



**Danville Redevelopment Commission  
August 14, 2024  
5:30 PM**

**AGENDA**

- I. Call to Order**
  - Pledge of Allegiance
  - Establish Quorum
  - Approve Minutes
- II. Old Business: None**
  - Goodin Development – Project Proposal
- III. New Business: None**
- IV. Invoices: None**
- V. Items for Discussion:**
  - Retail Coach Proposal – Retail Recruitment
  - TIF Miles Farm – Town Owned Parcel
- VI. Report of Officers, Committees and Staff**
- VII. Adjourn**

**Next Meeting:  
September 11, 2024**

**DANVILLE REDEVELOPMENT COMMISSION MINUTES**  
**June 12<sup>th</sup>, 2024**  
**5:30 PM**

Members Present: Ben Comer, Tracey Shafer, Brad Legan, Matt Steward, David Winters, David Glover  
Members Absent: None  
Staff Present: Lesa Ternet, Brittany Mays, Mark Morgan, Carrie Lofton  
Guests: Heidi Amspaugh, Justin Goodin, Kelly DiBenedetto  
Legal: Adam Steuerwald

A quorum was established, and the meeting was called to order by B. Comer.

M. Steward made a motion to approve May 8<sup>th</sup>, 2024, minutes. D. Winters seconded the motion. Motion carried 5-0.

**Old Business:** None

**New Business:**

- **Resolution 12-2024: RDC Key Dates and Annual Requirements – June 15: Redevelopment Commission Determination of Excess Incremental Assessed Value Pass-Through for the Upcoming Year**

B. Comer stated the Commission will find a copy of Resolution 12-2024 in their packets. He stated there is no-pass through anticipated for 2025. D. Winters made a motion to approve. B. Leagan seconded the motion. Motion carried 5-0.

- **TIF Management Report (Acknowledgement of Receipt – Approval Not Required)**

T. Shafer asked if H. Amspaugh had assumed any increases in assessed value in the TIF Management Report. H. Amspaugh stated she did not assume any increases in assessed value. She stated the TIF revenue streams were based on 2024 assessed values and 2024 tax rates. H. Amspaugh stated if the Commission had future developments they were aware of in the TIF areas, she would be able to project the future increased values. M. Steward asked how H. Amspaugh came to the estimated numbers in the TIF management report. B. Comer stated at the end of last year they were working on a budget for projected expenses, and that was where the TIF Management Report numbers came from.

**Invoices:**

- **Baker Tilly Municipal Advisors, LLC**

B. Comer stated the invoice for Baker Tilly Municipal Advisors, LLC was in the amount of \$3,635.25. M. Steward made a motion to approve. B. Legan seconded the motion. Motion carried 5-0.

- **Barnes & Thornburg**

B. Comer stated the invoice for Barnes & Thornburg was in the amount of \$678.00. M. Steward made a motion to approve. D. Winters seconded the motion. Motion carried 5-0.

- **Danville Chambers of Commerce: ICSC Conference**

B. Comer stated the Commission had previously agreed to pay this expense, but upon further review by the legal counsel, this is not an eligible expense for the Redevelopment Commission to pay. C. Lofton stated the Commission would need to transfer the money to the Chamber. This would be done by asking the Council to reduce the dollar amount of the Redevelopment Commission funds by \$2,382.00 and that

amount would be given to the Chamber to pay for the expense. M. Steward made a motion to approve. D. Glover seconded the motion. Motion carried 5-0.

**Items for Discussion:**

- **Justin Goodin, Goodin Development – 195 East Main St.**

J. Goodin presented the project. He stated he believed the building could have 6-10 residential units on the second level and 1-2 commercial or retail suites on the first level. He stated there was an opportunity to acquire the parcel directly to the West as well, which would open space for parking or future development. J. Goodin stated they would be looking into a public/private partnership to assist with the funding. D. Winters asked if there was a way to ensure the rent for the residential and commercial spaces were market rate. A. Steuerwald asked if he was concerned about the amount of rent. D. Winters stated he was worried about the rent being too low. A. Steuerwald stated that was something they could work on and get figured out if need be. M. Steward asked if J. Goodin was using a private/public partnership for his Fishers building. J. Goodin stated in Fishers he is using \$9.4 million in TIF funds. H. Amspaugh stated she believed it would be a good idea to get a proposal from J. Goodin, and then she would be able to put together an estimate for the Commission to see if they would even be able to help with funding. B. Comer stated the Commission would like to look at a proposal with no commitments at this time.

