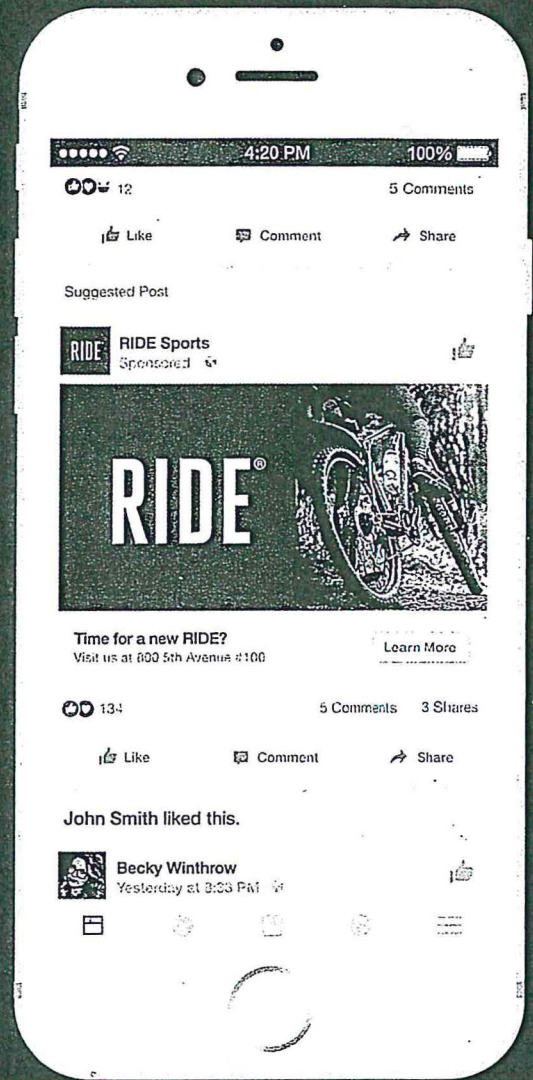
Providing an LSMx subscription to a business owner gives them access to see which customers are most likely to buy their products and how far they are willing to drive to visit their store. This data is visualized on a map, so they can fully understand their market.

EVENT MARKETING

LSMx allows the user to select what types of events are most important to their business. Business owners can easily see the events happening around their store on the map in LSMx. Executing marketing campaigns during events is a great opportunity to promote their business when there will be additional foot traffic in the area.

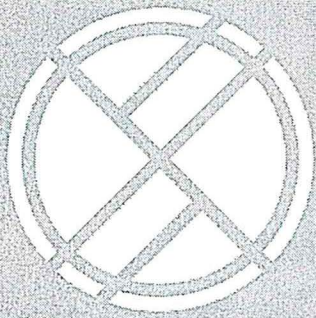
BECOME A MARKETER

Finding new customers is the #1 problem for small business owners. With LSMx, a business owner will be able to see where their customers live and can create customized advertisements to bring new customers through their doors.



LEARN MORE AT MYLSMX.COM

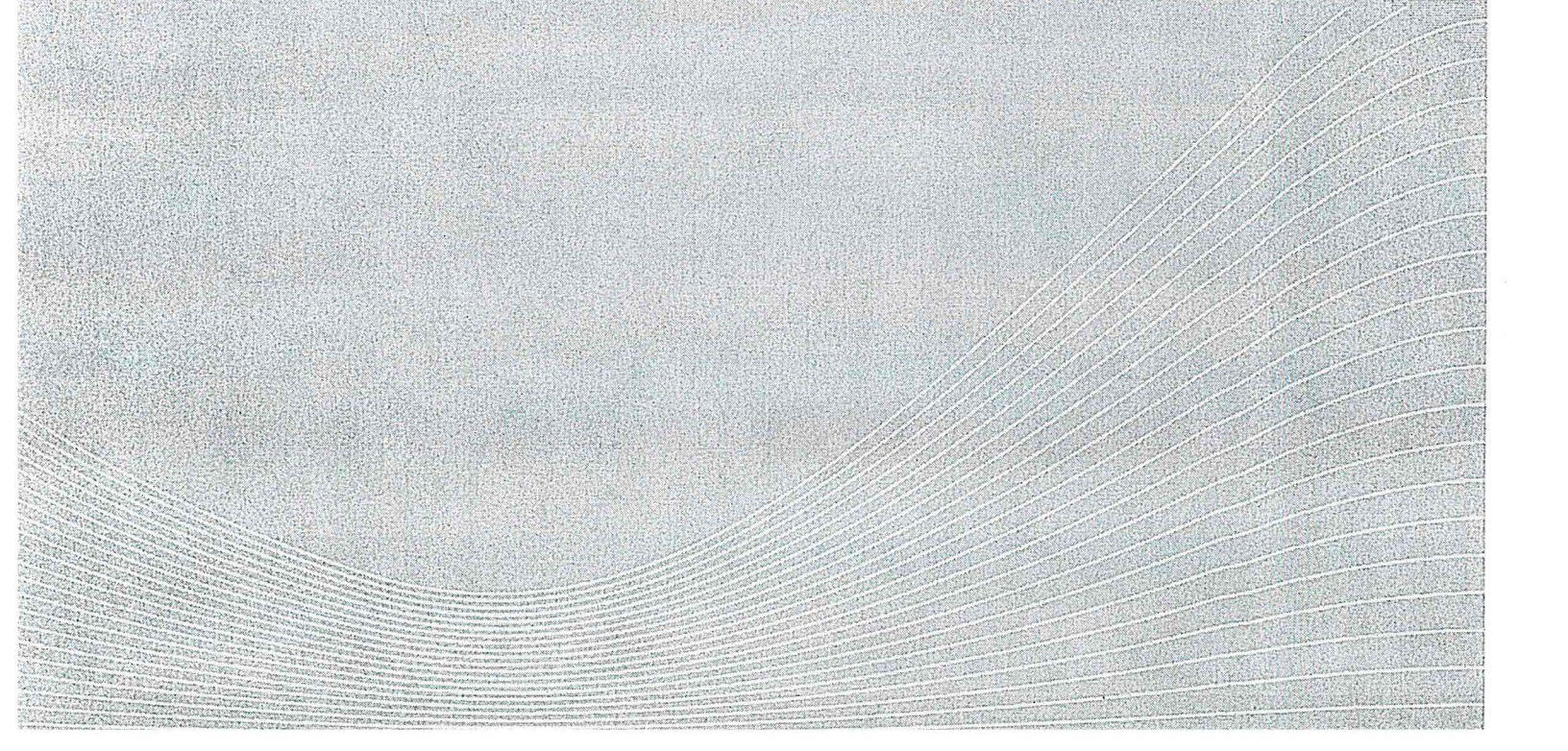


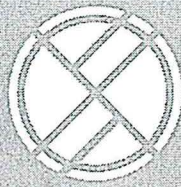


retail strategies

Fruitland Park, Florida

November 2018





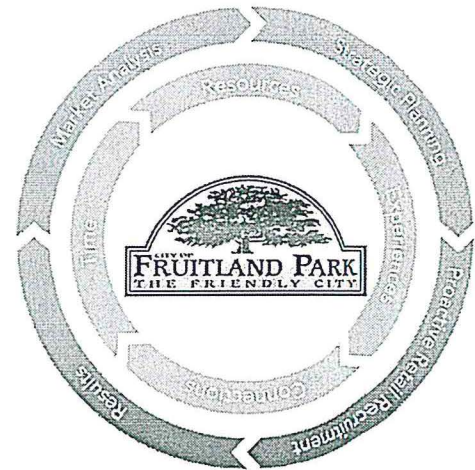
retail strategies

BEYOND THE STUDY

Retail Strategies was formed in 2011 to give communities the option to align with well connected, experienced, and licensed retail real estate professionals to aggressively identify and execute against opportunities within their market. Our firm features over twenty (20) retail real estate professionals who have performed and are performing retail market analysis and business attraction services for over 150 communities in the United States.

OUR APPROACH

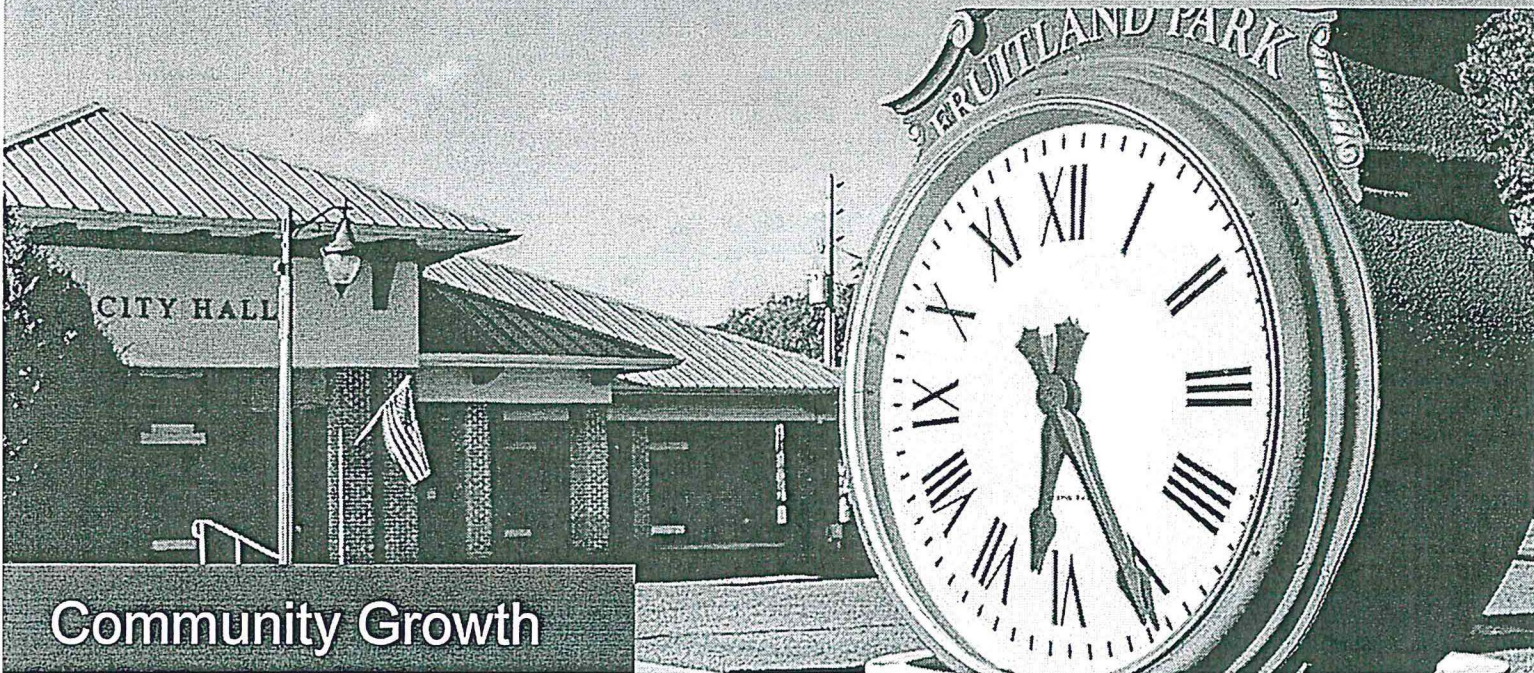
Our process begins by leveraging industry leading data sources and years of real estate experience to identify the opportunities within each community. Once the opportunities have been identified we begin the heavy lifting of retail recruitment. By dedicating professional human resources to each client to leverage information and relationships to position markets to attract new business.



