Inver Grove Heights Economic Development Authority Special Meeting

Monday, March 13, 2023 at 5:00 PM

8150 Barbara Avenue, Inver Grove Heights, MN 55077

AGENDA

NOTICE TO RESIDENTS: Individuals may submit written public comments in advance of the meeting by emailing comments to Stacy Bodsberg (sbodsberg@ighmn.gov). Comments received prior to 4:00 p.m. on Monday, March 13, 2023, will be provided to the EDA at or before the March 13, 2023 meeting.

NOTICE OF REMOTE ATTENDANCE: Mayor Brenda Dietrich is expected to attend the meeting remotely from the following location: 1957 Allison Avenue, Panama City Beach, FL, 32407. Councilmember Mary T'Kach is expected to attend the meeting remotely from the following location: 2 Breeze Avenue, Venice, CA, 90291.

1. **Call to Order**
2. **Roll Call**
3. **Regular Agenda**
   - **A.** Consideration of Proposals for Retail Recruitment Consultant Services
4. **Adjourn**

Agenda Item 3.A.

CITY OF INVER GROVE HEIGHTS

Economic Development Authority Staff Report

SUBJECT: Consideration of Proposals for Retail Recruitment Consultant Services

MEETING DATE: March 13, 2023
ITEM TYPE: Regular Agenda
CONTACT: Heather Rand, Community Development Director, 651.450.2546

PURPOSE/ACTION REQUESTED

The EDA is asked to discuss the three proposals received in response to its RFP for retail recruitment services and provide direction to staff on next steps.

BACKGROUND

At its February 6, 2023 meeting, the EDA authorized issuance of a Request for Proposals (RFP) from experienced retail recruitment firms to assist with attracting additional retail shopping, dining and professional service businesses to Inver Grove Heights.

The RFP was posted to the City of IGH and the League of Minnesota Cities' websites. It was also sent directly to twelve different consulting firms that perform retail and other real estate recruitment services. RFP responses were due by Monday, March 6 and a total of three responses were received.

The three proposals received are from:

1. Krueger Real Estate Advisors - Bloomington, MN with professional fees not to exceed $7,800 per month plus advance approved expenses

2. Retail Strategies - Birmingham, AL with professional fees of $50,000 plus advance approved expenses for first year

3. The Retail Coach - Austin, TX & Tupalu, MS with professional fees of $45,000 plus estimated $5,000 expenses for first year

Copies of each proposal are attached.

The RFP noted that the EDA would use the following factors to make its selection:

- Qualifications and expertise of the consultant and other team members.
- Experience of both the consultant firm, team, and project leadership, including examples of demonstrated ability to perform in a similar professional capacity successfully.
- Relevance and suitability of the retail recruitment approach to the city's needs.
- Familiarity with recent and relevant retail recruitment and retention strategies in and around the Twin Cities metropolitan area real estate market in Minnesota.
- Cost of consulting services.
- Conciseness, clarity, and organization of the proposal.
- Lack of potential conflicts of interest.
- Ability to lead and work positively with city staff, elected and appointed officials and members of the public, including real estate professionals, to complete the scope of work effectively.

Additionally, after reviewing each of the proposals, staff notes the following factors which EDA members may wish to consider:

1. Does the EDA prefer a consultant with local or national experience and relationships? This may depend, in part, on the types of retail and dining that the EDA seeks to attract.

2. Does the EDA believe the city's goals would be best served by working with a younger, smaller firm, with the potential to provide a tailored and dedicated service, or by working with a more-experienced, larger firm, with the potential to bring broader resources but who also has a sizable book of other clients.

3. Is the EDA attracted to a more data-driven approach or a more relationship-driven process?

4. The cost of the proposals. All are within the budgetary means of the EDA for 2023, but there is a cost difference between the various proposals.

If, after reviewing the proposals and discussing them at Monday's meeting, the EDA is prepared to select a consultant, it is recommended that the EDA Executive Director be directed to enter into a professional service agreement with the selected consultant, contingent upon the successful completion of reference checks. The EDA is also asked to provide direction as to the desired term of the contract, which staff proposes to be either 6 months or one year.

FISCAL IMPACT

The cost varies between the proposals, but sufficient resources are available within the EDA budget for the EDA to enter into a contract with any of the responding providers.

RECOMMENDATION

ATTACHMENTS

1. RFP for Retail Recruitment Services
2. RFP Response from Krueger Real Estate Advisors
3. RFP Response from Retail Strategies
4. RFP Response from Retail Coach
5. Resolution EDA.

REQUEST FOR PROPOSALS TO PROVIDE PROFESSIONAL RETAIL RECRUITMENT SERVICES

CITY OF
INVER GROVE
HEIGHTS

CITY OF INVER GROVE HEIGHTS

February 2023

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INTRODUCTION

The Economic Development Authority (EDA) of the City of Inver Grove Heights, MN, is soliciting consulting service proposals for retail recruitment services, with the goal of attracting retail shopping, dining, and professional service businesses that will improve the quality of life for Inver Grove Heights residents.

Inver Grove Heights is a growing community located less than 10 miles south of St. Paul, Minnesota, with an estimated population of 37,000 residents. The City publishes up to date ESRI Community Analyst Data within the Economic Development section of the City's website that includes a detailed community profile with demographic information, and quality of life indicators specific to the city. The Economic Development section of the City website also posts updated MNCAR real estate listings of commercial and industrial properties for sale and lease and the eight (8) uniquely branded commercial districts located within the city, including daily traffic count volumes and demographic data that is also continuously updated by ESRI data analytics service. For additional background information, please utilize this link to the City's website: https://ighmn.gov/1284/Economic-Development .

SCOPE OF WORK

The selected consultant and/or team, will develop and implement a successful, results-focused process to recruit new retail to the city. Consultant(s) must be able to demonstrate relevant commercial real estate market knowledge to advise the city and must possess the ability to leverage their existing network of local, regional, and national real estate professional relationships to drive successful recruitment results.

Specifically, the City seeks to hire a consultant to:

- Analyze the City's current availability of retail, dining and professional services. Identify gaps in what's currently available within the city and where there are opportunities for targeted recruitment of certain categories of businesses.
- Analyze existing commercial building stock and vacancies, as well as open land and its readiness for commercial and retail development. Identify ways to help market and fill existing spaces and spur development of available land.
- Engage in active identification and recruitment of retail, dining and professional service businesses to locate in Inver Grove Heights. Sell Inver Grove Heights and the economic opportunity it offers to these types of businesses looking to form or expand.
- Serve as a connector of prospective retail businesses to commercial property owners, real estate brokers, developers and city staff.
- Provide advice and guidance to the EDA / City Council on existing or new policies or programs that would enhance the City's ability to attract retail, dining and professional services.
- Provide regular progress reports to City staff and the EDA Board of Directors, including written reports and in-person or virtual presentations at bi-monthly EDA meetings.

PROPOSAL INSTRUCTIONS/SCHEDULE

Direct all responses, questions, and correspondence to:

Heather Rand, EDA Executive Director
City of Inver Grove Heights
8150 Barbara, MN 55337
651.450.2546
hrand@ighmn.gov

It is anticipated that a consulting contact will be awarded by the City's EDA and executed for work to commence on or before March 15, 2023, and continue for a six-month term, with an option for extension.

Written proposals should be submitted electronically to: Heather Rand, Executive Director of the Inver Grove Heights EDA, at hrand@ighmn.gov on or before 7:00pm on Monday, March 6, 2023, for consideration.

PROPOSAL OUTLINE

Written proposals should include the following:

A. **Project Approach** – The proposal shall reflect the consultant's understanding of the project and address how the scope of work will be accomplished including the process that will be deployed, the timeline for objectives within the process, and an explanation of the product deliverables such as monthly reports. The approach should delineate expectations on the roles of the City, its EDA, other stakeholders, and that of the consulting team, as they relate to the project process, retail recruitment goals and achieving successful Project Consultant Team – The proposal shall contain the names of key consultant team members and a description of their roles and responsibilities for completing the scope of work. Biographical resumes highlighting their expert capacities, credentials and relevant experience is expected.

B. **Project Consultant Team** – The proposal shall contain the names of key consultant team members and a description of their roles and responsibilities for completing the scope of work. Please attach biographical resumes highlighting expert capacities, credentials, and relevant experience.

C. **Relevant Experience** – The proposal shall contain information pertaining to the team's relevant experience undertaking and successfully recruiting retail for municipalities located in Minnesota.

D. **Consultant Team Capacity** – The proposal shall describe the consultant team's resources including size of firm, current workload, ability, and willingness to commit the key personnel necessary to perform the retail recruitment consulting services over a 6-month period, with the potential for contract extension.

E. **References** – The proposal shall contain references and the dates of recently performed retail recruitment within the state of Minnesota.

F. **Identification of Potential Conflicts of Interest** – The proposal shall contain a statement that speaks to any potential clients from last 5 years that may pose a conflict of interest for the consultant in performing retail recruitment for the City of Inver Grove Heights, MN.

G. **Costs** – The proposal shall include a "not to exceed" cost for the work to be performed over a 6-month period, and a schedule of the billing rates for the key consultant team members. Expected reimbursables by the city should also clearly be outlined.

SELECTION OF CONSULTANTS

A. **Process and Schedule** – The EDA staff will review proposals and make recommendation to the Inver Grove Heights EDA for their formal consideration on or about March 13, 2023. A contract will be let shortly thereafter so that work may commence on or around March 15, 2023.

B. **Evaluation Criteria** – Proposals will be evaluated by criteria including, but not necessarily limited to the following:
   - Qualifications and expertise of consultant and other team members.
   - Experience of both the consultant firm, team, and project leadership, including examples of demonstrated ability to perform in a similar professional capacity successfully.
   - Relevance and suitability of the retail recruitment approach to the city's needs.
   - Familiarity with recent and relevant retail recruitment and retention strategies in and around the Twin Cities metropolitan area real estate market in Minnesota.
   - Cost of consulting services.
   - Conciseness, clarity, and organization of the proposal.
   - Lack of potential conflicts of interest.
   - Ability to lead and work positively with city staff, elected and appointed officials and members of the public including real estate professionals to complete the scope of work effectively.

The EDA and City of Inver Grove Heights, Minnesota, reserve the right to reject all proposals received as a result of this RFP solicitation.

RESPONSE FOR IGH RFP

PROFESSIONAL RETAIL RECRUITMENT SERVICES

To the City of Inver Grove Heights and its Economic Development Authority: thank you for considering Krueger Real Estate Advisors for this project in your city. We are honored to be part of the discussion and, if selected, will work with you and your team to deliver the best possible outcomes for Inver Grove Heights. Please feel free to contact us with any questions you may have regarding our proposal.

A. Project Approach.

In short, this project will benefit from a "hands on" approach with face-to-face and in-person interactions being more impactful than a reliance upon electronic research. We will use all tools at our disposal to find a path that leads to success for Inver Grove Heights. Many steps in this process will occur simultaneously, and they include (in no particular order):

- Meetings with existing property owners and brokers.
    - Complete Participation/Cooperation Agreements.
        - Allows for assistance with marketing efforts.
        - Demonstrates City's commitment to assist.
        - Leverages existing networks.
    - Site visits with owners/brokers.
- Inventory of existing real estate.
    - Vacant retail spaces.
    - Expiring leases of open businesses.
    - Vacant land.
- Interviews with impacted and interested parties.
    - Community members.
    - Retailers.
        - Within Inver Grove Heights.
            - Find the success stories.
            - Learn what is believed to improve marketplace.
        - Outside of the immediate vicinity.
- Attendance at Inver Grove EDA meetings.
    - Regular staff updates.
    - Written status reports.
- Work with the EDA and City of IGH to develop aggressive strategies to recruit retail.
    - Identify possible Public/Private Partnerships.
    - Determine what, if any, incentive packages may be appropriate.

- Focus will be on efforts that lead to transactions rather than providing a research project.
    - "Hunter" rather than a "gatherer."
    - This cannot be a passive effort.

