

# TOWN OF DANVILLE

## Danville Redevelopment Commission December 13, 2023 5:30 PM

### AGENDA

- I. Call to Order
  - Pledge of Allegiance
  - Establish Quorum
  - Approve Minutes
- II. Old Business: None
- III. New Business:
  - Commitment for Extension of Wastewater Services Utilizing TIF Funds
- IV. Invoices:
  - None
- V. Items for Discussion:
  - Sarah Beth Thornton, Retail Strategies (Virtual)
  - Brad Legan, PowerPoint Presentation
  - 2024 Meeting Schedule
- VI. Report of Officers, Committees and Staff
- VII. Adjourn

Next Meeting:  
**January 10, 2024**

**DANVILLE REDEVELOPMENT COMMISSION MINUTES**  
**November 8, 2023**  
**5:30 PM**

Members Present: Tracey Shafer, David Glover, Ellen Wilborn, Brad Legan  
Members Absent: Ben Comer  
Staff Present: Lesa Ternet, Tasha Hensley, Barry Lofton, Carrie Lofton  
Guests: None

A quorum was established, and the meeting was called to order by D. Glover.

E. Wilborn made a motion to approve minutes from the October 11<sup>th</sup> meeting. B. Legan seconded the motion. Motion carried 3-0.

**Old Business:** None

**New Business:**

- **Presentation of Information to Overlapping Taxing Units on the Plan for Allocation Areas per IC 36-7-25-8**

D. Glover stated the Commission met during a work-study session in October to discuss establishing a budget for 2024. The Commission is required by the Indiana Code to provide certain information to overlapping taxing units. L. Ternet stated notice had been given to the overlapping taxing units to attend and provide comments. D. Glover stated the Commission was in receipt of the proposed 2024 budget goals. D. Glover discussed the current funds in the Downtown Main and East Main Corridor TIF accounts which total approximately \$581,839.36. D. Glover further discussed money that was committed to date for current projects and the money the Council had approved for the RDC in the amount of \$60,000.

- **Ice Miller Invoices for Services Rendered**

D. Glover stated that L. Ternet had reached out to Ice Miller to get a reduction in the invoice amount by 25%. The Commission accepted the reduction of the amount owed to Ice Miller for services rendered from 2018 through June 14, 2023. The amount to be paid to Ice Miller was \$36,132.65.

**Items for Discussion:**

- **195 East Main Street- Update**

L. Ternet stated the gas utility had not been disconnected and that it could be up to four (4) more weeks and as soon as that utility was disconnected, demolition would commence.

**Report of Officers, Committees and Staff:**

L. Ternet stated at the last meeting that the commission discussed the 2024 long-range plan for extending wastewater services in the area of County Road 150 East and County Road 75 South to promote economic development. She further stated B. Lofton, Utilities Director, was in the audience and could briefly discuss plans for future extension of wastewater. B. Lofton approached the Commission and stated he had met with the financial advisor handling bonds for the expansion of utilities in order to

reduce the cost to ratepayers as much as possible. A commitment from the RDC in a dollar amount to help offset some of the costs for the extension of wastewater to the southeast quadrant of Town would be helpful. There was further discussion by the Commission, and it was determined that this item would be placed on the agenda next month for a commitment in a dollar amount. L. Ternet stated that the town is in the early stages of applying for grants to help fund the extension of wastewater to the southeast quadrant of the town.

There being no further business, the meeting was adjourned at 6:06 PM

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Ben Comer, President

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Ellen Wilborn, Secretary

## **REDEVELOPMENT COMMISSION BRIEFING December 13, 2023**

### **Commitment for Extension of Wastewater Services Utilizing TIF Funds**

This is on the agenda for the Commission to discuss a commitment of funds to assist in the extension of wastewater service to the southeast section of Danville to promote economic development. The Clerk-Treasurer will provide information regarding the available funds to help in determining an acceptable dollar amount. No action is required.

### **Sarah Beth Thornton, Retail Strategies (Virtual)**

This item is on the agenda for discussion purposes only. I have attached information for you to prepare for her presentation. No action is required.

### **Brad Legan**

Brad will be presenting information regarding thoughts and ideas for Economic Development. No action is required.



## Lesla Ternet

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**From:** Sarah Beth Thornton <sthornton@retailstrategies.com>  
**Sent:** Friday, November 17, 2023 2:25 PM  
**To:** Lesla Ternet  
**Subject:** RE: Funding Sources for Economic Endeavors  
**Attachments:** Downtown Strategies Proposal.pdf; Retail Strategies Proposal.pdf; Retail Academy Proposal.pdf

**Caution:** This is an external email. Please take care when clicking links or opening attachments. If in doubt, please contact the helpdesk.

Lesla,

I am so very sorry; I thought I had sent all the information your way. But I am so glad you reached back out and so glad to hear the committee is interested in taking a deeper look. I have attached proposals for each of our services that further outline the options for partnership.

First is our *Recruitment* engagement which encompasses research and data analysis, real-estate analysis, and marketing, but most importantly national representation and retail recruitment. Within this engagement we take on the heavy burden of recruiting desirable retailers to your community. This includes connecting with expanding businesses, property owners, brokers, developers, and any other industry professional that would play a role in an expansion to Danville.