- **RDC Budget Preparation – Update**

B. Comer stated this discussion item was already discussed in the TIF Management Report discussion.

- **INDOT Intersection Upgrade (US 36 & CR 200 East) – Update**

M. Morgan stated he met with INDOT last week, along with B. Lofton and L. Ternet. He stated the INDOT engineers brought up the expansion of 200 East and US-36, as they felt like it was an important piece to what is going on in Danville. He stated he has not heard back from the engineer yet to see if the finance person had agreed to proceed. M. Morgan stated he believed since INDOT is showing interest in the project, that might lessen the cost for the Town. He stated they also spoke about the sinkholes and the right in, right out on the West end of Walmart.

- **2024 Legislative Changes Affecting Indiana Redevelopment Commission**

B. Comer stated there is a breakdown of the changes in the packets given to the Commission. He stated the Commission should look over the changes and ask A. Steuerwald any questions they may have at the next meeting.

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

L. Ternet stated her and K. DiBenedetto had conducted 5 tours with developers since the conference they attended in May.

There being no further business, the meeting was adjourned at 6:22 PM.

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Ben Comer, President

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Brad Legan, Secretary

## **REDEVELOPMENT COMMISSION BRIEFING AUGUST 14, 2024**

### **Goodin Development Proposal**

This proposal was submitted after the June meeting to enable Heidi Amspaugh from Baker Tilly to prepare an estimate for potential funding assistance from the RDC for the development.

### **Items for Discussion**

Included in your packet is a proposal from a company that Kelly DiBenedetto and I spoke with at the ICSC conference regarding assistance with preparing ad retail market analysis and recruitment strategy for the Town of Danville. This is similar to the one that was presented by Retail Strategies.

During the last meeting, there was a suggestion to place under discussion items, creating a TIF on the property at Miles Farm.



June 21, 2024

## **Project Proposal**

Town of Danville  
Ben Comer

We are excited to present a proposal to partner with the Town of Danville to develop a compelling mixed-use project on the corner of Main St. and Tennessee St. We believe this project can establish an iconic anchor in the area and help create more growth within the Town. This project will align perfectly with our company's goals to develop, construct, and own commercial real estate by focusing on a few core principles:

- Create value for stakeholders and communities through public-private partnerships.
- Seek out desirable locations for our projects where people want to live, work, and visit.
- Deliver high-quality projects by managing the development cycle from design through lease-up.
- Be great stewards of public support and investment.

## About Goodin Development

### Core Values

#### Integrity

We do not take shortcuts. Our promise to you is that we will always operate with the highest level of integrity - the first time and every time, even when no one is looking.

#### Meaningful Impact

We do not build apartments. We build communities. Our projects provide housing to underserved areas, create jobs, and stimulate further growth within the city.

#### Result Oriented

We love what we do, and we are relentless in our pursuit of excellence. We are always thinking about the next big thing, planning our next strategic initiatives, and optimizing every nook and cranny of what we do so that we can better serve you and help you reach your investing goals.

#### Transparency

It's an honor to serve you and help you build wealth for your family, and we know this comes with great responsibility. We are transparent with our investors and the municipalities we work with every step of the way.

### Our Partners



### Project Summary:

This project would be a new market-rate, Class-A mixed-use building with residential units and commercial space.

All the apartments will have modern finishes including quartz or granite counters, stainless steel appliances, full-size washer and dryer, tile backsplash in kitchen, tile surround in showers and tubs, balconies and patios in every unit, and large windows with an abundance of natural light.

Please note, we would work very closely with the Town stakeholders to develop a project that would be the best fit for the Town and what they are looking for.

**Project Representation:**

*The renderings below replicate the style and quality project we want to build in Danville. Please note that Goodin Development will work closely with the Town Stakeholders for final project designs and ideas.*







The below picture is an extremely accurate representation of what we want to build in Danville. Residential units on the second and third floor, with small commercial suites on the first floor. The project will have black windows, metal balconies, and a very classy, yet traditional look.



