



**Proposal For:**

**Village of Romeoville**

**Retail Recruitment & Development Strategy**



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**We Recruit Retail.**

# We Recruit Retail.

<b>Table of Contents</b>	<b>2</b>
<b>Recruitment Successes</b>	<b>3-4</b>
<b>About The Retail Coach</b>	<b>5-6</b>
<b>Project Deliverables</b>	<b>7</b>
<b>Scope of Work</b>	<b>8-20</b>
<b>Project Pricing &amp; Timeline</b>	<b>21</b>

# 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.





# More Than 6 Million SF of New Retail Recruited in the Last 5 Years

From Bass Pro Shops to Dollar General - we recruit the retail and retailers that fit our clients' markets.







# An Entire Team Dedicated to Growing Retail in Romeoville

## 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.

### 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.

### 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.

### 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.

# Retail Recruitment is a Process, Not an Event.

Through our proprietary **Retail 360® Process**, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

Our Retail 360® Process identifies **strengths, weaknesses, opportunities, and threats** to your community's ability to attract retail and highlights your community's advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we are able to help communities build a long-term retail economic development plan.



## MARKET-BASED SOLUTIONS

We understand that every client community has its own unique set of development needs.

That's why we work with our clients to determine those needs and offer custom, tailored, data-driven solutions.

## ON-THE-GROUND ANALYSIS

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers.

We spend time in your community with leaders and stakeholders, which enables us to determine your market position and identify retailers that fit your community.

## ACTION PLAN FOR GROWTH

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process.

This partnership typically produces best results when, together, we derive short-term and long-term strategies based on market data and opportunities.

## Project Deliverables

### Analyzing the Market

Competing Communities Analysis  
Custom Retail Trade Area Map  
Mobile Data Studies As Needed  
Retail Trade Area Demographic Profile  
Retail Trade Area Psychographic Profile  
Village Demographic Profile  
Discussions with Key Community and Business Stakeholders

### Determining Retail Opportunities

Retail Demand Analysis  
Retail Void Analyses for Key Vacancies and Available Retail Sites

### Identifying Development & Redevelopment Opportunities

Analysis of Development/Redevelopment Sites  
Retail Site Profiles for Available Retail Sites

### Identify Retailers & Developers

Target List of Retailers (and Restaurants)

### Marketing & Branding

Retail Market Profile  
Customized Retailer Feasibility Packages  
Developer Opportunity Package  
Online Retail Dashboard (Retail 360® Website)

### Recruitment of Retailers & Developers

Retail Recruitment Plan  
Retailer & Developer Recruitment Status Dashboard (AirTable)  
Recruitment

### Ongoing Recruitment & Coaching

Ongoing Coaching and Support from The Retail Coach Team  
Representation of the Village at Regional and National Retail Industry Events



# Analyzing the Market

The Retail Coach will perform extensive market research and analysis to evaluate the Romeoville community and surrounding area. This “macro to micro” approach enables The Retail Coach to analyze competitive and economic forces that may impact Alton's retail recruitment and development plan.

## Competing Community Analysis

It is important to monitor what is occurring in area communities from a retail economic development perspective. What are their advantages and/or challenges? Are they experiencing positive or negative growth? What are their current retail offerings?

The Retail Coach will look at competing communities to identify competitive advantages, through economic and market forces, that have a direct impact on retail recruitment and development in Romeoville.

## Custom Retail Trade Area Determination

The Retail Trade Area is the geographical area from which the community’s retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

### High-Impact Mobile Data Analysis

The Retail Coach will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Romeoville. This high-confidence data is used to determine Retail Trade Areas and validate retail site selection decisions.

The Retail Coach will hand draw the Retail Trade Area map for Romeoville based on mobile phone data from consumers, as well as on-the-ground analysis from The Retail Coach Team.

Understanding your true customer base is critical to quantifying the demand for new retail and restaurant development.

We use real data collected from actual customers in your community to analyze trade area boundaries, competitive markets, and leakage. This high confidence data allows our team to tell your community's story and show potential investors why they need to be in your market.





## Analyzing the Market

### Demographic Profiling

A community must be able to instantaneously provide information and data sets required by retailers during the site evaluation and site selection process. The data must be accurate, current, and readily available.

