



PROPOSAL TO THE CITY OF COLUMBUS MARKET ANALYSIS, STRATEGIC PLANNING AND RETAIL RECRUITMENT

INTRODUCTION:

Birmingham based Retail Strategies, LLC is a retail consulting firm offering unparalleled, market analysis, strategic planning, and retail recruitment services to municipalities and economic development authorities throughout the Southeastern United States.

Retail Strategies, LLC partners with the appropriate city agencies to identify, through in-depth research and analysis, opportunities to recruit retail concepts that expand and improve the retail tenant mix and retail tax base throughout the client's community. Our unique research solutions help you better understand the strengths, weaknesses, and opportunities in your retail trade areas through demographic and business analysis, retail gap analysis, and peer analysis.

Once we have completed the research assessment we then focus on the primary benefit of our services – the retail recruitment strategic plan and successful recruitment of retailers. The conclusions of retail research reports are meaningless without effectively executing a Strategic Retail Recruitment Plan.

Our Process

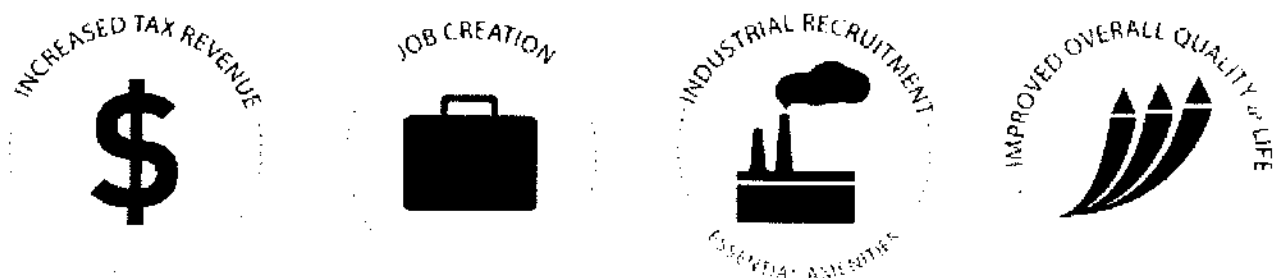


- Market Analysis
- Retail GAP Analysis
- Retail Peer Identification & Analysis

- Catalog Available Properties
- Identify Retail Prospects
- Develop Recruitment Plan

- Develop Marketing Materials
- Proactive Recruitment of Retail Prospects
- Monthly Reporting to City
- Representation at National & Regional Conferences

Your Results



SUMMARY OF RETAIL ANALYSIS AND SERVICES:

- Custom Demographic Research – Historical, Current, and Projected Demographics – to include market trade areas by radius/drive-time, and custom trade areas associated with the City of Columbus. One of the unique features of our services, we believe each engagement should stand alone – what we've done for another client should not influence how we approach the analysis of your community and trade areas.
- Mosaic Lifestyles – Market Segmentation Analysis
- Retail Gap Analysis
- Retail Peer Analysis – Another unique component of our deliverables. By identifying communities across the United States that “look” like the Columbus area, we are able to determine both retailers and retail concepts that have proven their interest in similar communities and market areas.
- Thematic Mapping and Aerial Imagery by trade area
- Retail Competitor Mapping/Analysis
- On demand retail research reports
- Market Maximization Summary and Strategic Retail Recruitment Plan – Based on the concept of Economic Gardening, we believe our research can become a resource within your community for existing retailers to grow their business.
- Identification of Retail Prospects
- Retailer Recruitment and execution of the Retail Recruitment Strategic Plan

RETAIL STRATEGIES RESEARCH:

Our research solutions are not a “one size fits all” or pre-formatted by an industry standard radius or drive-time area. Each city, community, or retail trade area requires unique analysis based on numerous factors including natural boundary areas, current retail tenant mix, travel times, radius areas and existing sites/buildings. Our research focuses on identifying the datapoints that are most likely to influence the site location decisions of retailers. Once these datapoints are determined – we provide thematic maps, aerial photos, asset maps, and customized research reports by retail concept.

Retail Strategies primary data resources include:

CENSUS, AGS AND POPSTATS DEMOGRAPHICS

By incorporating demographic data from multiple sources, DDR is able to better understand the population, income and retail spending shifts taking place in the current economic environment.

BUSINESS LOCATION DATA

This location data is ideal for competitive analysis, understanding market opportunities and evaluating market dynamics.

Sourced to D&B®, the world's most trusted source of sales and marketing solutions, all D&B information is powered by DUNSRight™, D&B's Quality Process which gives you the insight you need to identify and target prospects.

CONSUMER EXPENDITURES

This data includes 18 reports and close to 1,000 variables that collectively cover almost 95% of household spending. Based on extensive modeling of the BLS Consumer Expenditure Survey, CEX provides reliable estimates of market demand and average household expenditures.

RETAIL POTENTIAL

This new tabulation utilizes the Census of Retail Trade tables which cross-tabulates store type by merchandise line. The Consumer Expenditure data was aggregated to the merchandise line classification and then distributed to each of the major store types.

MOSAIC

MOSAIC is Experian's geo-demographic segmentation system. AGS demographics are an integral part of the MOSAIC system within the United States. The MOSAIC Cluster Distributions enable us to evaluate cluster groups within any geographic area.

FINAL DELIVERABLE AND STRATEGIC RETAIL RECRUITMENT PLAN

Upon completion of the research component of our engagement, the Retail Strategies team will create an online account available to the City of Columbus that serves as a working resource that will be continuously updated with current data, research, the strategic recruitment plan and updates on retail recruitment and development. In addition to the market analysis outlined above, the following will be available through your Retail Strategies BaseCamp account:

1. Retailer Overview and Recruitment Plan- Summary of the primary retail gaps inclusive of the key retailers to be pursued with a prototypical overview of each retailer relative to size, economics, etc.
2. Local Property Catalog- Retail Specialists, Inc. will work with the City of Columbus to catalog all local commercial properties that may be suitable sites to present to prospective new retailers. Inclusive in this tab is a map, marked aerial and all pertinent contact and site specific information relative to each site.
3. Call List and Recruitment Update- an ongoing tracking form to keep the City of Columbus updated relative to recruitment efforts and specific interaction with prospective retailers.

PROPOSED CONSULTING ENGAGEMENT COSTS

INITIAL ENGAGEMENT: THREE (3) YEARS

PRICING – YEAR 1

\$ 40,000

Deliverable will focus on all retail trade areas for the City of Columbus and include:

- Initial Market/Trade Area Research and Analysis
- Market Maximization Summary and Strategic Retail Recruitment Plan
- Identification of Retail Prospects
- Retailer Recruitment and execution of the Retail Recruitment Strategic Plan
- Representation at national and regional real estate conferences

PRICING – YEARS 2 AND 3

\$ 24,000 per year

Retail Strategies, for year two and three of the engagement, will provide updated research and on-demand research reports/analysis.

- Updated research and on-demand research reports/analysis
- Market Maximization Summary and Strategic Retail Recruitment Plan
- Identification of Retail Prospects
- Retailer Recruitment and execution of the Retail Recruitment Strategic Plan
- Representation at national and regional real estate conferences

PRICING – YEAR 4 AND BEYOND

Our clients have the option, beginning in year four, to renew Retail Strategies services on an annual basis at the same cost as year three of the consulting engagement.