



retail strategies

# Retail & Commercial Recruitment Partnership

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Deltona, Florida

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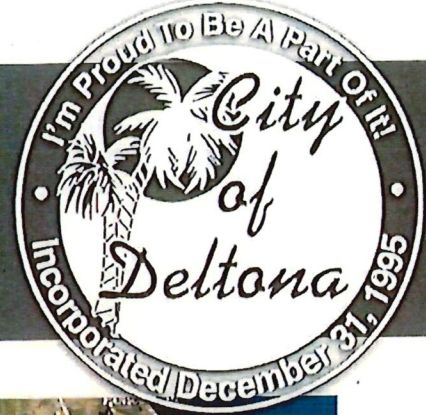






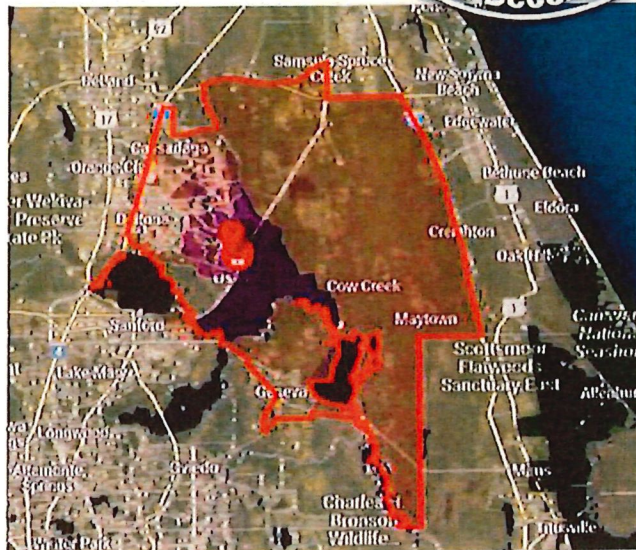
Opportunity in

# Deltona



## Custom Trade Area

This is a heat map of Deltona's custom trade area. Your market is not just your city limits, but all of the consumers that travel into your market to purchase goods and services. The darker colors represent higher concentrations of consumers that spend money in your community.



## Preliminary Analysis

In a preliminary analysis Retail Strategies has identified a trade area of 115,000+ consumers with a 1.4% growth rate over the next 5 years. Even so, the strong income levels and buying power showcases the demand and potential for new business in the community.

In addition to studying the market size, we ran two analysis that show the demand for new business in the community. These analysis showed \$1.6 BILLION dollars being spent on goods and services outside of the community, and 30+ businesses who have located in similar communities but have yet to land in Deltona.

If given the *privilege* of being your retail partner, your dedicated team will identify national and regional retailers, develop an extensive asset-based recruitment plan, proactively recruit desirable retail and restaurant concepts, and report back on progress. Retail Strategies has the time, experience, and connections to attract higher end retail concepts.





# A Proven Process



## Market Analysis

The first step is to understand who your consumers are, not just your constituents. Utilizing mobile data, we can uncover where people are coming from and what is their buying power.

## Real Estate Assessment

Every retail site in your market will be catalogued by your team at Retail Strategies; shopping centers needing to be backfilled, open land ready for development, or under-utilized retail space all will be assessed by a licensed real estate professional.

## Retail Strategy

Based off your data, real estate assets, community input and retail trends, we will develop a retail strategy with specific restaurant, grocery, home improvement, entertainment, and hospitality prospects that are the right fit for your community.

## Business Attraction and Community Representation

This is where the rubber meets the road with human effort. Deltona will receive a dedicated team to represent your city by connecting with retailers, brokers, property owners, tenant reps and any other industry players.



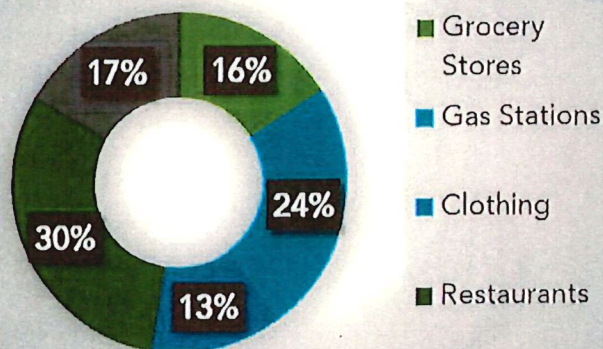
What you receive

# Market Analysis

The cycle begins with market analysis. Your team will take a deep dive into the data, advanced analytics, and proprietary tools developed in house to uncover and define the potential in your community.

Our primary data source consistently delivers the highest level of accuracy and allows our team to analyze and deliver over 3,365 individual variables (per geography) providing the deepest, most reliable, information possible to our Clients.

## Deltona's Retail Leakage



### Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home and work location of consumers that visit a defined shopping area within the community.

### Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

### Peer and Void Analysis

After reviewing key demographic information, we will deliver a list of uses, businesses, and opportunities for your community. These potential businesses will elevate your downtown.

### Retail Leakage Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

### Consumer Expenditures

Drilling down into each retail segment to identify and understand what your consumers spending patterns are.

### Psychographic Analysis

Defines the type of consumers in your market by breaking down consumers demographic characteristics, consumer preferences, consumer expenditures, and cultural ideals.





