

**CITY OF KINGMAN
ECONOMIC DEVELOPMENT AND MARKETING COMMISSION
REGULAR AGENDA**

**Wednesday, May 11, 2016, 7:30 A.M.
Council Chambers – 310 N. 4th Street, Kingman, Arizona**

EDMC MISSION STATEMENT

The mission of the Kingman Arizona Economic Development and Marketing Commission is to foster and encourage responsible economic development through developing an empowered workforce, assisting to sustain local businesses, and marketing Kingman to outside commercial and industrial enterprises. These endeavors will diversify the economic climate, create jobs, expand Kingman's tax base, and enhance the quality of life for all citizens.

Chair: Chuck Waalkens
Vice-Chair: William Wales
Members: Mike Cobb Alie Reynolds
Roy Forrest
Gene Kirkham
Council Liaison: Mark Abram

Roll Call & Pledge of Allegiance

1. APPROVAL OF MINUTES

The Regular Meeting minutes of April 13, 2016

2. PUBLIC COMMENTS

Those wishing to address the commission should fill out request forms in advance. Action taken as a result of public comments will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than 3 minutes.

3. OLD BUSINESS

None.

4. NEW BUSINESS

a. Accept the resignation of Commissioner Yvonne Woytovich

Commissioner Yvonne Woytovich had resigned from the Economic Development and Marketing Commission. The commission will vote to formally accept her resignation.

b. Consideration of a recommendation for appointment to fill the unexpired term of Commissioner Woytovich

The commission will review applications to fill the unexpired term of Commissioner Woytovich. There are currently two applications in the talent bank: Tim Woods and Brian Turney. The commission may make a recommendation to the Council to fill this vacancy.

c. Update of the FY2016-2017 Budget

City Manager John Dougherty has requested an agenda item to discuss the commission's proposed FY2016-2017 budget as presented to Council on May 9, 2016.

d. RECON/ICSC

Staff will provide an update concerning RECON/ICSC in Las Vegas, NV.

5. REPORTS

a. Kingman SOARS

Commissioners will hear a brief synopsis of the proposed Kingman SOARS program. This item is for informational purposes only.

b. Updates from commissioners who have attended local business and community organization meetings

Commissioners will give brief reports on matters discussed during local business and community organization meetings that are related to the mission/efforts of the EDMC.

6. COMMISSIONER'S COMMENTS

Limited to announcements, availability/attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff.

ADJOURNMENT

POSTED _____

**CITY OF KINGMAN
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT AND MARKETING COMMISSION**

**City Council Chambers
310 N. 4th Street
Kingman, Arizona**

7:30 a.m.

Minutes

Wednesday, March 9, 2016

Members:	Officers:	Visitors Signing In:
C. Waalkens, Chair	J. Dougherty, City Manager	See Attached
W. Wales, Vice-Chair	M. Abram, Council Liaison absent	
M. Cobb	R. Anderson, Mayor	
R. Forrest	G. Jeppson, Development Services Director	
G. Kirkham	E. Roper, Deputy City Clerk	
A. Reynolds		
Y. Woytovich		

EDMC MISSION STATEMENT

The mission of the Kingman Arizona Economic Development and Marketing Commission is to foster and encourage responsible economic development through developing an empowered workforce, assisting to sustain local businesses, and marketing Kingman to outside commercial and industrial enterprises. These endeavors will diversify the economic climate, create jobs, expand Kingman's tax base, and enhance the quality of life for all citizens.

MEETING MINUTES

CALL TO ORDER, PLEDGE OF ALLEGIANCE & ROLL CALL

Chair Waalkens called the meeting to order at 7:30 A.M. All commissioners were present.

1. APPROVAL OF MINUTES

The Regular Meeting minutes of March 9, 2016

Commissioner Woytovich made a MOTION to APPROVE the Regular Meeting minutes of March 9, 2016. Commissioner Kirkham SECONDED and it was APPROVED by a vote of 7-0.

2. PUBLIC COMMENTS

Those wishing to address the commission should fill out request forms in advance. Action taken as a result of public comments will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than 3 minutes.

There were no comments from the public.

3. OLD BUSINESS

None

4. NEW BUSINESS

a. Discussion and possible action on recommending Buxton services to Council

Cody Gunstenson of Buxton will provide a presentation on the company's retail and restaurant customer

analytics and site selection services. The commission may discuss and/or take action on information provided during the presentation.

Cody Gunstenson presented slides to the commission, which are included at the end of this report.

On slide one Mr. Gunstenson introduced his colleague Chris Briggs and stated the presentation would address how a partnership with Buxton would achieve three main goals: increasing and diversifying Kingman's tax revenue base, retaining businesses, and improving the overall quality of life. Mr. Gunstenson stated these goals were accomplished through retail recruitment and business retention as well as understanding Kingman's permanent citizens and transient population in order to determine what types of retail businesses to recruit to Kingman. On slide two Mr. Gunstenson stated Buxton started working with retailers over 20 years ago to help open locations and grow their brands with confidence. On slide three Mr. Gunstenson displayed a map that showed a snap shot of Buxton's performance over the last 12 months. Mr. Gunstenson stated the green dots were evaluated sites and the yellow dots were opened sites. Mr. Gunstenson stated for every 10 locations evaluated 1 location was opened, which meant Kingman needed to be aggressive in recruiting retailers. On slide four Mr. Gunstenson stated Buxton partnered with a lot of public sectors including the State of Arizona Office of Tourism and City of Flagstaff. On slide five Mr. Gunstenson stated Buxton's data was not just retail specific and could be applied to community services such as answering what citizens wanted in terms of parks, libraries and other community services. On slide six Mr. Gunstenson stated Buxton helped municipal partners understand who their citizens were as consumers, including how far they were willing to drive to shop. On slide seven Mr. Gunstenson stated Buxton worked to bring in a health mix of retail that would attract more foot traffic to all of Kingman's businesses. Mr. Gunstenson stated Buxton did not bring in new businesses that would kill established businesses. On slide eight Mr. Gunstenson stated communities needed to think like retailers and showing demographic information for the population did not provide retailers with enough information to know whether people would utilize their businesses. On slide nine Mr. Gunstenson stated Buxton provided psychographics that portrayed a clear picture of a population's consumers, which helped retailers understand where their customers were most likely to be located. On slide 10 Mr. Gunstenson stated retailers wanted to open locations near their core target customers. On slide 11 Mr. Gunstenson stated most of the data used by Buxton came from consumers themselves such as loyalty card programs and credit card swipes. Mr. Gunstenson stated Buxton was the leader in this type of aggregate data due to a strategic partnership with the largest credit card processor in the world that allowed instant access to credit card transactions. On slide 12 Mr. Gunstenson stated Buxton did not view Kingman in political boundaries but in drive-time trade area, which was how consumers and retailers viewed a city. Mr. Gunstenson stated consumers were convenience oriented and thought about distance in terms of how long it took to drive to a retailer. On slide 13 Mr. Gunstenson stated Buxton could create a unique trade profile once the consumer profile and drive-time trade area were determined. Mr. Gunstenson stated each retailer had a unique customer profile they wanted to target. On slide 14 Mr. Gunstenson stated the city's trade profile helped match retailers with cities and helped ensure recruitment efforts were worthwhile, efficient and targeted. On slide 15 Mr. Gunstenson stated Buxton put the recruitment plan into process and initiated the recruitment process. Mr. Gunstenson stated Buxton created customized retail recruitment packages to show retailers that a city had the target customer it wanted. Mr. Gunstenson stated Buxton knew what retailers looked for and wrote the reports in the retailers' language. Mr. Gunstenson stated retailers wanted to know they would be successful in a new location and did not want to take risks. Mr. Buxton stated this was accomplished by showing comparisons with existing locations and the proposed locations. Mr. Gunstenson stated Buxton provided account managers to help with conference calls with retailers, site visits with retailer, and conventions such as the International Council of Shopping Centers RECON and San Diego conventions. On slide 16 Mr. Gunstenson stated Buxton could help existing businesses understand customers and how they responded to marketing campaigns, which helps

businesses select the right marketing campaign. Mr. Gunstenson stated the goal was to stock products people wanted and keep dollars in the community. On slide 17 Mr. Gunstenson stated Buxton's Scout Touch software provided instant access to all of the information discussed. On slide 18 Mr. Gunstenson stated Scout Touch could show current businesses their core customers. On slide 19 Mr. Gunstenson stated Scout Touch would be preloaded with information to help with retail recruitment. Mr. Gunstenson reviewed slide 20. On slide 21 Mr. Gunstenson stated businesses wanted to know their competition. Mr. Gunstenson reviewed slide 22. On slide 23 Mr. Gunstenson stated the population increased when the entire drive-time trade zone was taken into account. On slide 24 Mr. Gunstenson stated the projected gap revenue was \$61 million because residents were currently being underserved in certain retail areas.

City Manager John Dougherty asked if the 15 minute drive-time trade zone could be increased due to the geography of the surrounding area.

Mr. Gunstenson stated the 15 minute mark was used as a directional tool and the starting point to identify the gaps in the community. Mr. Gunstenson stated it could be changed to a length more appropriate for the area upon partnering with Buxton. Mr. Gunstenson stated each retailer had specific drive-time trade zones.