B. Project Consultant Team.

1. Lee Krueger, Principal (see attached resume).
   Lee has over 35 years of commercial real estate experience with the majority of his experience being in retail real estate focusing on the property owner/landlord side of the table. Before starting Krueger Real Estate Advisors in 2022, Lee was the president of the Saint Paul Port Authority (SPPA). At the SPPA Lee created several Public-Private Partnerships that led to completed development projects. Working to bridge the divide between the public interests and the private sector development community allowed for certain projects to advance that would not have occurred otherwise.
   Lee has extensive history with many of the brokers that are actively leasing spaces within Inver Grove Heights. By building on these relationships, we will be able to leverage the efforts that are already taking place.
   Lee has a Real Estate Broker's license for the state of Minnesota.
2. LeeAnn Krueger, Associate.
   Starting her second year at Krueger Real Estate Advisors, LeeAnn will function as the Research Analyst for this endeavor. She will also assist with creating written agreements with brokers and owners and coordinate showings and meetings with the same entities. Research can also include researching and assisting with City staff to find appropriate grant sources.
   LeeAnn will represent the project at industry events locally and nationally.
   LeeAnn has a Real Estate Salesperson's license for the state of Minnesota.
3. SKJ Design Studios.
   Owned and operated by Suzanne Jones, SKJ Design Studios can provide on an "as needed" basis maps and marketing materials that can be provided to the industry professionals. Suzanne has created such supporting resources for Mid-America Real Estate and JLL. We will plan to utilize existing flyers that are being used in the marketplace, but will combine them when appropriate.
4. There is the potential that additional industry professionals will be added to the project team if the need warrants such an addition.

C. Relevant Experience.

1. Lee will be the primary contact for this project.
2. Memberships include:
    a. Minnesota Shopping Center Association (MSCA).
    b. Innovating Commerce Serving Communities (ICSC, formerly entitled International Council of Shopping Centers.
    c. Minnesota Commercial Association of Real Estate/Realtors (MNCAR).
3. Regular attendee at all groups' events, including the May 2023 ICSC National Convention where IGH can be represented.

4. Krueger Real Estate Advisors is a licensed real estate company in Minnesota (license number 40792372).

D. Consultant Team Capacity.

Krueger Real Estate Advisors was created in March 2022 and obtained its first clients in May 2022. Even though Lee Krueger, principal, has 38 years of experience, as a relatively new real estate firm its capacity is still considerable.

Meetings are being scheduled in the next months as the market uncertainties facing the industry in 2023 and beyond will lend itself to the use of boutique firms that can provide personalized services that extend beyond the typical passive approach.

E. References:

1. Angie Helms, Sr. Property Manager, Hillcrest Development. Former colleague. (570) 460-4914 cell; AngieH@Hillcrestdevelopment.com
2. Marshall Nguyen, Vice President, Caspian Group. Developer. (612) 327-1059; marshall@caspianrealty.com
3. Julie Bauch, Owner, Bauch Enterprises. Colleague at Keg & Case Market. (612) 860-2467; julie@bauchenterprises.com
4. Josh Krsnak, Principal, Hempel Companies. Developer. (612) 355-2602; josh@hempelcompanies.com
5. Heide Kempf-Schwarze, Sr. Property Manager, Unilev (Wells Fargo Place). Saint Paul Downtown Alliance. (651) 229-2841; heide.schwarze@unilev.com
6. Bill Ashton, owner Jersey's Bar & Grill. (612) 867-4871; bill@jerseysbar.com
7. Kris Schisel, VP Agency Leasing, Transwestern. Broker, former colleague. (612) 359-1691; Kris.Schisel@transwestern.com
8. Todd Geller, Saint Paul landlord and developer. (612) 730-5430, todd@terracegroupllc.com
9. Recent deals:
    a. Seven deals in the Downtown Alliance Program with five additional leases being negotiated. Deals include: 2043; Trinity House Coffee; Jack & The Pack; Blue Hummingbird Woman; Ramadhan Designs; Night Club; Petek Trading. This program won the 2022 Minnesota Shopping Center Association Star Award for the Innovation category.
    b. Treasure Island Center Downtown Saint Paul: Numerous leases including Pillbox Tavern; Minnesota Wild; TRIA Orthopedics and more.
    c. Keg & Case Market: Letters of intent out for three food tenants.

F. Conflicts of Interest. None.

For retail projects, the team is currently leasing the Keg & Case Market in Saint Paul and working on the Saint Paul Downtown Alliance Grow Saint Paul Program.

WE are also consulting on a brownfield site in Burnsville that will be marketed for industrial development opportunities.

G. Costs.

Not to exceed $7,800.00 per month.

- Lee $250.00 per hour, will devote a minimum of 24 hours per month.
- LeeAnn $100.00 per hour, will devote a minimum of 18 hours per month.
- SKJ Studios: $75.00 per hour ("as needed" basis with pre-approval).
  Could include maps and demographics, as well as photos and renderings.

Note: Additional time is available if in the opinion of City staff that it will be necessary to advance the project.

Expected reimbursables: None without project contact(s) from City staff. With approval, these could include:

- Hosted meals;
- Industry events;
- Event sponsorships;
- Presentations at industry events (such as Minnesota Real Estate Journal's continuing education courses).

The members of Krueger Real Estate Advisors have already committed to several industry events which will not be charged to the city of Inver Grove Heights. The real estate recruitment project will be presented to brokers, tenants, developers and others at these functions. These local, regional, and national events include, but are not limited to the following:

- ICSC Convention, May 2023 in Las Vegas;
- MNCAR Expo, October, Minneapolis.
- MSCA Monthly programs, usually held in Hopkins.

LEE KRUEGER

9516 Columbus Avenue South
Bloomington, MN 55420
(612) 718-0198 mobile
Lee@KruegerREA.com

EXPERIENCE

Principal (March 2022 – present)

Krueger Real Estate Advisors, Bloomington, Minnesota

- Owner of full service commercial real estate firm.
- Providing consulting services to public and private sector clients.
- Focus is on solving complex problems for real estate concerns including the creation of Public-Private Partnerships.
- Consulting projects in Minnesota have ranged from an industrial development in International Falls to a mixed-use retail redevelopment in Red Wing.
- Non-profit consulting clients have included Toys For Tots and their distribution center for Christmas 2022 and a location for a Minnesota Historical Boat Museum.
- Clients include Women and Minority-owned Enterprises (WBE/MBE) as they create development start-up operations.
- Currently providing leasing services for Keg & Case Market in Saint Paul.
- Working with clients to provide Tenant Representative services, buyer's representation and ownership counsel.

President (March 2016 – February 2022)

Saint Paul Port Authority, Saint Paul, Minnesota

- Lead a state-wide organization that was created by Legislative action in 1929.
- Managed staff that runs Minnesota's second busiest port, focusing on river shipping.
- Strengthened the Senior Leadership Team to allow for increased creativity and accountability.
- Increased diversity of staff by expanding recruitment efforts within BIPOC community.
- Work with elected officials from city, county, and state to obtain grant dollars for economic development efforts and to be a Fiscal Agent for State of Minnesota Bonding proceeds.
- Strategically worked with public officials and community groups to create an outreach program to impact the disadvantaged residents in the east metro area of the Twin Cities.
- Grew the organization's efforts at creating new Joint Ventures via Public/Private Partnerships.
- Diversify real estate holdings to add more mixed-use projects to the Port's portfolio.
- Created a Net Zero Energy Symposium which has led to the design of similar type of buildings within Port Authority Business Parks.
- Expanded the Port Authority's role in state-wide consulting and energy savings financing plans to more than 60 of Minnesota's 87 counties, growing our role as an Economic Development Agency.

Senior Vice President of Real Estate and Development (June 2012 – February 2016)

Saint Paul Port Authority, Saint Paul, Minnesota

- Oversee the Real Estate and Development Department of the Port Authority.
- Hire, train, supervise and guide a staff of four professionals regarding development, leasing, and remediation efforts.
- Identify, and negotiate agreements with Joint Venture partners for development opportunities.
- Negotiate Purchase Agreements as both buyer and seller.
- Manage ground lease transactions and retail leasing as necessary to advance Port's economic development goals.
- Responsible for due diligence prior to acquisition of properties.
- Remediate contaminated sites for disposition and development.
- Coordinate efforts with government officials for real estate development in city of Saint Paul and surrounding cities.

Leasing Director

Emmes Realty Services, Roseville, Minnesota (January 2007 – May 2012)

- Oversee all leasing activity over six million square feet of shopping center space, located in 14 states (FL, IA, IL, IN, KS, KY, MI, MN, MO, NC, NH, OH, TX, WI) that includes 35 properties.
- 577,000 square feet of new and renewed leases in 2010 (255,000 through September 2011).

- 428,000 square feet of new and renewed leases in 2007; 504,000 in 2008; and 389,000 in 2009.
- Negotiate terms for new leases and renewals.
- Engaged third-party brokers for property leasing efforts.
- Managed all outside broker activity over the portfolio for new tenant leasing, (14 brokerage firms).
- In a Senior Management role, teamed with Asset Management and ownership to plot disposition and acquisition strategies.
- Significant participation in due diligence of potential portfolio purchases.
- Hire and train staff, including staff in remote locations.
- Supervise and lead day-to-day activities of the leasing staff (four staff members) and department including handling lease renewals and lease assignments for the entire portfolio.
- Initiated ground-up re-development projects within several centers, including coordinating with architects, municipalities, contractors, and tenants.
- Interact with all departments for lease approval process and preparation of new tenancies.
- Strong relationships have been developed with national tenants and brokerage firms.

Senior Vice President
DTZ Rockwood, Chicago, Illinois (Rockwood Realty Associates) (May 2005 – January 2007)

- Led numerous sublease, terminations, and lease assignment projects for Wal-Mart and Circuit City nationally.
- Restructured lease agreements with tenants to facilitate client objectives.
- Worked with clients to sell or transfer excess retail and industrial locations, through significant Landlord interaction.
- Regularly provided transaction status reports to clients regarding current activity.
- Contributed to due diligence efforts in client's offering packages for presentation to potential buyers.
- Developed regional plan to pursue third-party Landlord leasing projects.

Leasing Manager
Heritage Property Investment Trust, Roseville, Minnesota (Bradley Real Estate) (July 1998 – April 2005)

- Enhanced company's upper Midwest portfolio with new anchor tenant deals and renewals.
- Closed numerous leasing assignments on as many as 32 centers in a five-state area (IA, IL, MN, NE, SD).
- Worked with brokers and retailers (regionally and nationally) to increase occupancy of portfolio.
- Teamed with property managers, architects, and contractors to ensure construction needs of tenants.
- Coordinated strategic plans with Acquisitions and Development Department to expand several centers.

Senior Leasing Representative
Madison Marquette Realty Services, Minneapolis, Minnesota (April 1995 – June 1998)

- Worked as a third-party Landlord representative strip centers, enclosed malls, and outlet centers.
- Provided assistance for company-owned redevelopment and acquisition projects.
- Added value to variety of projects by increasing leasing activity and occupancy levels.

Retail Leasing Manager
Brookfield Development, St. Paul, Minnesota (March 1993 – March 1995)

- Increased retailer awareness of World Trade Center and increased occupancy to over 85%.
- Created long and short-term leasing strategies that met the needs of the property's ownership needs.

Leasing Director
Calhoun Square, Minneapolis, Minnesota (January 1992 – February 1993)

- Increased occupancy of the urban, specialty center to exceed 90% (from 65%).
- Oversaw all lease negotiations with new and existing tenants.

Leasing Representative
Security Development Company, Eden Prairie, Minnesota (January 1985 – December 1991)

- Extensive small market leasing activity resulting in improved occupancy of the shopping centers.
- Participated in ground-up retail development projects.
- Managed tenant build-outs; center construction projects; mortgage requirements and municipal approvals.

EDUCATION

University of Minnesota, Minneapolis, Minnesota.
Master's Degree in Planning. May, 1988.
Humphrey Institute of Public Affairs.

William Mitchell College of Law, St. Paul, Minnesota. August 1983 to December 1984.

Moorhead State University, Moorhead, Minnesota.
Bachelor of Arts in Political Science. February, 1981.

Real Estate Broker's License in Minnesota.

