



REQUEST FOR QUALIFICATIONS:

THE TOWN OF **DANVILLE,** INDIANA

FIVE YEAR
ECONOMIC DEVELOPMENT
STRATEGY



COVER LETTER

Town of Danville
ATTN: Ben Comer, President
Danville Redevelopment Commission
49 N. Wayne St.
Danville, IN 46122

March 17, 2025
Response for RFQ

Five Year Economic Development Strategy

The Retail Coach, LLC is pleased to present the following economic development strategy in response to the Town of Danville's request for qualifications

With a national perspective and twenty-five years of experience working in more than 850 communities, our firm offers the expertise, relationships, and manpower needed to help assist with the Five Year Economic Development Strategy. In the following document, you will find numerous examples highlighting a strong track record of success in our client communities across the country.

We provide cutting edge market data, determine retail opportunities, and develop customized strategies that best position our client communities for success. No other consulting firm offers this level of comprehensive support that is uniquely tailored to your community's needs. Our focus and tangible retail successes have resulted in ongoing, multi-year relationships with more than 90% of our clients.

Kyle Cofer will be your project lead and will be available as needed for the duration of the agreement. We will have an additional 8 team members focused on your project at all times. Our firm's current workload will have no negative impact on the team's ability to immediately begin work or to provide a first-class experience for the Town of Danville with an unparalleled level of customer service and expertise.

We appreciate consideration and would welcome the opportunity to personally introduce our firm at the appropriate time. Please feel free to reach out to myself should you have any additional questions.

Sincerely,

Kyle Cofer
Project Director | The Retail Coach
662.319.7144
KyleCofer@TheRetailCoach.com
PO Box 7272
Tupelo, MS 38804



Executive Summary:

Five Year Economic Development Strategy

The Retail Coach is submitting this RFQ for the Five Year Economic Development Strategy for the Town of Danville, Indiana.

Our goal is not only to aid The Town of Danville in preparing an economic development strategy, but to continue assisting the Town via long-term partnership and 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:

- The Retail Coach team will travel to Danville for the project kickoff and other stakeholder engagement meetings.
- Research and analyze the Danville retail market to identify retail gaps and growth opportunities.
- Determine Danville's unique, viable retail market potential & its relationship with other industries and prepare employment forecast.
- Identify key retail, restaurant, and entertainment concepts & targets that align with the Town's vision.
- Provide feedback on retail expansion, market trends, and the retail site selection process.
- Provide ongoing support for business and industry recruitment and community development.
- Evaluate commercial development land availability, site needs, and tenant strategy for the Town of Danville.
- Prepare a new economic section for the Danville Comprehensive Plan for consideration by the Planning Commission and Town Council.

We Recruit Retail.

For more than 25 years, The Retail Coach has been the premier national economic development consultant for municipalities, economic development organizations, and development firms.

Our approach combines **strategy, technology, and creative marketing** to execute high-impact retail strategies for local governments, chambers of commerce, and economic development organizations.

Having worked more than 850 assignments in 42 states, our approach is simple - **do what you say you are going to do, execute 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.

Retailers successfully recruited to client communities: Costco, Bass Pro Shops, Lowe's, Petco, Natural Grocers, Walmart Supercenter, Target, Chick-fil-A, First Watch, Buffalo Wild Wings, Home Goods, and many more.

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 period.

Client References



Rosemary Bates
Assistant Director
Gallatin, Tennessee
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Toby Bennington
Director of Planning & Economic Development
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Shannon Landauer
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Miesha Adames
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DEDICATED TEAM - STRUCTURE

Dedicated Team

PROJECT LEAD



Kyle Cofer
Project Director



Caroline Harrelson
Strategy Director

Kyle manages The Retail Coach's projects in Indiana and will be the primary point of contact. Kyle is located in our Tupelo, MS office and will be one of your project leads for the entirety of The Retail Coach's work for Danville.

LEADERSHIP & PROJECT STRATEGY



Kelly Cofer
Founder & CEO



Aaron Farmer
Partner

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.

