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**Redevelopment
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Staff Report

**SS ITEM
NO. 3**

To: Lemoore Redevelopment Agency Board
From: Judy Holwell, Redevelopment Project Manager
Date: August 11, 2008
Subject: Retail Attraction Study

Discussion:

Over the past few years, staff has considered the potential benefits of having a retail attraction study performed for our community. As has been discussed many times, this community needs more sales tax generating businesses in order to increase General Fund revenues. The best way to accomplish this is to be proactive in retail and restaurant recruitment. After researching various businesses that perform retail attraction studies, it became apparent that there is only one such business that goes above and beyond other businesses that only provide basic demographic and leakage data; and that business is Buxton.

Buxton has developed a unique system, called CommunityID, in which they combine data regarding community member lifestyles, buying behaviors and media habits to determine the right fit of retail and restaurants that are needed in our community. After they compile the data, they will provide us with a listing of the top 100 businesses that fit our needs and verify that these businesses do, in fact, operate or plan to expand into California. We then pick up to 20 from the list that we would like to target and Buxton will customize a marketing package that we can use to pursue each of those businesses.

Each marketing package contains the following:

- Map of the retail site and trade area
- Map of retailer's potential customers
- Retailer match report that compares the site's trade area characteristics with the retailer's locations in similar trade areas
- Demographic and psychographic profiles of the households in the trade area
- Contact information for the person at the retailer who has location decision responsibilities

Once we identify the 20 businesses, Buxton notifies the individual at each of those businesses who is responsible for location decision making and lets them know that Lemoore has been identified as a viable location for development. Buxton is well known in the retail sector and has over 1700 clients that they assist with retail site selection. Once they make the call, this opens the door for us to make contact with the right person. In addition, Buxton attends the International Conference of Shopping Centers and will allow us space in their booth to promote Lemoore. These conferences are perfect opportunities to meet site selectors and developers. Buxton is the key to getting “face time” with the right people.

Attached is a Proposal from Buxton to develop a Retail Economic Development Strategy. It details the entire scope of work, deliverables, project team and timelines. The cost of the study is \$70,000 which includes access to SCOUT for one year. SCOUT is an online marketing tool which allows us to reproduce maps, site-specific data and custom marketing presentations, as well as, showcase our best retail site.

Also attached is a CommunityID Statement of Uniqueness, which identifies specific reasons why Buxton provides a service unlike any other business and therefore should be sole sourced. Staff emailed a questionnaire to all cities similar in size to Lemoore that Buxton listed as references. All of the cities that responded recommended using Buxton. They were all satisfied with the services that were provided and thought their project teams were excellent. None of them contacted any other business to provide this service. They all said that if they had to do it all over again, they would still contract with Buxton.

Lisa Hill from Buxton will be here Tuesday evening during the 5:30 Study Session to give a presentation and go over the proposal with you. If you have any questions ahead of time, please let me know and I will forward them to her so that she can be prepared.

Budget Impact:

The Redevelopment Agency Administrative Fund has \$70,000 budgeted for a retail attraction study. The Fund will be reduced by that amount.

Recommendation:

Direct staff to modify the terms of the Proposal, if necessary, and bring the item back to Council on September 2, 2008 for approval.