

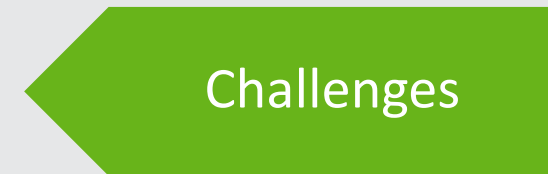
# Albemarle County, VA

*There's a lot of potential here.*



retail strategies

# Why should a community invest in retail?



# Retail's Impact

1 in 4 jobs are retail



# Why Should a Municipality Invest Resources in Retail?



Retail builds on retail. Retail economic impact adds up quickly. Retail attracts the workforce that attracts the primary jobs. Retail influences executives looking to locate their company in your community. Retail enhances quality of life that brings your children home.

Retail builds tax base. --- Retail adds jobs from entry level to managerial. --- Retail builds communities.

# Nothing but Growth Ahead for E-Commerce

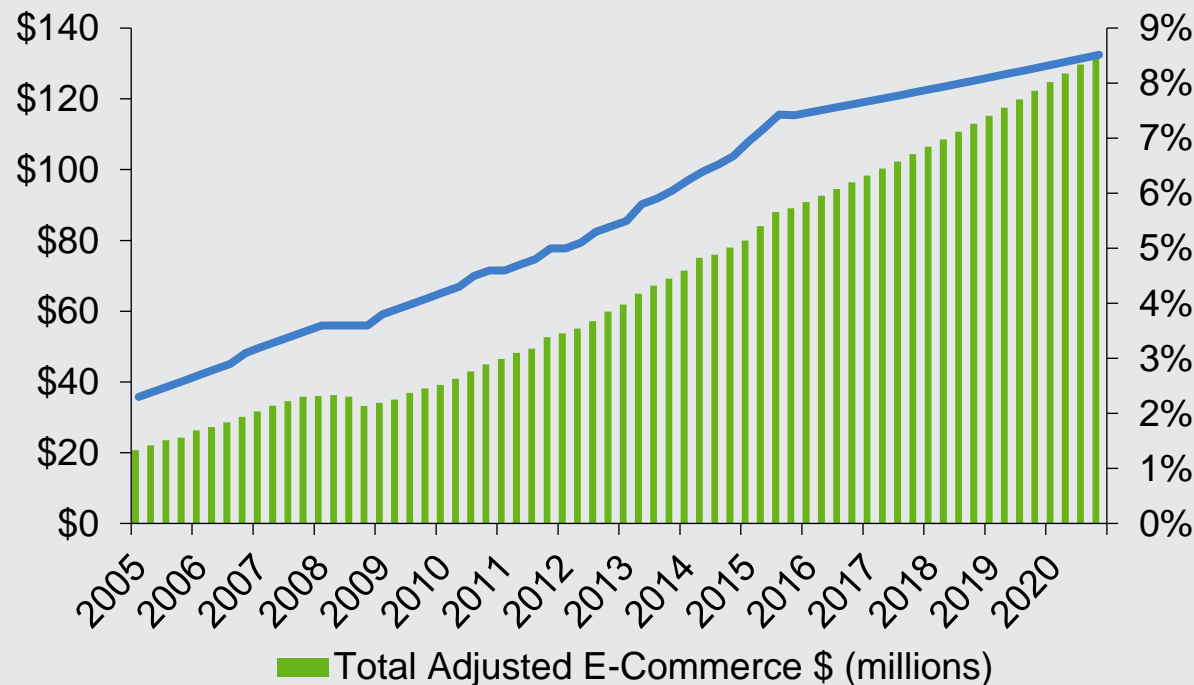


## E-Commerce

Online sales have increased dramatically with the advent of new technology.

However, e-commerce is still a relatively small portion of all retail sales, capturing 9.4% of sales in 2019.

More importantly we need to recognize the trend and be aware of retailer reactions.

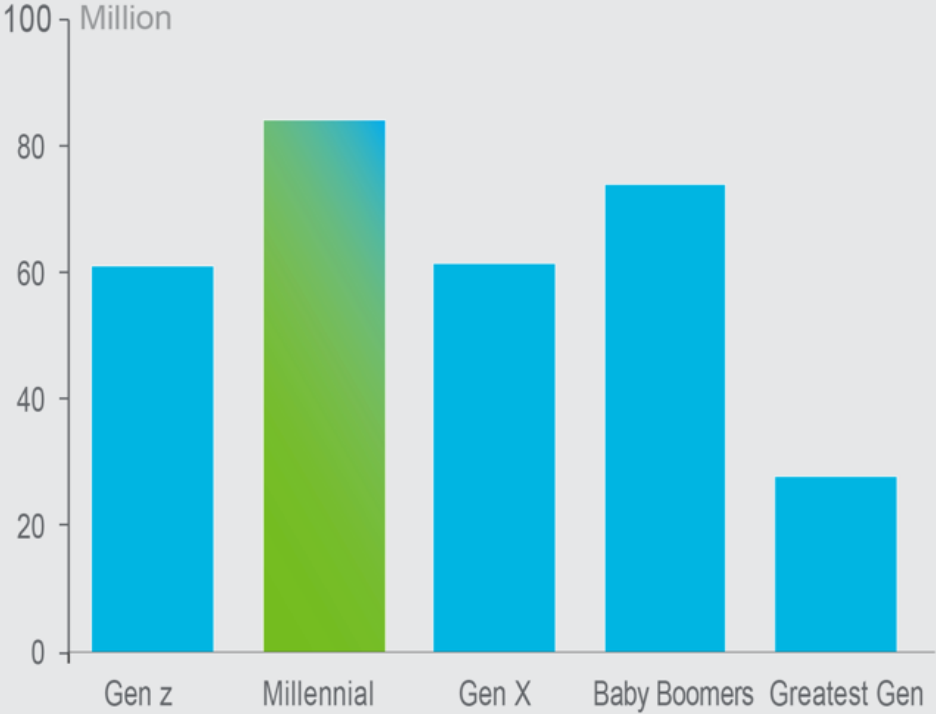


# Rise of the Millennial

83 Million Millennials (1982 -2004)

75 Million Baby Boomers (1946-1964)

63 Million Gen X (1965-1985)



technology

# Retail Consolidation



vs.





bricks

clicks

Omni-Channel







**78%**

of consumers prefer to shop **in-store**

Consumer purchasing

**7.5x**  
per month



in store

**2.2x**  
per month



online

In-store

Online

**\$1,710**  
per month



**\$247**  
per month



**73%**

want to try-on  
or touch  
merchandise  
before a  
purchase

average time spent



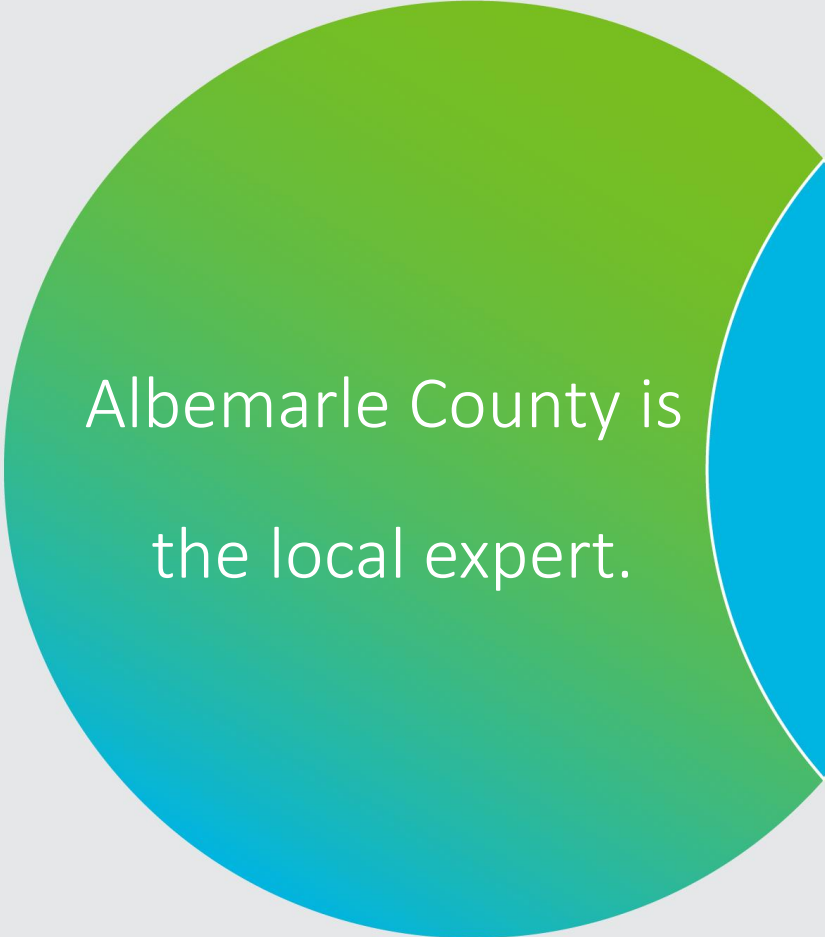
brick-and-mortar  
store



single  
retail website



retail strategies



Albemarle County is  
the local expert.



