CITY OF COFFEYVILLE
BOARD OF COMMISSIONERS AGENDA ITEM

MEETING DATE	03/22/2016	
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	Trisha Purdon, Assistant to the City Manager and Dennis Maher – Buxton	
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) Or cancel for year 2 which would cost $5,000 in cancellation fees. 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. One new retailer like a Jimmy Johns would bring in approximately $41,000 in sales tax revenues alone. A Dollar Tree would generate $49,000 annually in sales taxes (3%) Retailers have a large impact, not only to the City Sales Tax revenues, but it also creates new jobs, increases the quality of life for residents, and in cases like Jimmy Johns with healthier meal selections, improves the healthy food options for citizens of Coffeyville. These retailers typically do not require large incentives to come to a town that shows that there is a direct economic benefit for them doing so, but they need the data from somewhere that will show them this information above the 50 other sites similar to Coffeyville. Using Retail Analytics, Coffeyville can stand out in the crowd of communities all vying for these retailers.

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, Emporia, KS, Williston, ND, North St. Paul, MN, 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	Presentation held on 3/08/2016
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 the City does not feel confident in the success that we have had with Buxton at the end of the first year, we can pay a cancellation fee of 10% ($5,000), and only have incurred the first year costs of $50,000. 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 Proposal and Contract Buxton Reference Checks City Comparison – Demographics and ROI

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 22nd DAY OF MARCH, 2016

_____
Craig C. Powell, Mayor

ATTEST:

_____
Cindy Price, City Clerk

APPROVED AS TO FORM AND LEGALITY:

_____
Paul Kritz, City Attorney

Coffeyville KANSAS

Reference Check

Telephone Reference Check Form

Applicant Information

Company Name: **Buxton Consumer Analytics** Date: **03/04/2016**

Service Provided: **Retail Recruitment and Data Analytics**

Representative: **Dennis Maher**

Contact Name: Mark McAnarney & Kent Harrimen

Title: **City Manager and Chamber Director** Phone: **620-343-8860**

Company: **City of Emporia and Emporia Chamber of Commerce**

Address: **104 E. 5th Ave, Emporia, KS 66801**

Reference Comments

Are you currently under contract with Buxton YES ☐ NO ☒

When? START DATE: **2007** END DATE: **2008**

How do you like Buxton Services?
Didn't have the demographics to support the stores that people wanted. Their identification of the stores that fit their market was the best use they got out of the data they bought. This helped to identify the exact stores to target for Emporia. They still use this data today to grow businesses in Emporia.

How have you used Buxton thus far?
Used it to determine which stores actually fit their citizens. We have a lot of immigrant low income families, as well as college students, which are fairly low income. They were able to identify restaurants and stores that Emporia residents were already shopping at, but in Topeka or Wichita. This saved us a lot of time and effort in their retail recruitment, and kept them from spending unnecessary funding on a business that did not fit the community.

Have you seen any progress due to using Buxton?
We were able to target the right retailers for the town, which we had been unable to do before. We have seen significant retail growth in the past 5 years. Most of this is from developers who took initiative to build apartments downtown, which drove retail to also want to be in the downtown. The Buxton data was part of this initial push for the development.

What have been the biggest benefits you have seen so far from using Buxton?
Focus and priority on who actually fits the demographics of Emporia. We had been focused a lot on recruiting a HyVee, based on feedback from citizens, but once we ran the numbers with Buxton, we realized that we really did not fit their demographic. We were then able to focus our efforts on growing the Dillions brand instead, which has done very well.

What does your community look like? Is it rural, metropolitan, suburb?
Emporia is a college town of about 15,000 residents with at State College. The nearest City is Topeka which is over an hour away.

What were you doing for retail recruitment prior to Buxton?
Attending ICSC and other conferences, but not having much luck moving forward with any development.

Would you renew your contract? YES ☐ NO ☐ Undetermined at this time

Coffeyville KANSAS

Reference Check

Telephone Reference Check Form

Applicant Information

Company Name: **Buxton Consumer Analytics** Date: **03/04/2016**
Company Name - Representative

Service Provided: **Retail Recruitment and Data Analytics**

Representative: **Dennis Maher**

Contact Information

Name of Contact: Barack Matite

Title: **Assistant City Manager/Economic Development** Phone: **785-542-2153**

Company: **City of Eudora, KS**

Address: **12 E. 7th St., Eudora, KS 66025**

Reference Comments

Are you currently under contract with Buxton YES ☒ NO ☐

When? START DATE: **Spring 2015** END DATE: **Spring 2017**

How do you like Buxton Services?
Have been impressed with the report and services thus far, but have not been under contract very long. Only started using them this past summer when we got the initial report. So far the information has been very helpful.

