



**QUAD-CITY MEETING
INTER-GOVERNMENTAL SPECIAL MEETING**

**CITY OF SOUTH PADRE ISLAND
CITY OF PORT ISABEL
CITY OF LOS FRESNOS
TOWN OF LAGUNA VISTA**

Notice is hereby given that a **Quad-City Meeting** will be held **Tuesday, December 7, 2010, at 6:00 p.m.**, at the South Padre Island Golf Clubhouse, 1 Golf House Road, Laguna Vista, Texas, at which time the following items will be discussed:

A G E N D A

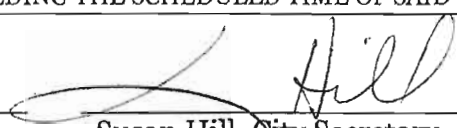
1. Call to order
2. Pledge of Allegiance and Invocation
3. **LAGUNA MADRE EMERGENCY SERVICES** – Discussion of Laguna Madre Emergency Services.
4. **BAHIA GRANDE EARTH MONTH CLEANUP** – Presentation from Richard Gonzalez
5. **“COOL CITIES” INITIATIVE** – Presentation from Madeleine Sandefur.
6. **RURAL PLANNING ORGANIZATION** – Discussion, consideration and potential action to approve the formation of a Rural Planning Organization.
7. **PLASTIC BAGS** – Discussion, consideration and potential action to approve the Plastic Bag ban.
8. **RETAIL & COMMERCIAL DEVELOPMENT** – Discussion and action to authorize the scheduling of an informational workshop on the planning strategies and materials essential to successfully recruiting retail and commercial development.
9. **P.I. BASEBALL FIELD LIGHTS** – Discussion, consideration and potential action to assist financially with the lights to the Port Isabel Baseball Field.
10. **TOWN OF BAYVIEW** – Discussion, consideration and potential action on inviting the Town of Bayview to participate in the Quad-City Meeting.

11. **U.S. REPRESENTATIVE-ELECT R. BLAKE FARENTHOLD** – Discussion on the reception the Town of Laguna Vista is hosting for U.S. Representative-Elect R. Blake Farenthold on Wednesday, December 15, 2010.
12. **QUAD-CITY MEETING** – Consideration to set a tentative date for the next Quad-City Meeting.
13. Public Comments and Announcements by Board Members.
14. **ADJOURNMENT**

CERTIFICATION

WE, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, CITY OF PORT ISABEL AND THE TOWN OF LAGUNA VISTA IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT WE POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL ON DECEMBER 3, 2010 AT OR BEFORE 3:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Susie Alcocer, City Secretary
City of Port Isabel



Susan Hill, City Secretary
City of South Padre Island

Pam Denny, City Secretary
City of Los Fresnos



Alma Deckard, City Secretary
Town of Laguna Vista



Item No.

TRI-CITIES MEETING AGENDA REQUEST FORM

MEETING DATE: December 7, 2010

NAME/DEPT.: Darla A. Jones, Assistant City Manager – City of South Padre Island

Item

Consideration and action regarding the establishment of a Rural Planning Organization (RPO)

Item Background

This is the rural version of a Metropolitan Planning Organization (MPO), a group of local governments interested in setting transportation planning priorities for the RPO boundaries. Our proposed RPO would include Laguna Vista, Port Isabel, Cameron County and South Padre Island. MPO boundaries must be contiguous and we are geographically too far from either Brownsville or the Harlingen/San Benito MPOs to be added. One major drawback of this project is that there is no funding dedicated by TxDOT for the RPOs like there is for the MPOs. We will need to provide all funds locally for the organization.

Item No.

**TRI-CITIES MEETING
AGENDA REQUEST FORM**

MEETING DATE: December 7, 2010

NAME/DEPT.: Victor Baldovinos, SPI Environmental Health Services Director

Item

Presentation on Plastic Bag Reduction Program.

Item Background

On February 11, 2010 at the Tri-City meeting in Port Isabel the three cities agreed plastic bags are a regional concern, not only from an aesthetic standpoint, but as a hazard for our wildlife and sea life. After some discussion, it was noted that the region's City Managers met on February 17th to discuss the issue and to develop recommendations for their respective elected boards.

At the September 15, 2010 City of South Padre Island City Council meeting, Victor Baldovinos, Environmental Health Director, briefed the City Council about the effects of plastic bags on the local environment. The City Council directed Mr. Baldovinos to return to the Council with a draft ordinance that would regulate the bags used by retailers operating within the City of South Padre Island. To effectively accomplish the regulatory objective, the City of South Padre Island's position is this restriction on plastic bags must be a regional regulatory initiative.

South Padre Island
Plastic Bag Reduction Program



COMMUNITY WORKSHOP

MONDAY, MAY 17, 2010



Community Workshop Attendees on May 7, 2010

- More than 30 people participated in the workshop
- HEB, WALMART, STRIPES, BLUE MARLIN & CALYPSO
- Duro Bag Representatives, Highlex Poly, as well as, a representative from the American Chemistry Council participated
- SPI City Council members we present
- SPIEHSD provided staff support



KEY NOTES:



- HEB - "We support what the City sets forth..."

Robert Palomino
& Bea Lopez



- Wal-Mart supports the idea and "are willing to contribute several thousand reusable bags to their customers."

Paul Estrada



- Stripes "...felt the ordinance in Brownsville is for the best..." but they do have concerns about visitors that come to the Island and feel that education is key.

Gerry Gonzalez





2012 Padre Blvd.
South Padre Island, TX
9549 761-0160 2

Blue Martin
Supermarket

"We're hooked on serving our customers"

☐ Blue Martin Supermarket also supports of the idea of a ban of plastic bags but "...would like to see a balance not a complete ban."

Albert Barrera




☐ South Padre Island Chamber supports a voluntary use of reusable bags rather than developing a regulatory ordinance. "We'd be waging an uphill battle and would like to see the if an ordinance is set forth, that there be ample time for our business to convert from plastic to paper or cloth bags, and the creation of more opportunities to recycle plastic bags would also be a step in the right direction."

Dianna L. Harvill
on behalf of
Roxanne Guenzel
Chamber President




City of Brownsville

- City of Brownsville's position is that Brownsville has a real problem. Surveys were conducted thought all parts of Brownsville and those proved that "we were ready for an ordinance."

Rose Timmer
Keep Brownsville
Beautiful




- Residents** who attended the meeting are for the idea and feel that we must educate our public whether an ordinance is created or not.




☐ Calypso in South Padre Island feels that "...plastic bags are **NOT** a problem & that Brownsville's ordinance is **incorrect** and has **inaccurate** information. Other alternatives have been researched and **none** have been proven effective. Bigger corporations will **not** face the same struggles as small local businesses. He would **not** like an ordinance with false statements and feels they need a proper time frame to convert. This **WILL** increase the cost to the consumer..."

Tyler Dial
Owner



How can we help?

- ☐ REDUCE
- ☐ REUSE
- ☐ RECYCLE
- ☐ REFUSE



How can we help? (continued)

- TAKE CONTROL
 - Be in control of the ill effects of plastic bags and properly recycle them
 - Help conserve our environment by taking part in neighborhood/highway/beach cleanups



Reduce, Reuse, Recycle

If we use a cloth bag,
We can save SIX bags a week



Reduce, Reuse, Recycle

That's 24 bags a
month



And 288 bags a year



Recycling Plastic Bags

- Helps the environment.
- Recycling alleviates this problem.
- Using fewer plastic bags causes less pollution.
- Not biodegradable.



Conclusions:



Option 1

- No creation of Ordinance
 - Encourage business to simply ask, "Do you need a bag..."
 - Increase recycling efforts



Option 2

- We can pass an ordinance to ban plastic bags. We would become the 2nd city in Texas and the 13th city in the nation to ban plastic bags.
- Increase recycling efforts



Option 3

- Create an ordinance to allow for certified compostable paper and plastic bags. Encourage the use of reusable bags, recyclable paper bags, and compostable bags are acceptable as alternatives.
 - Educate the public
 - Increase recycling
 - Provide incentives



Option 4

- Seek legislative authority for municipalities to have greater control over the use of plastic bags
 - Funds would be directed to:
 - Education
 - Awareness of the negative impact plastic has on the environment
 - Clean up efforts



Option 5

- Combining options or other alternatives???



Thank you and please:

- REDUCE
- REUSE
- RECYCLE &
- Refuse!



• SAVE THE ENVIRONMENT!!!

Item No.

**TRI-CITIES MEETING
AGENDA REQUEST FORM**

MEETING DATE: December 7, 2010

NAME/DEPT.: JoAnn Evans, SPI City Councilwoman

Item

Discussion and action to authorize the scheduling of an informational workshop on the planning, strategies and materials essential to successfully recruiting retail and commercial development..

