CITY OF COFFEYVILLE
BOARD OF COMMISSIONERS AGENDA ITEM

MEETING DATE	03/08/2016	
RESOLUTION OR ORDINANCE NUMBER	Resolution R-16-50	
AGENDA TITLE	Presentation by Buxton Consumer Analytics for Retail Recruitment and Retention Services	
REQUESTING DEPARTMENT	Economic Development	
PRESENTER	Dennis Maher – Buxton and Trisha Purdon, Assistant to the City Manager	
FISCAL INFORMATION	Cost as recommended:	Year 1: $50,000 Year 2: $50,000 Year 3: $25,000
	Budget Line Item:	180-5-210-478 Professional Services Retail and Industrial Marketing
	Balance Available	Year 1: $71,867 (Economic Development Sales Tax Fund, includes $24,000 budgeted for retail recruitment)) Year 2: $67,331.76 (includes $25,000 budgeted for retail recruitment) Year 3: $90,504.76 (includes $24,000 budgeted for retail recruitment)
	New Appropriation Required:	[X] Yes [ ] No

PURPOSE	To assist in retail recruitment through use of detailed and accurate consumer analytics that are needed to show the demand for retail in Coffeyville to businesses. This software and support would also be beneficial to current businesses, as it would provide detailed consumer data that could help our local businesses better market their business to their customers, products and services that they are shopping for elsewhere.

BACKGROUND	Since engaging in active retail recruitment in the past year, staff has been unable to convey the critical market data that retailers need to make a decision on whether or not to open a new store in Coffeyville, due to the lack of ability to gather accurate sales data and consumer purchase data. Currently the City uses a small report from ESRI that is provided by Montgomery County Action Council, but this data is extremely limited, and does not cross State boundaries. We also have some access to data reports from Retail Attractions, with our contract with GRDA. However, similar to ESRI data, this information does not have enough detailed information to convey the draw that Coffeyville currently has with workforce, retail sales, tourism, and other visitors from around the region. Each time staff has made a good contact with a retailer at conferences in Las Vegas, Chicago, Dallas, and Kansas City, they request an accurate data analysis to show what our true draw is to Coffeyville, and what the sales look like for our current businesses. We have been unable to provide enough data to these retailers to make the argument that Coffeyville could support these retailers, so many times these conversations have stopped altogether or have been paused until we could get this data. However, we know that based on our basic leakage reports alone, that we can. Buxton is the premier data analytics company in the country that has exclusive contracts with VISA that would have such data readily available for these retailers. Staff has researched every retail recruitment company in the country over the past few months through one-on-one meetings at conferences. Of all the companies, Buxton seems to have the best support from retailers, and has had be best success in communities similar to Coffeyville. Although their price is very expensive, it is in line with what others charge for similar services. Staff has contacted several references with other communities such as Tulsa, OK, and Eudora, KS and has received favorable recommendations for their services.
SPECIAL NOTES	

ANALYSIS	Staff believes that this service would provide the critical data we need to secure new and support current retail tenants. In addition, this data can also analyze workforce patterns which will help us recruit industrial business to the Industrial Park. Based on feedback from developers that we are currently working with on retail, we believe that this data would accelerate our progress in retail recruitment considerably, thus seeing a much faster return on investment. In addition, if Commission approves this tonight, we would be able to use this data at the upcoming annual ICSC Las Vegas Retail Conference, where we made considerable headway last year. With this data, we would be able to have sit down meetings coordinated through Buxton with retailers at this conference, which is absolutely key to success at these events.
PUBLIC INFORMATION PROCESS	
BOARD OR COMMISSION RECOMMENDATION	
STAFF RECOMMENDATION	It is staff's recommendation that we hire Buxton for the three year term with years 1 and 2 being a full contract, and year 3 being a data only contract that would be less expensive at $25,000. If in the 2nd year, we deem it necessary to do a full report and demographics study again, we would also be able to lock in the $50,000 price for the 3rd year if necessary. This data will be crucial to our efforts in recruiting new businesses to Coffeyville and redeveloping not only the East Coffeyville Redevelopment Area, but all property along highway 166/169 in Coffeyville.
REFERENCE DOCUMENTS ATTACHED	Buxton Presentation Buxton Proposal and Contract

RESOLUTION NO. R-16-50

A RESOLUTION TO AUTHORIZE THE EXECUTION OF A THREE-YEAR AGREEMENT WITH BUXTON FOR RETAIL RECRUITING ACTIVITIES FOR THE CITY OF COFFEYVILLE, KANSAS.

BE IT RESOLVED by the Board of Commissioners of the City of Coffeyville, Kansas that the Mayor and City Clerk be and are hereby authorized and directed to execute a three-year agreement with Buxton for retail recruiting activities for the City of Coffeyville, with years 1 and 2 being a full contract at $50,000 per year, and year 3 being a data only contract at $25,000.