ACTIVITIES

Board Member, Dinomights (https://www.dinomights.com/) 2019 – present
An organization that uses hockey to reach at-risk kids for tutoring and activities in the inner city

Board Member, Saint Paul Downtown Alliance (https://stpdowntownalliance.org/) 2017-2022
The organization formed in Saint Paul to create a dynamic, vibrant downtown.

International Council of Shopping Centers (now Innovating Commerce Serving Communities) 1985—present
(Idea Exchange Committee Member, 1998—2001, 2013-present, Public Sector Alliance Co-Chair, 2013 - present)

Minnesota Shopping Center Association 1988—present
(Committee Chair and Board Member, 1997—2000)

Volunteer High School Basketball Coach, Bloomington (MN) 1997—2002
(Youth programs and High School).

Education Foundation of Bloomington (MN) 1993—1996

Council Member, Bloomington City Council (MN) 1993
Mayoral appointment.
(Candidate in 1991 and 1993).

Minnesota State University Board 1981—1983
Gubernatorial appointment.

retail strategies

Inver Grove Heights, Minnesota

Retail Development Services

John Tiedt, Director of Business Development

Retail Strategies, LLC

2200 Magnolia Ave South, Suite 100

Birmingham, AL 35205

(205) 313-3676

City of
Inver Grove Heights

March 6, 2023 – Pricing Valid for 90 Days

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retail strategies

Executive Summary

Founded in 2011, Retail Strategies is the national expert in recruiting businesses on behalf of communities. Retail Strategies exists to give communities across the United States an advantage in attracting businesses. Our mission is to provide the real estate expertise, tools, and human effort that position deserving towns as alluring locations for national businesses.

With confidence, we pursue this mission by delivering unparalleled customer service as a unified team with unmatched real estate expertise. Attracting new retail to a community is a complex, connection critical, and time-consuming endeavor. We give communities the option to outsource retail recruitment services to well-connected, experienced, and licensed retail real estate professionals. Our activities pay a return in sales taxes, added jobs, and businesses that enhance and add to the unique qualities of your community.

For our Client communities, we identify and aggressively execute a tailored strategy to attract new retailers, restaurants, and hotels. We attend more than ten ICSC and RetailLive! retail real estate trade shows across the country to meet with industry professionals to showcase opportunities in client communities.

Our Beliefs

Much of our success is the result of our shared beliefs. These truths drive our team every day and remind us that the citizens of every client community are the true beneficiaries of our efforts.

We Believe

…every community deserves a place for neighbors to catch up over a cup of coffee

…it takes a community to build a community, and every client, partner, broker, developer and retail representative we connect should be treated as our own neighbors

…honesty is our most important asset, and it will pay off for everyone in the long run

Scope of Services: Project Approach

A. Research

1. Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
2. Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
3. Conduct retail peer market analysis
4. Competition analysis of identified target zones trade area(s)
5. Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
6. Customized retail market guide including aerial map with existing national retailer brands and traffic counts
7. Retail competitor mapping/analysis
8. Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry
9. Identification of at minimum 30 retail prospects to be targeted for recruitment over three-year engagement
10. Updates provided on retail industry trends
11. Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

B. Boots on the Ground Analysis

1. Identify/Evaluate/Catalog priority commercial properties for development, re-development and higher and best use opportunities
2. Identification of priority business categories for recruitment and/or local expansion
3. Perform competitive analysis of existing shopping centers and retail corridors
4. Active outreach to local brokers and landowners

C. Retail Recruitment

1. Pro-active retail recruitment for targeted zones
2. Will contact a minimum of 30 retailers, restaurants, brokers and/or developers
3. Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis
4. One market visit per calendar year included in agreement, any travel outside of the agreement shall be approved and paid for by the contracting entity
5. ICSC conference representation- updates provided according to the yearly conference schedule

Approach & Methodology: Retail Recruitment

Our process is divided into three parts: Discover. Connect. Advance. Each components of our process are fully explained over the course of this RFP.

discover

We are an investment for your community.

We believe that every community is unique, so we take time to engage our Clients to understand your story of opportunity to leverage your attributes towards expanding businesses.

Our activities pay a return in sales tax, added jobs, and businesses that enhance and add to the unique qualities of your community.

connect

We make sure your community's story is heard.

As a conduit between communities and national retailers, we ensure that your stories of opportunity, culture, values and people are perfected to resonate with the right retail audiences.

Aggressively taking your communities story and information to expanding businesses, property owners, brokers, developers, and other industry players to create economic growth in your community.

advance

We multiply and enhance your staff.

We work as an extension of your staff, adding specific expertise, and amplifying your efforts and visibility many times over.

As your partner, we are consistently providing feedback, answering questions, and solving complex problems to position your market for growth.

Approach & Methodology: Retail Recruitment

Discover: Research

The cycle begins with market analysis. We take the deep dive into data, advanced analytics, and proprietary tools developed in-house to uncover and define the potential in your community.

After interviewing dozens of firms, Retail Strategies has assembled a series of data providers that are industry-trusted leaders in analytics. These are the same providers used by the majority of national pharmacy, grocery, and restaurant brands conducting research on your community.

This data source consistently delivers the highest level of accuracy and allows our team to analyze and deliver over 3,365 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 into 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.

Approach & Methodology: Retail Recruitment

Discover: Real Estate Analysis

Real Estate is the key to retail expansion. Our team features over 150+ years of retail real estate experience and we utilize our collective experience to provide the most thorough, and creative, assessment of your community.

To accomplish this, we bring our team of retail real estate professionals to your community to uncover your strategic and underutilized real estate assets.

The inventory of properties our team believes is viable for new development, redevelopment highest-and-best use, or vacancies that need to be filled are logged and recorded in our custom software program to be used by your team during the recruitment process.

The information we gather is immediately put to work through making outreach to the property owners, developers, and brokers who represent these properties to learn their goals for the property and how Retail Strategies can assist them on behalf of the community leaders.

Approach & Methodology: Retail Recruitment

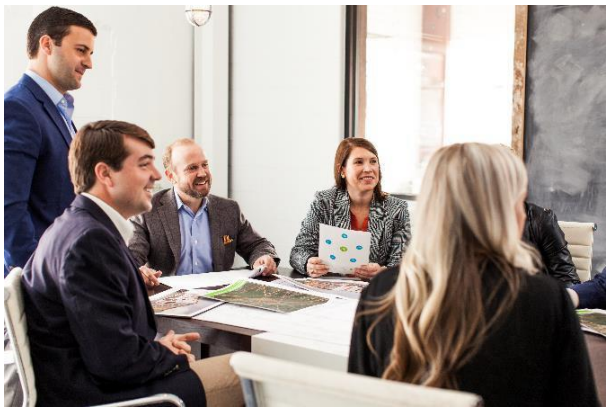
Discover: Community Input

Throughout the life of our partnership, we will always be ready to listen to your feedback, suggestions, opinions, and requests. Below are items and actions we take to ensure we are providing information and action toward the betterment of the community.

Communication: The Key to Our Partnerships

During our onboarding process, we will be scheduling a time to speak with you to get a first-hand understanding of your goals, desired businesses, past experiences, etc. In addition, we send a questionnaire that can be filled out by one or many community leaders to provide Retail Strategies further information on your goals and vision.

From Day 1, our process is built around creating a relationship with you and getting communication and information flowing to one another. This is a partnership; We know that no one knows your community better than you. Through our partnership, we will be able to harness your local knowledge and pair it with our resources and connections to make an economic impact. In addition, this free flow of communication will allow you to always share feedback with our team which we will utilize on your behalf.



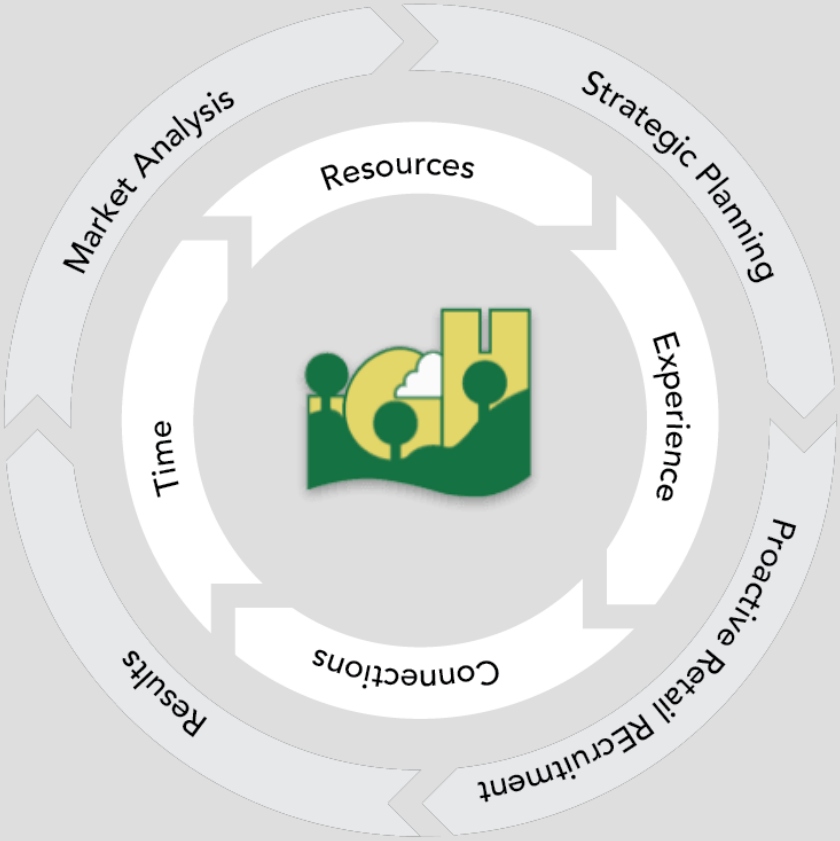
Approach & Methodology: Retail Recruitment

Connect: Retail Recruitment

Retail Recruitment is not an event, it is a process. While your team at Retail Strategies will provide a thorough analysis and strategy within the first 100 days of our partnership, we will constantly be running new data sets, assessing the changing real estate environment within the community, researching new prospective businesses, assessing retailers changing expansion plans, and more.

Our Commitment to Success

Retail Strategies is constantly searching for new tools, hiring retail real estate professionals, and covering the country with outreach to build the best network and service for our clients. This relentless pursuit of success will position your community for growth today and in the future.



Approach & Methodology: Retail Recruitment

Connect: Retail Recruitment

This is where the rubber meets the road. We take the information we have collected for your community, package it in the appropriate format, and begin showcasing opportunities in your community. The benefit of partnering with Retail Strategies is that we do not just hand you fancy gadgets and a CRM tool to conduct recruitment, our real estate professionals will conduct every piece of outreach to the appropriate contact on your behalf.

Recruitment

Your team will be reaching out to property owners, brokers, developers, retailers, restaurants, and all other industry players to connect the dots to your market. We utilize the resources we have gathered and will continue to seek additional information throughout our partnership to further define the opportunities in your market.

Representation

Each year our team attends more than a dozen retail real estate conferences. For Inver Grove Heights, the key retail conference include ICSC Red River States, ICSC Central, Retail Live Austin, and ICSC Vegas (formerly RECON). Retail Strategies attends all of these shows annually and will continue to attend to meet with industry leaders and market the opportunities in Inver Grove Heights.

At the conferences, we will set up and have meetings with targeted retailers, restaurants, brokers, and developers on your behalf. Following the conference, you will receive an update on who we met with, what was said, and what our next steps are.

ICSC INNOVATING COMMERCE SERVING COMMUNITIES RECON RETAIL LIVE!

Approach & Methodology: Retail Recruitment

Advance: Reporting and Collaboration

Reporting and Communication is the key to any partnership. We dedicate multiple points of contact to you so that we ensure 1) effective outreach and 2) that your questions, feedback, and other information can be answered, collected, and utilized.

Reporting

Through our partnership, we will establish regular communication with you. We report to you regularly with updates from our recruitment efforts, industry news, and other information that will allow you to become more of an expert on your market and the industry.