How have you used Buxton thus far?
We have used it primarily for data verification purposes thus far. We have a large parcel of city-owned land along K-10 that we have targeted for future development, and have used this data to verify that retail growth would happen here before we invested money in infrastructure to the site.

Have you seen any progress due to using Buxton?
We have started getting more responses from developers and some retail for the development site, but it is too early to really tell if these will pan out.

What have been the biggest benefits you have seen so far from using Buxton?
Mostly for Data Verification. We have a hard time demonstrating that people would come to Eudora to shop and live, and Buxton data so far seems to provide the information we need to make that argument more clearly to housing developers, retailers, and commercial developers.

What does your community look like? Is it rural, metropolitan, suburb?
Eudora is a small town in between Lawrence and suburban Kansas City. We have a population of 6,211.

What were you doing for retail recruitment prior to Buxton?
We had an economic development plan that was created in 2010 which was put together by Richard Caplan and Associates.

Would you renew your contract? YES ☐ NO ☐ Undetermined at this time

Thank you for your time and assistance.

Coffeyville KANSAS

Reference Check

Telephone Reference Check Form

Applicant Information

Company Name: **Buxton Consumer Analytics** Date: **03/04/2016**
Company Name - Representative

Service Provided: **Retail Recruitment and Data Analytics**

Representative: **Dennis Maher**

Contact Information

Name of Contact: Crystal Keller

Title: **Economic Development Director** Phone: **918-576-5402**

Company: **City of Tulsa, OK**

Address: **ckeller@cityoftulsa.org**

Reference Comments

Are you currently under contract with Buxton YES ☒ NO ☐

When? START DATE: **2015** END DATE: **2017**

How do you like Buxton Services?
Buxton has been very useful specifically for Tulsa, in that it helped us gain data we were unable to get with other retail groups. We have also used Retail Strategies and Retail Attractions in the past. We are now able to gather data for areas of Tulsa that are outside of Tulsa County, and include them in our demographics, which has helped us identify and recruit retailers much easier.

How have you used Buxton thus far?
We have used it primarily for data verification purposes thus far. We know that our suburbs and Tulsa itself sprawls across county lines, and due to this, we were having a hard time showing our true demographics to large retailers. We have used Buxton to make this argument which has helped grow our potential for bigger retail developments.

Have you seen any progress due to using Buxton?
We use them primarily for the data, so it is hard to say it is primarily from the use of Buxton that retail is growing in Tulsa. We are seeing rapid retail growth in Tulsa, especially the core of the downtown.

What have been the biggest benefits you have seen so far from using Buxton?
Crossing county boundaries.

What does your community look like? Is it rural, metropolitan, suburb?
Tulsa is a larger metropolitan community with several large retail developments underway.

What were you doing for retail recruitment prior to Buxton?
We have used numerous retail recruitment consulting firms such as Retail Strategies and Retail Attractions.

Would you renew your contract? YES ☒ NO ☐ Undetermined at this time

Thank you for your time and assistance.

Coffeyville KANSAS

Reference Check

Telephone Reference Check Form

Applicant Information

Company Name: **Buxton Consumer Analytics** Date: **03/04/2016**

Company Name - Representative

Service Provided: **Retail Recruitment and Data Analytics**

Representative: **Dennis Maher**

Contact Information

Name of Contact: Paul Ammerman

Title: **Economic Development Director** Phone: **651-747-2437**

Company: **North St. Paul, MN**

Address: **paul.ammerman@northstpaul.org**

Reference Comments

Are you currently under contract with Buxton YES ☒ NO ☐

When? START DATE: **2015** END DATE: **2018**

How do you like Buxton Services?
Thus far, all we have used it for is to support our local businesses, so we haven't seen a lot of success happening yet from it. We have mixed reactions to Buxton. We aren't sure if the price is seeing a lot of return thus yet, but it is still very early on in our contract.

How have you used Buxton thus far?
We have used it for local small business support. Buxton hosted a small business development workshop and worked with small businesses from around town one-on-one to help them adjust their marketing, products, and services to match the information from Buxton.