The second proposal is for our *Academy* program which includes the same deliverables as our Recruitment scope but an educational seminar replaces the national representation. It is where we empower and train you and other community leaders on how to recruit and attract the desired retailers.

-- Fun thing about this platform is that we are hosting an Indiana focused event on March 18th and 19th; New Haven has already registered and have 3-4 more spots left! Would be honored to have Danville included!

Last but not least is the *Downtown Strategies* platform in which our team will assess the 5 pillars of the downtown mix - Market Analysis, Economic Vitality, Tourism & Promotion, Design, and Organization - and provide a road map to make Danville's Downtown the most powerful economic, tourism, and quality of life engine.

Let me know if you have time on Tuesday the 28th for a follow up call and I can answer any questions you may have or further explain anything!

If I don't hear from you before the holiday, hope you have a great Thanksgiving!

SB

Sarah Beth Stewart  
Vice President of Business Development  
[Retail Strategies](#)  
c 256.679.7431





retail strategies

# Downtown Revitalization Partnership

Prepared for Danville, IN

November 2023

Sarah Beth Stewart | 256.679.7431 | [sstewart@retailstrategies.com](mailto:ssewart@retailstrategies.com)

[RetailStrategies.com](http://RetailStrategies.com)



DOWNTOWN STRATEGIES

# Critical Factors for Success

Creating a strategic plan is a crucial first step in determining the vision and path for your downtown.

Oftentimes, community leaders are fearful of investing in a master plan that will ultimately “sit on a shelf”.

With Downtown Strategies, we meet communities where they are. We build on your existing plans and ideas rather than reinventing the wheel and duplicating efforts.

*What we deliver, you can implement.*

## Critical Factors for Successful Implementation of a Strategic Plan

### Community Buy-In

Support from your immediate team isn't enough to see transformational change within your community. Our workshop session generates the needed community buy in from stakeholders (property owners, business owners, merchants, community leaders, elected officials, etc.) to ensure that all parties with a vested interest believe in the vision and are committed to successful implementation.

### Communication

Once stakeholders leave our session, they're excited, eager, and ready to contribute to the successful implementation of the overall vision. Consistent communication between our team, your team, and stakeholders is critical to maintain the momentum and commitment.

### Implementation Support

Our implementation support keeps your team on track by providing accountability, benchmarks, and success stories to share with the community and stakeholders throughout the life of the partnership.

### Resources

Downtown Strategies was founded to fill the gap between what community leaders can execute themselves and master plans. Our approach focuses on practical, actionable, and implementable asset-based and market driven solutions that allow for quick wins and continued success for your team.

In our Strategic Plan, we provide strategies and recommendations based on three stages of time and monetary investment:

- little to no cost with immediate impact – just time and energy!
- minimal investment that requires proper partnerships & persistence
- long-term investment for substantial projects

This allows for your team to build capacity, assemble funds, and generate partnerships that allow for the successful implementation of our plan.

## DOWNTOWN STRATEGIES

# Our Process

## Roadmap to Revitalization

Downtown Strategies exists to assist communities in taking the next, or first, step in their Downtown's journey. Revitalizing and rejuvenating Downtown communities is a complex task and we are committed to helping you achieve it. We identify and create a tailored strategy to enhance, revitalize, and mobilize your community's efforts.

When properly fueled, your Downtown can be a powerful economic, tourism, and quality of life engine and our team of professionals can help you define your potential and empower you to achieve it.

## The 5 Pillars

Through our Downtown Strategic Visioning Workshop, we assess the five pillars of your downtown's mix: Market Analysis, Policy & Administration, Design, Tourism & Promotion, and Economic Vitality to provide a true road map to revitalization.



### Market Analysis

uncover and define the economic potential in your Downtown.



### Policy & Administration

set the foundation for smart growth.



### Design

thoughtful design supports a community's transformation.



### Tourism & Promotion

power your economic engine.



### Economic Vitality

creating opportunity for investment.

## Bowling Green, Kentucky

"The Downtown Visioning Workshop allowed for stakeholders, those most invested in Downtown Bowling Green, to voice their vision for downtown as well as having an open discussion about the challenges to achieving those visions. Retail Strategies has shown to be a professional organization geared toward the success of Bowling Green. They have demonstrated that they have the relationships and expertise to produce positive results."

