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Retail Rivalry: Perfecting Your Pitch to Compete for New Commercial Development



About The Retail Coach



800+ Clients
ACROSS 42 STATES

90%
REPEAT CLIENT RATE

\$600 Million
IN SALES TAX GENERATION

6 Million +
SF OF NEW RETAIL



We Recruit: Retail.

About The Retail Coach



Charles Parker
Project Director

- Joined TRC in 2016
- B.S. / M.S. / M.B.A from Mississippi State
- Background in Outdoor Recreation + Tourism Economics
- MASC's Retail Recruitment Training Program
- Publix, Hobby Lobby, Marshall's, Starbucks, Chick-fil-a, Sprouts's Farmer's Market, Panda Express, Jim-N-Nicks BBQ



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RETAIL

an essential component of any community's comprehensive economic development strategy!





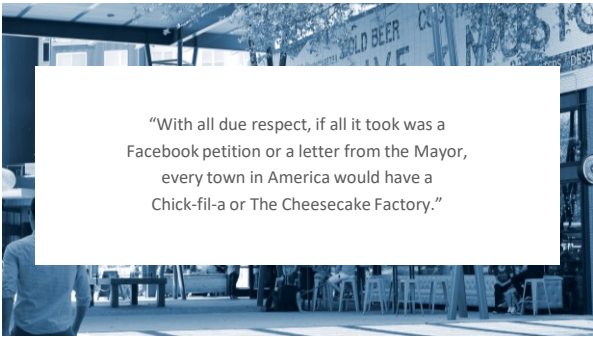
Retail Impacts

Total Sales	\$1 MILLION	\$5 MILLION	\$25 MILLION	\$50 MILLION	\$75+ MILLION
	 		 	 	
Job Creation	15	30	100	200	325
1% Annual Local Tax Impact	\$10,000	\$50,000	\$250,000	\$500,000	\$750,000

Retail Economic Development

IMPACTS





Site Selection Process

Site Selection Process
(Oversimplified)



Retail Site Selection

1. Corporate Directives



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Retail Site Selection

1. Corporate Directives

Supply Chain / Distribution

Franchisee Activity

Regional Focus



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Retail Site Selection

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NO
CONTROL

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Retail Site Selection

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2. Site Criteria

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Retail Site Selection

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Regional Focus

2. Site Criteria

Population + Demographics

Traffic Counts

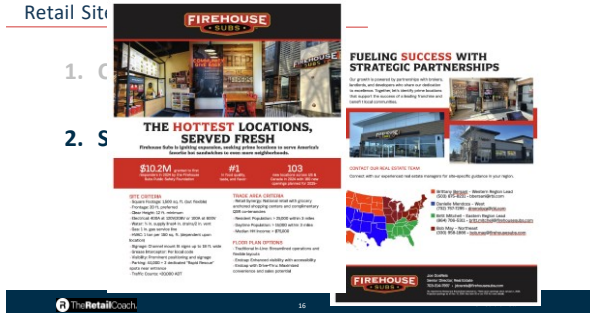
Co-Tenants

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Retail Site

[illegible]

Retail Site Selection

1. Corporate Directives

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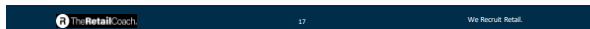
2. Site Criteria

**INDIRECT
INFLUENCE**

Population + Demographics

Traffic Counts

Co-Tenants

[illegible]

Retail Site Selection

1. Corporate Directives

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3. Real Estate Process

[illegible]

Retail Site Selection

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3. Real Estate Process

Site Identification

Entitlement Process

Operations



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CITY CAN MOVE
THE NEEDLE

Elevator Pitch



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Elevator Pitch

You must be able to speak the language to compete for new businesses...

Elevator Pitch

You must be able to speak the language to compete for new businesses...

...and Site Selectors are NOT voters....

“Great Place to Live”

“Great

10 Least Desirable Cities to Live

- 1. Washington, DC
- 2. New York, NY
- 3. San Francisco, CA

The District of Columbia is the most undesirable city for the second year in a row, and with Americans already politically fatigued during an election year, dislike for D.C. is higher than ever. About 33% of Americans say it is one of the top five worst cities in the U.S. — up from 20% who said the same in 2023.

