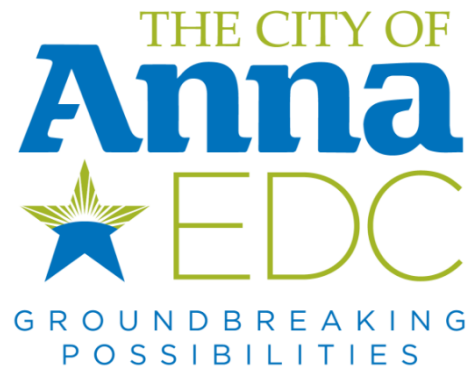




**MEETING AGENDA
ANNA COMMUNITY DEVELOPMENT CORPORATION
AND
ANNA ECONOMIC DEVELOPMENT CORPORATION**

Thursday, October 3, 2024 @ 6:00 PM

The EDC/CDC of the City of Anna will meet on 10/3/2024, at 6:00 PM in the Anna Municipal Complex-Council Chambers, located at 120 W. 7th Street, to consider the following items.

1. **Call to Order, Roll Call, and Establishment of Quorum.**
2. **Invocation and Pledge of Allegiance.**
3. **Neighbor Comments.**
Persons may address the Board of Directors on items not on the agenda; please observe the time limit of three (3) minutes. Members of the Board cannot comment on or deliberate statements of the public except as authorized by Section 551.042 of the Texas Government Code.
4. **Consent Agenda.**
 - a. Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)
 - b. Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)
5. **Individual Consideration.**
 - a. Receive a presentation from The Retail Coach regarding proposed business services.
 - b. Consider/Discuss/Act on Resolution No. 2024-10-13 approving an agreement with The Retail Coach for professional Contract Services. (CDC)
 - c. Consider/Discuss/Act on Resolution No. 2024-10-14 approving an agreement with The Batdrone for professional Contract Services. (CDC)
 - d. Consider & Discuss timing and availability for the Charette process with Toole Design for the Interurban Pedestrian Thoroughfare design.
6. **Director's Report.**

IMPORTANT LEGAL NOTICE: The Corporation may vote and/or act upon each of the items listed in this agenda. The Corporation reserves the right to retire into executive session concerning any of the items listed on this agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. Disabled persons who want to attend this meeting and who may need assistance should contact the City Secretary at 972-924-3325 two working days prior to the meeting so that appropriate arrangements can be made.

- a. Strategic Plan Update
 - b. Financial Report / Sales Tax Update
 - c. Event Updates & Upcoming Events
7. **Closed Session.**
- a. Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase.
 - b. Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional services contract. Pending Contracts.
 - c. Discuss or deliberate Economic Development Negotiations: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or, (2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087); potential retail and medical projects.
8. **Reconvene into open session and take any action on closed session items.**
9. **Receive reports from staff or Board Members about items of community interest.**
10. **Adjourn.**

This is to certify that I, Bernie Parker, Director of Economic Development, posted this Agenda on the City's website (www.annatexas.gov) and at the Anna Municipal Complex bulletin board at or before 5:00 p.m. on 9/27/2024.

Bernie Parker, Director of Economic
Development



AGENDA ITEM:

Neighbor Comments.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 3.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:



Item No. 4.a.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)

SUMMARY:

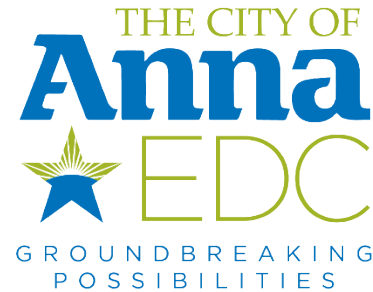
Review & approve the meeting minutes from the September 5, 2024, Joint CDC/EDC Meeting.

STAFF RECOMMENDATION:

Staff recommends approval.

ATTACHMENTS:

1. September 5_2024 CDC EDC Joint Meeting Minutes_Draft



Anna Community Development Corporation and Anna Economic Development Corporation Meeting Minutes

Thursday, September 5, 2024, at 6:00 pm
Anna Municipal Complex, City Council Chambers
120 W. 7th Street, Anna, Texas 75409

The Anna Community Development Corporation and the Anna Economic Development Corporation conducted a meeting at 6:00 p.m. on Thursday, September 5, 2024, at the Anna Municipal Complex in City Council Chambers, located at 120 W. 7th Street Anna, Texas 75409.

A video recording of the open session portions of the meeting may be viewed online at the City of Anna's website: <https://www.annatexas.gov/962/AgendasMinutes>

CDC and EDC Board Members Present: Bruce Norwood (President), Nate Pike (Vice-President), Kylee Kelley, Manny Singh, Lamarr Dillingham, and Allison Inesta. **CDC AND EDC Board Members Absent:** Michelle Hawkins (Secretary). **Others Present:** Bernie Parker (Director of Economic Development), Natasha Roach (Assistant Director of Economic Development), Salena Tittle (Economic Development Manager), Clark McCoy (City Attorney), Pete Cain (Mayor), & Jody Bills (Council Member).

1. **Call to Order, Roll Call, and Establishment of Quorum.**

The meeting was called to order by Board President Bruce Norwood at 6:00 p.m.

2. **Invocation and Pledge of Allegiance.**

Invocation and Pledge of Allegiance was led by Board President Bruce Norwood.

3. **Neighbor Comments.**

None.

4. **Consent Agenda.**

- a. Approve minutes from the August 1, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)

- b. Approve minutes from the August 1, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

Nate Pike made a motion on behalf of the CDC and EDC to approve the consent agenda. Manny Singh seconded the motion. All were in favor. Motion passed.

5. Individual Consideration.

- a. Receive a presentation on financial reports for the CDC & EDC.

The City of Anna Finance Director, Aimee Ferguson, provided a brief presentation and breakdown on financial reporting and current funds within the CDC & EDC.

No action taken.

- b. Consider/Discuss/Act on a Resolution approving an agreement with Cooksey Communications for public relations and marketing services. (CDC)

Bernie Parker explained that the item was for the 2024-2025 annual public relations and marketing contract with Cooksey Communications. Bernie further explained their scope of work and all items they work on throughout the year for both corporations.

Bruce Norwood made a motion on behalf of the CDC to approve a Resolution authorizing an agreement with Cooksey Communications and the expenditure of funds not to exceed \$91,000. Kylee Kelley seconded the motion. All were in favor. Motion passed.

- c. Consider/Discuss/Act on a Resolution approving an agreement with Swimming Duck, LLC for digital media services. (CDC)

Bernie Parker explained that the item was for the 2024-2025 annual digital media service contract with Swimming Duck. Bernie further explained their scope of work and discussed the leads and interest we have received from their digital ads.

Bruce Norwood made a motion on behalf of the CDC to approve a Resolution authorizing an agreement with Swimming Duck and the expenditure of funds not to exceed \$45,000. Lamarr Dillingham seconded the motion. All were in favor. Motion passed.

6. Director's Report.

- a. Strategic Plan Update

Bernie Parker updated the Board on staff's recent accomplishments & attended events. He also provided the Board with an update on the 2024 Economic

Development Forum which was held on August 29th. Bernie also discussed the latest online article which featured another fantastic Anna project, and the Collin County Meals on Wheels facility tour where staff had the privilege of learning more about the organization and what their current and future needs are as Anna grows.

No action taken.

b. Financial Report/Sales Tax Update

Bernie Parker presented updated information on increased sales tax and that the city is already up 31.5% higher than where we were last year.

No action taken.

c. Event Updates & Upcoming Events

Bernie Parker informed the Board that the 2024 Anna Fest event will be held on October 5th at the Municipal Complex from 12:00 p.m. – 4:00 p.m.

No action taken.

7. Closed Session.

- a. Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase.
- b. Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional services contract. Pending Contracts.
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(2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087); potential retail and medical projects.

Bruce Norwood made a motion to enter into closed session. Lamarr Dillingham seconded the motion. All were in favor. Motion passed. The EDC/CDC Board entered into closed session at 6:30 p.m.

8. Reconvene into open session and take any action on closed session items.

Bruce Norwood called the EDC/CDC Board meeting back into open session at 7:56 p.m. Bruce advised that action needed to be taken on an item that was discussed in closed session, and it was an item that he is recusing himself from.

Bruce Norwood left the room.

Manny Singh then made a motion that the Anna Community Development Corporation terminate the contract for sale and leaseback of real property between Anna Community Development Corporation and Bengal Anna Plaza, LLC and Faizur Rahman regarding the Bengal property and the Rahman property effective immediately and demand repayment of the earnest money deposit.

Lamarr Dillingham seconded the motion. Five Board members voted in favor of the motion. Motion passed.

9. Receive reports from staff or Board Members about items of community interest.

There were no reports.

10. Adjourn.

Nate Pike adjourned the meeting at 7:57 p.m.

APPROVED:

Bruce Norwood
President of CDC/EDC

ATTESTED:

Nate Pike
Vice-President of CDC/EDC



Item No. 4.b.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

SUMMARY:

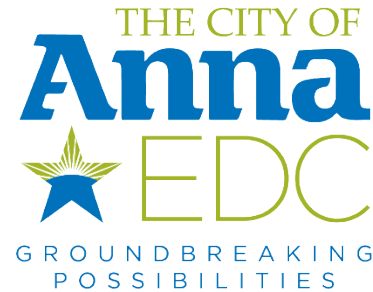
Review & approve the meeting minutes from the September 5, 2024, Joint CDC/EDC Meeting.

STAFF RECOMMENDATION:

Staff recommends approval.

ATTACHMENTS:

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1. **Call to Order, Roll Call, and Establishment of Quorum.**

The meeting was called to order by Board President Bruce Norwood at 6:00 p.m.

2. **Invocation and Pledge of Allegiance.**

Invocation and Pledge of Allegiance was led by Board President Bruce Norwood.

3. **Neighbor Comments.**

None.

4. **Consent Agenda.**

- a. Approve minutes from the August 1, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)

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Nate Pike made a motion on behalf of the CDC and EDC to approve the consent agenda. Manny Singh seconded the motion. All were in favor. Motion passed.

5. Individual Consideration.

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No action taken.

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No action taken.

b. Financial Report/Sales Tax Update

Bernie Parker presented updated information on increased sales tax and that the city is already up 31.5% higher than where we were last year.

No action taken.

c. Event Updates & Upcoming Events

Bernie Parker informed the Board that the 2024 Anna Fest event will be held on October 5th at the Municipal Complex from 12:00 p.m. – 4:00 p.m.

No action taken.

7. Closed Session.

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Lamarr Dillingham seconded the motion. Five Board members voted in favor of the motion. Motion passed.

9. Receive reports from staff or Board Members about items of community interest.

There were no reports.

10. Adjourn.

Nate Pike adjourned the meeting at 7:57 p.m.

APPROVED:

Bruce Norwood
President of CDC/EDC

ATTESTED:

Nate Pike
Vice-President of CDC/EDC



AGENDA ITEM:
Individual Consideration.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 5.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:



Item No. 5.a.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Receive a presentation from The Retail Coach regarding proposed business services.

SUMMARY:

President of The Retail Coach, Aaron Farmer, will provide a brief presentation regarding the company's history, business services provided, and outline the proposed scope of work that will meet the needs and vision of Anna's economic development.