RETAIL STRATEGIES DELIVERABLES

- Community Retail Strategy
- Trade Area Identification
- Mobile Data Study
- Peer Analysis
- GAP Analysis
- Psychographic Analysis
- Retailer Void Analysis

- Consumer Spending Reports
- Real Estate Analysis
- Community Marketing Flier
- Retail Prospects
- Restaurant Prospects
- Conference Representation
- Proactive Retail Recruitment



Community Growth

Fruitland Park, Florida

In a preliminary analysis Retail Strategies has identified a custom trade area of 47,000+ consumers. In addition to studying the market's size, we ran two analyses that show the demand for new business in the community. These two analyses showed \$60 million dollars being spent on goods and services outside of the community and 20+ NEW businesses who have located in similar communities to Fruitland Park that have not yet located in Fruitland Park's market.

This information shows a tremendous opportunity to recruit new, quality of life enhancing, retailers and restaurants to the community to keep dollars local.

"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. Retail Strategies employed a number of approaches to truly capture the opportunities in the market. 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, West Alabama Chamber of Commerce

OUR RESEARCH

After interviewing more than a dozen research firms, Retail Strategies chose **STI Popstats** (Synergos Technologies) as our primary data source. This data source consistently delivers the highest level of accuracy and allows our team to analyze and deliver over 1,200 individual variables (per geography) providing the deepest, most reliable, information possible to our Clients.

Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

Real Estate Assets

An in-market study which identifies within the community various opportunities: 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 home and work location of consumers that visit a defined shopping area within the community.

Retailer Void Analysis

Identifying businesses that have entered similar communities but have not yet entered your market. This provides an initial list of realistic retail prospects that should be considering your market for expansion.

GAP Analysis

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

Consumer Expenditures

Drilling down in to each retail segment to identify and understand what your consumers spending patterns are.

Psychographic Analysis

Defines the type of consumers in your market by breaking down consumers demographic characteristics, consumer preferences, consumer expenditures, and cultural ideals.

Peer Community Analysis

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

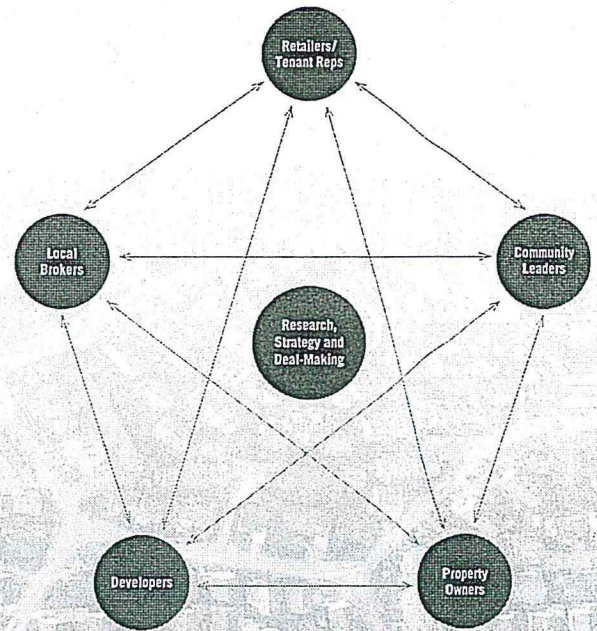


"We have been using PopStats since it first became available for three primary reasons. First, I was impressed that I could get all of my demographic data from one source. Secondly, PopStats was the only product that was updated quarterly, including population counts, ethnicities, incomes, and seasonality. Third, I have great confidence in the source of the data — residential postal delivery."

- Dale Caldwell, Kroger

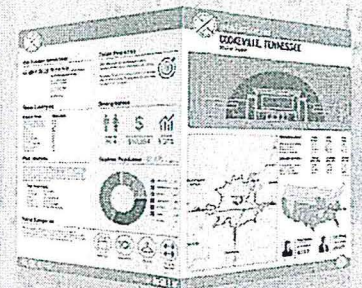
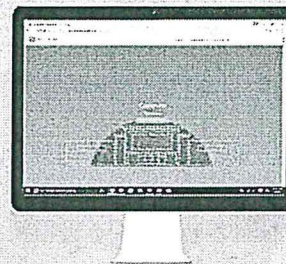
REAL ESTATE ANALYSIS

We bring our team of retail real estate professionals to your community to uncover your strategic and underutilized real estate assets. This information is immediately put to work through making aggressive outreach to the property owners, developers, and brokers who represent these properties to articulate how we can be a catalyst of their site.



MARKETING, WEB PLATFORMS, AND MORE

Retail Strategies generates customized Marketing Guides and Community Web Platforms to showcase critical market intelligence, provide a platform to request information, and display compelling information to position your community for Economic Growth.



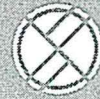
Retail Strategies has relationships with national, regional brands as well as multiple mixed-use developers and their fee (investment to us) includes the actual recruitment piece of the overall strategy. Our Marketing Brochure is outstanding...we currently have a list of 33 viable prospects and have 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 representing our city at trade shows as well as key meetings here in Augusta.



Margaret Woodard, Executive Director, Downtown Augusta

Strictly Private and Confidential



OUR TEAM

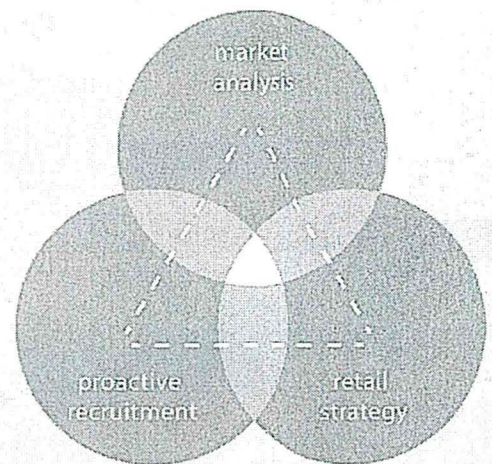
The depth, experience, and background of our team of professionals is unparalleled within the industry. Our team features 30+ retail real estate professionals with a variety of backgrounds from tenant representation, development, community planning, leasing, economic development, and much more.

Our experience and depth allows your community to be properly positioned to expanding retailers. We minimize hurdles and maximize the potential for you to attract new businesses to your community.



COMMUNICATION, STRATEGY, AND REPORTING

At Retail Strategies, we go beyond studies by creating long-lasting partnerships with our Client Communities. Your team at Retail Strategies will be in regular communication with you providing analytics, information, retail industry news, and updates on our recruitment efforts.



“Backed by a very talented and productive supporting cast, Retail Strategies has produced compelling demographic reports for our retail program, and have updated all information on a consistent basis. Their reputation with various corporate retail professionals and developers gives us INSTANT credibility. When Retail Strategies tells a prospective company that they “really ought to take a strong look” at our City, they do it.”

-Thomas Robinson, Executive Director, Tullahoma, TN Area Economic Development Corp



NATIONAL REPRESENTATION

Retail Strategies attends and represents your community at critical National and Regional Retail Real Estate Trade Shows. These are key opportunities to engage the retail industry and showcase specific opportunities within your community. We attend each show and schedule meetings with appropriate businesses and industry professionals on your behalf to showcase the opportunities in your community.



RETURN ON INVESTMENT

Attracting new retail and restaurants to a community creates jobs, increases the quality of life, and boosts tax revenues. The Retail Recruitment Ladder (below) provides rough averages from similar retail businesses that demonstrate the impact that retail provides to communities.



"Wanting to ramp up our retail recruitment we turned to Retail Strategies and we've never looked back. Since launching our retail recruitment initiative Greater Dubuque Development has booked over \$20,000,000 in new taxable valuation that yields over \$500,000 in property tax annually for our City, County and Schools.

We're obviously high on Retail Strategies because they work, figuratively and literally."