“Great

10 Least Desirable Cities to Live

- 1. Washington, DC
- FORBES > LIFESTYLE > SPIRITS

The
are
Am

Washington, D.C. Is More Than The Nation's Capital— It's A Food Capital

Noel Burgess Contributor @
I'm a journalist, content creator, and speaker living in California.

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Mar 26, 2024, 08:05am EDT

“Great Place to Live”

“Great Place to Live”

Population

“Great Place to Live”

Population

Trade Area NOT City Limits
New Housing Growth

“Great Place to Live”

Schools

Population

~~“Great Place to Live”~~

Schools

Not unless you are selling a site to
a brand targeting “Soccer Moms”

Population

~~“Great Place to Live”~~

~~Schools~~

Age

Population

~~“Great Place to Live”~~

~~Schools~~

Age

Population

Income

~~“Great Place to Live”~~

~~Schools~~ Age Population
Income **Traffic Count**

~~“Great Place to Live”~~

~~Schools~~ Age Population
Income **Existing Brands** Traffic Count

~~“Great Place to Live”~~

~~Schools~~ Age Population
Income **Existing Brands** Traffic Count
**Planning +
Approval
Process**

"Great Place to Live"

Schools Age Population

Income Existing Brands Traffic Count

Planning + Approval Process

Specific Available Site

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"Great Place to Live"

Schools Age Population

Income Existing Brands Traffic Count

Planning + Approval Process

Where to find more information?

Specific Available Site

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"...our community serves a regional retail trade area of approximately 85,000 people and our prime retail area is anchored by Walmart SuperCenter, Marshall's, Hobby Lobby, and Lowe's. All have strong sales, likely due to our median incomes over \$75,000.

Chipotle, Dutch Bros, and Chick-fil-a are in the market but we are still in need of casual restaurant options. There is 1.5 parcel adjacent to the Walmart that is unlisted, but the local property owner is interested in the city's development. It could great fit for your brand... the closest existing location is 25 miles away in Columbia.

Can I have a few minutes to show you where our growth is happening and how we can ensure our planning and approval process is efficient?

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Competitive Advantages

**Community Development
Precedes
Economic Development**
First impressions are critical. Look at your
community as if you were an outsider. What
do you see?

Signs of Investment or Indifference?
Pride of Ownership?
Codes and Code Enforcement?
Evidence of Crime?
Downtown vitality?

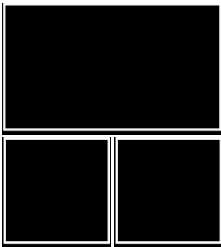
Would you invest there?



Competitive Advantages

Public Investment
- Common Areas
- Seating
- Splash Pads
- Music Venue
- Photo Ops

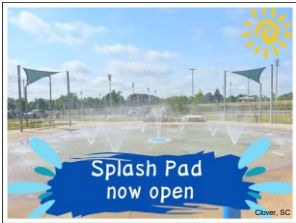
Event Schedule + Programming
- Regular foot traffic generators



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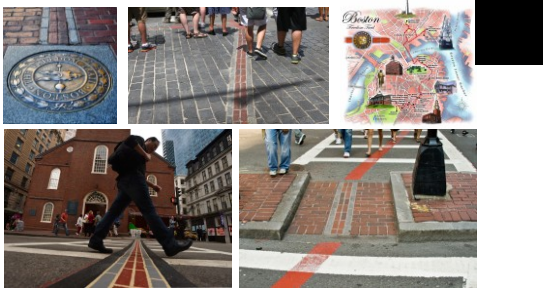
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Competitive Advantages

- Public Investment**
- Common Areas
 - Seating
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 - Photo Ops
- Event Schedule + Programming**
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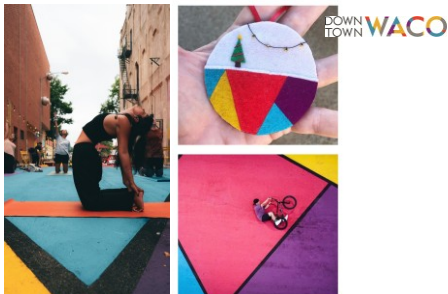
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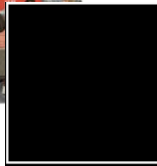
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The best recruitment tool a city can have is a successful collection of existing retailers and restaurants.