## **Project Benefits:**

- Attraction of talent and businesses: High-quality mixed-use projects can help cities attract and retain talented professionals and innovative businesses, contributing to long-term economic success.
- Enhanced tax revenue: The increased economic activity and property values associated with mixed-use developments can generate additional tax revenue for the Town, which can be used to fund public services and infrastructure improvements.
- Community building: Mixed-use projects can create vibrant, diverse communities by bringing people together and fostering social interaction.
- Increased property values: High-quality developments can boost property values in the surrounding area, benefiting both property owners and the Town's tax base.
- Economic growth: Mixed-use developments can attract new businesses, create jobs, and stimulate the local economy.

## **Project Overview**

We are fully committed to doing a project in Danville. Please note, after we engage our civil engineer and architect, we will have a better understanding of exactly how many units will fit on the subject parcel of land. If we receive positive feedback from the Town stakeholders, we would happy to engage our third party team members. With the due diligence we have completed so far, we believe these 2 options are feasible.

Based on our analysis, we would like to propose a project as follows:

Option 1: Using land the RDC already owns.

- 6 residential units
- 1,600 sqft of commercial/retail
- Total project cost: \$1.9M
- Town incentive request: \$800,000

Option 2: Using land the RDC already owns and acquiring the plumbing shop building for \$550,000.

- 12 residential units
- 2,000 sqft of commercial/retail
- Total project cost: \$3.9M
- Town incentive request: \$2,000,000

## **Public-Private Partnership Terms**

*Specific dollar amounts of each line item below will vary based on project size.*

- Developer will invest equity into the project.
- Developer will agree to a minimum tax payment.
- Developer is Borrower and Guarantor of project debt.
- Town will contribute the subject parcel of land.
- Town contributes cash incentives to fill project financial gap.

## **Project Timeline**

- July 2024: Approve project agreement
- October 2024: Close on project agreement and financing
- January 2025: Construction start
- August 2025: Project completion

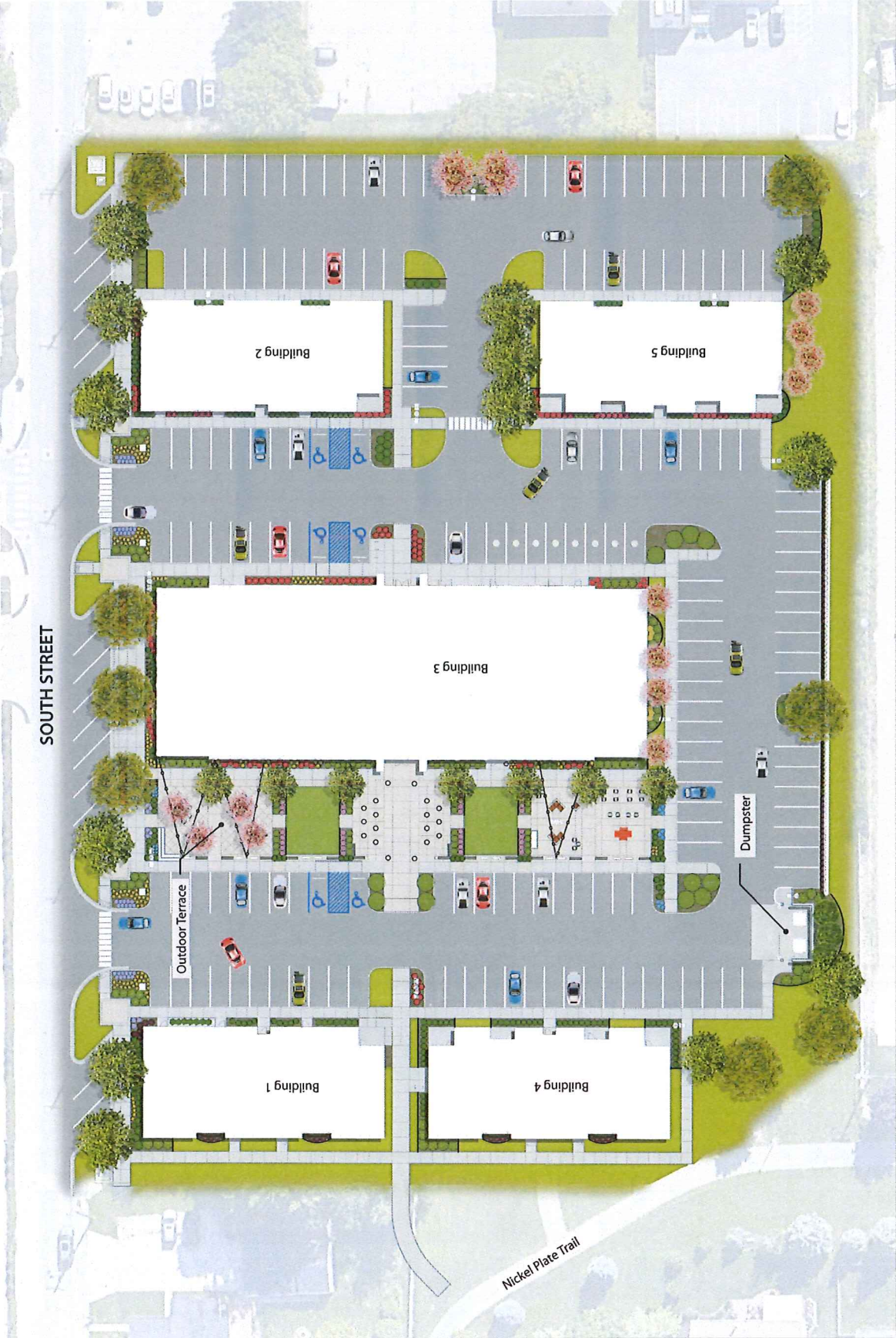
Our team believes we can build something really special in Danville that will benefit the entire community. If any of these project scenarios make financial sense for the Town, we would love to quickly proceed with next steps including drafting a project agreement, engaging our civil engineer, and contacting our architect to create project renderings for what the Danville project would look like.