Have you seen any progress due to using Buxton?
Our small businesses have had the biggest impact thus far. They really became more competitive with chain retailers in neighboring communities.

What have been the biggest benefits you have seen so far from using Buxton?
Supporting local small businesses

What does your community look like? Is it rural, metropolitan, suburb?
We are a small community of 11,400 on the upper edge of the Minneapolis/St. Paul metropolitan Area. We have had very little retail in our community until very recently.

What were you doing for retail recruitment prior to Buxton?
Unknown

Would you renew your contract? YES ☐ NO ☐ Will renew for the 3rd year at the reduced rate.

Thank you for your time and assistance.

Coffeyville KANSAS

Reference Check

Telephone Reference Check Form

Applicant Information

Company Name: **Buxton Consumer Analytics** Date: **03/04/2016**
Company Name - Representative

Service Provided: **Retail Recruitment and Data Analytics**

Representative: **Dennis Maher**

Contact Information

Name of Contact: Karen Pollard

Title: **Economic Development Manager** Phone: **651-747-2437**

Company: **City of Rochester, NH**

Address: **21 Wakefield St., Rochester, NH 03867 or Karen.pollard@rochesternh.net**

Reference Comments

Are you currently under contract with Buxton YES ☒ NO ☐

When? START DATE: **2007** END DATE: **2018**

How do you like Buxton Services?
Buxton has had some turnover in their staff, but have been amazingly responsive and quick to assist us in training or using new data. They truly believe that our success is their success, and follow up with us frequently. We have created a Tax Increment Financing District to pay for the Buxton investment as well as the physical infrastructure, and so far we are waaaay ahead of the game.

How have you used Buxton thus far?
Rochester is a suburban community an hour north of Boston in a very competitive retail environment. New Hampshire has no sales tax, and it has only been in the last decade that communities are really focusing on retail attraction as an amenity to the community and a contributor to quality of life. Rochester was one of the first, starting in 2005 and we've contracted with Buxton for analytics since 2007.

In this environment "proving" the market was critical, and the only way we could do that was through data, since we had very little actual retail that was a national brand. McDonald's and Kmart were here, and we had a number of small independents that were struggling because shoppers went elsewhere for their destination shopping.

Have you seen any progress due to using Buxton?
We undertook a strategic planning initiative that identified 900+ acres of land suitable for commercial development with a turnpike exit and the Buxton analysis demonstrated the demand for 2 million square feet of retail. We used the data to seek developers first and then retailers. Super Wal-Mart in 2006 of 226,000 sf. We had one center open in 2008 by the Wilder Company (of Boston) 250,000 sf anchored by Lowe's, Kohl's and Pet Smart, Joanne Fabrics, Buffalo Wild Wings, etc. The recession slowed us down but this year we have Phase 1 of a new center by Waterstone Retail (of Boston) 390,000 sf anchored by Market Basket (grocery), Marshalls, Petco, Hobby Lobby, Applebee's, Starbucks, Five Guys Burgers. The Phase 2 development agreement is inked for another 250,000 sf with a movie theater and entertainment venue (such as Dave & Buster's) a warehouse club and more. We have also done a hotel and conference center study with Buxton that "proved" we need another hotel in addition to the Holiday Inn Express, and we have a Hampton Inn (Hilton) in process now. We are also going to start on Phase 3 of the Waterstone project next Spring 2017.

What have been the biggest benefits you have seen so far from using Buxton?
We went from only having a McDonalds and a Kmart to now having a Lowes, Walmart Supercenter, Kohls, Pet Smart, Joanne Fabrics, Buffalo Wild Wings, Marshalls, Petco, Hobby Lobby, Applebees, Starbucks, Five Guys Burgers, Movie Theater, and are working on a warehouse Club.

Coffeyville KANSAS

Reference Check

Telephone Reference Check Form

Applicant Information

Company Name: **Buxton Consumer Analytics** Date: **03/04/2016**
Company Name - Representative

Service Provided: **Retail Recruitment and Data Analytics**

Representative: **Dennis Maher**

Contact Information

Name of Contact: Shawn Wenko

Title: **Executive Director of Economic Development** Phone: **701.577.8110**

Company: Williston, North Dakota Economic Development

Address: **PO Box 1306 Williston, ND 58802-1306**

Reference Comments

Are you currently under contract with Buxton YES ☒ NO ☐

When? START DATE: **Spring 2015** END DATE: **Spring 2017**

How do you like Buxton Services?
Have been impressed with the report and services thus far, and especially their account services. They assigned a specific account representative to us, and they have answered any questions, concerns, etc. within the hour. It really has helped when we are at an event like ICSC.