Retail Strategies  
is the retail  
real estate expert.



Albemarle County, VA

Your Team



Beth Miller  
*Portfolio Director*



Micah Knott  
*Retail Recruiter*



Robert Jolly  
*CEO*



Mead Silsbee  
*CFO*



Lacy Beasley  
*President /COO*



Matt Petro  
*CDO*

Executive Team



Laura Marinos  
*Marketing Director*



Ryder Richards  
*Creative Director*

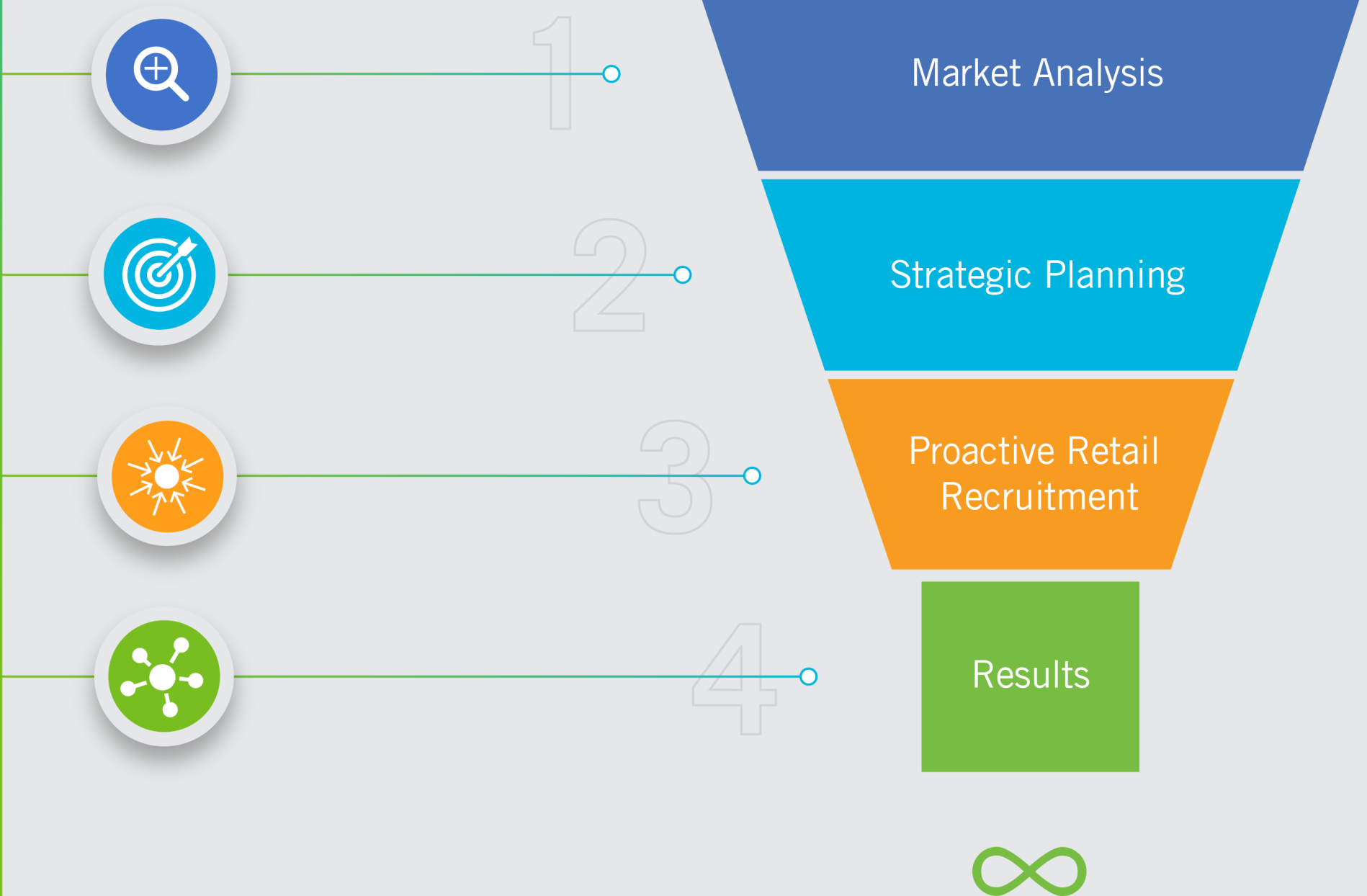


Michelle Moultrie  
*Marketing Assistant*



Charlene Capps  
*Data Scientist*

Marketing Team





discover



interpret



connect



grow

# research

**sn** SUPERMARKET NEWS

NATION'S  
*Restaurant News*



Crittenden Research  
Your Industry. Our Analysis. A better bottom line.

PlainVanillaShell



**RLT**  
RETAIL LEASE TRAC

UberRetail™

Memberships,  
Subscriptions &  
Customized Reports

Research Partners &  
Geographic Information  
Systems

TETRAD The logo icon for TETRAD, a blue triangle pointing to the right.

sitewise<sup>PRO</sup> The logo icon for sitewise PRO, a grey arrow pointing to the right.

The logo icon for CCIM, a red square with the letters 'CCIM' in white.  
**STDB**