Your team will be reaching out to property owners, brokers, developers, retailers, restaurants, and other industry players on your behalf. These conversations will be summarized and provided to you to keep you in the know on our efforts.

In addition, through our experience we know we can learn as much from a “no” as we can from the “yes”. We provide you information on why it is a yes and why it was a no so that your community can better understand how prospective businesses and industry leaders view your community.

Basecamp

Retail Strategies utilizes Basecamp, a project management and collaboration web platform, to record and store conversations and information shared with our Clients. This platform is username and password protected and keeps our partnership organized.

We understand that your team will adjust and grow overtime and Basecamp allows new members of your team the ability to get up to speed quickly with our efforts.

Key Staff

DEDICATED RETAIL REAL ESTATE PROFESSIONALS & STAFF

For our partnership we will dedicate a team of Retail Real Estate Professionals to serve as your day-to-day points of contact. These professionals are supported by a full marketing team, research staff, and executive oversight and support by over 50 Retail Strategies employees.

Retail Strategies collectively has 150+ years of experience and maintains a 5:1 client to staff ratio. From the start of our partnership your team will be performing all aspects to build the Retail Strategy and will execute that Strategy on your behalf.

Most importantly, your team will be building a relationship with you so that we can leverage your local knowledge with our network of industry professionals. A full bio on your dedicated team can be found in the Appendix.

Primary Points of Contact

Hanna Simmons

Julia Giardina

Clay Craft

John Tiedt

Real Estate & Marketing

Courtney Hall

Ryder Richards

Michelle Moultrie

Joe Strauss

Katelyn Little

Executive Support

Robert Jolly

Mead Silsbee

Lacy Beasley

Scott vonCannon

Relevant Experience

Retail Strategies, founded in 2011, is the national expert in recruiting businesses on behalf of communities. Retail Strategies exists to give communities across the United States an advantage in attracting businesses. Our mission is to provide the real estate expertise, tools, and human effort that position deserving towns as alluring locations for national businesses.

With confidence, we pursue this mission by delivering unparalleled customer service as a unified team with unmatched real estate expertise. Attracting new retail to a community is a complex, connection critical, and time-consuming endeavor. We give communities the option to outsource retail recruitment services to well-connected, experienced, and licensed retail real estate professionals. Our efforts pay a return in sales taxes, added jobs, and businesses that enhance and add to the unique qualities already on display in Inver Grove Heights.

For our client communities, we identify and aggressively execute a tailored strategy to attract new retailers, restaurants, and hotels. We attend multiple ICSC and RetailLive! real estate trade shows across the country to meet with industry professionals to showcase opportunities.

Consultant Team Capacity

Retail Strategies is fortunate, through our successes in retail recruitment consulting, to be highly selective in the partners on which we bid and subsequently represent. As such, we are extremely well-positioned to manage this project thoroughly and effectively and dedicate our focus and resources to Inver Grove Heights throughout the duration of our partnership.

As demonstrated by way of success in other markets, our team has deep experience in retail recruitment and commercial real estate. Our team members' expertise is well-established, with over 40 licensed real estate agents on staff, including multiple CCIM-certified professionals. With a portfolio of hundreds of diverse clients with unique situations and needs, we have proven experience thoroughly and effectively managing projects like Inver Grove Heights. We maintain a 5:1 client-to-staff ratio to ensure excellent service to our community partners.

We take our responsibility and commitment to our clients to serve as a true partner seriously. As our recruitment team becomes a part of our client's economic development staff, we share in the responsibility and pride in improving the communities where we work.

If given the privilege of being your retail partner, Retail Strategies will work closely with the city to enhance business retention, identify strengths and weaknesses, and leverage Inver Grove Heights's unique qualities to influence retailers' decisions to locate there.

Thank you for this opportunity,

John Tiedt
Business Development

Hanna Simmons
Portfolio Director

Julia Giardina
Retail Development Coordinator

Clay Craft
Vice President, Client Services

Lacy Beasley
President

References

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References

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Dawson Brunswick
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City of Columbus, Nebraska
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JD Hock
Economic & Community
Development Director
City of Del City
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JHock@cityofdelcity.org

Identification of Potential Conflicts of Interest

Retail Strategies is not currently engaged in any retail recruitment contract in a retail trade area in competition with Inver Grove Heights. Retail Strategies engaged with the City of Rosemont between 2017 and 2020. Inver Grove Heights can capitalize on the relationships and connections gleaned from that partnership

downtown strategies

Investment

Three-Year Agreement
A three-year contract that allows Retail Strategies to offer a discount to our service. The lead time on a real estate transaction is typically 18-36 months. We plant a lot of seeds in year one that come to fruition in years two and three. To fully realize the benefits of the investment, three years is suggested as an option.

	Annual Agreement
First Six Months	$30,000
Next Six Months Extension	$20,000
Year 2 Option	$45,000
Year 3 Option	$45,000

Project fees are due within 30 days of receipt of the invoice.

One trip to the Client is included in pricing. Any additional travel will be approved by the client.

Should the Client request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by the Client in advance of commencing any additional work.

Appendix: Key Staff Bio

Hanna Simmons
Portfolio Director
[256] 318-8798
hsimmons@retailstrategies.com

As Portfolio Director for Retail Strategies, Hanna serves as the main point of contact for clients in Illinois, Indiana, Ohio, Virginia, Michigan, Minnesota, Wisconsin, and Pennsylvania, while working to develop retail and restaurant development opportunities for our client cities.

Prior to joining Retail Strategies, Hanna was a sales associate for Business Interiors where she created and presented solutions, cultivated and built relationships, and created better work environment for clients. She also served as marketing manager for four years.

Hanna is a graduate of Auburn University, where she earned a bachelor's degree of science in environmental design.

During her time outside of the office, Hanna loves to hunt for unique and vintage pieces of clothing or furniture, play Jeopardy, and cook for her friends.

Julia Giardina
Retail Development Coordinator
[205] 314-0394
jgiardina@retailstrategies.com

As Retail Development Coordinator, Julia specializes in retail recruitment and helps to identify companies to fill the product and service gaps within each municipalities trade area. Her primary role is to leverage industry relationships and knowledge to assist retailers' expansion into the Illinois, Kentucky, Ohio, and Virginia markets.

Prior to this role, Julia worked as a Retail Development Coordinator intern for Retail Strategies where she gained hands-on experience in communicating with municipalities and navigating the different realms of real estate.

Julia is a graduate from the University of Alabama where she earned a bachelor's of science in commerce and business administration with a major in marketing and a minor in real estate. In addition, she is a licensed *Real Estate Professional*. In her free time, Julia enjoys traveling, attending concerts, spending time with friends, and Alabama football!

Appendix: Key Staff Bio

Robert Jolly

Principal & CEO
[205] 913-0276
robert@retailstrategies.com

Robert Jolly co-founded Retail Strategies in 2011 and since then has overseen development of numerous retail projects and has assisted some of the most well-known tenants in the United States with their expansion into new markets.

Robert brings years of experience with previous sales and management positions at Eason, Graham, and Sandner, Inc. and Black and Decker Corporation. He was the Birmingham Commercial Rookie of the Year in 1998, named one of the "Top 40 Under 40" in 2004, and "Who's Who of Commercial Real Estate" in 2005 and 2010. Over the course of his career Robert has leased, managed, and developed millions of square feet of retail space.

Robert graduated from the University of Alabama majoring in marketing and English. He is a member of ICSC and in 2008 earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute. Robert holds a broker's license in Alabama, Mississippi, Georgia, Florida, Tennessee, Louisiana, South Carolina and Oklahoma

Mead Silsbee

Principal & CFO
[205] 410-9456
mead@retailstrategies.com

Mead Silsbee co-founded Retail Strategies in 2011 and brings over a decade of real estate experience to the company. Most recently Mead worked on the retail team at Eason, Graham, and Sandner, Inc. in Birmingham, Alabama. Over the course of his career Mead has leased, managed, and developed millions of square feet of retail space.

Mead graduated from the Randolph-Macon College in Ashland, Virginia where he earned a bachelor's degree in history and economics. In 2008, he earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute and is a member of the International Council of Shopping Centers (ICSC).

Appendix: Key Staff Bio

Lacy Beasley
President
[615] 330-7987
lacy@retailstrategies.com

Lacy Beasley is the President of Retail Strategies, a full-service advisory firm that works with municipalities on business recruitment through commercial real estate connections. Her experience with The Shopping Center Group and the Dickson County Chamber of Commerce prior to joining Retail Strategies provide her with the insight to understand the connections needed between the public and private sectors.

A graduate of Lipscomb University, she earned her bachelor's degree in Business Management. Beasley has served in many ICSC volunteer roles including the National Advisory Committee for P3 Retail, the PAC Board, Alabama Government Relations Co-Chair, Tennessee P3 Co-Chair, and Southeastern Conference Co-Chair.

The recipient of numerous awards, the Birmingham Business Journal has named Lacy to the "Top 40 under 40", nationwide "Top 100 Influencers in Commercial Real Estate," one of Birmingham's "Eight Emerging Influencers", "Top 40 under 40 for the Decade", "Who's Who of Commercial Real Estate" and "Women to Watch".

Scott vonCannon
Chief Operating Officer
[205] 482-1347
scott@retailstrategies.com

Scott vonCannon came to Retail Strategies from Nashville, TN with an extensive background handling economic and community development marketing initiatives. He brings experience working with State officials, Economic Developers, Chambers of Commerce, and municipalities to help promote business growth within communities, regions and States throughout the Country.

Scott has been involved in all aspects of the company including sales, retail recruitment and client management. Scott has been a licensed real estate professional since 2013 obtaining his CCIM designation. He has spoken at numerous statewide and regional conferences on several topics such as retail attraction, expansion, trends and development. Scott sits on the Economic Development Association of Alabama (EDAA) Retail Committee as well as serves at the ICSC P3 Private Chairperson for Mississippi and Alabama. He is also actively involved in philanthropy events such as sitting on the Big Brothers Big Sisters junior board in Birmingham.

Appendix: Key Staff Bio

Joe Strauss
Vice President of Retail Development
[205] 393-3215
jstrauss@retailstrategies.com

Joe Strauss is the Vice President of Development for Retail Strategies. Joining the team in 2014, he started working in real estate when he was a college student. After graduation from the University of Alabama, he started in property management and then went into sales in 2009 when he got his real estate license. He now specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within our client city's trade areas.

Joe has relationships in the Southeast, Midwest and West coast with tenant rep brokers, retailers, and developers and is trusted by all of the professionals in the commercial real estate business. He has worked with more than 65 cities throughout the country and has successfully recruited many retailers to his client's markets. A few notable retailers that have opened new stores his client cities include Aldi, TJ Maxx, Hibbett Sports, Dunham's Sports, Applebee's, Dollar Tree, Potbelly, Factory Connection, AT&T, Piggly Wiggly, Shoe Carnival, Petco, Pet Supermarket, Starbucks, Dunkin' Donuts, Badcock Furniture, Ollie's Bargain Outlet, Planet Fitness, Tractor Supply, Shrimp Basket, and many more. He received his CCIM, Certified Commercial Investment Member, in April of 2019.

Michelle Moultrie
Marketing Director
[205] 314-0398
mmoultrie@retailstrategies.com

Michelle brings multiple years of marketing experience to our team at Retail Strategies. In her role, Michelle supports the Marketing, Business Development, and Implementation teams by coordinating conferences, creating marketing guides, and other support materials for clients.

Additionally, she creates marketing materials, GIS reports, aerial maps, and demographic reports to accurately define opportunities in client's markets. Michelle's excellent interpersonal skills brings value to our clients and allows easy coordination of efforts internally and externally.

Michelle studied public relations at Auburn University, where she pursued and attained her degree. Her passion to succeed combined with her education and experience make her a valued member of the Retail Strategies team. She enjoys spending time with friends and family, traveling, reading and going to concerts.

Appendix: Key Staff Bio

Clay Craft

Vice President, Client Services
[205] 516-3204
ccraft@retailstrategies.com

As Vice President of Client Services, Clay serves as the face of the company for Retail Strategies clients in the Midwest and Florida. During his tenure Clay has been a trusted real estate adviser to more than 90 cities in nine states, successfully recruiting countless national and regional retailers to those markets. He has created a strong network of relationships in the Southeast and the lower Midwest with retailers, developers, tenant rep brokers, and is a respected voice throughout those regions.