How have you used Buxton thus far?
We have used it primarily for data verification purposes thus far. We are a small town in between two larger suburban towns, and frequently are passed by for any retail. We have used them to show that people are not just driving by Willison, but that we are underutilized.

Have you seen any progress due to using Buxton?
We have started getting more responses from developers and some retail for the development site along the highway. We have used it for a lot of industrial development, especially for workforce data for potential businesses.

What have been the biggest benefits you have seen so far from using Buxton?
We have used it for a lot of industrial development, especially for workforce data for potential businesses.

What does your community look like? Is it rural, metropolitan, suburb?
Williston has a population of 14,716 people, but is in a very rural area. The nearest city is over 3 hours away.

Would you renew your contract? YES ☒ NO ☐

But probably for the data only portion for the 3rd year for $25,000, depending on how development goes in 2016.

Thank you for your time and assistance.

What does your community look like? Is it rural, metropolitan, suburb?

Rochester is a suburban community an hour north of Boston. We have a population of 29,752.

What were you doing for retail recruitment prior to Buxton?

Prior to 2007, Retail was not something that the City focused on since we do not have a Sales Tax. It was seen as a quality of life issue.

	YES	NO
Would you renew your contract?	☒	☐

Thank you for your time and assistance.

From: Trisha Purdon [mailto:TPurdon@coffeyville.com]
Sent: Monday, March 7, 2016 6:03 PM
Subject: Buxton Referral
Importance: High

Good Afternoon,

We are considering hiring Buxton to assist us in recruiting retailers and providing data to support our current businesses in Coffeyville, KS. You were listed as a reference for Buxton as you have current contracts with them. Could you tell me a bit about your experiences with Buxton, and a bit about your community as well? How large is your community, are you a suburb, rural, etc.

We are presenting this to our commission tomorrow evening, and I wanted to have these references handy for the Commissioners to review as part of their discussion. If you have a moment, I would greatly appreciate your help in learning more about how Buxton can help a community "get in the door" so to speak with retailers.

Thank you for your help and time.

Sincerely,

Trisha Purdon
Assistant to the City Manager
City of Coffeyville
(620) 252-6171

Trisha,

We are a city of 53,000 in a county of 157,000 in an MSA of 310,000 with a CMSA of 500,000. We are in the "Johnson City-Kingsport-Bristol, Tri-Cities TN-VA CMSA". Johnson City has a population of 65,800 and Bristol has a population of 43,000.

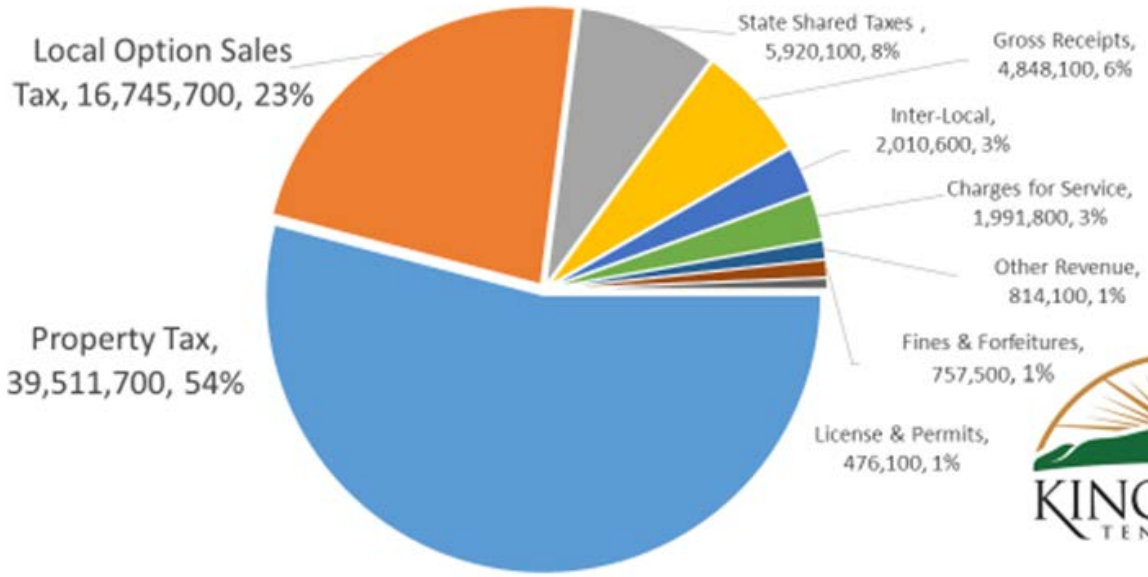
We are not a suburb of a major metropolitan city. Charlotte is 170 miles, Nashville is 280 miles, Cincinnati is 292 and Atlanta is 310 miles.

