

RURAL RETAIL:

Making Your Community Competitive



retail strategies

TODAY'S PANEL

Speakers



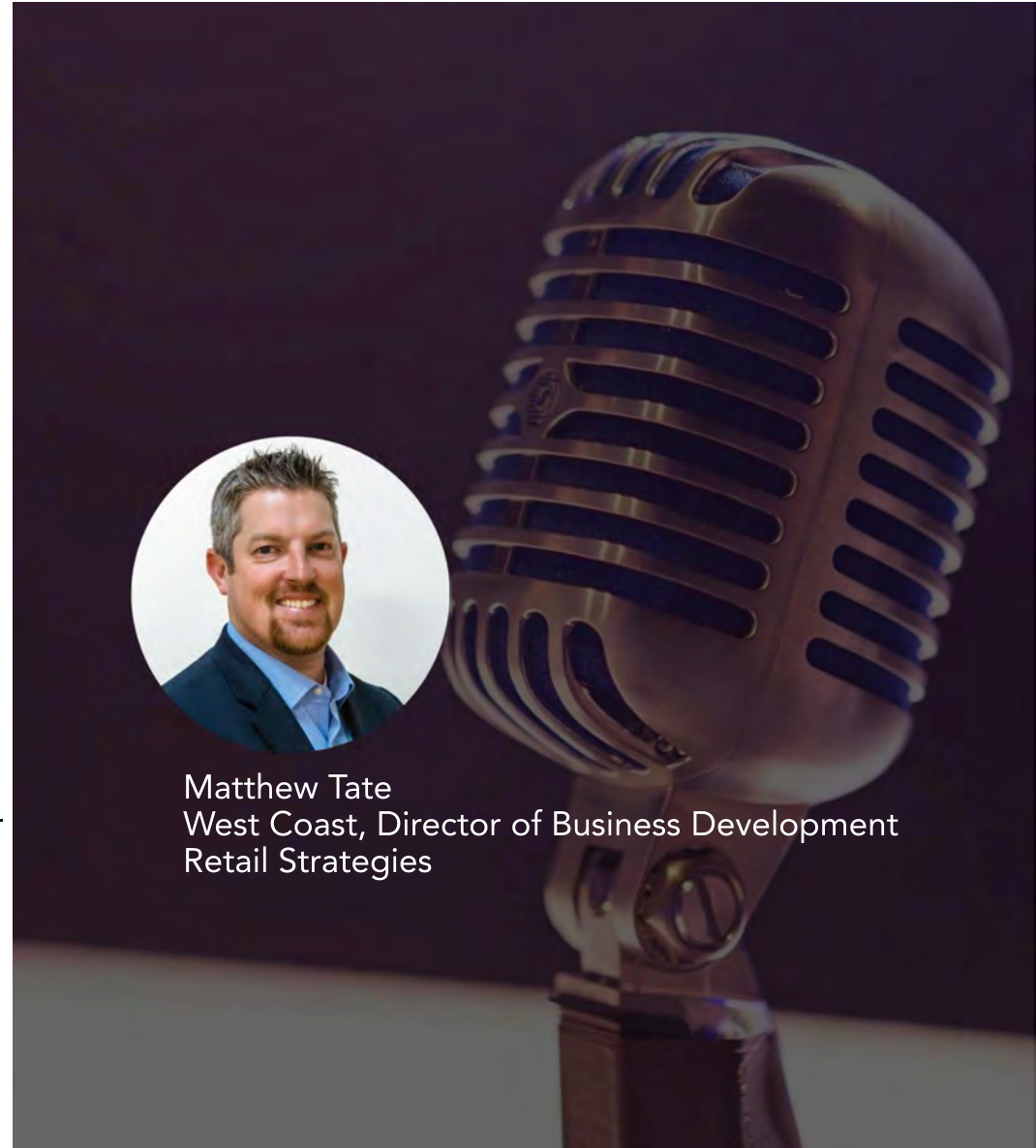
Alan Flora
City Manager
City of Clearlake



Mallory Crecelius
Interim City Manager
City of Blythe



Matthew Tate
West Coast, Director of Business Development
Retail Strategies



IMPACT ON THE STATE

California Footprint



450+

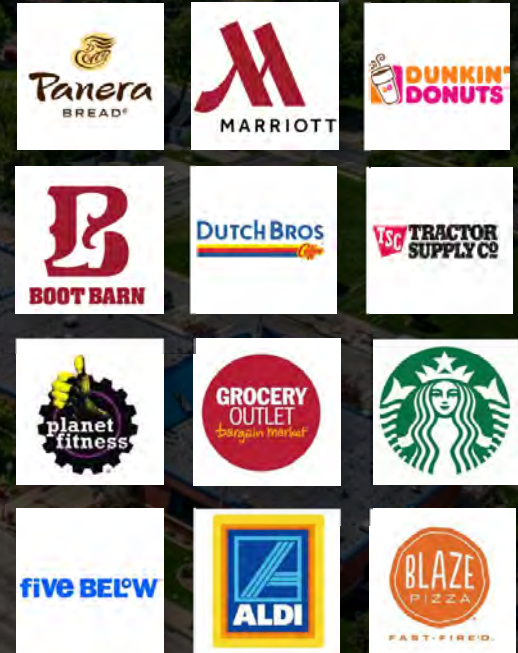
Jobs Created
(Estimated)

\$728,000+

Annual Local Sales
Tax Revenue Collected

\$72.8M

New Annual Retail Sales
in Client Communities



A photograph of a historic downtown street at dusk. The street is paved with brick and lined with multi-story brick buildings. In the center background, a church with a tall, white steeple and a green roof is visible. The sky is a deep blue, and the street is illuminated by warm streetlights. The overall atmosphere is peaceful and inviting.