*Brent Childers,  
Director of Neighborhood and Community Services*



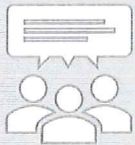
DOWNTOWN STRATEGIES

# Partnership Timeline



## Day 1-30

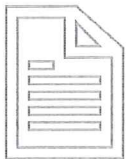
- Kick-off Call
- Strategic Visioning Workshop scheduled
- Community provides requested materials



## Day 30-60

- Market Analysis completed
- Electronic community input survey created and circulated by City
- In-Market Strategic Visioning Workshop
- Walking and windshield tour of Study Area

**Strategic Plan** created and delivered



## Day 60-120

**Includes:**

- Market Analysis
- Building Inventory
- Results from community input survey
- Market driven and asset-based transformation strategies



## Day 120-365

### Implementation Support (Add-on)

- Development & Implementation support of **Strategic Vision**
- Downtown **Real Estate Analysis** deliverable
- Support via email and Zoom to assess progress, troubleshoot roadblocks, etc.
- Data and analytics available upon request

## DOWNTOWN STRATEGIES

# Scope of Services: Implementation Support (add-on)

Our **implementation support** keeps your team on track by providing accountability, benchmarks, and success stories to share with the community and stakeholders throughout the life of the partnership. Our strategies and recommendations are based on three stages of time and monetary investment:

- **little to no cost with immediate impact** – just time and energy!
- **minimal investment** that requires proper partnerships & persistence
- **long-term investment** for substantial projects

This allows for your team to build capacity, assemble funds, and generate partnerships and **resources** that allow for the successful implementation of our plan.

## Strategic Vision Implementation Support

- Implementation support of **one (1) – Year 1 recommendation** from strategic plan - collaboratively identified - and development of associated documents, collateral and resources necessary for successful implementation.
- Support via email and Zoom to provide collaboration, assess progress, troubleshoot roadblocks, and provide accountability for implementation.
- Data and analytics available upon request

## Downtown Real Estate Analysis + Property Owner Toolkit

- Real Estate analysis deliverable identifying approximately five (5) pieces of real estate prime for adaptive re-use, infill, higher and better use, or new development within the downtown.
- **One (1)** hour virtual property owner training to deliver custom market analysis, business recruitment outlook, and marketing toolkit overview.

### Marketing Toolkit:

- Custom Site-Specific Property Flyers
- Custom Downtown Community Flyer
- Custom Downtown “There’s Opportunity Here” window signs to promote opportunity rather than vacancy.





## DOWNTOWN STRATEGIES

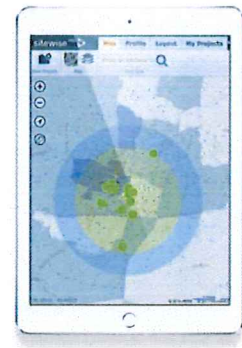
# Scope of Services

## STRATEGIC VISIONING WORKSHOP

- We begin the process with a detailed kick-off call to introduce ourselves and examine the current status of your Downtown area.
- An electronic community input survey will be circulated to gain insight on your Downtown's past, present, and future conditions.
- Next, we host an in-market stakeholder input session with property owners, merchants, business owners, community leaders, and elected officials to gain feedback and allow open dialogue.

## MARKET ANALYSIS

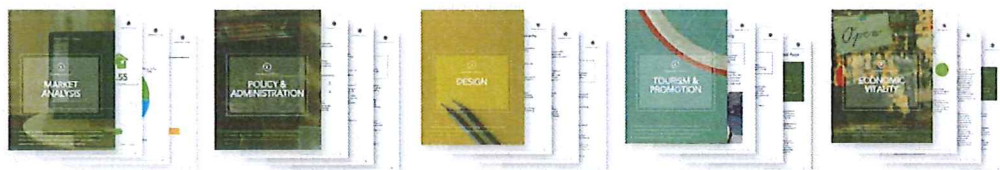
- Identification of market trade area using mobile data analysis
- Trade area demographics (population, income, housing, etc.)
- Market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Tapestry lifestyles – psychographic profile of trade area
- Consumer Spending Pattern Reports
- Commute Patterns Report
- Identification of priority business categories for entrepreneurship, recruitment and/or local expansion
- Downtown Building Inventory
- Downtown Walkability Assessment
- Downtown Neighborhood Demographics



## DOWNTOWN STRATEGIC PLAN

Your downtown will be evaluated and a customized, strategic, asset-based, and market driven plan will be presented to your team. This plan will include practical, actionable, and transformational strategies defined and developed considering the following:

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Connectivity &amp; Walkability</li> <li>• Landscaping &amp; Streetscapes</li> <li>• Public Art</li> <li>• Historic Preservation</li> <li>• Special Events &amp; Promotions</li> <li>• Wayfinding Signage</li> </ul> | <ul style="list-style-type: none"> <li>• Transportation &amp; Parking</li> <li>• Messaging &amp; Branding</li> <li>• Hospitality</li> <li>• Retail &amp; Restaurant Recruitment</li> <li>• Backfilling Vacancies</li> <li>• Real Estate Analysis</li> </ul> | <ul style="list-style-type: none"> <li>• Supporting Entrepreneurs</li> <li>• Incentives &amp; Financial Tools</li> <li>• Zoning &amp; Codes</li> <li>• Identifying Partnerships</li> <li>• Catalyst Projects</li> <li>• Community Input Survey Results</li> </ul> |
|--|---|---|