The next largest urban areas are Asheville, NC (70 miles), Knoxville, TN (110 miles), Greenville-Spartanburg, SC (145 miles) and Roanoke, VA (170 miles).

Buxton has been very helpful in gleaning market intelligence and analytics, but it still requires a dedicated staff member to work the program every day.

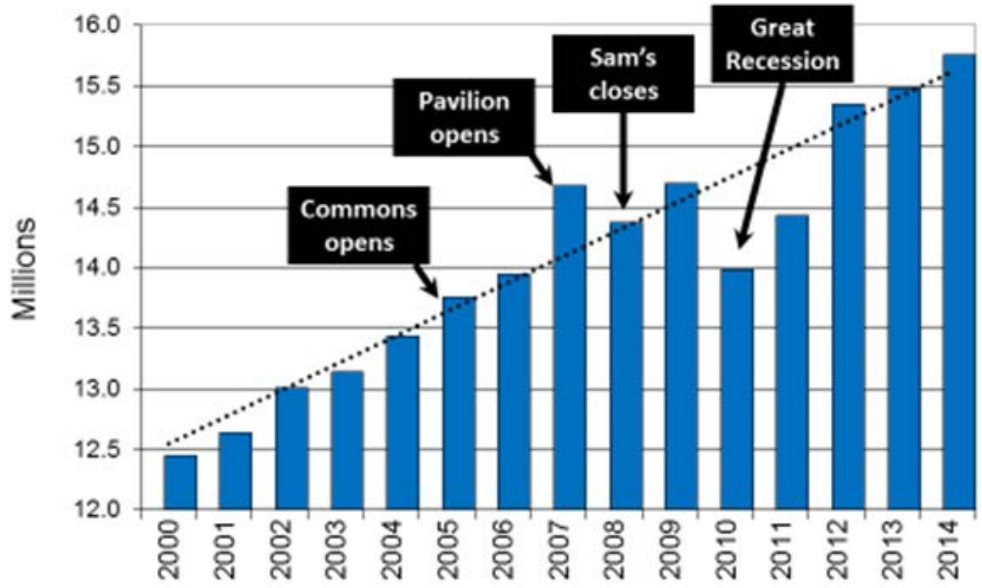
Sales tax represents nearly ¼ of our total revenue. Here are some slides that I hope will help.

Revenue: Where does the $73.1 million come from?