STAFF RECOMMENDATION:

N/A

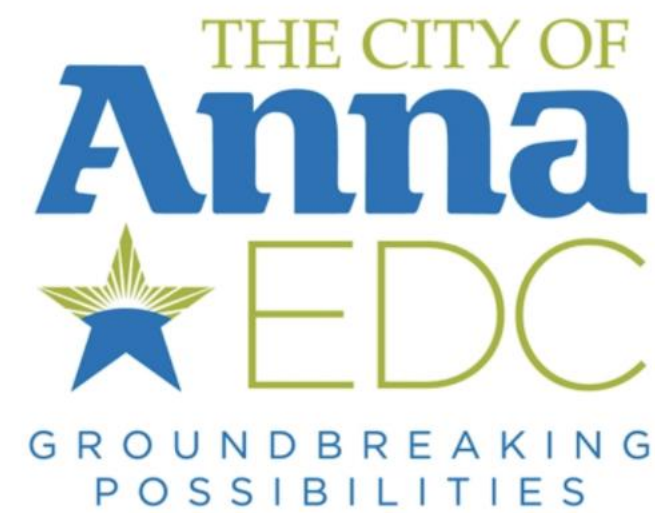
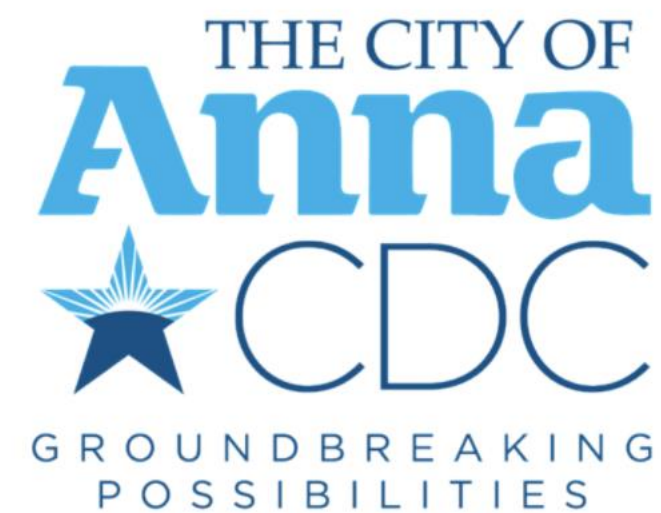
ATTACHMENTS:

1. The Retail Coach Presentation



Retail Recruitment & Development Strategy

October 2024

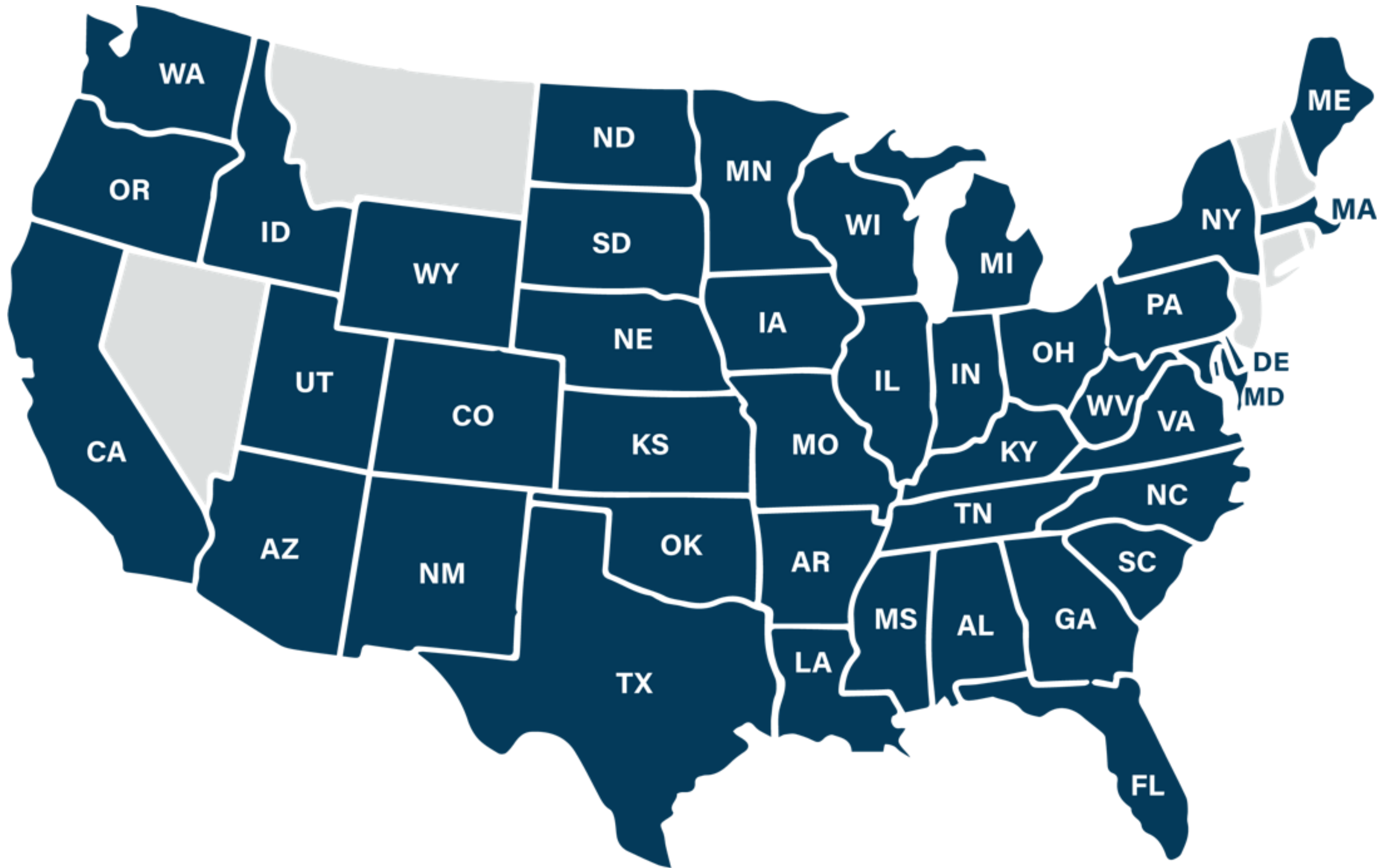




WHAT WE DO

We help communities **IDENTIFY** new retail opportunities, actively **RECRUIT** those retailers to their community, then **COACH** them on a long-term basis to ensure success.

We Are Proud To Be
Recognized Experts
Throughout the U.S.



850+

CLIENTS SERVED

We've worked with clients across 41 states

92%+

REPEAT CLIENTS

Cities work with us time and time again

25

YEARS OF EXPERIENCE

Recruiting Retailers to Communities



More Than 6 Million SF of New Retail Recruited in the Last 5 Years

Relationships are key!





Retail 360[®]

Moving Beyond Data To
Recruit **Retailers** &
Developers

Tailored, end-to-end retail recruitment
and economic development services





WE BECOME EXPERTS IN YOUR MARKET

Analyzing the Market:

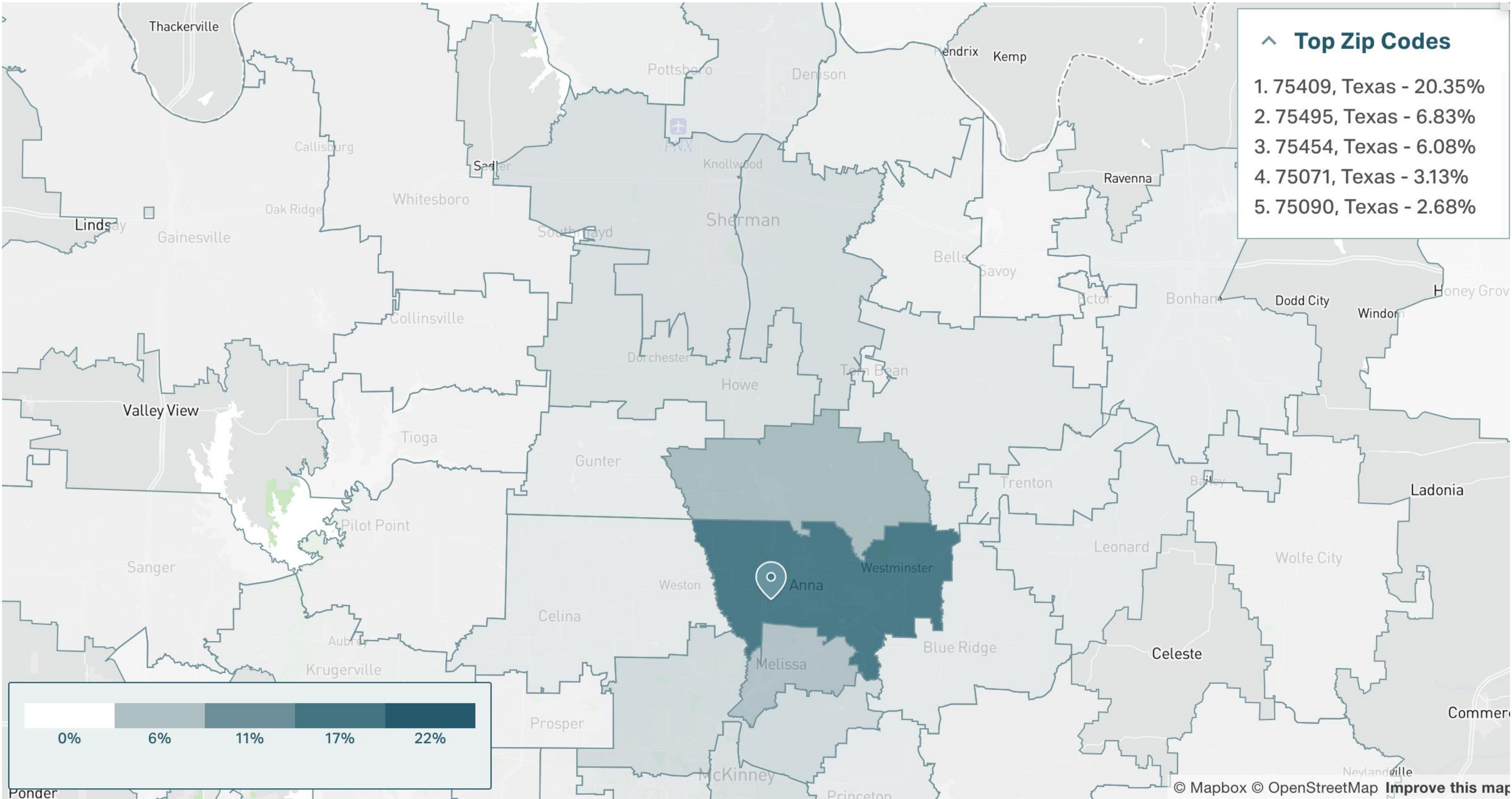
On-the-Ground Analysis of Your Retail Market

We spend time **on-the-ground** becoming an expert in your market

We identify:

- Competitive Markets
- Retail Districts **Retail**
- Trade Areas**
- Demographic Profiles
- Psychographic Profiles
- Daytime Employment