# Timeline & Investment

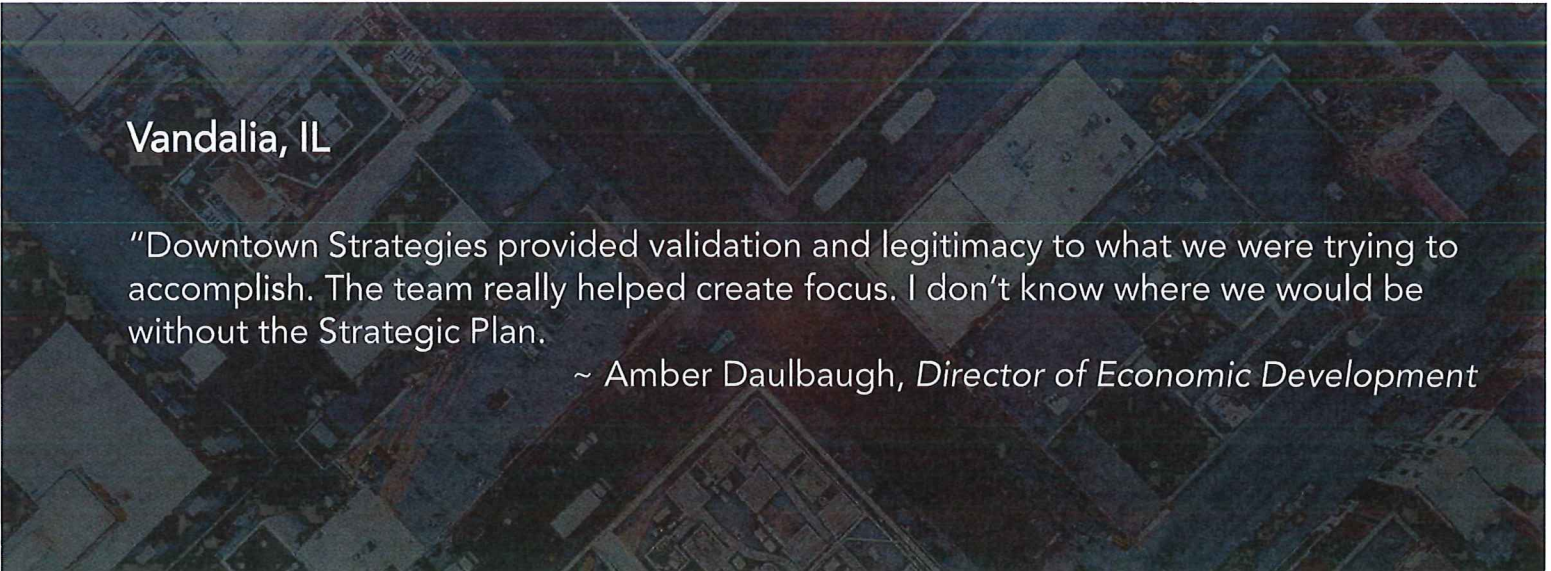
The timeline of our overall partnership(s) will be established upon execution of a contract and further defined during the partnership kick-off call(s).

| Product                           | Investment |
|-----------------------------------|------------|
| Downtown Five-Year Strategic Plan | \$25,000   |
| Implementation Support (add on)   | \$20,000   |

The total fee for completion of work is due upon execution of agreement. Project fees are due within 30 days of receipt of the invoice.

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.

**Pricing valid for 60 days**



## Vandalia, IL

"Downtown Strategies provided validation and legitimacy to what we were trying to accomplish. The team really helped create focus. I don't know where we would be without the Strategic Plan.

~ Amber Daulbaugh, *Director of Economic Development*





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# Retail Recruitment Proposal

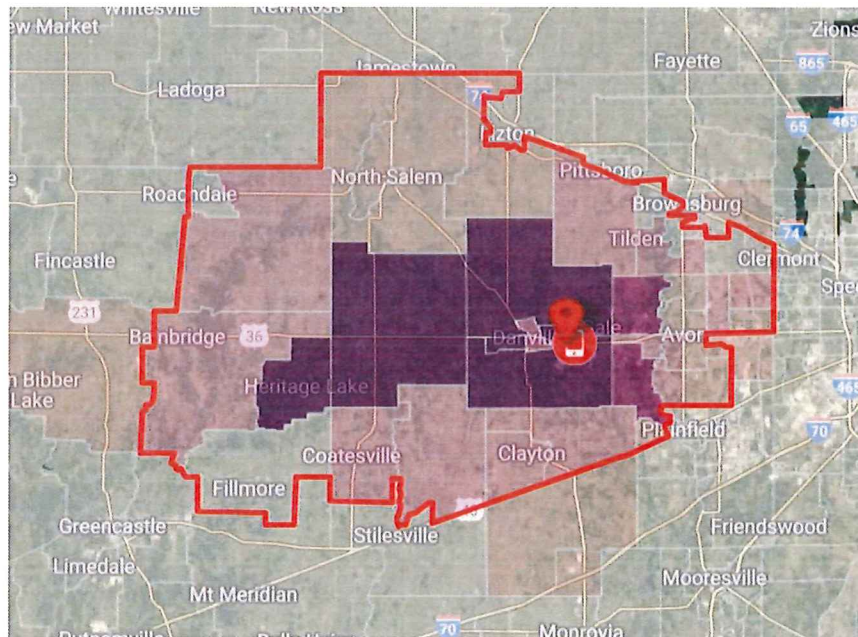


Prepared for Danville, IN  
Lesa Ternet, Planner

Sarah Beth Stewart  
Vice President of Business  
Development

November 14, 2023





## Preliminary Analysis

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In a preliminary analysis Retail Strategies has identified a trade area of **109,000+** consumers with a **7.71%** growth rate over the next 5 years. Even so, the strong income levels and buying power showcases the demand and potential for new business in the community.