**SitesUSA**  
™

**REGiS**

9,703

retailers' contact information & site  
selection criteria



# discover

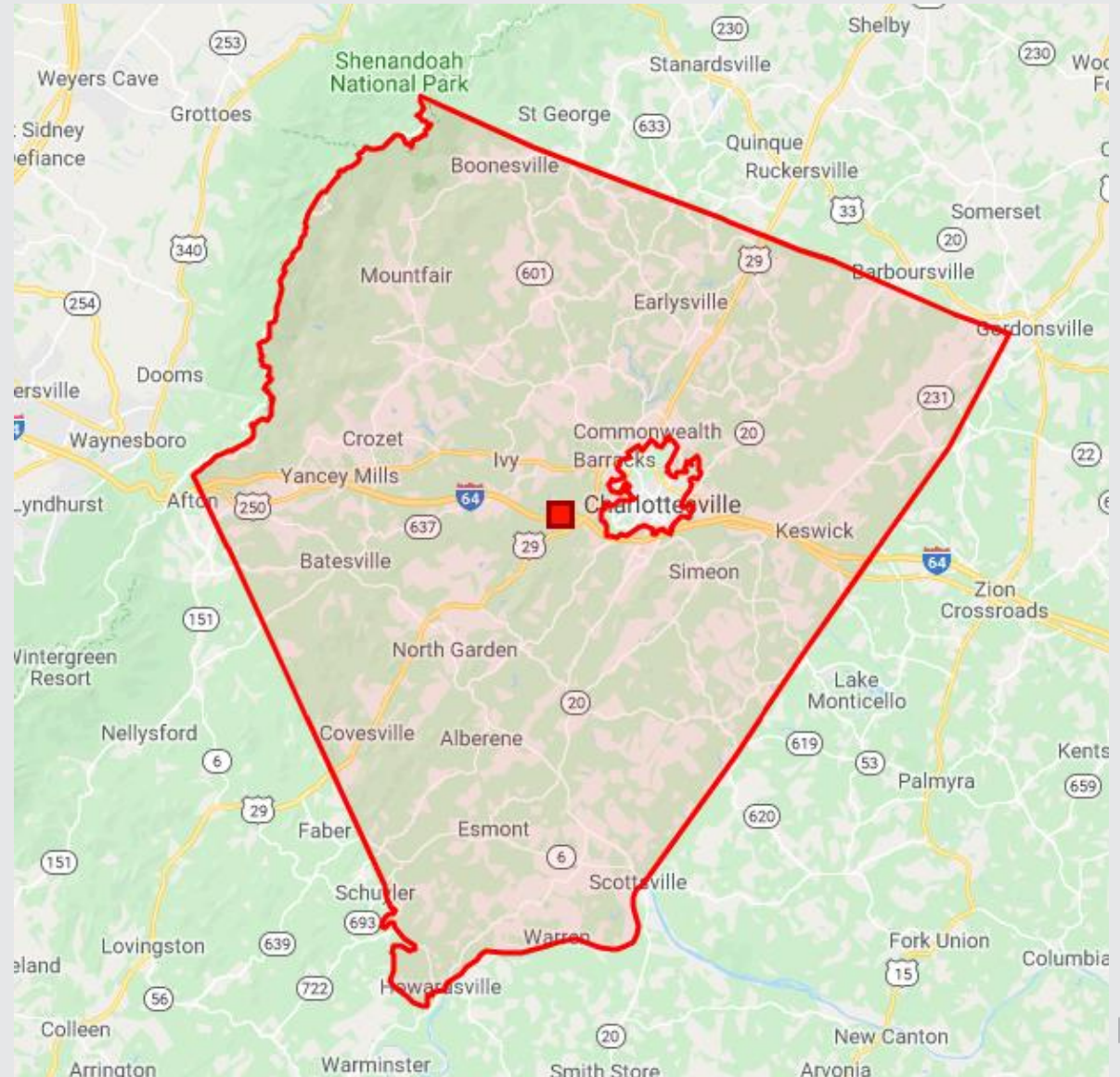


State of Virginia

Population 8.518 million

Albemarle County, VA

Population 111,294



# discover

### Residential Population Density

• 1 dot = 100

### Daytime Employee Population Density

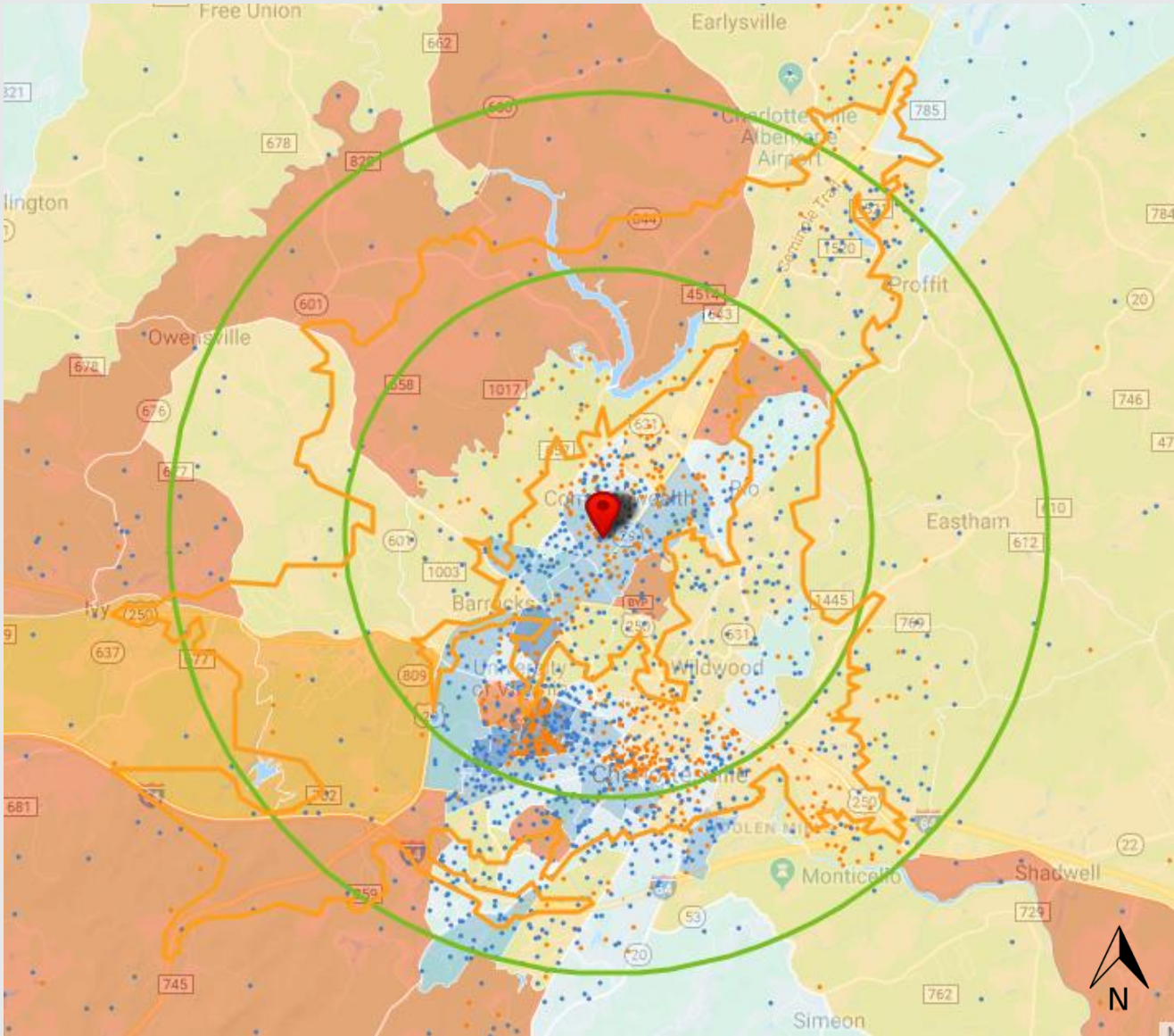
• 1 dot = 100

### Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

### Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



# Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a polygon around a specific business or location we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and assist retailers in site selection. This is intended to support the trade area, but does not solely define the trade area.