Please do not hesitate to reach out to me with any questions or comments.

Respectfully,



Justin Goodin  
317.437.1381  
Goodin Development



SOUTH STREET

Outdoor Terrace

Building 1

Building 2

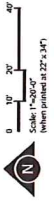
Building 3

Building 4

Building 5

Dumpster

Nickel Plate Trail























PROPOSAL FOR:

THE CITY OF  
**DANVILLE,**  
INDIANA

# Executive Summary: Retail Recruitment

The Retail Coach is submitting this proposal for a Retail Market Analysis for the City of Danville, Indiana.

Our goal is not only to aid The City of Danville in preparing and executing a Retail Market Analysis + Recruitment Strategy, but to continue assisting the City 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:

- 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.
- Identify key retail, restaurant, and entertainment concepts & targets that align with the City's vision.
- Proactively recruit new businesses to Danville with transparency and dedication to communication.
- Provide feedback on retail expansion, market trends, and the retail site selection process.
- Act as an extension of City staff to provide coaching for retail economic development initiatives, including retail recruitment training.
- Represent, prepare, and assist the City of Danville at ICSC and other industry events.
- Provide ongoing support for business and industry recruitment and community development.

# We Recruit Retail.

For more than 24 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 850 assignments in 41 states, our recruitment 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.

