

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

**Wednesday, September 14, 2016, 7:30 A.M.  
Council Chambers – 310 N. 4<sup>th</sup> Street, Kingman, Arizona**

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**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.

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<b>Chair:</b>	<b>Chuck Waalkens</b>	
<b>Vice-Chair:</b>	<b>William Wales</b>	
<b>Members:</b>	<b>Mike Cobb</b>	<b>Alie Reynolds</b>
	<b>Roy Forrest</b>	<b>Brian Turney</b>
	<b>Gene Kirkham</b>	
<b>Council Liaison:</b>	<b>Mark Abram</b>	

**Roll Call & Pledge of Allegiance**

**1. 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.

**2. OLD BUSINESS**

**3. NEW BUSINESS**

- a. **Presentation of Proposals for a Retail Development Strategy for the City of Kingman.**
  - 1) Webster Global Site Selectors
  - 2) HyperSpace IT
  - 3) Buxton
  - 4) The Retail Coach
- b. **Consideration of a Recommendation to the City Council on a consultant to develop a retail development strategy.**

**4. REPORTS**

- a. **Update from Vice Chairperson Wales regarding videos for tour buses**

Vice Chairperson Wales will report to the commission regarding videos for tour buses.
- 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.

**5. 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 \_\_\_\_\_

# MEMORANDUM

**TO:** The Economic Development and Marketing Commission

**THROUGH:** John A. Dougherty, City Manager

**FROM:** Gary W. Jeppson, Development Services Director

**DATE:** September 14, 2016

**SUBJECT:** Retail Development Strategy Presentations

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The City solicited Requests for Statements of Qualifications from firms to develop a retail development strategy for the City. The City received four proposals and all four firms have been invited to provide a 15-minute proposal at the September 14<sup>th</sup> meeting.

The four firms are:

- Webster Global Site Selection
- HyperSpace IT
- Buxton
- The Retail Coach

The City has budgeted \$52,000 for professional services this fiscal year. Attached is the solicitation.

# City of Kingman

## Request for Statement of Interest and Qualifications for Consulting Services

**TO ALL INTERESTED CONSULTANTS:**

**July 7, 2016**

The *City of Kingman* is hereby requesting Statements of Interest and Project Qualifications from qualified consulting firms. The Common Council of the *City of Kingman (City)* has authorized monies to retain consulting services to develop a retail development strategy that maximizes the retail and restaurant potential for the City as well as provides business retention tools and an analytic portal to customize reports.

### **I. PURPOSE**

The purpose of this strategy is to conduct a site assessment of the City's market trade area and profile the customer's buying habits, lifestyle characteristics and media habits. The results of the assessment will be used to guide the elected officials and staff of the City to make decisions and commitments to grow the City's retail sector and shape goals and policy long term.

The assessment should take in to consideration and include:

- Population and household increases
- Competition
- Existing retail firms
- Retail leakage/surplus
- Retail development in similar cities
- Cannibalization
- Retail trends
- Market viability
- CPR Report- tools for existing and local retailers
- Healthcare assessment report
- Physician Intelligence report
- Platform to customize all reports on the fly

### **II SCOPE OF WORK**

The firm or individual selected will be expected to address the following concerns/issues:

- a) Develop trade area analysis focused on drive time delineation.
- b) Develop profiles of customers in the trade area based on buying habits, media habits and lifestyle characteristics.
- c) Assess the retail potential of selected sites in the city
- d) Recommend specific retailers and restaurants that match the City's customer profile.
- e) Match the customer profiles with profiles of specific retailers and restaurants that would consider the City for a location or expansion.

- f) Prepare custom marketing packages for each of the retailers and restaurants identified and identify the individual in the companies who makes location decisions.
- g) Make other recommendations as seen pertinent to the assessment.
- h) Provide a retail leakage/ surplus analysis.
- i) Provide an online data base and marketing tool to assist recruitment efforts.
- j) Provide on-going support to the City throughout the recruitment process.
- k) Provide long-term partnership- unlimited access to GIS and staff to help optimize your marketing efforts.
- l) Provide information required to retaining and attracting high value, high wage jobs by analyzing how the city benchmarks against competing cities.
- m) Provide information to understand the value of residents, and surrounding households when considered as a workforce.
- n) Provide information to understand residents access to services, retail, healthcare, municipal assets and other attractive amenities for overall quality of life benchmarks.

### III. Benefits of Partnership

Please confirm ability to provide the following firm/individual differentiators:

**a) Personalized Content**

Advance the City's business recruitment program by receiving personal guidance from professional staff and ongoing insight into key industry topics via e-newsletter, webcasts and other interactive tools.

**b) Long-Term Partnership**

Provide unlimited access to consultant staff.

**c) Exclusive Access**

Utilize exclusive relationships to access data and develop an actionable program to recruit retail.

**d) Web-Based Deliverable**

Access to a best-in-class online web-mapping platform with the touch of a button; an application allowing for screen shots, mobility, and ease of use to assist in business growth objectives.

### IV. PROPOSAL REQUIREMENTS

Submissions shall not exceed 20 pages, exclusive of photos and illustrations that augment narrative descriptions. Submit one (1) original and (3) copies of the following:

1. **Cover Letter:** a one page introduction addressed to Gary W. Jeppson, Development Services Director, City of Kingman, 310 N. 4th St., Kingman, AZ 86401
2. **Executive Summary:** No more than a two page summary including:
  - a. Project manager and his/her experience.
  - b. Project timeline, specifically including when the team can start the project, project progress with major milestones and a completion date estimates.

- c. Number and classifications of key personnel assigned to the project.
  - d. The Firm's familiarity and intention to comply with City's insurance requirements and contract documents. (available upon request)
3. **Statement of Qualifications:** No more than five pages indicating the qualification and experience of the firm or individual including:
- a. Qualifications and experience of the submitting individual or firm.
  - b. Qualifications and experience of key personnel assigned to the project.
  - c. The firm's experience in working with town halls, sector strategy analyses, and strategic directions summaries and reports with proposed strategies.
  - d. Qualifications and experience of Project Manager and key personal specifically related to town halls, sector strategy analyses, and strategic directions summaries and reports with proposed strategies.
4. **Previous Experience:** No more than three pages containing a list of past clients, including local governments and similar projects. Information should include the following for each reference, at a minimum:
- a. Name of project and location
  - b. Owner/Client's name
  - c. Owner/Client's address
  - d. Contact name
  - e. Phone number
  - f. Contract award date
  - g. Contract completion date
  - h. Contracted dollar amount of the project
5. **Response to the Scope of Work:** Respond to this project, design program and suitability of the proposed budget. This should include the firm's capabilities to perform all elements of the scope of work.
6. **Submission:** Statements of Interest and Qualifications shall be received by the City of Kingman at the above address no later than **5:00 pm (MST) on Friday, August 5, 2016.** Submissions shall not exceed 20 pages, exclusive of photos and illustrations.

Correspondence, questions, and/or clarifications of the proposal procedure should be directed to: *Gary Jeppson, Development Services Director, 310 N. Fourth St., Kingman, AZ 86401 or by phone number (928) 753-8353 fax at (928)753-7747; and (928)753-8130 (TDD Relay).*

## **V. CONSULTANT SELECTION PROCESS**

- 1. Upon receipt by the *City* of all Statements of Interest and Qualification, the original copy of the proposal shall be retained by the City Clerk. A copy of each proposal shall be delivered to the Development Services Director.
- 2. Following review of the submitted Statements by the City Clerk and Development Services Director, the proposals shall be further transmitted to the City Selection Committee.

3. The Selection Committee will evaluate and rank firms accordingly.
4. The Selection Committee may invite two or more interested firms to attend an interview. Those firms selected will be contacted to schedule a time and location for the interview.
5. The firm submitting the highest ranking proposal will be asked to negotiate a final scope of work and to develop a contract.
6. Should negotiations fail to result in the development of a contract, the next highest ranking firm will be offered the opportunity to continue the process. This method may continue until an agreement is reached and a contract negotiated.
7. Upon reaching an agreement and developing a contract, City staff will request approval of the contract by the City Council.
8. Any costs incurred by proposers in preparing the Statements of Interest and Qualifications, or incurred in any manner in responding to the document, may not be charged to the City of Kingman.
9. The Selection Committee will be appointed by the City Manager. In addition, technical assistance will be provided by Grant Administrator.
10. All proposers will be notified of the results within sixty (60) days after the close of the request for qualification period.

**VI. CONSULTANT EVALUATION CRITERIA**

The Selection Committee will screen and rank all proposals, where after an applicant may be contacted to negotiate a contract price to complete the project. Proposals received in reply to this request will be evaluated using the following criteria and scored based on a maximum of 105 points. Points will then be weighed with the total amount of the proposal. Qualifications and experience will be evaluated and the most qualified competitor will be selected, subject to negotiations of fair and reasonable compensation.

Qualifications	Total Points
1. Qualifications of the individual or firm.	20
2. Demonstrated ability of key personnel, man-hours and hourly rates. Management experience.	20
3. Demonstrated ability to meet project deadlines. Proposed work schedule. Time frame for delivery of service.	15
4. Applicant's previous experience with town halls, sector strategies and strategic directions summary and report preparation.	25
5. References of past clients.	20

**END OF REQUEST FOR QUALIFICATIONS**

# City of Kingman

## Contract for Consulting Services

### Retail Development Strategy

THIS AGREEMENT, entered into this \_\_\_\_\_ day of \_\_\_\_\_ 2016, by and between the City of Kingman, County of Mohave, State of Arizona (hereinafter called the "CITY") acting herein by the Mayor hereunto duly authorized, and \_\_\_\_\_, (hereinafter called the "CONSULTANT") acting herein by \_\_\_\_\_, hereunto authorized.

WHEREAS, The CITY is in need of certain consulting services for the purpose of preparing a strategic plan for the City of Kingman;

WHEREAS the CONSULTANT has offered to perform the proposed work in accordance with the terms of this Contract;

NOW, THEREFORE the parties do mutually agree as follows:

#### **1. Scope of Services**

The CONSULTANT promises and agrees to perform the work, as described in the Request for Qualifications (RFQ) for a Retail Development Strategy in a good and competent manner as specifically indicated in the CONSULTANT's Statement dated \_\_\_\_\_ and to the satisfaction of the CITY, or its designees. The terms of the above-referenced RFQ, and the CONSULTANT's Proposal are incorporated herein by reference and such items are made a part of this Contract as if the same were set forth fully herein. In the event any incorporated term may be inconsistent with an express term of this Contract, the latter shall prevail.

The CONSULTANT agrees to provide all of the materials and services required by this Contract, in a complete and acceptable form known as a RETAIL DEVELOPMENT STRATEGY, as customarily provided according to professional standards which shall include:

- a) Develop trade area analysis focused on drive time delineation.
- b) Develop profiles of customers in the trade area based on buying habits, media habits and lifestyle characteristics.
- c) Assess the retail potential of selected sites in the city
- d) Recommend specific retailers and restaurants that match the City's customer profile.
- e) Match the customer profiles with profiles of specific retailers and restaurants that would consider the City for a location or expansion.
- f) Prepare custom marketing packages for each of the retailers and restaurants identified and identify the individual in the companies who makes location decisions.
- g) Make other recommendations as seen pertinent to the assessment.
- h) Provide a retail leakage/ surplus analysis.
- i) Provide an online data base and marketing tool to assist recruitment efforts.
- j) Provide on-going support to the City throughout the recruitment process.

- k) Provide long-term partnership- unlimited access to GIS and staff to help optimize your marketing efforts.
- l) Provide information required to retaining and attracting high value, high wage jobs by analyzing how the city benchmarks against competing cities.
- m) Provide information to understand the value of residents, and surrounding households when considered as a workforce.
- n) Provide information to understand residents access to services, retail, healthcare, municipal assets and other attractive amenities for overall quality of life benchmarks.

**2. Time of Performance**

The services of the CONSULTANT shall commence on \_\_\_\_\_. In any event, all of the services required hereunder shall be completed no later than \_\_\_\_\_ from the Notice to Proceed with Consulting Services.

The schedule of work as submitted in the CONSULTANT's proposal dated \_\_\_\_\_ is fully incorporated herein and, unless otherwise specified, shall be determined to be the time schedule negotiated between the parties for completion of the Retail Development Strategy.

The date for final performance shall be extended by the number of days that governmental approval or review process prevent or delay performance, as jointly confirmed in writing by the parties' respective representatives. In addition to other claims and remedies provided herein, the CONSULTANT shall be liable for the sum of *one hundred dollars (\$100)* as liquidated damages for each day by which the time of completion of the Contract exceeds the period specified above.

**3. Compensation and Method of Payment**

The maximum amount of compensation to be paid hereunder shall not exceed \_\_\_\_\_ and have a budget of \_\_\_\_\_ inclusive of design fees.

Payment to the CONSULTANT shall be based on satisfactory completion of the identified milestones as set forth in the CONSULTANT's Proposal. Additional services as required and requested by the CITY which are not listed in the CONSULTANT's Proposal shall be charged in excess of the fee listed above, based on the schedule of charges included in the CONSULTANT's Proposal. Such additional services shall be requested in writing by the CITY as approved by City staff, the Mayor and/or the Council as applicable.

Payment shall be made by the CITY to the CONSULTANT on the basis of monthly invoices which must include a detailed itemization of all work and materials included, copies of receipts or billings as requested, and is subject to review and certification of the CITY's authorized representative prior to payment.

**4. Acceptance of Work**

The CITY or its designee shall have the right to reject all or any work products submitted under this Contract which does not meet the required specification. In the event of any such rejection, the CONSULTANT agrees to promptly remedy any and all deficiencies. No compensation shall be due for any rejected work until such deficiencies have been corrected.

**5. Notices**

All notices, invoices and payments shall be made in writing and may be given by personal delivery, electronic email or by mail. The designated recipient for such notices, invoices and payments are as follows:

To CONSULTANT: insert name, address, phone, email and fax

To CITY: Gary W. Jeppson, Development Services Director  
City of Kingman  
310 N. Fourth St.  
Kingman, AZ 86401  
Phone: (928) 753-8353  
Fax: (928) 753-7747  
gjeppson@cityofkingman.gov

**6. Insurance**

The CONSULTANT shall maintain various insurance policies in force during the term of the Contract, and shall provide certificate(s) of such insurance naming the CITY as additional insured upon execution of this Contract, providing not less than the following coverage:

- a. Workers' Compensation ..... statutory
- b. Errors and Omissions ..... \$100,000 each occurrence and annual aggregate
- c. Architect's Protective Bodily Injury  
..... \$1,000,000 each occurrence and annual aggregate of \$2,000,000
- d. Architect's Protective Personal Property  
..... \$1,000,000 each occurrence and annual aggregate of \$2,000,000
- e. Automobile Bodily Injury and Property Damage  
..... \$1,000,000 each occurrence and annual aggregate of \$2,000,000
- f. Valuable Papers ..... amount of this Contract

**7. Agreement, Amendment and Arbitration**

This Contract shall be effective upon its approval by the parties, as indicated by the signatures of their representative hereto. This Contract, its attachments and those documents incorporated by reference represent the entire Agreement and understanding between the parties. No amendment shall be effective unless properly authorized and executed by the parties in the same manner as this Contract was executed.

This Contract shall be governed by the laws of the State of Arizona, and suits pertaining to this Contract may be brought only in courts in the State of Arizona.

The parties hereby agree to make a good faith effort to resolve any controversy or claim through informal negotiations. Any claim of controversy must first be presented in writing, with supporting documentation, to the agent of the other party. The recipient shall have seven (7) days to prepare and deliver a response. Thereafter, if the parties fail to resolve the claim or controversy following a reasonable period for such resolution of not less than ten (10) days, the aggrieved party may request that the dispute be submitted to arbitration pursuant to A.R.S. §12-1518.

Each and every provision of law and any clause required by law to be in the Contract will be read and enforced as though it were included herein, and if through mistake or

otherwise any such provision is not inserted, or is not correctly inserted, then upon the application of either party the Contract will forthwith be physically amended to make such insertion or correction.

**8. Access to Information**

It is agreed that all information, data reports, records and plans are existing, available and necessary for carrying out of the work outlined above have been furnished to the CONSULTANT by the CITY and its agencies. CONSULTANT hereby acknowledges receipt of same. No charge will be made to the CONSULTANT for such information and the CITY and its agencies will cooperate with the CONSULTANT in every way possible to facilitate the performance of the work described in the Contract and this addendum.

**9. Indemnification**

CONSULTANT represents he has knowledge of all rules and regulations imposed by the State of Arizona. CONSULTANT shall comply with the requirements of all applicable laws, rules and regulations, and shall exonerate, indemnify, and hold harmless the CITY and its agency members from and for any violation caused by him and shall assume full responsibility for payment of Federal, State and local taxes on contributions imposed or required under the Social Security, workmen's compensation and income tax laws for persons employed by the CONSULTANT. The CONSULTANT shall not be responsible for such contributions for the Contractor or Subcontractor.

**10. Terms and Conditions**

This Agreement is subject to the provisions entitled, "Terms and Conditions" attached hereto and incorporated by reference herein as Exhibit "A." This Addendum shall be interpreted as if Exhibit "A" were printed in full herein.

IN WITNESSETH HEREOF, the parties have hereunto set their hands and seals.