Making Your Community Competitive

GET COMPETITIVE

Take Inventory

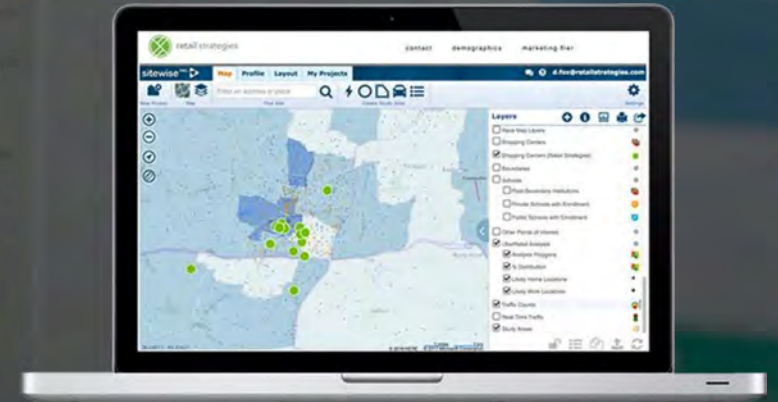
- Real Estate Assets
- Community Resources:
 - Potential franchisees
 - Business owners
 - Investors
 - Property owners
- Community Assets
 - Major employers
 - Hospitals, Universities



GET COMPETITIVE

Leverage Data & Analytics

- Define your community through data
 - GAP Analysis
 - Peer Analysis
- Provide information that retailers don't have
- Let data drive your story telling



GET COMPETITIVE

Identify Prospects

- Create a Plan
 - Align your vision with city council's plan
- Proximity First
 - Prospect retail and restaurant that are in nearby markets
 - Think regional
- Understand Site Criteria for Prospects
- Be Realistic



Site Criteria

Category:	Food & Beverage
Demographic Radius Ring Requirement:	3
Minimum Population Requirement:	9,000
Household Income Requirement	\$65,000
Traffic Count	20,000 VPD
Number of SF or AC:	1,100 SF
Location Comments:	Standard "Vanilla" shell with improvements. Morning side of roadway, drive-thru window preferred. Free standing, shared pad, or end cap located in mix use "major tenant" community shopping center with national or regional tenant.



Clearlake



Key Facts

- Northern California
- 16,633 population
- Remote location
- Competitive Challenge: Distribution challenges
- Competitive Advantage: Water rights, Year-round tourist destination