“Must Be Present To Win”

Participate at Industry Events
and Networking Opportunities



“Must Be Present To Win”

Be Involved. Build Relationships.

- Expansion plans for your region?
- Which contact covers your market?
- Do you work with preferred developers?
- Looking to lease, buy, build-to-suit? Second generation?
- Active franchisees in the area? Nearest franchisee?



"Must Be Present To Win"

Be A Source for Site Selectors

Clear expectations on planning and approval process

- Off-market properties
- Housing development maps
- Upcoming major project (SportsPlex)
- # of hotel rooms, occupancy rates, ADR
- Major events & tourism drivers
- Meaningful incentives



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Winning Characteristics

Site selectors + brokers are transaction-oriented. They go where the deals are.

Cities that make it predictable, win more.


- Up front expectations on design, zoning changes, off-site requirements
- Pre-application reviews/meetings
- Dedication point-of-contact
- Consistent planning comments
- Understanding of current market trends



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Charles Parker

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Set (and manage) the goals + expectations of the community.



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Set (and manage) the goals + expectations of the community.



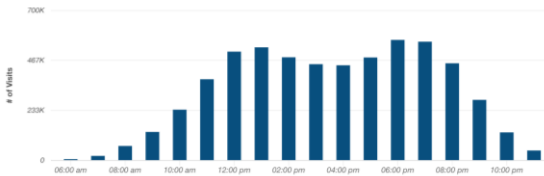
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Educating Business Owners

Help Businesses Understand Importance of Store Hours



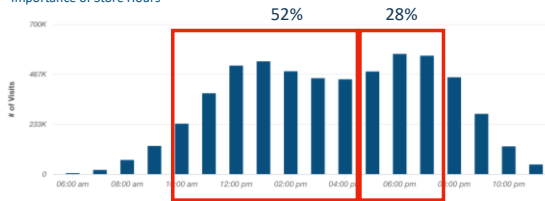
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eCommerce



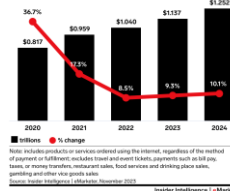
Retail eCommerce

Online sales will grow **over 10% this year**,
outpacing brick-and-mortar's 3% growth rate.

*Still, physical stores will make up roughly 80%
of total sales this year.*

Omni-channel operations have become
essential to retail and restaurant success.

Retail Ecommerce Sales
US, 2020-2024



Insider Intelligence | Monitor

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E-Commerce penetration
does not mean end of
Brick-and-Mortar stores!

During Pandemic 95% of online
orders were fulfilled at the store
level. Now, more than 25% of
locations have full online
fulfillment capability

Fulfilled 70% of orders from
stores, cut delivery time 10%

Lowe's fulfilled 60% of online
orders from stores



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Retail-tainment

Community & Entertainment Based Retail

Retail Destinations
"Third Place"
Mall Redevelopment
Food Halls
Green Space
Entertainment



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Retail-tainment



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Retail-tainment



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Retail-tainment

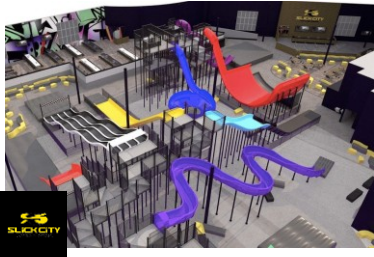


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Retail-tainment



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Retail-tainment



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Retail-tainment



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New Development



Fort Bend Town Center Phase II

Developer: New Quest Properties | Architect: Hightower Venture Architects

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New Development



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