Mr. Briggs stated Buxton examined credit card transactions and visitor information to pull in people from the region to see where the dollars were coming from and understand how they were spending money. Mr. Briggs stated the data could help retailer and hotels understand the greater market.

Commissioner Woytovich stated there were a number of communities, such as Valle Vista, that were dependent on Kingman for services, but they were located outside the 15 minute mark. Commissioner Woytovich asked for the success rate once a realistic retailer was identified.

Mr. Gunstenson stated it was not possible to provide a percentage because success depended on the goals of the community.

Mr. Briggs stated Buxton understood what did and did not work and wanted partners to be successful. Mr. Briggs stated Kingman would be the lead entity in recruitment and Buxton would provide the facts and evidence. Mr. Briggs stated Kingman would need to be proactive and accountable and put economic development first in order to be successful.

Commissioner Reynolds asked if Buxton could provide advice on where the City should concentrate development geographically.

Mr. Gunstenson stated Buxton could provide the data and the City would make the final decision.

Commissioner Kirkham stated he appreciated the drive-time trade zone. Commissioner Kirkham stated growing retail in the general area would boost the entire area's economy and help retain residents, even if the business was not inside City limits.

Commissioner Forrest asked if Buxton could work on multiple recruitments at one time.

Mr. Gunstenson stated they could and they would initially provide three projects and ask the City to narrow it down to the top choice.

Chair Waalkens asked if the data could be applied to manufacturing.

Mr. Gunstenson stated it could be applied to other areas and part of recruitment for other industries was showing that employees would have the services they needed.

Chair Waalkens asked if Buxton would identify retailers that would be in attendance at conventions.

Mr. Cody stated Buxton would identify them and help facilitate meetings.

Chair Waalkens asked how existing retailers could obtain Buxton's information.

Mr. Gunstenson stated the information would be loaded onto Scout Touch and the Buxton account managers would hold on-site business forums to help businesses understand how to cut the leakage and retain local dollars.

Chair Waalkens stated retail entertainment was important to some people moving to Kingman.

Mr. Gunstenson stated as the economy strengthened citizens were able to spend more dollars on entertainment such as movie theaters and bowling alleys.

Chair Waalkens asked if Buxton could show where the local population was spending money outside of Kingman.

Mr. Gunstenson stated the majority of the data was from leakage analysis. Mr. Gunstenson stated Buxton could not tell the City what establishments they were visiting, but could look at where non-residents were spending their money in Kingman.

Mr. Griggs stated this was a good benefit as it could help with marketing, including marketing campaigns to areas outside of Kingman.

Commissioner Forrest stated pharmaceutical companies needed the distribution infrastructure Kingman had in place. Commissioner Forrest stated the companies had highly educated employees who generally had large incomes and asked if Buxton could assist with recruiting.

Mr. Gunstenson stated Buxton would look into specific industries and determine whether they were a good fit for Kingman.

Vice-Chair Wales asked for the cost of Buxton's services.

Mr. Gunstenson stated the contract was structured over a three year term because retail recruitment was a lengthy process. Mr. Gunstenson stated Buxton would start by investigating the Kingman market, challenges and population. Mr. Gunstenson stated the next step was to put a plan into action with the account management team. Mr. Gunstenson stated the process was refreshed in years two and three. Mr. Gunstenson stated the price for the first year was \$60,000, which included \$10,000 for tourism research, and years two and three were \$50,000 each.

Chair Waalkens asked how frequently Buxton conducted in person visits.

Mr. Gunstenson stated Buxton provided quarterly presentations for governing bodies.

Commissioner Reynolds asked for the size of the account management team assigned to Kingman.

Mr. Gunstenson stated the team dedicated to Kingman would be three to four people with one main contact.

Mr. Dougherty stated the Tourism Development Commission (TDC) committed \$10,000 towards the cost and \$50,000 was tentatively placed in the EDMC budget to cover the remaining cost.

Commissioner Woytovich asked how the licensing was handled for Scout Touch.

Mr. Gunstenson stated Buxton allowed four access points, but used a web based platform that could be accessed on any device. Mr. Gunstenson stated data should be shared, but not methodology.

Commissioner Woytovich stated posting some of the information on the Chamber website would help with recruitment.

Mr. Gunstenson stated Buxton encouraged cities to advertise the information on websites as it showed retailers the city was open and ready for business.

Commissioner Woytovich made a MOTION to APPROVE recommending Buxton services to Council. Commissioner Forrest SECONDED.

Mr. Dougherty stated the fee was placed in the commission's budget and the proposal would come up for consideration during the budget sessions.

Vice-Chair Wales asked if Mr. Gunstenson would return to present to Council.

Mr. Gunstenson stated Buxton would make a presentation to Council.

Chair Waalkens called for a VOTE and it was APPROVED by a vote of 7-0.

b. Discussion and possible action on promoting Kingman on tour busses via video

Chair Waalkens requested an agenda item to discuss the possibility of showing the Kingman economic development opportunities video on tour busses that travel through the Kingman area. The commission may discuss and/or take action on this item.

Chair Waalkens stated many people who were on vacation were involved in the business world and may be looking to move. Chair Waalkens stated any inexpensive promotional avenues that could attract businesses should be pursued. Chair Waalkens stated tour bus passengers were a captive audience.

Vice-Chair Wales stated he would talk to museum staff for information.

Commissioner Reynolds asked if the video played in motels in Laughlin or Las Vegas and stated the commission should also pursue those venues.

Chair Waalkens directed Staff to place the item on the next agenda in order for Vice-Chair Wales to present his findings and other commissioners to provide ideas for additional distribution points. Chair Waalkens stated the existing video was not inexpensive to produce and it needed to be used in as many places as

possible.

c. Discussion and possible action on supporting the expansion of the Historic Overlay District

Commissioner Kirkham requested an item to discuss the possibility of supporting the Downtown Merchants Association's push to expand the footprint of the Historic Overlay District in downtown Kingman.

Commissioner Wales stated the topic was discussed at the Downtown Merchants Association.

Commissioner Reynolds stated the City presented a different variation of the proposed expansion at the Historic Preservation Commission Special Meeting, but the Downtown Merchants Association did not attend the meeting to present their proposal.

Chair Waalkens stated the EDMC should not take action until one of the stakeholders asked for support.

Mr. Jeppson stated many people did not understand what a Historic Overlay District was. Mr. Jeppson stated some of the ideas proposed by different groups included reducing lot sizes, preserving historic buildings, and creating an incentive program for downtown development and improvements. Mr. Jeppson stated Staff had not presented a firm proposal. Mr. Jeppson stated the current History Overlay District was located on Andy Devine Avenue from the Powerhouse to Fourth Street on the north side of the street. Mr. Jeppson stated Grant Administrator Bill Shilling had an idea for expansion, but it was not advancing at this time and Staff did not have anything to present to Council.

5. REPORTS

a. Update on efforts to revitalize commercial filming as a source of revenue in Kingman

The commission will hear a report from Commissioner Woytovich on steps taken to revitalize commercial filming activity in Kingman.

Commissioner Woytovich stated the Chamber was involved with a film commission in the past, but could not currently commit resources to the project. Commissioner Woytovich stated the Chamber would support efforts if another person or organization developed a film commission. Commissioner Woytovich stated the Chamber would not be able to follow through on starting a film commission and did not have anyone with that kind of knowledge. Commissioner Woytovich stated Wickenburg advertised filming opportunities on their website, but did not provide much detail or point of information contacts. Commissioner Woytovich stated the Chamber could advertise filming opportunities on its website.

Commissioner Reynolds stated she could talk to people in the community in order to find out if there was anyone qualified to run a film commission.

Chair Waalkens directed Staff to place the item on the next agenda in order to allow Commissioner Reynolds to report on her efforts.

b. Kingman SOARS

Commissioners will hear a brief synopsis of the proposed Kingman SOARS program. This item is for informational purposes only.

Mr. Dougherty stated the name was changed to Kingman SOARING and a request for proposals (RFP) was released. Mr. Dougherty stated the program would organize feedback from six neighborhood meetings and meetings with manufacturers into a presentation for the Council to show how the community wanted to grow

and develop. Mr. Dougherty stated the presentation would be made to the new Council after the election.

c. Updates from commissioners who have attended local business and community organization meetings

Commissioners will give brief reports on matters discussed during local business and community organization meetings that are related to the mission/efforts of the EDMC.

Commissioner Reynolds stated the Sandbox Committee may change focus or disband due to the overlap in the different community groups' efforts. Commissioner Reynolds stated the Downtown Merchants Association was working on pushing for the expansion of the Historic Overlay District and associated ordinances. Commissioner Reynolds stated many people agreed on expanding the district, but could not agree on what the district should include or accomplish. Commissioner Reynolds stated planning for the farmers market was progressing and committees were working on bylaws and incorporation. Commissioner Reynolds stated Thunder-Rode near the agricultural extension office offered their parking lot for the market.

Commissioner Woytovich stated she attended the Kingman and Mohave Manufacturing Association (KAMMA) meeting and the organization was working to establish a foreign trade zone at the Kingman Airport as well as a new website and marketing for their target audience.