ADOPTED THIS 8th DAY OF MARCH, 2016

_____
Craig C. Powell, Mayor

ATTEST:

_____
Cindy Price, City Clerk

APPROVED AS TO FORM AND LEGALITY:

_____
Paul Kritz, City Attorney

Retail Recruitment from the

Experts in Retail.

Buxton®

Retail Matches
COSTCO WHOLESALE
TRADER JOE'S
P.F. CHANG'S
Jamba Juice
california PIZZA KITCHEN
Buca di Beppo
macy's
Crate&Barrel
GAP
SCOUT TOUCH
VALUE
WHERE
WHO
WE DRIVE RETAIL.

www.buxtonco.com

IT'S WHAT **WE** DO.

We are Buxton. We are the experts in driving retail growth. The more than 700 communities that have partnered with us have opened more than 40 million square feet of new retail space.

We use the same methodology used by leading retail and restaurant brands when making real estate growth decisions. The solution we deliver is exactly what a retailer wants and needs to see prior to making a real estate decision.

Retail Matches

Leakage Surplus Report

Healthcare Report

Drive Time Trade Area

Demographic Report

Buxton®

MOBILIZE

Access information using SCOUT. No matter where your work takes you, you'll be connected.

SCOUT IS YOUR **RETAIL RECRUITMENT** TOOL.

SCOUT clearly and simply illustrates your city's development potential based on customers, where they are located, and the value of those customers to a retail or restaurant concept. The SCOUT platform gives you access to the best retail and restaurant matches for your community.

"In our retail attraction efforts, the city of Bloomington uses the Buxton SCOUT program on a daily basis."

Bloomington ILLINOIS

CITY OF FULSHEAR 1824 • 1890 • 1977

"Buxton has been invaluable in marketing to interested businesses by showing them exactly how our trade area spends their money."

SCOUT.

ANSWERS AT THE TOUCH OF A BUTTON.

ANALYTICS

Analytics drive smart decisions. Easily understand your retail potential and quickly begin the recruitment process.

Buxton®

INVEST IN YOUR COMMUNITY.

We help you recruit new retailers to increase tax revenue, grow your local businesses and jump start your economic development efforts.

We assist city leaders with the data, insights and analytics necessary to craft a winning strategy for growth, bringing essential retail and services to your market and enhancing quality of life for your citizens.

CITY SERVICES

Apply analytics across your city services to optimize services at libraries, parks and recreation, emergency services and much more.

ECONOMIC DEVELOPMENT

We provide the tools you need to recruit retail and retain and grow local businesses.

HEALTHCARE NEEDS

Understand the gaps in supply and demand for major healthcare specialties in your community.

PLANNING INSIGHTS

As your city grows, understanding the shifts in your market is crucial. Our insights include new mover impact, life stages, race and ethnicity trends and much more.

VISITOR INSIGHTS

Identify the visitors coming to your city for events, cultural attractions, conventions and conferences so you can maximize budget dollars.