**The Retail Coach will create comprehensive 2020 Census and 2026 and 2031 demographic profiles for the Retail Trade Area and Romeoville community. The comprehensive profile includes population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.**

### Psychographic Profiling

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers' preferred location criteria. Understanding a consumer's propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and local retailers. Knowing the retail sectors and products that consumers demand removes a great deal of risk for businesses.

**The Retail Coach will develop a Segmentation Profile of the households in the Retail Trade Area. This is done by using the most advanced socioeconomic and demographic data to measure consumer attitudes, values, lifestyles, and purchasing behaviors, to understand the sectors and brands of retailers that may be of interest.**

## Determining Retail Opportunities

### Retail Demand Analysis

A community is able to quantify its retail demand through a Retail Demand Analysis, which provides a summary of the projected retail demand growth — or opportunities — for 68 retail sectors. The analysis is ultimately used to identify specific recruitment targets for the community.

The Retail Demand Analysis will:

- Identify retail demand growth opportunities for more than 68 retail sectors
- Distinguish retail sectors with the highest propensity for success and qualify their ultimate potential

The Retail Coach will determine the level of retail demand for the Retail Trade Area and use projected demand to help identify opportunity areas and prioritize retail market sectors for recruitment.

# Identifying Development & Redevelopment Opportunities

## Identifying & Marketing Available Sites

Retailers are not only interested in market data on your community, but also interested in evaluating all available property vacancies and sites that fit their location preferences. A community must create and maintain a database of prime available properties along with accurate and current market information. Successful retail recruitment begins with the introduction of available sites.

The Retail Coach will identify priority retail vacancies and development/redevelopment sites to market. Factors influencing site selection for priority sites will include:

- Existing market conditions
- Retail Trade Area population
- Traffic counts and traffic patterns
- Site-line visibility from primary & secondary traffic arteries
- Ingress/egress
- Adequate parking
- Site characteristics
- Proximity to retail clusters

## Retail Site Profiles

A critical step in attracting retailers is providing accurate and current information on each identified available site.

The Retail Coach will create a Retail Site Profile for each identified key vacancy and site with current site-specific information, including location, aerial photography, site plan, demographic profile, size/dimensions, traffic count(s), and appropriate contact information.



## Identifying Retailers & Developers for Recruitment

The Retail Coach has been successful in recruiting leading retail brands to our client communities for more than 24 years. Our process is driven by providing accurate and current data sets, as well as site-specific information, to retailers that “fit” the community.

### Identifying Potential Retailers

The Retail Coach will target national and regional brands that are a “good fit” for Romeoville. This means that the Retail Trade Area population, ethnicities, incomes, ages, and educational levels meet the retailers’ ideal location criteria.

**The Retail Coach will develop and review a master list of potential retailers with Romeoville staff and work together to prepare a final target list of retailers for recruitment. This list will include first-to-the-market concepts that may be a good fit for the community.**

### Identifying Potential Developers

Much of our recruitment success comes from establishing a network of regional and national retail developers over the past 24 years. Developer networking and recruitment have become key components in a community’s retail recruitment and development/redevelopment success. If a retailer were to express interest in the community, and there was not ready-to-lease properties matching their needs and brand requirements, a developer must be identified to build the interested retailer a suitable property.

**The Retail Coach will utilize its network to identify retail real estate developers active in Romeoville and the region for recruitment.**

## Marketing & Branding

To attract targeted retailers, a critical step is to provide accurate and current community and Retail Trade Area data and information. It is important that this marketing information positively reflects the community's positive attributes and brand to corporate site selectors, real estate brokers, and developers. This information is essential for them in making initial decisions about locating in the community.

### Retail Market Profile

The Retail Coach will develop a Retail Market Profile tailored to the specific needs of targeted retailers' essential site selection and location criteria for Romeoville. The profile serves as a community introduction, and includes:

- Retail Trade Area Map
- Location Map
- Demographic Profile Summary
- Appropriate logo and contact information

### Specialized Recruitment Packages & Reports

Retail economic development enjoys a broad definition throughout the industry and, oftentimes, highly specialized reports are needed. These reports are developed to address the specific needs of our clients, retailers and/or developers.

## Marketing & Branding

### Developer Package

The Retail Coach will create a marketing package for retail developers active in the community and region to generate their interest in retail development opportunities.