Item Background

At the recent TML Conference, I attended an excellent presentation by a group called Retail Coach on retail business recruitment. Unlike other presentations that I have attended on this topic, this session was not devoted to selling the presenting company's services; rather it was focused on specific strategies that communities can use such as:

- the information and material that cities need to prepare, have ready to send out and update regularly;
- specific info on what kinds of ordinances and other things a council needs to establish in order to make city desirable to a business considering the location;
- criteria to identify the types of businesses we should be trying to get;
- specifics about what businesses look for and how these businesses evaluate possible locations;
- criteria for deciding under what conditions a new business would qualify for some kind of incentive and the policies a council needs to have in place regarding this; and
- the fact that we can wish all we want for new retail businesses to locate here, but if we don't do the work and actively recruit, it won't happen especially in this economy.

I have provided you with a copy of the handout from the session. I think you will see some ideas you may have discussed as well as ideas and information perhaps you have not yet considered.

The presenter is willing to come down here and do a workshop for us at no charge, other than transportation costs from Houston, and to tailor the presentation to cities, and town of our size— a good deal, I think. SPI has been talking about the need for more and new retail but we have not taken action on specific initiatives to make it happen. Getting this information would help us develop a plan to actually get the necessary work done and start an active recruitment program. This initiative will complement the work we are doing to develop our goals for the Form Based Code. .

In addition to the council members, we would be inviting our EDC board, representatives from our Chamber and other stakeholders in the commercial and entertainment districts. I see some advantages in a Tri-City approach to some of the aspects of the retail recruitment process. Each of our communities

wants to attract some additional commercial development; although, the specific types of development we need may vary. Working together on some of the projects, we can share resources and costs for the preparation of some materials and avoid unnecessary duplication of efforts. Each of us also has some different assets that will appeal to a wider variety of retail businesses and we are really almost a unit as far as a local region for business to consider as a possible location.



October 29, 2010
8:15 AM



Hitting the Target

How to Develop and Implement a
Successful Retail Recruitment Strategy

Presentation to **Texas Municipal League of Texas**
by Aaron Farmer | Sean Garretson



About The Retail Coach

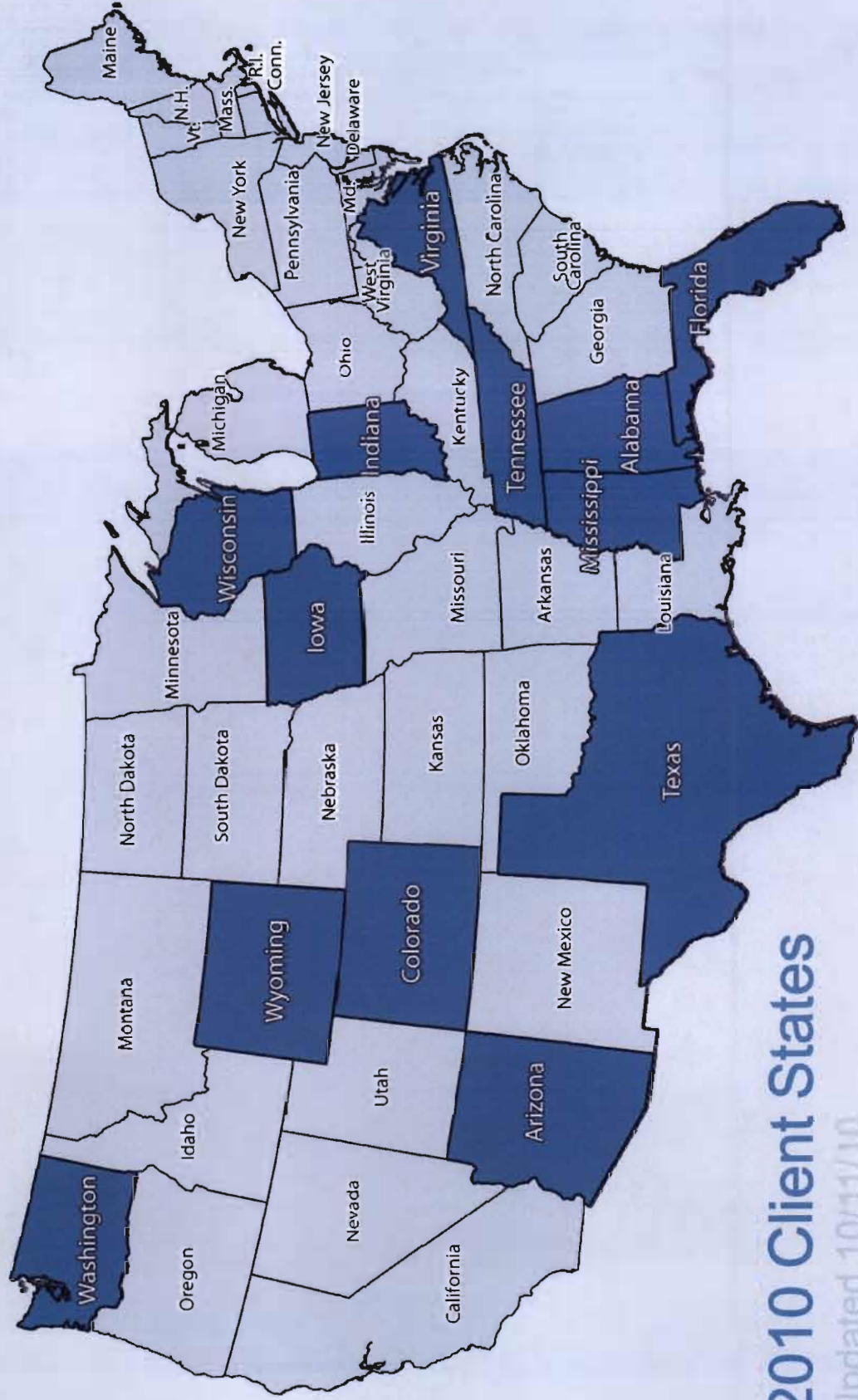
Retail Analytics & Locational Intelligence

We develop and execute high-impact retail recruitment and development strategies:

- Corporate Site Selection with National Retailers
- Retail Real Estate Brokerage
- Retail Leasing
- Development/Redevelopment
- Land Development with Investment Firm
- Market Analysis & Land Strategy

**From start to finish:
retail recruitment is
The Retail Coach's only
focus.**

**The Retail Coach –
Experience, Strategy,
Technology and
Creative Expertise.**



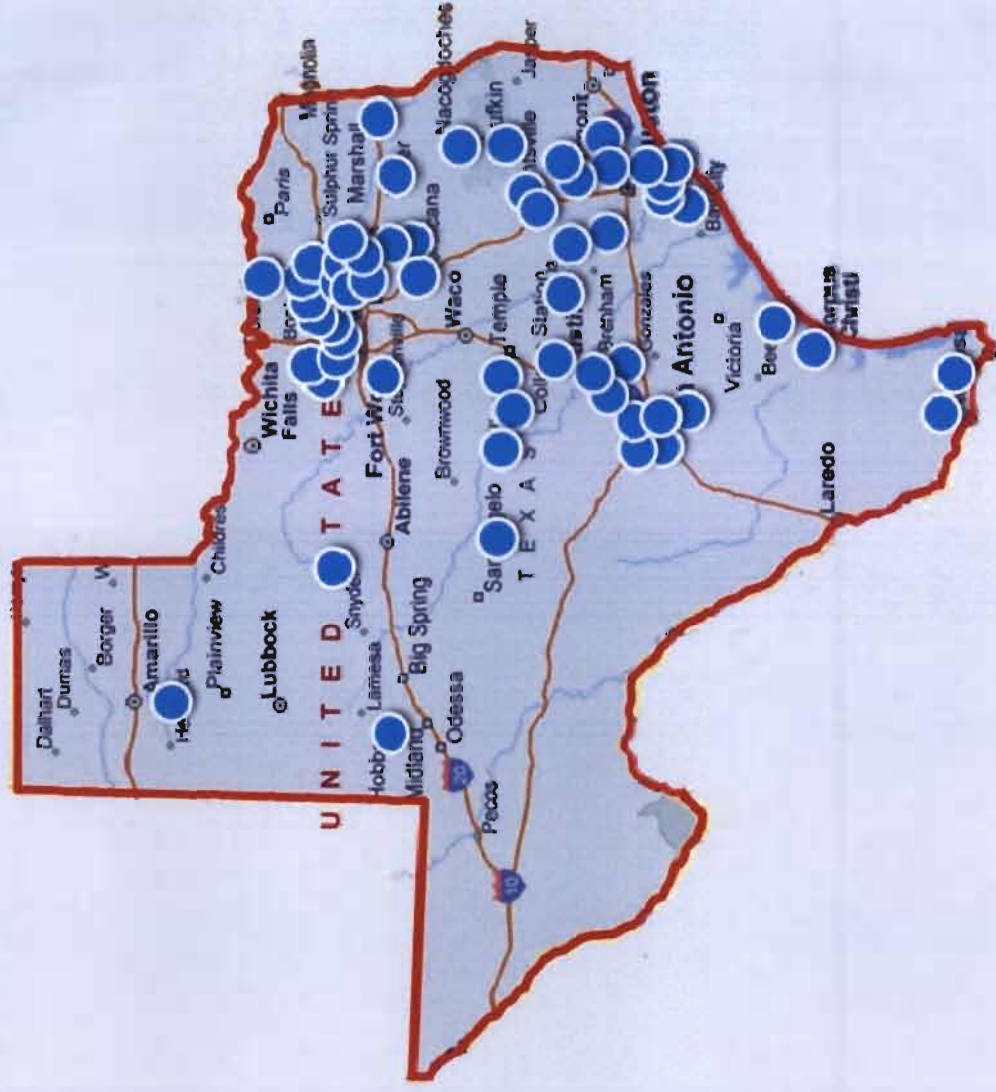
2010 Client States

Updated 10/11/10



About The Retail Coach

We Know TEXAS





The New Economic Development



“...the application of public resources to stimulate private investment with emphasis on new technologies, sustainability and local communities.”