Commissioner Kirkham stated he attended the Kingman Airport Authority (KAA) meeting where the emergency medical helicopter company was granted permission to move to a bigger building located closer to the helicopter. Commissioner Kirkham stated the Common Council revisited the Interstate 40 (I-40) access project at the April 5, 2016 Regular Meeting and decided to pursue the Kingman Crossing alternative. Commissioner Kirkham stated the decision would increase the value of the property and make it easier to develop.

Chair Waalkens stated the Unisource Energy Services rate changes were discussed at the Business and Government Committee meeting. Chair Waalkens stated the committee also discussed efforts to stop the Department of Labor's actions to raise the exempt employee minimum wage to \$50,000 per year. Chair Waalkens stated the change would have a harmful impact on local businesses.

6. COMMISSIONER'S COMMENTS

Limited to announcements, availability/attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff.

Commissioner Cobb stated the home and garden show would be April 16 to April 17, 2016 and an art show would be held in Centennial Park May 8 and May 9, 2016.

Commissioner Reynolds stated Dan Peters of the University of Arizona asked to give a follow up presentation on the farmers market planning to the commission.

Commissioner Woytovich stated the Chamber was trying a new concept at its mixers that involved smaller businesses setting up booths and networking with members. Commissioner Woytovich stated the Kingman Derby fundraiser for the Chamber would be held June 4, 2016.

Commissioner Kirkham stated the Chillin' on Beale car nights were starting again for the season and many downtown businesses reported the event was their biggest night of the month. Commissioner Kirkham stated the Fun Run would be held April 29, 2016 to May 1, 2016.

Vice-Chair Wales stated the funds for the July Fourth fireworks were in place and Kingman resident Erin Cochran did a phenomenal job fundraising.

Chair Waalkens stated national emergency medical services (EMS) week was in May and American Medical Response (AMR) would be holding the annual cardiopulmonary resuscitation (CPR) challenge at the grocery stores in Kingman. Chair Waalkens asked people to take a few minutes to learn hands only CPR as it could save a person's life.

Vice-Chair Wales made a MOTION to ADJOURN. Commissioner Woytovich SECONDED and it was APPROVED by a vote of 7-0.

ADJOURNMENT – 9:00 A.M.

APPROVED:

Chuck Waalkens, Chair of the Economic Development and Marketing Commission

STATE OF ARIZONA)
COUNTY OF MOHAVE) ss:
CITY OF KINGMAN)

CERTIFICATE OF ECONOMIC DEVELOPMENT AND MARKETING COMMISSION

I, Erin Roper, Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting of the Economic Development and Marketing Commission held on April 13, 2016.

Dated this 11th day of May, 2016

Erin Roper, Recording Secretary

THE BUXTON ADVANTAGE

INCREASE TAX REVENUE, IMPROVE QUALITY OF LIFE, RETAIN BUSINESS



RETAIL



RETAIL

Trusted Advisor For
3000+ Top Retail
Brands:

- Site Selection
- Market Optimization
- Marketing



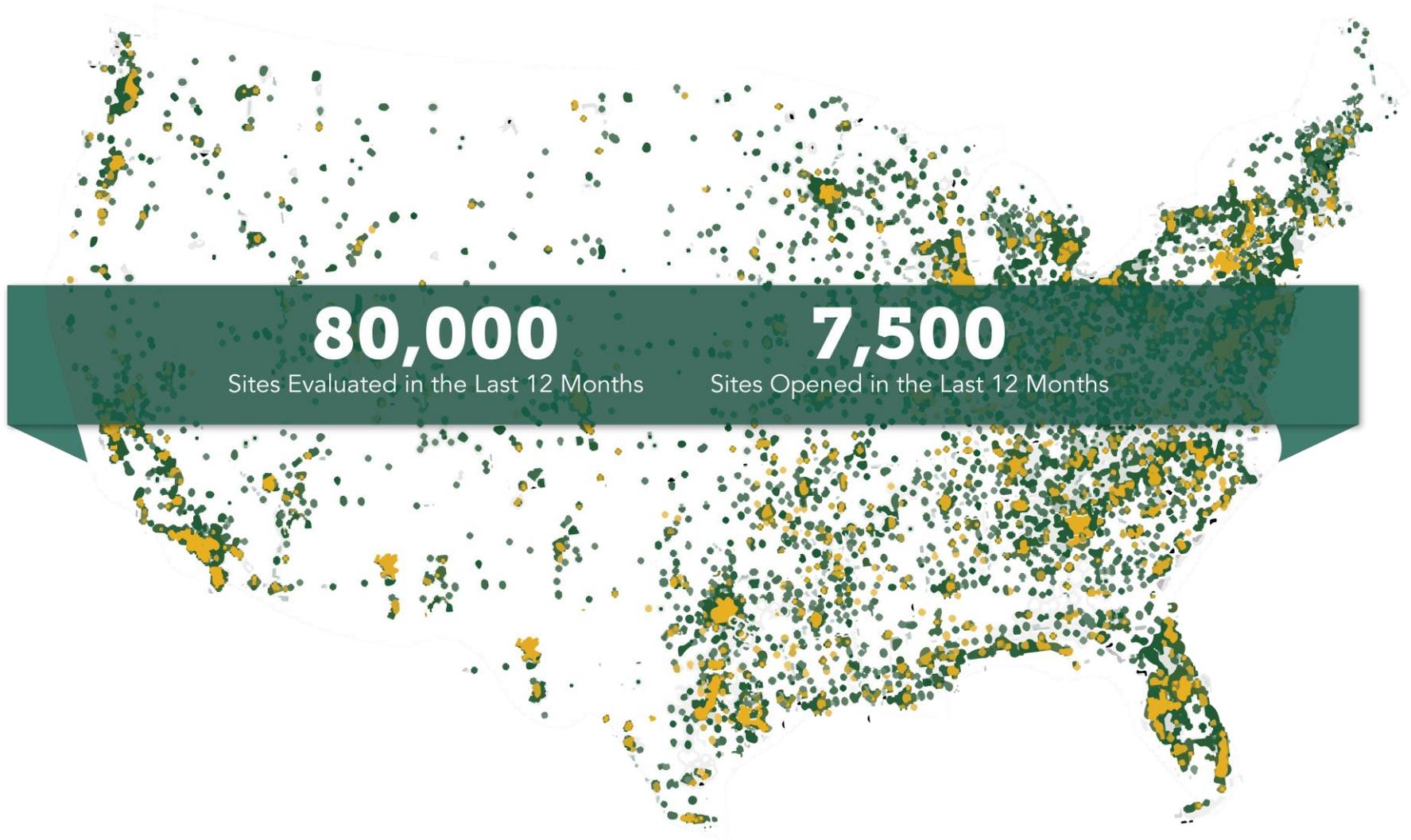
ANTHROPOLOGIE



Quality Tools at
Ridiculously Low Prices



RESULTS



PUBLIC SECTOR



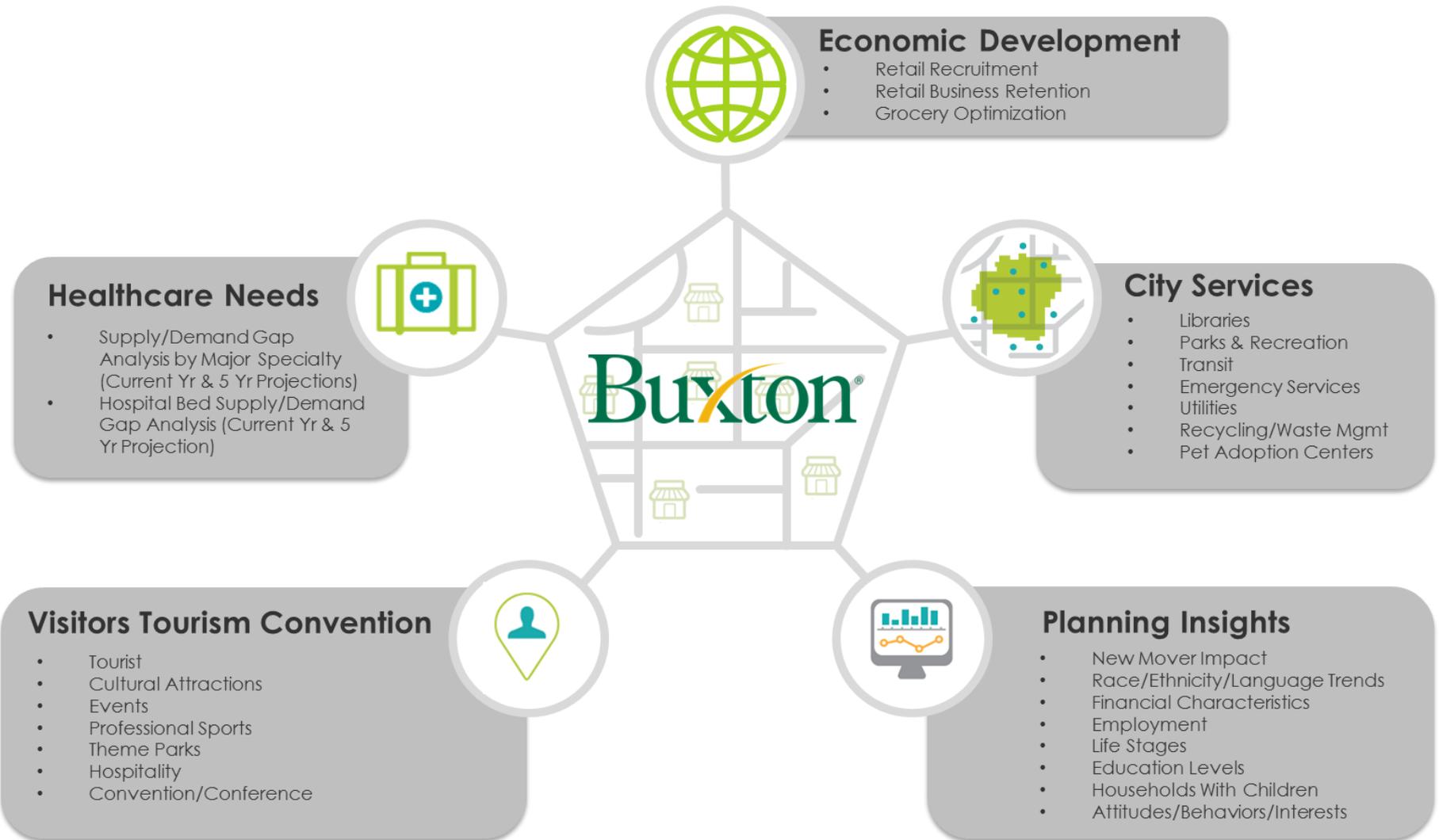
PUBLIC SECTOR

Trusted Advisor For 700+
Communities:

- Retail Recruitment
- Business Retention
- Tax Revenue Growth
- Improve Quality Of Life



BUXTON APPLIED ANALYTICS



BUXTON EMPOWERS CITIES WITH ANSWERS

DATA-DRIVEN SOLUTIONS THAT TELL YOU:

- WHO YOUR CITIZENS ARE
- WHERE THEY ARE LOCATED
- WHAT THEY REQUIRE
- HOW THEIR NEEDS CHANGE OVER TIME

THE BUXTON SOLUTION



RECRUIT RETAIL

Best Practices Proactive & Targeted Cuts Leakage



RETAIN BUSINESS

Keeps Locals Competitive Supports Entrepreneurs Cuts Leakage

THINK LIKE A RETAILER

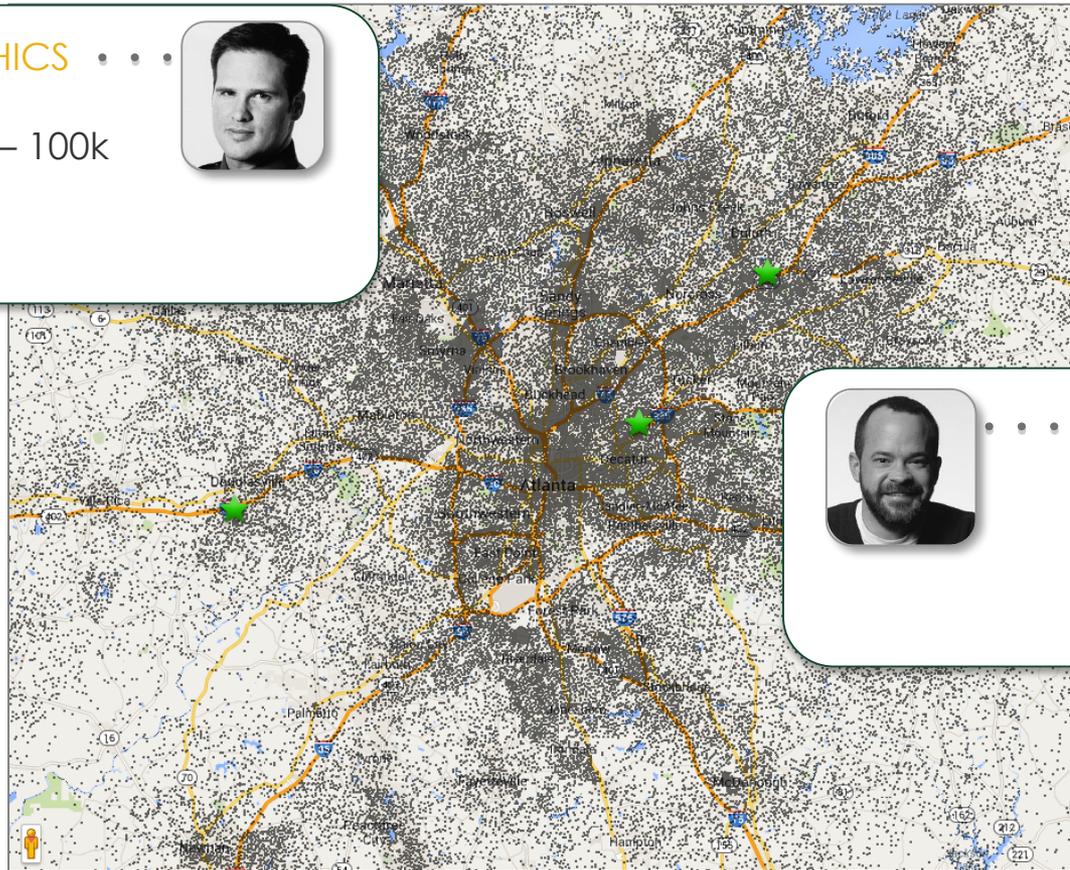
RECRUIT RETAIL – GET BEYOND DEMOGRAPHICS

DEMOGRAPHICS ONLY TELL A PIECE OF THE STORY

- NOT ACTIONABLE
- LIMITED APPLICATION

DEMOGRAPHICS . . .

Age: 35-50
Income: \$75 – 100k
Married



DEMOGRAPHICS . . .
Age: 35-50
Income: \$75 – 100k
Married

RECRUIT RETAIL – GET BEYOND DEMOGRAPHICS

DEMOGRAPHICS ONLY TELL A PIECE OF THE STORY

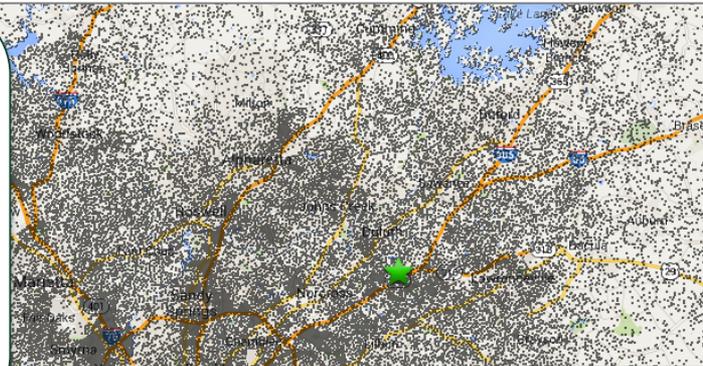
- NOT ACTIONABLE
- LIMITED APPLICATION

PSYCHOGRAPHICS

Ben Shaw
1010 Imperial Way



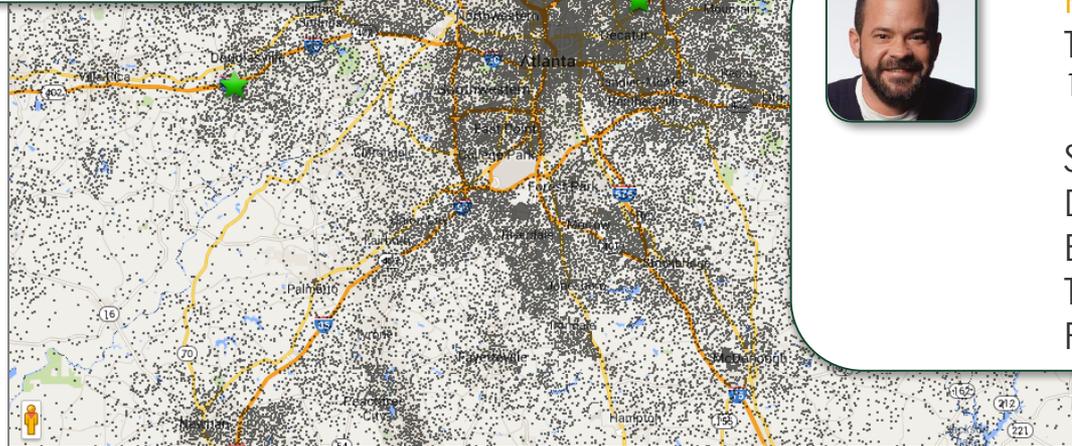
Shops at Sam's Club
Drives GMC
Eats Red Lobster
One Child
Netflix Subscriber