The Retail Coach will create a Developer Package to highlight development and redevelopment opportunities in . This package may include:

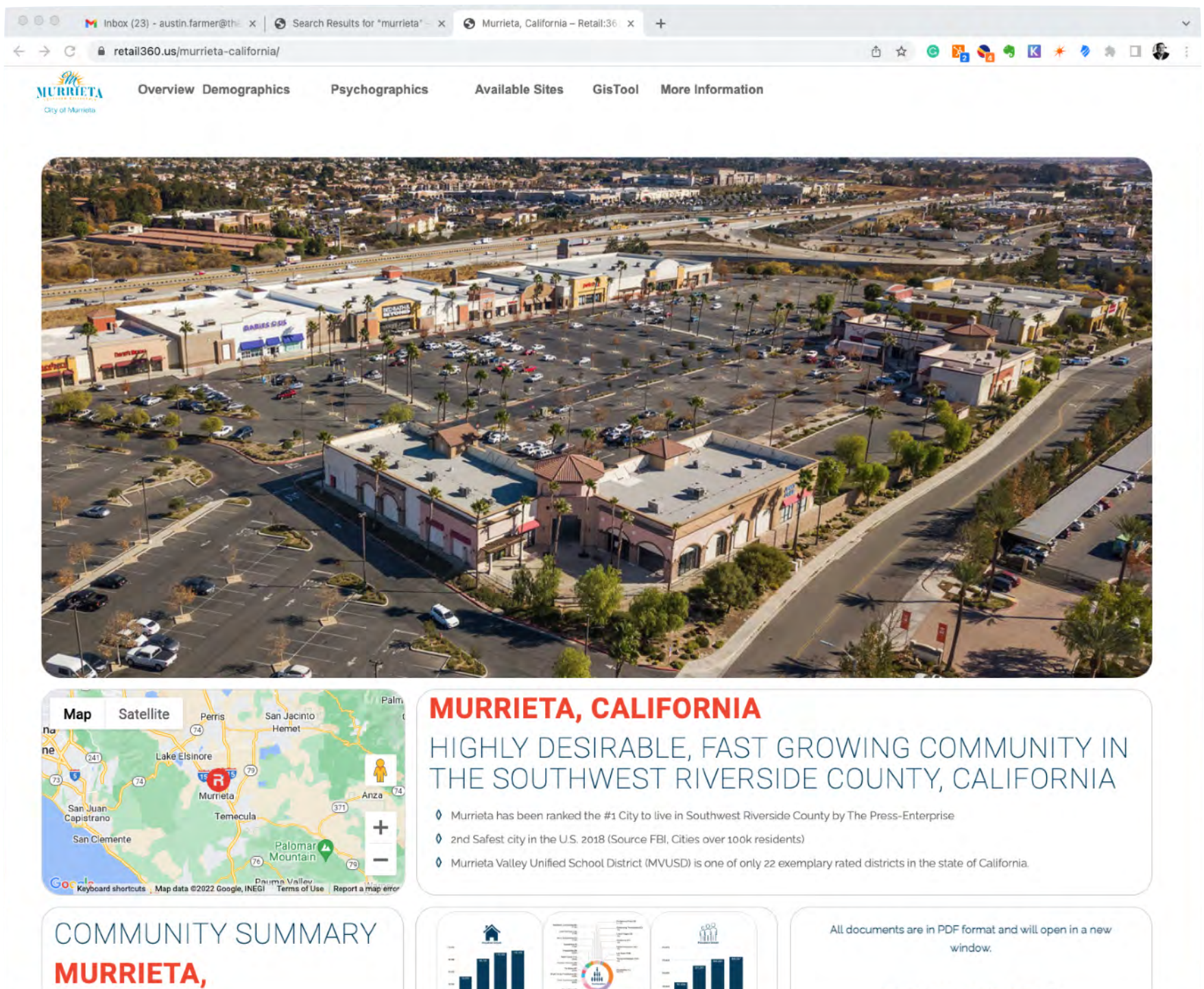
- Community Overview & Location Map
- Retail Trade Area & Demographic Trends
- Aerial Imagery & Traffic Counts
- Site-line visibility from major and secondary traffic arteries
- Ingress/egress for primary and secondary traffic arteries
- Median cuts or possibilities
- Traffic signal existence or possibilities
- Site characteristics and topography
- Area Retail & Zoning
- Residential clustering and support
- Proximity to “anchor” retailers
- Top Employers & Workplace Population
- Interested retailers



## Marketing & Branding

# 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 Retail360® link. With a few clicks, retailers, brokers and developers can learn about your community's retail potential like never before.