Approved as to Form:

The City of Kingman

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
Mayor

Attest:

CONSULTANT/CONTRACTOR:

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
President

## Exhibit "A"

### TERMS AND CONDITIONS

#### 1. Termination of Contract

- a. If for any reason, the CONSULTANT shall fail to fulfill in a timely and proper manner his/her obligations under this Contract, or if the CONSULTANT shall violate any of the covenants, agreements, or stipulations of this Contract, the CITY shall thereupon have the right to terminate the Contract by giving written notice to the CONSULTANT of such termination and specifying the effective date thereof. In such event, all finished or unfinished site or structural improvements as well as all materials or equipment acquired or stored by the CONSULTANT under this Contract shall, at the option of the CITY, become CITY's property and the CONSULTANT shall be entitled to receive just and equitable compensation for any work satisfactorily completed hereunder.

Notwithstanding the above, the CONSULTANT shall not be relieved of liability to the CITY for damages sustained by the CITY by virtue of any breach of the Contract by the CONSULTANT, and the CITY may withhold any payments to the CONSULTANT for the purpose of set-off until such time as the exact amount of damages due the CITY from the CONSULTANT is determined.

Upon receipt of a termination notice, the CONSULTANT shall: a) promptly discontinue all services affected (unless the notice directs otherwise); and b) deliver or otherwise make available to the CITY, at CITY's cost, copies of data, design calculations, drawings, specifications, reports, estimates, summaries and such other information and materials as may have been accumulated by the CONSULTANT in performance of this Contract.

- b. The CITY may terminate this Contract at any time by giving at least ten (10) days notice in writing to the CONSULTANT. If the Contract is terminated by the CITY as provided herein, the CONSULTANT will be paid as provided in this Addendum for the time expended and expenses incurred up to the termination date. If this Contract is terminated due to the fault of the CONSULTANT, Paragraph 1 hereof relative to termination shall apply.
- c. This Contract may be terminated per A.R.S. §38-511, Conflict of Interest.

#### 2. Changes

The CITY may request changes in the scope of the services of the CONSULTANT to be performed hereunder. Such changes, including any increase or decrease in the amount of the CONSULTANT's compensation, which are mutually agreed upon by and between the CITY and the CONSULTANT, shall be incorporated in written amendments to this Contract.

**3. Personnel**

- a. The CONSULTANT represents that he/she has, or will secure at his own expense, all personnel required for performing the services under this Contract. Such personnel shall not be employees of or have any contractual relationship with the *CITY*.
- b. All of the services required hereunder will be performed by the CONSULTANT or under his/her supervision and all personnel engaged in the work shall be fully qualified, authorized and permitted for such work under State and Local law to perform such services.
- c. None of the work or services covered by this Contract shall be subcontracted without the prior written approval of the *CITY*. Any work or services subcontracted hereunder shall be specified by written contract or agreement and shall be subject to each provision of this Contract.

**4. Assignability**

The CONSULTANT shall not assign any interest in this Contract, and shall not transfer any interest in the same (whether by assignment or novation), without the prior written consent of the *CITY* thereto; provided, however, that claims for money by the CONSULTANT from the *CITY* under this Contract may be assigned to a bank, trust company, or other financial institution without such approval. Written notice of any such assignment or transfer shall be furnished promptly to the *CITY*.

**5. Reports and Information**

The CONSULTANT, at such times and in such forms as the *CITY* may require, shall furnish the *CITY* such periodic reports as it may request pertaining to the work or services undertaken pursuant to this Contract, the costs and obligations incurred or to be incurred in connection therewith, and any other matters covered by this Contract.

**6. Records and Audits (Maintenance and Retention)**

The CONSULTANT shall maintain accounts and records, including personnel, property and financial records, adequate to identify and account for all costs pertaining to the Contract and such other records as may be deemed necessary by the *CITY* to assure proper accounting for all project funds, both Federal and non-Federal shares. These records will be retained for five years after the expiration of this Contract unless permission to destroy them is granted in writing by the *CITY*.

**7. Copyright**

No report, plan, drawing or other documents produced in whole or in part under this Contract shall be the subject of an application for copyright by or on behalf of the CONSULTANT.

**8. Compliance with Local Laws**

The CONSULTANT shall comply with all applicable laws, ordinances and codes of the State and local governments, and the CONSULTANT shall save the *CITY* harmless with respect to any damages arising from any tort done by the CONSULTANT or his representatives in performing any of the work embraced by this Contract.

**9. Interest of Members of a *CITY* Governing Body**

No member of the Governing body of the *CITY* and no other officer, employee, or agent of the *CITY* who exercises any functions or responsibilities in connection with the planning and carrying out of the program, shall have any personal financial interest, direct or indirect, in this Contract; and the CONSULTANT shall take appropriate steps to assure compliance.

**10. Interest of Other Local Public Officials**

No member of the governing body of the locality and no other public official of such locality, who exercises any functions or responsibilities in connection with the planning and carrying out of the program, shall have any personal financial interest, direct or indirect, in this Contract; and the CONSULTANT shall take appropriate steps to assure compliance.

**11. Interest of CONSULTANT and Employees**

The CONSULTANT covenants that he/she presently has no interest and shall not acquire interest, direct or indirect, in the study area or any parcels therein or any other interest which would conflict in any manner or degree with the performance of his/her services hereunder. The CONSULTANT further covenants that no person having any such interest shall be employed in the performance of this Contract.

**12. Handicapped Access**

In performing all construction, CONSULTANT agrees to comply with "The American Standard Specifications for Making Buildings and Facilities Accessible to, and Usable By, the Physically Handicapped." CONSULTANT represents that he understands said standard specifications and same are incorporated herein by this reference.

**13. Clean Air Act, Clean Water Act**

The CONSULTANT shall comply with all provisions requiring compliance with all applicable standards, orders or requirements issued under Section 306 of the Clean Air Act (42 U.S.C. 1857(h)), Section 508 of the Clean Water Act (33 U.S.C. 1368), Executive Order 11738 and EPA regulations, 40 CFR Part 15 which prohibit the use of non-exempt Federal contracts, grants or loans of facilities included on the EPA List of Violating Facilities. The provision requires reporting of violations to the USFPA Assistant Administrator for Enforcement.



August 3, 2016

City of Kingman  
Attn: Mr. Gary Jeppson, Development Services Director  
310 N. Fourth Street  
Kingman, AZ 86401

**RE: Request for Statement of Interest and Qualifications for Consulting Services-Retail Strategy Analysis**

Dear Mr. Jeppson:

Webster Global Site Selectors are pleased to submit our Proposal for Retail Strategy Analysis for your area. We believe our scope of work is unique in enhancing and providing new insight to the Retail Strategies for your area.

Webster Global has worked with a variety of economic development organizations for over 30 years to enhance their economic development efforts. Webster Global is also a Site Selection Firm that has worked with many retail companies throughout the world.

Webster Global brings a diverse skillset to this project and substantial experience in economic and community development as well as site selection. We firmly believe our work will enhance the City of Kingman with their continued economic development efforts and broaden the economic diversity for the area.

We will look forward to hearing back from you on the next steps of the review process and if you have any further questions, please do not hesitate to give me a call at 602-621-0576.

Sincerely,

*Paige Webster*

Paige Webster  
President/Site Selection Consultant

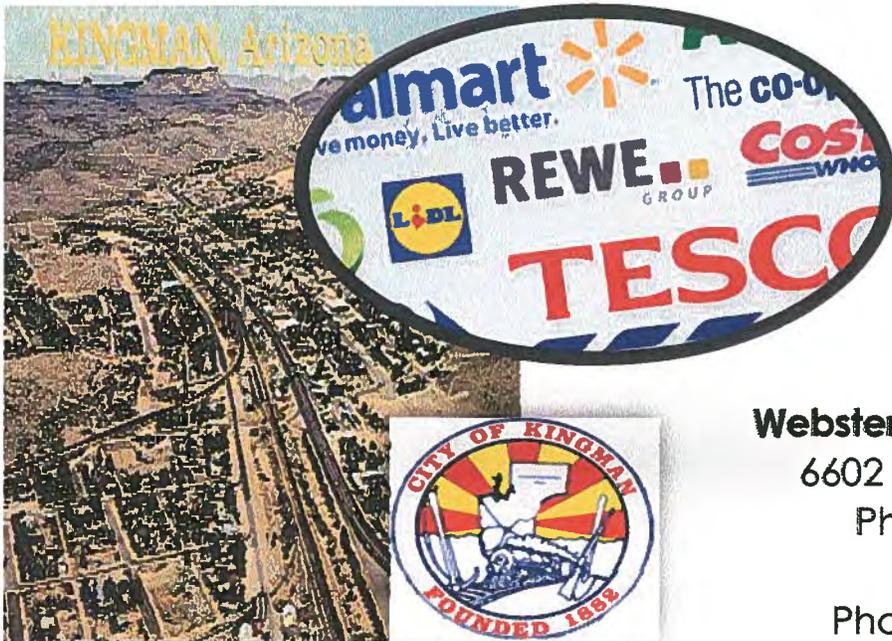


## A Customized Proposal For

**Mr. Gary Jeppson**  
Development Services Director  
**City of Kingman, Arizona**  
310 N. Fourth Street  
Kingman, AZ 86401  
928-753-8353

### Retail Development Strategy

August 5, 2016



#### PROPOSED BY

**Webster Global Site Selectors**  
6602 W. Prickly Pear Trail  
Phoenix, AZ 85083

Phone: 602-621-0576  
Email: [paige.webster@gmail.com](mailto:paige.webster@gmail.com)  
[www.globalsiteselectors.com](http://www.globalsiteselectors.com)



## **COMPANY OVERVIEW**

***Webster Global Site Selectors (Webster Global)*** has been in business since April, 2011. Our company brings together a unique combination of skills, including many years of experience in Site Selection Analysis and Economic Development Consulting. Our Site Selection clients have included companies of all sizes and types seeking optimal sites for relocations/expansions throughout North America. Our broad spectrum of Economic Development Consulting activities range from Retail Analysis, Marketing Analysis, Labor and Logistics Analysis, Cost Comparison Analysis, SWOT Analysis, Prospect/Business Mission Tours, Strategic Planning, Feasibility Studies and more – whatever is necessary to enhance and increase economic viability for communities, counties or regions. Webster Global has an experienced staff, which includes Owner, Paige Webster, who has 15 years of Retail Market Analysis Experience with local, regional and state economic development organizations throughout North America.

## **PROPOSAL OVERVIEW**

Webster Global is knowledgeable about Kingman, Arizona and the retail aspects that transpire in the region. Webster Global takes a very personal, user-friendly approach when working with regions and their leadership. We will do a great deal of research up front to gain a full understanding of Kingman, Arizona. This information is related to retail location amenities, specifics of where the City is in providing an excellent business climate and quality of life to recruit retail users. This research is done as one would do if a retailer is considering a move to the Kingman area and all the aspects that go along with it.

Understanding the community's assets in an 80 mile radius around Kingman, is also very important to understand. Webster Global looks at ways to find retailers and will provide suggestions to the area to recruit and maintain existing retailers. Creating tax base, diversity of retailers and service jobs to the area will continue to add a higher quality of life and will provide new shopping experiences to the citizens of Kingman. The end result of this project will provide new retailers to access new markets that they have not considered in past location analysis.

Webster Global has built a thorough network of major retailers working in North America and has access to key contacts related to retail and retail development. Webster Global is completely aware of the specific retail necessities that the City of Kingman is trying to recruit and Webster Global is ready to assist in this Retail Analysis.

Webster Global contends that improving the retail presence is important for the region regarding sales tax base and bringing new retailers to the area. Webster Global proposes that it will be able to provide attention to the City of Kingman and will also work with bringing "end retail users" to the area. There are numerous opportunities across the nation and throughout the year to reach a large number of retail businesses at various trade shows and conventions. The question is not where to find the opportunities to get in front of end-users, but how to best take advantage of



those opportunities. Which opportunities will yield the best contacts? What type of retailers should the City of Kingman target? What is the best way to market the City of Kingman to those retailers? How does the City of Kingman find the time to dedicate to this outreach when it has a myriad of other issues on the table? This is where Webster Global can be an invaluable partner. In addition to the experience and knowledge on how to best capitalize on these opportunities, we have the contacts and connections to reach out to a wider array of potential retailers through our extensive database and global networks.

Paige Webster, Company Founder and Project Manager; was previously the President/CEO for Greater Yuma, Arizona for over five years, successfully recruiting a new regional mall to the area. He also spent time working for Aaron Rents where he spearheaded their efforts to find optimal locations in the Western United States, as one of those locations happened to locate in Kingman, Arizona. His past experience has given him a unique perspective into the retail-user site selection process, and therefore possesses the knowledge of what a retailer seeks in choosing a potential retail site. Webster Global will focus on conducting a market analysis, inventorying of the retail real estate availability and analysis of the local demographics in order to provide a best-fit database and retail strategy for the City of Kingman.

First, Webster Global will interview citizens in Kingman and Mohave County to understand what types of retailers they would like to have in the City. This process would take approximately 1 week.

Second, Webster Global will promote Kingman to numerous retailers, encouraging them to look long and hard at opening a location in the area. Third, it will prompt many retailers to learn about Kingman with an end result to open locations there. Lastly, in the event retailers decide not to open a location in the area, the City of Kingman will be able to solicit feedback on the reasons why they chose not to do so and how the area can improve to better attract interest.

Retailers have a different set of criteria and demographics when selecting a site rather than the site selection process for primary employers. Webster Global will prepare for the City of Kingman an analysis of those attributes that enhance retailers to expand in the area related to this criteria.



## **SCOPE OF SERVICES**

Webster Global has an in-depth approach to conducting a Marketing Analysis for retail development in Kingman, Arizona. Webster Global will work to make sure that the marketing efforts for the City of Kingman will be presented to retail “end users” i.e.; national retailers to enhance the awareness and retail capacity for retail attraction in Kingman. The following scope of work will include:

- 1. Preparation of a Retail Analysis** - Webster Global will prepare a Retail Analysis that will include a Marketing Plan conducive to promoting Kingman to retailers which will contain the Goals, Objectives, Schedule and Implementation Measures to the City of Kingman for retail development.
- 2. Performance Measures** – As part of the Retail Analysis, Webster Global will prepare performance measures and timelines for the City of Kingman that will be used to evaluate if the goals and objectives are being met.
- 3. Direct Contact with Retailers** - During the 2016/2017 year, after the Analysis is conducted Webster Global will reach out to specific retailers for a 4-month period to see if there is interest from retailers in locating in Kingman, Arizona for a potential location.

## **WEBSTER GLOBAL ACTION WORK SCHEDULE**

Webster Global is providing an Action Work Schedule below. This is only a recommendation of suggested timeline for the City of Kingman to review and Webster Global will adjust accordingly after the contract is signed.

<b>Webster Global Tour of City of Kingman</b>	September 5, 2016
<b>Interviews of local citizens for analysis</b>	September 5-7, 2016
<b>Compile of local demographics and information for Report</b>	September 19, 2016
<b>Review of Draft Report</b>	October 3, 2016
<b>Final Market Analysis Report Provided</b>	October 14, 2016
<b>On-going Marketing for the City of Kingman to potential Retailers</b>	October 2016-January 2017

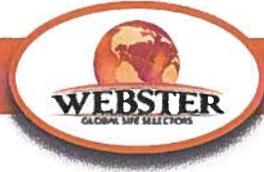


## **FEES**

Webster Global proposes that the fees for the work entailed in the Retail Analysis and Recommendations to the City of Kingman will be \$40,000. Webster Global requires a 1/3 at the beginning of the project (\$13,333.33) September 1, 2016, a 1/3 (\$13,333.33), September 20, 2016 and final payment (\$13,333.33) October 14, 2016, when the final report is provided to the City of Kingman. This fee does not include expenses that Webster Global incurs during the work involved (travel, hotels, rental cars etc.).

## **CONCLUSION**

Webster Global is eager to partner with the City of Kingman to analyze and market their area to retail end-users. Our unique blend of skills and experience allows us to vastly improve the success the City of Kingman will have in promoting your area to retail end-users. Our team has experience in Economic Development and Retail marketing, marketing plans for major cities, and retail experience that provides unique insight into what end-users seeks in a location. We have the contacts and know-how to get Kingman in front of retail end-users, and to most effectively enhance the Kingman region to retailers of all kinds.



## **PROJECT TEAM RESUMES**

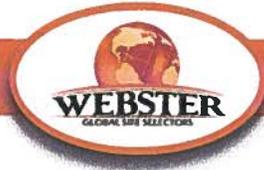


### **C. Paige Webster, Owner, Webster Global Site Selectors, Project Leader**

Paige Webster will serve as the Project Manager. Paige has extensive experience in the Economic Development arena and has been practicing Site Selection and Economic Development Consulting for the past twelve years. He was the former Economic Development Director for the Greater Yuma Economic Development Corporation and the Rural Representative for the Arizona Department of Commerce.

While in Yuma, Paige served on the REDI (Rural Economic Development Initiative) Board of Directors, which helped promote and initiate many rural economic development initiatives throughout the State. In his position with the Department of Commerce, Paige had the opportunity to work with many communities throughout Arizona to assist them in coordination of their economic development marketing priorities and strategic planning initiatives to plan for end users potentially locating in their area. Paige also participated in the creation and in the initiation of a Rural Certified Site program in the State of Arizona and Tennessee to prepare communities for “shovel ready” sites throughout rural Arizona and Tennessee. Paige also participated in the Rural Roundtable Strategic/Action Planning Sessions for Arizona to strategize and implement Rural Initiatives for communities throughout the State.

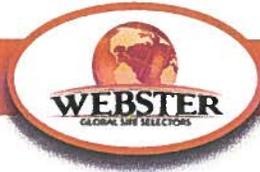
Over the past twelve years, other important focuses of Paige’s career have been in providing Site Selection services, and in assisting communities to successfully target various industries. Prior to this, he was the Western Regional Real Estate Manager for Aaron Rents. While with Aaron Rents, Paige was able to facilitate and expand their major retail expansion throughout the Western United States. Paige has worked for several development companies specializing in retail, office, food processing and industrial properties.