- Rick Dickenson Dubuque, IA



GENERAL SCOPE OF SERVICE

DISCOVERY PROCESS

DATA & ANALYTICS // REAL ESTATE ANALYSIS // COMMUNITY INPUT // RETAIL STRATEGY

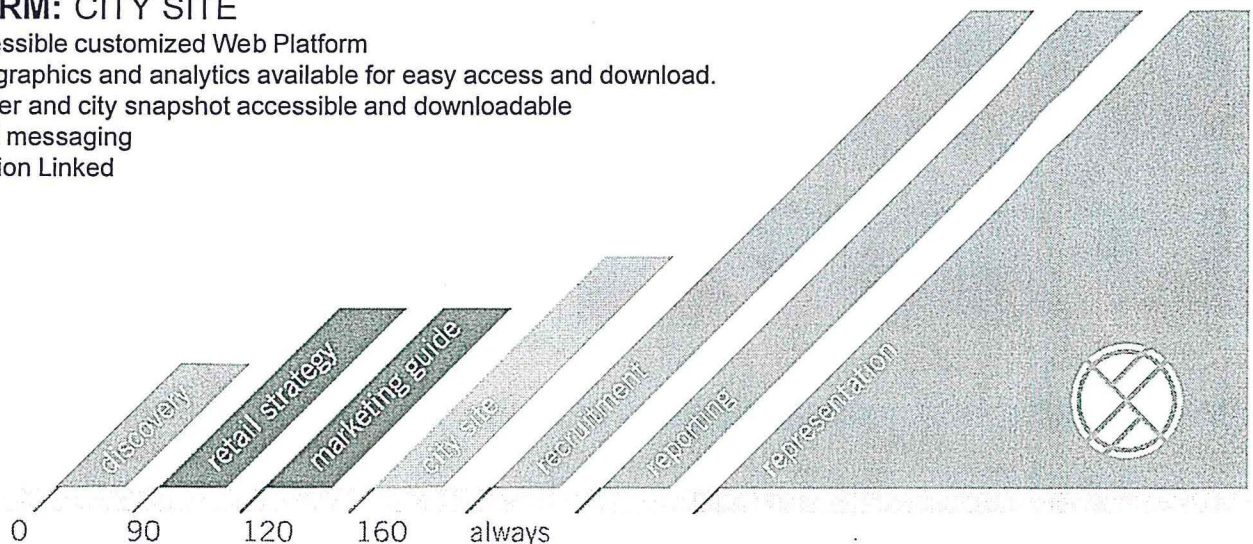
- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Identify and evaluate competing shopping areas
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Consumer Spending Patter Reports
- Market Outlook Reports
- Aerial imagery of trade area(s)
- Identification of at minimum 30 retail prospects to be targeted for recruitment in the first year of our partnership
- Provide updates on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area
- Analysis of future retail space requirements in relation to the peer markets and retail opportunities
- Analyze community's growth potential through the peer analysis and GAP analysis
- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals
- Identify and Evaluate priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)

RETAIL RECRUITMENT // IMPLEMENTATION // NATIONAL REPRESENTATION

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a regular basis
- ICSC and Retail Live conference representation- updates provided according to the yearly conference schedule
- On Demand Reporting – by partnering with Retail Strategies we become your research arm providing data to our contracting entity as it is requested.
- Active outreach to local brokers and land owners

WEB PLATFORM: CITY SITE

- Publicly accessible customized Web Platform
- Select demographics and analytics available for easy access and download.
- Marketing Flier and city snapshot accessible and downloadable
- Personalized messaging
- City Information Linked





Comprehensive Retail Recruitment & Development Strategy



DATE:

October 2, 2018

PREPARED FOR:

City of Fruitland Park, Florida

PREPARED BY:

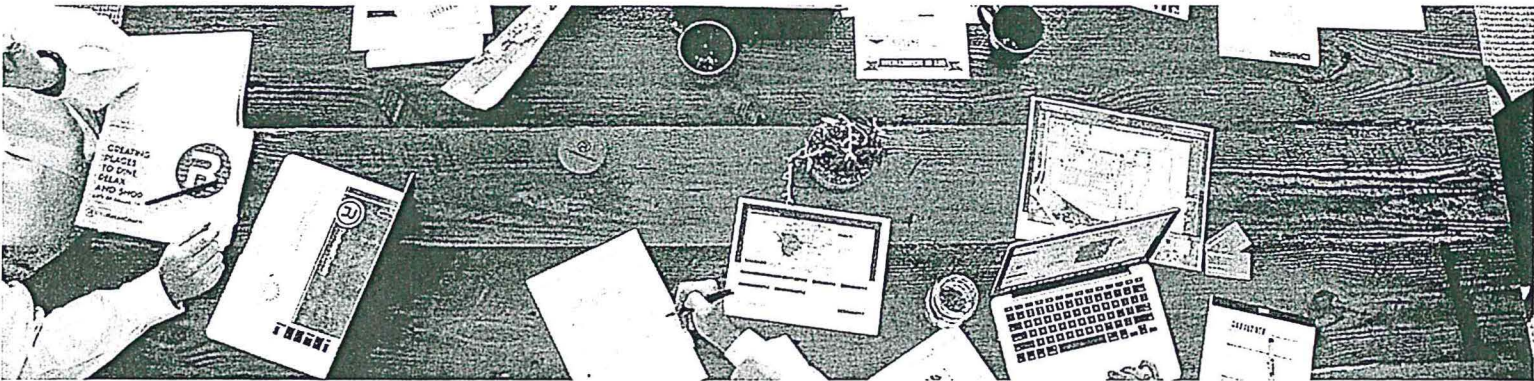
Charles Parker
Project Director
c: 662.231.9078
e: cparker@theretailcoach.net

C. Kelly Cofer
President & CEO

c: 662.401.4327
e: ckcofer@theretailcoach.net

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WHO WE ARE

Your Retail Partner

We are a national retail consulting, market research, and development firm. Our experience combines strategy, technology, and creative marketing to execute high-impact retail recruitment and development strategies for local governments, chambers of commerce, and economic development organizations.

Since 2000, we have provided the research, relationships, and strategies needed to drive new retail developments in communities across the United States.

PROVEN RESULTS

3.5+ million

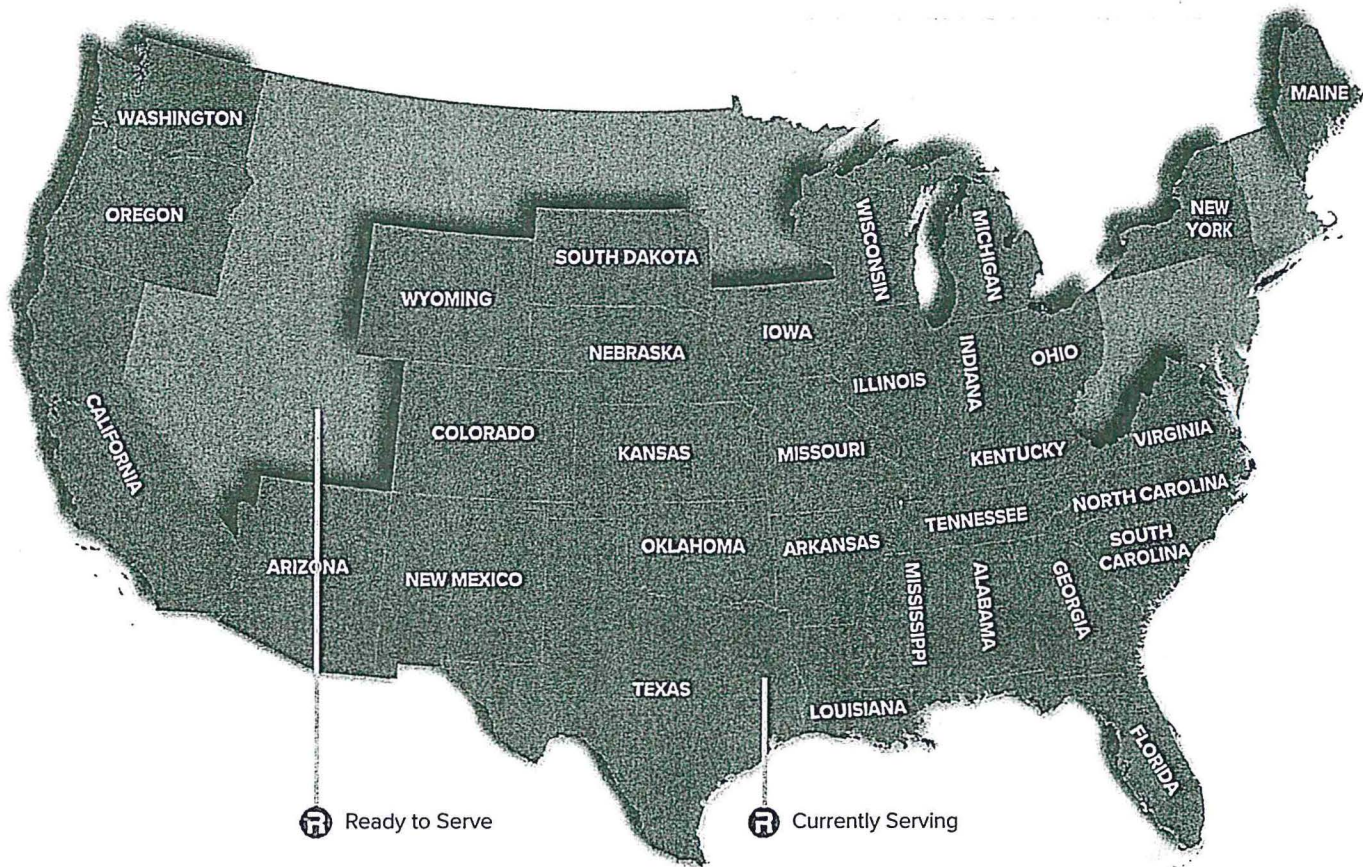
Square feet of new retail space recruited to client communities in the past five years

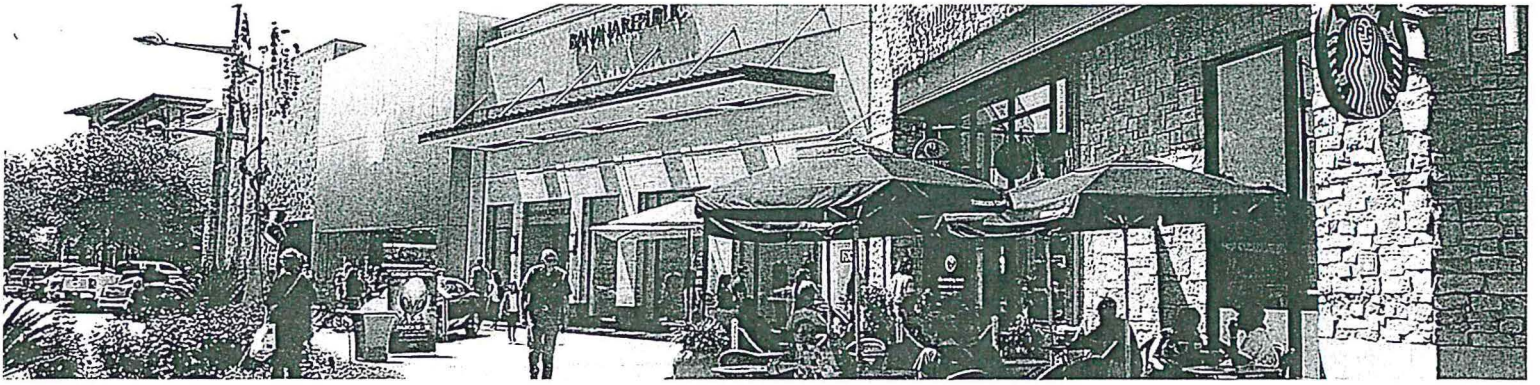
\$600 million

Additional sales tax dollars generated in client communities in the past five years

450+

Communities throughout the United States have trusted The Retail Coach with their retail recruitment efforts





**OUR TEAM OF RETAIL RECRUITMENT EXPERTS
DEDICATED TO THE FRUITLAND PARK PROJECT**

**Retail Recruitment
Experts You Can Trust**



- 50+ years of retail recruitment and development experience.
- We are consultants, not brokers. We have no conflicts of interest and will do what is best for the long-term growth of your community.
- Member of the most exclusive retail professional network - CCIM.