The location tracked was

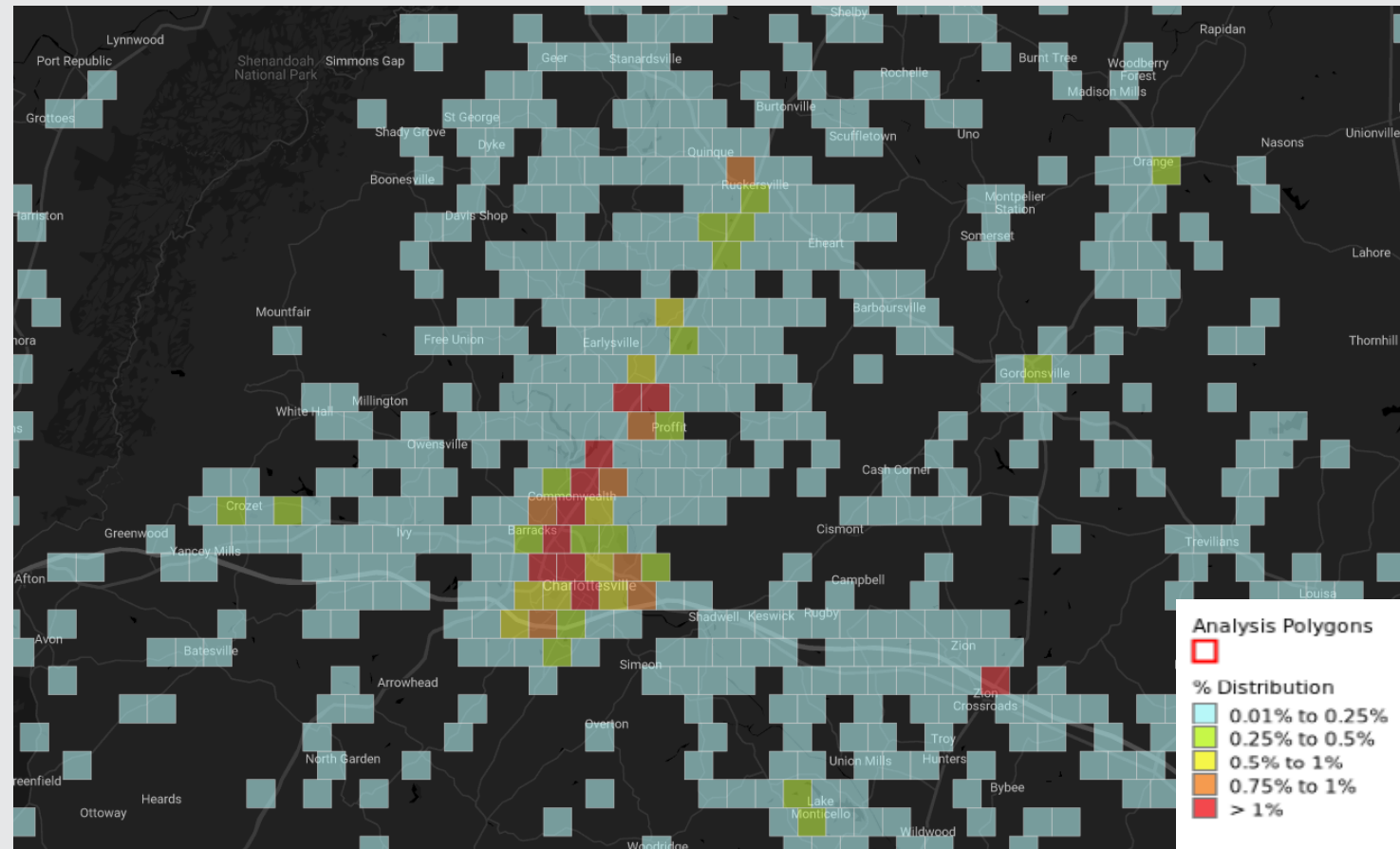
**Albemarle County Target**

for the time period of

**October 2018**

**To**

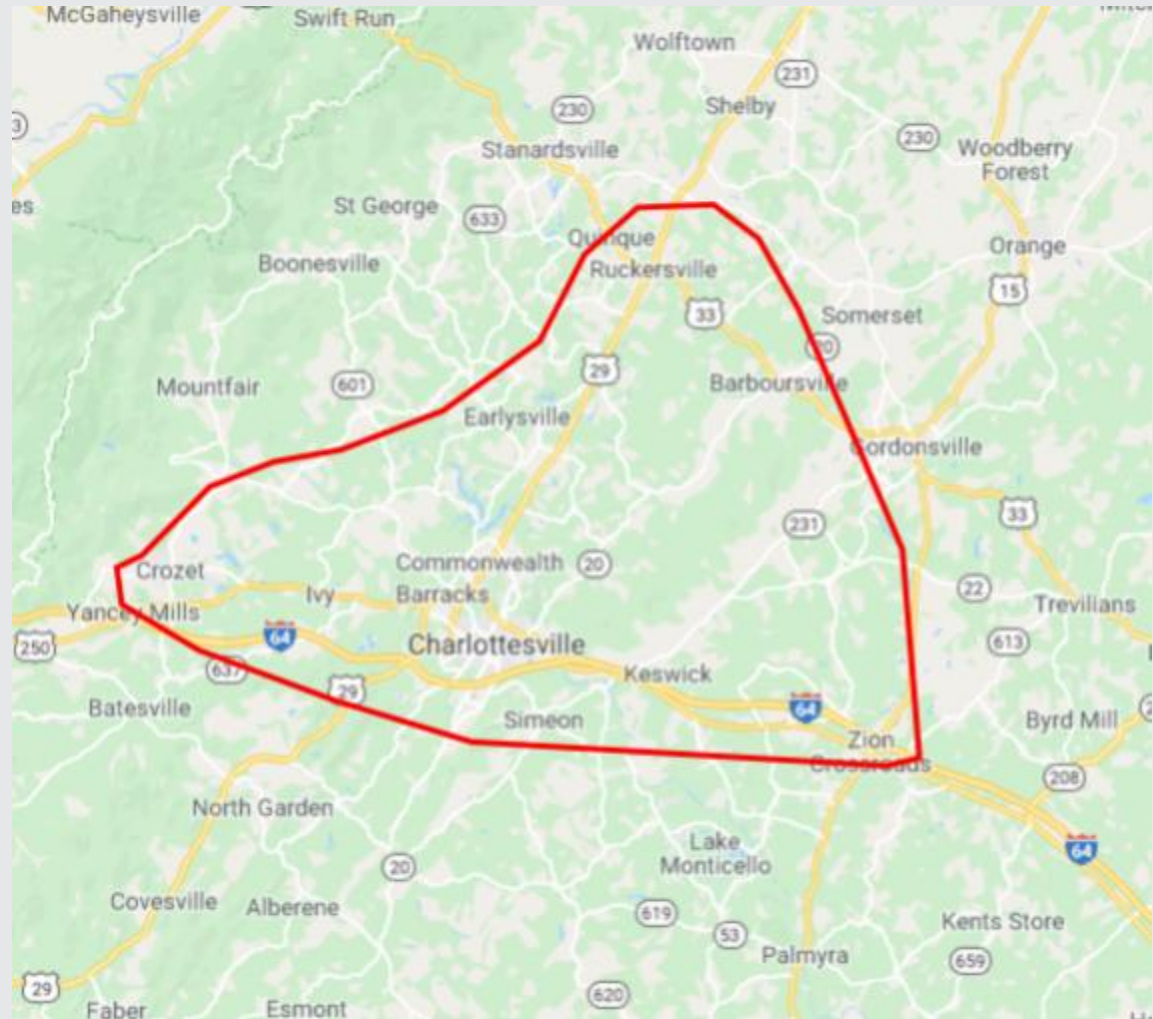
**October 2019**



# Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



# Customized Trade Area

158,279

2019 estimated population



170,190

projected 2024 population

7.5%

projected growth rate  
2019-2024

37

male average age

39

female average age

# Discover: Research & Analytics

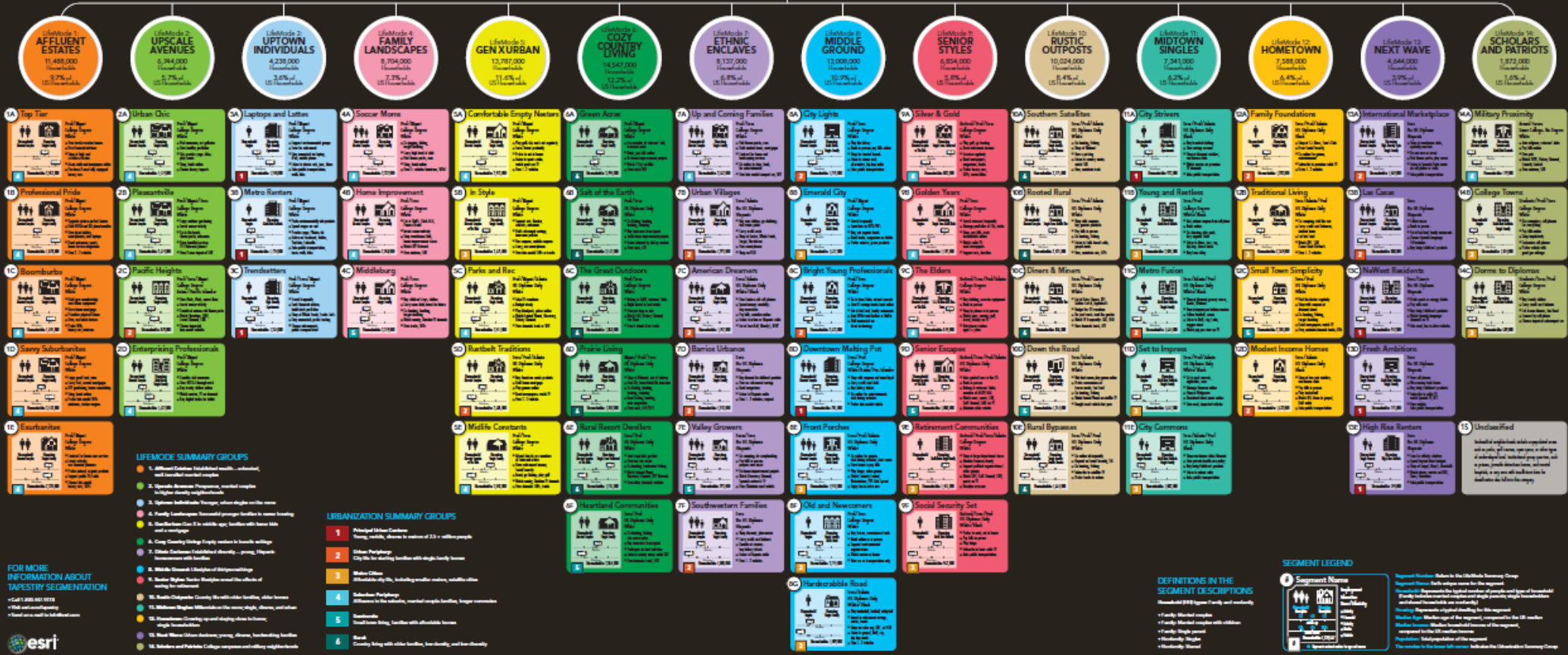
## TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods



### UNITED STATES OF AMERICA

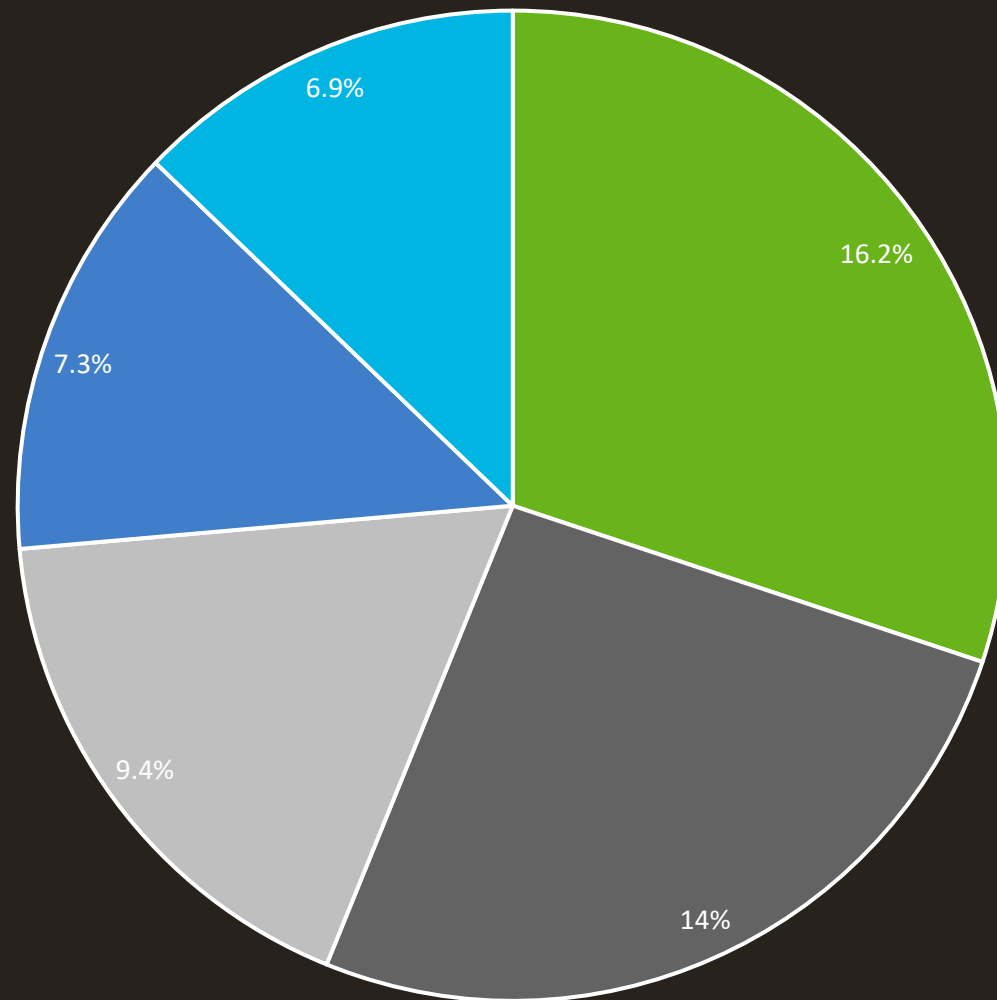
Total Population: 314,468,000  
Median Income: \$31,000  
Home Ownership Rate: 64%  
Total Households: 118,979,000  
Median Net Worth: \$71,000  
Average Household Size: 2.58  
Median Age: 37.6  
Diversity Index: 62.1  
Home Value: \$177,000



## Discover: Psychographic Profile

# ESRI Tapestry Segmentation

ALBEMARLE COUNTY



- Exurbanites (1E)
- Soccer Moms (4A)
- In Style (5B)
- The Great Outdoors (6C)
- Top Tier (1A)

Discover: Psychographic Profile

# ESRI Tapestry Segmentation



LifeMode Group: Affluent Estates

## Exurbanites

Households: 2,398,200

Average Household Size: 2.50

Median Age: 51.0

Median Household Income: \$103,400



LifeMode Group: Family Landscapes

## Soccer Moms

Households: 3,541,300

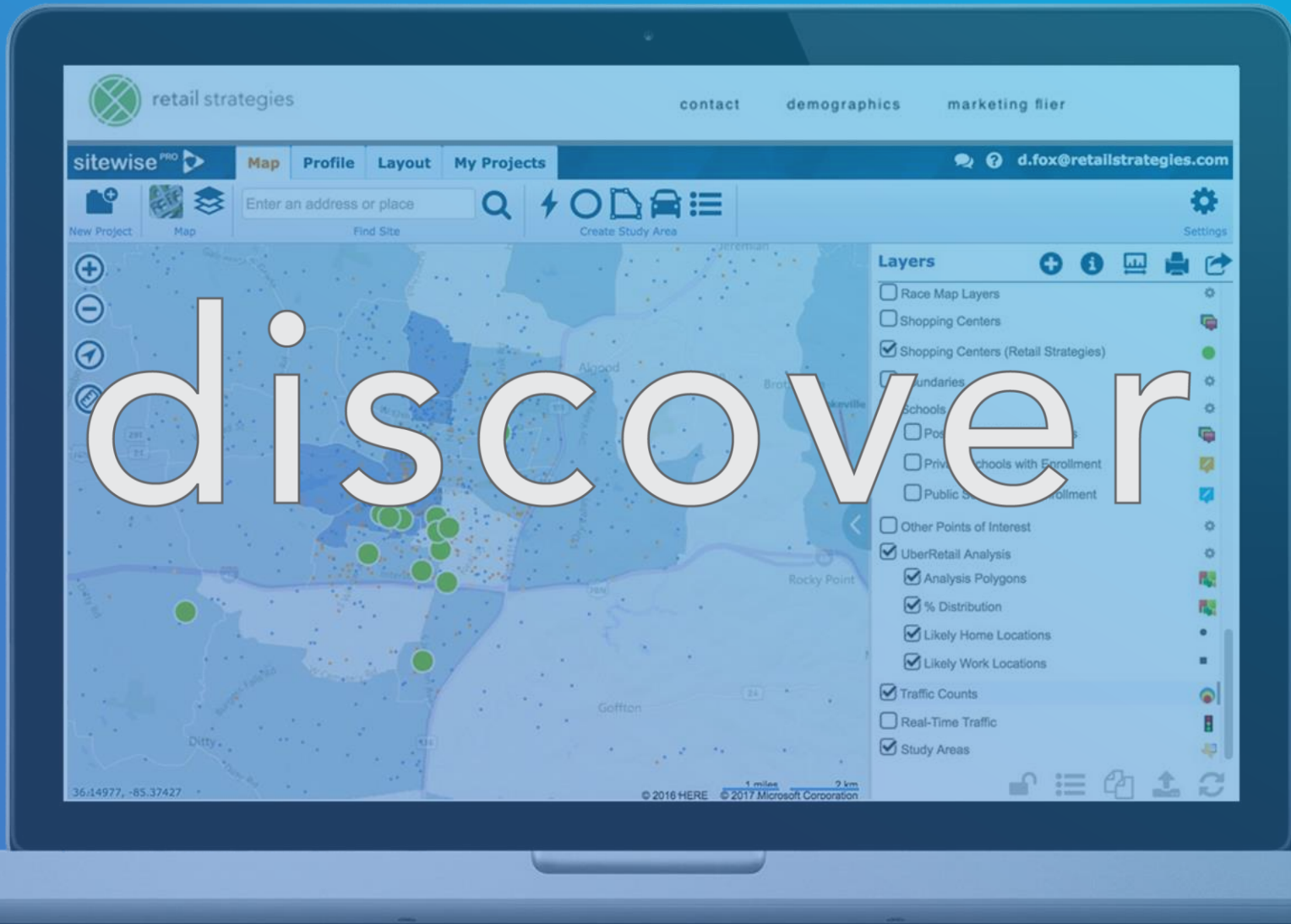
Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500