## 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.

# 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.

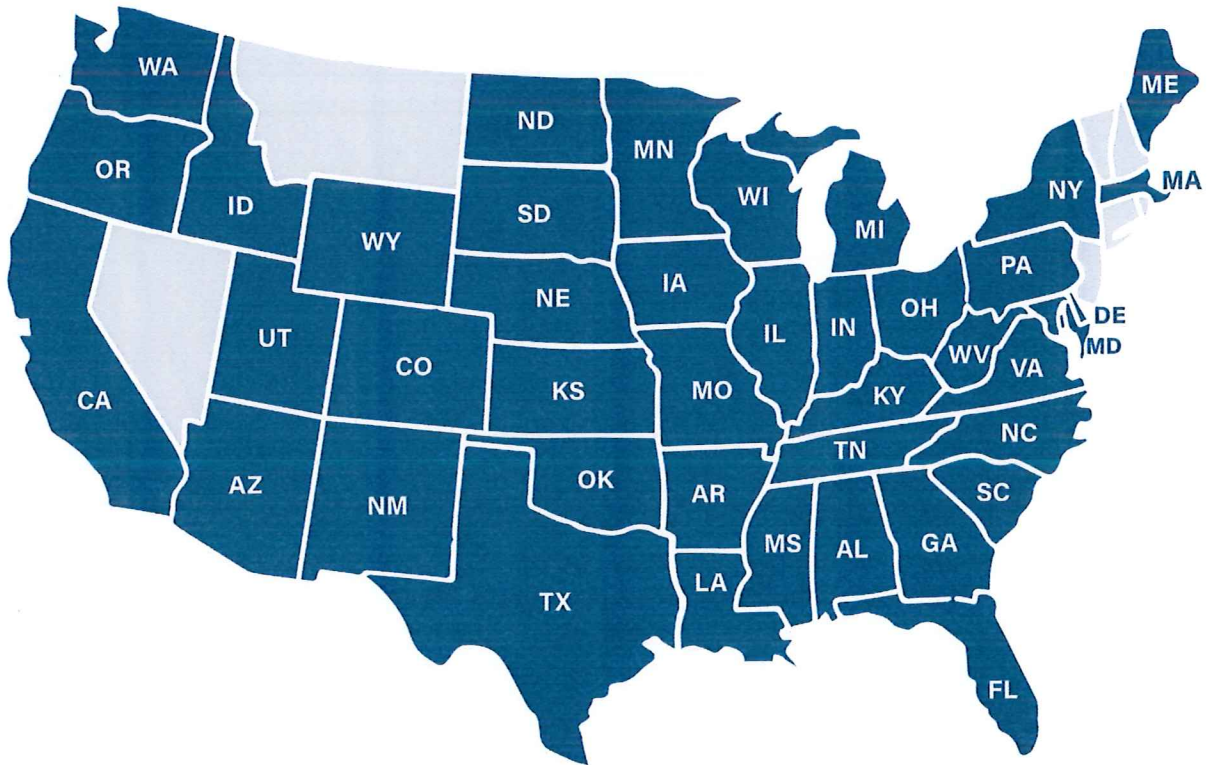
## RECENT RECRUITMENT SUCCESSES



PLUS HUNDREDS MORE THROUGHOUT THE COUNTRY







# More Than 850 Client Communities Served Across 41 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. Retailers and tenant representatives will frequently look at our client list or ask our team for prospective markets to consider.



**850+**  
COMMUNITIES SERVED

**41**  
STATES WE'VE WORKED IN

**90%**  
REPEAT CLIENT RATE

# Recruitment Done Right.



No Development.  
No Brokerage.  
No Conflicts of Interest.

## What Makes Us Different?

### Experienced & Connected

We pioneered the retail recruitment industry more than 24 years ago and leverage more than two decades of experience and relationships to help drive retail growth in your community.

### 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.

### 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.

### 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:



# Your Project Team

## PROJECT LEADS



**Kyle Cofer**  
Project Director

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

## LEADERSHIP & PROJECT 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 RECRUITMENT



**Cary Everitt**  
Recruitment Specialist



**Caroline Harrelson**  
Strategy Director

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 Herbert**  
Director of Finance

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

# Your Project 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 this project.

Kyle brings more than 6 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.



## **Kelly Cofer | Founder & CEO**

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.



## **Aaron Farmer | President**

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.

# Your Project Team



## 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.



## Cary Everitt | Retail Recruitment Specialist

Cary Everitt 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.