PSYCHOGRAPHICS

Tom King
1308 Center St

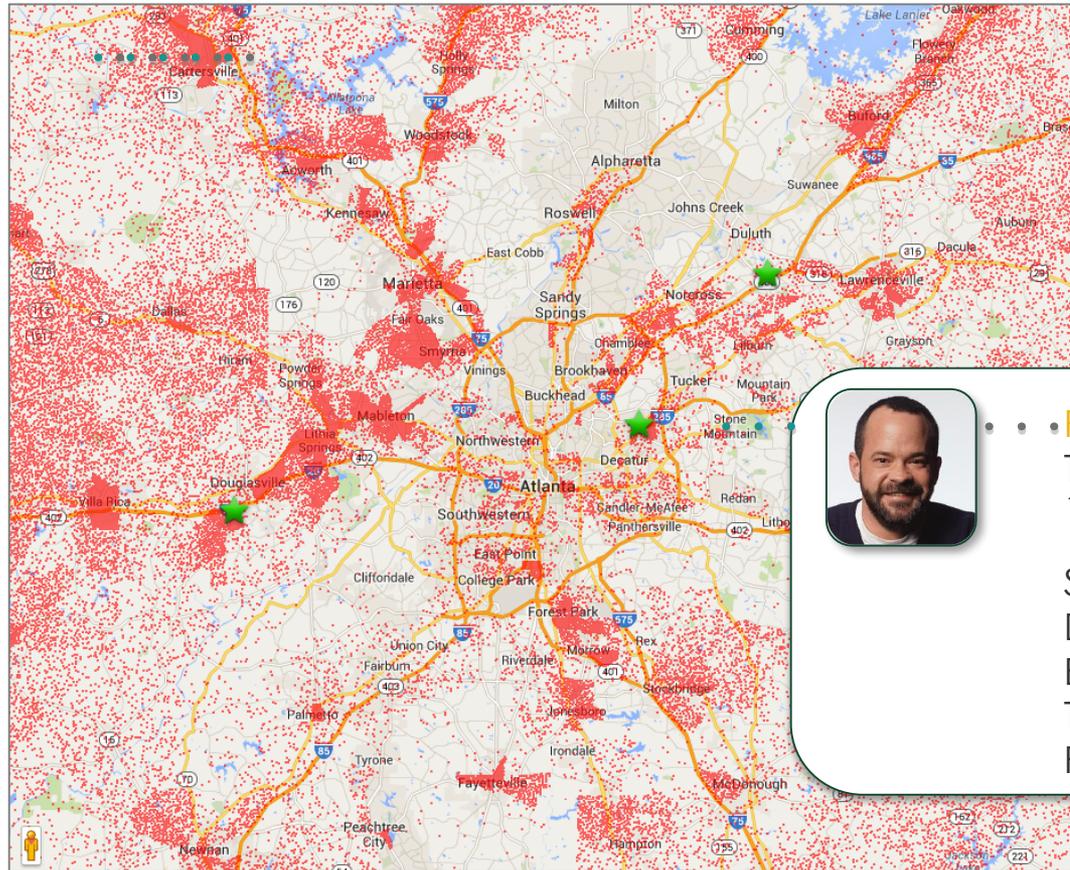
Shops at Costco
Drives Volvo
Eats at Olive Garden
Three Children
Prefers Movie Theaters



RECRUIT RETAIL – UNDERSTAND WHO THE CUSTOMERS ARE

GET BEYOND DEMOGRAPHICS

- TALK ABOUT CUSTOMERS
- UNDERSTAND CONSUMER BEHAVIOR
- HOUSEHOLD LEVEL



• • • PSYCHOGRAPHICS

Tom King
1308 Center St

Shops at Costco
Drives Volvo
Eats at Olive Garden
Three Children
Prefers Movie Theaters

DATA WAREHOUSE

HOW DOES BUXTON KNOW?

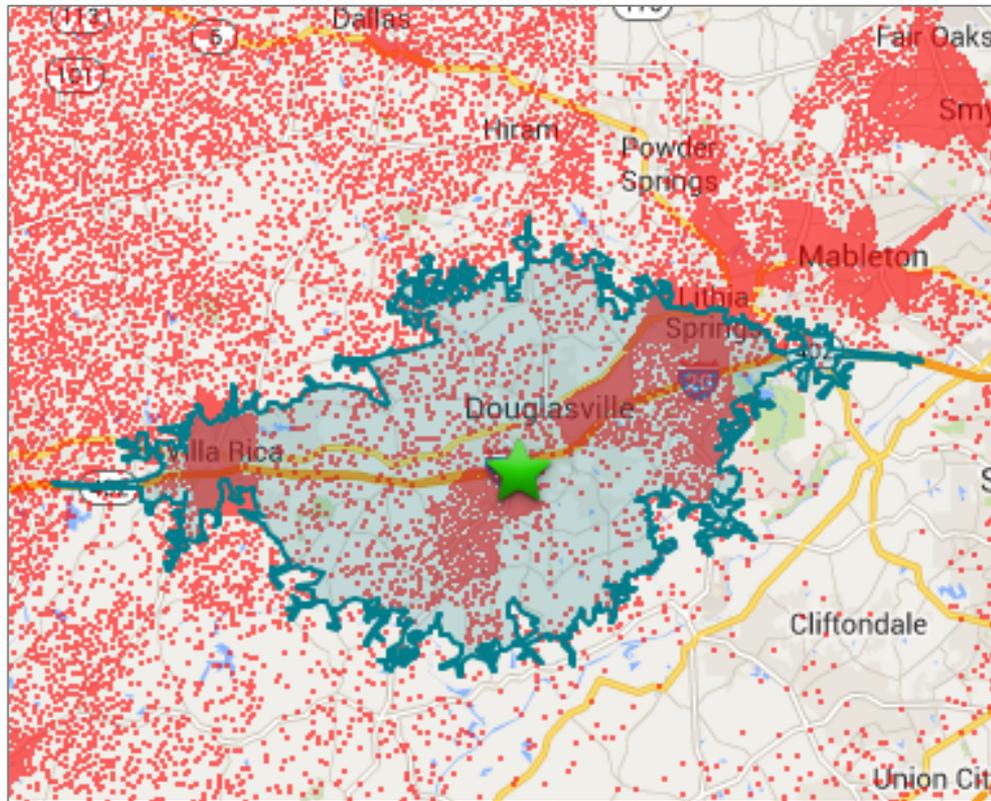
- MORE THAN 250 DATA SOURCES
- MAINTAIN DATA ON OVER 130 MILLION HOUSEHOLDS
 - UP TO 7 INDIVIDUALS PER HOUSEHOLD
 - UPDATED EVERY EIGHT WEEKS



RECRUIT RETAIL – UNDERSTAND WHO THE CUSTOMERS ARE

WE DETERMINE YOUR DRIVE-TIME TRADE AREA

- THINKING LIKE A RETAILER
- PEOPLE SHOP CONVENIENCE
- ACCOUNTS FOR GEOGRAPHIC BOUNDARIES
- THE HEART OF YOUR DAY-IN, DAY-OUT CUSTOMER BASE



RECRUIT RETAIL – DETERMINE YOUR TRADE AREA PROFILE



CONSUMERS

+



**DRIVE-TIME
TRADE AREA**

+



VISITORS

=



**YOUR RETAIL TRADE
AREA'S UNIQUE
THUMBPRINT**

RECRUIT RETAIL – FINDING YOUR RETAIL MATCHES

**MATCH YOUR TRADE AREA'S THUMBPRINT TO
OVER 5,000 RETAILERS IN THE U.S.**



- DETERMINING WHAT DOES & DOESN'T MATCH & WHY
- RETAILERS OPERATING / EXPANDING IN YOUR AREA
- PROPRIETARY METHODOLOGY BASED ON BUXTON'S RETAIL FORECASTING MODEL EXPERTISE

RECRUIT RETAIL – TARGETED RETAIL RECRUITMENT

IN RECRUITMENT THERE IS NO BETTER REPRESENTATION
IN NEGOTIATION THAN YOU.

RECRUITMENT PACKAGES

CONTACT INFORMATION FOR THE
REAL ESTATE DECISION MAKER

WARM UP LETTER FROM BUXTON

ONGOING PARTNERSHIP (IMPLEMENTATION)

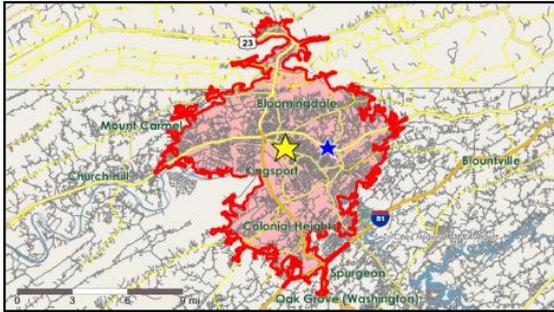
- SCOUT TRAINING
- ICSC CONFERENCES
- ADDITIONAL RESEARCH

Retailer

Site Address: Broad St & Center St

Latitude: 36.547494
Longitude: -82.559871

BUDS: Suburban (3)
Trade Area: 15 Minutes



Trade Area Snapshot

Population (Pop): 72,110
Workplace Pop: 30,827

Households (HH): 31,811
Avg HH Income: \$54,657

Pop Growth ('00-'10): 1.5%
Proj. Growth ('12-'17): 0.0%

HH Growth ('00-'10): 3.0%
Proj. Growth ('12-'17): 0.9%

★ Proposed Retail Site
 15 Minute Trade Area
 ★ Existing Location

Proposed Site Scores

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
BROAD ST & CENTER ST	XYZ	ST	104	109	105	99	93