Mobile Location Data & Retail Trade Area Mapping



The Retail Trade Area Demographic Profile allows you to understand your consumers and their unique attributes:

- Sell your community using the retail trade area population and not the community population. It opens you to more opportunities.
- Must “*look between the lines*” to determine what new businesses may be a fit

Primary Retail Trade Area • Demographic Profile Clarksville, Arkansas

DESCRIPTION	DATA	%
Population		
2025 Projection	37,938	
2020 Estimate	37,195	
2010 Census	36,395	
2000 Census	33,887	
Growth 2020 - 2025		2.00%
Growth 2010 - 2020		2.20%
Growth 2000 - 2010		7.40%
2020 Est. Population by Single-Classification Race	37,195	
White Alone	31,522	84.75%
Black or African American Alone	675	1.82%
Amer. Indian and Alaska Native Alone	369	0.99%
Asian Alone	846	2.28%
Native Hawaiian and Other Pacific Island Alone	22	0.06%
Some Other Race Alone	2,778	7.47%
Two or More Races	982	2.64%
2020 Est. Population by Hispanic or Latino Origin	37,195	
Not Hispanic or Latino	32,656	87.80%
Hispanic or Latino	4,538	12.20%
Mexican	3,922	86.43%
Puerto Rican	66	1.45%
Cuban	65	1.43%
All Other Hispanic or Latino	486	10.71%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	4,538	
White Alone	1,479	32.59%
Black or African American Alone	46	1.01%
American Indian and Alaska Native Alone	29	0.64%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%
Some Other Race Alone	2,759	60.80%
Two or More Races	223	4.91%
2020 Est. Pop by Race, Asian Alone, by Category	846	
Chinese, except Taiwanese	53	6.27%
Filipino	42	4.97%
Japanese	21	2.48%
Asian Indian	10	1.18%
Korean	0	0.00%
Vietnamese	71	8.39%
Cambodian	0	0.00%
Hmong	56	6.62%
Laotian	214	25.30%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	379	44.80%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	37,195	
Arab	3	0.01%
Czech	62	0.17%
Danish	61	0.16%
Dutch	298	0.80%
English	2,501	6.72%
French (except Basque)	415	1.12%
French Canadian	64	0.17%
German	4,007	10.77%
Greek	10	0.03%
Hungarian	60	0.16%
Irish	3,254	8.75%
Italian	308	0.83%
Lithuanian	25	0.07%
United States or American	5,467	14.70%
Norwegian	133	0.36%
Polish	192	0.52%
Portuguese	21	0.06%
Russian	14	0.04%
Scottish	399	1.07%
Scotch-Irish	394	1.06%
Slovak	21	0.06%
Subsaharan African	48	0.13%
Swedish	86	0.23%
Swiss	49	0.13%
Ukrainian	2	0.01%
Welsh	90	0.24%
West Indian (except Hisp. groups)	30	0.08%
Other ancestries	7,834	21.06%
Ancestry Unclassified	11,345	30.50%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	30,397	87.46%
Speak Asian/Pacific Island Language at Home	1,076	3.10%
Speak IndoEuropean Language at Home	186	0.54%
Speak Spanish at Home	3,043	8.76%
Speak Other Language at Home	53	0.15%



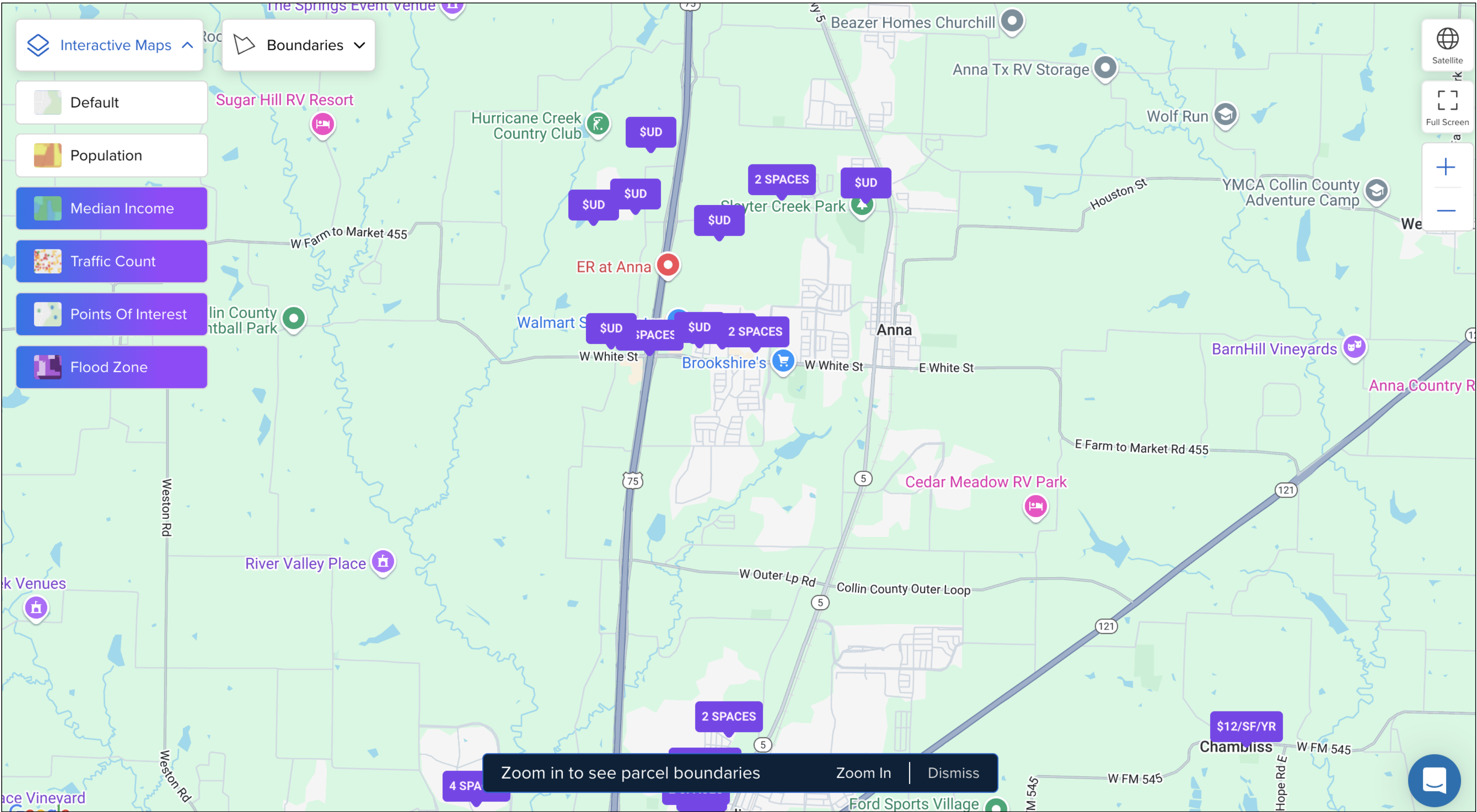
UNDERSTANDING RETAIL DEMAND

Determining Retail Opportunities:

Using Data to Find the Best Retail Opps for Anna

NAICS	DESCRIPTION	2024 DEMAND	2029 DEMAND	GROWTH	CAGR (%)*
451	Sporting goods, hobby, musical instrument, and book stores	\$3,554,735	\$4,044,507	\$489,772	2.62%
4511	Sporting goods, hobby, and musical instrument stores	\$2,671,857	\$3,098,688	\$426,831	3.01%
45111	Sporting goods stores	\$1,836,594	\$2,143,519	\$306,925	3.14%
45112	Hobby, toy, and game stores	\$558,229	\$653,535	\$95,306	3.20%
45113	Sewing, needlework, and piece goods stores	\$129,510	\$130,087	\$576	0.09%
45114	Musical instrument and supplies stores	\$147,523	\$171,547	\$24,024	3.06%
4512	Book stores and news dealers	\$882,878	\$945,819	\$62,941	1.39%
452	General merchandise stores	\$21,808,477	\$24,866,674	\$3,058,196	2.66%
4522	Department stores	\$1,964,159	\$2,060,052	\$95,893	0.96%
4523	Other general merchandise stores	\$19,844,318	\$22,806,622	\$2,962,304	2.82%
453	Miscellaneous store retailers	\$3,316,362	\$3,764,868	\$448,506	2.57%
4531	Florists	\$168,368	\$196,821	\$28,453	3.17%
4532	Office supplies, stationery, and gift stores	\$568,961	\$646,487	\$77,526	2.59%
45321	Office supplies and stationery stores	\$256,591	\$294,131	\$37,539	2.77%
45322	Gift, novelty, and souvenir stores	\$312,370	\$352,356	\$39,987	2.44%
4533	Used merchandise stores	\$429,882	\$480,004	\$50,122	2.23%
4539	Other miscellaneous store retailers	\$2,149,150	\$2,441,555	\$292,405	2.58%
45391	Pet and pet supplies stores	\$781,599	\$896,894	\$115,295	2.79%
45399	All other miscellaneous store retailers	\$1,367,551	\$1,544,662	\$177,110	2.47%
454	Non-store retailers	\$28,617,663	\$32,343,267	\$3,725,604	2.48%
722	Food services and drinking places	\$22,202,614	\$26,085,758	\$3,883,144	3.28%
7223	Special food services	\$1,804,559	\$2,099,780	\$295,220	3.08%
7224	Drinking places (alcoholic beverages)	\$1,336,067	\$1,544,300	\$208,232	2.94%
7225	Restaurants and other eating places	\$19,061,987	\$22,441,679	\$3,379,692	3.32%
722511	Full-service restaurants	\$10,427,435	\$12,232,993	\$1,805,558	3.25%
722513	Limited-service restaurants	\$7,322,010	\$8,657,327	\$1,335,317	3.41%
722514	Cafeterias, grill buffets, and buffets	\$186,079	\$220,055	\$33,975	3.41%
722515	Snack and nonalcoholic beverage bars	\$1,126,463	\$1,331,304	\$204,842	3.40%

Identifying Development Opportunities:



FINDING THE RIGHT RETAIL FOR YOUR COMMUNITY

Identifying Retailers + Developers for Recruitment:

Using Research, Analysis, and Real Estate to Target Prospects

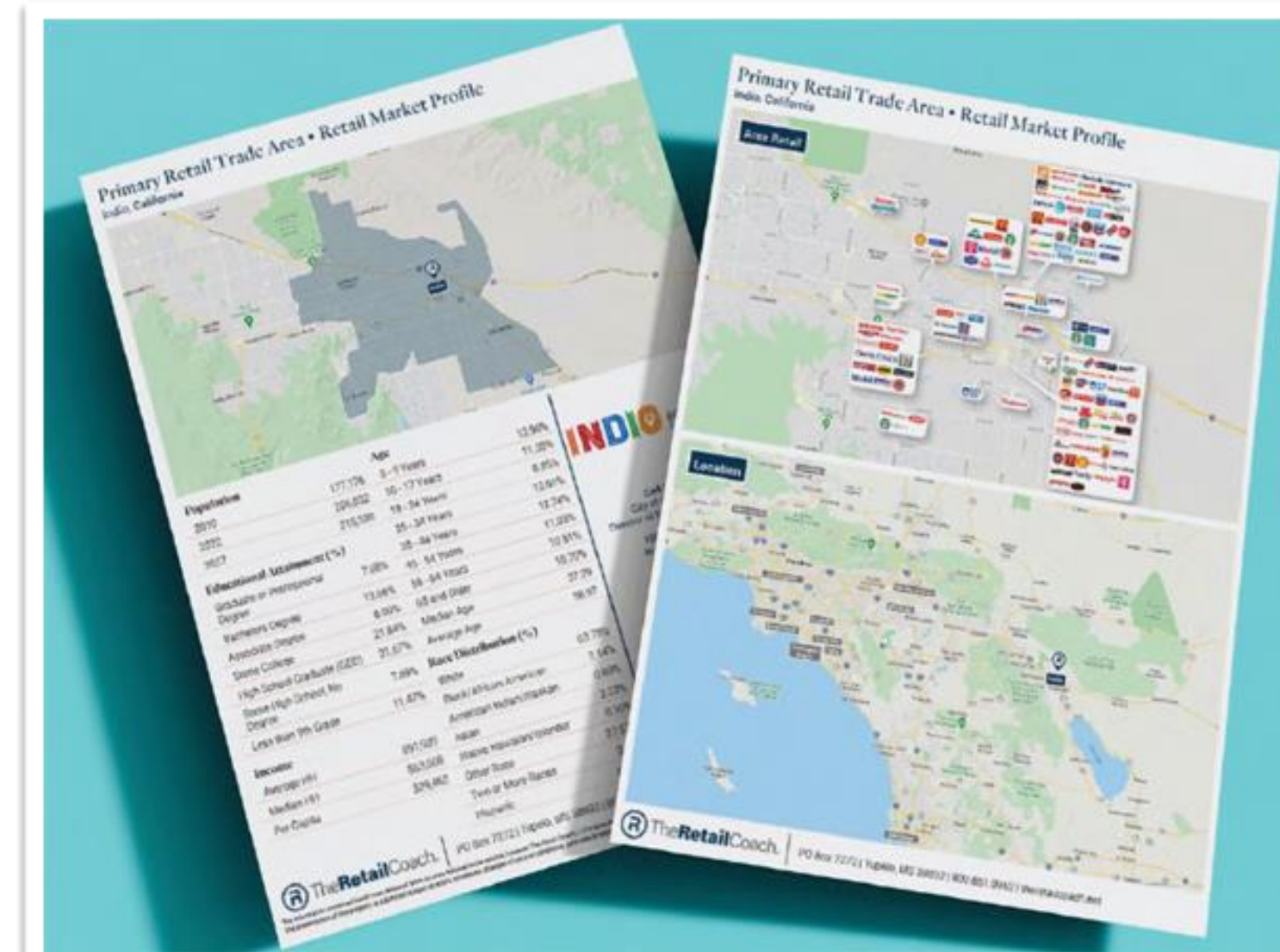
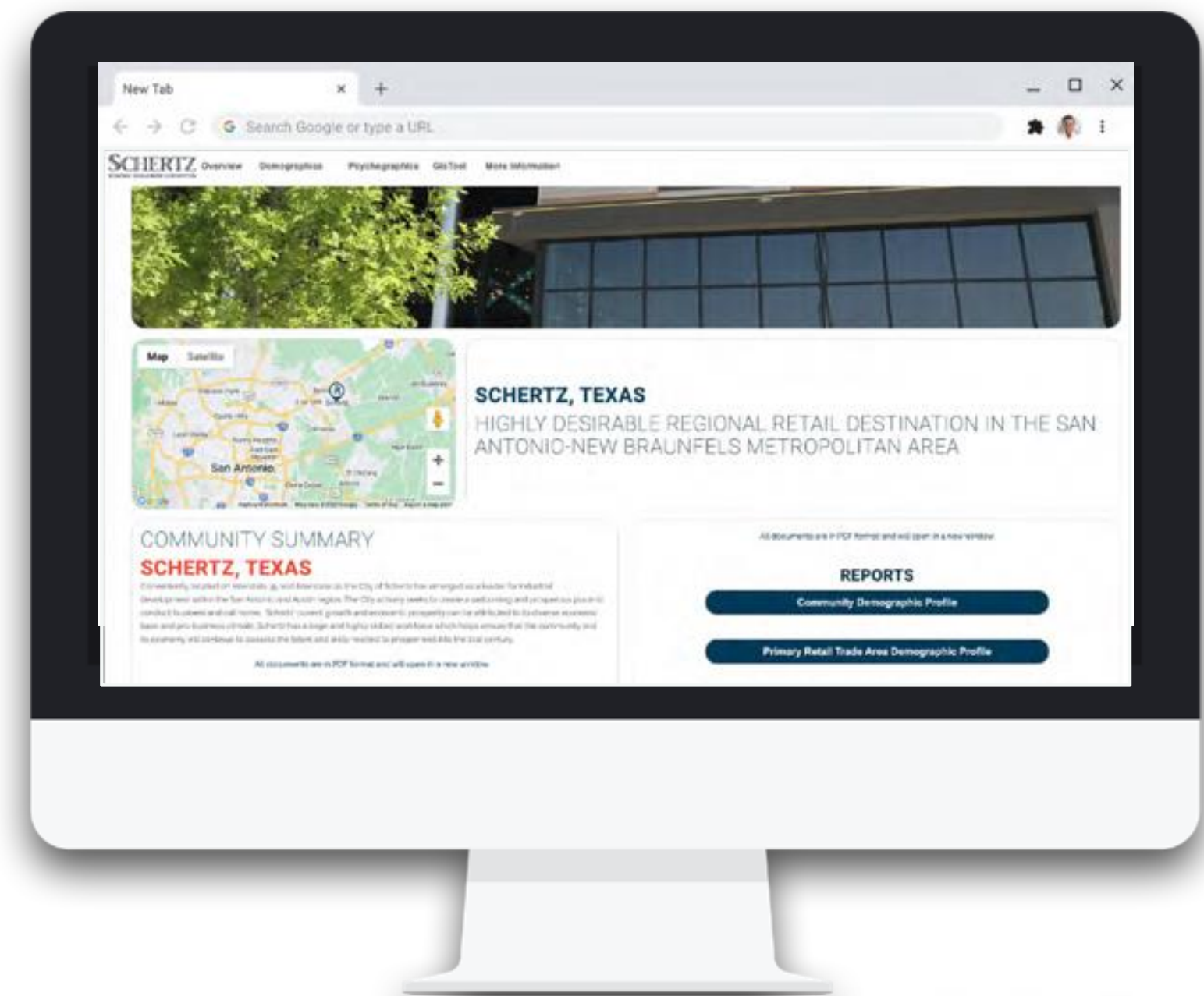
		Times Present/ Opportunities	Locations in Market	Locations in USA
Top Results				
VOID	Lululemon	9/1 (90%)	67	447
VOID	Jo-Ann	9/1 (90%)	81	829
VOID	J. Crew	9/1 (90%)	11	121
VOID	In-N-Out	9/1 (90%)	271	392
VOID	HomeGoods	9/1 (90%)	100	904
VOID	Foot Locker	9/1 (90%)	89	849
VOID	FinishLine	9/1 (90%)	120	788
VOID	F45 Training	9/1 (90%)	117	851
VOID	Extended Stay America	9/1 (90%)	82	750
VOID	El Pollo Loco	9/1 (90%)	389	492
VOID	Dunn-Edwards	9/1 (90%)	113	154
VOID	CycleBar	9/1 (90%)	36	302
	Claire's	9/1 (90%)	126	1,510
VOID	Banana Republic	9/1 (90%)	52	356
VOID	Athleta	9/1 (90%)	37	263
VOID	Apple Store	9/1 (90%)	54	272
VOID	Anthropologie	9/1 (90%)	35	222
VOID	AC Hotel	9/1 (90%)	15	115
	Yogurtland	8/2 (80%)	166	207
VOID	Williams-Sonoma	9/1 (90%)	29	156
VOID	West Elm	9/1 (90%)	19	109
VOID	Warby Parker	9/1 (90%)	32	229
VOID	TJ Maxx	9/1 (90%)	122	1,312
VOID	The Container Store	9/1 (90%)	14	98
VOID	Sweetgreen	9/1 (90%)	40	201
	Staples	9/1 (90%)	134	994
VOID	Sprouts	9/1 (90%)	136	403
VOID	Smart & Final	9/1 (90%)	238	253
VOID	Shake Shack	9/1 (90%)	43	307
VOID	Sally Beauty Supply	9/1 (90%)	244	2,291
VOID	Restoration Hardware	9/1 (90%)	26	101
VOID	Pure Barre	9/1 (90%)	60	657
VOID	Pressed Juicery	9/1 (90%)	101	154
VOID	Pottery Barn	9/1 (90%)	28	180

Marketing + Branding:

Creating Impactful Marketing Materials
for Retailers, Restaurants, Developers,
and Brokers

RESOURCES TO MARKET YOUR COMMUNITY

- 📍 **Retail Market Profile**
- 📍 **Retailer Marketing Packages**
- 📍 Prime Available Site Profiles
- 📍 Developer Marketing Packages
- 📍 **Retail360 Platform**
- 📍 Retail Marketing Materials for use at Conferences



Marketing + Branding:

Creating Impactful Marketing Materials for Retailers, Restaurants, Developers, and Brokers

- 📍 Retail Market Profile
- 📍 Retailer Marketing Packages
- 📍 **Prime Available Site Profiles**
- 📍 Developer Marketing Packages
- 📍 GIS Data & Site Platform
- 📍 Retail Marketing Materials for use at Conferences

Retail Pads & Shop Spaces Available

Gateway Center

Highway 99 & Mitchell Road

New mixed-use development including retail, hotels, restaurants and office space being developed on Highway 99 and Mitchell Road in Ceres, California.

PROPOSED (2016)
Walmart

SUBJECT SITE
CERES GATEWAY CENTER

100,000 VPD

94,000 VPD

MITCHELL ROAD

FRONTAGE ROAD

ARCO

7-Eleven

Property Features

- Proposed Super Walmart across street - Bldg permits issued Feb. 2019
- Mitchell Road interchange access with new interchange planned at Service Road.
- 1,100 linear feet of Highway 99 frontage
- 85' freeway pylon sign planned
- New signalized entry into project on Mitchell Road
- High traffic counts on Hwy 99 with great positioning between south Modesto and Turlock

Demographics

	Trade Area	3 mile	5 mile	10 mile
Est. Population	250,049	57,541	129,512	416,058
Avg. HH Income	\$76,143	\$73,590	\$71,472	\$79,573

Austin Farmer
Project Director | The Retail Coach, LLC
(817) 845-4220 | austin.farmer@theretailcoach.net

Steve Hallam
Economic Development Manager | City of Ceres, CA
(209) 222-7891 | Steve.Hallam@ci.ceres.ca.us

TheRetailCoach. PO Box 7272 | Tupelo, MS 38802
800.851.0962 | theretailcoach.net

The information contained herein was obtained from sources believed to be reliable; however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

Conceptual Site Plan and Pylon Sign

85' Pylon Sign

1,100 LINEAR FEET OF HIGHWAY 99 FRONTAGE

AVAILABLE

PENDING

Area Retail

ACE Hardware, McDonald's, Starbucks, Dunkin', etc.

