

## Sedalia Retail – One Stop

- \* Tell your story
- \* Make it easy
- \* Collect, collaborate and communicate
- \* Assess, analyze and apply
- \* Make it easy
- \* Tell your story again

## Sedalia Overview

- \* Population – 21,387
- \* “Sedalia” Population – 32,000
- \* Primary Market Area Population – 49,752
- \* Untold population story – traffic
- \* Highest retail pull factor in West Central Region
  - \* Ten Counties – 1.07 draw – 240,000+
  - \* Net commuting pattern
  - \* \$1.3 billion in sales in region

## Sedalia Overview

- \* \$250,000,000 in construction valuation since 2007
- \* \$30,000,000 in downtown area
- \* Rebuilding Cycle
  - \* Traditional Market Center
  - \* Decline
  - \* Refocus
  - \* Growth

## City of Sedalia

- Fractured approach to recruit retail
  - \* Chamber of Commerce
  - \* Economic Development
  - \* Downtown
  - \* City
- 2011
  - ✓ City retail summit of partners
  - ✓ City becomes focal point of retail development
  - ✓ Teams built based on location, issues and needs

## “One-Stop”

- \* Mission: to facilitate the ease of opening and sustaining business in Sedalia
- \* Efficient, fast and practical
- \* Assess barriers and overcome through collaborative assessment and decision making
- \* DRC – Development Review Committee
  - \* City (Public Works, Community Development, Administration)
  - \* Infrastructure Providers - based on trust and relationship building
  - \* Weekly
- \* Hallmark - communication
- \* Incentives – open to creative use of economic development tools - PILOT, TIF, CID – define gap and determine viability for city

## “One-Stop” Process

- \* Initial Communication with Developer
- \* DRC Meeting
  - \* Fast Track – one to two weeks
    - \* Outline plan deficiencies up front
    - \* Resolve issues through collaboration
- \* Field Inspections
- \* Certificate of Occupancy

## New Challenges

- \* Traffic
- \* Coordination between developers on west
- \* East side development (CVS – rooftops)
- \* Mom & Pop shops – not developing retail entrepreneur (Chamber)
- \* Stormwater requirements

## Examples

- \* Developers
  - \* First success leads to the next project – relationship building
  - \* Repeat developers
- \* New Additions
  - \* Menards, CVS, AT&T, Holiday Inn, Tractor Supply, Steak-n-Shake
  - \* Colton's, Freddy's, Panera, Dairy Queen, Casey's, Hurricane Bay, Advance Auto
- \* Reinvestment
  - \* Automotive Sector
    - \* GM, Toyota, Chrysler, Ford
- \* Residential
  - \* Winchester Meadows, Deer Brook Villas, Cromwell Court
- \* Upcoming – three national restaurants, six national retailers

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Questions and Answers