In addition to studying the market size, we ran two analysis that show the demand for new business in the community. These analysis showed **\$619** million dollars being spent on goods and services outside of the community, and **20+** businesses who have located in similar communities but have yet to land in Danville.

If given the *privilege* of being your retail partner, your dedicated team will identify national and regional retailers, develop an extensive asset-based recruitment plan, proactively recruit desirable retail and restaurant concepts, and report back on progress. Retail Strategies has the time, experience, and connections to attract the right retail.



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## Our Partnership

# Executive Summary

Founded in 2011, Retail Strategies is the national expert in recruiting businesses on behalf of communities. We exist to give communities across the United States an advantage in attracting retail and restaurants by providing the real estate expertise, tools, and human efforts.

With confidence, we pursue this mission by delivering unparalleled customer service as a unified team. Attracting new retail to a community is complex, connection critical, and time-consuming.

## Industry Leaders

- 150 years of retail real estate experience
- Direct connections to retailers & developers
- Hands-on approach

## Industry Involvement

ICMA

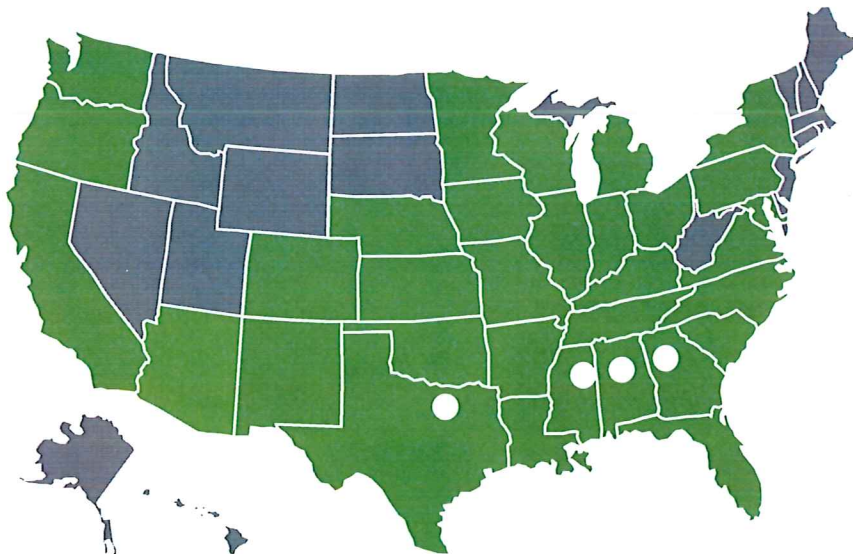
ICSC

NLC NATIONAL LEAGUE OF CITIES  
CITIES STRONG TOGETHER

MAIN STREET AMERICA  
2023 Allied Member

IDA INSPIRED LEADERS SHAPING CITIES

## Trusted by Communities Nationwide



● Currently Serving ○ Retail Strategies Office

177 Clients & Counting

43 Dedicated Employees

500+ Businesses Recruited

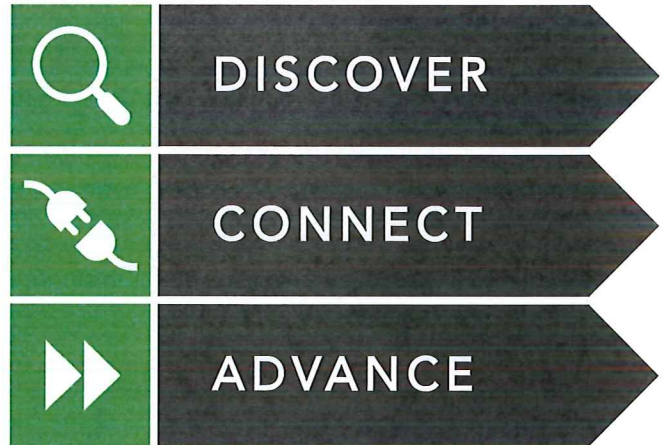




Retail Recruitment

# Our Process

Your dedicated team will act as an extension of your staff to create and execute a tailored retail recruitment strategy.



## Data Analysis

The first step is to understand who your consumers are, not just your constituents. Utilizing mobile data, we can uncover where people are coming from and what is their buying power.

## Real Estate Analysis

Every retail site in your market will be catalogued by your team at Retail Strategies; shopping centers needing to be backfilled, open land ready for development, or under-utilized retail space all will be assessed by a licensed real estate professional

## Retail Recruitment Plan

Based off your data, real estate assets, community input and retail trends, we will develop a Retail Recruitment Plan with specific restaurant, grocery, home improvement, entertainment, and hospitality targets.

## National Recruitment and Representation

This is where the rubber meets the road. Danville will receive a dedicated team that will implement the Retail Recruitment Strategy by connecting with retailers, brokers, property owners, tenant reps and any other industry players to get new retail to open in your market.