Source: TIP Strategies, - Austin, Texas

Retail is Economic Development

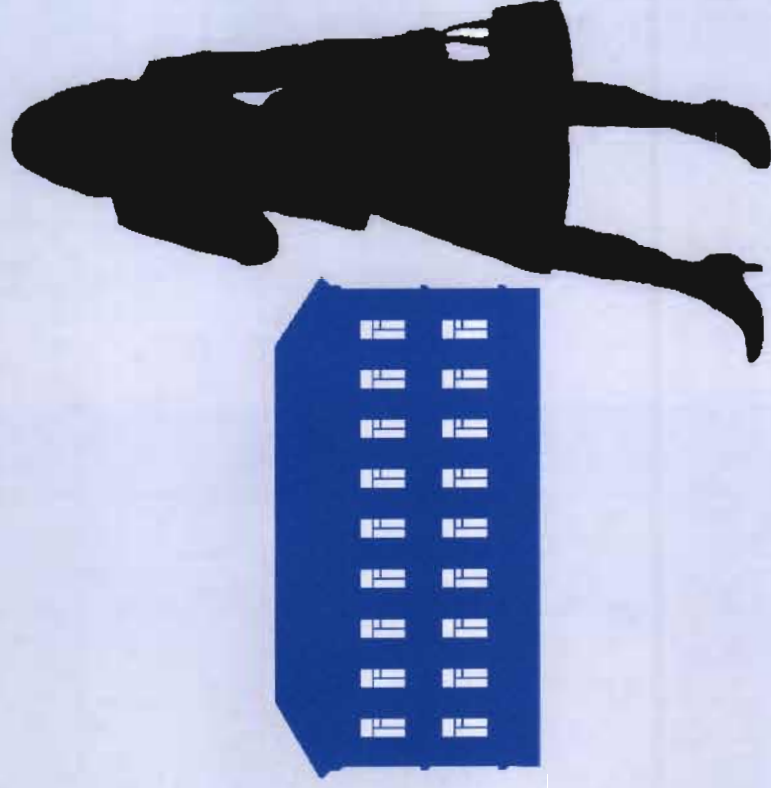


November 2, 2010





Retail Recruitment: Through the Eyes of a Retailer



Customer Profile

Customer description that includes demographic, geographic, and psychographic characteristics, buying patterns, purchase history...

Each Retailer Has a Customer Profile

Population:	minimum of 20,000 in the trade area
Age:	young adults, ages 25 – 34
Residence:	single dwelling or apartment
Marital status:	married
Gender:	55% female
Ethnicity:	50% white, 30% Latin/Hispanic, 20% African American
Household size:	greater than 3 people
Median Income:	\$20,000 - \$30,000 annually
Education:	high school diploma
Employment:	blue collar and full time

Purchasing Cycles

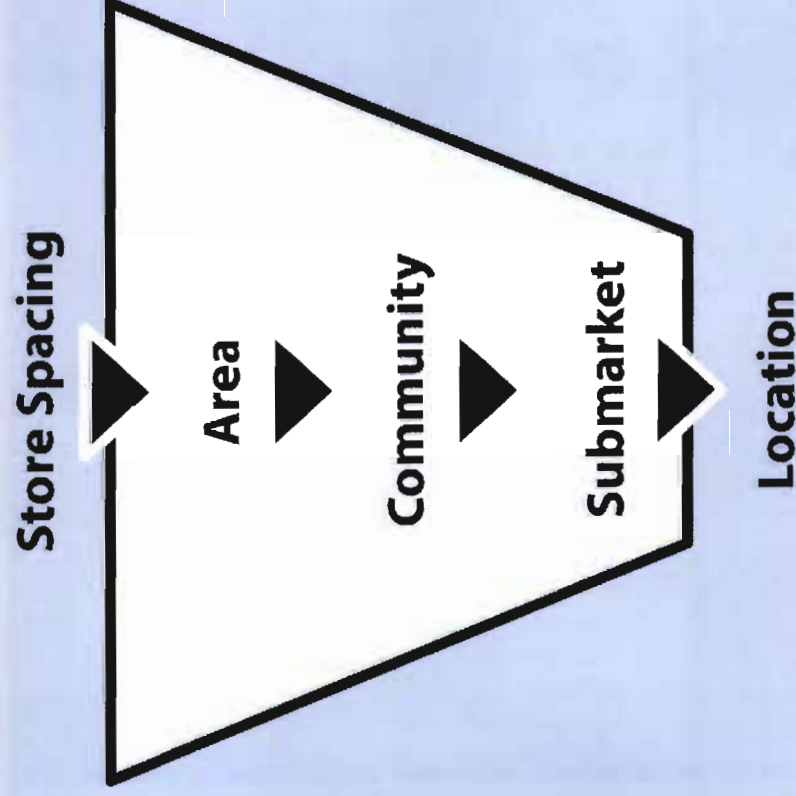
A purchasing cycle is the frequency with which a retail item is ordered or purchased by a customer.

Pizza Restaurant:	one trip every three weeks
QSR:	weekly or bi-weekly visits
Grocery Store:	every week
Pharmacy:	refill prescriptions once per month
Shoe Store:	new pair of shoes three times per year
Major Discounter:	weekly or bi-weekly visits

The Strategy

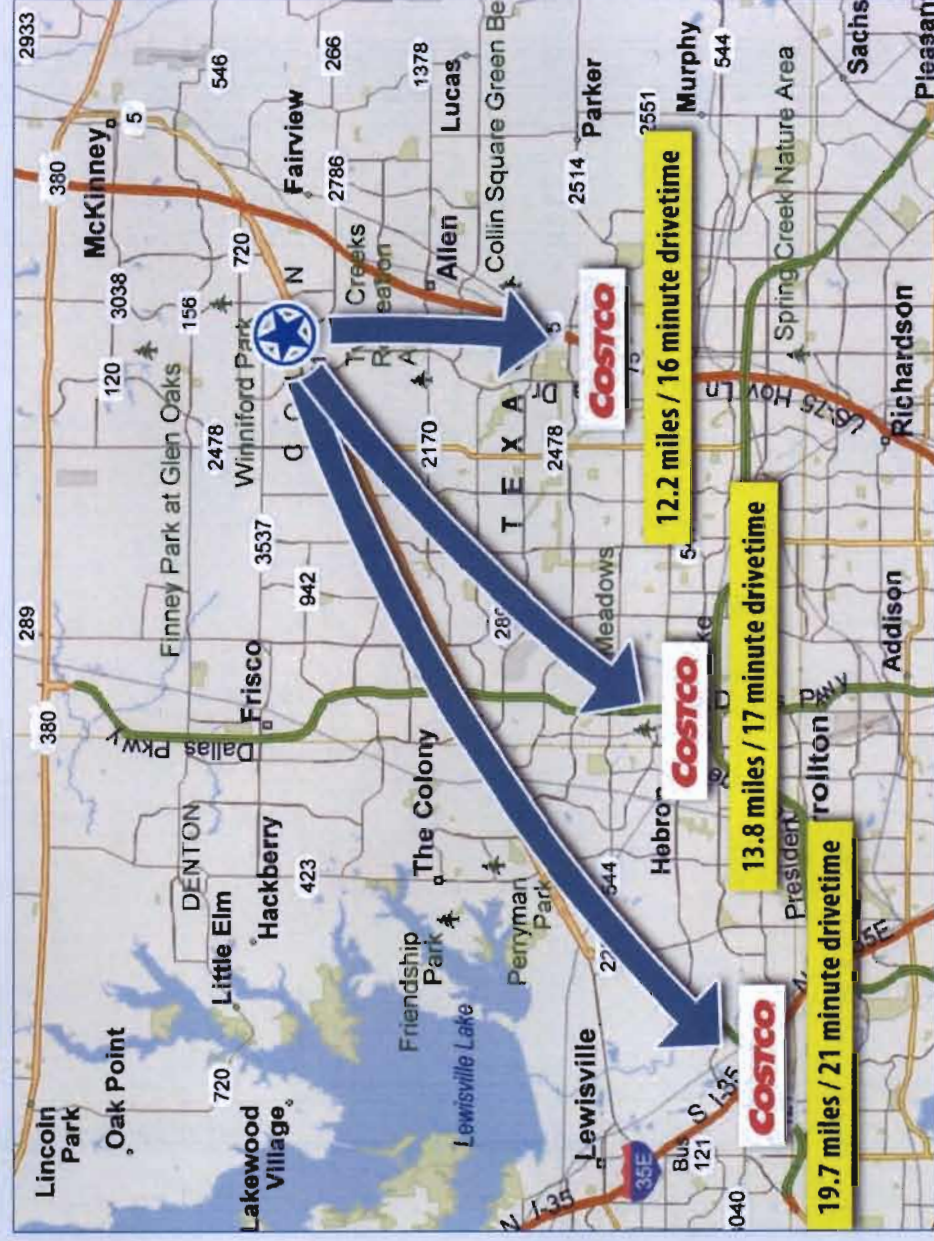
- Understand the community's relationship to surrounding communities
- Understand the road systems within the city
- Understand the traffic patterns of people who live, work, play and travel in the city
- Understand what causes people to move in certain directions