Most Comparable Retailer's Location Scores

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
335 HARDING PLACE	NASHVILLE	TN	104	120	99	88	100
5316 CENTRAL AVENUE	KNOXVILLE	TN	104	98	75	87	78
1781 SHARKEY WAY	LEXINGTON	KY	103	103	103	103	89
401 MARKET ST	CHATANOOGA	TN	101	87	121	100	102
12913 SHELBYVILLE RD	LOUISVILLE	TN	100	90	110	100	95
8100 HWY 100 S	NASHVILLE	TN	97	90	90	103	96
612 GRASSFIELD PKWY	CHESAPEAKE	VA	96	95	102	95	103
113 N PLAZA DR	NICHOLASVILLE	KY	96	120	90	90	110
4132 PORTSOUTH BLVD	CHESAPEAKE	VA	94	110	85	112	78
4535 OUTER LOOP	LOUISVILLE	KY	93	112	92	76	93



2651 South Polaris Drive • Fort Worth, TX 76137 • Phone: (817) 332-3681 • Fax: (817) 332-3686 • buxtonco.com

SUPPORT BUSINESSES & ENTREPRENEURS

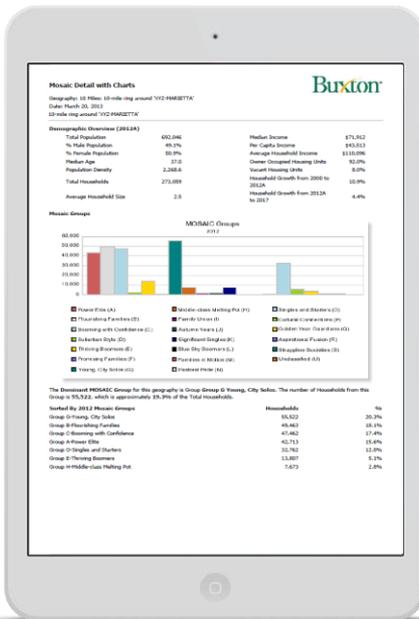
Give Your Existing Retail Businesses A Competitive Advantage with On-demand Trade Area Reports & market Intelligence Specific to Each Business

Household & Workforce
Consumer Profiles

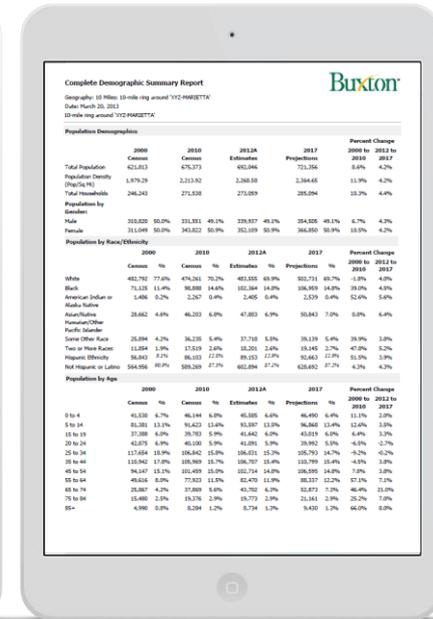
Retail Supply &
Demand Gap Analysis

Consumer
Propensities

Demographics
Historical & Projected



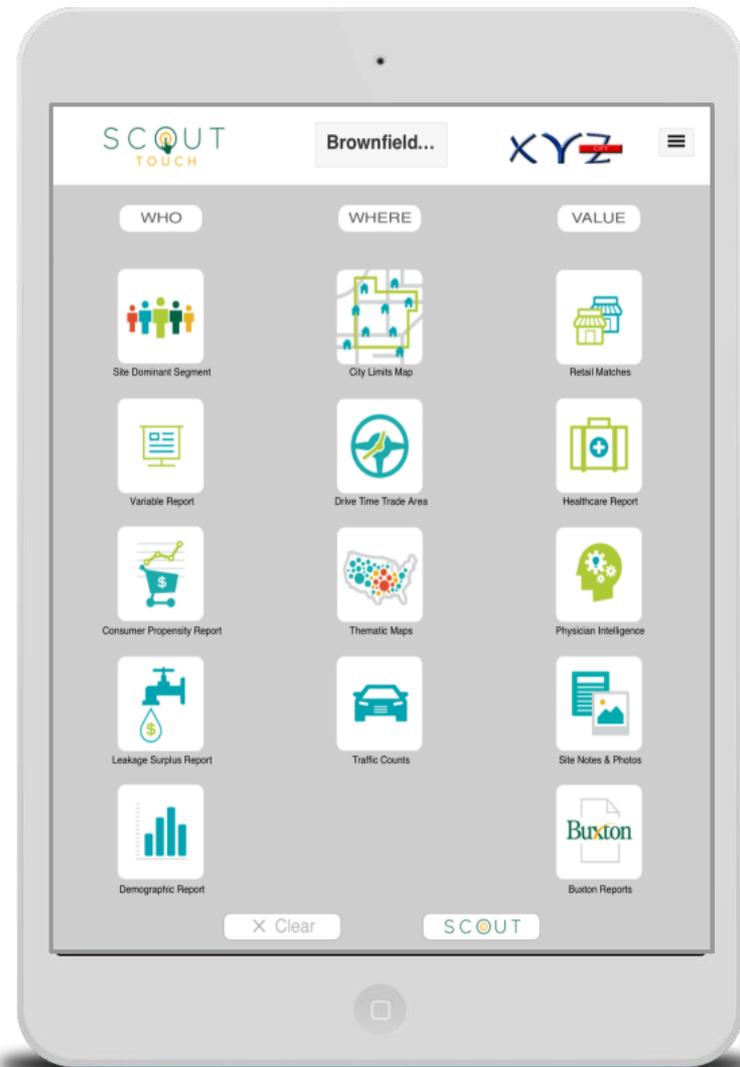
CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
BEVERAGES - ALCOHOLIC	DRINK RED STRIPE IMPORTED BEER	84	81
BEVERAGES - ALCOHOLIC	DRINK GROLSCH IMPORTED BEER	41	65
BEVERAGES - ALCOHOLIC	DRINK MICHELOB LIGHT LOW CAL BEER	96	104
BEVERAGES - ALCOHOLIC	DRINK BUD LIGHT LOW CAL BEER	73	91
BEVERAGES - ALCOHOLIC	DRINK BUSCH LIGHT LOW CAL BEER	82	116
BEVERAGES - ALCOHOLIC	DRINK COORS LIGHT LOW CAL BEER	83	97
BEVERAGES - ALCOHOLIC	DRINK KEYSTONE LIGHT LOW CAL BEER	113	124
BEVERAGES - ALCOHOLIC	DRINK MILLER GENUINE LIGHT LOW CAL BEER	102	93



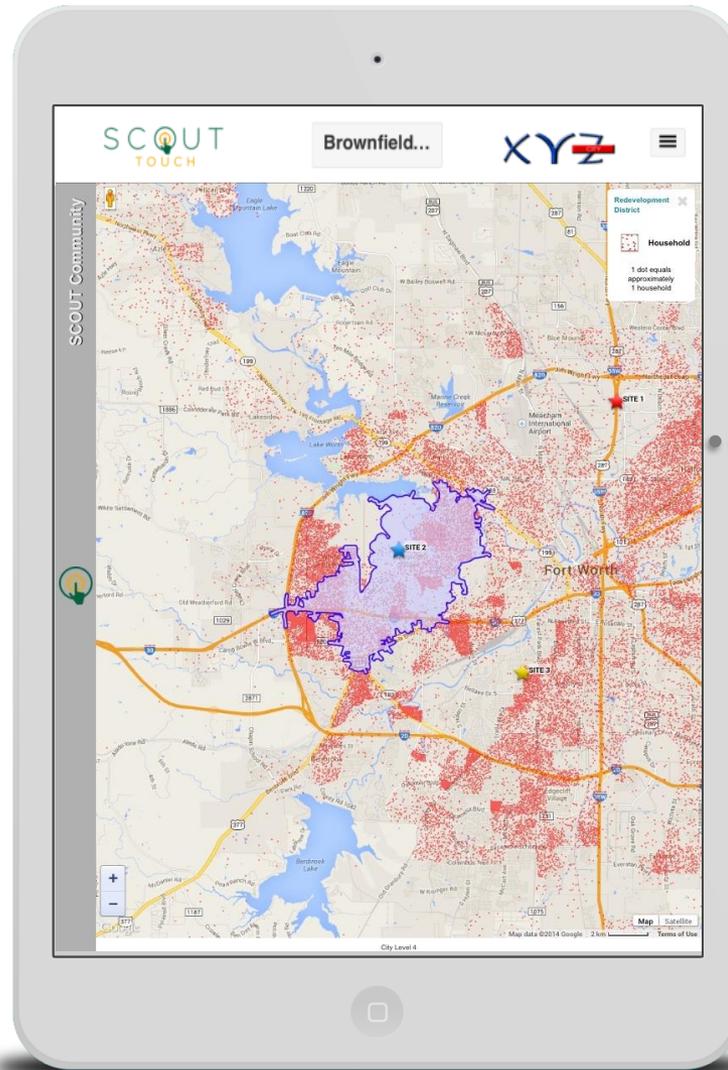
SCOUT PROVIDES ON-DEMAND ACCESS BIG ANSWERS MADE EASY

- 24/7 ACCESS
- EASY TO USE
- PROFESSIONAL SUPPORT
- COMPETITIVE ADVANTAGE FOR BUSINESS OWNERS
- IMMEDIATELY RESPOND TO OPPORTUNITIES & THREATS IN YOUR COMMUNITY