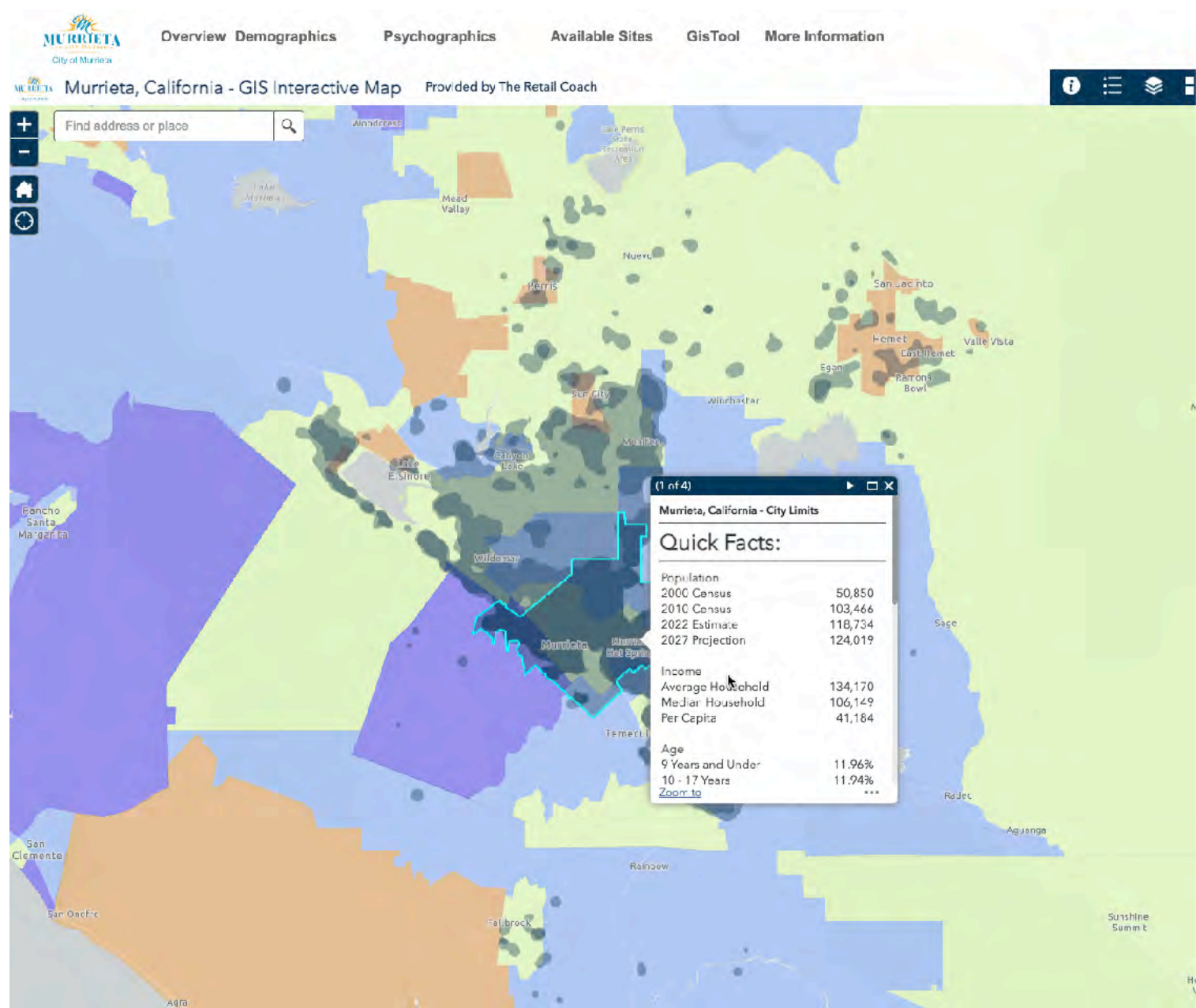


# Marketing & Branding

## Interactive Site Mapping

Retail site selectors do much of their research while in hotel rooms and in airports, so a visual GIS platform that streamlines data and sites into one interactive and centralized location is a powerful tool.