KINGSPORT
TENNESSEE

Sales Tax Revenue: 26% increase since 2000



Tennessee started collecting sales tax on Amazon purchases 1/1/14

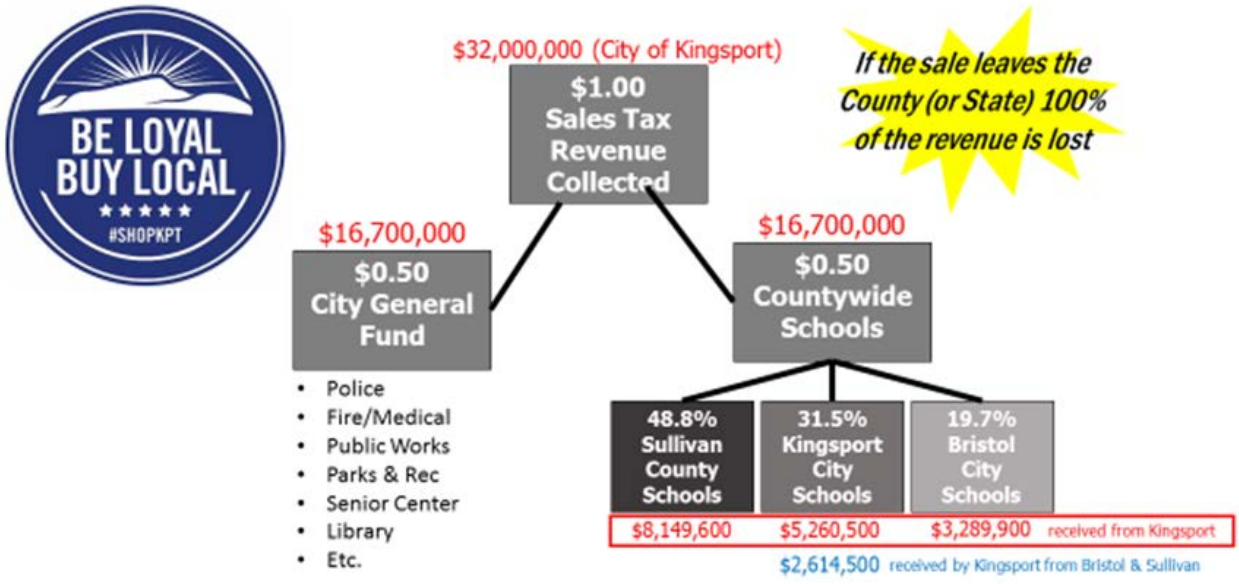
Pavilion incentive payback 1 years

Commons incentive payback 2 years

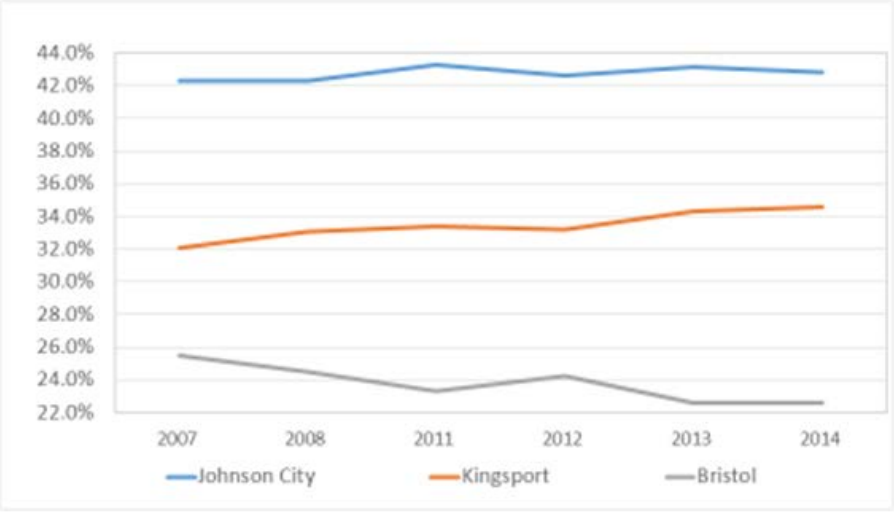
Border Region incentive through state sales tax

KINGSPORT
TENNESSEE

Sales Tax: How is it spent?



Sales Tax: Market Share

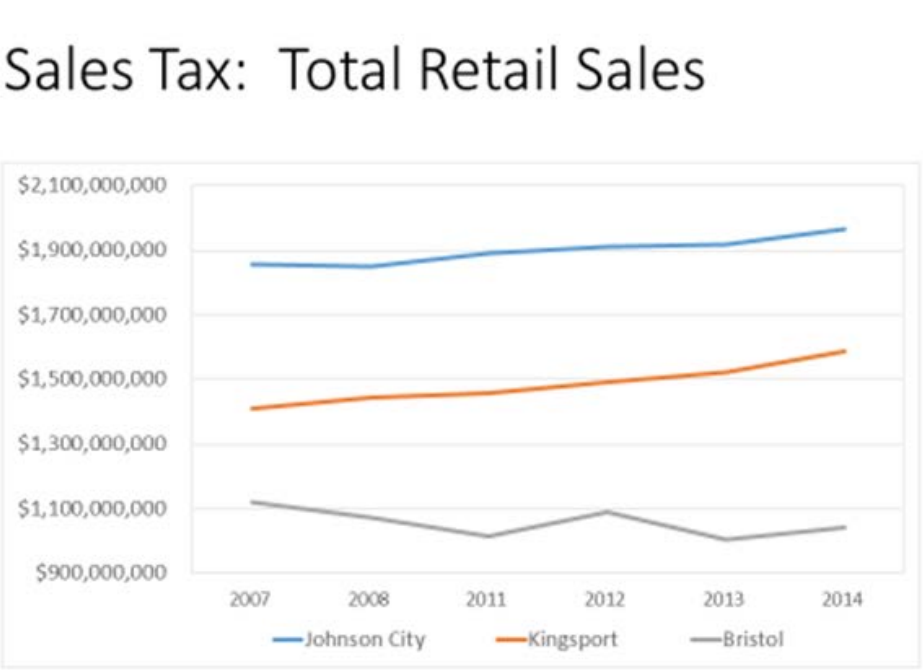


Kingsport's market share increased from increased from 32.1% to 34.6% from 2007 to 2014

