



April 1, 2014

Retail Recruitment Responsibilities Agreed to by the Golden Triangle Development LINK

The Golden Triangle Development LINK is the umbrella organization currently responsible for economic development—industrial and retail—in the Golden Triangle. The following information illustrates the retail recruitment responsibilities that the GTR LINK will undertake in fulfillment of its economic development duties.

It is expected that retail development will be a mission statement item for each of the Golden Triangle Chambers of Commerce.

The LINK will, at our cost, provide the resources necessary to perform successful retail development. These resources include:

- Subscriptions to nationally-recognized programs necessary for successful retail recruitment. These include, but are not limited to, ESRI, Google Earth Pro, Retail Lease Trac and other software.
- Attend International Council of Shopping Center (ICSC) regional trade shows—Gulf South Alliance (Mississippi, Alabama, and Louisiana) and Southeast Conference – and other retail trade shows and workshops as deemed beneficial to our recruitment efforts.

Expected deliverables:

- The GTR LINK will be the single point of contact for all retail inquiries received by any community partners or entities.
- Following each trade show/workshop, LINK staff will meet with all three Chamber Directors (or appropriate staffers) and provide a detailed report.
- Once the Chambers provide feedback on the companies they desire to recruit, the GTR LINK will make initial contact with the retailers.
- The GTR LINK will assist with maps and promotional materials.
- The GTR LINK will participate in large, complex projects that require unique and innovative funding mechanisms (TIFs, New Market Tax Credits, EB-5, etc.)

The LINK will not participate in policy/statutory resolution issues.