Project Lead



Charles Parker
Project Director

- 5+ years of experience in economic research and entrepreneurship



Kelly Cofer, CCIM
President & CEO



Aaron Farmer
Senior Vice President



Will Kline
Project Director



Austin Farmer
Project Director



Nancy Dees
Director of Finance



Matthew Lautensack
Director of Research & Development



Caroline Hearnberger
Retail Recruitment Specialist

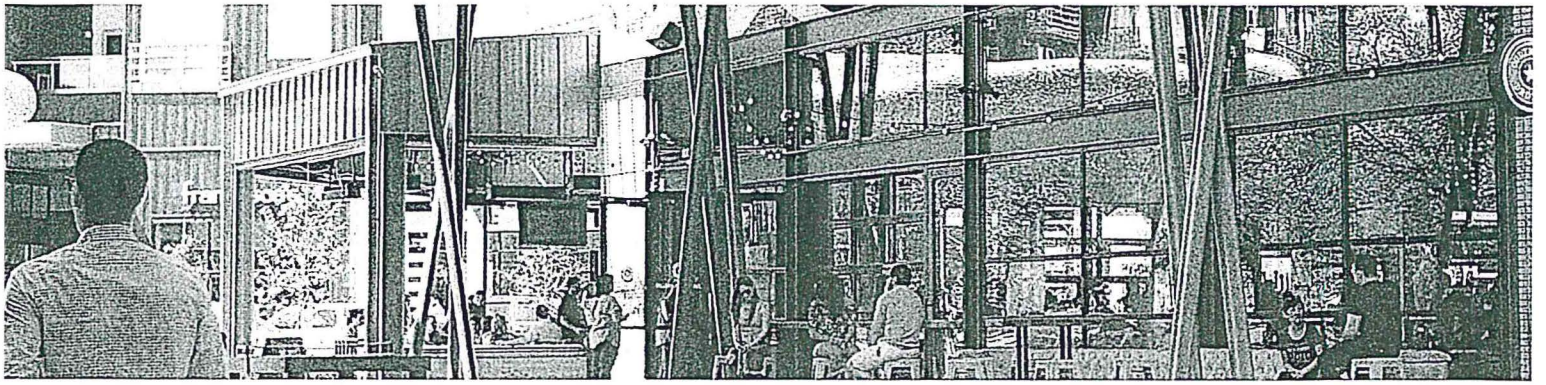


Kyle Cofer
Project Manager

RETAILERS WE'VE RECRUITED



And Hundreds More...

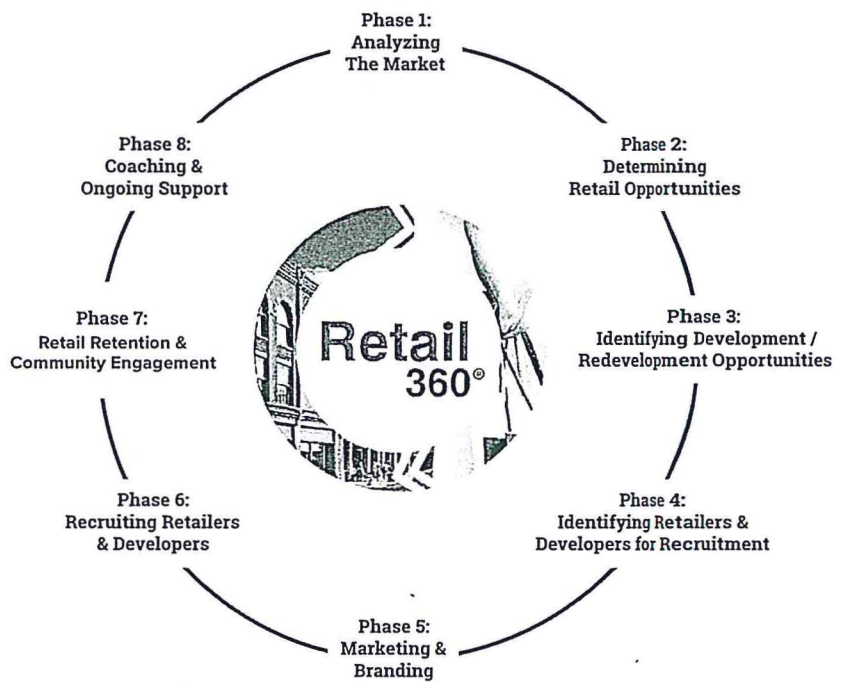


A PROVEN PROCESS FOR RESULTS

Retail360[®] :
 Moving Beyond Data
 to Bring Retailers to
 Fruitland Park

Retail recruitment is a process, not an event. Through our proprietary Retail360[®] Process, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

OUR COMPREHENSIVE APPROACH



Market-Based Solutions

We understand that no two communities are the same. Each has its unique set of development or redevelopment needs. We work with our clients to determine these needs and offer custom, tailored solutions. Our strategies are data driven, and verified through our comprehensive Retail360[®] Process.

On-The-Ground Analysis

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers. We spend time in your community with leaders and stakeholders. We are able to determine your market position and identify retailers that fit your community.

Retail Action Plan

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers. This partnership typically produces the best results when together, we derive short-term and long-term strategies based on market data and opportunities. We coach our clients through the recruitment and development process.

Scope of Services

PHASE 1

Analyzing The Market

Custom Retail Trade Areas

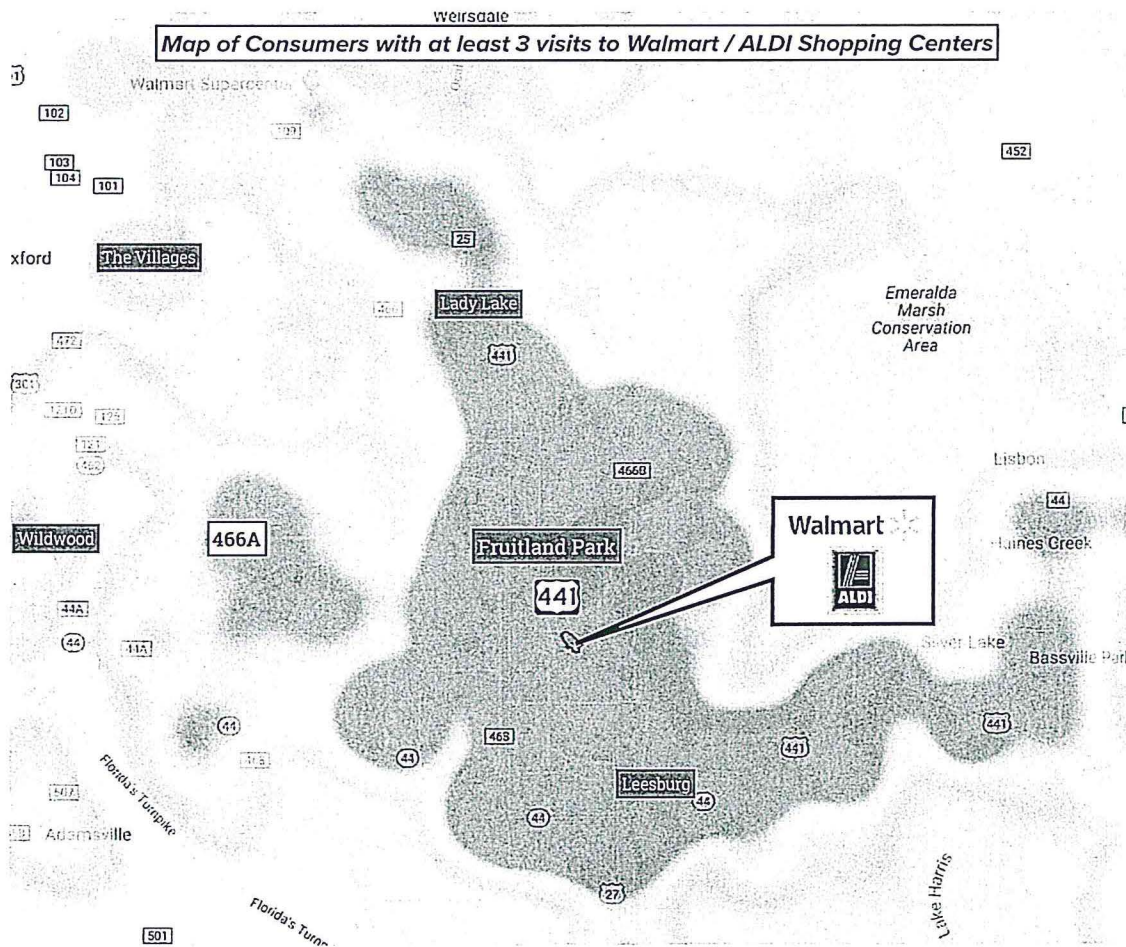
The Retail Trade Area (RTA) is the foundation of retail recruitment strategy, and its accuracy is critical. The Retail Trade Area is the geographical area from which a community's retailers derive a majority of their business. Drive times and radial analysis are not the best way to depict an accurate Retail Trade Area. To best confirm a community's Retail Trade Area, we will execute the following strategic steps:

Mobile Data for Location Decisions

The Retail Coach will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Fruitland Park. This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.