# Real Estate Assessment

Real Estate is the key to every business expansion. Our team features over 200 years of retail real estate experience, and we utilize our collective experience to provide the most thorough, and creative, assessment of your community.

To accomplish this, we bring our team of retail real estate professionals to your community to uncover your strategic and underutilized real estate assets. The inventory of properties our team believes is viable for new development, redevelopment of older retail centers, highest and best use, or vacancies that need to be filled are logged and recorded in our custom software program to be used by your team during the recruitment process.

The information we gather is immediately put to work through making outreach to the property owners, developers, and brokers who represent these properties to learn their goals for the property and how Retail Strategies can assist them on behalf of the community leaders.

## Home Run Real Estate

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Home run real estate is a key element in the recruitment process. Each retailer has a set site selection criteria that needs to be met in order for a site to be deemed worthy for expansion. For example, Trader Joes looks for sites in an area with a high concentration of higher education whereas Dairy Queen wants to be near ball parks and elementary schools; grocery stores like to be on the PM/evening side of the road and coffee users want to be on the AM/morning side of the road.

As we evaluate sites we will be looking at these different metrics to make sure the site we put in front of the retailer meets their needs giving Deltona the upper edge.

Parking  
Signage  
Visibility  
Access  
Co-Tenancy  
Traffic

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# Retail Strategy

At the end of our discovery process - we combine your data, analytics, real estate, and community vision to create your Retail Recruitment Plan and Strategy.

This 70+ page document highlights our research on the community, demographic information, retail analysis and our Boots on the Ground real estate analysis.

Identified are the top prospects where our team of experts will perform outreach to match your real estate and market opportunities.

## Strategy Presentation

Retail Strategies will present the plan for approval before implementation. As your partner, your buy-in is vital to our efforts and our success.

Once approved, your dedicated team will kick into high gear to connect with the retail, restaurant, hospitality and real estate community to move the needle on business recruitment.

## Marketing Guide

Marketing flyers are a condensed version of the recruitment strategy that can be shared in your community. Marketing Guides showcase critical market data and real estate information to illustrate the top facts industry professionals need to know about your community. Client cities can upload these documents to their website, keep printed versions in their office, and distribute them to interested parties.





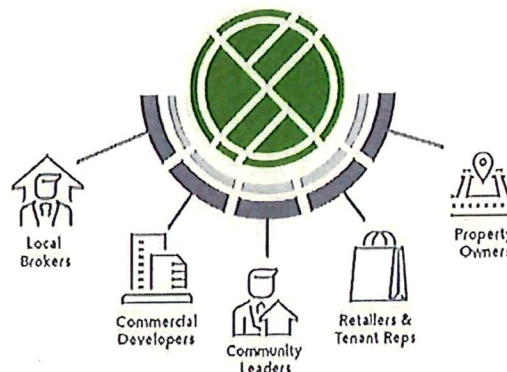


# Business Attraction and Community Representation

Once a plan is delivered it does not sit on a shelf. This is the human effort that yields results. Your team acts as an extension of your staff to proactively recruit the right retail into your community.

## Outreach

Your dedicated team will use the information gathered and presented in the Retail Strategy to engage in conversations with developers, tenant reps, and commercial real estate brokers. Retail Strategies utilizes the network of all 65 employees to facilitate conversations with brands that are aligned with your community's assets and opportunities.



## Conference Representation

Each year our team attends more than a dozen retail real estate conferences including ICSC Orlando, ICSC Vegas and RetailLive!

At the conferences we will conduct meetings with targeted retailers, restaurants, brokers, and developers on your behalf. Your team will use these conferences to build and maintain relationships on your community's behalf, provide your community with updated trends, and understand the growth strategy of retail brands.



## Objective Real Estate Expertise

While each individual real estate broker or local property owner is most concerned with their individual portfolio, Retail Strategies will be concerned with Deltona's best interest on these sites. Instead of backfilling a site with another mattress store or dollar general we will work with the local brokerage community to fill sites with retailers your constituents want that will grow the retail base.



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# Team and Communication

With over 250 years of collective retail real estate experience, Retail Strategies maintains a 5-1 client to staff ratio. Each Portfolio Team is an expert in their client community's region. As portfolio teams work in their territory, information is constantly being shared. If another Portfolio team meets with a retailer that reveals expansion plans in your territory, we can quickly connect the dots.

## Your Portfolio Team



Garet  
Smitherman  
Portfolio Director



Drew Kaufmann  
Retail Development  
Manager



Clay Craft  
Vice President,  
Client Services



Sarah Beth  
Stewart  
Vice President



Ashton Rosen  
Communications  
Coordinator

## Communication

Our process is built around creating a relationship with you. Through our partnership we will be able to harness your local knowledge and pair it with Retail Strategies' resources and connections to make an economic impact. In addition, this free flow of communication will always allow you to share feedback with our team.

## Reporting & Collaboration

You will have a dedicated point of contact to answer questions, give feedback, and collaborate on economic development endeavors. Your portfolio team will provide quarterly business reports with insights into active deals.

## Transparency

Retail Strategies utilizes a web platform, Basecamp 4, to record and share information shared with our Clients. This platform is username and password protected and keeps our partnership organized.