**LEAD WITH THE ANSWERS.
ANYTIME. ANYWHERE.**



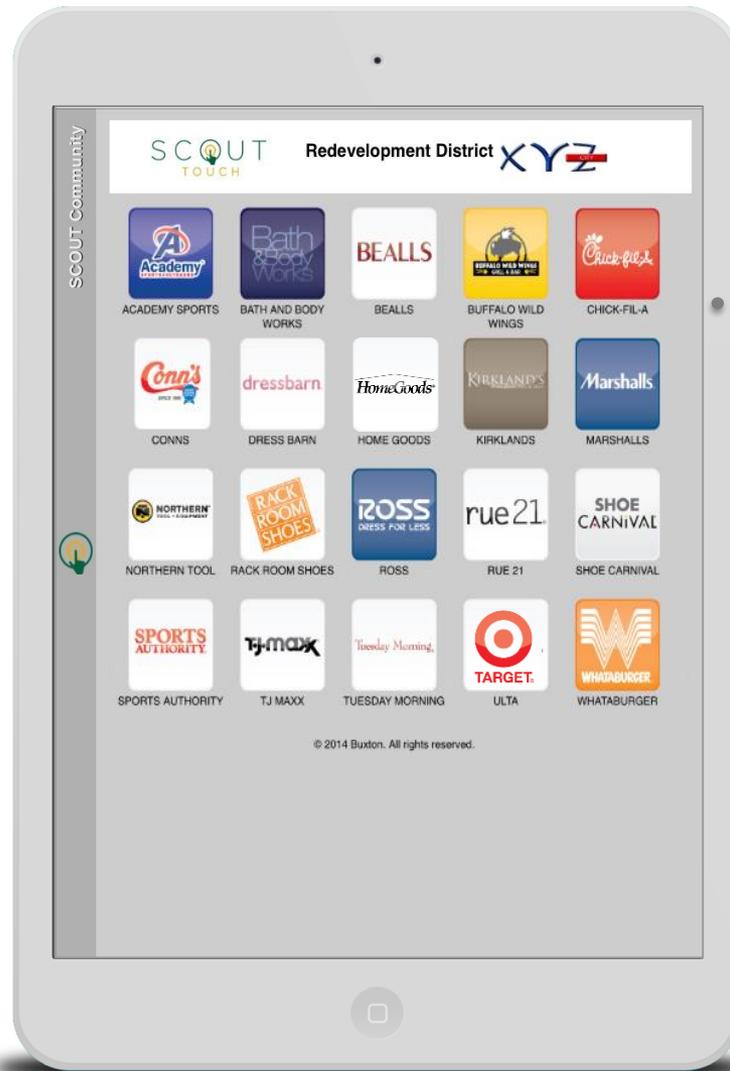
SCOUT – BIG ANSWERS MADE EASY



DRIVE-TIME TRADE AREA

Highlight the drive-time trade area around each of your locations or where you are standing

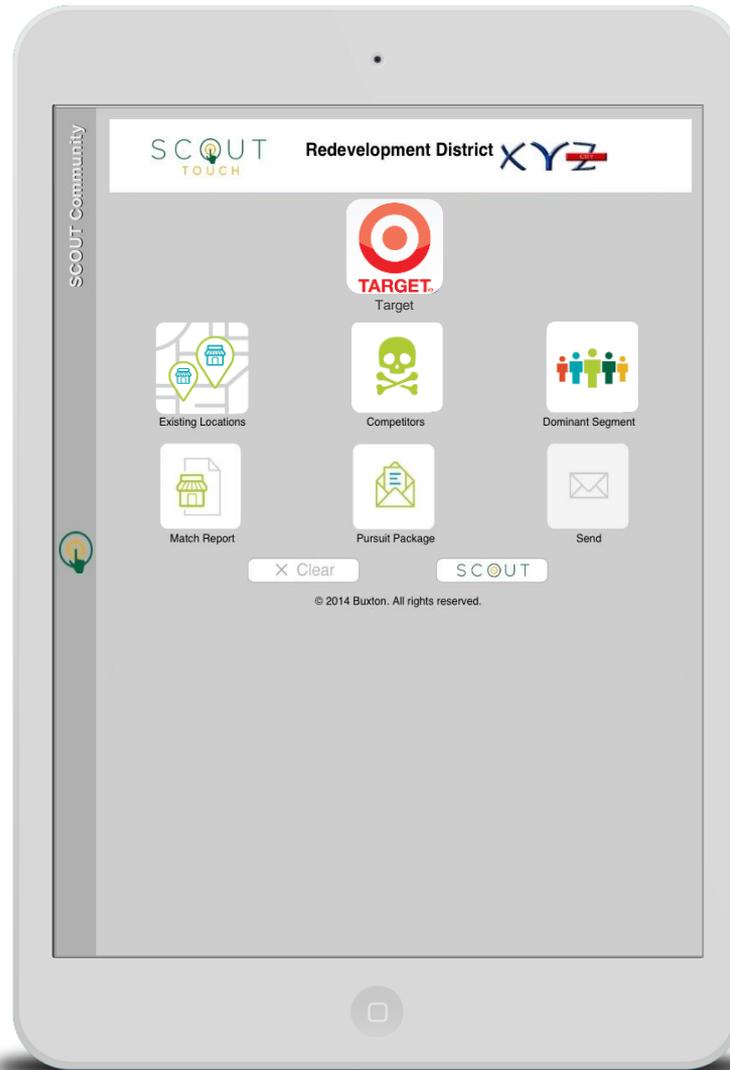
SCOUT – BIG ANSWERS MADE EASY



 **RETAIL MATCHES**

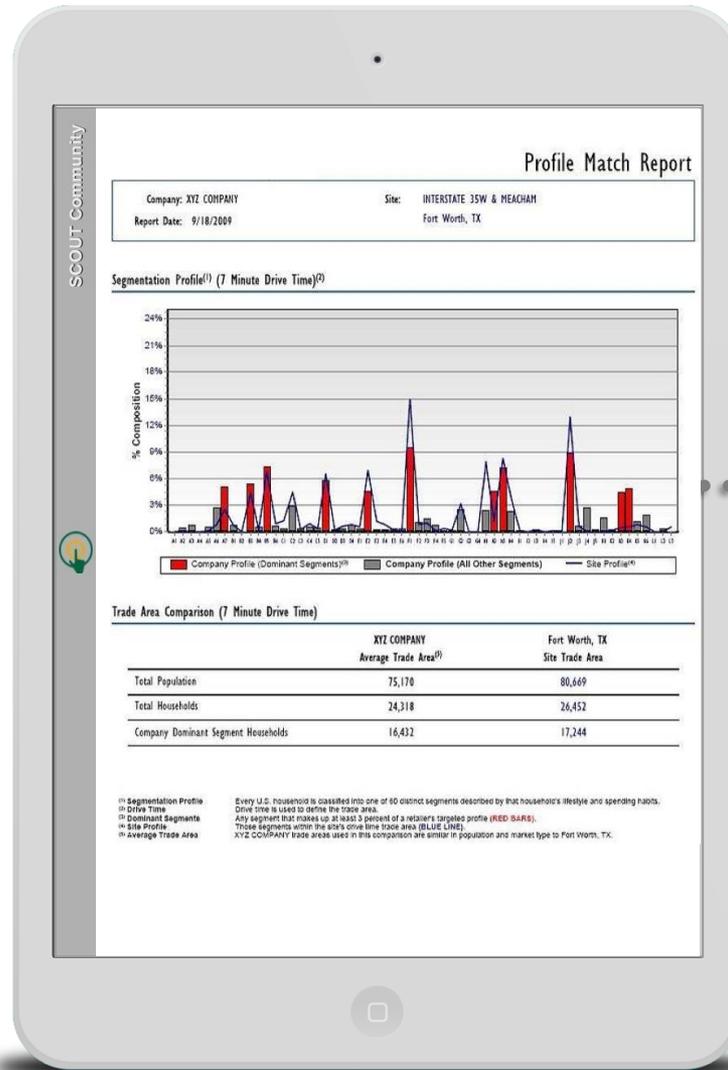
At the click of a button, see the retailers identified as matches for pursuit