The Analysis



Macro to Micro
approach to retail site
selection.

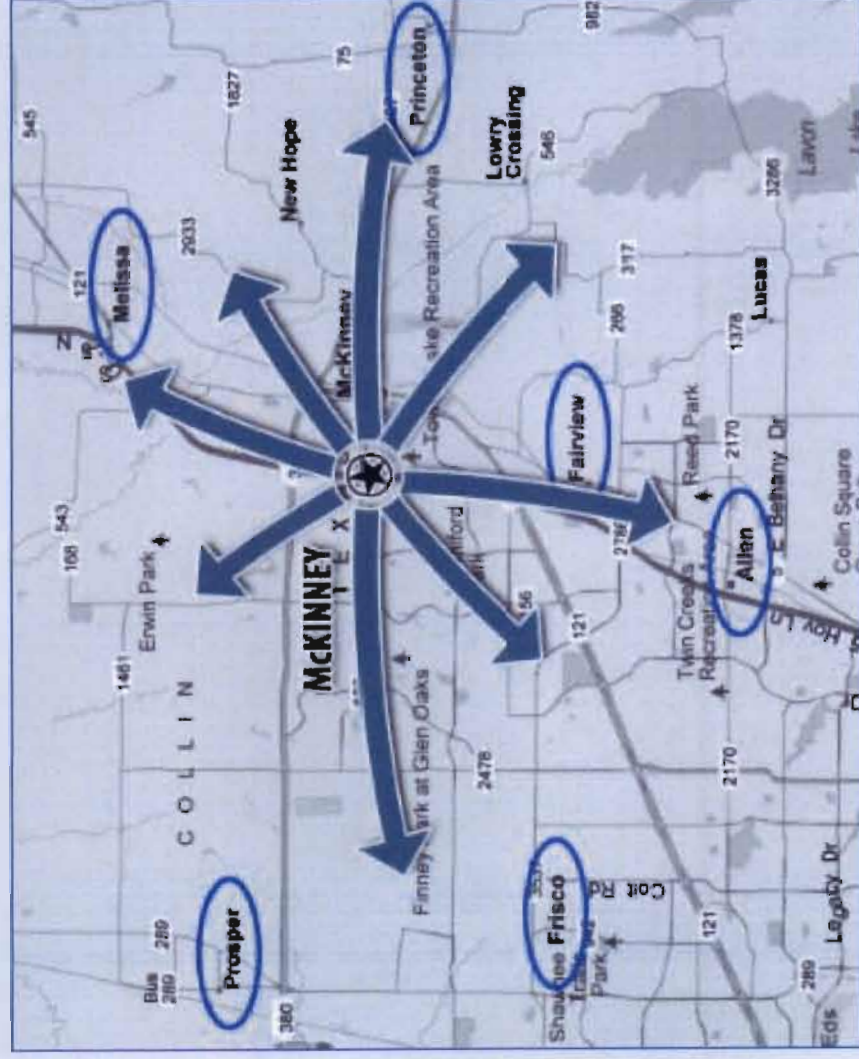
Store Spacing Analysis



Retailers pay
close
attention to
store spacing

Area Analysis

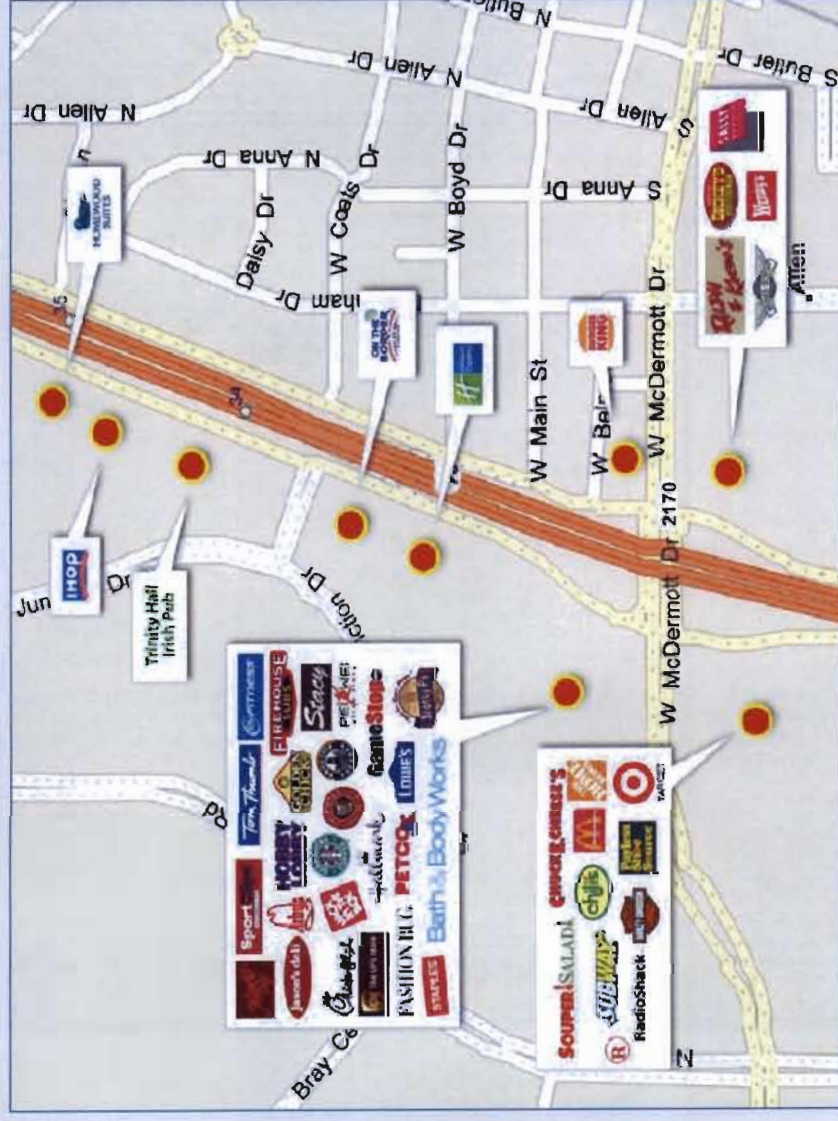
Understand Competing Communities



Retailers must know what is taking place in the area and how it impacts the community they are evaluating

Area Analysis

Understand Competing Communities



Retailers must know
where other retailers
are located -
especially competing
retailers



Community Analysis

Understand How Communities Relate

Peer Community Population Comparison

Population	McKinney	Frisco	Plano	Allen	Fairview	Princeton	Prosper	Melissa
2015	158,661	137,258	325,345	104,900	11,108	4,993	7,398	3,746
2010	130,459	114,030	280,422	85,603	9,072	4,129	5,970	3,056
2000	54,369	33,714	222,030	43,554	2,644	3,477	2,097	1,350
1990	21,807	6,767	128,507	19,208	1,728	2,562	1,259	868

