Proposal

RETAIL RECRUITMENT SOLUTION

Coffeyville, KS

Prepared by: Dennis Maher
Expiration: April 13, 2016

Buxton®

OUR VALUE PROPOSITION

Since our founding in 1994, Buxton© has been a leading force in retail site and development. We are recognized for creating solutions that provide results. Buxton began as a service to help retailers make informed site selection decisions by understanding their customers and precisely determining their markets. Buxton soon realized that the company's expertise in retail site and market analysis could also be leveraged to benefit communities desiring retail expansion.

BUXTON'S AWARDS & HONORS

NRF NATIONAL RETAIL FEDERATION	THE STEVIE AWARDS	FAST COMPANY	THE STEVIE AWARDS	EY Entrepreneur Of The Year
Named to "The List of People Shaping Retail's Future"	Most Innovative Company of the Year	#2 on the Fast 50	Customer Service Department of the Year	

More than simply providing data, Buxton supplies custom marketing materials and strategies targeting the unique site requirements of retailers, developers, and commercial real estate brokers. Buxton clients achieve outstanding success using our tools for retail identification, selection, and recruitment. Clients benefit from Buxton's unique understanding of site selection from the retailer's point of view.

- **Grow Your Community.** Create new, permanent jobs that will satisfy your citizens desire to shop at home; retain dollars currently spent outside of your community and maximize revenue growth to fund city services

- **Leverage Buxton's Retail Industry Expertise.** Establish credibility with decision makers by providing factual evidence to support your site and gain a competitive position by leveraging our experience:
    - 3000+ total clients from the retail, restaurant, healthcare, and public sector industries
    - 700+ public sector clients nationwide
    - 35+ million square feet of retail space
    - 500+ cumulative years of retail management and economic development experience

- **Access Your Buxton Solution with Ease.** Utilize your best-in-class retail recruitment solution via SCOUT™ with the touch of a button from any mobile device; gain answers to your retail recruitment and site analysis questions and have the big picture in the palm of your hand

- **Develop a Long-Term Partnership.** Receive personal guidance and ongoing insight into key industry topics

SCOPE OF SERVICES

Buxton is pleased to present this proposal to Coffeyville, KS. The purpose of this proposal is to outline and review your community development objectives and how Buxton's solutions will enhance your ability to effectively meet those objectives.

Coffeyville, KS's Objectives:

1. **Recruit new retailers and restaurants**
2. **Retain existing retailers and restaurants**
3. **Understand current retail and restaurant economic condition**

Retail Recruitment and Retention Solution: Your Community Profile

Our solution is a total marketing strategy that enables community leaders to understand the consumer profile of their residents and to identify specific retailers and restaurants who seek a market with household purchasing habits just like yours. This solution provides you with the ability to actively pursue identified retailers, making a compelling case for their expansion to Coffeyville, KS by utilizing custom marketing packages that Buxton will create for you. You will have access to the same analytical information and insights retailers depend on today to make site selection decisions. This knowledge will provide you with instant credibility and the ability to differentiate your community.

Step 1 – Research Your Community

Buxton uses over 250 consumer and business databases that are updated regularly and compares your potential sites to the universe of all competing sites operating in the U.S. We define your current retail situation and those in any neighboring communities that impact your retail environment.

Step 2 – Define and Evaluate Your Trade Area

Customers shop by convenience, measuring distance based on time, not mileage. We will conduct a custom drive-time analysis to determine your trade area using our proprietary methodology and knowledge of individual retail clients' actual trade areas. Your drive-time trade area will be provided to you as a map that accurately depicts your consumer shopping patterns.

Step 3 – Profile Your Trade Area's Residential Customers

Your community profile will analyze every household in your drive-time trade area. Based on more than 7,500 categories of lifestyles, purchase behaviors, and media reading and viewing habits (psychographics), the households in your trade area are assessed to gain an understanding of the types of retailers that would be attracted to your site.

Step 4 – We Match Retailers and Restaurants to Market Potential

Buxton will match the consumer profile of your community's trade area against the customer profiles of 5,000+ retailers in our proprietary database. We will identify the similarity between the two profiles analyzed using Buxton's proprietary retail matching algorithm to determine if your site presents an attractive opportunity for each retailer. We then qualify the list of matched results to verify that a retailer is currently operating or expanding, that they operate in similar sites, and that your site affords adequate buffer from competition and cannibalization to be realistically considered.

Step 5 – We Create Marketing Packages
Buxton will assemble individualized marketing packages for up to twenty (20) targeted retailers. We will notify each retailer's key real estate decision maker by letter, informing them that they have been qualified by Buxton as a potential viable fit for your site and should expect to be contacted by a representative of the city.