PROJECT MANAGEMENT



Nicholas Albracht
Project Manager

Nick's role at The Retail Coach involves supporting Project Directors in the due diligence and execution of projects from start to finish.

DATA & MARKET RESEARCH



Matthew Lautensack
Director of Research & Development



Ty McConn
Retail Analyst

Matthew and Ty use 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.

RETAILER RECRUITMENT



Lauren Benjamin
Recruitment Specialist



Jean Totten
Recruitment Specialist

Lauren and Jean 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.

ADMINISTRATIVE SUPPORT



Nancy Herbert
Director of Finance

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



Economic Opportunity Analysis

Custom Retail Trade Area Analysis + Mobile Location Data

Mobile Location Data has become a powerful tool for retail, restaurant, and entertainment concept site selection processes. We will utilize data to confirm the primary retail trade area, but also to evaluate specific location consumer draw and performance. This can also be helpful for existing businesses to know how they stack up against their competition and to visualize cannibalization.

Demographic + Psychographic Analysis

Our demographic profiles include population and projected population growth, ethnicity, average and median household incomes, median age, households and household growth, and educational attainment. We will create comprehensive 2020 Census, 2025, and 2030 Demographic Profiles for the Retail Trade Area and Danville community.

Retail Demand Analyses

One way to quantify retail demand is 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. This will help identify which sectors are strengths or currently under served by the existing retail market.

Evaluate Commercial Development Land Availability, Site Needs & Tenant Strategy

The Retail Coach will conduct a highest and use analysis for Danville. The Retail Coach will identify specific sites not serving their highest and best use and make recommendations for improved uses. 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. Successful retail recruitment begins to happen with the introduction of available sites. We will identify priority retail vacancies and development/redevelopment sites to market, as well as evaluate their highest and best use. Examples:

- Brazos Family Properties Around Walmart (+/- 37.4 Acres)
- C Farms (36/Rockville Rd)(+/- 63.76 Acres)

Retail Void + Fusion Analysis

Existing retailers and restaurants help set the stage for new business attraction. Understanding where brands have already located and how they choose to co-locate with other concepts is critical to understanding an area's potential and crafting a recruitment narrative. The Retail Coach will execute void analysis and fusion analysis (co-tenant evaluation) to determine potential fits for Danville submarkets.

Retail Match List

The Retail Coach will develop a list of 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.

Marketing + Ongoing Support

Local Stakeholder Engagement

Local buy-in is a must have for communities looking to build a comprehensive recruitment program. The Retail Coach will meet with local property owners, franchisees, brokers, and other stakeholders to assist with their ongoing projects or goals and to make direct introductions with targets brand representatives.

Identification of Recruitment Goals

Knowing where you are heading is essential to crafting any road map to success. The Retail Coach will meet with Town Staff and stakeholders to create both long-term and short-term goals.

Monthly Update Calls

To keep clear and open lines of communication, The Retail Coach will set monthly Zoom meetings with Town staff to discuss updates and strategy. Additionally, our team is always available on demand to brainstorm, connect with personnel, or otherwise be a resource to Town staff.

Visible Presence

Being a part of your team means being seen. The Retail Coach will make two trips to Danville during the engagement to meet with town staff, developers, local property owners, and to host workshops for stakeholders.

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 anytime through a branded Retail:360® link.

We will create a Retail:360® Retail Dashboard for Danville, 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.

Competing Community Analysis

A community must have a clear understanding of the competitive nature of retail recruitment in its region. The Retail Coach will look at competing communities to identify a competitive advantage via economic and market forces that have a direct impact on development in Danville.

Economic Element of the Comprehensive Plan Draft Report

The Retail Coach will refer to market findings and stakeholder engagement discussions to compile an in depth document that will be used to create a new Economic Section in the Danville Comprehensive Plan. This addition is subject to change based on feedback from the policy making bodies.



Appendix 1

Team Resume Digest

Dedicated Team



PROJECT LEAD

Kyle Cofer | Project Director

Kyle oversees all of The Retail Coach's projects in Indiana and will be the primary point of contact for Danville.