Retail Trade Area Mapping

The Retail Coach will delineate a boundary map of the Retail Trade Area using mobile data collected.



PHASE 1

Analyzing The Market

Demographic Profiling

A community must be able to instantaneously provide information and data sets sought by retailers during the site selection and site evaluation process. The data must be accurate, current, and readily available.

The Retail Coach will create comprehensive 2010 Census, 2018, and 2023 demographic profiles for the Retail Trade Area and Fruitland Park community. The profile includes population and projected population growth, race, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

Psychographic Profiling

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers' preferred location criteria. Understanding a consumer's propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and independent retailers.

Based on the market segmentation system developed by ESRI, The Retail Coach will develop a Tapestry Segmentation profile of the households in the Retail Trade Area. This is done by using the most advanced socioeconomic and demographic data to measure consumer attitudes, values, lifestyles, and purchasing behaviors to understand the categories and brands of retailers that may be of interest.

Daytime Population

The workplace population, or daytime labor market area, is important to quick-serve and casual dining restaurants that rely heavily on lunch business.

The Retail Coach will provide an employment summary report detailing the total number of establishments, by industry, and employee counts within the designated labor market area. This report will provide insight into the "work here" population versus the "live here" population.

PHASE 2

Determining Retail Opportunities

Retail Gap Analysis

A Retail Gap Analysis (RGA) will determine the level of retail demand for a designated Retail Trade Area. The analysis computes the retail potential of the Retail Trade Area and then compares it to estimated actual sales in the community. The difference is either a leakage, where Fruitland Park consumers are traveling outside the community to purchase certain retail goods and services, or a surplus, where consumers are traveling from outside to Fruitland Park to purchase certain retail goods and services.

The Retail Coach will perform a Retail Gap Analysis to calculate the approximate flow of retail dollars in/out of Fruitland Park.

The Retail Gap Analysis will:

- Identify retail sales surpluses and leakages for more than 70 retail categories and sub-categories.
- Distinguish retail categories with the highest prospect for success and quantify their retail potential.

PHASE 3

Identifying Development & Redevelopment Opportunities

Identifying & Marketing Vacancies & Development/Redevelopment Sites

Retailers are interested not only in the market data on your community, but also in evaluating all-available sites that fit their site selection and location preferences. A community must create and maintain a database of prime available properties along with accurate and current marketing information.

The Retail Coach will identify priority retail vacancies and development/redevelopment sites to market. Factors influencing site selection for priority sites will include:

- Existing market conditions
- Retail Trade Area population
- Traffic counts and traffic patterns
- Site-line visibility from primary & secondary traffic arteries
- Ingress/egress & adequate parking
- Site characteristics, Topography & Proximity to retail clusters

Retail Site Profiles

The Retail Coach will create a retail site profile for primary availabilities with current site-specific information, including:

- Property size, dimensions, and location
- Aerial photographs
- Site plan
- Demographic profile
- Traffic count
- Appropriate contact information

Preliminary Market Observations:

West Fruitland Park / 466A Corridor

- Immediate Access to The Villages, their 50,000+ residents and their retail purchasing power
- Focus will be identifying first-to-the-area destination retail and retail that will complement area retailers (see below)
- Development(s) will compete with Trailwinds Village in Wildwood, retail in The Villages, regional retail in Lady Lake and retail in Leesburg

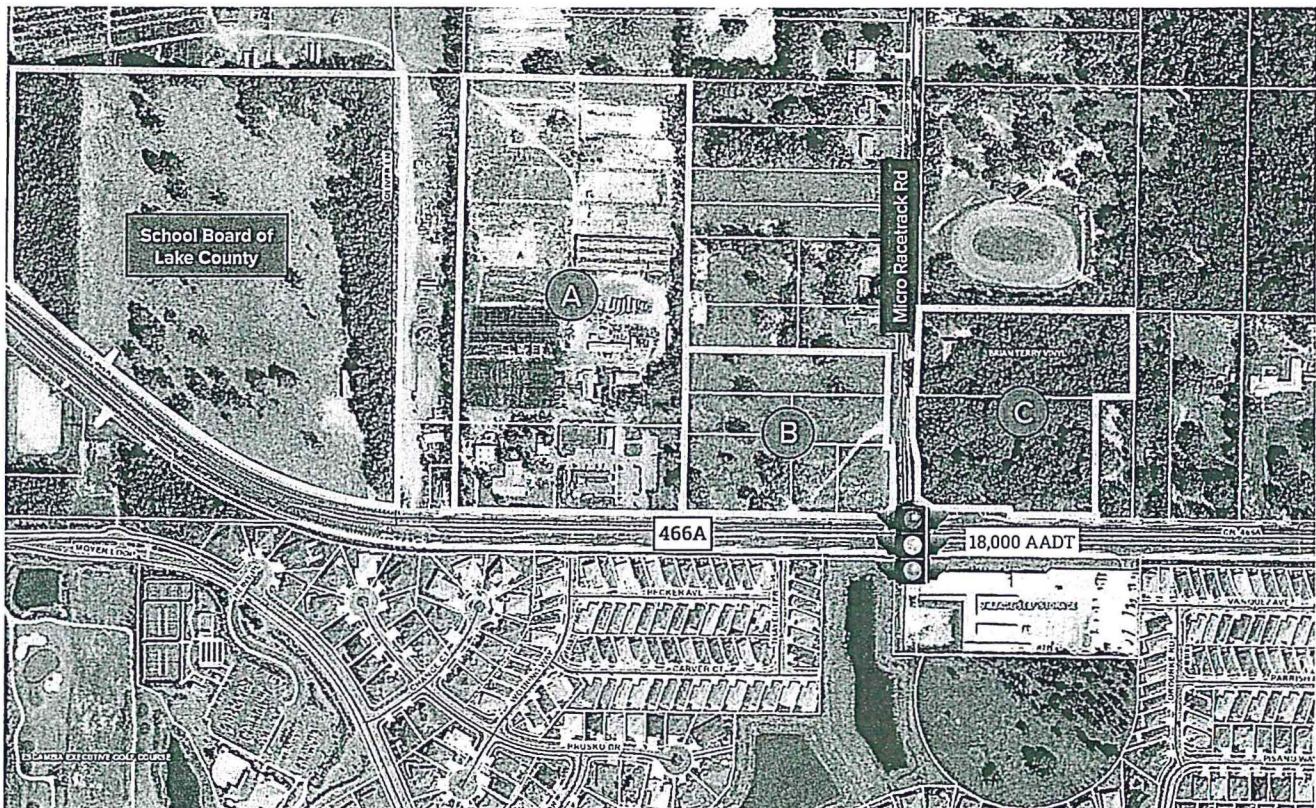
East Fruitland Park / 441 Corridor

- Redevelopment Opportunity
- Upgrade shopping center tenant mix
- Identify key properties that may not be serving their highest and best uses and look to recruit higher or better retail users

PHASE 3

Identifying Development & Redevelopment Opportunities

West Fruitland Park / 466A Corridor



Potential Parcels / Assemblage:



305 CR 466A
±19.6 acres
Owner: T. D. Burke
(Fruitland Park, FL)
Zoning: C-2
Parcel Numbers:
061924000300001600
061924000300008500



439 CR 466A
±6.85 acres
Owner: GMA Industrial Corp.
(Los Angeles, CA)
Zoning: C-2
Parcel Numbers:
061924000300001505
061924000300008300
061924000300007600
061924000300001504
061924000300001506
061924000300001507

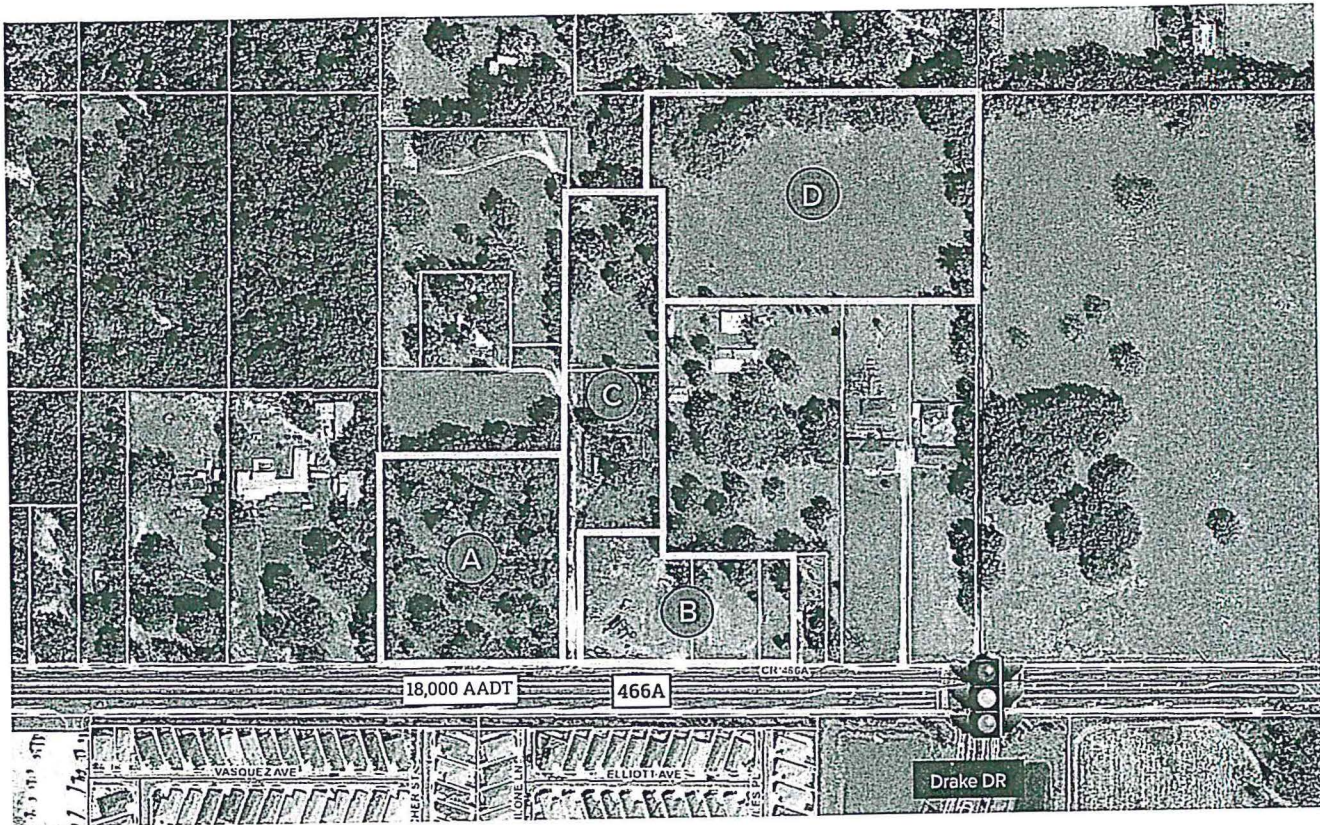


35326 Micro Racetrack Rd
±8.1 acres
Owner: Larry M & Linda S Phillips
(Leesburg, FL)
Zoning: C-2
Parcel Numbers:
061924000400002700
061924000400002703