Clay's experience and contacts within the industry allows him to strategically identify retail users that will not only prosper within his client cities, but also make them better places to live. Clay has a passion for sustainable growth and design and combines those skills with a deep understanding of the needs of his clients to make responsible retail growth happen.

He graduated with honors from Auburn University with a master's degree in landscape architecture. Clay is a licensed Real Estate Professional and a member of the International Council of Shopping Centers.

Courtney Hall

Chief Marketing Officer
[214] 356-9920
chall@retailstrategies.com

Courtney Hall is the Chief Marketing Officer for Retail Strategies. In this role she manages the company's marketing campaigns, brand presence, and public relations outreach. Her focus is communicating to community leaders about the solutions that Retail Strategies can provide to help with the retail growth in their community.

Courtney's drive and constant pursuit to bring value to clients and her colleagues are two of her greatest strengths. She believes in the importance of elevating a company's brand through marketing investment and constantly focuses on driving revenue growth while keeping a close eye on return on investment. She was recognized with the Top 40 under 40 award by the Fort Worth Business press in 2017.

Prior to joining Retail Strategies Courtney was the Vice President of Marketing and Culture at Buxton, where she managed the company's marketing efforts for its retail, restaurant, healthcare and city government divisions. She holds a bachelor's degree in marketing from Texas Tech University.

retail strategies

retailstrategies.com | [205] 314-0386 | info@retailstrategies.com

2200 Magnolia Ave South, Suite 100 Birmingham, AL

RESPONSE TO RFP FOR:
PROFESSIONAL RETAIL RECRUITMENT SERVICES

Professional Retail Recruitment Services

Proposal for:

City of Inver Grove Heights, MN

Submitted by:

TheRetailCoach.

TheRetailCoach.net | Austin, TX & Tupelo, MS | (800) 851-0962

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Bringing the Right Retail Mix to Inver Grove Heights

The Retail Coach is submitting this proposal for Professional Retail Recruitment Services for the City of Inver Grove Heights.

Our goal is not only to aid the City in preparing and executing a Retail Market Analysis and comprehensive Recruitment Strategy, but to also assist the City in its efforts to capture sales tax leakage and further improve quality of life for residents by bringing in new retail, restaurant, entertainment, and service options.

The most important aspect of any Retail Market Analysis is its ultimate application and resulting impacts. Our approach has always been action-oriented to ensure that market reports are not placed on a shelf to collect dust. Working with all project team members, local stakeholders, and public officials is a critical component in which The Retail Coach is experienced and well-equipped to execute.

GOALS & OBJECTIVES

- Analyze the City's current availability of retail, dining and professional services. Identify gaps in what's currently available within the city and where there are opportunities for targeted recruitment of certain categories of businesses.
- Analyze existing commercial building stock and vacancies, as well as open land and its readiness for commercial and retail development. Identify ways to help market and fill existing spaces and spur development of available land.
- Engage in active identification and recruitment of retail, dining and professional service businesses to locate in Inver Grove Heights.
- Sell Inver Grove Heights and the economic opportunity it offers to these types of businesses looking to form or expand.
- Serve as a connector of prospective retail businesses to commercial property owners, real estate brokers, developers and city staff.
- Provide advice and guidance to the EDA / City Council on existing or new policies or programs that would enhance the City's ability to attract retail, dining and professional services.
- Provide regular progress reports to City staff and the EDA Board of Directors, including written reports and in-person or virtual presentations at bi-monthly EDA meetings.

Scope of Work & Deliverables

Scope of Work & Deliverables

1: Retail Market Analysis

- Competing Communities Analysis
- Custom Retail Trade Area Map
- Retail Trade Area Demographic Profile
- Retail Trade Area Psychographic Profile
- City Demographic Profile
- Discussions with Key Community and Business Stakeholders

2: Determining Retail Opportunities

- Retail Demand Analysis
- Retail Void Analyses for Key Vacancies and Available Retail Sites

3: Identifying Development & Redevelopment Opportunities

- Analysis of up to Ten (10) Development / Redevelopment Sites
- Up to Twenty (20) Retail Site Profiles for Available Retail Sites

4: Identifying Retailers & Developers for Recruitment

- Target List of up to Forty (40) Retailers and Restaurants with Contact Information
- Target List of up to Twenty (20) Developers with Contact Information

5: Marketing & Branding

- Retail Market Profile
- Retail Market Flyer
- Up to Forty (40) Customized Retailer Feasibility Packages
- Developer Opportunity Package
- Online Retail Dashboard (Retail 360® Website)
- Interactive Site Mapping (Up to 5 Sites)

6: Recruitment of Retailers & Developers

- Retail Recruitment Action Plan
- Retailer & Developer Recruitment Status Dashboard
- Monthly Recruitment Updates from Retail Coach Project Team

7: Downtown Retail Focus

- Discussions with Key Downtown Stakeholders - *Property Owners, Brokers, and Existing Business Owners*
- Downtown Workshop
- Recruitment of Retailers & Developers

8: Ongoing Recruitment & Coaching

- Ongoing Coaching and Support from The Retail Coach Team
- Representation of the City at Regional and National Retail Industry Events

Approach & Methodology

Retail Recruitment is a Process, Not an Event.

Through our proprietary Retail 360® Process, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

Market-Based Solutions

We understand that every client community has its own unique set of development needs.

That's why we work with our clients to determine those needs and offer custom, tailored, data-driven solutions.

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, which enables us to determine your market position and identify retailers that fit your community.

Action Plan for Growth

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process.

This partnership typically produces best results when, together, we derive short-term and long-term strategies based on market data and opportunities.

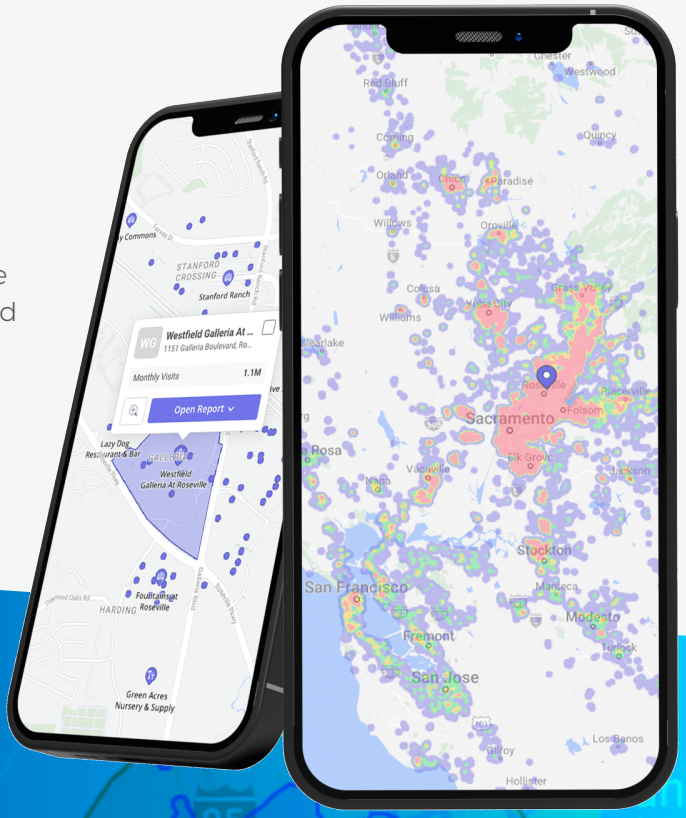
Our Retail 360® Process identifies strengths, weaknesses, opportunities, and threats to your community's ability to attract retail and highlights your community's advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we are able to help communities build a long-term retail economic development plan.

Understanding the Inver Grove Heights Market Through High Impact Mobile Data Analysis

We will perform extensive market research and analysis to evaluate the area and the Inver Grove Heights retail market.

Understanding your true customer base is critical to quantifying the demand for new retail and restaurant development.

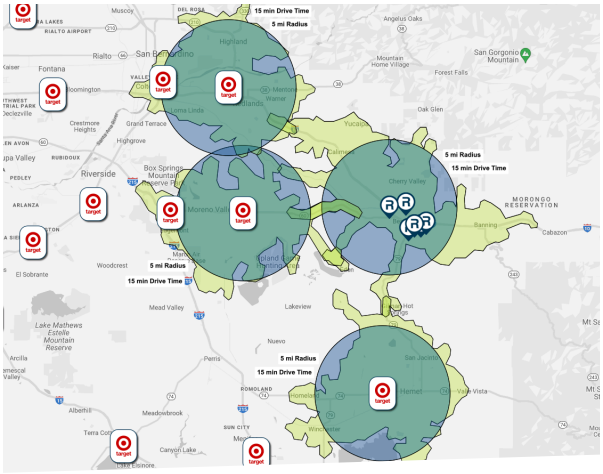
We use real data collected from actual customers in your community to analyze trade area boundaries, competitive markets, and leakage. This high confidence data allows our team to tell your community's story and show potential investors why they need to be in your market.



> ***If you aren't currently leveraging consumer mobile data, you are drastically underselling your retail market and opportunity.***

Kelly Cofer
Retail Coach Founder & CEO

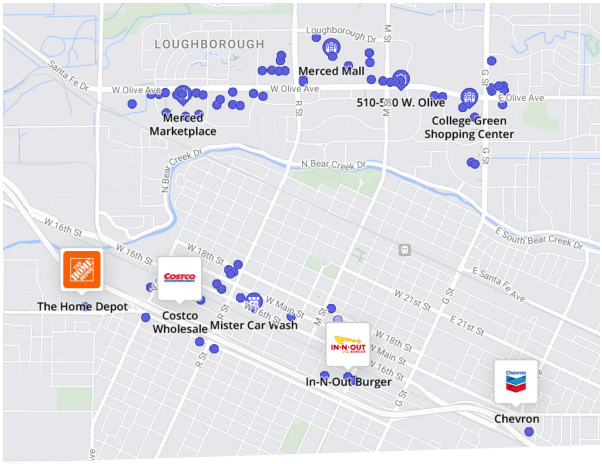
Retail Market Analysis



Competing Community Analysis

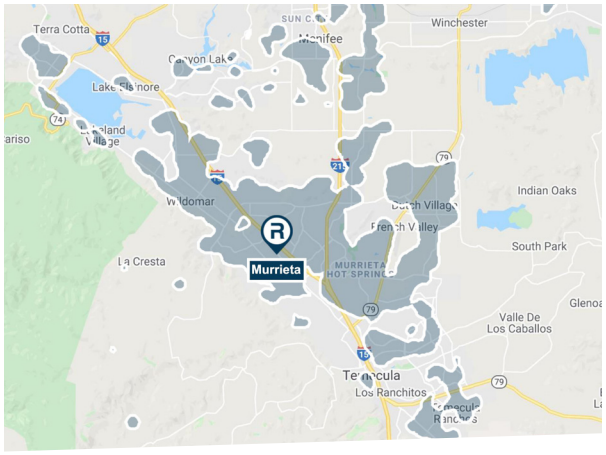
A community must have a clear understanding of the competitive nature of retail recruitment.

We will look at competing communities to identify a competitive advantage via economic and market forces that have a direct impact on retail recruitment and development in Inver Grove Heights.



Identification of Ancillary Issues Impacting Retail

We will work with the City to identify other root-cause issues of the local economy, and include recommendations for the City to improve opportunities.