Kyle brings more than 7 years of experience in real estate and entrepreneurship to The Retail Coach. As Project Director, Kyle oversees the retail recruitment process and leads his team to promote economic development in client communities. In this role, he works closely with local officials as well as retail site selectors, brokers, and developers. He is an active member of the International Council of Shopping Centers and is a frequent speaker for municipal leagues and webinars. Kyle graduated from the University of Mississippi with a degree in Business Management and a minor in Real Estate and Entrepreneurship.



PROJECT LEAD

Caroline Harrelson | Strategy Director

Caroline Harrelson focuses on key strategic planning for clients and manages The Retail Coach relationships with commercial real estate professionals across the country.

Prior to joining The Retail Coach she was the Director of International Services at Mississippi State University where she managed various international projects bringing a broader approach to The Retail Coach retail economic development recruitment methods.

Caroline holds a Masters in Public Policy and Administration combined with almost 10 years in upper administration and project management.



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.

Dedicated Team

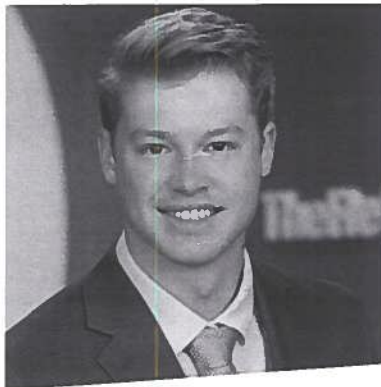


Aaron Farmer | Partner

With a degree in Marketing from The Mays Business School at Texas A&M University in College Station and an MBA from Texas A&M University – Commerce, Aaron brings to The Retail Coach knowledge of the most current research on retail and marketing trends.

Prior to joining The Retail Coach, Aaron was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises (NAASF).

His expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Aaron is a sought after speaker for industry organizations throughout the country.



Nicholas Albracht | Project Manager

Nick's role at The Retail Coach involves supporting Project Directors in the due diligence and execution of projects from start to finish, including market analysis, profiling, recruiting, and actively maintaining relationships between clients, developers, brokers, and national retailers. Previously, Nick specialized in investment sales advising both the buy-side and sell-side of commercial real estate on behalf of private equity, institutions, and private investors. His background and knowledge gained from obtaining a license to practice real estate in the State of Texas equips Nick with helpful industry insight when advising clients. Nick graduated from Texas A&M University with a Bachelor of Business Administration degree, majoring in Finance.



Matthew Lautensack | Director of Research & Development

New York native, Matthew Lautensack, brings a specialization in critical theory and technology integration to The Retail Coach team. During his tenure at The Retail Coach, he has brought efficiency to the operational processes, through automation, streamlining, and systematizing internal workflows. He was also the principal developer on a number of new products and services we are offering today.

Prior to joining The Retail Coach, Matthew was the Director of Information Technology at a natural soap company based out of upstate New York. A philosopher and self-taught programmer, Matthew is efficient in user experience, digital platform design, e-commerce, automation, digital advertising and GIS.

Dedicated Team



Lauren Benjamin | Recruitment Specialist

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

She 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.

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



Ty McConn | Retail Analyst

Ty McConn is a Marketing Major senior in Mays Business School at Texas A&M University and will be graduating in December 2024. At the Retail Coach, he works with senior staff providing support and assistance in collecting data and analytics for various clients. While working at The Retail Coach, Ty would like to refine his research skills, gain experience working in a team environment, and increase his industry knowledge in retail development.



Nancy Herbert | Director of Finance

At The Retail Coach Nancy Herbert directs all administrative functions with efficiency and care. She is a number cruncher and a people person who loves getting lost in data. Mrs. Herbert extensive management and accounting experience encompass some of America's favorite retailers such as Kirkland's. Mrs. Herbert previous experience as a retail buyer and store inventory control manager provides helpful insight as she assists in the retailer research performed by The Retail Coach for each project.



Contact:

Kyle Cofer

Project Director

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