RURAL RETAIL:
Making Your Community Competitive

retail strategies
TODAY’S PANEL

Speakers

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City Manager
City of Clearlake

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Interim City Manager
City of Blythe

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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
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Food &amp; Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic Radius Ring Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Minimum Population Requirement</td>
<td>9,000</td>
</tr>
<tr>
<td>Household Income Requirement</td>
<td>$65,000</td>
</tr>
<tr>
<td>Traffic Count</td>
<td>20,000 VPD</td>
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<tr>
<td>Number of SF or AC</td>
<td>1,100 SF</td>
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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

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