SCOUT – BIG ANSWERS MADE EASY



All of the information a retailer wants to see at your fingertips

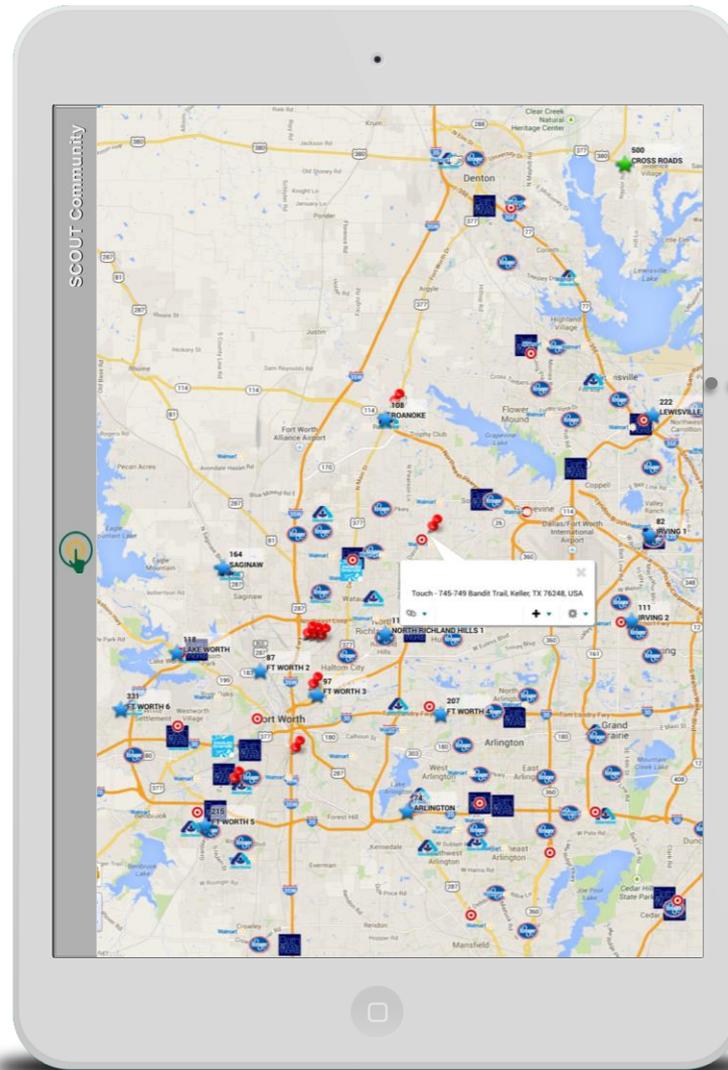
SCOUT – BIG ANSWERS MADE EASY



MATCH REPORT

Show how strong of a match your trade area is to their network

SCOUT – BIG ANSWERS MADE EASY



COMPETITION

View a map of where all competitors are relative to your location

Kingman, AZ

- Kingman, AZ - Pop 29,027 Vs Market Trade Area Pop – 50,058

Projected Retail Sales Revenue Gap – Over \$61million

Figure 1. Leakage/Surplus Index and Estimated and Potential Sales by Major Store Types



Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	131,811,831	210,152,171	1.6
Furniture & Home Furnishing Stores	18,599,289	5,517,297	0.3
Electronics & Appliance Stores	17,222,500	2,800,699	0.2
Building Material & Garden Equipment & Supply Dealers	48,645,074	72,515,641	1.5
Food & Beverage Stores	103,600,961	174,600,248	1.7
Health & Personal Care Stores	46,351,429	54,569,536	1.2
Clothing & Clothing Accessories Stores	36,545,125	23,554,804	0.6
Sporting Goods, Hobby, Book, & Music Stores	15,494,068	41,431,732	2.7
General Merchandise Stores	103,015,768	155,552,212	1.5
Miscellaneous Store Retailers	22,052,368	39,268,472	1.8
Foodservice & Drinking Places	85,032,776	64,046,268	0.8
Total	628,371,189	844,009,080	1.3



CITY OF KINGMAN
BOARDS AND COMMISSIONS APPLICATION

16 MAY 2 9:10 34s

FOR MEMBERSHIP ON THE Economic Development & Marketing Commission
Estimated hours per month you can devote to this group: _____

Name BRIAN TURNEY Home Phone # _____
Address _____ Alternative Phone _____
Zip Code 86401
Email _____ Resident Located in -
Kingman City Limits
Mohave County

Length of Residency 31 yrs Are you a registered voter? Yes No _____

If asked, I would be willing to serve on another board or Commission. Yes _____ No
List other boards or commissions interested in: _____

1. List your educational background. _____

2. Please state your occupational background as it relates to the board or commission you are applying for beginning with your current occupation and employer.
CEO - KPMC

3. Describe your involvement in the Kingman community. In my role as CEO, I interface with numerous organizations within the community and their leaders. Member of Rotary, Church activities, etc.

4. Describe your leadership roles and/or any special expertise you have which would be applicable to the position for which you are applying.
Throughout my career I have served on 2 different boards, mostly healthcare related. Served as Chairman of the Arizona Hospital & Healthcare Association board.

5. Describe why you are interested in serving in this position.

I would like to see Kingman grow responsibly and reach its full potential as a community

6. If you are appointed to any of the boards or commissions, you have listed interest in, please list potential conflicts of interest. Explain:

It is possible that at some point in time the interests of KPMC might conflict with the City of Kingman right now I see a conflict.

Appointment to this board, commission or advisory committee will require your consistent attendance at regularly scheduled meetings. Please note the times below for each Board or Commission. All meetings are held at the Council Chambers, 310 N. 4th Street, Kingman.

Board of Adjustment	As Needed
Building Board of Appeals	As Needed
Business License Review Board	As Needed
Clean City Commission	3rd Thursday/Monthly @ 5:00PM
Economic Development Marketing Commission	2nd Wednesday/Monthly @ 7:30 AM
Golf Course Advisory Committee	3rd Wednesday/odd months @ 4:30PM
Historical Preservation Commission	4th Tuesday/odd months @ 5:30PM
Industrial Development Board	As Needed
Local Public Safety Personnel Retirement Board	As Needed
Municipal Property Corporation	As Needed
Municipal Utilities Commission	4th Thursday/Monthly @ 5:30 PM
Parks & Recreation Commission	3rd Wednesday/odd months @ 6:00PM
Personnel Board	As Needed
Planning & Zoning Commission	2nd Tuesday/Monthly @ 6:00PM
Tourism Development Commission	1st Thursday/Monthly @ 7:30AM
Transit Advisory Commission	2nd Tuesday/1 st month of Quarter @10:00

This application is subject to the Arizona Open Records law and should not be considered confidential.

Signature of Applicant

Eric J. Murray

Date

9/27/16

Please return this application to:

City of Kingman
City Clerk's Office
310 North Fourth Street
Kingman, AZ 86401

Fax (928) 753-6867

For further information, please call: City Clerk's office at (928) 753-5561.

Thank you for taking the time to fill out this application. Volunteers play a vital role in the City of Kingman government. We appreciate your interest.



CITY OF KINGMAN
BOARDS AND COMMISSIONS APPLICATION

16 MAR 22 14:19 16s

FOR MEMBERSHIP ON THE _____

Estimated hours per month you can devote to this group: 15 to 20

Name Tim Woods Home Phone # [REDACTED]

Address [REDACTED] Alternative Phone # _____

Zip Code 86409

Email [REDACTED] Resident Yes No

Length of Residency 4 years Are you a registered voter? Yes No

If asked, I would be willing to serve on another board or Commission. Yes No

List other boards or commissions interested in:

1. List your educational background. Agriculture Management

2. Please state your occupational background as it relates to the board or commission you are applying for beginning with your current occupation and employer.

Self employed, Regional General Manager Azand CA Patriot Rail, General Manager Kingman Terminal Railroad.

3. Describe your involvement in the Kingman community. Former VP Kingman, KAMMA member, Commissioner EDMC city of Kingman - resigned

4. Describe your leadership roles and/or any special expertise you have which would be applicable to the position for which you are applying.

recruiting new business (rail served), Starting and operating the Kingman Terminal Railroad

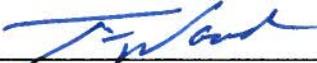
5. Describe why you are interested in serving in this position. Serving to city and County by growing the economic base

6. If you are appointed to any of the boards or commissions you have listed interest in, please list potential conflicts of interest. Explain: none

Appointment to this board, commission or advisory committee will require your consistent attendance at regularly scheduled meetings. Please note the times below for each Board or Commission. All meetings are held at the Council Chambers, 310 N. 4th Street, Kingman.

Board of Adjustment	As Needed
Building Board of Appeals	As Needed
Business License Review Board	As Needed
Clean City Commission	3rd Thursday/Monthly @ 5:00PM
Economic Development Marketing Commission	2 nd Wednesday/Monthly @ 7:30 AM
Golf Course Advisory Committee	3rd Wednesday/odd months @ 4:30PM
Historical Preservation Commission	4 th Tuesday/odd months @ 5:30PM
Industrial Development Board	As Needed
Local Public Safety Personnel Retirement Board	As Needed
Municipal Property Corporation	As Needed
Municipal Utilities Commission	4th Thursday/Monthly @ 5:30 PM
Parks & Recreation Commission	3rd Wednesday/odd months @ 6:30PM
Personnel Board	As Needed
Planning & Zoning Commission	2nd Tuesday/Monthly @ 6:00PM
Tourism Development Commission	1st Thursday/Monthly @ 7:30AM
Transit Advisory Commission	2 nd Tuesday/1 st month of Quarter @10:00

This application is subject to the Arizona Open Records law and should not be considered confidential.

Signature of Applicant  Date 3-22-2016

Please return this application to:

City of Kingman
City Clerk's Office
310 North Fourth Street
Kingman, AZ 86401

Fax (928) 753-6867

For further information, please call: City Clerk's office at (928) 753-5561.

Thank you for taking the time to fill out this application. Volunteers play a vital role in the City of Kingman government. We appreciate your interest.