Bristol's market share decreased from 25.5% to 22.6%. Expected to improve with Pinnacle & Falls

Johnson City's market share remained flat

KINGSPORT
TENNESSEE



Kingsport's total sales increased by $180 million from $1.41B to $1.59B from 2007 to 2014 (Commons & Pavilion total $100m new sales)

Bristol's sales decreased by $80 million from $1.12B to $1.04B. Expected to improve with Pinnacle & Falls

Johnson City's sales increased by $110 million from $1.85B to $1.96B

If you have follow-up questions, please feel free to contact Mr. CoreyShepherd@KingsportTN.gov or myself.

Best regards,
Jeff

Jeff Fleming
City Manager
423.229.9381 desk
423.914.9530 cell/text
JeffFleming@KingsportTN.gov

City Comparison – Coffeyville vs. Ahoskie, NC

Ahoskie, NC is a rural community in North Carolina with a population of 5,039 with the nearest city being Norfolk, VA which is an 1.2 hours away. Based on a full demographics analysis, Buxton compared our two cities as demonstrated below. Since hiring Buxton, the City has seen an increase of ad valorem taxes of almost $200,000 per year from the new development that has occurred since using this program. Ahoskie was chosen because they have a similar market at consumer base as Coffeyville. Thru segmentation of 71 categories the citizens in Coffeyville and Ahoskie both share the most dominant segments for individuals that work and live in the communities. Coffeyville adding up to 40% and Ahoskie at 42% of likeminded individuals. One other likeminded segment is "town Elders" that makes up 10.3% of Coffeyville and 13.5% of Ahoskie. The two communities are extremely similar.

COFFEYVILLE DEMOGRAPHICS:

	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
85+	455	3.6%	441	3.7%	395	3.4%	390	3.5%	-3.1%	-1.2%
Median Age:										
Total Population	39.5		38.2		38.3		38.7			

Households by Income

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
$0 - $15,000	1,461	27.5%	1,024	20.9%	931	19.9%	789	17.3%	-29.8%	-15.2%
$15,000 - $24,999	1,012	19.0%	819	16.7%	792	17.0%	710	15.6%	-19.0%	-10.3%
$25,000 - $34,999	839	15.7%	805	16.4%	737	15.8%	662	14.5%	-3.9%	-10.0%
$35,000 - $49,999	898	16.9%	721	14.7%	658	14.1%	654	14.3%	-19.6%	0.6%
$50,000 - $74,999	706	13.3%	881	18.0%	870	18.6%	923	20.2%	24.7%	6.0%
$75,000 - $99,999	234	4.4%	301	6.1%	313	6.7%	357	7.8%	28.3%	13.9%
$100,000 - $149,999	88	1.6%	251	5.1%	272	5.8%	335	7.3%	185.1%	23.0%
$150,000 +	63	1.2%	79	1.6%	83	1.7%	116	2.5%	23.8%	39.5%
Average Hhld Income	$35,908		$44,302		$46,039		$51,886		23.3%	12.6%
Median Hhld Income	$27,057		$32,344		$33,073		$37,653		19.5%	13.8%
Per Capita Income	$15,140		$18,885		$19,440		$21,974		24.7%	13.0%