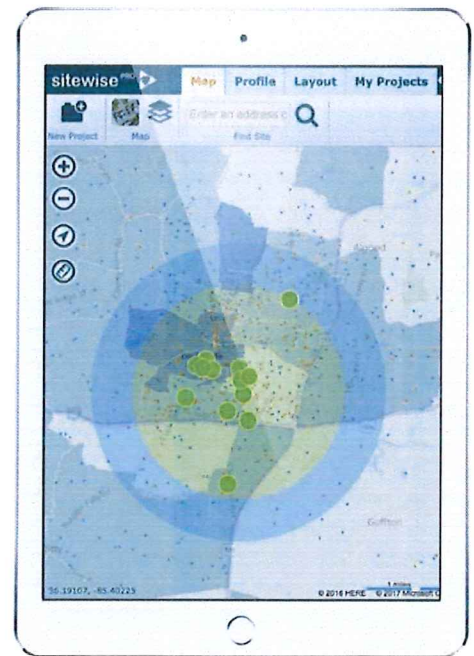


## DISCOVER

# Discover: Research

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

After interviewing more than a dozen research firms, Retail Strategies chose STI Popstats (Synergos Technologies) as our primary data source. 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

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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.

### Business Recruitment Categories

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After reviewing key demographic information, we will deliver a list of uses, businesses, and opportunities for your community. These potential businesses will elevate your downtown.

### Mobile Data Collection

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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.

### Psychographic Analysis

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Defines the type of consumers in your market by breaking down consumers demographic characteristics, consumer preferences, consumer expenditures, and cultural ideals.

### GAP Analysis

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Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

### Consumer Expenditures

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Drilling down into each retail segment to identify and understand what your consumers spending patterns are.





## DISCOVER

# Discover: Real Estate Analysis & Communication

Real Estate is the key to every business 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.



## Communication: The Key to Our Partnerships

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During our onboarding process we will schedule 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 one, our process is built around creating a relationship with you and getting communication and information flowing to one another. This is 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.



## DISCOVER

# Discover: Recruitment Strategy and Marketing

## Retail Recruitment Strategy

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At the end of our Discovery process - we combine your data, analytics, real estate, and community vision to create your Retail Recruitment Plan and Strategy.

This 70+ page document highlights our research on the community, demographic information, retail analysis and our Boots on the Ground real estate analysis.

Identified are the top prospects (minimum of 30) where our team of experts will perform outreach to match your real estate and market opportunities.

Retail Strategies will present the Plan for approval before implementation. As your partner, your buy-in is vital to our efforts and our success.

Once approved, your dedicated team will kick into high gear to connect with the retail, restaurant, hospitality and real estate community to move the needle on business recruitment.



## Marketing Guide

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You will receive a customized Marketing Guide that showcases critical market intelligence, data, real estate information, and advanced analytics to illustrate the top facts to industry professionals that position you for economic growth. These flyers can be printed and/or uploaded to your website.

Your dedicated team will utilize these flyers at conferences to showcase the opportunities in the market.



## CONNECT

# Connect: Retail Recruitment

This is where 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 Indiana management team will conduct every piece of outreach to the appropriate contact on your behalf.

## Dedicated Team

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Danville will receive a dedicated team of retail real estate professionals to act as the extension of the staff to take on the heavy burden of connecting with the retail community. Retail Strategies maintains a 5-1 client to staff ratio to best serve our client communities and take on a limited number of communities per state each year.

The Indiana Portfolio is one of our most experienced teams; this group of retail real estate professionals have over 35 years of experience with local brokers, developers and tenant reps.



Clay Craft  
VP Client Services



Michael Warsaw  
Portfolio Director



John Marks  
Retail Recruiter



Sarah Beth Stewart  
VP Community  
Partnerships



Joe Strauss  
VP Development

## Conference Representation

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Each year our team attends more than a dozen retail real estate conferences including ICSC Chicago, ICSC Vegas and RetailLive! Indianapolis.

At the conferences we will conduct meetings with targeted retailers, restaurants, brokers, and developers on your behalf. Following each conference, you will receive Recap Report on who we met with, what was said, and what our next steps are.







# Scope of Services

## Data & Analytics | Real Estate Analysis | Community Input | Retail Strategy

- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals
- Identify and Evaluate priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Target List of Retailers and Restaurants (minimum of 30). National and Regional
- Customized Marketing Guide (four pages)
- Identify market retail trade area using political boundaries, drive times and radii and custom trade area boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Leverage mobility data to understand retail market performance and trade area identification
- Analyze the community's growth potential through peer analysis and GAP analysis
- Tapestry lifestyles – psychographic profile of trade area/market segmentation analysis
- Consumer Spending Pattern Reports
- Market Outlook Reports
- Aerial imagery of trade area(s)
- Provide updates on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

## Recruitment | Representation | Outreach | Connectivity

- Pro-active retail recruitment for entire community
- Will contact a minimum of 30 overall retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email.
- Quarterly Business Reviews will be conducted on a quarterly basis to provide an aggregate update on our market efforts
- ICSC and Retail Live conference representation- updates provided according to the yearly conference schedule
- Active outreach to local brokers and landowners



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A commitment to retail will pay you back for years beyond the initial investment.