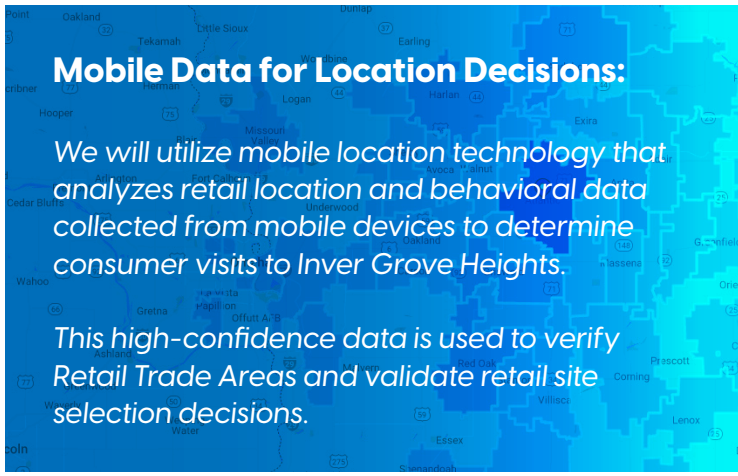


Custom Retail Trade Area Analysis

The Retail Trade Area is the geographical area from which the community's retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

We utilize retail trade area data when communicating with retailers and developers to ensure that the community fully leverages the amount of shoppers coming into the community.

We will hand draw Retail Trade Areas for Inver Grove Heights based on cell phone/GPS data from shoppers as well as on-the-ground analysis from The Retail Coach Team.



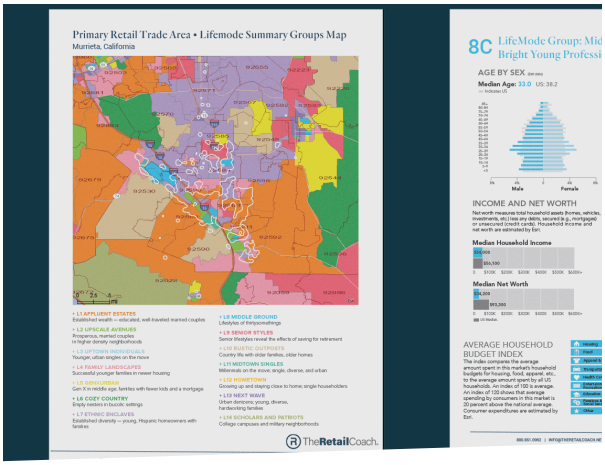
Retail Market Analysis

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.

Our demographic profiles include population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

We will create comprehensive 2020 Census, 2023, and 2028 Demographic Profiles for the Retail Trade Area and Inver Grove Heights community.



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. Knowing the retail sectors and products that consumers demand removes a great deal of risk for an independent business.

Based on the market segmentation system developed by ESRI, we 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 sectors and brands of retailers that may be of interest.

Retail Market Analysis

Stakeholder Discussions

Buy-in from key community leaders and stakeholders is crucial to the retail plan. Our belief is that, "if they are not in on it and up on it - they will be down on it." One of our first meetings will be with independent businesses who may see our work as threatening. Our goal is not only to obtain buy-in, but to assist in finding prospects for available spaces and help fill vacancies.

We will work to obtain plan buy-in from public and private stakeholders through a series of group and individual meetings. Stakeholders may include City Staff and representatives, community leaders, real estate brokers, retail developers, property owners, and owners of independent businesses.

Determining Retail Opportunities

Retail Demand Analysis

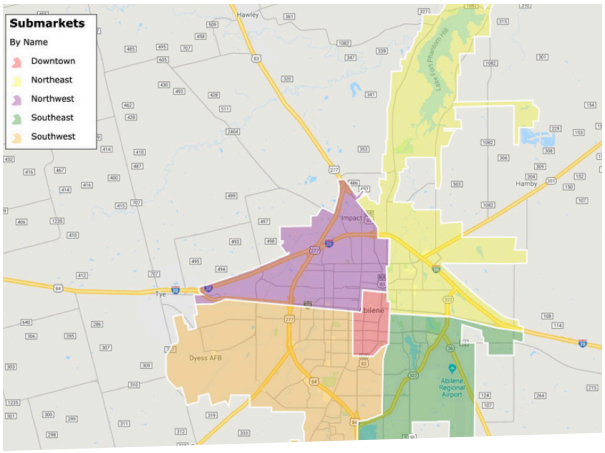
A community is able to quantify its retail demand through a Retail Demand Analysis, which provides a summary of the primary projected retail demand growth – or opportunities – for 68 retail sectors. The analysis is ultimately used to identify recruitment targets for the community.

The Retail Demand Analysis will:

- Identify retail demand growth opportunities for more than 68 retail sectors

- Distinguish retail sectors with the highest prospect for success and qualify their potential

We will determine the level of retail demand for the designated Retail Trade Area and use projected demand to help identify opportunity areas and prioritize market segments for recruitment.



Submarket Analysis

Every community has multiple retail submarkets. Having a strong understanding of your community's submarkets and what drives retail in each submarket is vital to overall retail recruitment success.

We will provide a Submarket Analysis highlighting at least three (3) key areas of focus for retail growth, development, or redevelopment.

RETAIL 360® : DELIVERABLES

Development & Redevelopment Opportunities

Identifying & Marketing Available Sites

Retailers are interested not only in the market data on your community, but also in evaluating all available property vacancies and sites that fit their location preferences. A community must create and maintain a database of prime available properties along with accurate and current marketing information. Successful retail recruitment begins to happen with the introduction of available sites.

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

- Retail Trade Area Population
- Traffic Counts & Traffic Patterns
- Site-Line Visibility from Primary & Secondary Arteries
- Ingress/Egress
- Adequate Parking
- Site Characteristics
- Topography & Proximity to Retail Clusters

Retail Site Profiles

A critical step in attracting retail is providing accurate and current information on each identified vacancy and site.

We will create a Retail Site Profile for each identified vacancy and site with current site-specific information, including:

- Location
- Aerial Photography
- Site Plan
- Demographic Profile
- Property Size & Dimensions
- Traffic Counts
- Appropriate Contact Information

Identifying Retailers & Developers for Recruitment

Identifying Potential Retailers

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

We will develop and review a master list of potential retailers with Inver Grove Heights staff and work together to prepare a final target list of retailers for recruitment.

This list will include retailers from our analysis as well as new retail/restaurant concepts or regional retailers and restaurants that may be a good fit for the community.

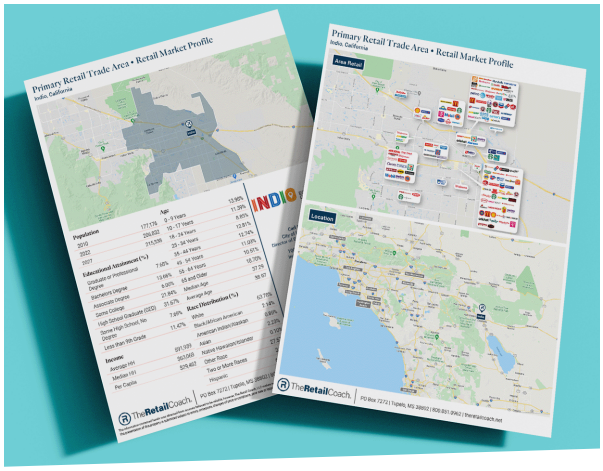
Identifying Potential Developers

Much of our recruitment success comes from establishing a network of regional and national retail developers over the past 18 years. Developer networking and recruitment have become key components in a community's retail recruitment and development/redevelopment success.

If a higher-tier retailer were to express interest in a community, and there was not sufficient ready-to-lease properties matching their needs and brand requirements, a developer must be identified to build the interested retailer a suitable property.

We will use our network to identify retail real estate developers active in Inver Grove Heights and the region for recruitment. We will also work with City staff to contact and build relationships with developers active in the region.

Marketing & Branding



Retail Market Profile

To attract targeted retailers, the most critical step is to provide accurate and current community data and site-specific information on available vacancies and sites. It is important that this marketing information positively reflects the community's attributes and brand to corporate site selectors, real estate brokers, and developers, because it is essential in making initial decisions about locating in the community.

We will develop a Retail Market Profile tailored to the specific needs of targeted retailers' essential site selection and location criteria for Inver Grove Heights.

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-Specific Feasibility Packages

Unlike the more general Retail Market Profile, a Retailer Feasibility Package is developed to send specifically to the real estate department or broker for individual retailers.

We will create retailer-specific feasibility packages to address essential location criteria. These feasibility packages will include:

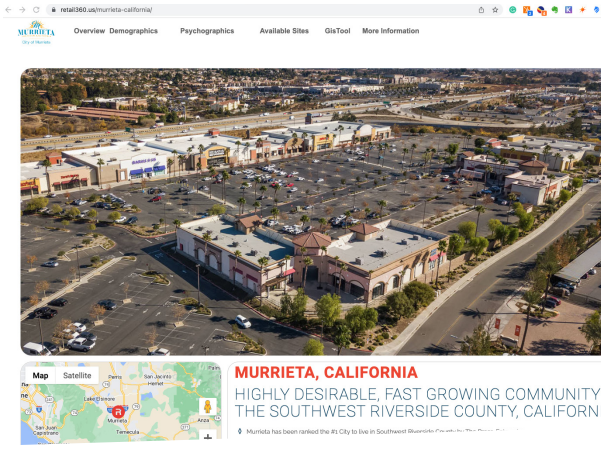
- Community Overview & Demographic Profile
- Retail Site Profiles
- Location Map
- Retail Trade Area Map
- Existing Retailer Map
- Retail Location Map
- Retail Trade Area Demographic & Psychographic Profiles
- Retail Trade Area Demand Analysis Summary
- Area Traffic Generators
- Appropriate Logo and Contact Information

Marketing & Branding

Developer Opportunity Package

Our team creates a Developer Opportunity Package to send specifically to retail developers active in the community and/or region to spark their interest in retail opportunities.

We will create a Developer Opportunity Package to highlight development and redevelopment opportunities in Inver Grove Heights.

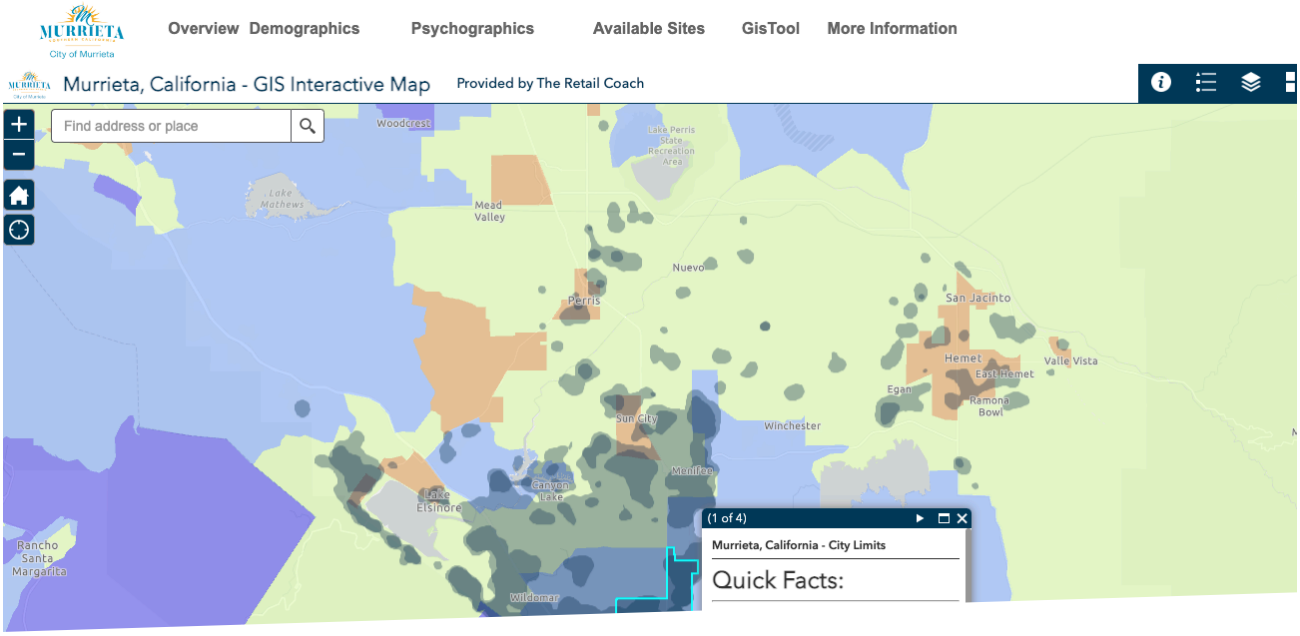


Online Retail Dashboard

Being able to quickly and easily access and share retail opportunity information greatly increases a community's opportunity for success. To assist with this, we develop a custom online retail dashboard that can be accessed online anytime through a branded Retail 360® link.