**Gere Edwards, Site Selection Consultant Webster Global Site Selectors, Project Support**

Gere is a new Site Selection Consultant at Webster Global Site Selectors. Based out of Pittsburgh, Pennsylvania. She performs site selection and economic development services primarily in the Northeastern part of the US.

With twenty years of experience in commercial real estate, she has grown to be a trusted advocate to many clients, assisting in the growth and negotiations in the Pennsylvania Region. Gere also has had experience in the Retail Sector, working with many large retailer's locational needs.



## **REFERENCES**

Mr. Joseph Michael, President  
Piccard Enterprises, Inc.  
11999 San Vincent Blvd., Ste. 201  
Los Angeles, CA 90049  
Office: [310-470-2280](tel:310-470-2280)  
[jmichael@piccardent.com](mailto:jmichael@piccardent.com)

Ms. Kathy Weiss, Director Economic Development and Tourism Regional  
Municipality of Durham  
605 Rossland Road East, 5th Floor  
P.O. Box 623 Whitby, Ontario L1N 6A3  
Office: [905-668-7711](tel:905-668-7711) ext. 2602  
Cell: [905-242-1979](tel:905-242-1979)  
[kathy.weiss@durham.ca](mailto:kathy.weiss@durham.ca)

Mr. Barry Albrecht, President/CEO  
Lawton-Ft. Sill Economic Development Corporation  
302 W. Gore Boulevard  
Lawton, OK 73501  
Office: [580-355-3541](tel:580-355-3541)  
Cell: [940-765-3215](tel:940-765-3215)  
[BAlbrecht@lawtonedc.com](mailto:BAlbrecht@lawtonedc.com)



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August 5<sup>th</sup>, 2016

Attention: Gary Jeppson, Development Services Director, City of Kingman

Dear Mr. Jeppson,

Please find enclosed our Statement of Interest and Project Qualifications as a consulting firm to develop a retail development strategy for the City of Kingman.

It is our desire to enhance the quality of life for the City of Kingman residents and attract retail firms by making Kingman visible and attractive to retail investors. High visibility demands brand presence throughout the most popular media venues. Internet and digital marketing has emerged as the essential medium in which organizations prosper and grow. A city with a brilliant digital initiative positions itself where potential investors are looking.

Cities face tough competition for business investment if they are not national capitals. It is essential to implement strategies that put the City of Kingman in the running. New and exciting changes must happen responsibly, taking into consideration all aspects of the present city environment.

Innovation can be easy, where the current culture blends seamlessly with advances in quality of life. After all is said and done, businesses and workers simply want to be in a city that is relevant and vibrant. This atmosphere cultivates creative, productive workforces and long-term, sustainable businesses.

How do we make Kingman attractive to retailers? In basic terms:

- Use excellent data to tell a compelling story about Kingman.
- Develop a clear strategy to exploit our city's competitive advantages.
- Build a case to position Kingman as an international location and hub.
- Create a digital platform that provides businesses everything needed to conduct their due diligence.
- Transform our city into a place where people of all ages desire to live, work and play.

We look forward to meeting with you in the very near future.

Sincerely,

  
Mary Smith, Business Development

  
Robbi Gunter, Marketing Strategies



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## **Executive Summary**

### **The Company**

Hyperspace Internet Technologies, Inc. (HiT) is a group of seasoned Internet professionals and business development experts. HiT provides high-impact websites, ranks you number one with search engine optimization and prolific social media marketing and fresh, unique search engine marketing content. We weave your business brand throughout the world to connect you with your perfect customer. By making businesses visible to their markets through the top trending Internet marketing techniques, social media, email marketing, search engine optimization, mobile marketing, mobile apps and brand development, we increase a business's bottom line.

### **Project Manager**

Mary A. Smith, while contracted with Jade, Inc., the sister company to HiT, worked directly with entities such as Maersk Sealand Inc., Champion Security, City of Reynoldsburg, Columbus Urban League, New Albany Chamber of commerce, Industrial Energy Users of Ohio (including the Honda plant in Marysville, OH), and Travel Solutions Inc. (serving Wexner/Limited Brands executives). She secured a consulting contract with Trump Taj Mahal in Atlanta, while still owned by Donald J. Trump, as well as numerous web development and promotions projects could not be defined in "Previous Experience", due to confidentiality and the age of the records. Throughout her life she has coordinated projects, both commercial and volunteer, independently and with teams.

### **Project Timeline**

**Start Date:** Hyperspace Internet Technologies, Inc. can commence project immediately upon successful negotiation of the contract.

### **Initial Major Milestones**

- Initial strategy session with recommendations: within 4 weeks of commencement of contract.
- Cityofkingman.gov updates: within 4 weeks of commencement of contract.
- Cityofkingman.gov SEO/marketing: within 6 weeks of commencement of contract.



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- First Draft of Economic Development website and 'database': within 4 weeks of commencement of contract.
- Second Draft of Economic Development website, pending all content submitted as requested: within 8 weeks of commencement of contract.
- Completion of First iteration of Economic Development website: within 10 weeks of commencement of contract.
- Initial approaches to prime manufacturing, industrial, business investment and retailers within 4 weeks of commencement of contract
- Multi-media presentations: within 12 weeks of commencement of contract.
- First complete PR package: within 12 weeks of commencement of contract.

Because this is an evolving and long term project, further milestones, including the approach of specific targeted entities and specific projects identified in strategic initiatives developed from consulting sessions, will be determined as they arise.

### **Compliance with Insurance Requirements**

Hyperspace Internet Technologies, Inc. is familiar with City's insurance requirements and contract documents and intends to comply with them.



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## **Statement of Qualifications**

Hyperspace Internet Technologies, Inc. and its team of Advisors has accumulated over 190 years experience that qualifies them for the scope of work included in the request for consulting services to develop a retail development strategy that maximizes the retail and restaurant potential for the City as well as provides business retention tools and an analytic portal to customize reports. We bring the further qualification of the ability to attract significant commerce to the City of Kingman that qualifies it for high level retailers to choose Kingman as a desirable market.

### **The Team**

Mary A. Smith – Project Manager, Business Development

Robbi A. Gunter – Marketing Strategies

Linda Wicklund – Financial Director

Krista Widman – Production Director

Jon Cole – Project Advisor

Dick Dobson – Project Advisor

Casey Rooney – Project Advisor

Jo Stetson – Project Advisor

### **HiT Partners and Project Advisors**

#### **Mary A. Smith**

Mary A. Smith is a partner in Hyperspace Internet Technologies, Inc. As the Director of Business Development she consults with the top executives for small businesses and Fortune 100 companies to implement strategies for branding and business growth. Mary has been developing and selling Internet solutions for over nineteen years, including, wired and wireless networks, telecommunications, corporate Web sites, intranets, extranets and marketing solutions. These solutions have doubled clients' sales within only months. For over 40 years she has both led and participated in projects that enhance the quality of life for communities and their residents.



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Prior to moving to Kingman, Mary was an active member of the Short North Business Association in Columbus, Ohio where she was involved in developing the growth of the shopping district. During her eight years as a Kingman resident, she has been actively involved in community service through local service organizations. Mary has been instrumental in bringing about positive changes for the city through her efforts as a Chamber of Commerce Ambassador and on the Chamber of Commerce Business and Government Committee.

### **Robbi A. Gunter**

Robbi A. Gunter is a partner in Hyperspace Internet Technologies, Inc. (HiT) As the Director of Marketing she is responsible for staying on the leading edge of marketing strategies and delivering measurable results for HiT clients. Robbi began in the marketing industry as a college teacher, working with hospitality management students to promote their events. This led her to using Internet technology as a powerful marketing tool. She is an expert in search engine marketing (SEM), social media marketing (SMM) and was instrumental in developing HiT's proprietary, results-driven system for search engine optimization (SEO).

Through her connections in the hospitality industry, non-profit organizations, small and large businesses, and educational facilities, Robbi has accumulated over 30 years experience in event production, including marketing managing, staffing and budgeting for live and online events. She played a primary role on EDMC's Trade Show/Convention Subcommittee for Kingman's first participation in the ICSC Las Vegas convention in 2011. Robbi has been a resident of Kingman for eight years.

### **Jon Cole**

Jon Cole and his family have resided in Kingman for over twenty years. With over thirty years in the trade show industry, Jon has owned and operated a Las Vegas based design and exhibit company that provides trade show exhibits for international events on a national and global scale. He excels in creating lasting impressions of a brand upon an audience, ensuring memorable visitor experiences and communicating the client message throughout the project. From concept to design, construction and show time, Jon optimizes the appearance and results for his clients' marketing strategy efforts.

As a producer of world class events, Jon has played a key role in business development and generating millions of dollars in revenue for his clients. While designing cutting edge event



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assets, he has developed powerful relationships with brand leaders, such as Mazda, AT&T, Pioneer, Sanyo and Fuji. Jon has recently expanded his company into the area of recycled products, where he transforms millions of tons of trade show waste into usable consumer products, saving hundreds of thousands of dollars in waste management for his clients.

### **Gerald R. (Dick) Dobson**

Dick Dobson has been a resident of Kingman for over two years. He brings over thirty five years experience in computer and database technologies for business development and operations. Dick has been instrumental in establishing business application technologies, analysis and computer systems for numerous Fortune 100 companies, including Hitachi Data Systems, Memorex Electronics and Boeing Aircraft.

During his career, Dick was responsible for negotiating multi-million dollar contracts, designing and implementing standards for the business applications required to run organizations in national and international capacities and collaborating with clients to make appropriate enhancements to their products. He has played a key role in establishing standards to ensure

the highest level of customer service and creating spreadsheets for long term financial projections.

As the Project Coordinator for the Jerry Ambrose Veterans Council (JAVC), Dick is actively and profoundly involved in service to the community of Kingman.

### **Casey Rooney**

Casey Rooney is the Economic Development Director for the City of Cottonwood. In addition to representing the Economic Development interests of the City, he provides staff support to the Cottonwood Economic Development Council. He is also a member of the NACOG Economic Development Council and on the Yavapai College Specialty Light Manufacturing Association Advisory Council.

Prior to arriving in Arizona, Casey worked for the Champaign County Regional Planning Commission (RPC) as their Economic Development Manager. He worked closely with the University of Illinois' Research Park and Business Incubator to facilitate entrepreneurial growth. Casey's 25 plus year career has included positions as a Chamber of Commerce



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Director in Mattoon Illinois and the Director of the Center for Manufacturing Excellence, an industrial training center and business incubator at Carl Sandburg College.

### **Jo Stetson**

Jo Stetson moved to Kingman in 2010, upon retirement from her position as the Senior Vice President of Real Estate Lending at Commerce National Bank in Newport Beach, CA. In her thirty year banking career she started up and operated real estate construction lending departments for three community banks in Orange County, California. These construction lending departments were major profit centers in all three banks contributing substantially to their bottom line profits. She structured and staffed each construction lending department, solicited and negotiated construction loans and managed the operations of the department.

After retirement from banking, Jo and her husband Don opened a small winery and event center in the Valle Vista area of Kingman. Although it is a small winery, it has attracted visitors from all over the United States, Canada and internationally. Jo and her husband have been major contributors toward this fledgling new winery industry in Kingman, and have been major contributors to the improved culture scene of the area and drawing more tourist dollars to the city.



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## **Scope of Work**

### **Our Reason Why**

It is our desire to enhance the quality of life for the City of Kingman residents and give our youth hope for a great future at home. We are a strong community, rich in history and opportunity. Families with old roots are enriched by new families establishing their roots, here in Kingman.

In order to attract developers and large corporations that can stimulate this growth, Kingman must be visible for the values we represent logistically, culturally and geographically. Planned economic growth brings higher paying jobs, strong careers, and an enrichment of the City's culture. By bringing in new major manufacturers and Fortune 500 Companies, as well as boutique businesses to complement our existing business culture, we develop our retail segment. It is our intent to assist the leaders of Kingman to act on their vision and complete their goals on a long term basis.

### **Our Vision**

The City of Kingman has the potential of being a Global Port and a major Western Gateway of commerce, culture, art, technology, emerging energy alternatives, environmental awareness, and a beautiful destination with a high quality of life. We can make the City of Kingman irresistible.

### **Response**

The scope of this Retail Development Strategy includes the following 5 key areas:

1. Consulting
2. Web Assets
3. Internet / Digital Marketing
4. Content
5. PR Team



## **Consulting:**

1. HiT's select team of key personnel will provide a long-term partnership with the City of Kingman, access to their geographic information systems (GIS) and collaboration with City staff.
2. Identify City Vision, survey residents, businesses and record their concerns.
3. Branding of the City of Kingman involves 5 important audiences: residents, workers, local and multi-national businesses, visitors, and developers.
4. Generate all marketing language.
5. Research Keyword Phrases for Internet Marketing.
6. Strategize funding / business investment.
7. Strategize Retail Development, confronting issues and concerns of retail leakage and surplus, cannibalization, market viability, residential and transient traffic, history and roots of our community as well as our diversified neighborhoods/market areas.
8. Apply current CPR and additional GIS to assist in addressing the following:
  - a. Develop trade area analysis focused on drive time delineation.
  - b. Develop profiles of customers in the trade area based on buying habits, media habits and lifestyle characteristics for existing and future commercial and industrial development.
  - c. Retail potential of specific sites in the city.
  - d. Recommend and approach specific manufacturers, retailers, and restaurants that match the City's current and developing customer profile.
  - e. Match the customer profiles with profiles of specific retailers and restaurants that would consider the City for a location or expansion, including the profiles of customers resulting from business and industrial growth.
  - f. Strategy for retention and attraction of high value, high wage jobs through comparison to competing cities in Arizona and neighboring states, including incentives and projections of a developing workforce of highly trained young adults.

## **Web and Digital Assets:**

1. Economic Development website for the City of Kingman, containing the following:
  - ✓ Content in the form of text, graphics, aerial photos and audio/visual.
  - ✓ Key information for prospective buyers, investors, developers and commercial entities interested in locating in Kingman, AZ.
  - ✓ Blog to keep information current, fresh and relevant.
  - ✓ Writable forms that can be submitted online.
  - ✓ Email capture for interested parties to sign up for updates.
  - ✓ Online relational database and CRM that collects the data captured from the site and generates automatic marketing responses and e-newsletters to contacts captured and entered from external sources.



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- ✓ Data and educational content highlighting the value of our current residents and our surrounding households, as well as our developing populace, when considered as a workforce.
  - ✓ A graphic illustrating the past, current and projected growth throughout Kingman and the areas of Greater Kingman that impact our growth.
  - ✓ Statistics showing the value of location and logistics.
  - ✓ RSS feed
  - ✓ Economic news
2. Cityofkingman.gov updates. The objective is to present Kingman as a thriving destination of interest to commercial entities, prospective residents and visitors, positioning it as the hub of all City activity. Include:
    - ✓ Links to economic development
    - ✓ Tourism
    - ✓ Airport Authority
    - ✓ Blog
    - ✓ All events of interest to residents and visitors in calendar of events.
    - ✓ Post special interest group news and information.
    - ✓ Auto generate e-newsletter to residents and interested parties.
  3. Mobile Business App with push notifications and automatic news updates.
  4. Webcasts, webinars, teleseminars, e-newsletters, multi-media and other interactive tools to provide ongoing insight into key industry topics.
  5. Develop Social Media Platforms
  6. Best-in-class online web-mapping, mobile friendly platform that, with the touch of a button, allows for screen shots, mobility, and ease of use to assist in business growth objectives.

### **Internet Marketing**

1. Search Engine Optimization of both City of Kingman and Economic Development websites.
2. Research and define keyword phrases that both attract the chosen target market for Economic Development and establish Kingman as a valued destination for new residents and visitors.
3. Daily, consistent posting to social media and other web platforms.
4. Social media management, marketing and engagement.
5. Email marketing.

### **Content**

1. Create fresh content, keyword phrase focused, with back links to make Kingman visible to our target markets and capture their attention.
2. Text and graphics for email marketing.



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3. Videos of Interchanges, including Rattlesnake Wash, greater Kingman Crossing area scope and graphic enhancements illustrating planned development.
4. Letters, PR kit language and multi-media presentations for interested buyers, investors, developers, and commerce interest.
5. Signs including a large map of the City of Kingman and greater area showing past, current and projected areas of development/interchanges, ad at each development location with information about the project and who to contact for information.
6. Ongoing development of e-newsletters, website content, webcasts that educate residents and interested parties to services, retail, healthcare, municipal assets and other attractive amenities as Kingman's quality of life raises current benchmarks.

**PR Team:**

1. Scripts.
2. Team Training.
3. Identified. To include representatives from local government, businesses, residents and marketing/ communications.
4. Bring our contacts to the table.
5. Provide ongoing support to the City throughout the recruitment process.

We propose a \$350,000 budget to market the City of Kingman and develop and implement a Retail Development Strategy.