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Economic Development Manager | City of Ceres, CA
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TARGETED, PROACTIVE RECRUITMENT FOR OUR CLIENTS

Recruiting Retailers + Developers:

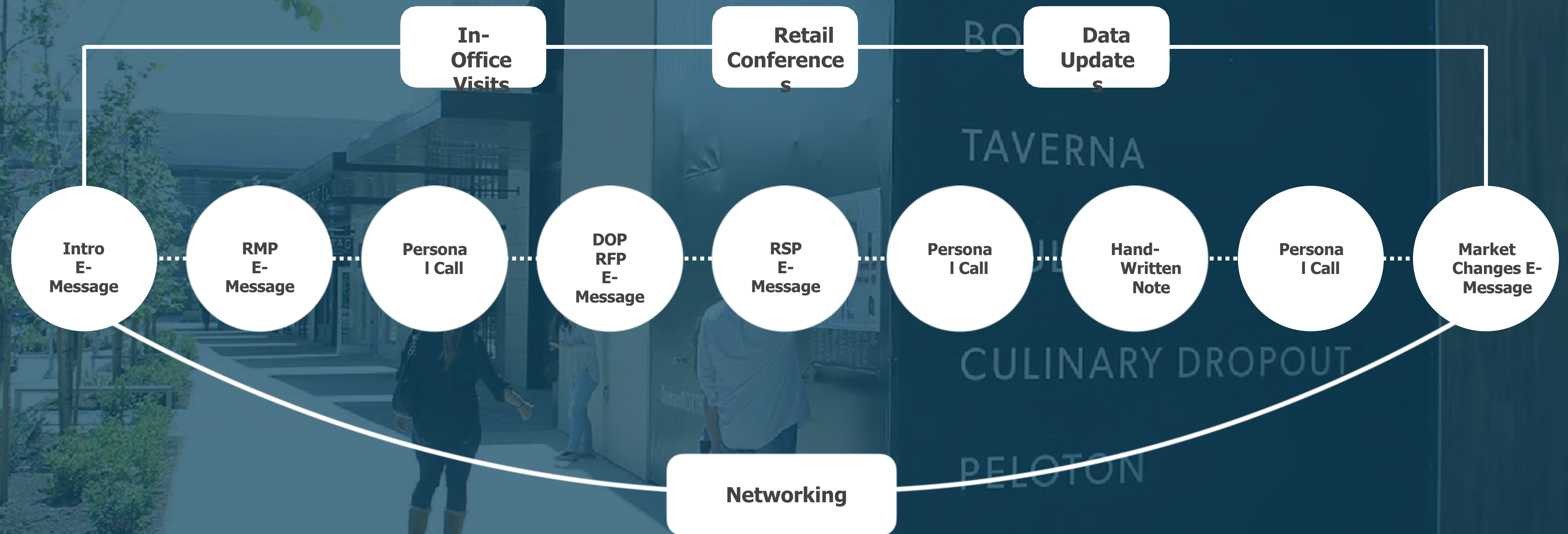
Retail Real Estate Trade Show
Representation & Collaboration

- 📍 ICSC Red River – Feb 2025
- 📍 ICSC Vegas – May 2025
- 📍 Entertainment Evolution Experience - Feb 2025

And Many More



Retail/Developer Recruitment Process



TARGETED, PROACTIVE RECRUITMENT FOR OUR CLIENTS

Recruiting Retailers + Developers:

Transparency and Tracking of Our Team’s Outreach and Recruitment Activity

- Status Updates Points
- of Contact Feedback
- **Monthly Update Conference Calls**
-

Hide fields Filter Group Sort ...			
☐	Retailer/Restaurant	Status	Feedback
11	Chick-fil-A - 2nd Location	LOI / Opening / Open...	3/23/21: Per COG, CFA is moving locations to Cox Road. Need to evaluate back-fill opti
12	Costco	Not Right Now	6/2/21: "It's not a market that we are considering for the foreseeable future." -Dan
13	Culver's	Contacted - Pending...	
14	Denny's	Not Right Now	1/6/22: "At this time, we have no plans for Gastonia. We do not have any franchisees int
15	Eggs Up Grill	LOI / Opening / Open...	
16	First Watch	Reviewing	12/8: "Gastonia is a franchise market, I will forward to the appropriate contact and let y
17	Food Matter's Grocery & Cafe	Interested	Site visit in Q1, and numerous follow-ups between developer and tenant.
18	Freddy's Frozen Custard & Steakburgers	Interested - Request...	6/2/21: "I have not heard anything from them unfortunately, but I told them how consist
19	Genghis Grill	Reviewing	Genghis Grill's franchise expansion strategy calls for growth throughout the South Atl
20	Harris Teeter	Not Interested	"Thank you for the information on your project in Gastonia. The trade area for your site
21	Home Depot		Per CP: Contacted re: easement for parking lot to create more connectivity. Corbin Row
22	HomeGoods	Reviewing	6/3/21: "At present we operate a TJ Maxx at Gaston Mall and may potentially add a Hom
23	Hungry Howies	Interested	HH initial interest was in Nothglenn Dev. but outparcels no longer an option. 2/5/21: "W
24	Jason's Deli	Contacted - Pending...	
25	Jo-Ann	Not Right Now	2/5/21: "JOANN has begun to ramp up its real estate program for 2022 store openings;
26	Kickback Jack's	Contacted - Pending...	
27	Lidl	Not Right Now	Per CP: Lidl reached out to Kent Olson and is sending representatives to meet with dev
28	Lowe's Foods	Not Interested	"Not the right demos."-Shawn
29	Mac's Speed Shop	Interested	COG leading effort. TRC provided multiple site packages for Mac's,
30	Marshall's	Not Right Now	6/3/21: "At present we operate a TJ Maxx at Gaston Mall and may potentially add a Hom
31	Mellow Mushroom	Need Franchisee	10/21/20: "At this time, I don't have any franchisees pursuing anything in that market." -
32	MOD Pizza	Not Right Now	
33	Orangetheory	Not Right Now	2/5/21: "We appreciate you following up. Gastonia is not a market of interest for expans
34	Panda Express	Interested - Request...	12/8: "We'd have to have a drive though, and our strong preference is to buy so it's a no
59 records			

YOUR PARTNER FOR THE LONG RUN

Coaching + Ongoing Support:

We Become A Part of Your Team

- We spend time in your community & get to know your key property owners and brokers by working with them
- We provide ongoing coaching & support to make sure your team is successful in recruiting new retail
- Incentive Analysis and Negotiation
- On Demand Reports and Projects





Aaron Farmer
President

afarmer@theretailcoach.net

662.231.0608

www.TheRetailCoach.net





Item No. 5.b.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on Resolution No. 2024-10-13 approving an agreement with The Retail Coach for professional Contract Services. (CDC)

SUMMARY:

The Anna CDC is looking to establish a partnership with The Retail Coach for business recruitment and for business development strategies. Some of the highlights outlined in the proposed scope of work will include: Analyzing the Market, Determining Retail Opportunities by providing retail demand analysis, Identifying Retailers & Developers by providing a target list of restaurants and retailers, Marketing & Branding by creating developer opportunity packages, Recruitment of Retailers & Developers by setting up meetings between retailers and the Anna EDC at events like ICSC and other National Retail Industry Events. The Retail Coach will also include monthly updates to staff providing progress reports and feedback.

The Retail Coach is available to begin work immediately and the agreement duration is based on a 12-month period. With the explosive growth that the City of Anna has experienced and the vast amount of opportunity still available, The Retail Coach will assist the EDC staff with obtaining more quality developments that will meet the needs and desire of the city and its neighbors.

STAFF RECOMMENDATION:

Staff recommends approval of the agreement with The Retail Coach and authorization for the expenditure of funds not to exceed \$20,000.

ATTACHMENTS:

1. 2024-10-13 CDC Resolution - The Retail Coach Contract
2. TRCAgreementAnna9_2024Final (1)

ANNA COMMUNITY DEVELOPMENT CORPORATION

RESOLUTION NO. 2024-10-13

**A RESOLUTION OF THE ANNA COMMUNITY DEVELOPMENT CORPORATION
APPROVING AND AUTHORIZING AN AGREEMENT AND THE EXPENDITURE OF
FUNDS FOR PROFESSIONAL CONTRACT SERVICE PURPOSES**

WHEREAS, the Anna Community Development Corporation (the “CDC”) wishes to expend funds for contract service purposes to provide business recruitment of retailers and developers; and

WHEREAS, the Board of Directors finds that this project and expenditure is to promote new or expanded business development;

**NOW THEREFORE, BE IT RESOLVED BY THE ANNA COMMUNITY
DEVELOPMENT CORPORATION, THAT:**

Section 1. Recitals Incorporated

The recitals set forth above are incorporated herein for all purposes as if set forth in full.

Section 2. Approval of Funding

The CDC hereby authorizes the Board President to execute a contract for business recruitment services with The Retail Coach, LLC and to charge the CDC’s contract services line item in an amount not to exceed \$20,000 in the Fiscal Year 2024-2025 for business recruitment of retailers and developer services for community and economic development purposes.

PASSED AND APPROVED by the Anna Community Development Corporation this 3rd day of October 2024.

APPROVED:

ATTEST:

Bruce Norwood, CDC President

Nate Pike, CDC Vice-President

PROFESSIONAL SERVICES AGREEMENT

This Agreement for Professional Services ("Agreement") is made by and between the Anna Community Development Corporation ("Client") and The Retail Coach, LLC, a limited liability company ("Professional") (each a "Party" and collectively the "Parties"), acting by and through their authorized representatives.

RECITALS:

WHEREAS, Client desires to engage the services of the Professional as an independent contractor, and not as an employee, to provide the services described in Exhibit "A" (the "Scope of Services") to assist Client in creating a Retail Recruitment & Development Strategy (the "Project"); and

WHEREAS, the Professional desires to render professional services for Client on the terms and conditions set forth in this Agreement;

NOW THEREFORE, in exchange for the mutual covenants set forth herein, and other valuable consideration, the sufficiency and receipt of which are hereby acknowledged, the Parties agree as follows:

Article I Term

1.1 This Agreement shall commence on execution of this agreement ("Effective Date") and continue for twelve months, unless sooner terminated as provided herein.

1.2 Either Party may terminate this Agreement by giving thirty (30) days prior written notice to the other Party. In the event of such termination the Professional shall deliver to Client all finished and unfinished documents, data, studies, surveys, drawings, maps, reports, photographs or other items prepared by the Professional in connection with this Agreement. Professional shall be entitled to compensation for any services completed to the reasonable satisfaction of the Client in accordance with this Agreement prior to such termination.

Article II Scope of Service

2.1 The Professional shall perform the services in connection with the Project as set forth in the Scope of Services.

2.2 The Parties acknowledge and agree that any and all opinions provided by the Professional in connection with the Scope of Services represent the professional judgment of the Professional, in accordance with the professional standard of care applicable by law to the services performed hereunder.

Article III Schedule of Work

The Professional agrees to complete the agreement in accordance with the Scope of Services outlined in Exhibit "A".