PHASE 3

Identifying Development & Redevelopment Opportunities

West Fruitland Park / 466A Corridor



Potential Parcels / Assemblage:



745 CR 466A
± 4.48 acres
Owner: Westerhall Point LLC
(Gulfport, FL)
Zoning: C-2
Parcel Number:
061924000400002300



833-849 CR 466A
± 2.95 acres
Owner: Westerhall Point LLC
(Gulfport, FL)
Zoning: C-2
Parcel Numbers:
061924000400004200
061924000400002101
061924000400006400



815 CR 466A
± 4.0 acres
Owner: John M & Laurel A Connell
(Fruitland Park, FL)
Zoning: C-2
Parcel Numbers:
061924000400004700
061924000400008600

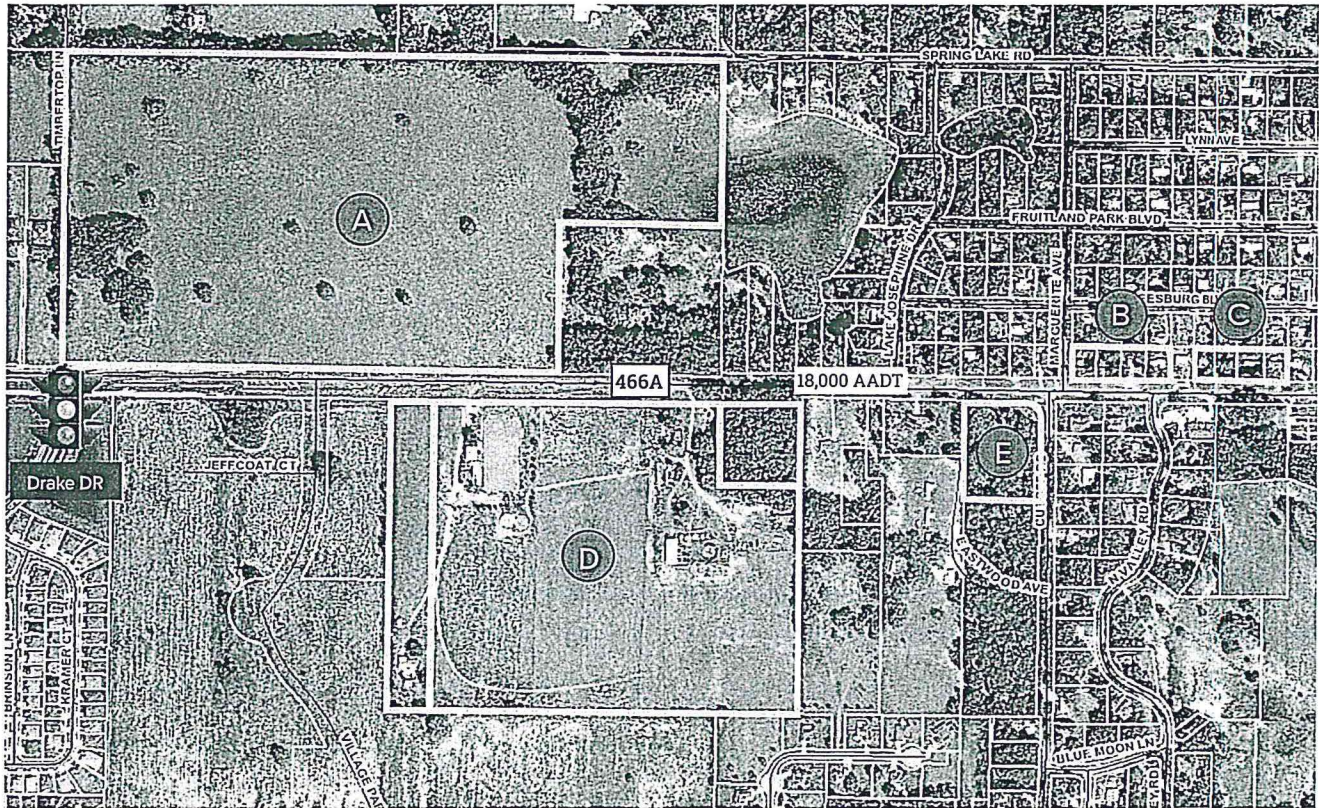


Timbertop Lane
± 7.72 acres
Owner: Anthony E Stultz
(Fruitland Park, FL)
Zoning: C-2
Parcel Number:
061924000400008000

PHASE 3

Identifying Development & Redevelopment Opportunities

West Fruitland Park / 466A Corridor



Potential Parcels / Assemblage:



A Timbertop Lane
± 68.7 acres
Owner: Stephanie B Bouis & Patricia B Thompson
(Mount Plymouth, FL)
Zoning: PUD
Parcel Numbers:
051924000300002000



B 1741-1817 Miller Blvd (CR 466A)
± 1.25 acres
Owner: Richard R Clark & Donald W Clark
(Groveland, FL)
Zoning: C-2
Parcel Numbers:
051924010100D02400
051924010100D02300
051924010100D02200
051924010100D02100



C 1847-1915 Miller Blvd (CR 466A)
± 1.25 acres
Owner: CSI Commercial Properties LLC
(Fruitland Park, FL)
Zoning: C-2
Parcel Numbers:
051924010100D01900
051924010100D01800
051924010100D01700
051924010100D01600



D 1236 Miller Blvd (CR 466A)
± 47.9 acres
Owner: Galbreath Family
(Fruitland Park, FL)
Zoning: C-2
Parcel Numbers:
051924010100D02400
051924010100D02300
051924010100D02200
051924010100D02100

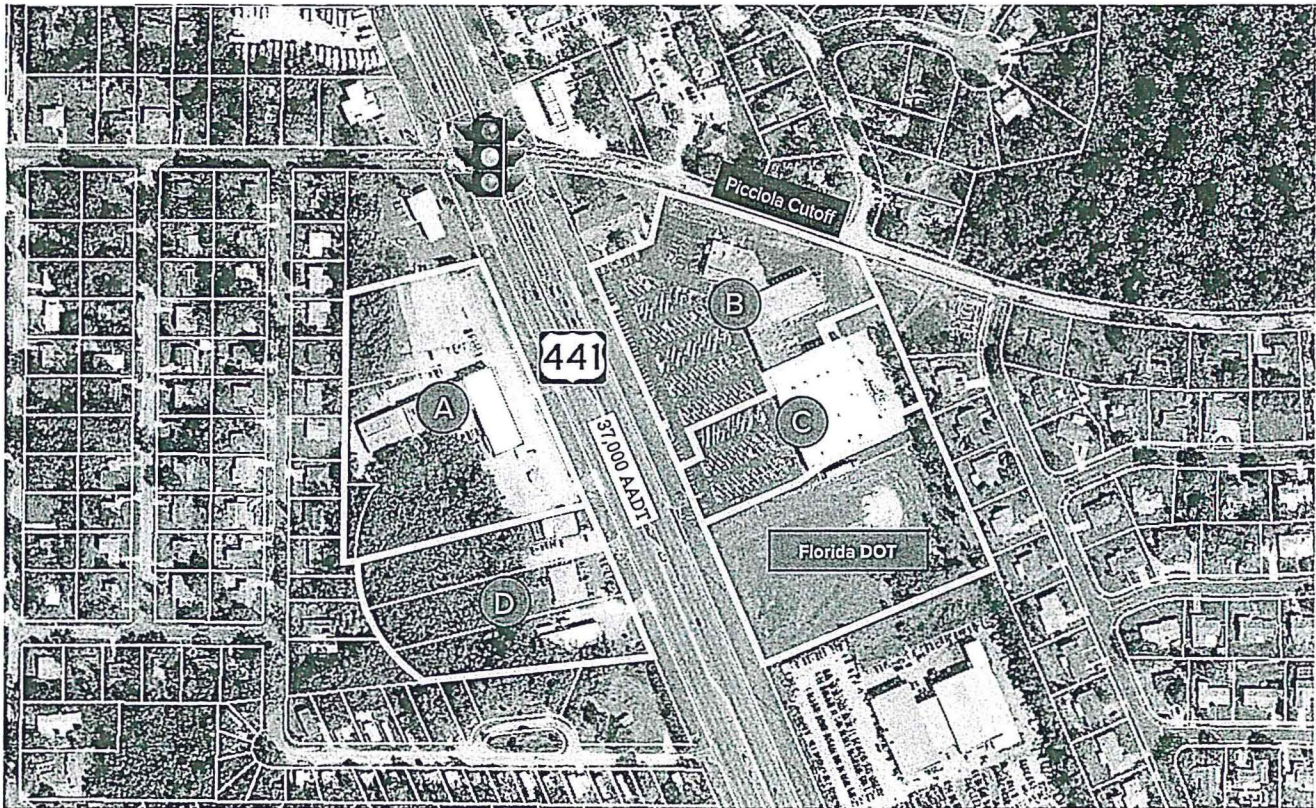


E Eastwood Avenue
± 2.79 acres
Owner: P. D. Dean
Trustee (Orlando, FL)
Zoning: C-2
Parcel Numbers:
051924010100D02400