Your marketing packages will be delivered to you in SCOUT and include a:

1. Map of the retail site and trade area
2. Map of the retailer's potential customers
3. Retailer match report that compares the site's trade area characteristics and consumer profile with the retailer's sites in similar trade areas

Solution Deliverables:

- SCOUT Touch access
- Drive time trade area maps
- Retail site assessment
- Retailer specific marketing packages (for up to twenty (20) retailers)
- Mobile tablet device at completion with pre-loaded findings

Multi Year Deliverables:
Years 2 and 3 of this agreement will include a Retail Recruitment model refresh, retail marketing packages, and full access to SCOUT and SCOUT Touch.

Access and Use Your Retail Recruitment Solution via SCOUT Touch

Buxton's Retail Recruitment solution will allow you to actively recruit retailers to your community and support existing businesses with the push of a button in SCOUT Touch, providing you with crucial information about your community, your trade areas, your residents, and much more. SCOUT is a web-based platform that is accessible on any Windows or iOS enabled device with an Internet connection. It is designed to give decision-makers in your community access to the data and solutions that will assist them in making better business decisions. The Retail Recruitment solution includes one (1) mobile tablet device that will be provided at completion and pre-loaded with all key findings. This mobile tablet device, possession of Coffeyville, KS, enables four (4) SCOUT users with the ability to **run demographic and trade area profile reports**, and view maps and other data elements.

Identifying and quantifying key variables that impact your community, you will acquire insights from these findings that will provide you with a strong understanding of retail recruitment and business retention efforts. In Buxton's SCOUT Touch you will be able to:

- Identify retail matches
- Run variable reports
- View city limit maps
- Run healthcare reports
- Run demographic & consumer propensity reports
- See aerial view
- View physician intelligence
- Run comparable reports
- Run retail leakage/surplus reports

SUPPORT

SCOUT Technical Requirements

SCOUT can be accessed at the following URL: ***www.buxtonco.com***

SCOUT is a web-based platform accessible on any desktop, laptop, or mobile tablet device that has an Internet connection. An iPad Air 2 is suggested by Buxton to give you the best user experience. Android tablets are not supported by Buxton's Helpdesk. Minimum browser requirements are Internet Explorer 10, Safari 5, Chrome 21, or Firefox 14.

Buxton's Helpdesk

(1-817-332-3681) is available during normal office hours (8:00 AM-5:30 PM CST, excluding weekends and public holidays). Buxton's Helpdesk team will be available to support all educational, functional, and technical inquiries and will respond to all requests within twenty-four (24) hours of submission.

Buxton's Helpdesk
Monday – Friday: 8:00 am – 5:30 pm CST 1-817-332-3681

TERM, FEES, AND DELIVERY

Annual Fee	**$50,000**
Agreement Term	**Three (3) Years**
Year 1 Fee (50% invoiced upon execution of this agreement; 50% invoiced upon targeted retailer identification)	$50,000
Year 2 Fee (Invoiced 1st anniversary of this agreement)	$50,000
Year 3 Fee (Invoiced 2nd anniversary of this agreement)	$50,000
Delivery	**Coffeyville, KS will have access to retail match lists and marketing packages within sixty (60) business days of execution.**

Your SCOUT access will be enabled within ten (10) business days of the execution of this agreement. Coffeyville, KS will have access to retail match lists and marketing packages within sixty (60) business days of execution. The initial term of this agreement is for three (3) years with services invoiced annually. Coffeyville, KS may cancel the year 3 retail recruitment refresh service, resulting in a reduced year 3 fee of $25,000 for access to SCOUT only. All service fees associated with this agreement are due in net (10) days of the date of the invoice. Execution of this agreement will act as full consent that Buxton may include Coffeyville, KS on its client list and in presentations and public relations efforts. Additionally, Buxton may issue a press release announcing Coffeyville, KS as a client. When doing so, Buxton will not reveal information that is confidential and proprietary to Coffeyville, KS.

Buxton

Signature

Printed Name

Title Date

Coffeyville, KS

Signature Option Selected

Printed Name

Title Date

Please provide us with a primary point of contact for invoice receipt.

Name:

Phone:

Email:

Preferred Method of Receipt: Email **OR** U.S. Mail

Please provide us with a primary point of contact.

Name:

Phone:

Email:

PROJECT TIMELINE

Within ten (10) business days of executed agreeement

- Acquire retail location areas from Coffeyville, KS
- SCOUT access

- Research and verify Coffeyville, KS's retail trade area
- Define drive-time trade areas

- Evaluate Coffeyville, KS's retail potential
- Analyze retail leakage/surplus
- Examine local business retention and expansion

- Determine customer profile

- Assess retail sites
- Determine matching retailers and restaurants market potential

Within sixty (60) business days post data acquisition

- Deliver marketing packages and begin communication with retailers