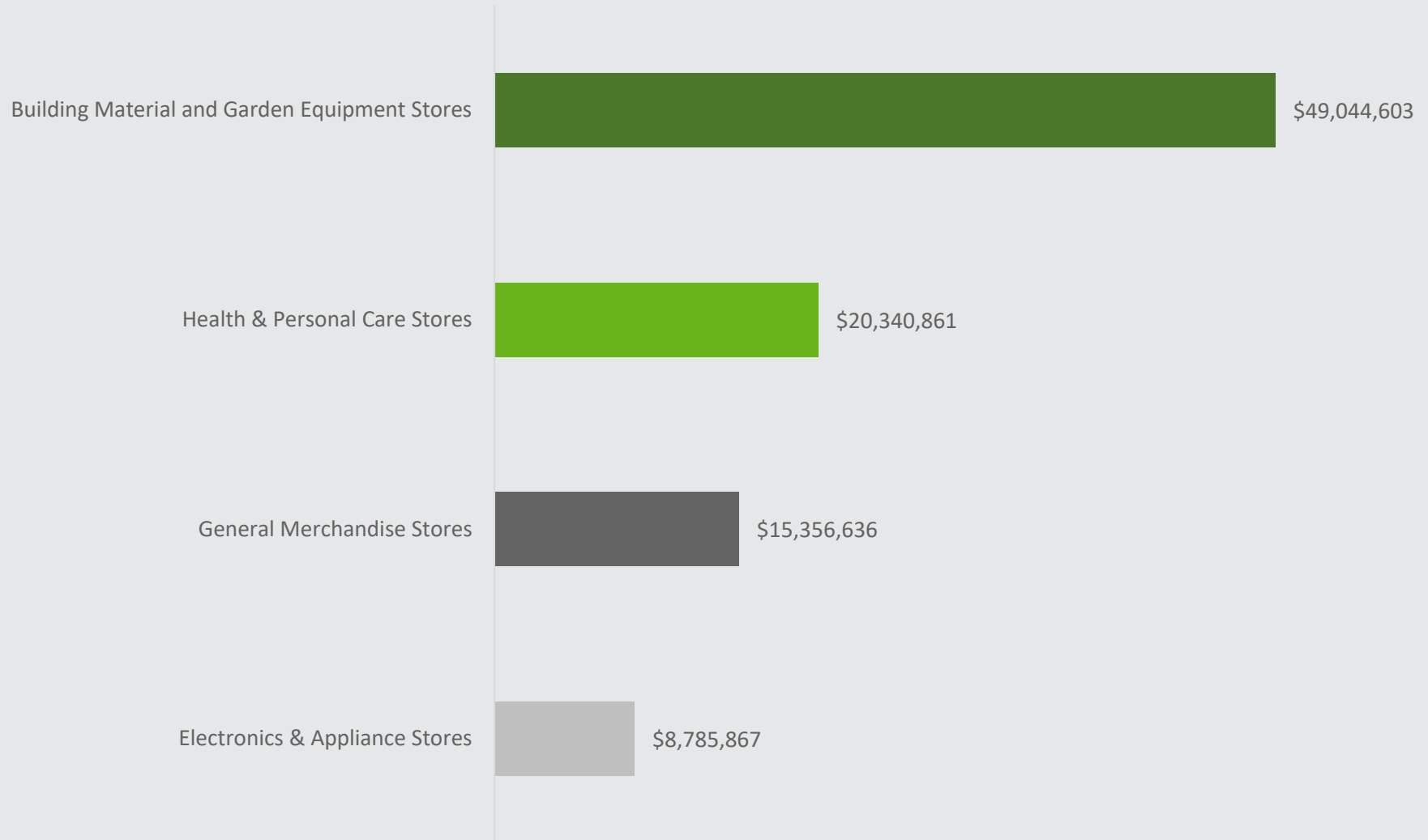




focus categories

# Discover: Consumer Demand & Supply

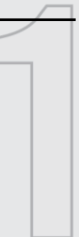
## Customized Retail Category GAP Analysis



# Discover: Peer Analysis

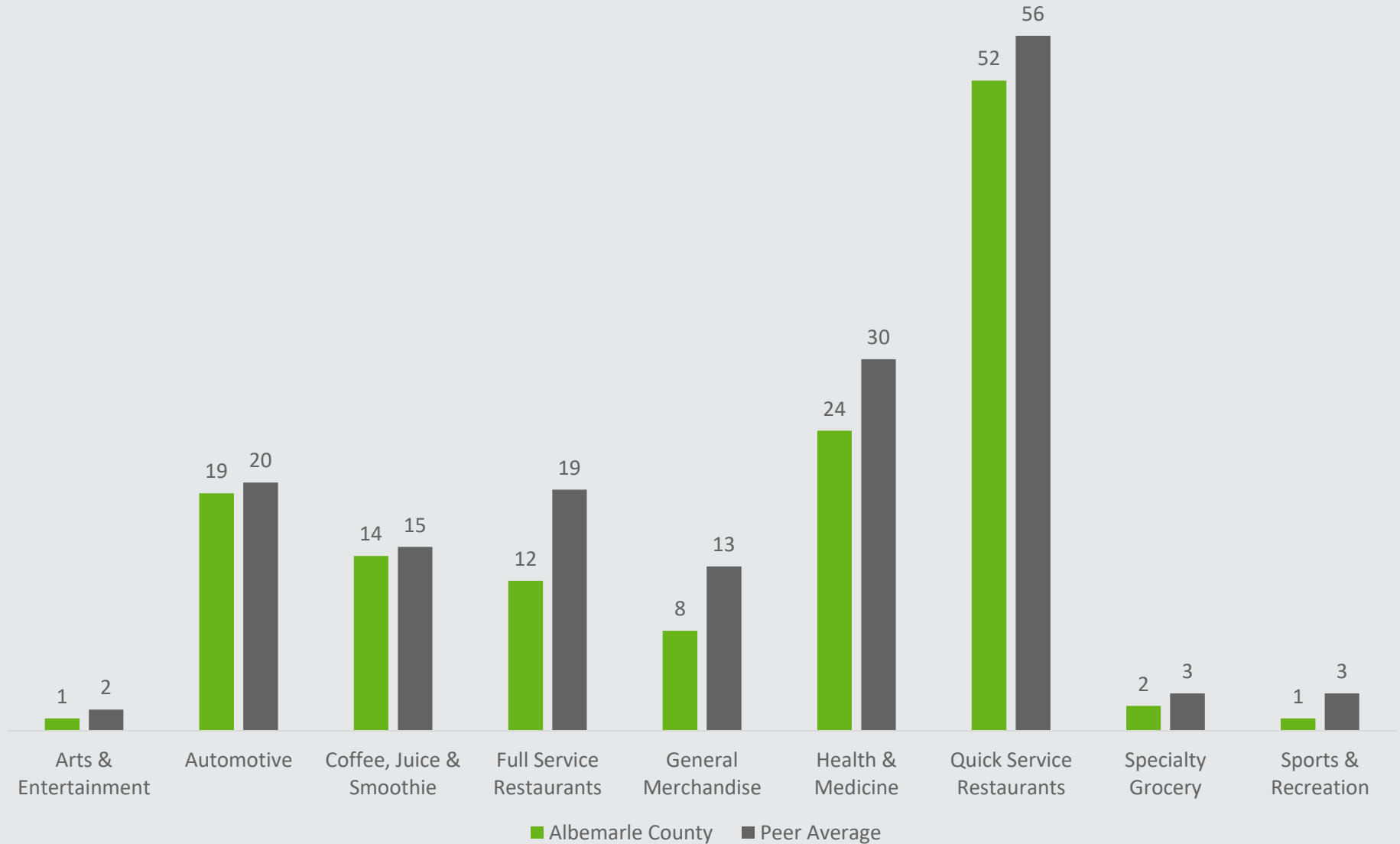
## Retail Node Comparison Report – 10 Minute Drive Time

Address	City	State	Residential Population	Daytime Population	Median HH Income	Market Supply
Costco/Target	Charlottesville	VA	84,860	142,762	\$62,656	\$1,916,541,230
8040 Ray Mears Blvd	Knoxville	TN	93,294	149,651	\$58,106	\$2,880,956,844
6150 Bayfield Pkwy	Concord	NC	97,550	115,392	\$63,118	\$2,993,080,703
4801 McKnight Rd Ste 3	Pittsburgh	PA	87,445	125,063	\$64,066	\$3,429,448,854
315 Colonnade Blvd	State College	PA	79,470	135,871	\$56,469	\$1,068,588,666
201 W Beaver Ave	State College	PA	86,640	145,965	\$58,336	\$1,303,398,569
5437 Urbana Pike	Frederick	MD	82,900	126,333	\$71,007	\$3,185,215,829
3835 Dryland Way	Easton	PA	98,142	118,736	\$67,977	\$2,031,136,154