Employment

									Percent Change	
	2000 Census	%	2010 Census	%	2015A Estimates	%	2020 Projections	%	2000 to 2010	2015 to 2020
Total Population 16+	9,980		9,536		9,154		8,859		-4.4%	-7.0%
Total Labor Force	5,717	57.2%	6,144	64.4%	6,225	68.0%	6,064	68.4%	7.4%	-2.5%
Civilian, Employed	5,426	94.8%	5,507	89.6%	5,834	93.7%	5,726	94.4%	1.5%	-1.8%
Civilian, Unemployed	287	5.0%	637	10.3%	392	6.2%	339	5.5%	121.7%	-13.5%
In Armed Forces	4	0.0%	0	0.0%	0	0.0%	0	0.0%	-100.0%	N/A%
Not In Labor Force	4,263	42.7%	3,392	35.5%	2,928	31.9%	2,794	31.5%	-20.4%	-4.5%
% Blue Collar	2,896	53.2%	2,946	53.4%	3,134	53.7%	3,068	52.6%	1.7%	-2.1%
% White Collar	2,543	46.7%	2,561	46.5%	2,699	46.2%	2,657	45.5%	0.7%	-1.5%

VERSUS

AHOSKIE, NC

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
85+	172	1.9%	206	2.2%	238	2.6%	254	2.8%	19.3%	6.9%
Median Age:										
Total Population	40.7		42.1		42.5		43.3			

Households by Income

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
$0 - $15,000	977	28.2%	810	22.4%	831	23.6%	719	19.9%	-17.0%	-13.4%
$15,000 - $24,999	723	20.8%	631	17.4%	550	15.6%	502	13.9%	-12.6%	-8.7%
$25,000 - $34,999	460	13.2%	504	13.9%	466	13.2%	428	11.8%	9.6%	-8.2%
$35,000 - $49,999	519	15.0%	560	15.4%	579	16.4%	656	18.1%	7.8%	13.2%
$50,000 - $74,999	451	13.0%	541	14.9%	526	14.9%	597	16.5%	19.9%	13.6%
$75,000 - $99,999	160	4.6%	297	8.2%	285	8.0%	326	9.0%	85.5%	14.4%
$100,000 - $149,999	103	2.9%	177	4.8%	179	5.1%	247	6.8%	70.7%	37.5%
$150,000 +	73	2.1%	95	2.6%	104	2.9%	133	3.6%	30.2%	27.2%
Average Hhld Income	$41,590		$46,874		$47,411		$53,821		12.7%	13.5%
Median Hhld Income	$25,650		$32,394		$33,229		$38,213		26.2%	15.0%
Per Capita Income	$16,248		$19,101		$19,190		$21,930		17.5%	14.2%

Employment

	2000 Census	%	2010 Census	%	2015A Estimates	%	2020 Projections	%	Percent Change 2000 to 2010	Percent Change 2015 to 2020
Total Population 16+	6,954		7,142		7,043		7,218		2.7%	1.0%
Total Labor Force	3,753	53.9%	3,969	55.5%	3,595	51.0%	3,665	50.7%	5.7%	1.9%
Civilian, Employed	3,378	89.9%	3,540	89.1%	3,248	90.3%	3,358	91.6%	4.7%	3.3%
Civilian, Unemployed	375	9.9%	429	10.8%	347	9.6%	307	8.3%	14.5%	-11.4%
In Armed Forces	1	0.0%	0	0.0%	0	0.0%	0	0.0%	-100.0%	N/A%
Not In Labor Force	3,201	46.0%	3,173	44.4%	3,448	48.9%	3,553	49.2%	0.8%	3.0%
% Blue Collar	1,468	43.6%	1,439	40.6%	1,337	41.1%	1,389	42.7%	-1.9%	3.8%
% White Collar	1,897	56.3%	2,100	59.3%	1,909	58.8%	1,968	60.6%	10.7%	3.0%

ADDED RETAIL SINCE HIRING BUXTON:

Walmart – Real Property Value $14,589.935 Personal Property Value $4,022,273
Revenue Received $80,433 $36,568

O'Reillys - Real Property Value $785,040 Personal Property Value $52,552
Revenue Received $5,966 $399

Tractor Supply – Real Property Value $5,517,933 Personal Property Value $308,865
Revenue Received $26,736 $2,347

Dollar Tree – Real Property Value $818,366 Personal Property Value $167,558
Revenue Received $6,291 $1,273

Family Dollar – Real Property Value $682,672 Personal Property Value $139,260
Revenue Received $5,188 $1,058

Murphy Oil – Real Property Value $415,984 Personal Property Value $401,265 Revenue Received $3,161 $3,049

Hardees (Estimated) Real Property Value $1,035,960 Personal Property Value $104,051 Revenue Received $7,873 $790

Total Valuation Added $17,845,890 $5,195,780

Total Revenue Received $135,626 $45,484

You will notice that the property tax alone will pay for the 3 year partnership.

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