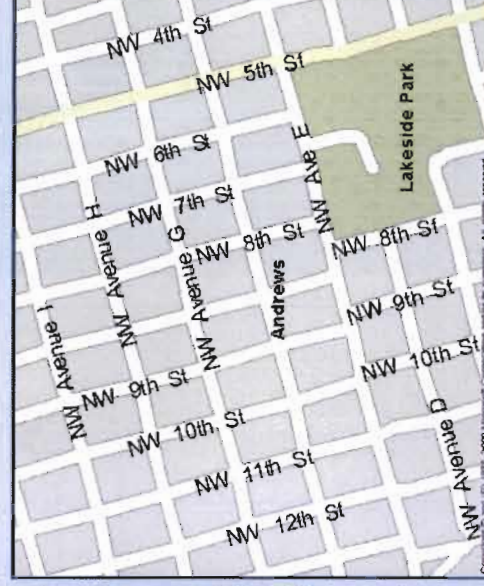
Growth (%)	McKinney	Frisco	Plano	Allen	Fairview	Princeton	Prosper	Melissa
2010-2015	21.62	20.37	16.02	22.54	22.44	20.93	23.92	22.98
2000-2010	139.95	238.23	26.30	96.54	243.12	18.75	184.69	126.37
1990-2000	149.32	398.21	72.78	126.75	53.01	35.71	66.56	55.53

Community Analysis

Retailers will perform a mental SWOT Analysis of the city

- Obtain current aerial photograph
- Travel all primary and secondary road systems
- Document retailers and their locations
- Document retail gaps or opportunities
- Note ingress/egress to retail areas from population clusters, residential neighborhoods and other communities
- Note retail clusters and divide community in submarkets
- Note community development issues

Community Analysis



Understand Your Road Systems

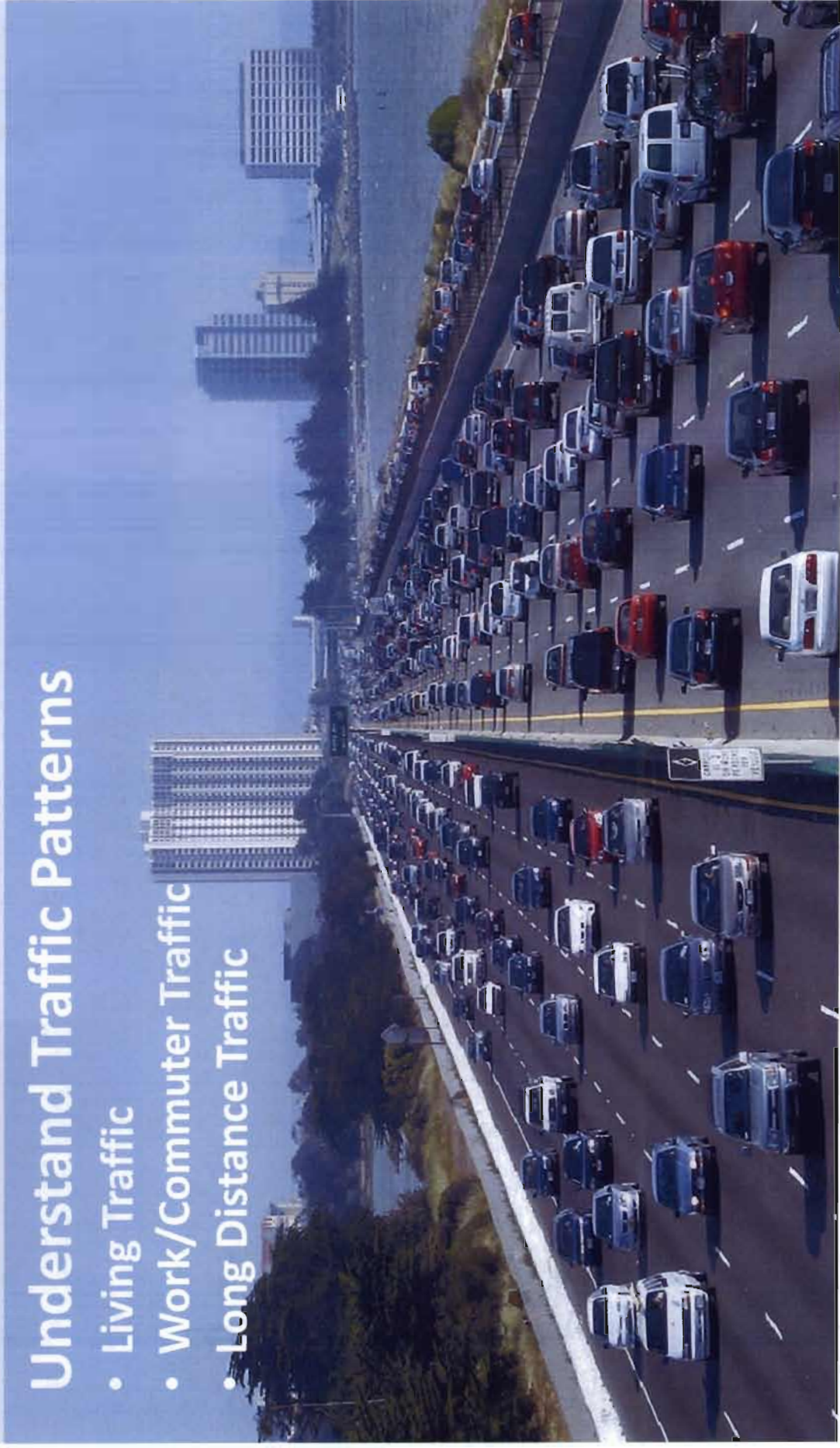
- Radial Roads
- Regional Roads
- Local Roads



Community Analysis

Understand Traffic Patterns

- Living Traffic
- Work/Commuter Traffic
- Long Distance Traffic





Community Analysis

Understand Signage Program

The intent is to have the biggest, tallest, most visible sign in the area





Community Analysis

Understand Quality of Place

Downtown District | Business Activity | Commerce | Social Life | Entertainment
Retailers want to invest in communities that offer residents everything



Community Analysis

Understand the Economy Look for Problem Indicators

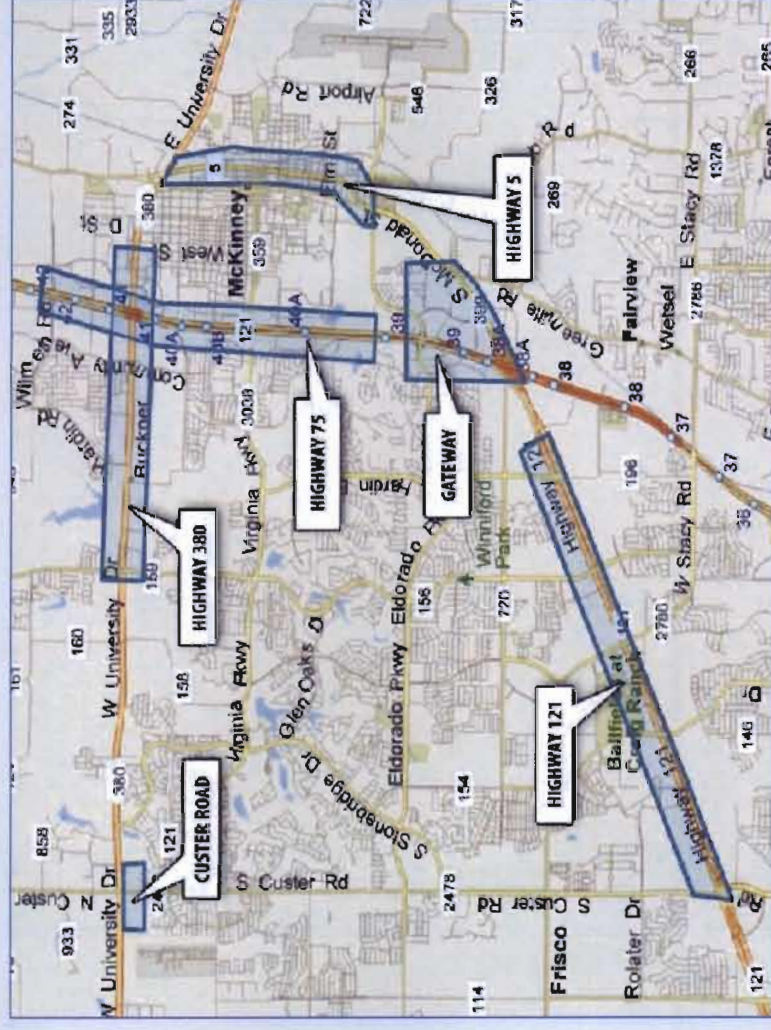
- Topographical issues
- Downward demographic trends
- Excess vacancies
- Emerging retail clustering in other areas
- Lack of code city planning & code enforcement
- Lack of investment