PHASE 3

Identifying Development & Redevelopment Opportunities

East Fruitland Park / 441 Corridor



Potential Parcels / Assemblage:

A

3320 US Hwy 441
 ± 5.0 acres
 Owner: Larry M Phillips Trustee
 (Leesburg, FL)
 Zoning: C-2
 Parcel Numbers:
 101924040000005802
 101924040000006301
 101924040000006302

B

833-849 CR 466A
 ± 3.95 acres
 ± 27,500 SF building
 Owner: Fruitland Park Plaza LLC
 (Palatka, FL)
 Zoning: C-2
 Parcel Numbers:
 061924000400004200
 061924000400002101

C

815 CR 466A
 ± 2.43 acres
 ± 37,000 SF building
 Owner: FP Property LLC
 (Melbourne, FL)
 Zoning: C-2
 Parcel Numbers:
 101924000300007300

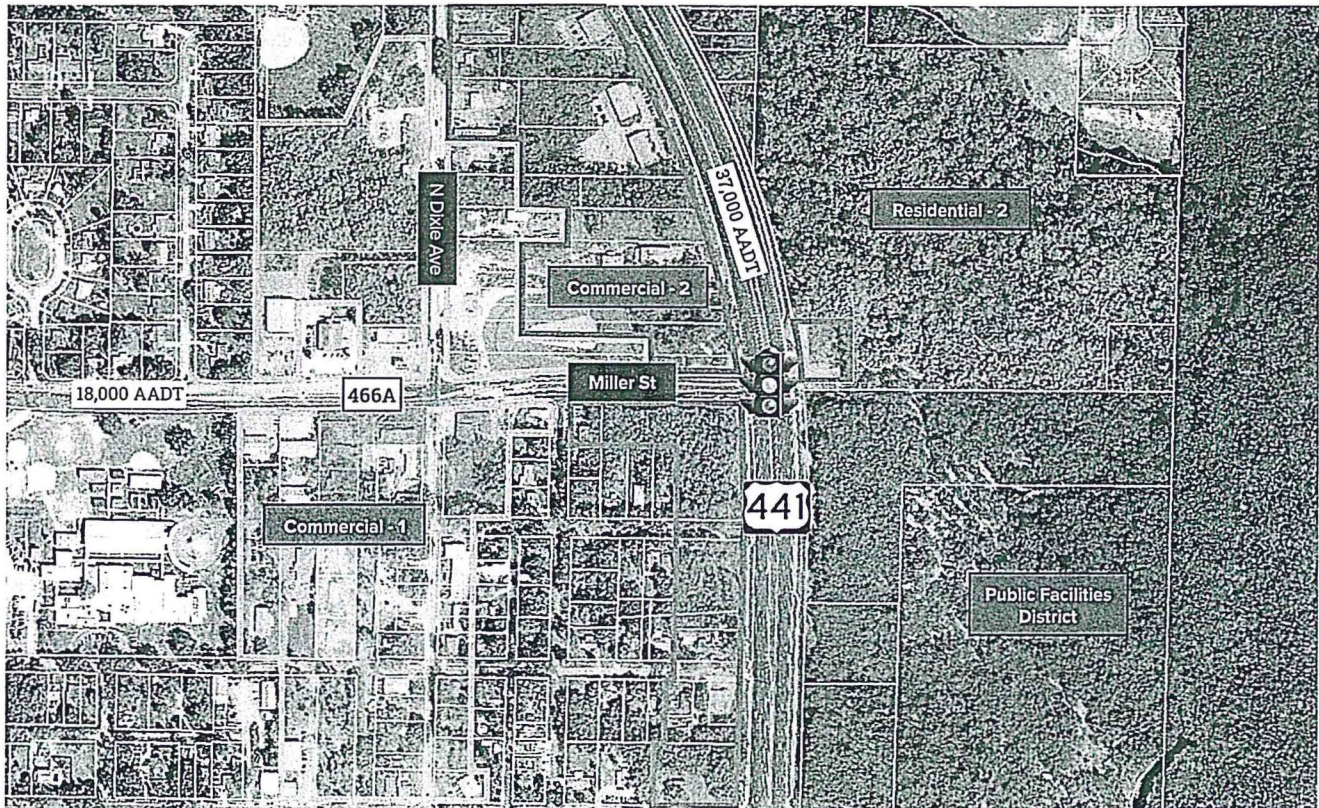
D

3350-3376 US Hwy 441
 ± 7.72 acres
 Owner: [Multiple]
 Zoning: C-2
 Parcel Numbers:
 101924040000006303
 101924040000006304
 101924040000006305

PHASE 3

Identifying Development & Redevelopment Opportunities

East Fruitland Park / 441 Corridor



Potential Parcels / Assemblage:



745 CR 466A

± 4.48 acres

Owner: Westerhall Point LLC

Zoning: C-2

Parcel Number:

061924000400002300



833-849 CR 466A

± 2.95 acres

Owner: Westerhall Point LLC

Zoning: C-2

Parcel Numbers:

061924000400004200

061924000400002101

061924000400006400



815 CR 466A

± 4.0 acres

Owner: John M & Laurel A Connell

Zoning: C-2

Parcel Numbers:

061924000400004700

061924000400008600



Timbertop Lane

± 7.72 acres

Owner: Anthony E Stultz

Zoning: C-2

Parcel Number:

061924000400008000

PHASE 4

Identifying Retailers & Developers for Recruitment

The Retail Coach has been successful in recruiting leading retail brands to our client communities for more than 17 years. Our process is driven by providing accurate and current data sets as well as site-specific information to retailers, brokers, and developers.

Identification of Retail Prospects

The Retail Coach will target national and regional retail brands that are a good "fit" for the community. This means the Retail Trade Area population, disposable incomes, consumer spending habits, and education levels meet the retailers' ideal location criteria.

The Retail Coach will review a master list with Fruitland Park staff and work together to prepare a final target list of retailers for recruitment.

Identification of Developer Prospects

Retail recruitment is relationship based. Since 2000, The Retail Coach has worked to establish a reliable network of developer contacts.

Developer networking and developer recruitment have become key components in a community's retail recruitment and development success. Retailers have specific property requirements based on their site location criteria. A mid-to high-tier retailer might show interest in a community; however, there may not be sufficient ready-to-lease properties matching their needs and brand requirements.

In this case it is important to illustrate the need for new development / redevelopment to developers in your market.

The Retail Coach will use its network to identify retail real estate developers active in the region for recruitment.

PHASE 5

Marketing & Branding

To attract targeted retailers, the most critical step is providing accurate, current, and site-specific information on the community and its Retail Trade Area. It is important that this marketing information positively reflects your community's attributes and brand to corporate site selectors, real estate brokers, and developers.

Retail Market Profile

The Retail Coach will develop a retail market profile tailored to the specific needs of targeted retailers' essential site selection and location criteria. The profile serves as a community introduction and includes:

- Retail Trade Area Map
- Location Map
- Traffic Count Map
- Demographic Profile Summary
- Appropriate logo and contact information

Retailer Feasibility Packages

The Retail Coach will create a retailer-specific feasibility package to address essential location criteria. The feasibility package includes:

- Community Overview
- Retail Site Profiles
- Location Map
- Retail Trade Area Map
- Existing Retailer Aerial Map
- Retailer Location Map
- Retail Trade Area Demographic Profile Summary
- Retail Gap Analysis Summary Table
- Retail Trade Area Psychographic Profile
- Retail Trade Area Demographic Profile
- Community Demographic Profile
- Area Traffic Generators
- Appropriate logo and contact information

PHASE 5

Marketing & Branding

Real Estate Developer Opportunity Package

The Retail Coach will create a developer opportunity package to highlight the need for development / redevelopment.

This will include:

- Community Overview
- Location Map
- Retail Trade Area
- Demographic Trends
- Aerial Imagery
- Traffic Counts
- Site-line visibility from major and secondary traffic arteries
- Ingress/egress for primary and secondary traffic arteries
- Median cuts or possibilities
- Traffic signal existence or possibilities
- Site characteristics and topography
- Appropriate Zoning
- Area Retail
- Residential clustering and support
- Proximity to "anchor" retailers
- Top Employers
- Workplace Population
- Potential retail tenants

Online Retail Dashboard & Interactive Map

The Retail Coach will create an online community dashboard, which is available at Retail360.us/Fruitland-Park-FL, for visual presentation and easy downloading of marketing information and data sets.

Site Mapping

As an accredited ESRI Partner, The Retail Coach is able to create a Retail360[®] Community Retail Dashboard for Fruitland Park. The dashboard provides easy access to the data reports and Retail Site Profiles. Considering retail site selectors do much of their research while in hotel rooms and in airports, a GIS platform that streamlines sites and data into one interactive and centralized location is a powerful tool.

Data can be presented by demographic, socioeconomic, psychographic, and retail spending layers that are detailed down to the block level to meet the needs of each individual user - whether that be a real estate broker, site selector, developer, or even a local entrepreneur. Additionally, this platform can be hosted as a stand-alone application on your iPad or embedded within your community's website for "touch of a button" access to important economic indicators such as: median household income, population density, population growth, psychographic lifestyle segmentation, ethnicity, median home value, and median age.

PHASE 6

Recruiting Retailers & Developers

Recruitment of Retailers

Founded in 2000, The Retail Coach was the first national retail advisory firm to introduce retailer and developer recruitment specifically for communities. The recruitment of retailers remains one of the primary metrics of success. Today, our experience has proved a community must move beyond data.

The retailer recruitment process includes the following steps:

- Introductory emails and retail market profiles are sent to each targeted retailer.
- Personal telephone calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime sites are sent to the appropriate targeted retailer.
- Personal emails are sent to inform targeted retailers of significant market changes.
- A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities.
- Personal emails are sent to decision makers once per quarter to continue to seek responses regarding their interest level.