We will develop a concise, easy-to-access, interactive site mapping platform for Romeoville, along with the preloaded prime vacancies and development/redevelopment sites that we will be marketing. Data can be presented by demographic, socioeconomic, psychographic, and retail spending layers that are detailed down to the block level, to meet the needs of each individual user — whether they be a retailer, developer, or even a local entrepreneur.



# Recruiting Retailers & Developers

## Recruitment of Retailers

We were the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. More than 25 years and 850 projects later, the recruitment of retailers remains one of our primary metrics of success. Today, our success has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

The Retail Coach will actively recruit retailers to  
. Our process includes:

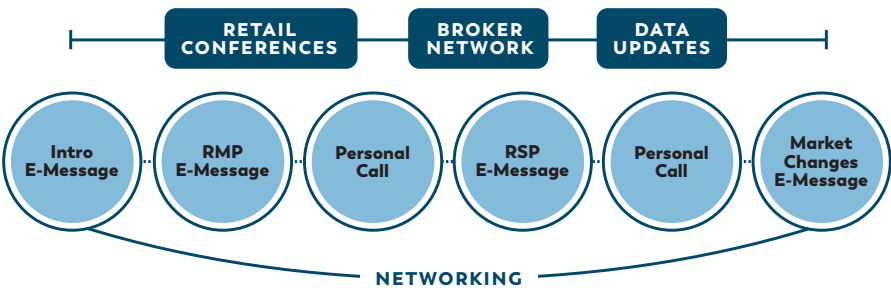
- Introductory emails and retail market profile are sent to each targeted retailer.
- Personal calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers.
- Personal emails are sent to inform targeted retailers of significant market changes.
- Personal emails are sent to decision markers once per quarter to continue seeking responses regarding their interest level in the community.
- A retailer status report is provided with each retailer’s complete contact information and comments resulting from recruitment activities.

## Recruitment of Developers

Much of our recruitment success comes from having established a network of retail real estate developers over the past 25 years. Oftentimes, a retailer or retailers may have interest in a community, only to find that suitable properties do not exist.

The Retail Coach will actively recruit developers for Romeoville, if an opportunity is identified. Our process includes:

- Introductory emails and opportunity packages are sent to developers.
- Personal calls are placed to measure interest level.
- Personal emails are sent to inform developers of the status of interested retailers, and any significant market changes.
- A developer status report is provided with each developer’s complete contact information and comments resulting from recruitment activities.





## Recruiting Retailers & Developers

### Retail Conferences

The Retail Coach helps communities connect with retailers and developers at retail conferences such as Retail Live!, the annual ICSC RECon and other regional events.

The Retail Coach will assist in marketing Romeoville and its opportunities at industry trade shows.