Blythe



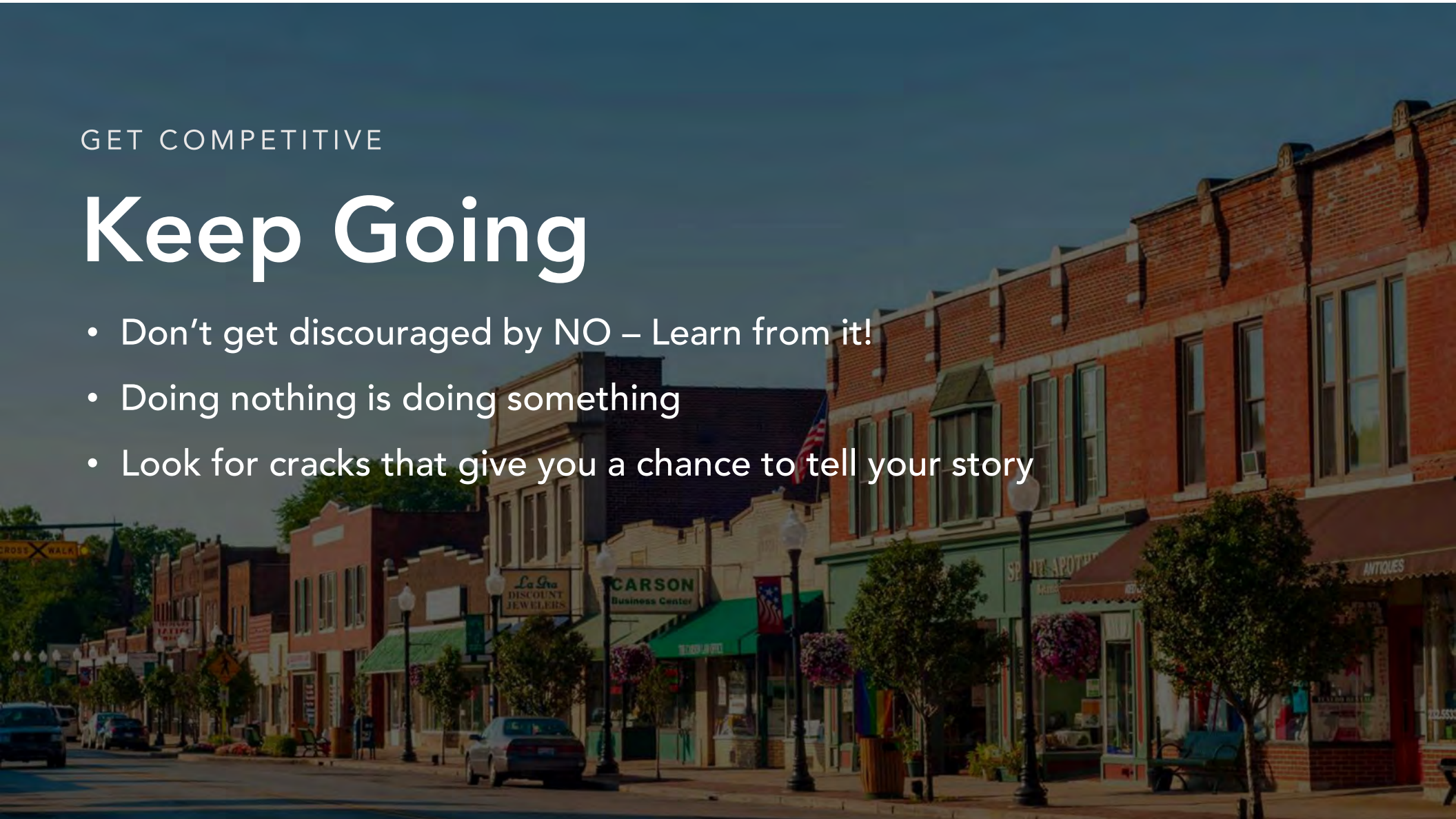
Key Facts

- On the border of California and Arizona
- 20,640 population
- Competitive Challenge: Geographic challenge, staffing
- Competitive Advantage: High traffic, water rights, human touch

GET COMPETITIVE

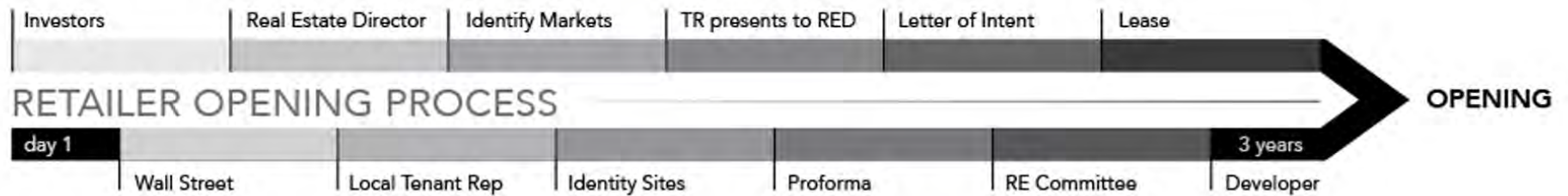
Keep Going

- Don't get discouraged by NO – Learn from it!
- Doing nothing is doing something
- Look for cracks that give you a chance to tell your story



GET COMPETITIVE

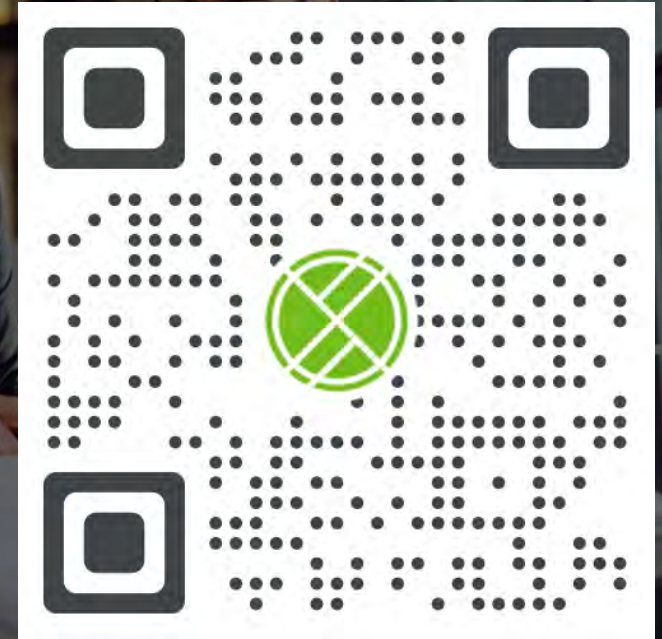
Development Timelines



Consider the developer or retailer's ROI

Making Your Community Competitive

1. Take Inventory
2. Leverage Data and Analytics
3. Identify Prospects
4. Keep Going



Contact Us

Alan Flora
aflora@clearlake.ca.us

Mallory Crecelius
msutterfield@cityofblythe.ca

Matthew Tate
mtate@retailstrategies.com



retail strategies