**Code enforcement
Is a major problem
in most communities**



Submarket Analysis

Determine Submarkets within the City

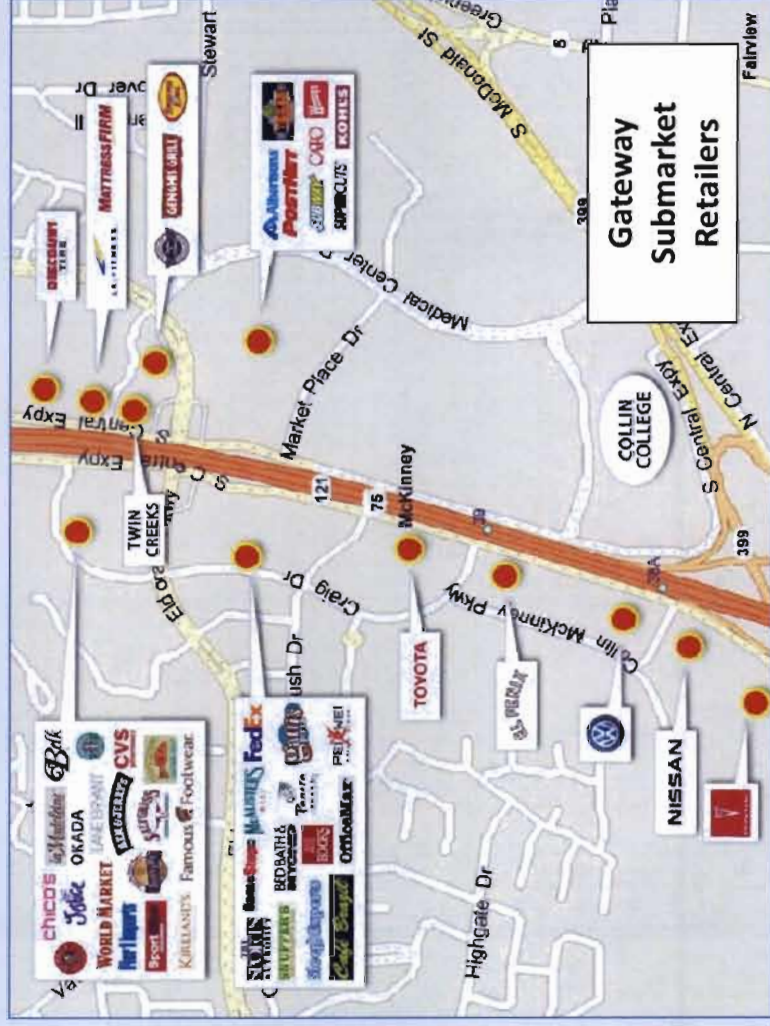


Submarkets are determined by retail clustering, road systems and population density



Submarket Analysis

Map Submarket Retailers



Retailers need to know
how retail and
submarkets relate to
each other

Submarket Analysis

Identify Emerging Submarkets

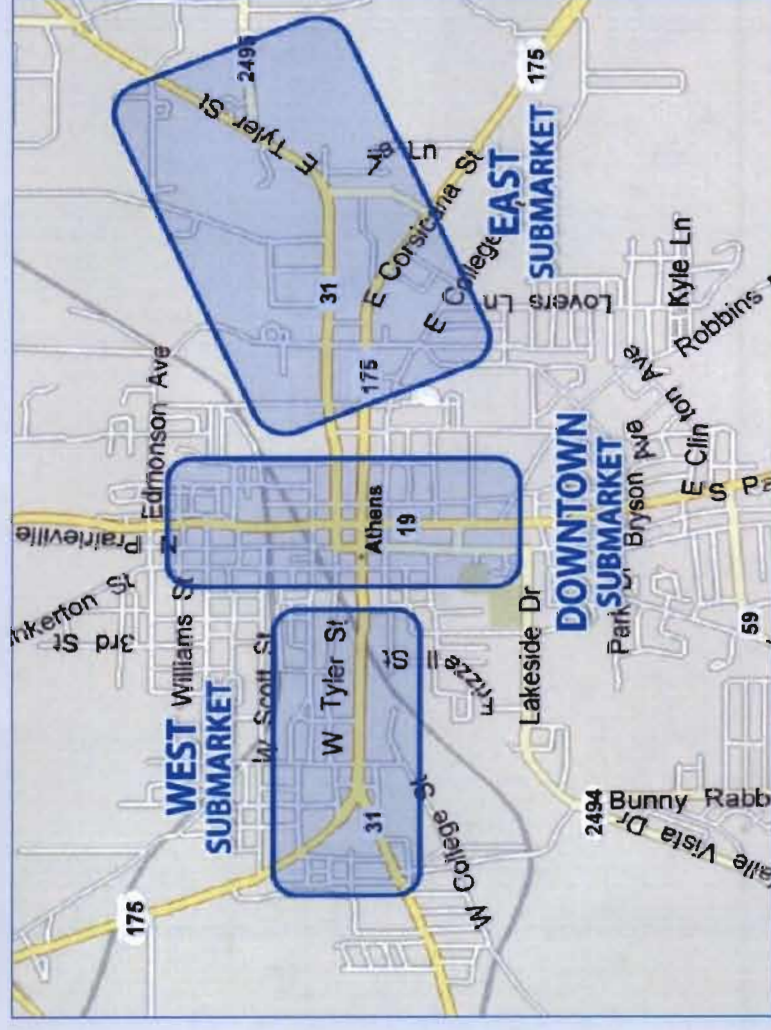


Retail often follows
major traffic
generators

Submarket Analysis

Every community has multiple submarkets

**This smaller city has
three unique submarkets**



Submarket Analysis

Determine Retail Trade Areas

A Retail Trade Area is the largest distance consumers are willing to travel to purchase retail goods and services.

The size depends on the variety of goods and services offered in your community and proximity to retail in nearby competing communities.

Customers will travel further to purchase “big ticket” items.

Submarket Analysis

How to Determine Retail Trade Areas

An accurate retail trade area is the foundational tool for retail recruitment.

Retailer-Defined Trade Area (Most Accurate Approach)

Determined by retailers who know where their customers are travelling from:

- Meet with or interview retailers
- Intercept survey customers
- Confirm with license plate survey

Determine Retail Trade Areas

Determine Retail Trade Areas



Submarket Analysis

Understand the Customers

- Demographic Profiling
- Psychographic Profiling

nielsen
.....



ESRI





Submarket Analysis

Demographic Profile



Study the submarket's citizens for their unique attributes:

- Population
- Population Growth
- Race Classification
- Median Age
- Education
- Household Income
- Per Capita Income



Submarket Analysis

Psychographic Profile



**Use demographic profile findings
to study and measure consumers:**

- Attitudes
- Values
- Preferences
- Lifestyles
- Buying Habits
- Motivational Forces



Community Analytics

Psychographic Profile



Lifestyle Segmentation

Divide your market into groups of consumers with similar demographic characteristics, lifestyles, purchase behaviors and work patterns.

Submarket Analysis Psychographic Profile

Consumer Propensity Report

Determines where
customers are dining
and ranks based on
indexing.

Lists what customers
are buying.

Restaurants	Buy from Krispy Krem
Restaurants	Buy from Krystal Hamburgers
Restaurants	Buy from Little Caesar's
Restaurants	Buy from Lone Star Steakhouse
Restaurants	Buy from Long John Silver
Restaurants	Buy from Mazzio's
Restaurants	Buy from McDonald's
Restaurants	Buy from Olive Garden
Restaurants	Buy from Outback Steakhouse
Restaurants	Buy from Pancake/Doughnut/Ice Cream Restaurant
Restaurants	Buy from Panera Bread
Restaurants	Buy from Papa Gino's
Restaurants	Buy from Papa John's
Restaurants	Buy from Pizza Hut
Restaurants	Buy from Pizza Inn
Restaurants	Buy from Ponderosa
Restaurants	Buy from Popeye's
Restaurants	Buy from Quizno's
Restaurants	Buy from Quizno's



Community Analytics

Retail Gap Analysis

Measure of Consumer Demand and Retail Opportunity

We analyze 52 retail categories to create a Retail Gap Analysis identifying which sectors in a city have retail leakages and which have retail surpluses.