# Discover: Peer Analysis

## PEER RETAILERS





interpret



connect



grow

# boots on the ground

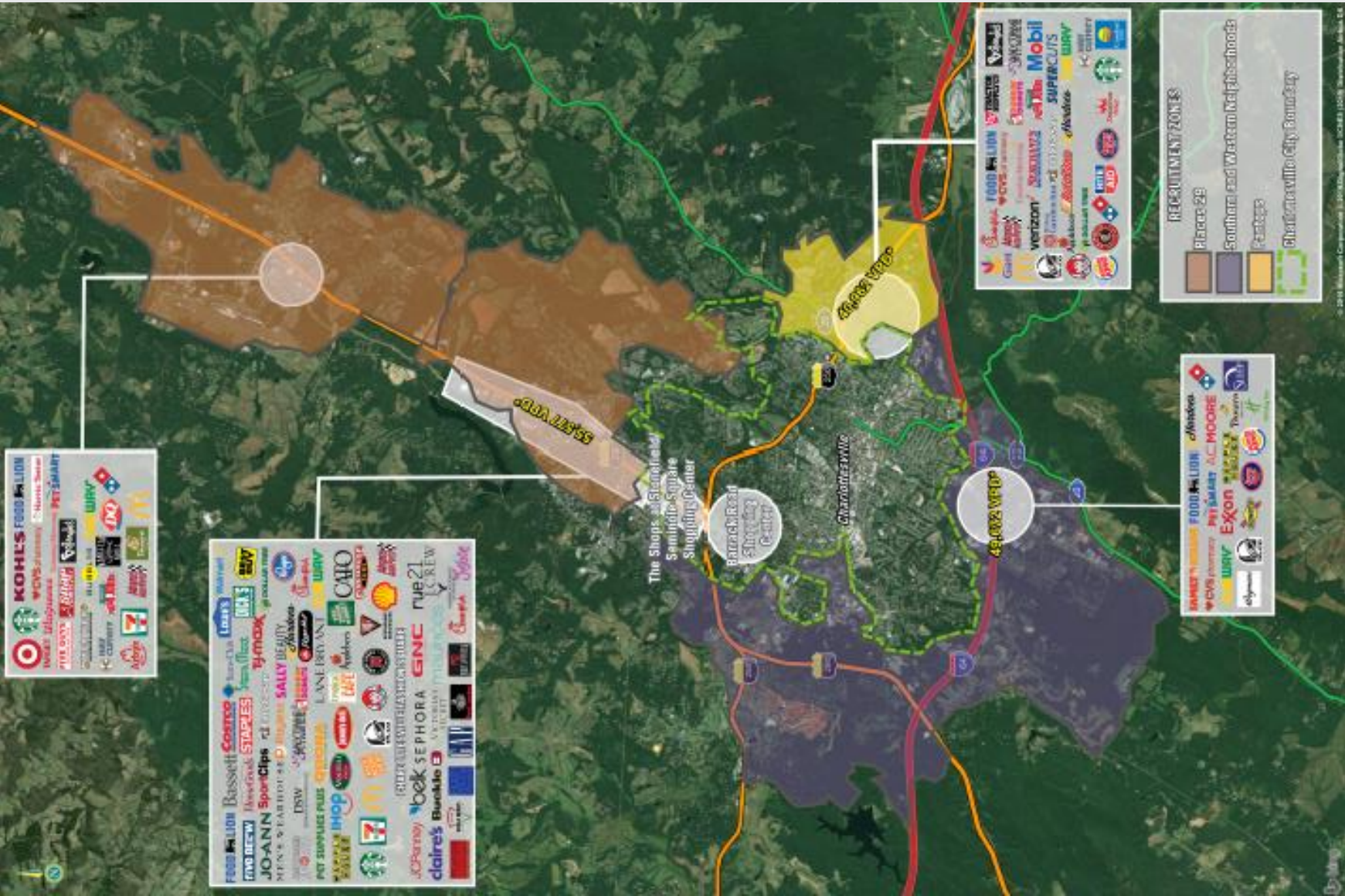
We identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals with more than 15 years of experience with development, leasing, and redevelopment.

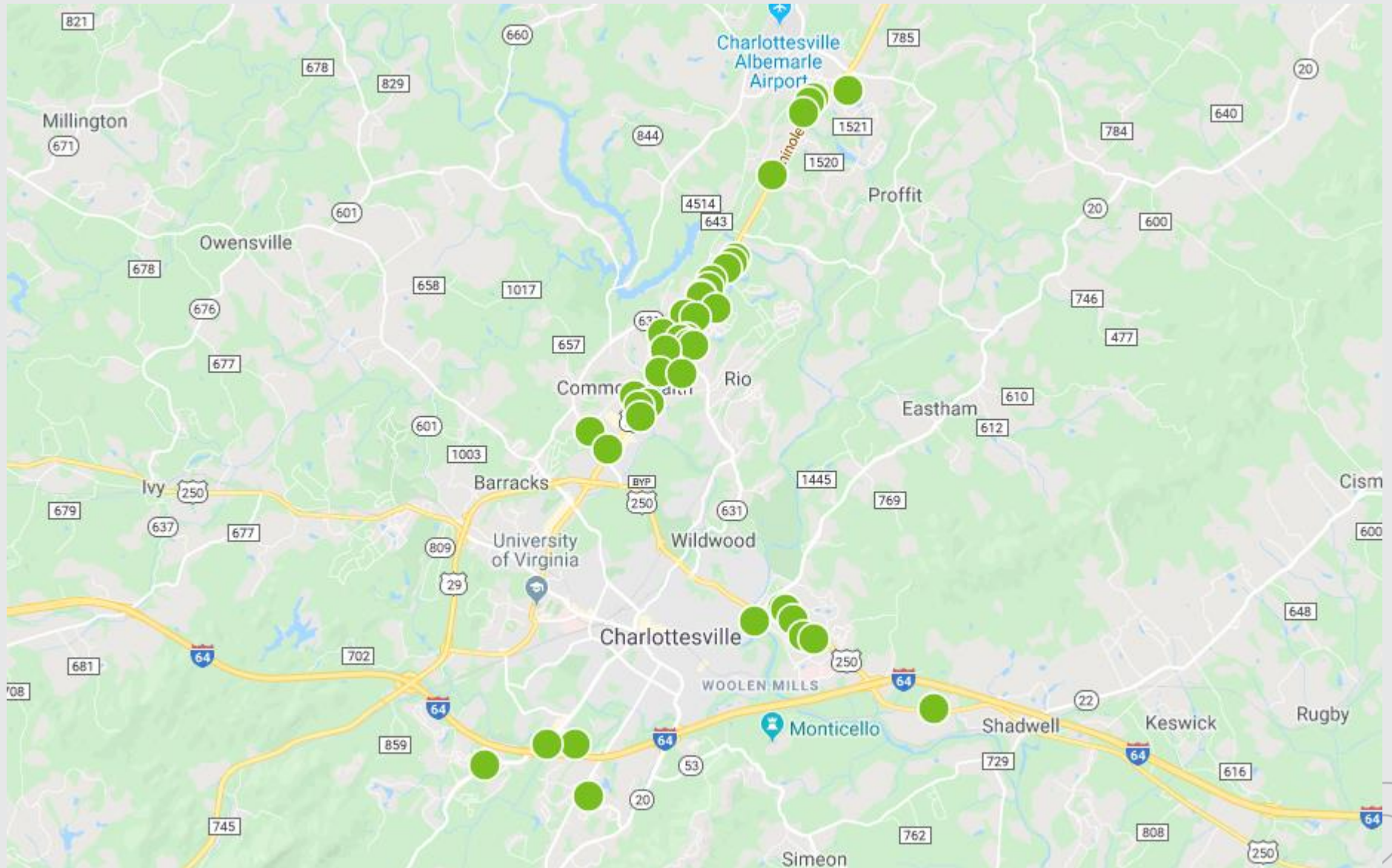
## Information Collected

- Address
- Property Description
- Coordinates
- Listing Agent (if possible)
- Contact Info for Agent or Owner
- Web Address for Agent or Owner
- Link to Property Info on Agent or Owner's Website
- Google Earth Link to Aerial Photo
- Google Earth Link to Ground Photo
- Total Size of Center (if existing)
- Available Space in Center
- Parcel Size (if vacant land)
- Existing Tenants (if existing)
- Traffic Count at Property
- Summary of Recruitment
- Opportunities Specific to Property
- Specific Prospects for Property
- Overall Strategy for Property
- General Comments

# Current Real Estate Overview



# Focus Zones for Recruitment







connect

grow

# connect

## Your Top Categories for Recruitment



Restaurants



Building Supply  
& Garden



General  
Merchandise



Health &  
Personal Care

# connect

## Retail Real Estate Process: Terms

### Retailers

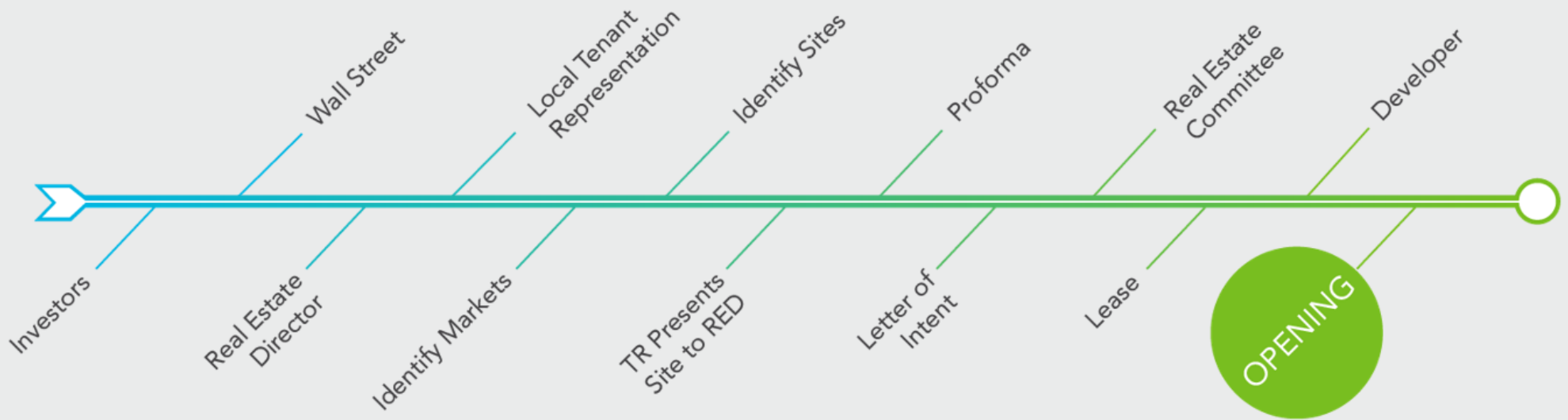
Corporate Real Estate  
Directors  
Tenant Representatives  
Franchisees  
Franchisee brokers