**Contact:**

Mary A. Smith  
Hyperspace Internet Technologies, Inc.,  
1308 Stockton Hill Road, Suite E,  
Kingman, Arizona 86402  
(888) 448-2932  
info@hyperspaceit.com

# Hyperspace Internet Technologies, Inc.

## Previous Experience

Client's Contact Information	Phone Number	Name Of Project	Dollar Amount of Project	Contract Award Date	Completion Date
<b>TRAVEL SOLUTIONS Inc.</b>					
7775 Walton Pkwy New Albany, Oh 43054		Monthly Co-location of Server	\$959.52 Monthly	1/4/2006	9/1/2013
Joe Szablewski	614-899-0419	Monthly Hosting	\$11,514.24 Annually		
		Monthly Virtual Mail Server			
		Monthly Daily Server Backup			
		IP address			
<b>Adobe Walls, LLC</b>					
4 Silverado Trail Laramie, WY. 82070		Webpage	\$4,650.00	3/10/2014	5/7/2014
Steve Amick	307-277-1333	hosting	\$144.00 Annually	2/2/2015	2/2/2016
<b>Strong Business Credit</b>					
580 N. Fourth St. Ste. 500 COLUMBUS, OH 43215		Website Management	\$18,000.00	Jan-09	Dec-09
Ilya Bodner	800-295-4519	Internet Marketing			
<b>Bartlett Tours</b>					
3613 Yucca Ln Lake Havasu City, AZ 86404		Web Page and You Tube	\$2,725.00 Contract	1/26/2013	Currently active
Michale Keys	928-680-4144	Monthly Hosting	\$ 30.00	1/26/2013	
		web page development		on going	
<b>Cambridge City Schools</b>					
611 Fairdale Rd Cambridge, OH 43725		Monthly Hosting	\$329.94	2/1/2009	7/14/2009
Susan Tucker	740-439-4040		6-months		
<b>Central Ohio Metal Stamping &amp; Fabrication</b>					
1055 Claycraft Rd Columbus, OH 43230		Monthly Hosting	\$ 39.99	11/4/2016	12/3/2015
John Davidson	614-861-3332	Email/Domain	\$66.54 annual	11/4/2016	current

# Hyperspace Internet Technologies, Inc.

## Previous Experience

Champion Security ADT 4140 Sunbury Rd Columbus, OH 43213	614-746-7491	Monthly	Single Service Co-Location 40 GB of Data Transfer Website Design Web MDOS Link SSL Encryption Key Press Release e-mail Marketing	\$2,700.00 annual \$4,000.00 \$1,875.00 \$2,600.00 \$750.00	1/5/2009	1/1/2011
Maersk Sealand Inc. 6000 Carnegie Blv PO Box 12964 Charlotte, NC. 28220-2964 Walter Drozd	704-571-2000	Monthly Monthly	Hosting Hosting	34.95 34.95 \$419.40 \$419.40	8/4/2004 8/4/2004	11/15/2011 11/15/2011
Industrial Energy User of Ohio 21 E State St 17th floor Columbus, OH. 43215 Samuel Randazzo	704-719-2845	Monthly hourly	Web Site Development Hosting Consulting	\$17,500.00 \$59.99 \$250.00 \$719.88	8/27/2007 8/27/2007	2/1/2009
Kingman Homes (Castle Rock) 2701 Andy Devine Ave Ste 300 Kingman, AZ 86409 Josseph Leyua			Website Development Business Card	\$10,200.00 \$200.00	1/21/2015 4/14/215	4/14/2015
Stetson Winery 7252 E Concho Dr#10 Kingman, AZ 86409 Jo Pedrojetti	928-757-7206	Monthly	Hosting Web Page Dev. New Year's Eve Mardi Gras St. Patrick's Day Grape Stomp Mother's Day Father's Day Kingman BlueGrass Festival	\$12.00 \$3,334.50	2/29/2012 2/29/2012	current current

To name a few

# Hyperspace Internet Technologies, Inc.

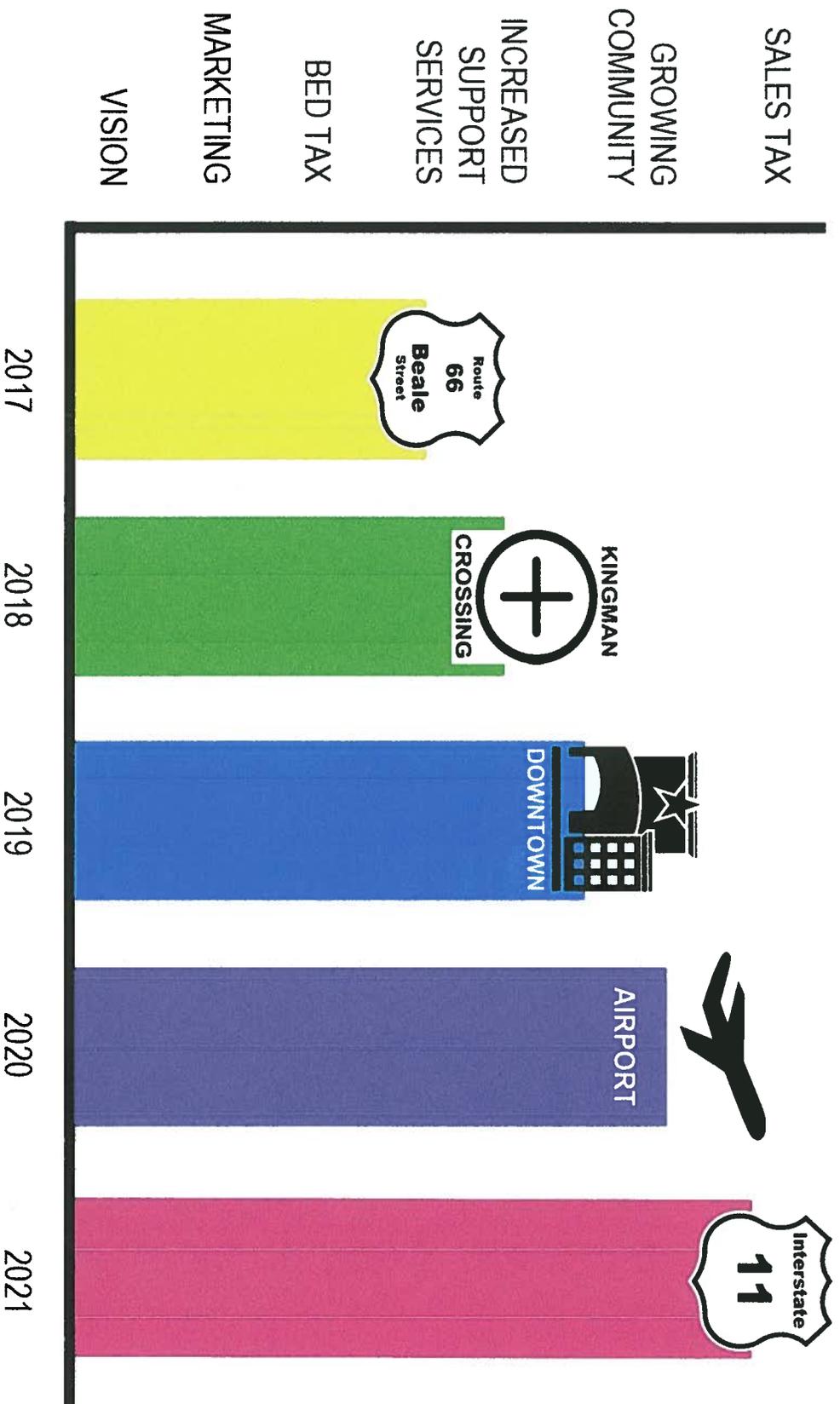
## Previous Experience

City of Reynoldsburg 7232 E Main St Reynoldsburg, Oh 43068	Monthly	Consulting Hosting	69.99	\$839.88 annual	8/26/2009	5/17/2013
Scott Teeters - Computer Dept 614-322-6883	614-322-6883					
Columbus Urban League 788 Mount Vernon Ave. Columbus, OH. 43203-1408	Monthly	Hosting Consulting	39.99	\$479.88 annual	9/1/2009	8/20/2012
Mary Love - Finance Dept 614-257-6300						
New Albany Chamber of Commerce PO Box 202 New Albany, OH 43054	Monthly	Hosting	59.99	\$0.00 annual done as community service	2/1/2009	5/1/2010
Eileen Lubie 614-855-4446						
Carlton Realty LLC 580 West Schrock Rd Westerville, OH 43081		Hosting		\$1,199.76 annual	2/1/2009	2/18/2015
Robert Kutschback 614-891-0000						
Harrop Industries Inc. 3470 East Fifth Av Columbus, OH 43219		Hosting Web Page Dev		\$479.88 annual \$900.00	2/1/2009 11/26/2012	4/20/2016
Sharon Campbell/Kim Kelly 614-231-3621		On Page Optimization Keyword Research SEO Fundmentals Web Design Web Design Mobile Friendly update				
				\$1,000.00 \$1,600.00 \$450.00	5/1/2013 1/10/2014 5/18/2015	
Global Transport Specialists 130 E Wilson Bridge Rd. SU Worthington, OH 43085		Hosting		\$239.88 annual	2/1/2009	current
John Stewart 614-818-4340						

# Kingman's Economic Growth

Who do we want to attract? | What do we look like? | Why do people spend money here?

## Target: Triple Revenues



**ORIGINAL**



Request for Statement of Interest & Qualifications Response

# RETAIL RECRUITMENT & VISITOR SOLUTION



Prepared by: Cody Gunstenson  
Due Date: August 5, 2016

**Buxton**<sup>®</sup>

# COVER LETTER

Gary W. Jeppson, *Development Services Director*  
City of Kingman, 310 N. 4th St.  
Kingman, AZ 86401

Thank you for allowing Buxton the opportunity to discuss your retail development needs with you. As our proposal demonstrates, we can offer Kingman, AZ a comprehensive solution that will improve both the efficiency and effectiveness of your community's retail development efforts. Our solution will assist you in preparing and implementing business recruitment strategies while addressing the following business objectives:

- ✓ Recruit both "big box" and local retailers and restaurants, specifically fine dining concepts, such as Red Lobster and Olive Garden
- ✓ Recruit a destination-type retailer for sporting goods or outdoor goods, such as Cabela's, Bass Pro, etc.
- ✓ Support the City at conferences such as ICSC Recon and ICSC San Diego
- ✓ Retain existing retailers and restaurants
- ✓ Understand current retail and restaurant economic condition
- ✓ Understand residents' and visitors' impact on the local economy and determine their media preferences to market your community to potential visitors

Buxton's approach to retail recruitment is unparalleled in the industry in that we are not commercial real estate brokers. Buxton is a true third-party, unbiased market research firm that specializes in retail development. Our proprietary retailer match process leverages our two decades of site selection and predictive analytics experience for thousands of retailers. Buxton's team of retail experts identifies the right retailers for you to recruit and then acts as a partner to you throughout the implementation phase.

This approach is a key component of our clients' success. Rather than outsourcing the brokering process and circumventing local brokerage networks, we empower our clients with the validation they need to present a convincing case to retailers. We have a demonstrated record of delivering high quality, reliable solutions with an unparalleled level of support and service. All of us at Buxton are confident that we are the company that can provide the solution that will meet Kingman, AZ's needs.

Thank you again for your consideration and we look forward to working with you.

Sincerely,

Cody Gunstenson, *Director of Sales*  
2651 South Polaris Drive  
Fort Worth, Texas 76137  
(e) [cgunstenson@buxtonco.com](mailto:cgunstenson@buxtonco.com)  
(p) 817.332.3681  
(f) 817.332.3686

# EXECUTIVE SUMMARY

As a Buxton client, you will have a team of individuals dedicated to supporting your retail recruitment goals. This team will include the following key personnel assigned to the project:

- Account Manager (2)
- Project Manager (1)
- Community Analyst (1)
- Data Analyst (1)
- Vice President of Analytics (1)
- SCOUT Support (1) (for SCOUT setup only)
- Systems Engineer (1) (for SCOUT setup only)

The following highlights the experience of the primary account executive and project manager who will be assigned to this project. Additional team leadership information and experience is included in the Statement of Qualifications section of this document.



**Matt Tate**, Senior Account Executive [mtate@buxtonco.com](mailto:mtate@buxtonco.com)

As a Senior Account Executive in Buxton's public sector division, Matt guides communities through the process of implementing and maximizing Buxton's services. He is a helpful resource for communities across the United States, ensuring that they have the resources and training they need to achieve their retail economic development goals. Before joining Buxton's public sector division, Matt was an account executive in our private sector division, assisting retail and healthcare clients with site assessment and marketing initiatives. He holds a Bachelor of Arts in Mass Communications/Media Studies from Harding University.



**Janelle Guinn**, Project Manager [jguinn@buxtonco.com](mailto:jguinn@buxtonco.com)

As a project manager in Buxton's public sector division, Janelle guides communities through the process of implementing and maximizing Buxton's services. She is a helpful resource for communities across the United States, ensuring that they have the resources and training they need to achieve their retail economic development goals. Before joining Buxton, Janelle was a project manager for OSM Global and brings over ten years of management experience in various roles. She holds a Bachelor of Science in Business Administration from Northwestern State University of Louisiana.

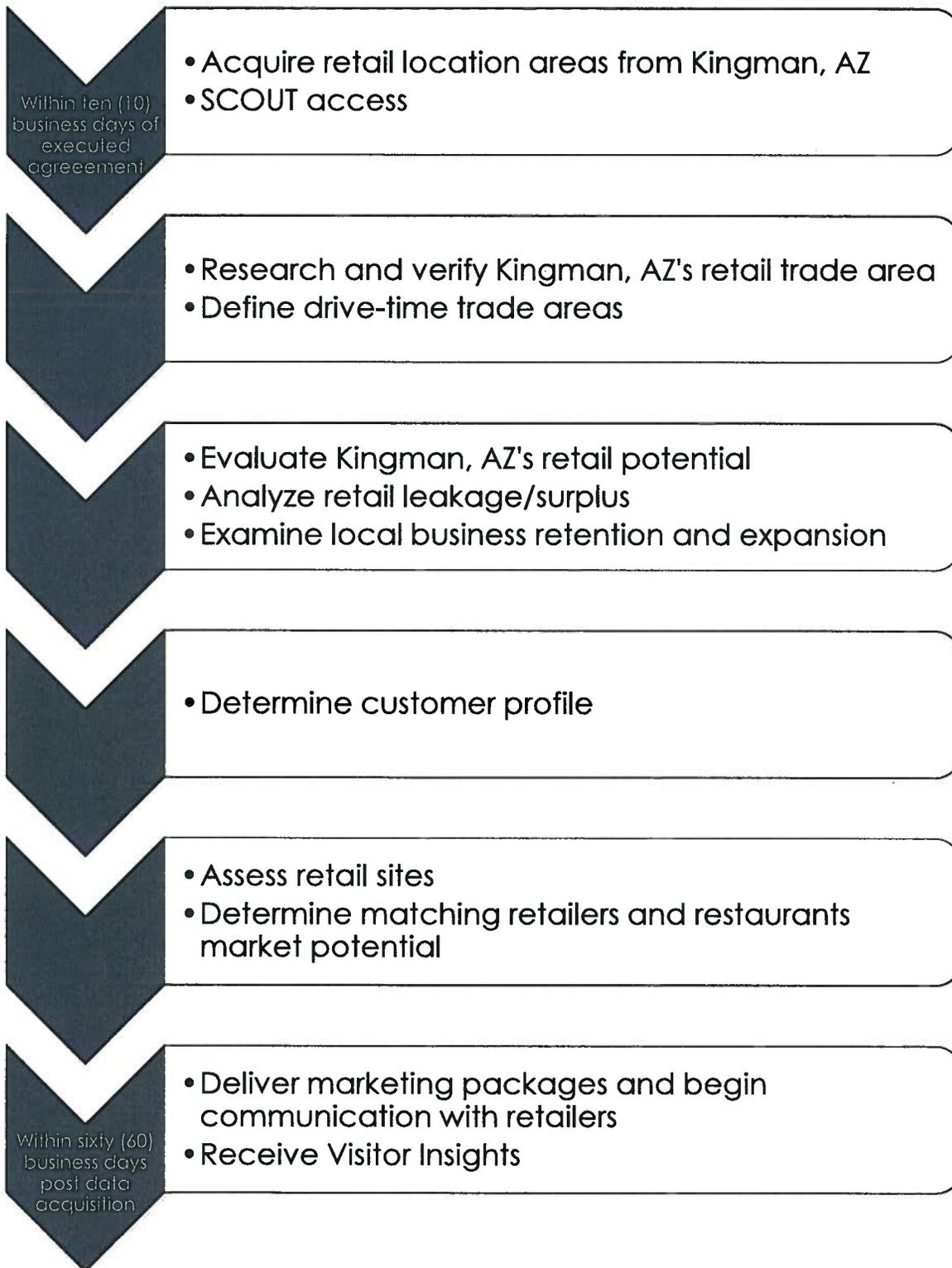
Additionally, Buxton's chief financial officer has reviewed and indicated the firm's intent to comply with Kingman's insurance requirements and the form of Kingman's contract documents.

The following page outlines the proposed project timeline and major milestones. The project launch will occur when:

1. An agreement is executed
2. The initial payment is received, and
3. The Community Information and Reports are received

The final solution will be delivered 60 business days post Visa data acquisition.

## Project Timeline



# STATEMENT OF QUALIFICATIONS

Since our founding in 1994, Buxton® has been a leading force in retail site and development. We are recognized for creating solutions that provide results. Buxton began as a service to help retailers make informed site selection decisions by understanding their customers and precisely determining their markets. Buxton soon realized that the company's expertise in retail site and market analysis could also be leveraged to benefit communities desiring retail expansion.