Buxton®

KNOW YOUR **POTENTIAL.**

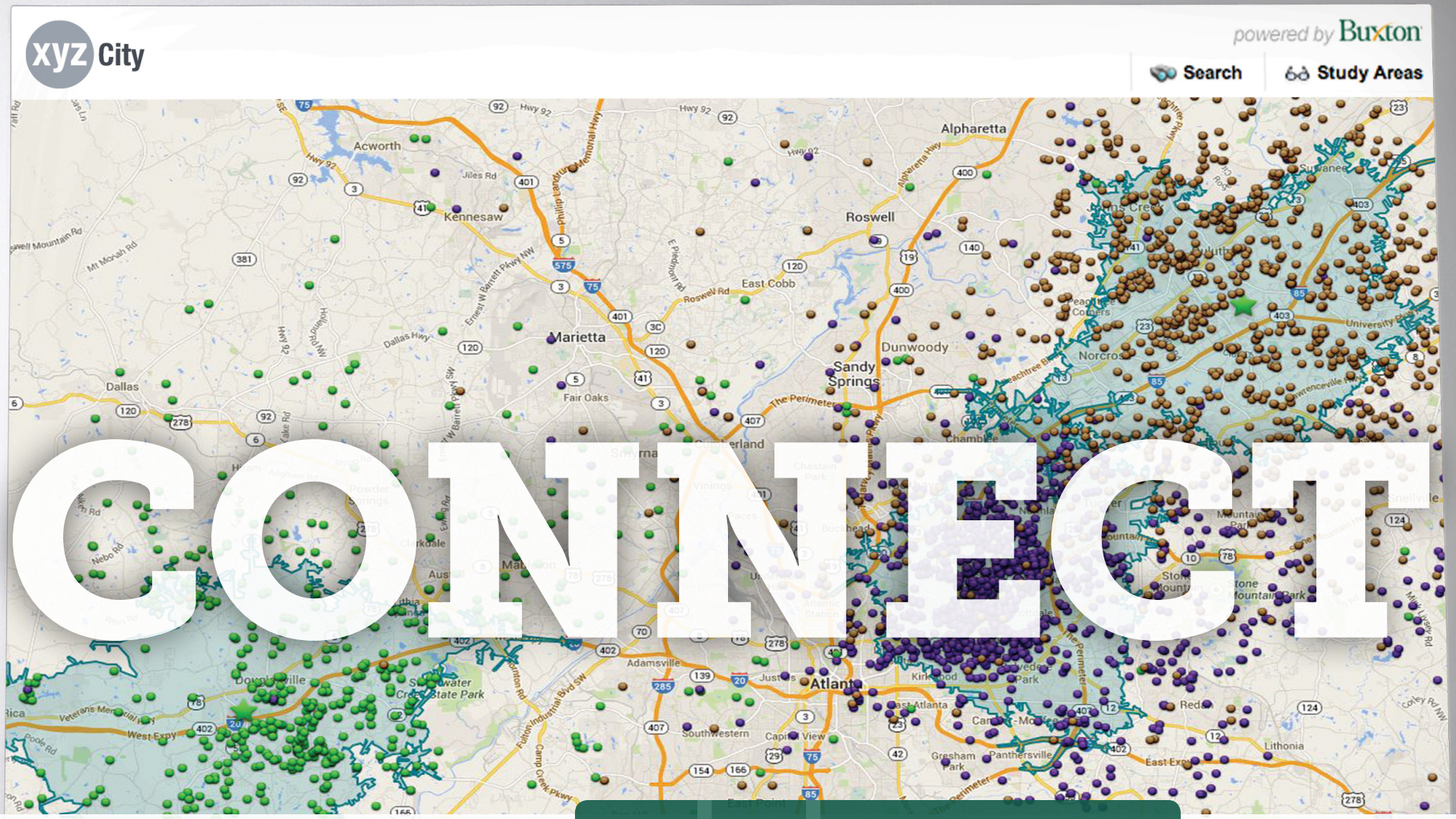
As your community grows, are you fully capturing the new citizens and households in your trade area? Census data and demographics alone don't tell the whole story. Our analysis takes your city to the next level of growth – fully preparing you to sell your city to potential retail and restaurant brands.

RETAIL MATCHING

With SCOUT you have access to your targeted retail matches, arming you with the marketing validation necessary for pursuit.

RETAIN AND SUPPORT LOCAL BUSINESSES

SCOUT gives local business owners instant access to business intelligence, giving them the data they need to be more competitive in the market.



CONNECT

STOP RETAIL LEAKAGE

Understand where you have gaps in the market and build a strategy to retain consumer dollars within your city limits.

GROW WITH DEMAND

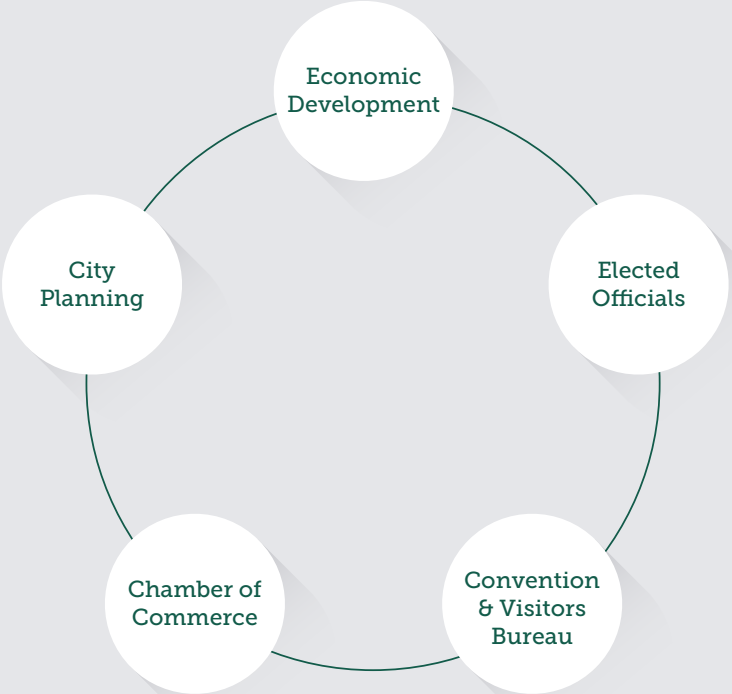
You will have the ability to truly communicate the demand for goods and services with accurate data and analytics.

Buxton

SCOUT
TOUCH
WHO
WHERE
VALUE
Site Dominant Segment
City Limits Map
Retail Matchup
Variable Report
Drive Time Trade Area
Thematic Maps
Competitive Proximity Report

CONNECT YOUR CITY LEADERS.

