

2014 MEDC CONFERENCE RETAIL RECRUITMENT

Tom Cole, CEcD MBA
Economic Development Administrator

think  Raytown

**Recruiting Retail
Since 1998.**

HUH???

*“...but, we chase
smokestacks, right??”*

***“Tom,
you’ve lost
your
mind.”***

**-ED Colleague,
1998**



Recruiting Retail

Strategy is Key.

**Raytown Achievement:
80+ New Biz, Mostly Retail**

Why Raytown????



Landlocked!

Why Raytown????



**HUGE 10 Sq.
Miles!**

Why Raytown????



**Aging
Population!**

Why Raytown????



**Downward
Trending
Demographics!**

Why Raytown????

**5 Minutes From
Lee's Summit!**

**Again...
Why Raytown????**

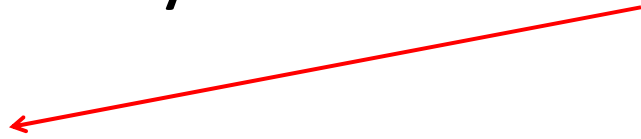


Our Community Has Retail Needs, and...

Retailers Want to Make Fat Stacks!



Money Drives Retail.



Sales Tax Moves
Communities.

Show Retailers/Developers
HOW to be Successful in Your
Community.

**DO NOT ASSUME THEY KNOW
ANYTHING ABOUT YOUR
EXISTENCE**

Role of the ED Pro in Retail Recruitment

PACKAGE YOUR COMMUNITY

- Realistic Portrait of Your Community
 - *You are NOT the best place to live, work, play.*
- Real & Desired Targets
- Real Demographics
 - Median Household Income
 - 1-3-5 Mile Incomes & Populations
 - Traffic Counts
 - Education of Population
- Real Sites
- Real Incentives



Role of the ED Pro in Retail Recruitment

A Word About Incentives

- Discernment – Kmart, Sears, Best Buy, Etc.
- What do you GET for what you GIVE?
- Clawbacks...Your Community is on the Hook.
- CID, TDD, TIF...
- Raytown Walmart Example.

“...but retailers are wealthy corporations, why incentives?”

- Project budget.
- Site Issues.

Role of the ED Pro in Retail Recruitment

Where to Prospect?

- What does your community lack?
- Can they (^) sustain success in your community?
- Local/Regional Real Estate Pro's **IN RETAIL.**
- Targeted Retailers: End User Real Estate Division (Aldi)
- ICSC RECON :: May 2015 / LV
 - 2 million sq. feet of retail carnage
 - Boots > Booths
 - Scout / Walk / Talk / Record Data and Contacts
 - Spec Sheets
 - Chase When You Get Home
 - Locals in LV
 - Evolution of Retail



Creativity



SO, WHADDAYA WAITING FOR? LET'S DO THIS!

You've seen it...that blinding "Burrito Free Zone" in the heart of Jackson County, Missouri. Chipotle's are north, south, east and west, but nothing in the heart of Jackson County. 35,000 cars per day blast through Raytown on Highway 350...but we still don't have a Chipotle.

Seriously, when will the madness end? You know you're a little curious and we know you're undoubtedly losing sleep over us. Think about it... 35,000 cars per day, 30,000+ residents, major redevelopment plans and limited competition. How do you sleep?

So, whaddaya waiting for? Give Tom Cole or Mayor Bower a call. They'd love to help you find a location that makes sense.



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QUESTIONS?

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