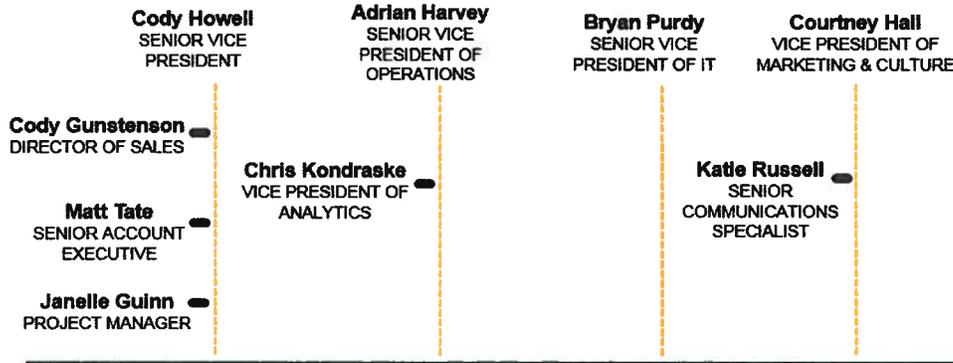
More than simply providing data, Buxton supplies custom marketing materials and strategies targeting the unique site requirements of retailers, developers, and commercial real estate brokers. Buxton clients achieve outstanding success using our tools for retail identification, selection, and recruitment. Clients benefit from Buxton's unique understanding of site selection from the retailer's point of view.

- **Grow Your Community.** Create new, permanent jobs that will satisfy your citizens' desire to shop at home; retain dollars currently spent outside of your community and maximize revenue growth to fund city services
- **Leverage Buxton's Retail Industry Expertise.** Establish credibility with decision makers by providing factual evidence to support your site and gain a competitive position by leveraging our experience:
  - 3500+ total clients from the retail, restaurant, healthcare, and public sector industries
  - 700+ public sector clients nationwide
  - 35+ million square feet of retail space recruited or expanded
  - 500+ cumulative years of retail management and economic development experience
- **Access Your Buxton Solution with Ease.** Utilize your best-in-class retail recruitment solution via SCOUT™ with the touch of a button from any mobile device; gain answers to your retail recruitment and site analysis questions and have the big picture in the palm of your hand
- **Develop a Long-Term Partnership.** Receive personal guidance and ongoing insight into key industry topics

## Key Personnel

Once you have engaged Buxton to work with you, a project team will be assigned to guide you through the entire process—from initial data collection to final presentation of the results. This team consists of:

- Senior Account Executive, who will serve as your primary source of communication during the project: Matt Tate (e) [mtate@buxtonco.com](mailto:mtate@buxtonco.com) (p) 817.332.4112 (f) 817.332.3686
- Professionals with backgrounds as retail executives and economic development practitioners who will address your unique challenges and help maximize your opportunities



Team members for your project will include Buxton personnel with strong retail and economic development backgrounds as well as those from operations. All team members can be reached at 817.332.3681 and are located at 2651 South Polaris Drive, Fort Worth, TX 76137.

The team members have multiple years of experience working with the town hall leadership of hundreds of communities on retail/tourism sector analysis and retail recruitment/visitor marketing strategies.



**Cody Howell**, Senior Vice President [chowell@buxtonco.com](mailto:chowell@buxtonco.com)

In his role as senior vice president, Cody leads Buxton's account management team for all industries as well as the city government consulting division. He helps to build and maintain the partnerships with retail, restaurant, healthcare and city government clients ensuring they receive the guidance necessary to get the most from their custom analytics solutions.

Cody also advises municipalities on retail economic development and planning initiatives, helping to shape growth strategies for client municipalities nationwide.

Cody joined Buxton in 2011 as an account executive, working with numerous retail and restaurant clients. After much success in that role and in the role of vice president of CommunityID, Cody was promoted to his current role of senior vice president. Prior to joining Buxton, Cody held leadership positions with Home Depot.



**Cody Gunstenson**, *Director of Sales, CommunityID*  
[cgunstenson@buxtonco.com](mailto:cgunstenson@buxtonco.com)

As a Director of Sales for Buxton's public sector division, Cody advises municipalities on economic development and planning initiatives through community analytics. He assists communities across the United States in identifying retail and economic development potential. Cody holds a bachelor's degree in agricultural economics from Texas A&M University.



**Matt Tate**, *Senior Account Executive* [mtate@buxtonco.com](mailto:mtate@buxtonco.com)

As a Senior Account Executive in Buxton's public sector division, Matt guides communities through the process of implementing and maximizing Buxton's services. He is a helpful resource for communities across the United States, ensuring that they have the resources and training they need to achieve their retail economic development goals. Before joining Buxton's public sector division, Matt was an account executive in our private sector division, assisting retail and healthcare clients with site assessment and marketing initiatives. He holds a Bachelor of Arts in Mass Communications/Media Studies from Harding University.



**Janelle Guinn**, *Project Manager* [jguinn@buxtonco.com](mailto:jguinn@buxtonco.com)

As a project manager in Buxton's public sector division, Janelle guides communities through the process of implementing and maximizing Buxton's services. She is a helpful resource for communities across the United States, ensuring that they have the resources and training they need to achieve their retail economic development goals. Before joining Buxton, Janelle was a project manager for OSM Global and brings over ten years of management experience in various roles. She holds a Bachelor of Science in Business Administration from Northwestern State University of Louisiana.



**Adrian Harvey**, *Senior Vice President of Operations* [aharvey@buxtonco.com](mailto:aharvey@buxtonco.com)

As SVP of Operations, Adrian Harvey oversees all of operations, including the analytics and data integration divisions. He is responsible for the development, integration, and application of all of Buxton's solutions.

Adrian began his career at Buxton in 2009 as a research analyst and has held numerous analytical and leadership roles within the organization. He earned a bachelor's degree in entrepreneurial management as well as a master's degree in decision science from the University of North Texas.



**Chris Kondraske**, Vice President of Analytics [ckondraske@buxtonco.com](mailto:ckondraske@buxtonco.com)

As VP of Analytics, Chris Kondraske oversees four operational departments: data analytics, predictive analytics, analytics support, and community analytics. He is responsible for ensuring cross-departmental collaboration and continued methodological innovation, in addition to overseeing the operations of the four departments. Chris plays a critical role in new project scoping and establishing the vision of the analytics team.

Prior to joining Buxton, Chris worked in the biotech and private portfolio futures and stock trading industries. He studied economics and mathematics at the University of North Texas.

The analysts reporting to Chris have completed hundreds of retail and visitor analyses, providing reports and recommendations to city leadership.



**Bryan Purdy**, Senior Vice President of Information Technology

[bpurdy@buxtonco.com](mailto:bpurdy@buxtonco.com)

Bryan Purdy is Senior Vice President of Information Technology at Buxton. In this role, he is responsible for the operations of the entire IT department as well as the evolution of Buxton's proprietary analytics platform, SCOUT. Purdy has been with Buxton for 10 years and has led many of the company's strategic IT initiatives.

Before joining Buxton, Bryan worked for TXU/CapGemini Energy as an application developer. He has a Bachelor of Business Administration degree with a concentration in Management Information Systems from the University of Oklahoma.

Bryan's team has successfully set up hundreds of community clients in SCOUT.



**Courtney Hall**, Vice President of Marketing & Culture [chall@buxtonco.com](mailto:chall@buxtonco.com)

Courtney Hall is the vice president of marketing & culture at Buxton. In this role, she manages the company's marketing presence across its retail, healthcare and public sector divisions and also oversees its recruitment and training efforts. Courtney joined Buxton in 2007 and held a number of roles within marketing and business development before transitioning to her current leadership position.

Before joining Buxton, Courtney worked in the advertising industry as an account executive and media buyer. She holds a bachelor's degree in marketing from Texas Tech University.



**Katie Russell**, Senior Communications Specialist [krussell@buxtonco.com](mailto:krussell@buxtonco.com)

Katie Russell is a senior communications specialist at Buxton and supports the company's public relations and content development efforts. She works closely with Buxton's public sector division to announce new partnerships; profile client successes through videos, articles and case studies; produce educational workshops and webinars; and publish Buxton's Competitive Community newsletter. Katie holds a Bachelor of Business Administration in Marketing from Texas Christian University.

## PREVIOUS EXPERIENCE AND REFERENCES

### **Client Name: North Augusta, SC**

Contact Name: Todd Glover, City Administrator

Client Address: PO Box 6400 100 Georgia Avenue, North Augusta, SC 29841

Contact Email: [tglover@northaugusta.net](mailto:tglover@northaugusta.net)

Contact Phone: (803) 441-4202

Project Name & Location: Retail recruitment analysis in North Augusta, SC

Contract Award & Completion Dates: 3/13/14 to present (multiyear agreement)

Initial Contracted Dollar Amount: \$150,000

### **Client Name: Caribou, ME**

Contact Name: Austin Bleess, City Manager

Client Address: 25 High St, Caribou, ME 04736-2710

Contact Email: [citymanager@cariboumaine.org](mailto:citymanager@cariboumaine.org)

Contact Phone: (207) 493-3324

Project Name & Location: Retail recruitment analysis in Caribou, ME

Contract Award & Completion Dates: 12/16/2013-present (multiyear agreement)

Initial Contracted Dollar Amount: \$150,000

### **Client Name: Apache Junction, AZ**

Contact Name: Janine Hanna-Solley, Economic Development Principal

Client Address: 300 E Superstition Boulevard, Apache Junction, AZ 85119

Contact Email: [jsolley@ajcity.net](mailto:jsolley@ajcity.net)

Contact Phone: (480) 474-5076

Project Name & Location: Retail recruitment and visitor analysis in Apache Junction, AZ

Contract Award & Completion Dates: 6/23/14 to present (multiyear agreement)

Initial Contracted Dollar Amount: \$160,000

## ADDITIONAL CLIENTS

Buxton has worked with more than 700 public sector clients nationwide including, but not limited to:

- Palm Springs, California  
3200 E. Tahquitz Canyon Way,  
P.O. Box 2743  
Palm Springs, CA 92262
- Rochester, New Hampshire  
31 Wakefield Street  
Rochester, NH 03867
- Irving, Texas  
825 W. Irving Blvd.  
Irving, TX 75060
- North Richland Hills, Texas  
7301 N.E. Loop 820  
North Richland Hills, TX 76180
- Kingsport, Tennessee  
225 W Center St,  
Kingsport, TN 37660
- Tulsa, Oklahoma  
175 East 2nd Street  
Tulsa, OK 74120
- Pasadena, California  
100 North Garfield  
Pasadena, CA 91109
- Rochelle, Illinois  
1221 Currency Court  
Suite A  
Rochelle, IL 61068
- Columbus, Georgia  
1200 6th Avenue  
Columbus, GA 31902
- Durango, CO  
1150A Main Avenue  
Durango, CO 81301
- Hesperia, California  
9700 Seventh Avenue  
Hesperia, CA 92345

# RESPONSE TO SCOPE OF WORK

Buxton is pleased to present this proposal to Kingman, AZ. The purpose of this proposal is to outline and review your community development objectives and how Buxton's solutions will enhance your ability to effectively meet those objectives.

## **Kingman, AZ's Solution Objectives:**

- Recruit both "big box" and local retailers and restaurants, specifically fine dining concepts, such as Red Lobster and Olive Garden
- Recruit a destination-type retailer for sporting goods or outdoor goods, such as Cabela's, Bass Pro, etc.
- Support the city at conferences such as ICSC Recon and ICSC San Diego
- Retain existing retailers and restaurants
- Understand current retail and restaurant economic condition
- Understand residents' and visitors' impact on the local economy and determine their media preferences to market your community to potential visitors

## **Retail Recruitment and Retention Solution: Your Community & Visitor Profile**

Our solution is a total marketing strategy that enables community leaders to understand the consumer profile of their residents and visitors and to identify specific retailers and restaurants who seek a market with household purchasing habits just like yours. This solution provides you with the ability to actively pursue identified retailers, making a compelling case for their expansion to Kingman, AZ by utilizing custom marketing packages that Buxton will create for you. You will have access to the same analytical information and insights retailers depend on today to make site selection decisions. This knowledge will provide you with instant credibility and the ability to differentiate your community.

### **Step 1 – Research Your Community**

Buxton uses over 250 consumer and business databases that are updated regularly and compares your potential sites to the universe of all competing sites operating in the U.S. We define your current retail situation and those in any neighboring communities that impact your retail environment.

### **Step 2 – Define and Evaluate Your Trade Area**

Customers shop by convenience, measuring distance based on time, not mileage. We will conduct a custom drive-time analysis to determine your trade area using our proprietary methodology and knowledge of individual retail clients' actual trade areas. Your drive-time trade area will be provided to you as a map that accurately depicts your consumer shopping patterns.

### **Step 3 – Profile Your Trade Area's Residential and Visitor Customers**

You will have insights into more than 7,500 categories of lifestyles, purchase behaviors, and media reading and viewing habits of your residents and visitors. Buxton will develop three (3) unique profiles for your solution:

1. Residential Profile – will analyze all the households in your drive-time trade area.
2. Visitor Profile – will analyze all domestic Visa expenditures for a recent twelve (12) month period where the cardholder's originating address is located outside of your drive-time trade area. Expenditures are consolidated at the ZIP+4 level so as to de-identify individual cardholder information, which provides Buxton with a way to develop an accurate consumer profile of the visitors to your community.

3. Combined Total Community Consumer Profile – Buxton will combine your residential and visitor profiles to develop your overall consumer profile, which will be used to match retailers and restaurants as fits for your community.

#### **Step 4 – We Match Retailers and Restaurants to Market Potential**

Buxton will match the consumer profile of your community's trade area against the customer profiles of 5,000+ retailers in our proprietary database. We will identify the similarity between the two profiles analyzed using Buxton's proprietary retail matching algorithm to determine if your site presents an attractive opportunity for each retailer. We then qualify the list of matched results to verify that a retailer is currently operating or expanding, that they operate in similar sites, and that your site affords adequate buffer from competition and cannibalization to be realistically considered.

#### **Step 5 – We Create Marketing Packages**

Buxton will assemble individualized marketing packages for up to twenty (20) targeted retailers for one site. We will notify each retailer's key real estate decision maker by letter, informing them that they have been qualified by Buxton as a potential viable fit for your site and should expect to be contacted by a representative of the city.

Your marketing packages will be delivered to you in SCOUT and include a:

1. Map of the retail site and trade area
2. Map of the retailer's potential customers
3. Retailer match report that compares the site's trade area characteristics and consumer profile with the retailer's sites in similar trade areas

#### **Solution Deliverables:**

- SCOUT Touch access
- Drive time trade area maps
- Retail site assessment
- Residential, visitor, and combined profile
- Retailer specific marketing packages (for up to twenty (20) retailers) for one (1) specific site
- Mobile tablet device at completion with pre-loaded findings

#### **Multi Year Deliverables:**

Years 2 and 3 of this agreement will include a Retail Recruitment model refresh, retail marketing packages, and full access to SCOUT and SCOUT Touch.

## Access and Use Your Retail Recruitment and Visitor Solution via SCOUT Touch

Buxton's solution will be deployed via SCOUT Touch, providing you with crucial information about your region, your visitors, and much more. SCOUT is a web-based platform that is accessible on any Windows or iOS enabled device with an Internet connection and is designed to give decision-makers in your community access to the data and solutions that will assist them in making better business decisions. The solution includes four (4) SCOUT users with the ability to run demographic and study area profile reports, and view maps and other data elements.

**Identifying and quantifying key variables that impact your community**, you will acquire insights from these findings that will provide you with a strong understanding of the visitors to your community, as well as retail recruitment and business retention efforts. In Buxton's SCOUT Touch you will be able to:

- Identify retail matches
- Run variable reports
- View city limit maps
- Run healthcare reports
- Run demographic & consumer propensity reports
- See aerial view
- View physician intelligence
- Run comparable reports
- Run retail leakage/surplus reports



## Support

### SCOUT Technical Requirements

SCOUT can be accessed at the following URL: [www.buxtonco.com](http://www.buxtonco.com)

SCOUT is a web-based platform accessible on any desktop, laptop, or mobile tablet device that has an Internet connection. An iPad Air 2 is suggested by Buxton to give you the best user experience. Android tablets are not supported by Buxton's Helpdesk. Minimum browser requirements are Internet Explorer 10, Safari 5, Chrome 21, or Firefox 14.

### Buxton's Helpdesk

(1-817-332-3681) is available during normal office hours (8:00 AM-5:30 PM CST, excluding weekends and public holidays). Buxton's Helpdesk team will be available to support all educational, functional, and technical inquiries and will respond to all requests within twenty-four (24) hours of submission.

Buxton's Helpdesk

Monday – Friday: 8:00 am – 5:30 pm CST

**1-817-332-3681**

## Implement A Retail Recruiting Plan

The Buxton Account Management Team consists of a group of experienced retail and analytical professionals whose sole purpose is to help you drive success in your community's retail economic development efforts. To effectively initiate this project, we request that you provide the following:

### 1. Project Liaison

Please designate a primary point of contact from your community to coordinate with the Buxton team. This project team will serve as your day-to-day point of contact to ensure you are educated and informed as we are moving through the analytics process to determine which retailers are the best fit for your community.

### 2. Community Information and Reports

- Logo (vector file – request from your ad agency and/or printer)
- Addresses and descriptive information for up to three sites that will be evaluated
- List of planned retail, commercial or mixed use (either proposed or in development)
- List of major, national or regional retailers that have closed, left or moved from the community

### 3. Project Launch

A conference call with you representatives and the Buxton project team will officially launch the project. The project launch will occur when:

1. An agreement is executed
2. The initial payment is received, and
3. The Community Information and Reports are received

Items to bolster the Recruitment Strategy will include:

- Provision of updated contacts for retailers
- Issuance of warm-up letters on your behalf to "break the ice" with retailers
- Attendance to conference calls with community and retailers, when available
- Continued monitoring of progress with retail outreach

To ensure we deliver our analysis to you within the promised timeline, our account manager will be working directly with a dedicated project manager who oversees the smooth and timely development of all public sector client projects in our internal analytics departments.