We will create a Retail 360® Retail Dashboard for Inver Grove Heights, which will be available for visual presentation and easy downloading of all data sets and marketing information. With a few clicks, retailers, brokers and developers can learn about your community's retail potential like never before.

Marketing & Branding



Interactive Site Mapping

Retail site selectors do much of their research while in hotel rooms and in airports, so a visual GIS platform that streamlines data and sites into one interactive and centralized location is a powerful tool.

We will develop a concise, easy-to-access, interactive site mapping platform for Inver Grove Heights, along with the preloaded prime vacancies and development/redevelopment sites that we will be marketing.

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 they be a retailer, developer, or even a local entrepreneur.

Recruiting Retailers & Developers

Recruitment of Retailers

The Retail Coach is the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. Twenty years and 650 projects later, the recruitment of retailers remains one of the primary metrics of success. Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

We will actively recruit retailers on Inver Grove Heights' behalf. Our retailer recruitment process includes:

1. Introductory emails and retail market profile are sent to each targeted retailer
2. Personal phone calls are placed to measure interest level
3. Personal emails and retailer feasibility packages are sent to each targeted retailer
4. Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers
5. Personal emails are sent to inform targeted retailers of significant market changes
6. Personal emails are sent to decision markers once per quarter to continue seeking responses regarding their interest level in the community
7. A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities

Recruitment of Developers

Much of our recruitment success comes from having established a network of national retail developers over the past 22 years. Oftentimes, a retailer may have interest in a community, only to find that suitable "for lease" properties do not exist.

We will actively recruit developers on Inver Grove Heights' behalf. Our developer recruitment process includes:

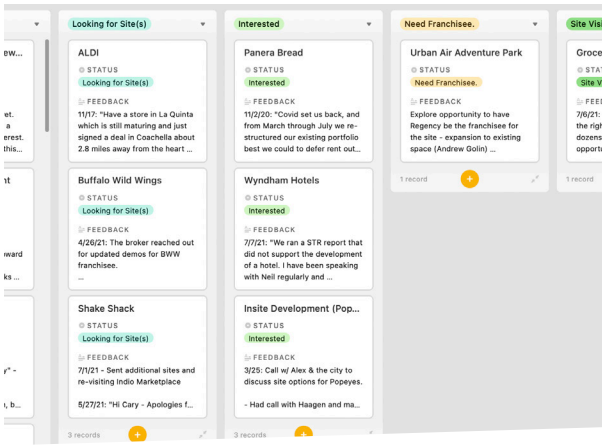
1. Introductory emails and opportunity packages are sent to developers
2. Personal phone calls are placed to measure interest level
3. Personal emails are sent to inform developers of the status of interested retailers, and any significant market changes
4. A developer status report is provided with each developer's complete contact information and comments resulting from recruitment activities

Recruiting Retailers & Developers

Retail Conferences

We help communities connect with retailers and developers at retail conferences such as the annual ICSC Recon Conference and other regional events.

We will assist in marketing Inver Grove Heights, and its vacancies and sites, to retailers, developers, and brokers at retail industry conferences.



Retail Recruitment Dashboard

As part of our recruitment process, we provide access to a real-time recruitment dashboard where City staff can see which retailers are being recruited, the latest touch points with each, and contacts we are actively communicating with along with their interest level in the community.

Once recruitment has begun, we will set up a recurring monthly meeting with staff to review ongoing recruitment activity, feedback received from prospects, and any additional next steps or follow up items needed to advance recruitment with interested retailers.

Ongoing Retail Coaching

Retail Coaching

We partner with communities on a long-term basis and are available when clients have questions, new ideas, or need access to GIS mapping and current data statistics. We are also available if clients need to brainstorm opportunities as the community grows and develops.

We will provide ongoing coaching and support for retail recruitment activities for Inver Grove Heights.

Project Consultant Team

An Entire Team Dedicated to Growing Retail in Inver Grove Heights

What Makes Us Different?

Experienced & Connected

We pioneered the retail recruitment industry more than 20 years ago and leverage more than two decades of experience and relationships to help drive retail growth in your community.

Full Transparency

We track recruitment activity and prospect feedback in your custom retail recruitment dashboard and host monthly calls with your team to keep you updated on progress.

Our Team is Your Team

We take a partnership approach and become an extension of your team. Our clients are invited to participate in the recruitment process, allowing you to learn and expand your network.

We are Consultants. Not Brokers.

We pride ourselves on being consultants, not brokers.

We only do what is in the best interest of our client communities and their future growth. We don't take shortcuts or go with the path of least resistance to fill retail spaces.

RECOGNIZED AS LEADING INDUSTRY EXPERTS AND FEATURED PRESENTERS FOR:

ICSC INNOVATING COMMERCE SERVING COMMUNITIES · NLC NATIONAL LEAGUE OF CITIES · EDCC ECONOMIC DEVELOPMENT COUNCIL OF COLORADO · LEAGUE OF CALIFORNIA CITIES · TEDC TEXAS ECONOMIC DEVELOPMENT COUNCIL · MAIN STREET AMERICA · INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL · ARKANSAS INC · MASC Municipal Association of South Carolina

Your Project Team

PROJECT LEAD

Austin Farmer
Project Director

Austin manages The Retail Coach's projects in Minnesota and will be the primary point of contact. He is located in our Austin, TX office and will be your project lead for the entirety of The Retail Coach's work for Inver Grove Heights.

LEADERSHIP & STRATEGY

Kelly Cofer
Founder & CEO

Aaron Farmer
President

With more than 50 combined years of retail development experience, Kelly and Aaron play an integral role in every project for The Retail Coach. This includes in-depth market analyses, recruitment strategies, and development plans for our clients.

RETAILER & DEVELOPER RECRUITMENT

Cary Everitt
Recruitment Specialist

Caroline Harrellson
Recruitment Specialist

Cary and Caroline manage our relationships with national and regional retailers, brokers, site selectors, and developers. They execute our recruitment process, including the site submission process and capturing retailer feedback.

DATA & MARKET RESEARCH

Matthew Lautensack
Director of Data/Research

Matthew uses cutting-edge, GPS-based market data to pinpoint true opportunity in retail markets. He provides the latest retail trade area data and prepares our clients' market reports, data sets, and assists with GIS mapping.

ADMINISTRATIVE SUPPORT

Nancy Dees
Director of Finance

Rylee Lefever
Marketing Manager

Nancy and Rylee support all projects by managing client invoicing and contract needs as well as marketing, promotional, and graphic design support.

RELEVANT REGIONAL EXPERIENCE

Sheboygan, WI
Weston, WI
Tea, SD
Ankeny, IA
Cedar Rapids, IA
Council Bluffs, IA
Fort Dodge, IA
Grimes, IA
Omaha, NE

Austin Farmer | Project Director

Austin manages all of The Retail Coach's projects in Minnesota and will be the primary point of contact for this project.

Prior to joining The Retail Coach, Austin founded Catalyst Growth Partners, a strategic marketing firm specializing in supporting high growth companies, and served as Vice President of Global Marketing and Sales for an international tax advisory firm where he led domestic and international marketing initiatives and oversaw international market development.

Austin started his career in marketing and digital strategy at GameStop, the world's largest video game and consumer electronics retailer. Since, he has held leadership positions in the economic development, financial services, and non-profit industries. A graduate of Texas A&M University, Austin received a bachelors degree in Marketing with a concentration in Entrepreneurial Leadership and was a member of the distinguished Mays Fellows Program.

Kelly Cofer | Founder & CEO

C. Kelly Cofer leads The Retail Coach with more than 30 years of experience in all aspects of retail real estate and economic development.

Kelly's professional background encompasses market research and site selection, advisory and leasing services, and property brokerage and development for leading national retailers and restaurants in more than 150 cities throughout the United States.

He has earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute and attended the Economic Development Institute at the University of Oklahoma. Kelly holds a Bachelor of Science degree from Texas A&M University in College Station.

Cary Everitt | Retail Recruitment Specialist

Cary manages The Retail Coach's relationships with retailers, site selectors, and key decision makers for retailers, restaurants, hotels, and developers.

He works with your Project Director to ensure that we are presenting the best information possible when recruiting for client communities and follows up with prospects to make sure that your community is staying at the top of mind as brands look for new markets.

Mr. Everitt works throughout projects to provide monthly updates on recruitment activity and communicates feedback received throughout the process.

Relevant Experience

We Recruit Retail.

For more than 20 years, The Retail Coach has been the premier national retail recruitment partner for municipalities, economic development organizations, and development firms.

We are the nation's leading retail recruitment, market analysis, and development firm. Our approach combines **strategy, technology, and creative marketing** to execute high-impact retail recruitment strategies for local governments, chambers of commerce, and economic development organizations.

Having worked more than 650 assignments in more than 40 states, our recruitment approach is simple **- do what you say you are going to do, at the highest level possible, and constantly communicate findings and results to our clients.** This approach has proven successful, leading to multiple assignments with more than 90% of our clients.

PROVEN SUCCESS FOR CLIENT COMMUNITIES

6 Million +

SQUARE FEET OF NEW RETAIL RECRUITED

We have recruited more than 6 million square feet of new retail to client communities in the past 5 years.

$600 Million

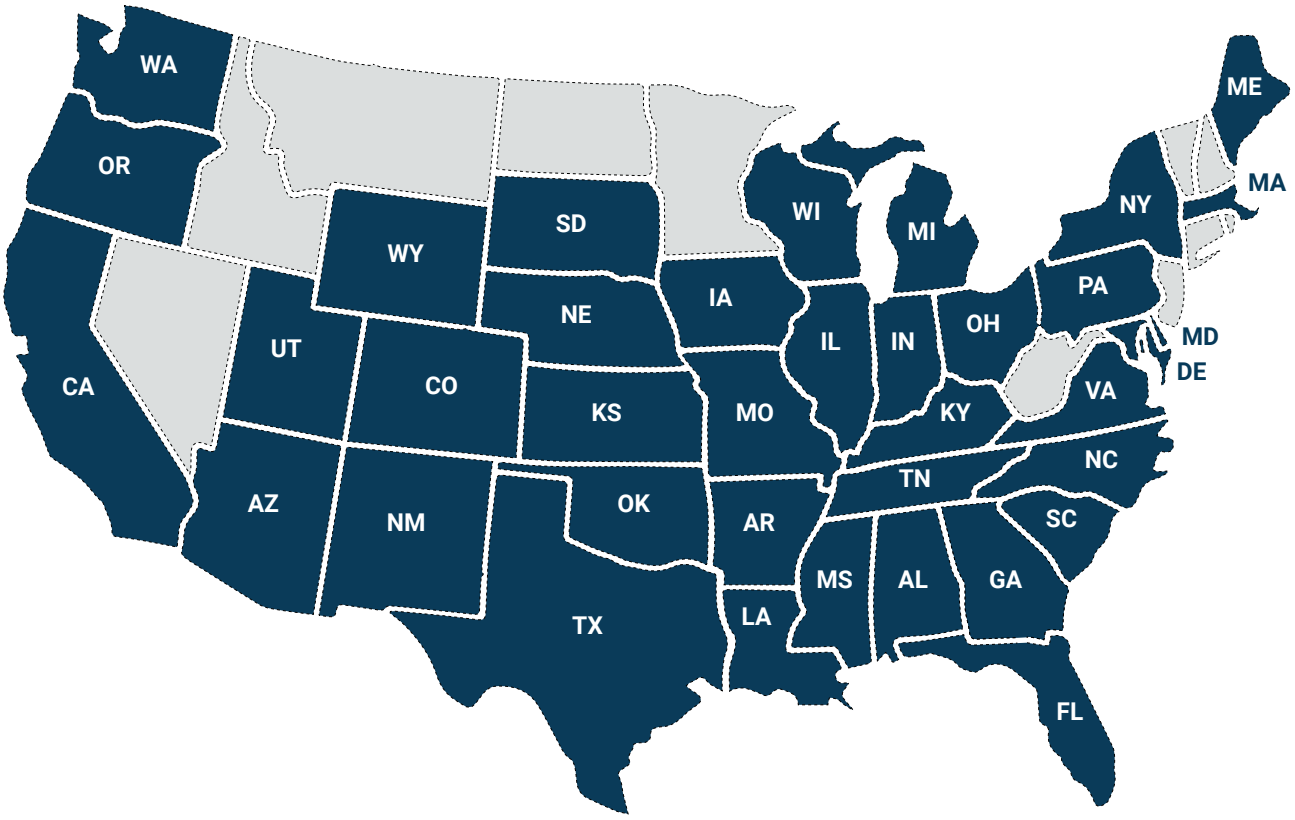
IN NEW SALES TAX GENERATED

Our work has generated more than $600 Million in sales tax for our client communities in the past 5 years.