SCOUT provides city leaders with a data-driven approach to city management, giving decision-makers the tools necessary to create and execute growth strategies.



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BUXTON BUSINESS RETENTION

Business Retention and Expansion: Powered by Buxton Consumer Reports

A thriving local business community is essential for economic success. But with all of the competing demands on your time, how can you efficiently and effectively provide the answers entrepreneurs need in order to decide whether to expand their businesses…or even simply to stay in your community?

With Buxton's consumer analytics, you can help your local businesses spot opportunities for growth.

- Understand the retail and restaurant categories that present the best new business opportunities
- Identify the products and services local businesses should offer based on consumer purchase propensities
- Enhance local business marketing programs with a detailed knowledge of local consumer attitudes and preferences

To learn more about the consumer reports available through Buxton and how they can help your business retention and expansion efforts, contact us today.

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Buxton®

BUXTON SCOUT REPORTS

Buxton is the leading provider of customer analytics and has assisted more than 700 communities in developing targeted retail recruitment and business retention strategies. Buxton's analytics are deployed via SCOUT, its proprietary web-based platform. The following SCOUT reports are helpful resources for business owners seeking to better understand local market conditions and opportunities.

Retail Leakage Report

The Retail Leakage/Surplus Analysis provides an estimate of retail dollars flowing into or out of the trade area. It calculates a sales gap index that provides an estimate of the dollars spent outside the trade area (leakage) and the number of dollars coming in from outside the trade area (surplus), as well as a relative comparison of leakage/surplus.

Consumer Propensity Report

The Consumer Propensity Report (CPR) shows lifestyle, product, and psychographic likelihood indices for consumers in the trade area. Information is provided for thirty-two (32) major categories with more than 4,800 total line items. Please note that line items are based on national-level purchasing and lifestyle characteristics. These line items are then correlated to the underlying household characteristics of consumers in the trade area. Some line items may not be relevant or available in your market. The score indicates the degree to which local consumers would purchase an item if it were relevant and available. Often, similar brands or concepts use this information to determine expansion potential.

Healthcare Report

Gives insight into healthcare demand by major diagnostic code, physician specialty, physician setting, DRG, and payment source by current year or 5 year projections.

Physician Intelligence Report

Provides a count of physicians in the study geography.

Profiles Report

Gives residential/workplace populations and percentage breakdowns of the 71 Mosaic segment groups.

Green Awareness Report

Provides a household and workplace green awareness index score.

Count Base Daytime Population Report

The Daytime Population Report looks at the workforce in the study area and gives a count of the workforce population by industry. It also allows you to see a count of businesses in the area by two digit SIC and workforce size.

Custom Variable Report

The Custom Variable Report is a good go-to resource as it includes almost all of our demographic information, with the exception of Mosaic segmentation data, in a single report. It can yield many different outputs as listed below. The Custom Variable Report also allows you to attach data on thousands of variables - from retail demand and expenditures, to Simmons Surveys and employment.

Age by Sex*

Provides a breakdown of the population by age and sex. Offers total population for several years and breaks this information down further by sex and age range.

Basic Demographic Chart*

Provides a breakdown of population by general categories, including households by income, household size, age, race and ethnicity percent change, educational attainment percent change, marital status, and household and population percent change.

Complete Demographic*

Provides a breakdown of the population by specific groups, for 2000 and 2010 census numbers, current year estimates, and 5 year projections. These categories include: population demographics, population by race/ethnicity, population by age, median age, households by income, employment, housing units, vehicles available, marital status, and educational attainment.

Household Units Summary

Provides a breakdown of households within a specified geography. Information includes total number of housing units, owner vs. renter statistics, home value of owned homes, and monthly cash rent.

Income by Age Summary

Provides a breakdown of household demographics and income by age of head of household for the 2000 and 2010 censuses, current year estimates, and 5 year projections.

Income Report*

Provides a breakdown of population demographics and splits the households into groups by income for the 2000 and 2010 censuses, current year estimates, and 5 year projections.

Mosaic Comparison Summary

Gives a population and percentage breakdown of the 71 Mosaic segment groups.

Mosaic Detail Charts

Gives a demographic overview and a graph showing the breakdown of the 20 Mosaic groups within the specified geography. This report also indicates which group is dominant and sorts each group by percentage.

Population Comparison Report

Gives total population, female vs. male population, educational attainment, marital status, race, and hispanic ethnicity as percentages. These numbers are based on 2000 & 2010 censuses, current year estimates, and 5 year projections.

*These reports can be run as summary or comparison reports. The summary report allows you to see results for multiple geographic regions combined, or a single drive time or radius. The comparison report allows you to compare up to 5 geographies side-by-side in the same output.