The Buxton account management team is dedicated to your success and a world-class client experience and partnership.

# Term, Fees, And Delivery

Agreement Term	Three (3) Years
<b>Year 1 Fee</b> (50% invoiced upon execution of this agreement; 50% invoiced upon targeted retailer identification)	\$60,000
<b>Year 2 Fee</b> (Invoiced 1 <sup>st</sup> anniversary of this agreement)	\$50,000
<b>Year 3 Fee</b> (Invoiced 2 <sup>nd</sup> anniversary of this agreement)	\$50,000

\* Buxton does not itemize costs.

**Delivery** Kingman, AZ will have access to retail match lists and marketing packages within sixty (60) business days of execution.

Your SCOUT access will be enabled within ten (10) business days of the execution of this agreement. Kingman, AZ will have access to retail match lists and marketing packages within sixty (60) business days of execution. The initial term of this agreement is for three (3) years with services invoiced annually. However, at any time during this initial 3-year term, Kingman, AZ may cancel services for the following year by providing written notice to Buxton at least sixty (60) days in advance of a yearly renewal. If Kingman, AZ cancels services prior to the expiration of the initial term, Kingman, AZ will be invoiced 10% of the total remaining balance. All service fees associated with this agreement are due in net ten (10) days of the date of the invoice. Execution of this agreement will act as full consent that Buxton may include Kingman, AZ on its client list and in presentations and public relations efforts. Additionally, Buxton may issue a press release announcing Kingman, AZ as a client. When doing so, Buxton will not reveal information that is confidential and proprietary to Kingman, AZ.

Buxton	Kingman, AZ
Signature _____	Signature _____
Printed Name _____	Printed Name _____
Title _____ Date _____	Title _____ Date _____

Please provide us with a primary point of contact for invoice receipt.

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Please provide us with a primary point of contact.

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Preferred Method of Receipt:** Email **OR** U.S. Mail

**BETTER  
RETAIL.  
BETTER  
COMMUNITIES.**

**Development  
Strategy**

KINGMAN, ARIZONA  
AUGUST 5, 2016

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August 5, 2016

Gary W. Jeppson  
Development Services Director  
City of Kingman  
310 North Fourth Street,  
Kingman, Arizona 86401

Dear Gary Jeppsen:

The Retail Coach is pleased to submit a proposal for the Retail Consultant RFP. We appreciate the opportunity and are excited about the prospect of assisting Kingman.

Having the opportunity to work for Kingman in the past, we are ready to hit the ground running and accelerate the timeframe to being the recruitment portion of the project.

With a national perspective and more than 16 years of experience in more than 400 communities, The Retail Coach offers the expertise, service, and manpower to research, analyze, and develop customized assessments that best position the client for development success. No other consulting firm offers this level of comprehensive support that is uniquely tailored to the community. Our successes are unparalleled, resulting in multiple assignments with 88% of our clients.

Our Retail:360® Process approach is tailored to each client's specific needs, goals, and opportunities and centers on five realities:

1. Community development must precede economic development
2. Retail strategies are place-based and must fit Kingman
3. A balance of independent, regional, and national retail must be achieved in Kingman
4. Retail must be recruited
5. Retail recruitment is a process – not an event
6. On-going, supportive retail coaching ensures success

We have addressed each service outlined in the Request for Proposal in a comprehensive manner. Additionally, we have added complementary services we feel beneficial, such as our Cell Phone Shopper Analysis. Also, our proposal includes traveling to Kingman to conduct our assessments.

Again, we appreciate the opportunity to submit this proposal and would welcome the opportunity to personally introduce our firm to you at the appropriate time. Please feel free to call me at 662.401.4327 if you have any questions.

Sincerely,

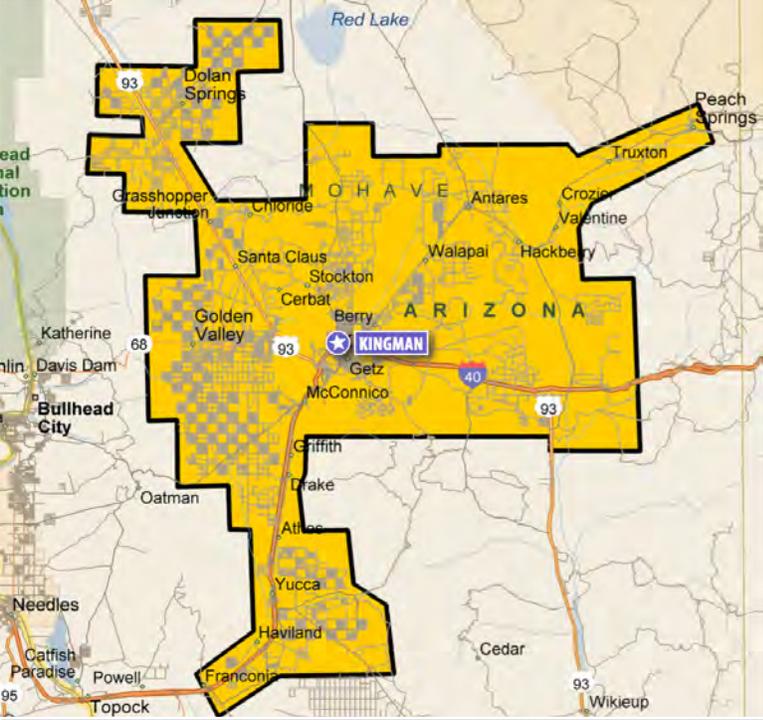


C. Kelly Cofer, CCIM  
President & CEO

# EXECUTIVE SUMMARY

The Retail Coach has had the opportunity to work for Kingman in the past few years where we analyzed the retail trade area to generate demographics and psychographics to determine the makeup of the residents in Kingman.

## RETAIL TRADE AREA

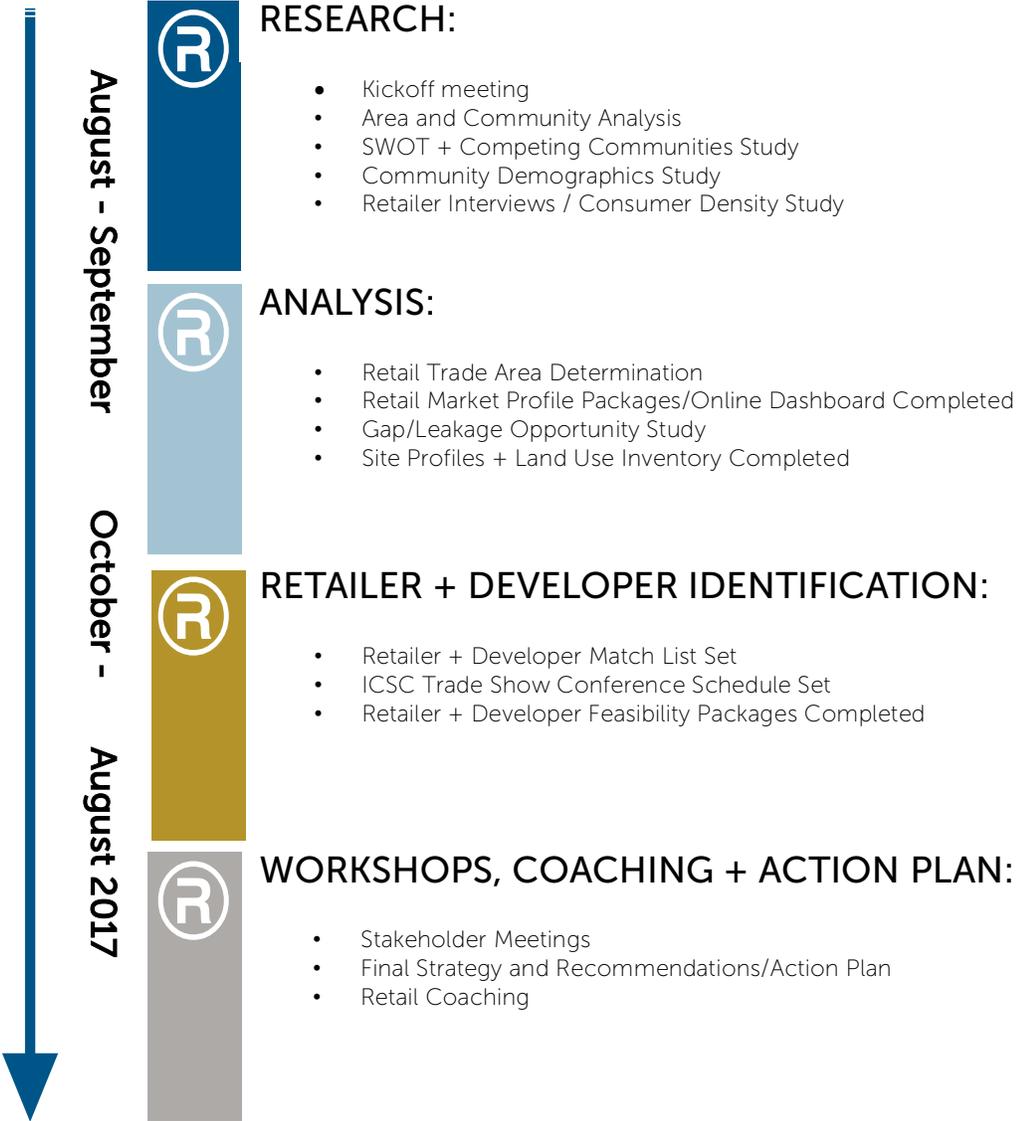


With a community population of over 20,000, Kingman has a retail trade area population of just under 70k with an expected growth to over 70,000 by 2020. Understanding the size and makeup of this trade area is vital for us to market Kingman to the retail community. Kingman has good access to the interstate and serves as a crossroads in the region. This draws people from large distances which is ideal for retail development and opportunities.

The analysis that has been completed will serve as the foundation for the next steps of the process. We will update this information with the inclusion of a cell phone analysis to verify and enhance the retail trade area. With the addition of a leakage analysis and workforce population report, we will be ready to move into the retail matching and recruitment portion of the project. The foundation and understanding of the community will give us more opportunity for retailer outreach and recruitment.

Below is the proposed timeline of the project. Exact timeline deliverables for each stage will be established at the kickoff meeting once the contract award is made. Kingman will have visibility to the progress and access to the reports at all time throughout the project.

# PROPOSED PROJECT TIMELINE



# PRELIMINARY RETAIL DISTRICTS

A community, regardless of size, is composed of more than one retail district. Each retail district has its own unique retail trade area and related retail opportunity based on several different factors: retail trade area population served, demographic profile of consumers in the trade area, and road systems serving the district. Some districts have a regional consumer draw, while others may only serve a specific neighborhood within the community

Based off of our preliminary research and prior work in Kingman, we have identified three retail districts;

- 1. Highway 40/Route 66
- 2. Highway 40/Stockton Hill Road
- 3. Downtown



It is important that we analyze and market each of these unique retail districts as each will demand a different type and level of retail opportunities. Treating each retail district uniquely allows us to have a targeted recruitment approach for each and will lead to more success in attracting retailers to the community.

## STATEMENT OF QUALIFICATIONS

For more than 16 years, The Retail Coach (TRC) has been the go-to firm for municipalities, economic development organizations, chambers of commerce, real estate developers, and retailers seeking practiced advice on retail strategy, property development, property redevelopment, and urban revitalization.

As the first transaction-oriented retail real estate advisory firm in the nation—with experience in more than 450 communities and repeat assignments with over 88 percent of them—we provide tailored, end-to-end retail economic development strategies for clients.

Our success lies in our unique private-sector perspectives and experiences—that of a retailer and a retail real estate practitioner. These unique abilities and insights are based on knowledge gained from working as a national site selector in the corporate real estate department for an NYSE-traded national retailer and as a real estate broker representing retailers with programmed market analyses and site selection.

Our Retail:360<sup>®</sup> Process approach is tailored to each client’s specific needs, goals, and opportunities, and includes the following phases:

- Metro Research
- Community Core Analysis
- Marketing and Branding
- GIS Site Mapping Platform
- Retailer Recruitment
- Action Plan
- Developer Recruitment
- Supportive Retail Coaching
- Urban Revitalization

Our experiences and strategies have assisted in the leasing, selling, development, and redevelopment of millions of square feet of freestanding, urban, strip center, mixed-use, and mall projects throughout the United States.

## PROJECT TEAM

- 1) **Bryce London**  
Director - Retail Strategy
- 2) **Kimberly Allred**  
Project Manager - Retail Strategy
- 3) **Mary-Morgan Brown**  
Retail Recruitment Coordinator
- 4) **Matthew Lautensack**  
Research Analyst - Retail Strategy



**C. Kelly Cofer**  
**President**  
Actively involved in all  
The Retail Coach Projects



## PREVIOUS EXPERIENCE

<p style="text-align: right;"><b><u>Total</u></b></p> <p><b>Commerce City, CO</b> \$66,000.00</p> <p>Michelle Hill</p> <p>7887 East 60th Avenue, Commerce City, Colorado 80022</p> <p>720.255.8651</p> <p><a href="mailto:mhill@c3gov.com">mhill@c3gov.com</a></p> <p>Worked from 2008 to 2015</p>	<p style="text-align: right;"><b><u>Total</u></b></p> <p><b>Center Point, AL</b> \$16,000.00</p> <p>Tom Henderson</p> <p>P.O. Box 9847, Center Point, Alabama 35215</p> <p>205.854.4460</p> <p><a href="mailto:cpmayor@charter.net">cpmayor@charter.net</a></p> <p>Worked from 2011 to 2015</p>
<p><b>Fairview, TX</b> \$20,000.00</p> <p>Ray Dunlap</p> <p>372 Town Place, Fairview, Texas 75069</p> <p><a href="tel:972.886.4222">972.886.4222</a></p> <p><a href="mailto:rdunlap@fairviewtexas.org">rdunlap@fairviewtexas.org</a></p> <p>Worked in 2012 &amp; 2013</p>	<p><b>Wolfforth, TX</b> \$60,000.00</p> <p>Darrell Newsom</p> <p>P.O. Box 36, Wolfforth, TX 79382</p> <p><a href="tel:806-855-4120">806-855-4120</a></p> <p>Worked in 2014 &amp; 2016</p>
<p><b>Harker Heights, TX</b> \$45,000.00</p> <p>David Mitchell</p> <p>305 Millers Crossing Harker Heights, Texas 76548</p> <p>254.953.5611</p> <p><a href="mailto:dmitchell@ci.harker-heights.tx.us">dmitchell@ci.harker-heights.tx.us</a></p> <p>Worked in 2015</p>	<p><b>Caldwell County, NC</b> \$70,000.00</p> <p>Deborah Murray</p> <p>1909 Hickory Blvd. SE, Lenoir, North Carolina 28645</p> <p>828.729.3645</p> <p><a href="mailto:dmurray@caldwelledc.org">dmurray@caldwelledc.org</a></p> <p>Worked in 2014 &amp; 2016</p>
<p><b>Navasota, TX</b> \$41,950.00</p> <p>Brad Stafford</p> <p>P.O. Box 910, Navasota, Texas 77868</p> <p>936.825.6408</p> <p><a href="mailto:bstafford@navasotatx.gov">bstafford@navasotatx.gov</a></p> <p>Worked from 2010 to 2015</p>	

## CLIENT REFERRALS

"As a customer of The Retail Coach I have witnessed first-hand success with Aaron Farmer and his skilled team. The staff at The Retail Coach delivers the knowledge, skill, and rapport necessary to recruit retail into regions seeking progression, all while taking the difficulty away from the municipalities. They are a strong catalyst in retail expansion for any community that is looking for increased economic growth."

***Sean Overeynder, Floydada, Texas***

"In my opinion, The Retail Coach's strategy and assistance has netted us over 325,000 square feet of occupied retail development during one of the most significant retail downturns in the last 20 years. Money well spent."

***Samuel D. R. Satterwhite, Wylie Economic Development Corporation***

"United Supermarkets showed interest in Brownwood directly through the efforts of the consulting firm The Retail Coach which was hired by the City, Chamber and Brownwood Economic Development Corporation in 2010. Aaron Farmer of The Retail Coach initiated the idea of a location in Brownwood with United."

***Mayor Stephen Haynes, City of Brownwood, Texas***

"For years I researched firms to help me with retail development and The Retail Coach continued to surface as the best choice provider. Over and over again I heard about their 'service after the sale.' This was important. You see a lot of firms can run data and put together fancy reports. What allows The Retail Coach to stand out is their coaching. A tool is useless unless someone 'coaches' you on the best way to utilize it. When you hire The Retail Coach you are not just buying data, you are hiring a coach to help you with your retail development needs. I highly recommend them to any community seeking to effectively recruit retail development."

***Dave Quinn, CECD, Executive Director, Bastrop, Texas***

"It is very refreshing to work with The Retail Coach. With some consultants, once you have paid, it becomes harder to get your phone calls returned. Not so with The Retail Coach team, who is always responsive to all of my needs. I appreciate how they set up retailer appointments for me, and help with the follow up. And when I call about a prospect, The Retail Coach staff immediately updates my marketing materials to represent Fairview's opportunities in the best way possible."