90%

REPEAT CLIENT RATE

90% of our clients choose to continue working with us after the initial contract.



We Have Served More than 650 Client Communities Across 40 states.

National Expertise. Local Focus.

Our work throughout the country allows our team to stay current on retail trends and deepen our relationships with national and regional brands.

These relationships create unique opportunities for our client communities. When brands begin planning to expand into new markets, we are often one of the first to know and retailers/brokers will often look to our client list or ask our team for prospective markets to consider.

650+

COMMUNITIES SERVED

40+

STATES WE'VE WORKED IN

90%

REPEAT CLIENT RATE

More Than 6 Million SF of New Retail Recruited in the Last 5 Years

Our proven Retail 360® Process has been instrumental in recruiting new retailers and developers to our client communities.

RECENT RECRUITMENT SUCCESSES

McKinney, TX & Riverside County, CA

Los Angeles County, CA

Lancaster, CA & Pella, IA

Laguna Niguel, CA

Spencer, IA

PLUS HUNDREDS MORE ACROSS THE COUNTRY

Consultant Team Capacity

Consultant Team Capacity

Our team is available to begin work immediately.

Our team is available and ready to begin working with the City immediately to identify potential retail prospects and actively recruit new retailers and developers to the community.

We have a ten person staff and the City will have at least three key personnel dedicated to the project.

References & Testimonials

Client Testimonials & References

"The Retail Coach is hands-down one of the best consultant teams of any kind that our team has had the pleasure of working with. Their extensive expertise and nationwide connections with site selectors, developers, and major chains have opened up new doors for us, allowing us to take our recruitment efforts to the next level and collaborate with brands that hadn't previously considered our market. They work as an extension of our staff, anticipating needs and freeing up in-house staff time. I can't recommend The Retail Coach highly enough."

Shannon Landauer, CEcD
President & CEO
Iowa Lakes Corridor Development Corporation

"The Retail Coach has been a great partner and has helped attract the right tenants to our retail projects. Not only for new developments or existing sites, but also as a part of the core team working on the Crossroads Mall redevelopment in Fort Dodge. They were able to make valuable connections to the right decision makers for both national and regional retailers."

Partner & Chief Executive Officer
ATI Realty
Ankeny, Iowa

"The Retail Coach is the perfect solution for our needs. They provide high-quality data that helps us sell our market to retailers and helps supplement our economic development team. They truly are an extension of our team and have helped us land retailers that we've been trying to get to the market for years. They are also very responsive and help us get the data we need quickly."

Scott Agajanian
Deputy Director of Economic Development
City of Murrieta, California

Cindy Schneible
President
McKinney CDC

972-547-7653
cschneible@mckinneycdc.org

McKinney, Texas

The City of McKinney has been a client of The Retail Coach since 2014. Throughout that time, The Retail Coach has provided full data and comprehensive retail recruitment strategies with a focus on key retail nodes across the community.

Our efforts in McKinney have resulted in over 400,000 square feet of retail recruitment successes, including: Costco, AtHome, Sprouts, Maple Street Biscuit Company, and many others.

Serra P. Hall
Executive Director
Newton County IDA

770-235-7468
skphillips@selectnewton.com

Newton County, Georgia

Newton County IDA has been a client of The Retail Coach since 2016. As the County's retail recruitment partner, The Retail Coach has provided the data and recruitment support for numerous new developments, including the new Covington Town Center.

The Retail Coach focuses on creative retail market analysis and industry trade show representation for Newton County, specifically the ICSC Atlanta Deal Making Conference, where we set up and attend target retailer meeting with Newton County staff.

Our efforts in Newtown County has resulted in numerous retail recruitment success, including: Publix, Freddy's Steakburgers, Panda Express, WNB Factory, and several more retail tenants currently under construction.

Scott Agajanian
Dep. Director of Economic Dev.
City of Murrieta, California

951-461-6003
sagajanian@murrietaca.gov

Murrieta, California

The Retail Coach has enjoyed a successful partnership with the City of Murrieta, California since 2020. Our team has worked closely with city officials to provide custom and up-to-date retail market data on demand to attract new retail development.

Assisting Murrieta engage and attract high-level, long-time targets, The Retail Coach has assisted the city secure a multi-million dollar Hot Springs Resort redevelopment along with many national retail tenants along with both retail and mixed-use developers.

College Station, Texas

Home of Texas A&M University, College Station has counted on The Retail Coach to execute a retail recruitment strategy to help attract new businesses for its over 120,000 residents.

Our team has become an extension of College Station's Economic Development team and our work has led to the attraction of numerous top tier retailers, including: Costco, Total Wine & More, Conn's, Piada Italian Street Food, and Trudy's Authentic Tex-Mex Restaurant.

Understanding a community's unique position is critical to recruitment success, and our team has been able to create a positive narrative around the "College Town" to attract the attention of some of the nations most prominent retailers.

Brian Piscacek
Economic Development Manager
City of College Station

979-764-3423
bpiscacek@cstx.gov

Gallatin, Tennessee

The Gallatin Economic Development Agency contracted with The Retail Coach for retail recruitment consulting services for three years, from 2017 through 2019. During that time, our team provided proactive retail recruitment strategies to attract new commercial development.

Working closely with local, independent developers, The Retail Coach was able to provide the support, expertise, and introductions to key decision makers that led to the locating of number tenants including Marco's Pizza, Speedway, Fitness 1440 along with an independent restaurant, Grant's Kitchen.

Gallatin remains a client of The Retail Coach, re-engaging our team regularly for new data reports/updates and key studies targeted at specific users and concepts.

Rosemary Bates
Assistant Director
Gallatin EDA

615-230-7953
rosemary.bates@gallatintn.gov

Camden, South Carolina

Although Camden is a small community, it faced the challenges that many larger communities encounter: old shopping centers needing redevelopment. When the City of Camden signed on with The Retail Coach in 2017, there were two highly visible, vacant shopping centers of top concern.

The Retail Coach leveraged mobile location data to verify the size and strength of the primary retail trade area, which helped support a new developer's vision for redevelopment. By providing critical data, relationships with key retailers, and working directly with the local developer, the two shopping centers were redeveloped and signed leases with multiple top-tier national tenants.

The resulting impacts included over 150,000 square feet of redevelopment and the introduction of brands such as Marshall's, Hobby Lobby, Jersey Mike's, Planet Fitness, Eggs Up Grill, and Five Below to the market.

Suzi Sale
Economic Development Director
City of Camden

803-420-7882
ssale@camdensc.org

Potential Conflicts of Interest

Potential Conflicts of Interest

We do not foresee any conflicts of interest.

We are not actively working in any competing or area communities that could cause a conflict of interest for the City or our team when recruting new retailers or developers to the market.

Project Costs & Timeline

Retail Recruitment Consulting Services

$40,000

*Plus up to **$5,000** in reimbursable expenses.*

Not to Exceed Price: $45,000

Includes:

- Analyzing the Inver Grove Heights Retail Market
- Determining Retail Opportunities
- Identifying Development & Redevelopment Opportunities
- Identifying Retailers & Developers for Recruitment
- Marketing & Branding
- Actively Recruiting Retailers & Developers
- Ongoing Retail Recruitment & Coaching

Work Fees:

The total fee for completion of this work is **$45,000** payable in three (3) installments:

- **$15,000** upon execution of contract;
- **$15,000** at 90 days following execution of contract
- **$15,000** at 180 days following execution of contract

Work fees are payable within 30 days of receiving invoice.

Reimbursable Project Expenses:

It is estimated that reimbursable expenses will not exceed **$5,000**.

Reimbursable expenses include:

1. All travel costs;
2. Cost of special renderings and maps, if any;
3. Cost of copies for reports and maps/drawings; and
4. Cost of shipping expenses, if any

Project expenses are payable within 30 days of receiving expense invoice.

Optional Contract Extension:

If City elects to extend the agreement, the additional fee shall be **$30,000** for each additional 12 month period of data updates, recruitment, and coaching.

Project Timeline

Execution of Agreement

Kick-Off Meeting

Project kick-off call with key staff and stakeholders.

- Review timeline, goals, and objectives with project team
- Discuss priority sites and key areas of focus

30-45 Days from Kick-Off

Research & Market Analysis

On-the-ground market analysis and consumer data collection.

- Retail Market Analysis
- Demographics & Psychographics
- Primary & Secondary Retail Trade Areas
- Retail Demand Analysis
- Retailer Match List

60-90 Days from Kick-Off

Marketing & Branded Reports

Development of key marketing materials used to promote the community.

- Retailer & Developer Feasibility Packages
- Retail Market Profile
- Retail Site Profiles

Remainder of Agreement

Recruitment & Ongoing Support

Active recruitment of retailers and developers through the remainder of the agreement.

- Recruitment Status Dashboard
- Monthly Recruitment Update Meetings
- Representation at National & Regional Retail Conferences

Project Reporting

We will provide written or electronic projects on a bi-monthly basis and hold monthly recruitment updates with City staff once recruitment has begun.

Community Trips

We will make at least two (2) trips to Inver Grove Heights during the project.

Project Timeline

We are available to begin work immediately upon agreement of terms with a project duration of 12 calendar months.

CITY OF INVER GROVE HEIGHTS
ECONOMIC DEVELOPMENT AUTHORITY
DAKOTA COUNTY MINNESOTA
RESOLUTION NO. _____

RESOLUTION AUTHORIZING EXECUTIVE DIRECTOR TO ENTER INTO A PROFESSONA SERVICE AGREEMENT FOR RETAIL RECRUITMENT SERVICES WITH _____ FOR A FEE NOT TO EXCEED _____

WHEREAS, the City of Inver Grove Heights EDA authorized the issuance of a request for proposals (RFP) for professional retail recruitment services at its February 6, 2023 meeting with a goal of attracting new retail shopping, dining, and professional service businesses to the city that will improve the quality of life for the city's residents, and

WHEREAS, the RFP was issued and publicly noticed on the city website and the League of Minnesota Cities website page for professional consultants and vendors on February 10, 2023, with proposals due by a March 6, 2023 deadline, and

WHEREAS, three professional service proposals were received by the publicized RFP deadline from Krueger Real Estate Advisors, Retail Strategies and The Retail Coach, with staff and the EDA Commissioners at a March 13, 2023 Special Meeting conducting a thorough review of the proposals as they relate to the RFP selection criteria and the EDA budget.

NOW, THEREFORE BE IT RESOLVED by the Economic Development Authority of the City of Inver Grove Heights that:

1. The EDA accepts the scope of services outlined in a _____, 2023 dated proposal from _____ consulting for professional retail recruitment services at a fee not to exceed _____ and a term not to exceed _____.

2. The EDA authorized the EDA Executive Director to enter into a professional services contract with _____to perform the scope of services delineated in the _____, 2023, dated proposal for fee not to exceed $_____ plus expenses, such contract to be funded from the IGH EDA's 2023 budget.

Adopted by the IGH Economic Development Authority on March 13, 2023

Ayes:
Nays:

IGH ECONOMIC DEVELOPMENT AUTHORITY

By: _____
Sue Gliva
Its: President

Attested:

By: _____
Heather Rand
Its: Executive Director