Buxton's Public Sector:
COMMUNITY SUCCESSES

In communities across the United States, Buxton's household-level customer analytics have proven to be the secret weapon in retail economic development programs. Explore how these competitive communities have used analytics to recruit new retailers, support existing local businesses, generate revenues, and improve quality of life.

Buxton

Success Story #1:

ROCHELLE, IL

Location/Population

- Northern Illinois
- 9,500 Residents

Community Needs

- Minimize Retail Leakage
- Prove the Viability of the Market

Small Town, Big Results

In just 3 years, the city added 50 new stores including Walmart Supercenter, Big R Stores, Anytime Fitness, Walgreens, Jimmy Johns, Pizza Hut/Wing Street, a Ford Dealership, and two competing medical facilities. Rochelle also entered a national contest sponsored by Sears Hometown Stores where one military veteran in the country was awarded a retail store. They used Buxton data throughout the competition - and won.

Success Story #2:

BLOOMINGTON, IL

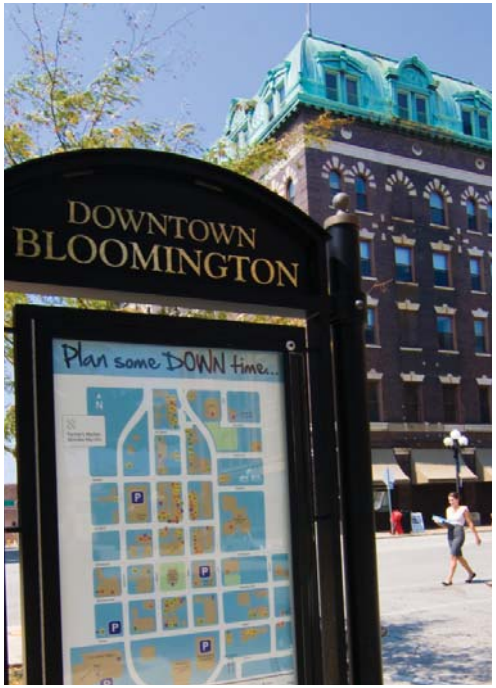
Location/Population

- Central Illinois
- 78,000 Residents

Community Needs

- Attract Retail in Competitive Market
- Fill Vacant Retail Space

Results for the Bottom Line



Ashley Furniture was the first retailer Bloomington recruited using Buxton's analysis. The data provided by Buxton helped to educate the city council on why the city should offer Ashley Furniture sales tax incentives, since there were other furniture retailers already in the market. Ultimately, Bloomington's investment in Buxton's tools had a huge payoff.

Bloomington's economic development staff has noted that "within the first year of using the Buxton SCOUT program, our targeted retail attraction efforts have not only allowed us to fill vacant spaces in our community, but also to increase sales receipts. We saw an increase of almost 20% within the first year of using the Buxton SCOUT program and that translated into an increase of $3 million dollars for our sales tax revenue collection."

Success Story #3:

ROCHESTER, NH

Location/Population

- 22 Miles Northwest of Portsmouth, NH
- 30,000 Residents

Community Needs

- Prove Development Potential
- Broaden Commercial Tax Base

Rock Solid Development in the Granite State

Rochester's investment in retail development has delivered rock solid results. In addition to retaining many existing businesses, the city has recruited more than 30 of the retailers or equivalent retailers on the list of those recommended by Buxton.

A recent economic impact analysis estimated that Rochester annually earns $91 for every $1 invested with Buxton at the beginning of the partnership. Furthermore, the investment generated an estimated annual cash ROI of $2.7 million in 2013 alone.

Success Story #4:

MARION, IN

Location/Population

- Central Indiana
- 30,000 Residents

Community Needs

- Third Party Market Validation
- Retail Development to Revitalize Community

The Retail Effect: Multi-Million Dollar Impact

City leadership noted in 2010 that "while the initial cost of hiring Buxton was difficult at the time, it now seems as if it was a small 'drop in the bucket' compared to the millions in investment these projects are generating. Hiring Buxton and its talented team has now proven to be one of the wisest expenditures we have made in our nearly four years of community leadership."

Marion's University Marketplace, a mixed-use development designed for retail, residential, hospitality, medical and entertainment, recruited Meijer, a regional grocery and merchandise store, as an anchor. The 156,544-square-foot store was projected to bring at least 400, and as many as 500, full- and part-time jobs. The University Marketplace development has continued to grow and has since added Kohl's, PetSmart, Hobby Lobby, and TJ Maxx.

Success Story #5:

GARY, IN

Location/Population

- 25 Miles Outside Downtown Chicago
- 78,000 Residents

Community Needs

- Reduce Retail Leakage
- Attract Retail Investment

A Retail Renaissance for Gary

Using the package of information from Buxton, Gary leaders recruited several restaurants in addition to a Walgreens and a Family Dollar. Another property has been proposed for big box development.