Matchmaking

### Sites

Property Owners  
Brokers  
Bank-owned  
Local Government  
Underperforming  
Businesses

# Retail Timeline



Retailer Drives the Decision

Small percentage of proposed sites equal new openings

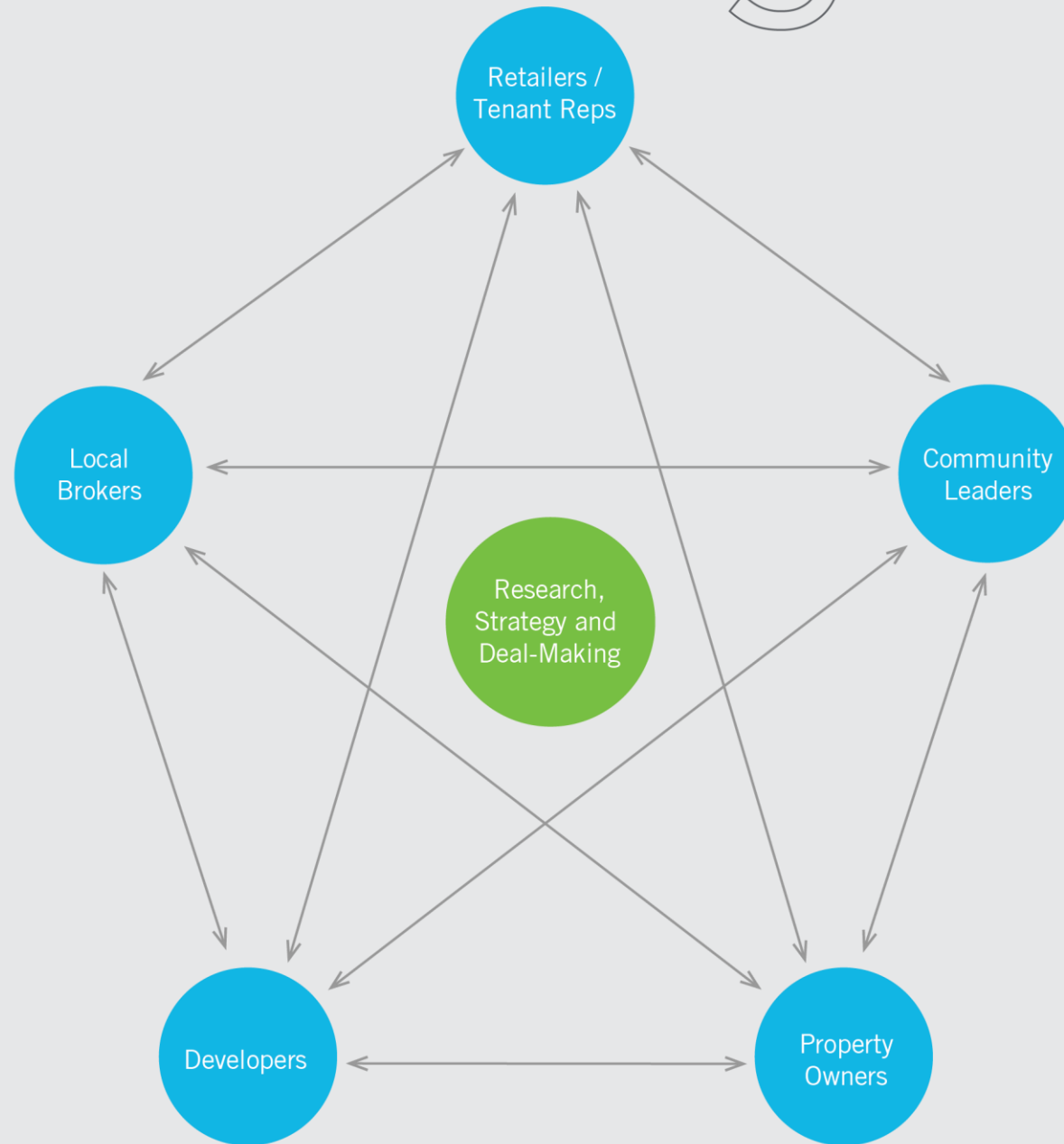
Long Process

It's all about PROFIT



grow

# connect ↔ grow



# Marketing Guide

**retail strategies**  
**COOKEVILLE, TENNESSEE**  
Market Guide

**City Contact Information**  
Retail Strategies has a catalog of retail commercial real estate properties in this market. For more information, please contact the Portfolio Director or Retail Development Director listed on the front of this guide.

**Major Employers**

Company Name	Employees
Strategic Management & Controls	1,400
Crump & Crump LLP	1,000
United Community Bank	500
Walmart	400
Walmart Supercenter	400
Walmart Neighborhood Market	300
Walmart Supercenter	300
Walmart Supercenter	300
Walmart Supercenter	300
Walmart Supercenter	300
Walmart Supercenter	300
Walmart Supercenter	300
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Walmart Supercenter	300
Walmart Supercenter	300
Walmart Supercenter	300
Walmart Supercenter	300
Walmart Supercenter	300

**Focus Properties**

**Demographics**

- Average Age: 36.8
- Median Household Income: \$30,854
- Growth Rate: 6.34%

**Daytime Population** 62,475 (at 9:00 AM, Mon-Fri)

**Peer Analysis**

**Peer Trade Areas**

- Atlanta, GA
- Chattanooga, TN
- Columbia, SC
- Daytona Beach, FL
- Durham, NC
- Greenville, SC
- Indianapolis, IN
- Jacksonville, FL
- Louisville, KY
- Memphis, TN
- Nashville, TN
- Orlando, FL
- Portland, ME
- Portland, OR
- San Diego, CA
- Tampa, FL
- Wichita, KS

**Focus Categories**

- Grocery
- Restaurant
- Apparel
- Health & Wellness

**Demographic Profiles**

3 Mile Radius	5 Mile Radius	7 Mile Radius
2015 Estimated Population: 22,230	42,091	62,475
Median HH Income: \$24,100	\$24,500	\$24,775
Number of Households: 11,115	21,045	31,237

**Demographic Profiles**

3 Mile Drive Time	5 Mile Drive Time	7 Mile Drive Time
2015 Estimated Population: 24,211	42,475	62,475
Median HH Income: \$24,500	\$24,775	\$24,775
Number of Households: 12,105	21,045	31,237

**Follow us!** [in](#) [fb](#) [f](#) [t](#)

You need a document that showcases critical market intelligence, real estate assets, and compelling data that speaks the retail real estate language. This should include an aerial map with the national retailers plotted and traffic counts.

**COOKEVILLE, TENNESSEE**  
Major Retail & Restaurants

grow

4

# Conference Recruitment

We attend 15+ conferences per year to recruit retail to specific sites in our communities.



Las Vegas

New York City

Dallas

Atlanta

Chicago

Orlando

New Orleans

Charlotte

Nashville

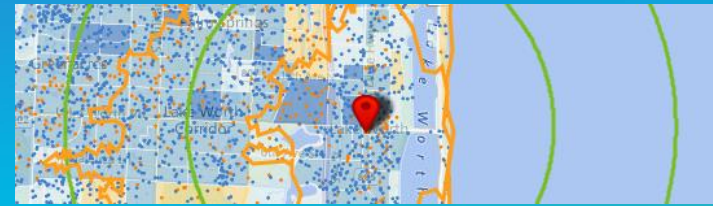
San Diego







1



2



3



4



Contact developers, retailers, tenant representatives and franchisee groups -regionally and nationally



Make direct and indirect connections through conferences, in person meetings, phone calls, and emails



Coordinate and communicate our efforts regularly with local brokers, property owners, and city staff



Follow industry trends as well as changes in your local market to adjust our strategy and improve our efforts to maximize the retail potential in your community





retail strategies

*Thank You.*

*There's a lot of potential here.*