

THE BUXTON REPORT

Success Stories in Retail Recruitment

Case Study: Dinuba plugs retail leakage with Buxton's help

City leaders in Dinuba, Calif., were tired of the retail "leakage" plaguing their area. Year after year, they saw their 20,000 residents drive to nearby communities to shop and dine. In fact the shopping opportunities were so weak in the immediate area that Dinuba residents regularly trekked 30 minutes north to Fresno or south to Visalia.

Then Dinuba got its big break. The Wal-Mart Corporation was attempting to get permits to build a Super Wal-Mart in nearby Reedley. But residents of that community voted against the super retailer. Dinuba leaders saw their chance to secure much-needed retail to their community, and Wal-Mart opened its doors to a welcoming Dinuba in August 2005.

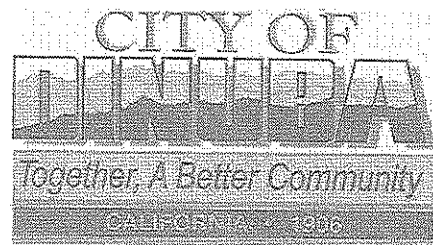
But Dinuba planners realized that one Wal-Mart is not sufficient to meet the retail needs of residents. So, the Chamber of Commerce contracted with Buxton to perform the popular and effective CommunityID assessment. Buxton assessed a particular site based on typical drive times and found that the Dinuba trade area encompassed not only the 20,000 city residents, but also another 65,000 residents within a short driving distance.

Armed with this accurate trade area information, Dinuba leaders set out to tell the retailing world the good news. They contacted retailers directly, and they attended the ICSC (International Council of Shopping Centers) annual trade show in Las Vegas, Nev.

The result is a lot of exposure for the community and several retail successes including an Applebee's, a Carl's Jr. and a Holiday Inn Express. "Retailers are starting to call us. We get two to three calls a week," says Dan Meinert, deputy city manager, City of Dinuba.

Dinuba didn't stop at CommunityID numbers. They commissioned an AutoID assessment from Buxton, and they have since landed a Ford Dealership. And, another big auto dealership may soon be locating to the city.

"We've been able to use Buxton's data to help us develop as a secondary retail market," Meinert says. "As a result, our sales tax revenue has gone up considerably." ■



THE BUXTON REPORT

Success Stories in Retail Recruitment

Case Study: Selma uses Buxton study to confirm retail attractiveness

Selma, Calif., has a lot going for it in terms of retail development.

It is located in central California, one of the last remaining affordable areas of the state, and one that is experiencing rapid population growth.

Selma has another "plus" going for it in terms of retail: It sits at the crossroads of State Routes 99 and 43, which makes it a regional hub for south-east Fresno County as well as neighboring Tulare and Kings Counties.

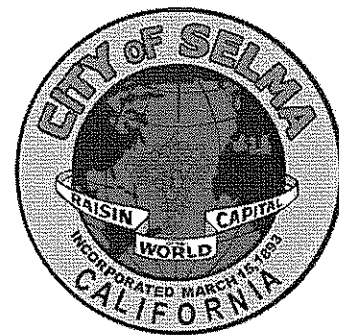
When Selma city leaders contacted Buxton to perform a CommunityID assessment, they knew that their numbers were good, but they needed definite proof in the form of a formal study of their trade area. The study confirmed that people from outlying areas, including Fresno, were coming to Selma to shop.

"The Buxton study did a couple of important things for us," says D.B. Heusser, City Manager, City of Selma. "It verified what we had been telling developers and retailers and it identified a number of businesses that fit our demographics and psychographics."

Currently in Selma, four large commercial development projects are underway.

Selma city leaders have used the Buxton analysis to help recruit retailers to these projects. Their successes so far include Target and Big 5 Sporting Goods. In the case of the Big 5, city leaders were already talking to this retailer before the Buxton study. "We had worked with Big 5 for a year, but when they saw the Buxton study, they were convinced," Heusser says.

The future looks bright for Selma. Several other major retailers are showing interest and may sign letters of intent soon. ■



Destiny Dickinson preps for next trip

Christinia Crippes, The Dickinson Press, January 09, 2008

With only five months left until the International Council of Shopping Centers spring convention, Destiny Dickinson is gearing up.

The spring convention attracts a Bismarck-population size crowd each year in mid-May.

After Stark Development Corp. funded a study, by Texas-based Buxton Co., to determine what retail stores would be a good match for the city of Dickinson, volunteer group Destiny Dickinson took over.

The study was completed just months before the 2007 spring convention so the group got a late start. The members are determined not to have the same rushed fate as last year.

The members met Tuesday afternoon to begin making plans.

"I think we go back to our list from last year and contact them, even if they said, 'No way,'" said Rhonda Dukart, a Destiny Dickinson member and Dickinson city commissioner.

The list includes 18 retailers and restaurants the members are choosing to focus on. Buxton's survey included a list of 52 potential matches.

The group members decided not to pursue Walgreens, a national pharmacy chain, because in order to recruit them, North Dakota laws would have to be amended. They also chose not to pursue Olan Mills Portrait Studio because the business only adds locations inside Macy's department stores.

They opted to focus their time on recruitment efforts instead.

"I think we really need to attack Home Depot," Sund said.

Employing a strategy

One thing the group learned from last year is just because a retailer does not have a booth at the ICSC convention in Las Vegas does not mean representatives from the company won't be there.

The second lesson is when the members set up appointments, they don't want to give out too much additional information.

"The more you talk, the more you dig yourself a hole," said Greg Sund, Destiny Dickinson member and Dickinson city administrator. "If you can get face time before you get to those details, you have a better chance."

Gaylon Baker, Destiny Dickinson member and Stark Development director, said companies view site selections for their businesses as a process of elimination, meaning any one of a number of parameters that a city doesn't meet counts them out.

Destiny Dickinson members know that patience is a virtue when it comes to recruiting and expect each year to nudge their feet a little farther into some retailers doors.

The group also picked up the strategy of mailing news clippings to potential retailers from a woman at last year's convention.

Dukart said by doing so the businesses have an opportunity to see regularly the name of the community and a contact person here.

"If the time comes that some of the things develop in South

Heart...maybe they'll have heard of us. 'Oh yeah, those are the people that have been bugging us for five years,'" Dukart said.

Preparation now

The convention is held in Las Vegas on May 18-21.

The group members have their flight and hotel arrangements in the works, and learned some locations have been sold out already.

The members hope to make the most of the trip by arriving earlier than they did last year.

They also renewed their memberships to ICSC to save on fees.

Along with making arrangements and contacting retailers, the members also plan to spend time updating their talking points and flyers.

The 18 retailers and restaurants consist of Kitchen Collection, Motherhood Maternity, Old Navy, Express Limited, Fashion Bug, Home Depot, Jo-Ann Fabrics & Crafts, Buckle, Culver's, Daylight Donuts, Dunkin Donuts, Shoney's Restaurant, Staples, Valentino's Pizza, Papa John's Pizza, The Pizza Ranch Inc., Ruby Tuesday and United Artists Theatre.