"The Buxton information helped us to understand ourselves and what we had to offer," notes a city official who worked with Buxton on the analysis project. "Five years after hiring Buxton, Gary leaders continue to use the Buxton materials in their pursuit of retail development. We have been very satisfied with Buxton, [they] gave us a fundamental understanding of our market."

Success Story #6:

SOUTH BEND, IN

Location/Population

- Northern Indiana
- 100,000 Residents

Community Needs

- Fill Vacant Retail Space
- Attract Investment in Competitive Market

Winning Attention in a Competitive Market

While South Bend is a bigger city then Mishawaka, a city in the same county, it historically has had much less retail space and was usually chosen as the second location for retailers entering the market.

Less than a year after Buxton provided a list of 20 promising retailers, South Bend secured four retail locations from the list as well as other retailers not on the list.

"Landing the area's first Texas Roadhouse, DSW and some other stores as first locations into the market has helped to bring South Bend a bit more on par with Mishawaka," explained Ben Schalliol, formerly economic development planner for the city and now deputy prosecuting attorney.

Success Story #7:

ALAMOSA, CO

Location/Population

- San Luis Valley
- 9,500 Residents

Community Needs

- Quantify Retail Sales Potential for the County
- Local Business Retention

Showing Beall's Exactly What's in Store

One of the first successes Alamosa experienced was landing Beall's, a leading department store chain. Beall's was receptive to presentations, but after continued dialog, the retailer remained undecided about whether or not to commit.

Using Buxton's market data, the city was able to demonstrate an existing retail leakage of $15-$18 million a year that left the underserved market, which convinced Beall's that the market could support a store.

"Buxton was able to give us that little extra push that was needed to get Beall's to move forward," said Alamosa's mayor at the time of the deal, Kathy Rogers.

Success Story #8:

ANDALUSIA, AL

Location/Population

- Southern Alabama
- 9,000 Residents

Community Needs

- Diversify Local Economy
- Expand Retail Base to Enhance Quality of Life for Growing Workforce

Great Retail = Great Quality of Life

As a result of Andalusia's retail efforts, the city has recruited more than a dozen retailers and restaurants, including Goody's, Hibbett Sports, Barrow Furniture, Domino's Pizza, Chin's Garden, Curves Ladies Fitness, Flower Basket, Lulu's Children's Clothing, Perfect Persimmon Ladies Formal Wear, Enterprise Rent-A-Car, and Larry's Barbeque.

In addition, the Covington County Economic Development Commission is working with seven other retailers on the Buxton retail match list and is looking forward to launching retail development efforts, using Buxton data, in two other towns within the county.

Success Story #9:

KENNEWICK, WA

Location/Population

- Southeastern Wash.
- 76,700 Residents, 268,000 in Tri-Cities Region

Community Needs

- Attract Upscale Retailers
- Enhance Quality of Life Without Raising Property Taxes

Tri-Cities Region Creates First-Class Shopping

Kennewick and Richland, two of the cities in the Tri-Cities region of southeastern Washington, agreed to collaborate on a project with Buxton to attract upscale retailers that would give their communities increased shopping and dining opportunities, without having to travel hours to the nearest metropolitan area.

After concentrated efforts at recruitment - making contact with retailers, sending the marketing packages and following up - the hard work paid off. The Tri-Cities area has successfully recruited Ann Taylor Loft, Vitamin Shoppe, PF Chang's, PetCo, Chico's, Auto Zone, Talbots, Olive Garden, Famous Dave's and Kohl's, to name a few.

Success Story #10:

LIVERMORE, CA

Location/Population

- Eastern Edge of San Francisco Bay Area
- 85,000 Residents

Community Needs

- Downtown Revitalization
- Support Local Businesses

Data-Driven Downtown Revitalization

The City of Livermore has issued more than 450 new business licenses for the downtown area since they began working with Buxton. Several regional chains decided to locate in Livermore, and many small businesses used Buxton's analytics to justify expansion. For example, a local restaurant decided to move forward with an expansion that led to a 250% increase in sales and the addition of 65 new jobs.

Livermore used Buxton data not only to support new development, but also to fill vacancies. The city was able to use Buxton data to fill a vacant Starbucks location with a Nestle Toll House Café, and to support negotiations with a couple of retailers to fill a vacant Mervyns building.

Success Story #11:

CELINA, TX

Location/Population

- North Texas
- 9,000 Residents

Community Needs

- Retail Recruitment
- Prove Market Potential

A North Texas Rising Star

Buxton's analytics gave Celina the validation it needed to win retail development. By going beyond demographics and showing the impact of the market trade area, Celina was able to present a convincing case for new investment. The major break-through came when Celina recruited McDonald's and the location performed well, leading to investments by Dickey's Barbecue Pit, Subway, Kwik Kar, CVS, and others. The city credits Buxton's 12 minute drive-time analysis with convincing retailers of Celina's true market potential, and has a list of retailers and developers clamoring to do business with the city.

