

# Bringing Big City Economic Development Capacity to Smaller & Mid-Sized Communities

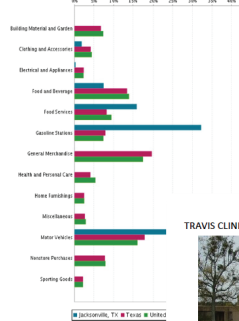
## About CityRETAIL™

CityRETAIL™ provides the expertise to assess issues relating to downtown and strip center vacancies, as well as the tools required to identify and recruit new retail operations in local marketplaces.

Key CityRETAIL™ deliverables::

- Up-dating community demographics and psychographic data for retail standards
- Assessment of retail sites, buildings and facilities
- Assessment of opportunities for start-up companies and entrepreneurship
- Business attraction program
- Follow-up, tracking and reporting

2010 Retail Sales Statistics for Jacksonville, TX



Retail Sales

2010 Retail Sales Statistics	Jacksoville, TX
Total Retail Sales (Including Food Services)	\$38,185,000
Building Materials and Garden Store Sales	\$0 0.00%
Clothing and Accessories Store Sales	\$723,000 1.89%
Electrical and Appliances Store Sales	\$127,000 0.33%
Food and Beverage Store Sales	\$2,864,000 7.50%
Food Services	\$6,000,000 15.96%
Gasoline Stations Store Sales	\$12,308,000 32.23%
General Merchandise Store Sales	\$0 0.00%
Health and Personal Care Store Sales	\$0 0.00%

TRAVIS CLINIC BUILDING



Location:	Loop 456
Property Description:	Located on 43.68 acres, with a possibility of subdividing the property.
Operating Sq. Ft.:	52,508 sq. ft., three-story building.
Price:	\$1,000,000
Property Features:	This was the Travis Clinic. It is a rock-solid structure of steel reinforced concrete. Fundamentally sound facility that is in poor cosmetic condition. Excellent visibility facing two major highways.
Contact:	Mike McEwen (broker) Cherokee Real Estate Phone: (903) 588-1180 mcewen@cherokeeestate.com
	<a href="http://www.cherokeeestate.com">www.cherokeeestate.com</a> (Information sheet available online)

Additional Properties

Building Name	Square Footage/Description	Contact Information
Former Lastra Building Highway 69 North Northwest Building	Warehouse & manufacturing spaces for lease. Square footage is flexible - up to approximately 50,000 sq. ft. available. Multiple buildings. Restrooms. No hazardous or flammable chemical bulk storage or mixing. Low as \$10 square foot/month.	Jack Webb, Owner (903) 541-0100
Former Discount City Building	This building occupies an entire city block, located on US Highway 79. Retail space, metal building: 75,000 of sq. ft., with 20,625 warehouse & office space. Located on 1.44 acre.	Kath Smith, Broker (903) 588-3800
Former Lastra Building Highway 69 North Center Building	Oversized overhead door off Hwy. 69, heavy electric supply for welders, etc. Approximately 15,000 sq. ft. High Bays, above average lighting, crane was removed, excellent for welding fabrication. No hazardous or flammable chemical bulk storage or mixing. \$2,000/month.	Jack Webb, Owner (903) 541-0100

## Did You Know?

Recent national studies are showing that retail leasing and lease rates are increasing and vacancy storefronts in malls and strip centers are shrinking (Wall Street Journal, 7/3/2014). Despite this national trend, many smaller and mid-sized communities are not gaining traction in the retail marketplace.

## Full Range of Products and Services:



# Affordable and Customized for Your Local Market

The economic development dilemmas faced in smaller and medium-sized communities are threefold:

1. The recognition that there is a real need for locally driven retail development
2. Successful retail growth and development programming for smaller and mid-sized markets requires different skill sets and expertise
3. Grappling with the financial realities that limit the ability to actually acquire the resources and expertise needed to do the job

**POTENTIAL SOLUTION**

For many communities with a population of 35,000 or less, CityRETAIL™ offers an affordable and solution for retail development.

CityRETAIL™ delivers a comprehensive, integrated 5-part program customized, fully operational locally driven retail growth and development program that is customized to the local and regional market.

We will assess and evaluate all factors that are impacting local retailing.

**HOW DOES IT WORK?**

CityRETAIL™ understands that there are five fundamental elements to any successful retail development program:

**Realistic strategies & tactics**

CityRETAIL™ will develop a realistic retail growth and development strategy based on local market conditions

**Current market conditions & data**

CityRETAIL™ will review, analyze and update demographic and psychographic population and workforce data.

**Inventories of current buildings, sites, vacant structures and facilities**

CityRETAIL™ will inventory, assess properties, sites and retail centers as to their capacity.

We will meet with property owners and managers to evaluate opportunities for collaboration.

**Highly targeted marketing**

CityRETAIL™ will evaluate the market, recommend and implement a marketing program directed toward specific retail opportunities.

**Tracking, follow-up and reporting**

CityRETAIL™ works directly with city management and provides scheduled progress reports to both management and Council.



## About Geneva Analytics, LTD:

Geneva Analytics, LTD. was founded in 2009 by Fred D. Burkhardt. The concept emerged while working in Wisconsin, where it was discovered that many smaller communities, understanding the importance of economic development, had virtually only two options:

1. Fund their own department with the limited resources available, which left little to implement and maintain programming after staffing and overhead costs.
2. Join a regional partnership that is comprised of a collaborative vision, often overlooking the needs of the smaller and mid-sized communities, and allocating preferences to the bigger, more influential partners within the consortium.

Fred D. Burkhardt, MBA, IOM, has been providing business management and economic development services and counseling for more than 35 years. The commitment to provide various services to aid communities with revenue enhancement, job generation and tax base diversification has been, and continues to be, Fred's primary objective.