Community Analytics

Retail Gap Analysis

How to Utilize the Retail Gap Analysis

Summary Table

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Building Material Dealers	\$18,000,000	\$18,000,000	\$0	0%
523	Paints and Paper Merchants	\$18,000,000	\$18,000,000	\$0	0%
525	Hardware	\$18,000,000	\$18,000,000	\$0	0%
526	Refrigeration	\$18,000,000	\$18,000,000	\$0	0%
537	Mobile Phone	\$18,000,000	\$18,000,000	\$0	0%
53	General Merchandise	\$18,000,000	\$18,000,000	\$0	0%
541	Groceries	\$18,000,000	\$18,000,000	\$0	0%
542	Meat and Poultry	\$18,000,000	\$18,000,000	\$0	0%
543	Fruit and Vegetable	\$18,000,000	\$18,000,000	\$0	0%
544	Candy	\$18,000,000	\$18,000,000	\$0	0%
545	Dairy	\$18,000,000	\$18,000,000	\$0	0%
546	Bakery	\$18,000,000	\$18,000,000	\$0	0%
549	Meat and Seafood	\$18,000,000	\$18,000,000	\$0	0%
551	Meat and Seafood	\$18,000,000	\$18,000,000	\$0	0%
552	Unbranded	\$18,000,000	\$18,000,000	\$0	0%
553	Auto and Truck	\$18,000,000	\$18,000,000	\$0	0%
554	Gasoline	\$18,000,000	\$18,000,000	\$0	0%
555	Boat and Motor	\$18,000,000	\$18,000,000	\$0	0%
556	Recreation	\$18,000,000	\$18,000,000	\$0	0%
557	Motor	\$18,000,000	\$18,000,000	\$0	0%
559	Auto	\$18,000,000	\$18,000,000	\$0	0%
561	Meat and Seafood	\$18,000,000	\$18,000,000	\$0	0%
562	Meat and Seafood	\$18,000,000	\$18,000,000	\$0	0%
563	Meat and Seafood	\$18,000,000	\$18,000,000	\$0	0%
564	Meat and Seafood	\$18,000,000	\$18,000,000	\$0	0%
565	Meat and Seafood	\$18,000,000	\$18,000,000	\$0	0%

Summary Table (continued)

566	Shoe Stores	\$2,313,764	\$2,313,764	\$1,300,000	-44%
569	Miscellaneous Apparel and Accessory Stores	\$1,600,374	\$1,600,374	\$200,000	-9%
571	Home Furniture and Furnishings	\$12,408,370	\$12,408,370	\$500,000	-4%
572	Household Appliance Stores	\$1,929,827	\$1,929,827	\$1,800,000	-7%
573	Radio, TV, and Computer Stores	\$26,719,290	\$26,719,290	\$0	-100%
5812	Eating Places	\$80,581,730	\$80,581,730	\$18,100,000	-44%
5813	Drinking Places	\$1,613,366	\$1,613,366	\$0	-100%
591	Drug Stores and Proprietary	\$6,157,381	\$6,157,381	\$1,400,000	-85%
592	Liquor Stores	\$993,903	\$993,903	\$800,000	-20%
593	Used Merchandise Stores	\$2,415,321	\$2,415,321	\$600,000	-75%
5941	Sporting Goods, Bicycle and Gun Stores	\$1,671,991	\$1,671,991	\$500,000	-70%
5942	Book Stores	\$764,618	\$764,618	\$0	-100%
5943	Stationery Stores	\$3,462,619	\$3,462,619	\$0	-100%
5944	Jewelry Stores	\$1,444,709	\$1,444,709	\$100,000	-93%
5945	Hobby, Toy and Game Shops	\$1,265,013	\$1,265,013	\$100,000	-92%
5946	Camera and Photography Supply Stores	\$200,859	\$200,859	\$0	-100%
5947	Gift, Novelty and Souvenir Shops	\$1,928,825	\$1,928,825	\$400,000	-79%
5948	Luggage and Leather Goods Stores	\$70,877	\$70,877	\$0	-100%
5949	Stemming, Needlework and Craft Stores	\$230,788	\$230,788	\$400,000	73%
595	Non-Retailers	\$4,803,718	\$4,803,718	\$0	-100%
596	Fuel and Ice Dealers	\$362,899	\$362,899	\$600,000	65%
5992	Florists	\$904,869	\$904,869	\$700,000	-23%
5993	Tobacco Stores and Stands	\$149,207	\$149,207	\$0	-100%
5994	Newspaper and Newsstands	\$233,042	\$233,042	\$0	-100%
5995	Optical Goods Stores	\$665,566	\$665,566	\$0	-100%
5999	Miscellaneous Retail Stores, NEC	\$16,780,770	\$16,780,770	\$10,870,000	-35%
TOTALS		\$401,437,100	\$401,437,100	\$195,700,000	LEAKAGE

SHOE STORES

LEAKAGE: \$1,013,764

TARGET:



SHOE SHOW

SHOE DEPT.

SHOE CARNIVAL

Location Analysis

Essential Location Factors

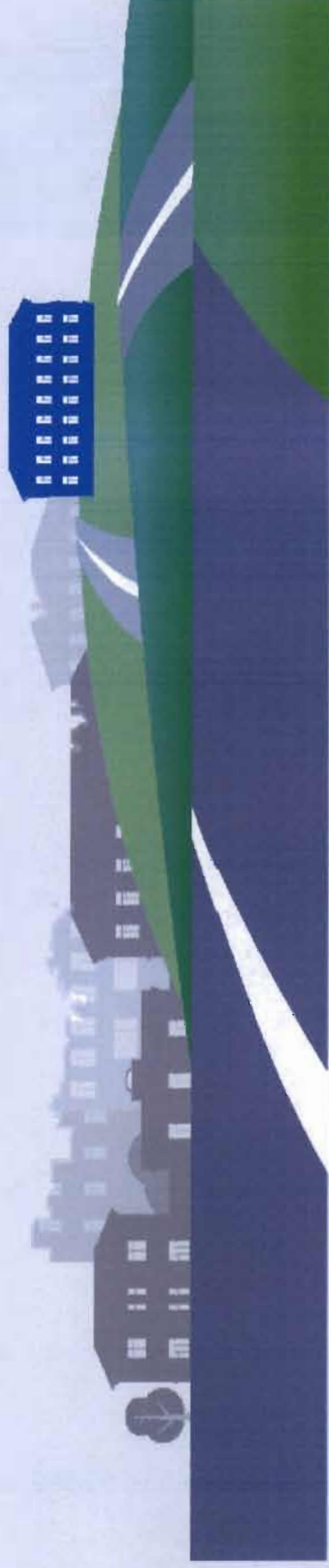
- **Visibility**
- **Accessibility**
- **Regional Exposure**
- **Population Density**
- **Population Growth**
- **Operational Convenience**
- **Safety & Security**
- **Adequate Parking**
- **Adequate Signage**

A location/site must have each factor in order for a retailer to be successful



Location Analysis

Visibility



Consider a site that your customers can see from as far away as possible.

Location Analysis

Accessibility

Easy, ample and clearly marked entrance-exits from both directions of traffic.

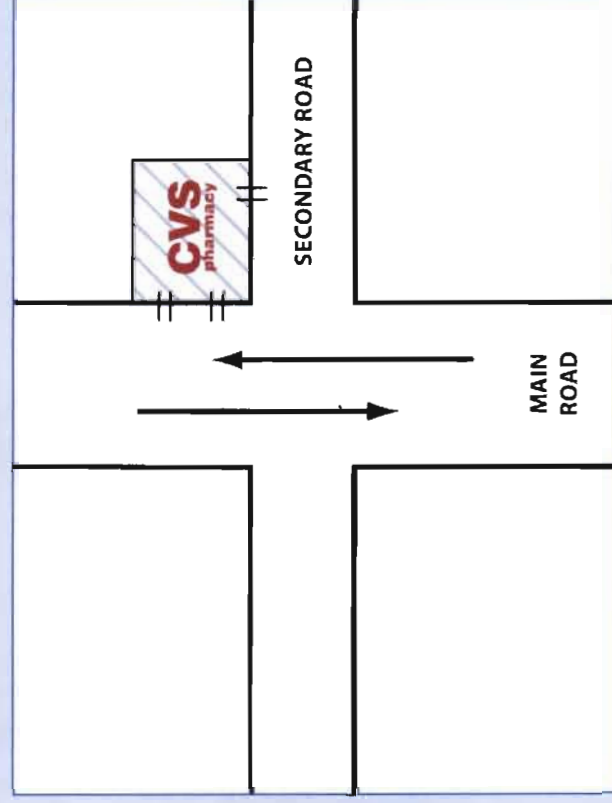
Based on road systems, traffic patterns and customer needs, one side of the street may be more important than the other.

TARGET wants sites where customers will make a right turn into store parking lot from dominate traffic artery.

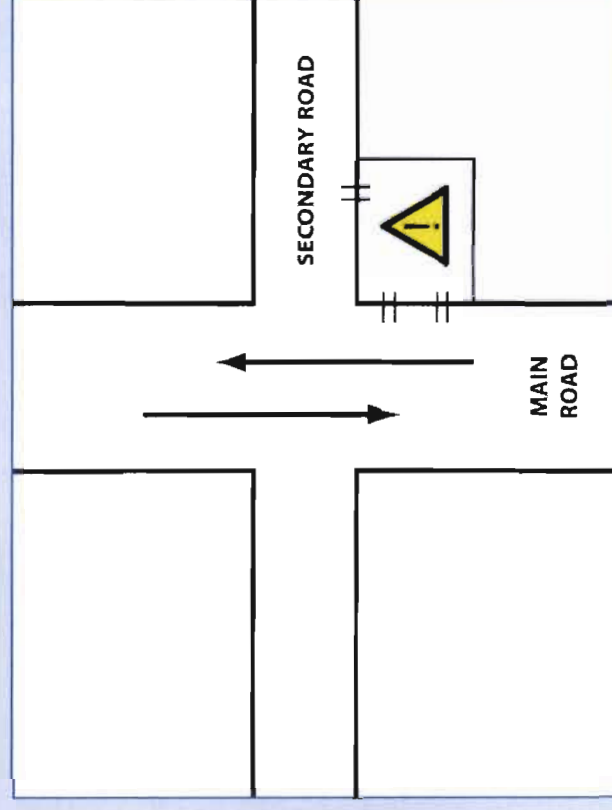
Grocery Stores:	Prefer the going-home side of the road
McDonalds:	Prefers going-to-work side of the road
Starbucks:	Prefers going-to-work side of the road
Pizza Hut:	Prefers the going-home side of the road
Dunkin Donuts:	Prefers going-to-work side of the road

Location Analysis

Accessibility



Good



Caution!