***Ray Dunlap, City of Fairview, Texas***

## SCOPE OF SERVICES

### **DEVELOP TRADE AREA ANALYSIS**

The retail trade area is the foundation of the strategy, and its accuracy is critical. To best confirm a community's retail trade area, we will execute the following strategic steps:

#### **Mobile Data for Location Decisions**

We will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Kingman and its retail districts. This high-confidence data is used to verify retail trade areas and validate retail site selection and expansion decisions.

#### **Discussions with Retailers**

We will interview national and regional retailers, seeking input on their business performance and, most importantly, where consumers are traveling from based on point-of-sale data.

#### **Customized Retail Trade Area Mapping**

We will delineate a customized boundary map of the retail trade area using mobile data collected and retailer interviews.

#### **Retail Trade Area Mapping Using Driving Times**

We will produce five unique drive times, or areas from which a consumer can reach the community or retail site within designated commute time.

#### **Retail Trade Area Mapping Using Radial**

We will determine how many consumers live within a designated radius from a specific intersection, site, or shopping center.



## ASSESS THE RETAIL POTENTIAL OF SELECTED SITES IN THE CITY

### Identifying and Marketing Retail Sites

Retailers are interested not only in the market data on your community, but also in evaluating all available sites that fit their site selection criteria and location preferences. A community must create and maintain a database of prime available properties along with accurate and current marketing information.

TRC will identify five prime retail sites to market. Selection criteria will be based on the essential factors of regional and national retailers' site selection criteria, including location and character of the area, retail trade area population, traffic and traffic patterns, visibility, adequate parking, available signage, and safety.

### Retail Site Profiles

TRC will create a retail site profile for each identified site with current site-specific information and may include:

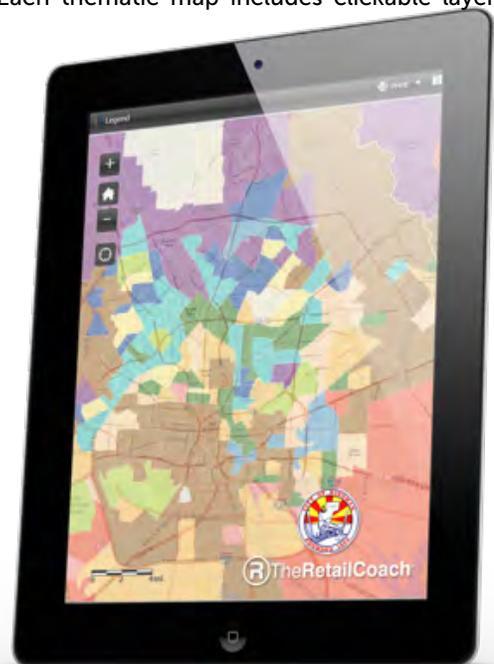
- Location
- Site plan
- Traffic counts
- Aerial photographs
- Demographic profile
- Appropriate contact information
- Property size and dimensions

### Site Mapping and GISt Data Platform

As an accredited Esri partner, we will deliver concise, easy-to-access data for the Kingman community, along with the preloaded prime "for lease" sites and new development and redevelopment sites we will be marketing to retailers and developers. Considering retail site selectors do much of their research while in hotel rooms and in airports, this is a great advantage to Kingman. Unique GISt maps and data can be hosted as a stand-alone application on your iPad or embedded within your community's website for touch-of-a-button universal usage by retailers, developers, real estate brokers, and existing retailers in Kingman.

GISt is a powerful platform that streamlines sites and data into one interactive and centralized location. Demographic, socioeconomic, psychographic, and retail spending layers are detailed down to the block level. With customizable layers to meet the needs of each individual user, real estate brokers, site selectors, and developers can see a community's potential like never before. Each thematic map includes clickable layers revealing:

- Median household income
- Population density
- Population growth
- Psychographic lifestyle segmentation
- Ethnicity median home value
- Median age



## RECOMMEND SPECIFIC RETAILERS AND RESTAURANTS THAT MATCH THE CITY'S CUSTOMER PROFILE

### Step 1: Identification of Retail Prospects

TRC must target retail brands that are a good fit for the community which means the retail trade area population, disposable incomes, ethnicities, ages, and education levels should meet the retailers' ideal location criteria.

TRC will identify regional and national retailers whose essential location criteria fit within findings from the metro analysis, community core analysis, retail trade area demographic and psychographic profiles, and retail gap analysis. These retailers will be matched with the specific real estate sites identified.

TRC team will review a preliminary target list with Kingman staff and work together to prepare a final target list of 25 retailers for recruitment.

**RETAILER MATCH LIST**  
Leon Valley, Texas



**Retailer Match List**  
The following retailers were identified as top targets for Leon Valley's retail recruitment and marketing effort:

Ace Hardware	Office Max
Burke's Outlet	Panera Bread
Citi Trends	Papa Murhpy's
Cold Stone Creamery	Red Robin
Culver's	Simply Fashions/Fashion Trends
Dots	SmashBurger
Dunkin Donuts	Smoothie King
Factory 2 U	TCBY
Five Guys	
Freddy's	
Hibbett Sports	
HomeGoods	
Hungry Howies	
Long John Silver's	
Maurices	

## Step 2: Identification of Retail Developers

Much of recruitment success comes from establishing a network of national retail developers over the past 16 years.

Developer networking and developer recruitment have become key components in a community's retail recruitment and development success. Retailers have specific property requirements based on their site location criteria. A mid- to high-tier retailer might show interest in a community; however, there may not be sufficient ready-to-lease properties matching their needs and brand requirements. Relationships with developers are important in these situations to capitalize on retailer interest and opportunity.

### PREPARE CUSTOMER MARKETING PACKAGES FOR EACH OF THE RETAILERS AND RESTAURANTS IDENTIFIED

The most critical step in attracting targeted retailers is providing accurate and current site-specific information to corporate site selectors, real estate brokers and developers.

#### Retail Market Profile

TRC will develop a retail market profile tailored to the specific needs of targeted retailers' essential location criteria. The profile serves as a community introduction and includes:

- Retail trade area map
- Traffic count map
- Demographic profile summary
- Location map
- Appropriate logo and contact information

#### Retail Feasibility Packages

TRC will create a retailer-specific retailer feasibility package to address retailers' essential location criteria. The feasibility package includes:

- Community overview
- Retailer location map
- RTA demographic profile
- Real estate sites
- Retail trade area demographic
- GIS interactive maps
- Location map
- Retail gap analysis summary table
- Retail site profiles
- Retail trade area map
- Retail trade area psychographic profile
- Area traffic generators
- Existing retailer aerial map
- Community demographic profile
- Logo and contact information

#### Retail Site Profiles

TRC will create a retail site profile for each identified site with current site-specific information and may include:

- Location
- Demographic profile
- Appropriate contact information
- Aerial photographs
- Site plan
- Property size and dimensions
- Traffic counts

#### Real Estate Developer Opportunity Package

TRC will create a developer opportunity package for development and redevelopment sites that are identified and analyzed. The package will profile each site based on real estate developers' site selection criteria. The developer package may include:

- Community overview
- Demographic trends
- Traffic counts
- Location map
- Site-line visibility
- Appropriate zoning
- Retail trade area
- Proximity to anchor retailers
- Ingress/egress
- Aerial imagery
- Traffic signal existence or possibilities
- Top employers
- Median cuts or possibilities
- Potential retail tenants
- Workplace population
- Community profile

Real Market Profile Example

## Real Estate Site Profile Example

### SITE AVAILABLE | 18 ACRE COMMERCIAL DEVELOPMENT SITE

SWC of Route 52 (West Jefferson Street) and Wynstone Drive | Shorewood, Illinois 60404



**AVAILABLE SPACE**  
18 acre lot

**RATES | NNN & PRICE**  
\$1,800,000

**TRAFFIC COUNTS**  
Route 52 (W Jefferson St) – 15,300 AADT  
Source: IDOT 2013

**PROPERTY INFORMATION**

- Strategically located on southwest corner of Route 52 and Wynstone Drive
- 17.98 acre prime development site
- Lot boasts 1,400 feet of frontage on Route 52
- Located just south of Shorewood Village Hall and 2 miles east of Interstate 55 exit
- Possible rezoning opportunity for residential
- Level topography

**DEMOGRAPHICS (based on 2015 data)**

Variable	Community Population	RTA
2015 Population	17,111	120,643
Average HH Income	\$95,578	\$93,517
Median Age	39.1	35.1

\* RTA – Retail Trade Area; the geographic area from which retailers derive approximately 80-85% of their business.

**CONTACT** **AARON FARMER**

Aaron Farmer, Senior Vice President  
The Retail Coach  
afarmer@theretailcoach.net  
662.231.0608

**TheRetailCoach** P.O. Box 7272 | Tupelo, MS 38802 | 800.851.0962 | [www.theretailcoach.net](http://www.theretailcoach.net)

The information contained herein was obtained from sources believed to be reliable; however, The Retail Coach, makes no guarantees, warranties, or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, change of price or conditions, prior sale or lease, or withdrawal without notice.

## Retail Feasibility Package Example





### RETAIL FEASIBILITY STUDY

Leon Valley, Texas





Prepared for  
City of Leon Valley  
March 2015

## **Retail Conferences**

TRC will represent Kingman and market its real estate sites to retailers and real estate developers at retail industry conferences attended.

### **RECon Las Vegas Booth**

## **Retailer/Developer Happy Hour**

## MAKE OTHER RECOMMENDATIONS AS SEEN PERTINENT TO THE ASSESSMENT

### Identifying Retail Development and Re-Development Opportunities

TRC's strategy will reveal new development and redevelopment opportunities in the community.

### Land Use Analysis

A highest and best-use analysis is needed to view properties not as they are today, but what they may become tomorrow.

TRC will analyze five sites and recommend their highest and best uses. Sites to be analyzed will be approved in advance by Kingman staff. Recommendations of higher uses will be made in the context of economic conditions, the vision of the community and its stakeholders, and optimal financial impact. Site criteria may include:

- Existing market conditions
- Site-line visibility
- Retail trade area population
- Traffic counts
- Ingress/egress for primary and secondary traffic arteries
- Existence of median cuts or possibilities

### Recommendations for Economic and Community Development

Retailers tend to locate where their investment is the most secure. By looking at your community from their perspective, we provide specifics that lead to retail recruitment and development success.

TRC has differentiated itself within the industry by creating recommendations and next steps that are unique to each community. Because successful community development precedes successful economic development, we look at your community through the eyes of a retailer to deliver a retail strategy that includes specific recommendations for community and economic development.

### Determining the Daytime Population

The workplace population or labor market area is important to quick-serve and casual dining restaurants that rely heavily on lunch business.

A community's labor market may be confined to city boundaries, or it may include areas of employment outside the boundaries. TRC will provide an employment summary report detailing the total number of establishments, by industry, and employee counts within the designated labor market area. This report will provide insight into the "work here" population versus the "live here" population.

## PROVIDE A RETAIL LEAKAGE/SURPLUS ANALYSIS

A retail gap analysis will determine the level of retail demand for a designated retail trade area. The analysis computes the retail potential of the retail trade area and then compares it to estimated actual sales in the community. The difference is either a leakage, where consumers are traveling outside the community for certain retail goods and services, or a surplus, where consumers are traveling from outside the community for certain retail goods and services. TRC will perform a retail gap analysis to calculate the approximate flow of retail dollars in and out of Kingman. The retail gap analysis will:

- Identify retail sales surpluses and leakages for more than 50 retail categories.
- Distinguish retail categories with the highest prospect for success and quantify their retail potential.
- Develop and provide summary tables and graphs of each retail category, illustrating potential sales versus estimated actual sales.

### Primary Retail Trade Area | Gap/Opportunity Analysis Summary Shorewood, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	41,376,505	713,221	(40,663,284)	-98%
4511	Sporting Goods, Hobby, Musical Inst Stores	35,800,450	713,221	(35,087,229)	-98%
45111	Sporting Goods Stores	18,136,438	0	(18,136,438)	-100%
45112	Hobby, Toys and Games Stores	9,639,543	0	(9,639,543)	-100%
45113	Sew/Needlework/Piece Goods Stores	3,234,158	258,101	(2,976,057)	-92%
45114	Musical Instrument and Supplies Stores	3,730,259	174,538	(3,555,721)	-95%
4512	Book, Periodical and Music Stores	5,576,055	0	(5,576,055)	-100%
45121	Book Stores and News Dealers	4,794,131	0	(4,794,131)	-100%
451211	Book Stores	4,280,705	0	(4,280,705)	-100%
451212	News Dealers and Newsstands	513,426	0	(513,426)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	781,924	0	(781,924)	-100%
452	General Merchandise Stores	244,084,136	74,656,804	(169,427,332)	-69%
4521	Department Stores Excl Leased Depts	107,928,022	393,804	(107,534,218)	-100%
4529	Other General Merchandise Stores	136,156,114	74,263,000	(61,893,114)	-45%
453	Miscellaneous Store Retailers	53,811,469	16,830,777	(36,980,692)	-69%
4531	Florists	2,146,928	432,738	(1,714,190)	-80%
4532	Office Supplies, Stationery, Gift Stores	26,284,208	2,739,605	(23,544,603)	-90%
45321	Office Supplies and Stationery Stores	12,523,346	2,011,335	(10,512,011)	-84%
45322	Gift, Novelty and Souvenir Stores	13,760,862	728,270	(13,032,592)	-95%
4533	Used Merchandise Stores	4,511,199	0	(4,511,199)	-100%

**\$18M Opportunity**

EVERY SEASON STARTS AT



**DICK'S**  
SPORTING GOODS



**CHAMPS**  
SPORTS

**WE KNOW GAME.**



**MC SPORTS**

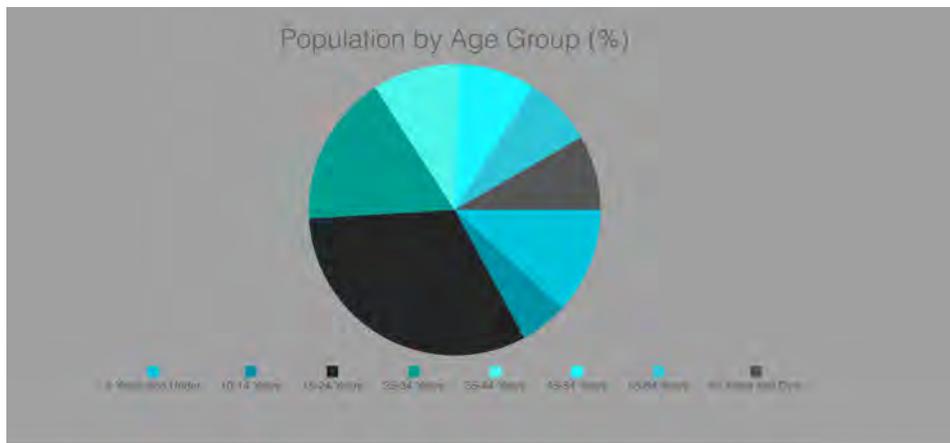
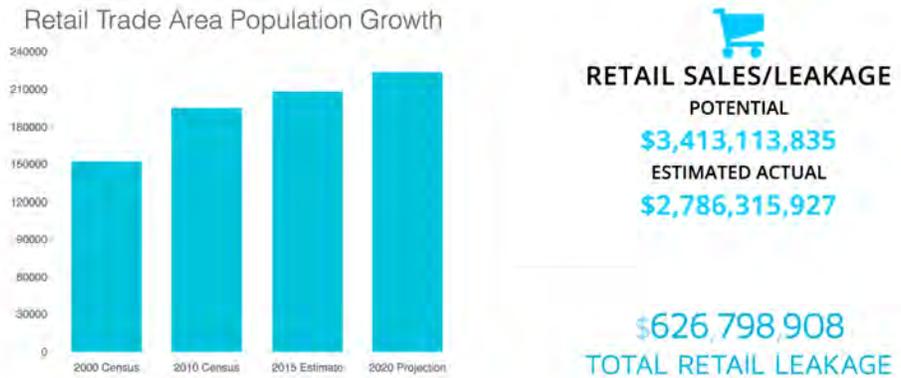
## PROVIDE AN ONLINE DATABASE AND MARKETING TOOLS

### Community Portal

We will provide Kingman a community portal as a central location for all your determined community information and data packages. The hosted online site includes a community data overview, all demographic and psychographic information, retail gap and opportunity analysis, information on specific sites that are available (for lease and sale) and contact information for Kingman are loaded for immediate download.

Successful retail recruitment oftentimes hinges on instantaneous and accurate data availability. Because of our retail experience, we understand that many retail site selectors will research Kingman in hotel rooms and airports. Our approach is to anticipate their needs and provide necessary data reports and potential sites on the community portal for easy access.

The portal provides a single unique URL to be sent to prospective retailers and interested developers.



**2015 Income**  
**\$60,112**  
 Average Household



**2015 Age Distribution**  
**25.5**  
 Median Age



**Educational Attainment**  
**65.3%**  
 Some College or Higher

**\$39,059**  
 Median Household

**30.4**  
 Average Age

**Data Source**

October 2015. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm, 800.851.0962.

## **PROVIDE ONGOING SUPPORT TO THE CITY**

Because retail recruitment is a process, not an event, TRC partners with Kingman on a long-term basis. The TRC team will be available when you have questions, new ideas, need access to GIS mapping, or just want to brainstorm with someone who understands your opportunities as your community grows and develops.

It is critical you continue the recruitment process with the most current data and statistics available to capture these positive changes. In this regard, consider TRC both a sounding board and an experienced resource. We will be available via email and telephone at no additional charge in an off-site advisory capacity for the entirety of the 12-month agreement.

This approach is unique to TRC, and it will contribute to ensuring your community will achieve its retail recruitment and development goals.