Article IV Compensation and Method of Payment

4.1 Professional will be compensated in accordance with the payment schedule and amounts set forth in the Scope of Services, not to exceed a total amount of twenty thousand dollars (\$20,000).

Article V Devotion of Time; Personnel; and Equipment

5.1 The Professional shall devote such time as reasonably necessary for the satisfactory performance of the services under this Agreement. Should Client require additional services not included under this Agreement, the Professional shall make reasonable effort to provide such additional services within the time schedule without decreasing the effectiveness of the performance of services required under this Agreement and shall be compensated for such additional services as agreed between the Parties.

5.2 The Professional shall furnish the facilities, equipment and personnel necessary to perform the services required under this Agreement unless otherwise provided herein. CONSULTANT shall not have or claim any right arising from employee status.

Article VI Miscellaneous

6.1 Entire Agreement. This Agreement constitutes the sole and only agreement between the Parties and supersedes any prior understandings written or oral agreements between the Parties with respect to this subject matter.

6.2 Assignment. The Professional may not assign this Agreement without the prior written consent of Client. In the event of an assignment by the Professional to which the Client has consented, the assignee shall agree in writing with Client to personally assume, perform, and be bound by all the covenants, and obligations contained in this Agreement.

6.3 Successors and Assigns. Subject to the provisions regarding assignment, this Agreement shall be binding on and inure to the benefit of the Parties to it and their respective heirs, executors, administrators, legal representatives, successors and assigns.

6.4 Governing Law. The laws of the State of Texas shall govern this Agreement.

6.5 Amendments. This Agreement may be amended by the mutual written agreement of the Parties.

6.6 Severability. In the event any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provisions, and the Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained in it.

6.7 Independent Contractor. It is understood and agreed by and between the Parties that the Professional, in satisfying the conditions of this Agreement, is acting independently, and that Client assumes no responsibility or liabilities to any third party in connection with these actions. All services to be performed by Professional pursuant to this Agreement shall be in the capacity of an independent contractor, and not as an agent or employee of Client. The Professional—and not Client—shall solely control the means, methods, sequences, procedures, or techniques utilized by the Professional to perform work or services under this Agreement.

6.8 Notice. Any notice required or permitted to be delivered hereunder may be sent by first class mail or overnight courier to the address specified below, or to such other Party or address as either Party may designate in writing, and shall be deemed received three (3) days after delivery set forth herein:

If intended for Client:

Attn: Bernie Parker
Director of Economic Development
Anna Community Development Corporation
120 W. 7th St.
Anna, TX 75409

If intended for Professional:

Attn: Aaron Farmer
President
PO Box 7272
Tupelo, MS 38802

6.9 Insurance.

- (a) Professional shall during the term hereof maintain in full force and effect the following insurance: (i) a comprehensive general liability policy of insurance for bodily injury, death and property damage insuring against all claims, demands or actions relating to the Professional's performance of services pursuant to this Agreement with a minimum combined single limit of not less than \$1,000,000.00 per occurrence for injury to persons (including death), and for property damage; (ii) statutory Worker's Compensation Insurance at the statutory limits and

Employers Liability covering all of Professional's employees involved in the provision of services under this Agreement with policy limit of not less than \$500,000.00; and (iii) Professional Liability covering negligent acts, errors and omissions in the performance of professional services with policy limit of not less than \$1,000,000.00 per claim and \$1,000,000.00 in the aggregate.

- (b) All policies of insurance shall be endorsed and contain the following provisions:
 - (1) name Client, its officers, and employees as additional insureds as to all applicable coverage with the exception of Workers Compensation Insurance and Professional Liability; and (2) provide for at least thirty (30) days prior written notice to the Client for cancellation of the insurance; (3) provide for a waiver of subrogation against the Client for injuries, including death, property damage, or any other loss to the extent the same is covered by the proceeds of insurance, except for Professional Liability Insurance. The Professional shall provide written notice to the Client of any material change of or to the insurance required herein.
- (c) A certificate of insurance and copies of the policy endorsements evidencing the required insurance shall be submitted prior to commencement of services and upon request by Client.

6.10 Indemnification. CLIENT SHALL NOT BE LIABLE FOR ANY LOSS, DAMAGE, OR INJURY OF ANY KIND OR CHARACTER TO ANY PERSON OR PROPERTY ARISING FROM THE SERVICES OF THE PROFESSIONAL PURSUANT TO THIS AGREEMENT. PROFESSIONAL HEREBY WAIVES ALL CLAIMS AGAINST CLIENT, ITS OFFICERS, AGENTS AND EMPLOYEES (COLLECTIVELY REFERRED TO IN THIS SECTION AS "CLIENT") FOR DAMAGE TO ANY PROPERTY OR INJURY TO, OR DEATH OF, ANY PERSON ARISING AT ANY TIME AND FROM ANY CAUSE OTHER THAN THE NEGLIGENCE OR WILLFUL MISCONDUCT OF CLIENT OR BREACH OF CLIENT'S OBLIGATIONS HEREUNDER. PROFESSIONAL AGREES TO INDEMNIFY AND SAVE HARMLESS CLIENT FROM AND AGAINST ANY AND ALL LIABILITIES, DAMAGES, CLAIMS, SUITS, COSTS (INCLUDING COURT COSTS, ATTORNEYS' FEES, RELATED EXPENSES AND COSTS OF INVESTIGATION) AND ACTIONS OF ANY KIND BY REASON OF INJURY TO OR DEATH OF ANY PERSON OR DAMAGE TO OR LOSS OF PROPERTY TO THE EXTENT CAUSED BY THE PROFESSIONAL'S NEGLIGENT PERFORMANCE OF SERVICES UNDER THIS AGREEMENT OR BY REASON OF ANY NEGLIGENT ACT OR OMISSION OR OTHER WRONGFUL ACT OR OMISSION ON THE PART OF PROFESSIONAL, ITS OFFICERS, DIRECTORS, SERVANTS, EMPLOYEES, REPRESENTATIVES, CONSULTANTS, LICENSEES, SUCCESSORS OR PERMITTED ASSIGNS (EXCEPT WHEN SUCH LIABILITY, CLAIMS, SUITS, COSTS, INJURIES, DEATHS OR DAMAGES ARISE FROM OR ARE ATTRIBUTED TO NEGLIGENCE OF THE CLIENT, IN WHOLE OR IN PART, IN WHICH CASE PROFESSIONAL SHALL INDEMNIFY CLIENT ONLY TO THE EXTENT OR PROPORTION OF NEGLIGENCE ATTRIBUTED TO PROFESSIONAL AS DETERMINED BY A COURT OR OTHER FORUM OF COMPETENT JURISDICTION). THE PROFESSIONAL'S OBLIGATIONS UNDER THIS SECTION SHALL NOT BE LIMITED TO THE LIMITS OF COVERAGE OF INSURANCE MAINTAINED OR

REQUIRED TO BE MAINTAINED BY PROFESSIONAL UNDER THIS AGREEMENT. THIS PROVISION SHALL SURVIVE THE TERMINATION OF THIS AGREEMENT.

6.11 Counterparts. This Agreement may be executed by the Parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts shall together constitute one and the same instrument. Each counterpart may consist of any number of copies hereof each signed by less than all, but together signed by all of the Parties hereto.

6.12 Exhibits. The exhibits attached hereto are incorporated herein and made a part hereof for all purposes.

6.13 Jurisdiction; Venue. This Agreement and all matters arising out of or relating to this Agreement are governed by, and construed in accordance with, the laws of Texas. Exclusive venue for any litigation relating to this Agreement shall be in state district court in Collin County, Texas.

6.14 Intellectual Property Rights; Ownership.

- (a) Client is, and shall be, the sole and exclusive owner of all right, title, and interest in and to the deliverables received by the Client as a result of Professional's completion of the Scope of Services for the Project (the "Deliverables"), including all intellectual property rights therein. Professional agrees, and will cause its personnel to agree, that with respect to any Deliverables that may qualify as "work made for hire" as defined in 17 U.S.C. §101, such Deliverables are hereby deemed a "work made for hire" for Client. To the extent that any of the Deliverables do not constitute a "work made for hire", Professional hereby irrevocably assigns, and shall cause the Professional's personnel to irrevocably assign to Client, in each case without additional consideration, all rights and title in and to the Deliverables, including all intellectual property rights therein.
- (b) Professional represents and warrants to Client that it has the full right, power, and authority to use the Deliverables and that no part of the Deliverables, and Client's use thereof infringe or will infringe on any intellectual property rights or other rights of any third party.

6.15 Confidentiality; Nondisclosure. Professional agrees not to disclose or otherwise make available any of the Deliverables or other information received or created by the Professional for the Client to any third party without the prior written consent of the Client which may be withheld in the Client's sole discretion.

[Signature Page to Follow]

EXECUTED this _____ day of _____, 2024.

Anna Community Development Corporation

By: _____

Name: _____

Title: _____

EXECUTED this _____ day of _____, 2024.

The Retail Coach, LLC

By: _____

Name _____

Title: _____

EXHIBIT “A”
Scope of Services



EXHIBIT A:

Anna Texas Economic Development Corporation & Community Development Corporation

Retail Recruitment & Development Strategy



PREPARED BY:

Aaron Farmer
President
662.231.0608
afarmer@theretailcoach.net

We Recruit Retail.

We Recruit Retail.

Table of Contents	2
Recruitment Successes	3-4
About The Retail Coach	5-7
Project Deliverables	8
Scope of Work	9-21
Project Pricing & Timeline	22

More Than 6 Million SF of New Retail Recruited in the Last 5 Years

Our proven Retail:360® Process has been instrumental in recruiting new retailers and developers to our client communities.