Location Analysis

Choose a Site with Regional Exposure

Locate on a regional road

- It is wider than a neighborhood road
- It carries a lot of traffic
- It has consistent traffic throughout the day and night
- It is well lit at night
- It connects submarkets and other communities and towns
- It allows drivers to cover more distance in a shorter time
- It has commercial activity on both sides of the street
- It carries more work/commuter and long-distance traffic than living traffic

Retailers want the roads to be a connector to multiple population bases

Location Analysis

Population Density and Growth

Target an Area with High Population Density

High population density is vital regardless of the perfect demographic and psychographic profiles that may fit your business

Select an Area with Population Growth

- Growth must be obvious now – with potential for new growth
- Do not depend on promised new growth

Location Analysis

**Make Certain
it is Safe and
Secure**

Crime or the
perception of crime is
a major issue



Location Analysis

Make Parking a Priority

- Can be the most important location factor
- Make certain there is an adequate number of parking spaces
- Be weary of parking intensive co-tenants such as cinemas, restaurants, fitness clubs and entertainment/bowling centers

Customers Will:

- Park as close to a store's entrance as possible
- Be reluctant to walk, regardless of the weather
- Seek a well-lit area
- Refuse to park in a remote or dark area

Limited parking is the single most limiting factor to a retailer's success.

Location Analysis

Community Alcohol Sales

Communities are Looking Closely at Alcohol Sales

Moral Issue or

Economic Development Issue?

- Extremely important to restaurant recruitment
- Alcohol sales: 10-20% of a restaurant's total sales
- Potential economic impact is significant





Location Analysis

University Retail Economic Impact

Conduct student survey to identify:

- Primary source of income
- Purchasing habits/frequency
- % of purchases in near campus
- Retailer-type preferences
- Specific retailer preferences
- Monthly retail expenditures



Moving Forward

**Community Development Precedes
Economic Development**

First Impressions are Important

- Community Appearance
- Pride of Ownership (residential & commercial)
- Functional Infrastructure
- Evidence of Crime
- Codes & Code Enforcement
- Downtown Vitality

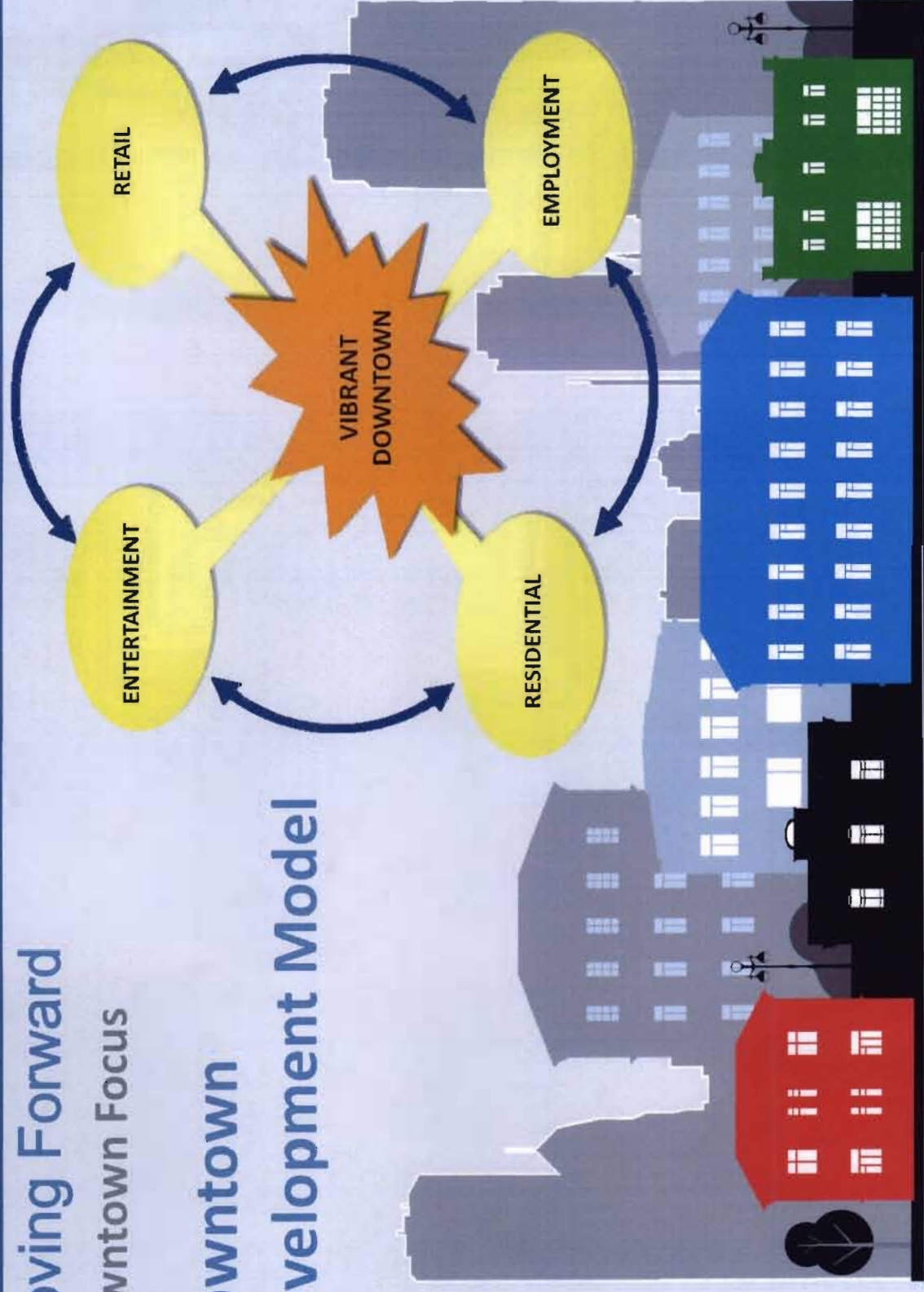
**Retailers Look to Minimize Risk
and Maximize Profits**



Moving Forward

Downtown Focus

Downtown Development Model



Moving Forward

Downtown Focus

- Smaller communities must work harder to get retailers' attention
- Do not abandon downtown
- Maintain strong residential support around downtown
- Have a downtown redevelopment strategy
- Downtowns have become entrepreneur-driven
- Entrepreneurism increases during economic downturns



**Chiropractor Up
Coffee Shop Down**

Moving Forward

Downtown Focus



Downtown businesses must operate as a business and not a hobby

- Job growth is essential for a thriving downtown
- Successful community economic development is KEY!
- Create destinations and foster tourism
- Explore catalyst projects
- Improve the overall downtown experience
- Downtown revitalization is largely about making deals



Moving Forward

Downtown Focus

Downtown revitalization doesn't just happen on its own – it takes a very aggressive marketing approach, with a champion who wakes up every morning thinking about how to stimulate the downtown.

Public policy and incentive decisions related to downtown should be looked at in the context of how public sector decisions can best leverage private sector investment in the downtown.

Creating destinations and activities such as large regional recreational facilities, festivals, or museums/historic facilities can stimulate a tourism industry.

Make it UNIQUE.



Moving Forward Build Upon Your Assets and Create a Plan



PROPOSED LOCATION OF FARMERS
MARKET AND DEPOT ON THE SQUARE



Market Opportunities and Revitalization
Strategies for Downtown Liberty, Texas
October 4, 2010

Moving Forward

What is Your Community's Role in Retail Recruitment?

- Have one point-of-contact: someone responsible and accountable
- Know your market—and your competitors' markets
- Conduct a SWOT Analysis and address community development issues
- Maintain a strong downtown
- Determine an accurate retail trade area
- Sell yourself as a retail trade area population—not a community population
- Acquire current, accurate and relevant data (demographics, psychographics, retail gap information)

Location Analysis

What is Your Community's Role in Retail Recruitment?

- Develop and maintain an inventory of available sites
- Develop multiple retail marketing tools and information
- Know what retailers are looking for (their customer profile)
- Target retailers that “fit” your city
- Network with retailers, brokers and developers on a state-wide; national level
- Personally call and invite targeted retailers to your community
- Follow-up, Follow-up, Follow-up



Retail Recruitment is a Process And Retailers Must be Recruited



TheRetailCoach

Moving Beyond Data

www.theretailcoach.net