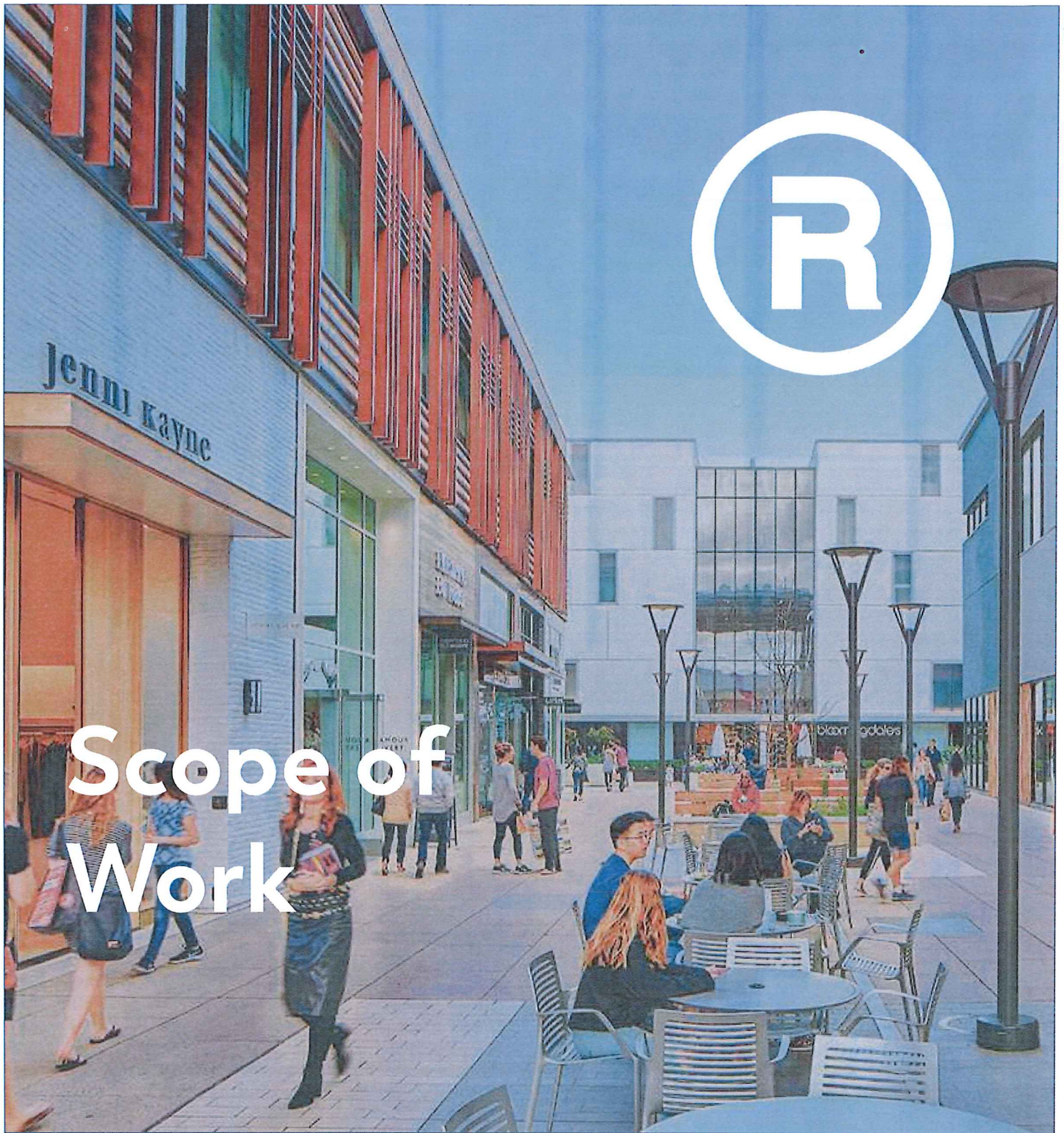
Cary works throughout projects to provide monthly updates on recruitment activity and communicates feedback received throughout the process.



## Matthew Lautensack | Director of Research

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.



# Scope of Work

## Retail Recruitment Strategy

# Retail Market 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

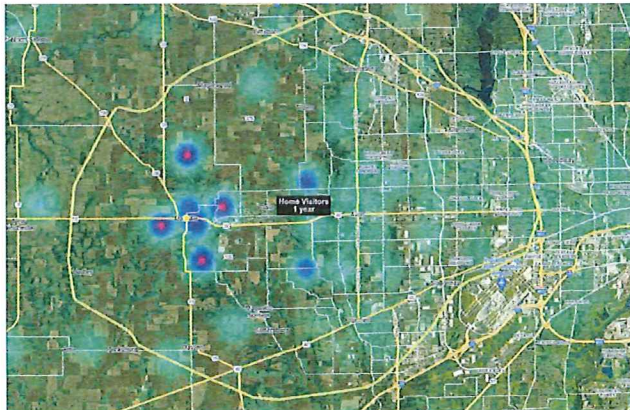
Our demographic profiles include population and projected population growth, ethnicity, average and median household incomes, median age, households and household growth, and educational attainment. We will create comprehensive 2020 Census, 2024, and 2029 Demographic Profiles for the Retail Trade Area and Danville community.

## 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 key areas of focus for retail growth, development, or redevelopment and analyze existing retail, cannibalization effects of new businesses, and submarket viability in relation to Danville as a whole.

## Retail GAP + 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. The Retail Coach will also compare the demand to current sales projects to generate a GAP or retail leakage report. This will help identify which sectors are strengths or currently under served by the existing retail market.