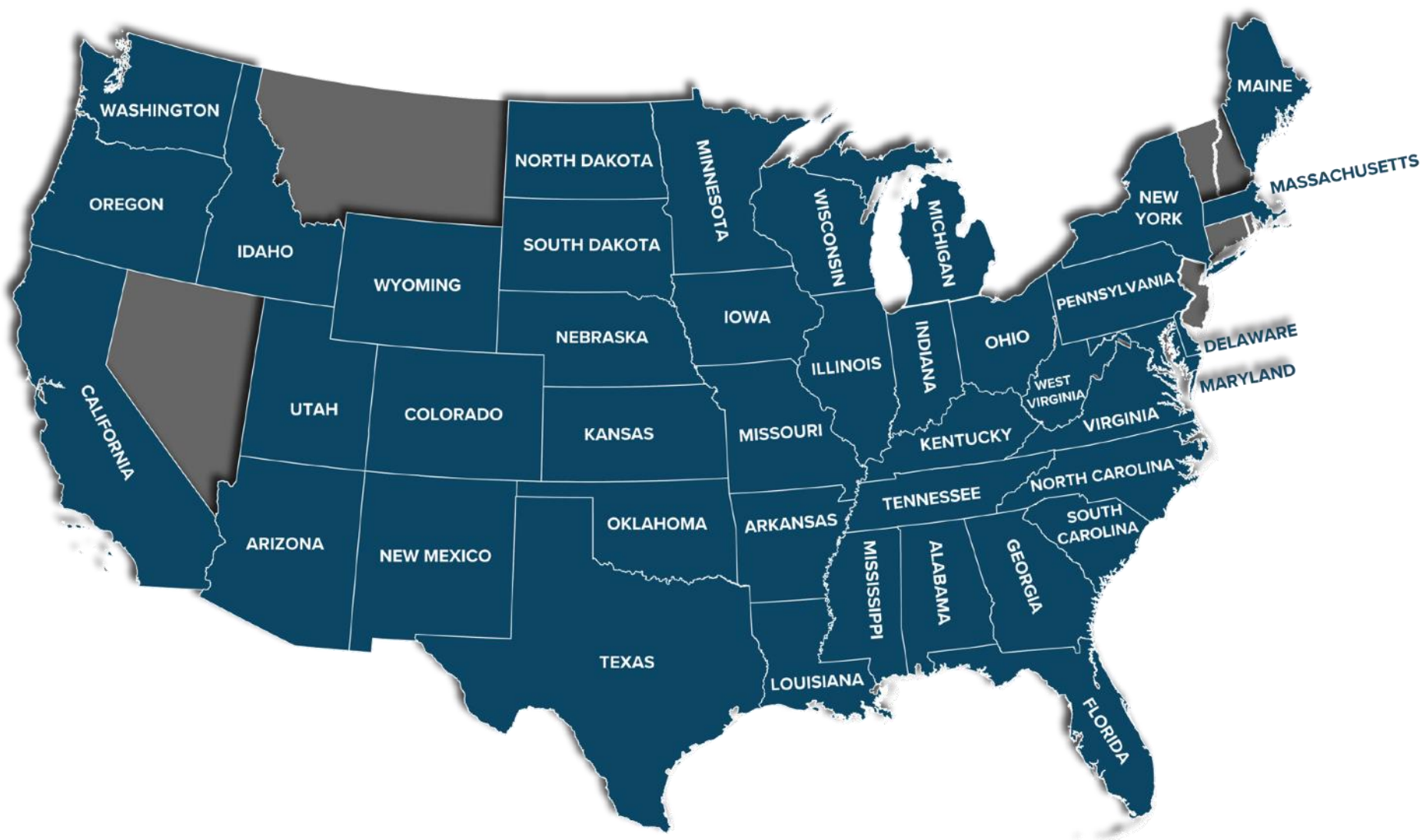


More Than 6 Million SF of New Retail Recruited in the Last 5 Years

From Bass Pro Shops to Dollar General - we recruit the retail and retailers that fit our clients' markets.



COMPANY PROFILE



National Expertise. Local Focus.

Our work throughout the country allows our team to stay current on retail trends and deepen our relationships with national and regional brands.

These relationships create unique opportunities for our client communities. When brands begin planning to expand into new markets, we are often one of the first to know and retailers/brokers will often look to our client list or ask our team for prospective markets to consider.

850+
COMMUNITIES
SERVED

43
STATES WE'VE
WORKED IN

90%+
REPEAT CLIENT RATE



An Entire Team Dedicated to Growing Retail in Anna

What Makes Us Different?

Experienced & Connected

We pioneered the retail recruitment industry more than 24 years ago and leverage more than two decades of experience and relationships to help drive retail growth in your community.

Full Transparency

We track recruitment activity and prospect feedback in your custom retail recruitment dashboard and host monthly calls with your team to keep you updated on progress.

Our Team is Your Team

We take a partnership approach and become an extension of your team. Our clients are invited to participate in the recruitment process, allowing you to learn and expand your network.

We are Consultants. Not Brokers.

We pride ourselves on being consultants, not brokers.

We only do what is in the best interest of our client communities and their future growth. We don't take shortcuts or go with the path of least resistance to fill retail spaces.

Retail Recruitment is a Process, Not an Event.

Through our proprietary **Retail 360® Process**, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

Our Retail 360® Process identifies **strengths, weaknesses, opportunities, and threats** to your community's ability to attract retail and highlights your community's advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we are able to help communities build a long-term retail economic development plan.



MARKET-BASED SOLUTIONS

We understand that every client community has its own unique set of development needs.

That's why we work with our clients to determine those needs and offer custom, tailored, data-driven solutions.

ON-THE-GROUND ANALYSIS

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers.

We spend time in your community with leaders and stakeholders, which enables us to determine your market position and identify retailers that fit your community.

ACTION PLAN FOR GROWTH

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process.

This partnership typically produces best results when, together, we derive short-term and long-term strategies based on market data and opportunities.

Project Deliverables

Analyzing the Market

Competing Communities Analysis
Custom Retail Trade Area Map
Retail Trade Area Demographic Profile
Retail Trade Area Psychographic Profile
City Demographic Profile
Discussions with Key Community and Business Stakeholders

Determining Retail Opportunities

Retail Demand Analysis

Identifying Development Opportunities

Analysis of Development Sites

Identify Retailers & Developers

Target List of Retailers (and Restaurants)

Marketing & Branding

Retail Market Profile
Customized Retailer Feasibility Packages
Developer Opportunity Package

Online Retail Dashboard (Retail 360® Website)

Recruitment of Retailers & Developers

Retailer & Developer Recruitment Status Dashboard (AirTable)
Monthly Recruitment

Ongoing Recruitment & Coaching

Ongoing Coaching and Support from The Retail Coach Team
Representation of the City at Regional and National Retail Industry Events

Analyzing the Market

The Retail Coach will perform extensive market research and analysis to evaluate the Anna community and surrounding area. This “macro to micro” approach enables The Retail Coach to analyze competitive and economic forces that may impact Anna's retail recruitment and development plan.

Competing Community Analysis

It is important to monitor what is occurring in area communities from a retail economic development perspective. What are their advantages and/or challenges? Are they experiencing positive or negative growth? What are their current retail offerings?

The Retail Coach will look at competing communities to identify competitive advantages, through economic and market forces, that have a direct impact on retail recruitment and development in **Anna**.

Custom Retail Trade Area Determination

The Retail Trade Area is the geographical area from which the community's retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

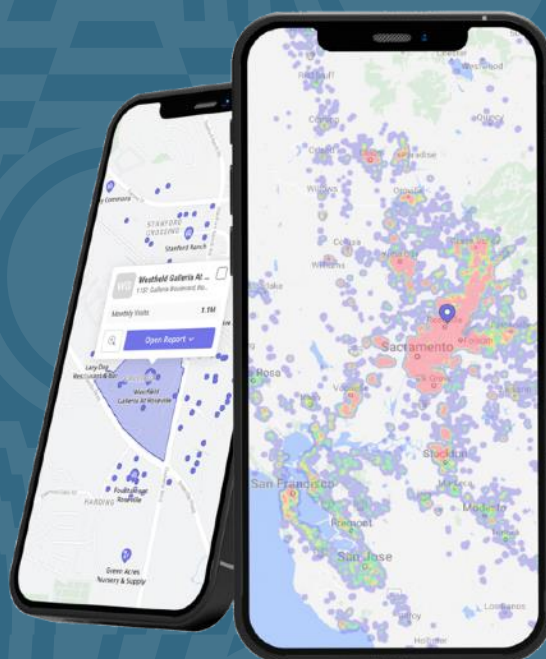
High-Impact Mobile Data Analysis

The Retail Coach will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Anna. This high-confidence data is used to determine Retail Trade Areas and validate retail site selection decisions.

The Retail Coach will hand draw the Retail Trade Area map for **Anna** based on mobile phone data from consumers, as well as on-the-ground analysis from The Retail Coach Team.

Understanding your true customer base is critical to quantifying the demand for new retail and restaurant development.

We use real data collected from actual customers in your community to analyze trade area boundaries, competitive markets, and leakage. This high confidence data allows our team to tell your community's story and show potential investors why they need to be in your market.



Analyzing the Market

Demographic Profiling

A community must be able to instantaneously provide information and data sets required by retailers during the site evaluation and site selection process. The data must be accurate, current, and readily available.

The Retail Coach will create comprehensive 2020 Census and 2024 and 2029 demographic profiles for the Retail Trade Area and **Anna** community. The comprehensive profile includes population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

Psychographic Profiling

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers' preferred location criteria. Understanding a consumer's propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and local retailers. Knowing the retail sectors and products that consumers demand removes a great deal of risk for businesses.

The Retail Coach will develop an ESRI Tapestry Segmentation Profile of the households in the Retail Trade Area. This is done by using the most advanced socioeconomic and demographic data to measure consumer attitudes, values, lifestyles, and purchasing behaviors, to understand the sectors and brands of retailers that may be of interest.

Determining Retail Opportunities

Retail Demand Analysis

A community is able to quantify its retail demand through a Retail Demand Analysis, which provides a summary of the projected retail demand growth — or opportunities — for 68 retail sectors. The analysis is ultimately used to identify specific recruitment targets for the community.

The Retail Demand Analysis will:

- Identify retail demand growth opportunities for more than 68 retail sectors
- Distinguish retail sectors with the highest propensity for success and qualify their ultimate potential

The Retail Coach will determine the level of retail demand for the Retail Trade Area and use projected demand to help identify opportunity areas and prioritize retail market sectors for recruitment.

Identifying Development Opportunities

Identifying & Marketing Available Sites

Retailers are not only interested in market data on your community, but also interested in evaluating all available property vacancies and sites that fit their location preferences. A community must create and maintain a database of prime available properties along with accurate and current market information. Successful retail recruitment begins with the introduction of available sites.

The Retail Coach will identify priority retail vacancies and development/redevelopment sites to market. Factors influencing site selection for priority sites will include:

- Existing market conditions
- Retail Trade Area population
- Traffic counts and traffic patterns
- Site-line visibility from primary & secondary traffic arteries
- Ingress/egress
- Adequate parking
- Site characteristics
- Proximity to retail clusters

Identifying Retailers & Developers for Recruitment

The Retail Coach has been successful in recruiting leading retail brands to our client communities for more than 24 years. Our process is driven by providing accurate and current data sets, as well as site-specific information, to retailers that “fit” the community.

Identifying Potential Retailers

The Retail Coach will target national and regional brands that are a “good fit” for Anna. This means that the Retail Trade Area population, ethnicities, incomes, ages, and educational levels meet the retailers’ ideal location criteria.

The Retail Coach will develop and review a master list of potential retailers with Anna staff and work together to prepare a final target list of retailers for recruitment. This list will include first-to-the-market concepts that may be a good fit for the community.

Identifying Potential Developers

Much of our recruitment success comes from establishing a network of regional and national retail developers over the past 24 years. Developer networking and recruitment have become key components in a community’s retail recruitment and development/redevelopment success. If a retailer were to express interest in the community, and there was not ready-to-lease properties matching their needs and brand requirements, a developer must be identified to build the interested retailer a suitable property.

The Retail Coach will utilize its network to identify retail real estate developers active in Anna and the region for recruitment.

Marketing & Branding

To attract targeted retailers, a critical step is to provide accurate and current community and Retail Trade Area data and information. It is important that this marketing information positively reflects the community's positive attributes and brand to corporate site selectors, real estate brokers, and developers. This information is essential for them in making initial decisions about locating in the community.