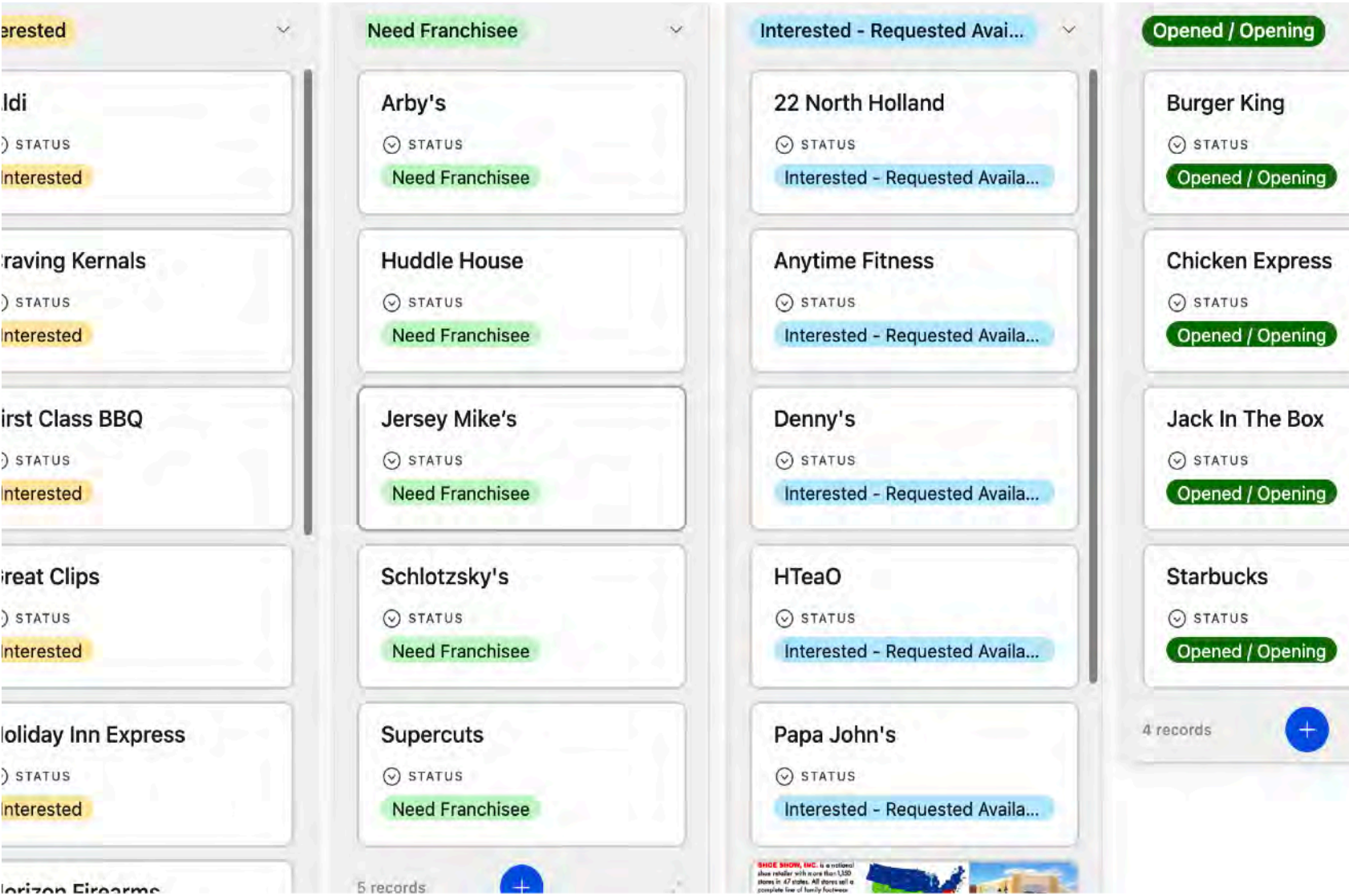


# Recruiting Retailers & Developers

## Retail Recruitment Accountability Dashboard

As part of our recruitment process, we provide access to a real-time recruitment dashboard where Romeoville staff can see which retailers are being recruited, the latest touch points with each, and contacts we are actively communicating with along with their interest level in the community.

The Retail Coach will set up a recurring monthly meeting with staff to review on-going recruitment activity, feedback received from prospects, and any additional next steps or follow up items needed to advance recruitment with interested retailers.





# Coaching & Ongoing Support

## Retail Coaching

The Retail Coach partners with communities on a long-term basis and will be available when they have questions, new ideas, or need data updates. We are also available if clients need to brainstorm opportunities as the community grows and develops.

The Retail Coach will provide on-going coaching and support for retail recruitment activities throughout the project.





# Project Timeline & Pricing

<p><b>Project Communication</b></p> <p>At a minimum, The Retail Coach will schedule monthly updates with staff to provide progress reports and feedback.</p>	<p><b>On The Ground Analysis</b></p> <p>The Retail Coach will make a minimum of two trips to Romeoville during the first twelve months.</p>	<p><b>Project Timeline</b></p> <p>The Retail Coach is available to begin work immediately with a project duration of 12 months.</p>
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## Pricing

The total fee for completion of this work is **\$40,000** payable in three installments, plus up to \$2,000 in "Not to Exceed" expenses":

- a) **\$15,000** to be invoiced on execution
- b) **\$15,000** in 90 days
- c) **\$10,000** in 180 days

## "Not To Exceed" Expenses

Expenses included travel, meals, hotel stays and other travel costs by The Retail Coach Team visiting Romeoville. These expenses will be billed after trips have occurred and receipts will be provided.

**Optional Project Extension:** If Romeoville elects to extend the project period, the additional fee shall be: **\$30,000** for an additional 12 month period of data updates, ongoing recruitment, monthly updates and coaching.



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