Recruitment of Developers

Much of our recruitment success comes from establishing a network of national retail developers over the past 17 years.

Developer networking and developer recruitment have become key components in a community's retail recruitment and development success. Retailers have specific property requirements based on their site location criteria. A mid to high-tier retailer might show interest in a community; however, there may not be sufficient ready-to-lease properties matching their needs and brand requirements. Relationships with developers are important in these situations to capitalize on retailer interest and opportunity.

Our developer recruitment process includes the following steps:

- Introductory emails and opportunity packages are sent to developers.
- Personal telephone calls are placed to measure interest level.
- Personal emails are sent to inform developers of the status of interested retailers and any significant market changes.

A developer status report is provided with each developer's complete contact information and comments resulting from recruitment activities.

Retail Conference Representation

The Retail Coach will assist in marketing Fruitland Park and its retail vacancies and real estate sites to retailers and real estate sites to retailers, developers, and brokers at retail industry conferences.

The Retail Coach will attempt to set-up retailer, developer, and broker meetings for Fruitland Park at jointly attended conferences.

PHASE 7

Retail Retention & Community Engagement

Focusing on Retail Retention and Community Engagement

The Retail Coach will meet with public and private stakeholders to gather input on retail recruitment and retention as well as development and redevelopment and opportunities and challenges. A community benefits from a healthy balance of national, regional, and independent retailers. Involving the community in discussions provides important feedback that can shape the retail recruitment strategy to achieve that balance.

Retailer Workshop

The Retail Coach will conduct a retail workshop to share Retail Trade Area findings, demographic and psychographic profiles, and specific retail sector opportunities. The workshop focuses on existing retail businesses that may use the data to make “informed” decisions about expanding their merchandise lines and pursuing new sector opportunities, as well as entrepreneurs who are exploring new business opportunities.

Independent retail businesses face tremendous pressure from regional and national “brick-and-mortar” retail brands, as well as online retail sales. The focus of our workshop is educational. It will utilize our market research and analysis to answer the following questions:

- Who are my customers?
- How do I compete with national brands?
- What merchandise should I carry?
- How do I market my business?

PHASE 8

Coaching & Ongoing Support

Coaching

The Retail Coach will partner with Fruitland Park on a long-term basis and be available when you have questions, new ideas, or need access to GIS mapping and current data and statistics. We are also available if Fruitland Park needs to brainstorm opportunities as your community grows and develops.

PROJECT OVERVIEW

Deliverables & Responsibilities

PHASE 1

Analyzing the Market

Retail Trade Area (RTA) Map based on Mobile Location Technology
Retail Trade Area & Community Demographic Profiles (Historical, Current, and Projected)
Retail Trade Area Psychographic Profiles
Daytime Population Summary

PHASE 2

Determining Retail Opportunities

Retail Gap Analysis (RGA)

PHASE 3

Identifying Development / Redevelopment Opportunities

Community-wide sites inventory
Analysis of priority sites and vacancies of highest and best use properties
10 Retail Site Profiles

PHASE 4

Identifying Retailers & Developers for Recruitment

Target list of 25 priority retailers
Target list of real estate developers

PHASE 5

Marketing & Branding

Fruitland Park Retail Market Profile (RMP)
Fruitland Park Retail Market Flyer (RMF)
25 Retailer Feasibility Packages
Developer Opportunity Package
Online Retail360 Dashboard
Interactive Site Mapping with 10 Preloaded Sites

PHASE 6

Recruiting Retailers & Developers

Proactive Retail Recruitment & Recruitment Updates
Proactive Developer Recruitment & Recruitment Updates

PHASE 7

Retail Retention & Community Engagement

Downtown Workshop

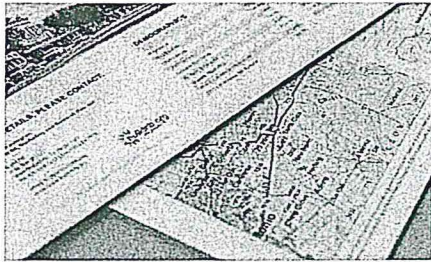
PHASE 8

Retail Coaching

Ongoing Coaching & Support

PROJECT EXPECTATIONS

Timeline & Pricing



REPORTING

The Retail Coach will provide written or electronic project updates on a bi-monthly basis.



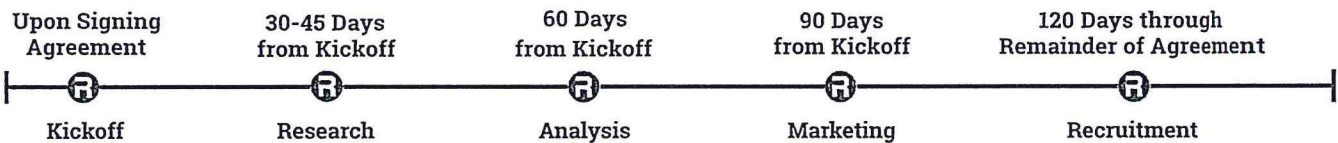
COMMUNITY TRIPS

The Retail Coach team will make three (3) site visits to Fruitland Park during the project.



PROJECT TIMELINE

The Retail Coach is available to begin work immediately upon agreement of terms with a project duration of 12 months.



Project Pricing

Work Fees

The total fee for completion of this work is **\$40,000**, payable in three installments:

- a) **\$15,000** upon execution of the agreement;
- b) **\$12,500** upon 90 days following execution of contract.
- c) **\$12,500** at 180 days following execution of contract.

If Fruitland Park elects to extend the agreement period, the additional fee shall be: **\$30,000** for each additional 12 month period of coaching, recruitment, and support.

Reimbursable Project Expenses

It is estimated that reimbursable expenses will be approximately **\$3,000**. Reimbursable expenses include:

- a) All travel costs;
- b) Cost of special renderings and maps, if any;
- c) Cost of copies for reports and maps/drawings; and
- d) Cost of shipping expenses, if any.

**All Work Fees and Project expenses are payable within 30 days after receipt of the expense invoice. The Retail Coach will provide a digital copy of the deliverables.*

ONGOING SUPPORT

Optional Contract Extensions

Because we believe retail recruitment is an ongoing process, and not an event, we offer the ability to extend a standard project agreement for up to two additional years. Your agreement can be extended at any time to ensure you have the tools and resources you need to successfully recruit retailers.

Year 2 Contract Extension

\$30,000/yr.

Extends your agreement by an additional 12 months from initial contract execution. During that 12 month period, you will continue to receive the following:

- Updated Research, Analysis, and Reports
 - Continued Recruitment of Retailers and Developers
 - Coaching and Support from the The Retail Coach Team
 - Designated Point of Contact for Recruitment and Data Needs
 - Access to GIS Mapping and Data Resources
-

Year 3 Contract Extension

\$30,000/yr.

Extends your agreement by an additional 24 months from initial contract execution. During that 24 month period, you will continue to receive the following:

- Updated Research, Analysis, and Reports
 - Continued Recruitment of Retailers and Developers
 - Coaching and Support from the The Retail Coach Team
 - Designated Point of Contact for Recruitment and Data Needs
 - Access to GIS Mapping and Data Resources
-

SUCCESSFUL PARTNERSHIPS

Past Clients & References



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WHAT OTHERS SAY ABOUT THE RETAIL COACH

Client Testimonials

"As a customer of The Retail Coach I have witnessed first-hand success with Aaron Farmer and his skilled team. The staff at The Retail Coach deliver the knowledge, skill, and rapport necessary to recruit retail into regions seeking progression, all while taking the difficulty away from the municipalities. They are a strong catalyst in retail expansion for any community that is looking for increased economic growth."

Sean Overeynder
Economic Development Director
Floydada, Texas

"In my opinion, The Retail Coach's strategy and assistance has netted us over 325,000 square feet of occupied retail development during one of the most significant retail downturns in the last 20 years. Money well spent."

Samuel D. R. Satterwhite
Executive Director
Wylie Economic Development Corporation

"United Supermarkets showed interest in Brownwood directly through the efforts of the consulting firm The Retail Coach which was hired by the City, Chamber and Brownwood Economic Development Corporation in 2010. Aaron Farmer of The Retail Coach initiated the idea of a location in Brownwood with United."

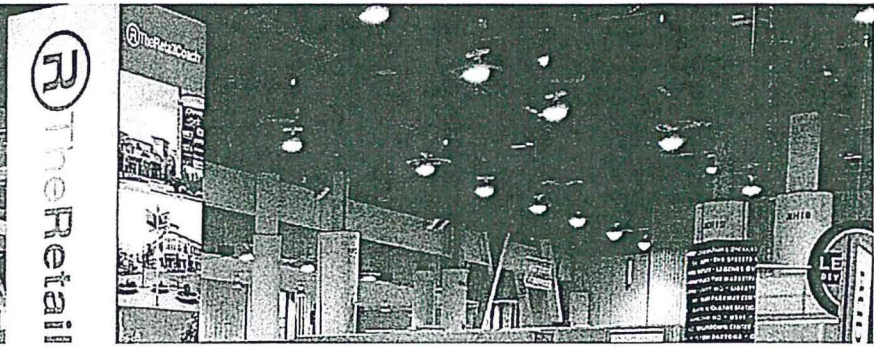
Mayor Stephen Haynes
City of Brownwood, Texas

"The location of Sprouts Farmers Market was a direct result of meetings coordinated by The Retail Coach between our community and site selectors at ICSC/Recon in 2012."

Warren Unsicker, CEcD
Vice President, Economic Development
Broken Arrow Economic Development Corporation

"For years I researched firms to help me with retail development and The Retail Coach continued to surface as the best choice provider. Over and over again I heard about their 'service after the sale.' This was important. You see a lot of firms can run data and put together fancy reports. What allows The Retail Coach to stand out is their coaching. A tool is useless unless someone 'coaches' you on the best way to utilize it. When you hire The Retail Coach you are not just buying data, you are hiring a coach to help you with your retail development needs. I highly recommend them to any community seeking to effectively recruit retail development."

Dave Quinn, CEcD, Executive Director
Previously Bastrop, Texas Economic Development Corporation; Currently Frisco, Texas



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**Building Partnerships.
Developing Communities.**