### Mobile Data for Location Decisions:

*We will utilize mobile location technology that analyzes retail location and behavioral data collected from mobile devices to determine consumer visits to Danville.*

*This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.*

# Retail Recruitment Strategy

## Identification of Recruitment Goals

Knowing where you are heading is essential to crafting any road map to success. The Retail Coach will meet with City Staff to create both long-term and short-term goals around retail recruitment. Site visits, meetings at key real estate conventions, and other measurable goals will be set.

## 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 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 Danville staff and work together to prepare a final target list.

## Site Identification and Highest + Best Use Analysis

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.

- Danville Commercial Park (Tharp Realty)
- Brazos Family Properties Around Walmart (+/- 37.4 Acres)
- C Farms (36/Rockville Rd)(+/- 63.76 Acres)

## Understanding Retail Real Estate Availability

We will examine potential locations for a mix of retail, restaurant, hospitality, and entertainment uses to better understand the opportunity for new brands to enter your market.



# Marketing + Recruitment

## Recruitment of Retailers + Developers

The Retail Coach is the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. Twenty-four years and 850 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 the City's behalf. Our retailer recruitment process includes:**

1. Introductory emails and retail market profiles 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 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

## Commercial Real Estate Conference Representation

Recruitment is a relationships business, and retail conferences are essential to getting in front of and forging relationships with key site selectors and decision makers. Having a prominent presence at ICSC and Retail LIVE events has been a staple for The Retail Coach for over 20 years. In our partnership with the City, we will assist in marketing Danville - and its vacancies and sites - to retailers, developers, and brokers at retail industry conferences. For any Danville Staff attending, TRC will assist with conference planning and setting appointments.

**Key Events: ICSC Las Vegas, ICSC Monterey, ICSC Western, ICSC Southeast; Retail LIVE!**

## Recruitment Toolkit + Support

Having effective marketing material is essential. The Retail Coach will prepare concise, impactful deliverables that properly illustrate the potential in Danville that staff can use to assist ongoing recruitment efforts, including out Retail360 Online Dashboard.

## Retail Recruitment Tracking Process

To ensure transparency, The Retail Coach will provide a Live Retail Tracking form for City staff to access 24/7 to report the status of ongoing recruitment discussions, points of contact (along with contact information), deliverables, and overall project progress.



# Coaching + 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.

## Monthly Update Calls

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

## Visible Presence

Being a part of your team means being seen. The Retail Coach will make two trips to Danville during the 12 month engagement to meet with city staff, prospective retail site selectors, developers, local property owners, and to host workshops for stakeholders.

## Data Access

The Retail Coach implements a number of data sources and providers into our recruitment strategy. As such, our clients can gain unlimited access to GIS and data reports from the following: Claritas; ESRI ArcGIS & Business Analyst; AGS & Inrex via SitesUSA; Retail Lease Trac; CoStar/LoopNet; Seamless; Unacast, Advan, & Olvin Via AlphaMap; BLS; Census Bureau; and State DOTs.



# Deliverables & Pricing

## Retail Market Analysis

Mobile Location Data Analysis  
Custom Retail Trade Area  
Submarket Analysis  
Demographic / Population Profile

Psychographic Profile  
Retail Demand + GAP Analysis  
Existing Retailer Map

## Retail Recruitment Strategy

Retail Void Analysis  
Retail Fusion Analysis

Retail Match List  
Retail Site Identification and  
Highest + Best Use Analysis

## Marketing + Recruitment

Proactive Retail Recruitment  
National + Regional Retail Conference  
Representation  
Retail Marketing Profiles

Retail:360® Dashboard  
Retailer-Specific Feasibility Packages  
Engagement with Local Stakeholders

## Coaching + Ongoing Support

Monthly Update Conference Calls  
Retail Recruitment Tracking Form  
Two Trips to Market by TRC Staff

Unlimited Access to TRC Staff  
Other Reports as needed

**\$35,000**

*Plus up to \$3,500 in  
reimbursable expenses.*

*Not to Exceed Price:  
\$38,500*

### Terms (12-month Agreement) :

The total fee for completion of this work is **\$35,000** payable in three (3) installments:

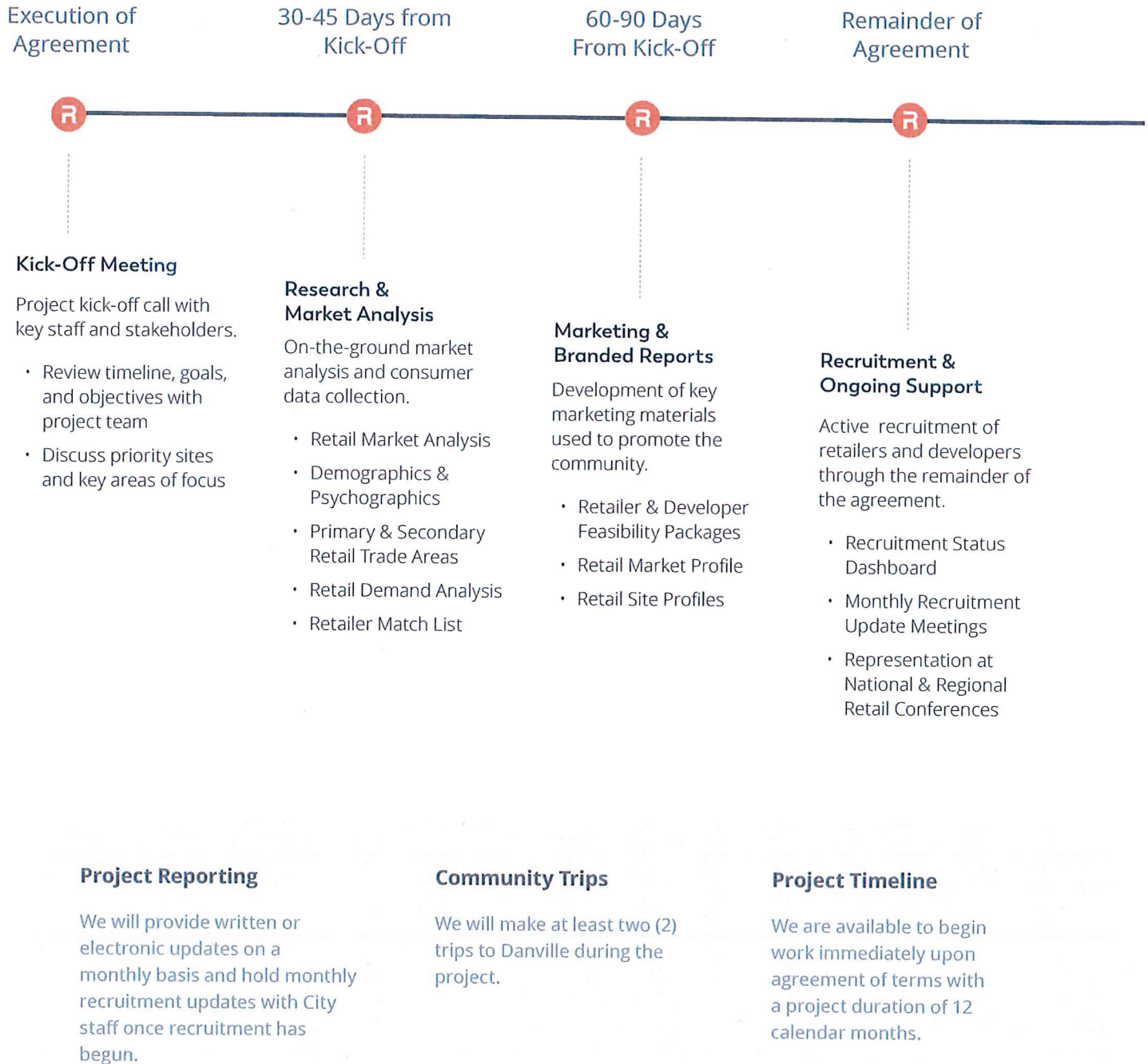
- \$15,000 upon execution of contract;
- \$10,000 at 90 days following execution of contract
- \$10,000 at 180 days following execution of contract

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

### Reimbursable Project Expenses:

It is estimated that reimbursable expenses will not exceed **\$3,500**. Reimbursable expenses include all travel costs; any costs associated with special renderings / maps; copies of reports, drawings, maps; and any shipping costs. Costs are billed as incurred.

# Project Timeline





Contact:

**Kyle Cofer**

Project Director

c: 662.319.7144

e: [kylecofer@theretailcoach.net](mailto:kylecofer@theretailcoach.net)

 **TheRetailCoach.**

 800.851.0962

 Austin, Texas  
Dallas, Texas  
Tupelo, Mississippi

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