We are sensitive to the fact that consultants have the reputation of delivering a product and then moving on to a new assignment. Retail recruitment is different. It is not a product or package. It is systematic, and our Retail:360® Process has proven successful in hundreds of communities across the United States. Our retail coaching period differentiates us from other consulting firms and assures our clients that an experienced resource is just a telephone call away.

## **PROVIDE INFORMATION REQUIRED TO RETAINING AND ATTRACTING HIGH VALUE, HIGH WAGE JOBS BY ANALYZING HOW THE CITY BENCHMARKS AGAINST COMPETITION**

First, TRC will research and determine Kingman's workplace business and employment by NAICS code and create an employment matrix detailing job-type, total establishments and total employees. The matrix will compare Kingman to peer or competing communities of Bullhead City, Mohave Valley, etc.

TRC will then meet with and collaborate with the Mohave County Economic Development and Kingman Airport and Industrial Park representatives in order to create actionable strategies and recommendations about existing key business retention and the attraction of high paying primary jobs.

## **PROVIDE INFORMATION TO UNDERSTAND VALUE OF RESIDENTS, AND SURROUNDING HOUSEHOLDS WHEN CONSIDERED AS A WORKFORCE**

The created employment matrix will breakdown Kingman's workforce base into 16 business categories and detail total employment by category.

TRC will provide a summary of Kingman's workforce and specific category opportunities when compared to its peer or competing communities.

## **PROVIDE INFORMATION TO UNDERSTAND ACCESS TO SERVICES, RETAIL, HEALTHCARE, MUNICIPAL ASSETS AND OTHER ATTRACTIVE AMENITIES FOR OVERALL QUALITY OF LIFE BENCHMARKS**

TRC create a matrix outlining Kingman's overall services, retail, healthcare, municipal assets and other quality-of-life amenities. The matrix will compare Kingman's assets to peer or competing communities of Bullhead City and Mohave Valley.

TRC will create a creative and catchy marketing piece to be used for business attraction by the city of Kingman and others (Kingman Area Chamber of Commerce), to highlight determined quality-of-life amenities.



# BENEFITS OF PARTNERSHIP

## PERSONALIZED CONTENT

We host monthly or bimonthly webinars to keep our client communities up to date on recent retail trends along with preparation strategies for upcoming conferences. We also host retailer workshops/franchisee workshops in the communities and discuss specific retail-sector opportunities with existing retail as well as entrepreneurs who may be exploring new business opportunities.

*Stakeholder Seminar Invitation Example*

## Weslaco Retail Market Analysis Seminar

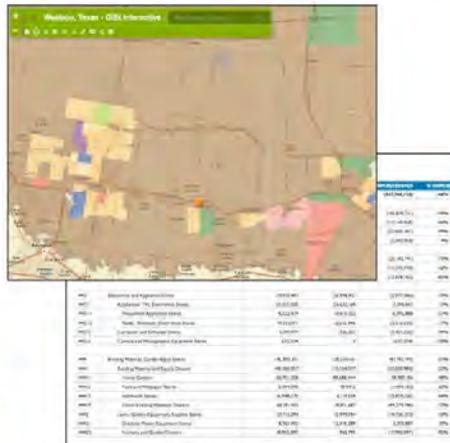
March 3, 2016 12:00 – 1:30PM and 5:30 – 7PM

Business Visitor and Event Center  
275 S. Kansas, Weslaco, TX

For more information and to RSVP, call  
956-968-2102

Learn about Weslaco's:

- Retail Trade Areas
- Demographics
- Psychographics
- Retail Leakage Analysis
- New tools available to local businesses!



*Webinar Example*

**SESSION I**

**COMMUNITY RETAIL DEVELOPMENT TODAY AND TOMORROW**

July 12th - 10 a.m. CDT

**SESSION II**

**HOW TO PRESENT YOUR REAL RETAIL POTENTIAL**

August 2 - 10 a.m. CDT

FREE REGISTRATION

FREE REGISTRATION

## LONG TERM PARTNERSHIP AND EXCLUSIVE ACCESS

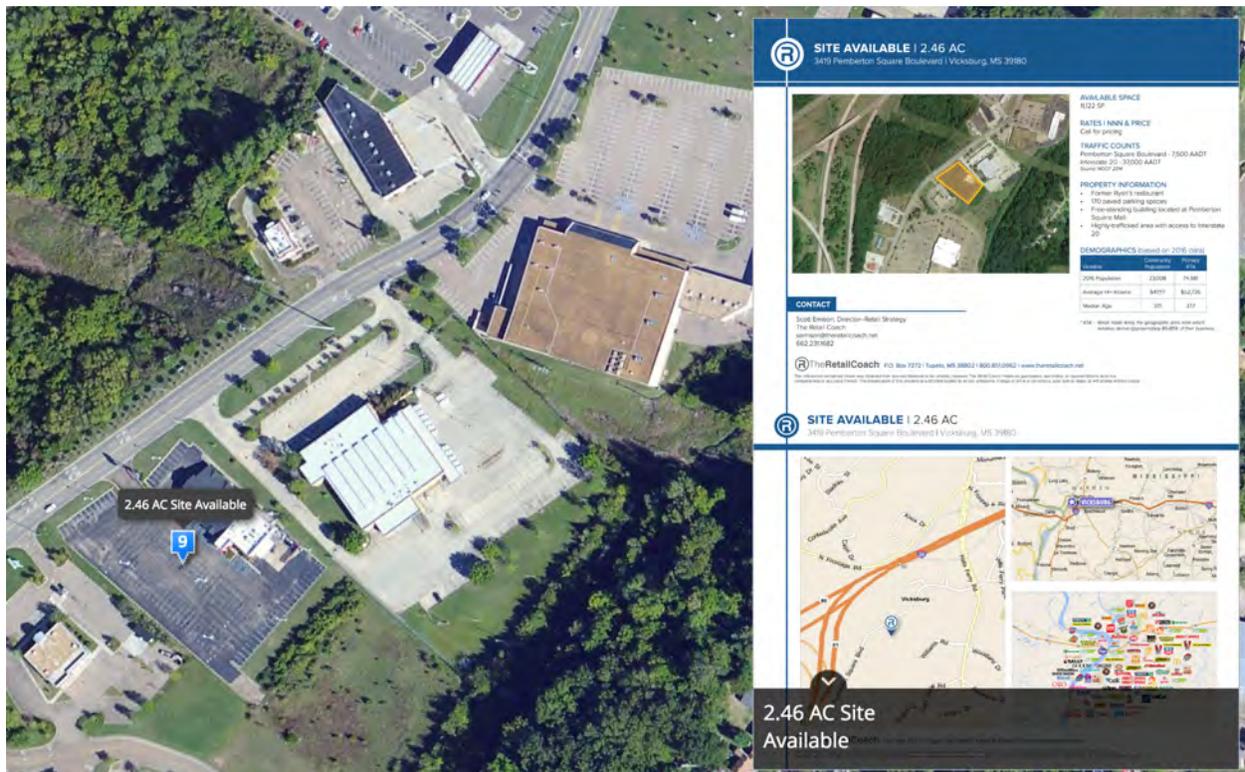
We will work with Kingman to guide the implementation of the retail expansion and development strategies of our Strategic Planning and Business Recruitment throughout the project and our unique coaching service that continues for the remainder of the 12-month period. If desired, The Retail Coach is also available on a long-term basis to assist Kingman.

We become vested in our clients as we strive to provide an unprecedented level of service and expertise. We are confident that The Retail Coach will achieve the goal of recruiting retailers, restaurants, and developers to enhance the quality of life in Kingman.

This approach is unique to TRC, and it will contribute to ensuring your community will achieve its retail recruitment and development goals.

## WEB BASED DELIVERABLE

In combination to the GIST interactive mapping platform and the community website featuring all the pertinent data and reports, The Retail Coach will build a site mapping website that will feature five key real estate properties pegged for retail development or retail development. This will allow retailers or developers to view the property and instantly see the marketing site profile. This is a powerful tool that gives ease of information to the necessary personnel. The website link can be sent to anyone at any time; there is no license limiting the use to a few people.



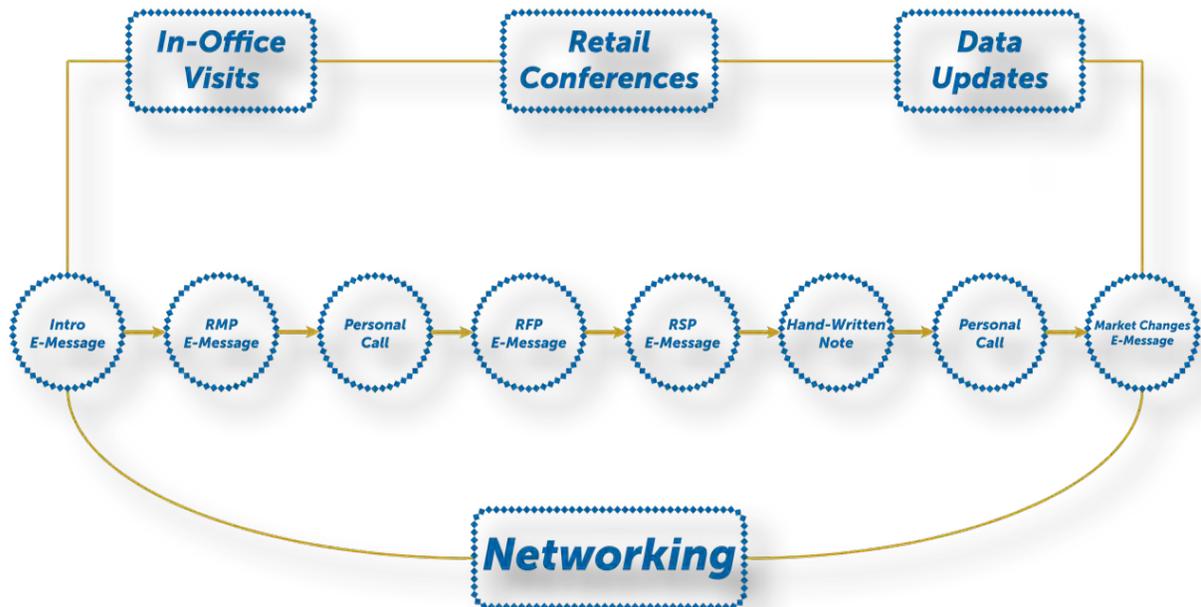
# Optional Services

## **Recruit Retail and Developers**

We were the first national retail real estate advisory firm to introduce retail recruitment for communities. Sixteen years and more than 400 projects later, it remains our measure of success and is one of the primary reasons we have performed multiple assignments for over 88% of our clients.

Because successful retail recruitment is a process and not an event, our approach involves multiple contacts over a 12-month period. Our process involves networking, electronic messaging, and personal contacts. Our process is outlined in the following graphic:

## **Retail Recruitment Process**



- Introductory emails and retail market profiles are sent to each targeted retailer.
- Personal telephone calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime sites are sent to the appropriate targeted retailer.
- Personal emails are sent to inform targeted retailers of significant market changes.
- A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities.
- Personal emails are sent to decision makers once per quarter to continue to seek responses regarding their interest level.
- A retailer status report is provided with retailer responses resulting from our continued recruitment activities.

## COST OF SERVICES

### 1 | Project Reporting

The Retail Coach will utilize a reporting process to provide written or electronic project updates on a bimonthly basis.

### 2 | Community Trips

TRC team will make two (2) site visits to Kingman during the project.

### 3 | Project Pricing

#### PROJECT FEES

The total fee for completion of this work is \$30,000 payable in three installments:

- a) \$15,000 upon execution of the agreement; and
- b) \$15,000 upon completion of data analysis and all marketing materials

#### OPTIONAL SERVICES:

##### 1. Retail Coach Led Recruitment

Should Kingman elect to choose a Retail Coach led recruitment plan, the additional fee will be **\$12,500**.

This involves The Retail Coach utilizing its industry connections to actively recruit the retailers and developers on behalf on the community.

##### 2. Downtown Revitalization Plan

Should Kingman elect to choose a Retail Coach led downtown revitalization plan, the additional fee will be **\$3,500**.

Deliverables include:

- Downtown stakeholder discussion summary
- Downtown retail trade area map with demographic profile (historical/current/projected)
- Downtown retail trade area psychographic profile, including dominant lifestyle segmentations
- Downtown daytime population summary
- Downtown retail opportunity analysis
- Workshop

Project fees are payable within 30 days after receipt of the invoice.

Should Kingman request a special assignment or additional work not specifically referenced in the contract, TRC will prepare a written authorization to be signed by Kingsman in advance of commencing any additional work.

#### REIMBURSABLE PROJECT EXPENSES

It is estimated that reimbursable expenses will be approximately \$3,000 Reimbursable expenses include:

- a) All travel costs;
- b) Cost of special renderings and maps, if any;
- c) Cost of copies for reports and maps/drawings; and
- d) Cost of shipping expenses, if any.

Project expenses are payable within 30 days after receipt of the expense invoice.

## DELIVERABLES

TRC has found that communities must have accurate, current information at their fingertips and be able to respond to the requests of corporate retail site selectors, real estate brokers, and developers instantaneously. To enable communities to better meet these demands, we provide select reports in a package format, which includes cover page, appropriate logo and contact information, and sourcing.

### **Phase 1: Metro Analysis**

- Competing community retailer maps
- Competing community demographic profiles
- Retail district map
- Retail district retailer maps
- Stakeholder discussion summary
- Retailer discussion summary

### **Phase 2: Community Core Analysis**

- Retail trade area map with demographic profile (historical/current/projected)
- 10-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- 15-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- 20-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Kingman community demographic profile (historical/current/projected)
- Retail trade area psychographic profile, including dominant lifestyle segmentations
- Consumer survey findings
- Daytime population summary
- Retail gap analysis, including a summary table showing surpluses and/or leakages
- Land use analysis along with recommended uses
- Community and economic development observations and recommendations

### **Phase 3: Marketing and Branding**

- Kingman retail market profile
- Twenty-five (25) retailer-specific feasibility studies
- Five (5) retail site profiles
- GIS interactive site mapping platform
- Developer opportunity package
- TRC will provide the following deliverables on a flash drive

### **Phase 4: GIS Data Platform**

### **Phases 5-6: Retailer and Developer Recruitment Plan (Optional)**

- Target list of twenty-five (25) retailers with contact information
- Target list of real estate developers with contact information

### **Phase 7: Action Plan**

- Strategy implementation plan

## Phase 8: Coaching

### Phase 9: Urban/Downtown Retail Revitalization (Optional)

- Downtown stakeholder discussion summary
- Downtown retail trade area map with demographic profile (historical/current/projected)
- Downtown retail trade area psychographic profile, including dominant lifestyle segmentations
- Downtown daytime population summary
- Downtown retail opportunity analysis
- Workshops

## CONTRACT EXTENSIONS

### OPTION: YEAR TWO

We will update the retail strategy based on an approved timeline. We will make one (1) trip to Kingman during the project.

#### **Phase 2: Community Core Analysis**

- Update trade area map with demographic profile (historical/current/projected)
- Update 10-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update 15-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update 20-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update community demographic profile (historical/current/projected)
- Update retail trade area psychographic profile, including dominant lifestyle segmentations
- Update daytime population summary
- Update retail gap analysis, including a summary table showing surpluses and/or leakages
- Update community and economic development observations and recommendations

#### **Phase 3: Marketing and Branding**

- Update retail market profile
- Update retailer-specific feasibility studies
- Five (5) retail site profiles
- Update developer opportunity package

#### **Phase 4: Update GIS Data Platform**

#### **Phases 5-6: Retailer and Developer Recruitment Plan**

- Target list of ten (10) new retailers with contact information
- Retailer status report based on retailer contacts
- Target list of (5) new real estate developers with contact information
- Developer status report based on developer outreach

#### **Phase 7: Action Plan**

- Update strategy implementation plan

#### **Phase 8: Coaching**

#### **Phase 9: (Optional) Urban/Downtown Retail Revitalization**

- Downtown stakeholder discussion summary
- Downtown retail trade area map with demographic profile (historical/current/projected)
- Downtown retail trade area psychographic profile, including dominant lifestyle segmentations
- Downtown daytime population summary
- Downtown retail opportunity analysis
- Workshops

## **PROJECT FEES**

The total fee for completion of this work is \$17,500, payable in two installments:

- a) \$8,000 upon exercising of the option;
- b) \$9,500 upon completion of data analysis and all marketing materials

Project fees are payable within 30 days after receipt of the invoice.

## **OPTIONAL SERVICES:**

### **1. Retail Coach Led Recruitment**

Should Kingman elect to choose a Retail Coach led recruitment plan continuation, the additional fee will be **\$7,500**.

This involves The Retail Coach utilizing its industry connections to actively recruit the retailers and developers on behalf on the community.

### **2. Downtown Revitalization Plan**

Should Kingman elect to choose a Retail Coach led recruitment downtown revitalization plan, the additional fee will be **\$1,500**.

Should Kingman request a special assignment or additional work not specifically referenced in the contract, we will prepare a written authorization to be signed by Kingman in advance of commencing any additional work.

## ***REIMBURSABLE PROJECT EXPENSES***

It is estimated that reimbursable expenses will be approximately \$1,500. Reimbursable expenses include:

- All travel costs;
- Cost of special renderings and maps, if any;
- Cost of copies for reports and maps/drawings; and
- Cost of shipping expenses, if any.

Project expenses are payable within 30 days after receipt of the expense invoice.

**BETTER  
RETAIL.  
BETTER  
COMMUNITIES.**