Celina has plans for retail outlets, medical centers, sports and recreation facilities, and hospitality offerings. The future is bright, and with Buxton's analytics Celina has the insights to grow strategically.

Success Story #12:

PASADENA, CA

PASADENA

Location/Population

- Southern California
- 140,000 Residents

Community Needs

- Unique New Retailers

Retail Trendsetter

Pasadena turned to Buxton for analytical validation of what city leaders have known for years: that Pasadena is a unique community with a broad consumer base. It was especially important for Pasadena to be able to present retailers with actionable insights on how Pasadena is different from the rest of Los Angeles, as many retail and restaurant brands assumed that the markets were the same. Buxton provided information on Pasadena's residents and daytime population, as well as Pasadena's substantial number of visitors.

Pasadena has strategically used Buxton's analytics. In order to recruit unique new retailers with only one or two existing locations, many of whom are too small to generate a full retail analysis, the city has used Buxton analytics on similar, larger retailers to present a convincing case to up-and-coming retailers. The strategy has worked beautifully as Pasadena has recruited trendsetting retailers like Mohawk General Store, which caught the attention of The New York Times…and additional retailers.

Success Story #13:

KINGSPORT, TN

Location/Population

- Northeastern Tennessee
- 53,000 Residents

Community Needs

- Determine Underserved Retail Sectors
- Attract Retail Development
- Increase Tax Revenues/ Shopping Opportunities

A City Where Retail is King

With Buxton's involvement, the community has experienced great success in acquiring new retailers for Kingsport Pavilion and East Stone Commons, the city's newest developments. A national furniture retailer was one of the missing pieces from Kingsport. The city was was able to attract power brand Ashley Furniture to its new home in Kingsport Pavilion.

City management credits Buxton's data for convincing many other national and regional retailers the area was the right fit for them. Sales tax revenues for FY 2014 are at an all-time high.

Success Story #14:

HESPERIA, CA

Location/Population

- 35 Miles North of San Bernadino, CA
- 92,000 Residents

Community Needs

- Retail Recruitment

Hesperia Lights the Way for Retail Success

Just over one year after Buxton completed its assessment for Hesperia, several major retailers–including Wal-Mart and Target–announced plans to locate to the city. These big box retailers anchored privately developed new shopping centers and were part of the Buxton retail match list.

In fact, from 2005-2014, Hesperia recruited 27 retailers and restaurants recommended by Buxton, resulting in the addition of over 1,250 jobs, $1.2 million in estimated annual sales tax revenue, and $12 million in estimated annual property tax revenue.

Success Story #15:

DENTON, TX

Location/Population

- North Texas
- 123,000 Residents

Community Needs

- Evaluate Developer Incentive Package
- Identify New Retail Opportunities for the City

Making a $750,000 Difference

When a mixed-use center was developed, the City of Denton wanted it to be embraced by the community, and to be met with commercial success. "The council was very impressed with Buxton's community solution. It provided a fresh perspective on our psychographics and demographics. It clearly revealed what types of retailers our citizens really wanted," said Linda Ratliff, former director of economic development for the City of Denton.

Working with the developer, Buxton arrived at a list of 15 key mainstream retail categories and actually identified retailers, by name, who could help anchor the mixed-use center. The developer asked for a substantial incentive for the mixed-use development. After evaluating the request, Bxuton recommended an approach that would save the City $750,000 on the package that the developer was requesting. The developer agreed to the new incentive package and to date, the City has successfully attracted Bed Bath & Beyond, TJ Maxx, and others to various developments throughout Denton.

Success Story #16:

PORTERVILLE, CA

Location/Population

- Great Central Valley
- 55,000 Residents

Community Needs

- Make A Case to Retail Concepts That Typically Bypass This Region of California

An Award-Winning Payoff

Buxton's analytics identified an opportunity for Porterville, CA to recruit department stores, as most shoppers were driving 30+ miles to shop at the nearest big box. Armed with Buxton's insights, Porterville partnered with a local developer to recruit Kohl's, five years earlier than the store would have otherwise come to the city. The strategic win brought 60 direct jobs to the city, reinvigorated a shopping center that had faced increasing vacancy rates, and attracted additional retailers including Marshall's, Famous Footwear, and Rue 21. The venture was so successful that Porterville was honored with the California Association for Local Economic Development award of excellence in public/private partnerships.

Success Story #17:

COLLEYVILLE, TX

Location/Population

- Suburban Area Between Fort Worth and Dallas
- 25,000 Residents

Community Needs

- Bring Local Shopping Options to a High-Growth, Affluent City

Local Retail Options for a Growing Community

Town Center at Colleyville is a Texas Hill Country-inspired destination that includes ponds and winding pedestrian trails. Putting the Buxton data to good use, developers were able to recruit tenants that include Market Street, Lifetime Fitness, Lee Lighting, Luke's Locker, Sue Bearrie, Scrapbook Warehouse, Gloria's Restaurant, Quick Thai Bistro, Piccomolo, Celebrity Bakery, Nick-n-Willies, DBU-Colleyville and others. The Town Center kicked off Phase III with the announcement of a Metro Cinema/IMAX theater complex.