# Investment

We appreciate the opportunity to partner with Danville!

Our services will help reduce your **\$619 million in annual retail leakage**, pay a return by adding jobs, increasing property taxes, and new businesses that enhance your community

| Retail Recruitment | Fees     |
|--------------------|----------|
| Year 1             | \$50,000 |
| Year 2             | \$45,000 |
| Year 3             | \$45,000 |

Retail Strategies' agreements are annual with defined prices for up to two additional years of service. The Client will have the option to extend or discontinue the agreement each year.

The lead time on a real estate transaction is typically 18-36 months. To fully realize the benefits of the investment and maximize the seeds we plant in year 1, we recommend a 3-year partnership.

The total fee for completion of work is due upon execution of agreement. 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.

PRICING VALID FOR 60 DAYS FROM November 2023





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Amplification

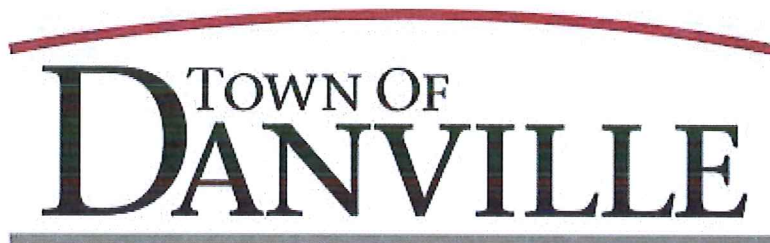
# RECAP

Retail recruitment is a marathon, not a sprint. Our partnerships are built to provide the foundational support and relationships to take your community forward as quickly as possible.

## We Multiply and Enhance Your Staff



## We Make Sure Your Story is Heard



TOWN OF  
**DANVILLE**

**2023**

Strictly Private & Confidential  
Pricing Valid for 60 Days



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RETAIL EDUCATION TRAINING COURSE

**Danville, IN**

Sarah Beth Stewart | [256] 679-7431 | [sstewart@retailstrategies.com](mailto:ss Stewart@retailstrategies.com)



ABOUT RETAIL ACADEMY

# Executive Summary

Retail Academy service is an award-winning service that was formed to provide tools, education, and guidance to communities seeking economic growth. Our aim at Retail Academy is to help each community identify their potential and provide the resources to achieve it.

Recruiting new and quality businesses can be complex, time-consuming, and intimidating. To be successful communities need the real estate expertise, tools, and human effort to position their deserving municipality as an alluring location for national businesses and destinations for tourism and quality of life amenities.

Leaning on Retail Strategies' 150 years of collective retail-real estate experience, communities can effectively achieve this goal.







INCREASING YOUR RETAIL KNOWLEDGE

# Retail Academy Education

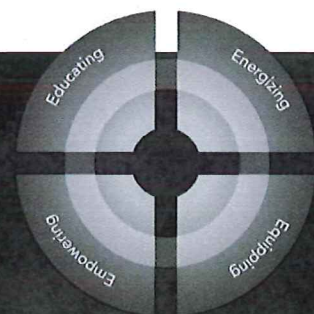
## Training

Taught by licensed real estate professionals that have worked with more than 300 communities throughout the U.S., the efforts of the instructors have generated millions of dollars in tax revenues and created thousands of jobs.

## This Training Will:

- Teach you how to use the tools (data/analytics/strategy)
- Show you how retailers view your market
- Give you access to industry contracts
- Write emails to expanding businesses
- Give you a script for outbound phone calls
- Provide knowledge on the retail expansion process
- Share best practices for Retail Recruitment
- Keep you in the know on Retail Trends
- Go over the Site Selection process in full detail
- Explain the development process
- Provide best practices for ICSC & Retail Live conferences
- Discuss franchise expansions

Education is action.





WHAT YOU GET

# Deliverables



## Data & Analytics

A complete market analysis that will empower your community and give you credibility when speaking with the retail industry.

## Retail Recruitment Plan

A 70+ page customized analysis of your community that showcases your trade area, real estate assets, and defines the prospective businesses that will thrive in your market.

## Marketing Guide

Retail Strategies has applied our collective experiences to develop impactful custom marketing guides. These customized marketing guides showcase critical market intelligence, data, real estate information, and advanced analytics to position your community for economic growth.

## Real Estate Analysis

Retail Strategies licensed real estate professionals will conduct a building and business inventory to create a plan of action for available retail sites in your market.

## Education

Leveraging over 150+ years of experience, our team of instructors walks you through your market and the retail recruitment process providing best practices and critical knowledge to position you for success.

## Retail Prospects

Retail Academy will provide a list of expanding businesses that fit your community. The prospect list will provide the retailer contact information, site selection criteria and nearest locations so you are prepared when you speak with these expanding businesses



My Retail Academy books stays on my desk. The research and market analysis were eye-opening. Of the eight prospects on our list, we have landed two of them so far. We had all the information ready when we connected with the retailer – that's what made this so invaluable.

Bob Largent, President & CEO  
Harrison Regional Chamber of Commerce



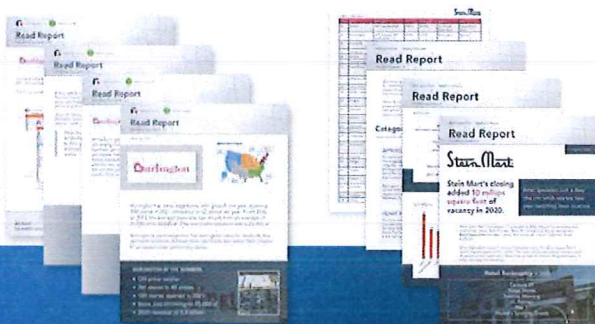


ONLINE MEMBERSHIP

# Resource Library

16+ hours of content including:

- Retail Incentives
- Retail Trends
- Hotel Feasibility
- Franchise Recruitment Tools
- Retailer Growth Plans and Reports
- Retailer, Developer and Broker Interviews
- Small Business Support
- Bankruptcy Filing and Closure Lists
- The Dollars and Cents of Shopping Centers



Retail Academy was very informative. It opened my eyes to several surprising trends. The depth of the data helped explain many of those trends and demonstrated several characteristics that are evolving every year.

Wayne Denley, Economic Development  
City of Alexandria, Louisiana

ONLINE MEMBERSHIP

# Online Portal

As part of the year-long partnership, you are granted access to an online membership platform that is updated monthly and available on-demand.

## Online Portal Course Topics:

- Today's Trend Impacting Retail Recruitment
- Demographics Overview
- Players, Process, and Pitch
- Real Estate 101 and Recruitment Tools
- Restaurant Strategies for Economic Development
- Innovating Commerce Serving Communities
- Steps to Recruiting Retail and Restaurants to your Downtown



STEP BY STEP

# Timeline

The year-long partnership is broken into quarterly deliverables and checkpoints to make sure your community receives the most from the Retail Academy Partnership.



Q1

## DISCOVERY

Getting to Know You & Online Curriculum

### STEP 01

Kick-Off Call & Getting to Know You

Community Leader Survey completed

Access to the Retail Academy online curriculum is provided to the community.



Q2

## OVERVIEW

Retail Academy Workshop & Recruitment Plan Overview

### STEP 02

A customized retail recruitment plan will be delivered to your community during your workshop.



Q3

## TRAINING

Retail Strategies will host discussions to review your progress with:

### STEP 03

Calling local property owners/leasing agents to get site flyers and share local intel

Updating your retail real estate property catalog

Contacting retailers from the retail prospect list

Providing relevant market data to local retailers

Utilizing the peer analysis to identify retail concepts to add to your customized prospect list



Q4

## ACCOUNTABILITY

Retail Strategies will host discussions to review your progress with:

### STEP 04

Having a call (or meeting) with property owners/local brokers to touch base and exchange updates

Following up with prospective retailers

Hosting workshops with the local brokerage community/property owners to collaborate & strengthen relationships

Distributing surveys to local retailers ("Mom & Pops") to find out how the data is benefiting them

RETAIL ACADEMY

# Scope of Services

## Research

- Identification of priority retail categories for recruitment and/or local expansion
- Retail Prospect List- Identification of at minimum 10 retail prospects to be targeted for recruitment
- Contact Information for Retail Prospects
- Retail Site Selection Criteria for retail prospects
- Mobile Data Collection from major retail node
- Retail Gap Analysis for trade area (i.e. leakage and surplus)
- Peer Market Identification and Trade Area Comparison Analysis
- Peer Market Retailer Void Analysis
- Custom demographic research – historical, current, and projected demographics – to include market trade areas by political boundaries, radius/drive times, and custom trade area Identification of retail trade area using political boundaries, drive times and radii and custom boundary geographies.
- Consumer Spending Patterns and Behavior Report
- Tapestry Lifestyle Segmentation Analysis – psychographic profile of trade area

## Real Estate Analysis

- Retail Real Estate Analysis identifying 5+ real estate sites performed by licensed retail real estate professionals
- Create Aerial imagery of trade area(s) with traffic counts
- Identify Target Zones for short- and long-term retail development
- Property Catalog

## Marketing Materials

- Development of Customized Marketing Guide
- Customized Retail Recruitment Plan

## Retail Academy

- Access to Retail Academy: ONLINE Education Course and Resource Library
- One (1) Retail Academy Workshop, totaling six (6) hours in Birmingham, AL
- Industry overview from Commercial Real Estate professionals
- Quarterly 1:1 virtual meeting to discuss progress

## Investment

The total fee for completion of the Retail Academy program is \$25,000. Project fees are due immediately upon the execution of the agreement.

**2024 REDEVELOPMENT COMMISSION  
MEETING SCHEDULE**

**January 10, 2024**

**February 14, 2024**

**March 13, 2024**

**April 10, 2024**

**May 8, 2024**

**June 12, 2024**

**July 10, 2024**

**August 14, 2024**

**September 11, 2024**

**October 9, 2024**

**November 13, 2024**

**December 11, 2024**

The Redevelopment Commission meets in the Council Meeting Room at 5:30 PM