Success Story #18:

EL PASO, TX

Location/Population

- West Texas
- 675,000 Residents

Community Needs

- Attract Diverse Retail Options to an Underserved Retail Market

Retail Development 2.0

Although the city had big box retailers like Target and Wal-Mart, the city hired Buxton to target more unique, specialty retailers. By qualifying and quantifying trade area's extensive customer base and using this data to underpin an aggressive marketing strategy, El Paso has successfully recruited retailers Ulta, DSW, Pro Ranch Market, Babies R Us and Kohl's. Hoping to reuse a former Mervyns location, El Paso successfully presented Buxton data and information to Kohl's and filled the vacant building.

Success Story #19:

DUNCANVILLE, TX

Duncanville
City of Champions

Location/Population

- Dallas Suburb
- 39,000 Residents

Community Needs

- Reinvigorate Retail After a Long Period of Stagnation

A New Era for Retail

This first-tier suburb, surrounded on three sides by Dallas, experienced major development in the 1960s, 1970s and 1980s, but experienced a long period of stagnation. Once the City began focusing on revitalization, including innovative development solutions, Duncanville scored big with the placement of a 150,000-square-foot Costco Club Warehouse.

A 28-acre parcel adjacent to Costco is slated for a mixed-use retail and garden apartment development containing more than 100,000 square feet of retail and 216 units of upscale garden apartments. The city's other successes include a Pappadeaux Seafood Restaurant, a mixed-use retail and loft apartment development project, and a Hilton Garden Inn.

Success Story #20:

MCKINNEY, TX

Location/Population

- Dallas Suburb
- 149,000 Residents

Community Needs

- Attract Retail to a High-Growth, Thriving City

Proactive Strategy Yields Big Results

You might think an affluent, fast-growing city could sit back and wait for retail development to happen. That's not the style of city leaders in McKinney, Texas, who take a "from cradle to grave" approach to giving their residents the best quality of life possible. McKinney embraces its growth and is proactive in determining its future. City leaders strive to be pro-growth, but at the same time maintain high development standards. With that in mind, they contracted with Buxton.

Many new retailers including Ann Taylor, Belk, Cost Plus World Market, Lane Bryant, Pier 1 Imports and Talbot's have opened locations in McKinney. These retailers and many more now reside at the analyzed site, resulting in more than $1 million in public revenues annually.

Success Story #21:

EDINBURG, TX

Location/Population

- South Texas
- 81,000 Residents

Community Needs

- Compete with Neighboring Communities for Recruiting Retail

Tapping the Untapped Potential

Just a few years ago, Edinburg was struggling to get retailers to locate to its community with neighboring city, retail-rich McAllen acting as a shopping hub. But when Buxton performed a study that proved $1.5 billion in untapped retail demand within a 10-minute drive time, things began to change.

Wal-Mart opened a second super center, while Lowe's, Chili's, Applebee's and Denny's have opened first sites in the city. Since then, development has skyrocketed. A major regional shopping center—800,000 square feet in size—has been planned. This lifestyle center will be anchored by JC Penney and will include several other retailers that have joined the project. Another mixed-use development has already broken ground in the north part of Edinburg. This 700-acre development will include 1,300 homes and 150 acres of retail space.

Success Story #22:

FULSHEAR, TX

Location/Population

- 20 Minutes West of Houston
- 6,000 Residents

Community Needs

- Retail Recruitment to a High-Growth, Affluent Area

Emerging Retail in Emerging Suburb

Since 2000, Fulshear's population has grown 700%. With such rapid growth, Fulshear city leaders suddenly faced questions about the city's future, specifically how to create a vibrant shopping and dining sector for residents. The city was rich in land, but faced the challenge of recruiting retailers and developers willing to invest in new construction. Also of concern was the type of retail recruited to the city. City leaders envisioned Fulshear as a community where "small town charm meets urban sophistication," and wanted to recruit retailers and restaurants that match the lifestyles of the city's affluent residents.

Today, developers and investors come to Fulshear, TX weekly requesting information on opportunities. There are currently several developments in process which received Buxton analytics as part of the early conversations, and the city looks forward to welcoming its first grocery retailer recruited using Buxton information.

Buxton's Public Sector:

COMMUNITY SUCCESSES

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad regional demographics by drilling down to the household-level in order to give you the clearest picture of your community. We've helped 650 communities recruit over 35 million square feet of retail space.

For more information about what Buxton can do for you, visit us online today at www.buxtonco.com or call us at 888-2BUXTON.

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