Retail Market Profile

The Retail Coach will develop a Retail Market Profile tailored to the specific needs of targeted retailers' essential site selection and location criteria for **Anna**. The profile serves as a community introduction, and includes:

- Retail Trade Area Map
- Location Map
- Demographic Profile Summary
- Appropriate logo and contact information

Specialized Recruitment Packages & Reports

Retail economic development enjoys a broad definition throughout the industry and, oftentimes, highly specialized reports are needed. These reports are developed to address the specific needs of our clients, retailers and/or developers.

Marketing & Branding

Developer Package

The Retail Coach will create a marketing package for retail developers active in the community and region to generate their interest in retail development opportunities.

The Retail Coach will create a Developer Package to highlight development and redevelopment opportunities in **Anna**. This package may include:

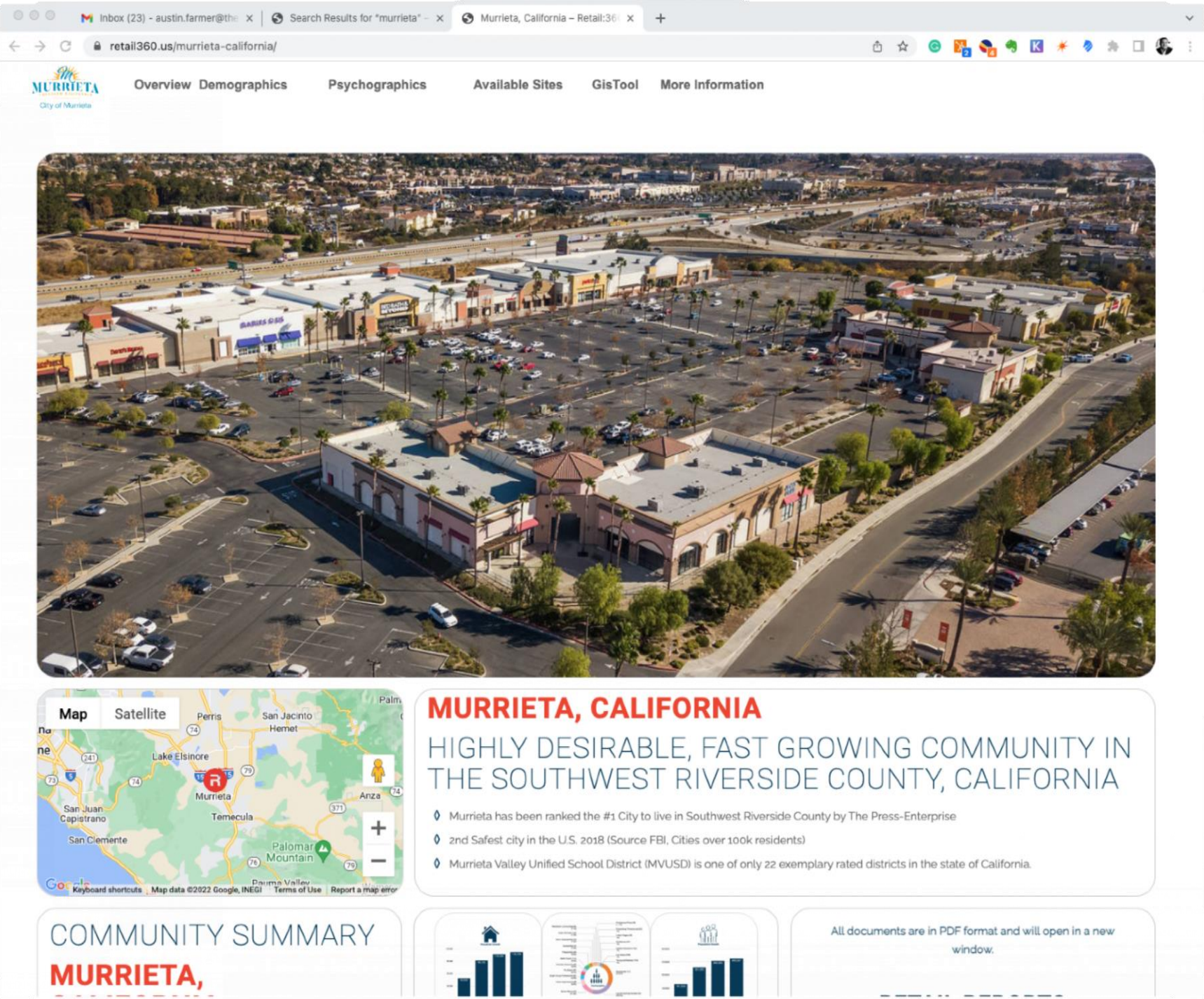
- Community Overview & Location Map
- Retail Trade Area & Demographic Trends
- Aerial Imagery & Traffic Counts
- Site-line visibility from major and secondary traffic arteries
- Ingress/egress for primary and secondary traffic arteries
- Median cuts or possibilities
- Traffic signal existence or possibilities
- Site characteristics and topography
- Area Retail & Zoning
- Residential clustering and support
- Proximity to “anchor” retailers
- Top Employers & Workplace Population
- Interested retailers

Marketing & Branding

Online Retail Dashboard

Being able to quickly and easily access and share retail opportunity information greatly increases a community’s opportunity for success. To assist with this, we develop a custom online retail dashboard that can be accessed anytime through a branded Retail360® link. With a few clicks, retailers, brokers and developers can learn about your community’s retail potential like never before.

The Retail Coach will create a Retail360® Retail Dashboard for **Anna**, which will be available for visual presentation and easy downloading of all data sets, available sites, and marketing information.

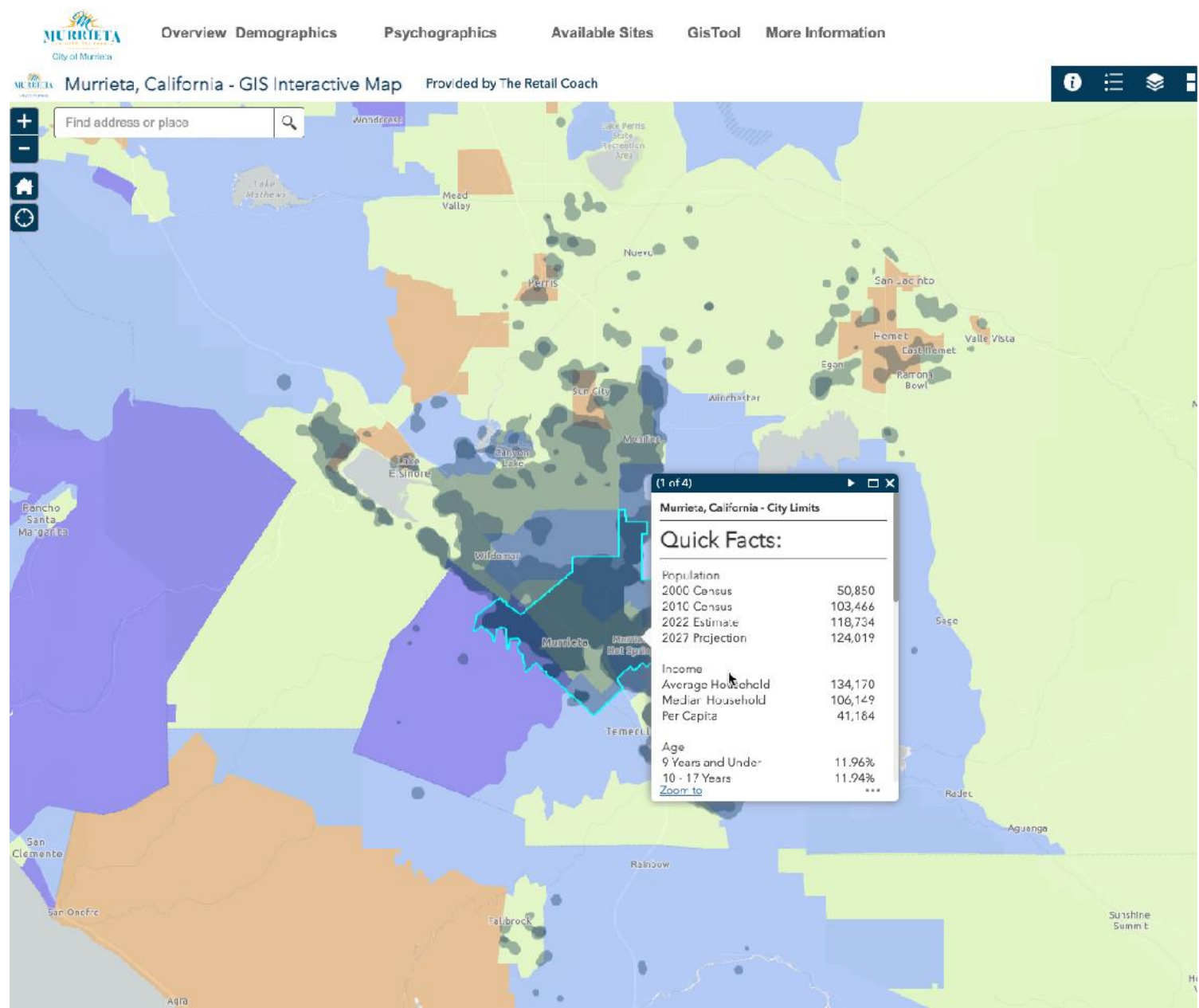


Marketing & Branding

Interactive Site Mapping

Retail site selectors do much of their research while in hotel rooms and in airports, so a visual GIS platform that streamlines data and sites into one interactive and centralized location is a powerful tool.

We will develop a concise, easy-to-access, interactive site mapping platform for Whitewater, along with the preloaded prime vacancies and development/redevelopment sites that we will be marketing. Data can be presented by demographic, socioeconomic, psychographic, and retail spending layers that are detailed down to the block level, to meet the needs of each individual user — whether they be a retailer, developer, or even a local entrepreneur.



Recruiting Retailers & Developers

Recruitment of Retailers

We were the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. More than 24 years and 850 projects later, the recruitment of retailers remains one of our primary metrics of success. Today, our success has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

The Retail Coach will actively recruit retailers to **Anna**. Our process includes:

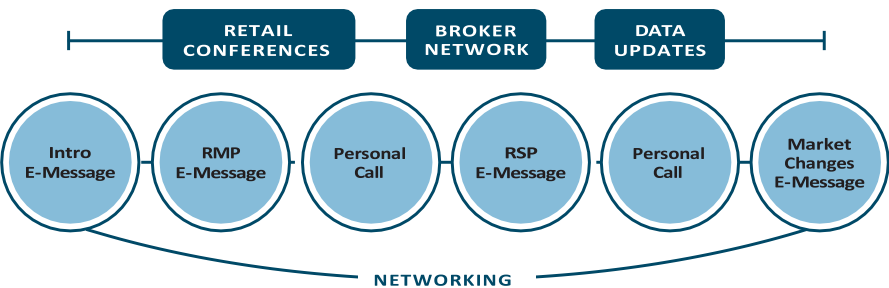
- Introductory emails and retail market profile are sent to each targeted retailer.
- Personal calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers.
- Personal emails are sent to inform targeted retailers of significant market changes.
- Personal emails are sent to decision markers once per quarter to continue seeking responses regarding their interest level in the community.
- A retailer status report is provided with each retailer’s complete contact information and comments resulting from recruitment activities.

Recruitment of Developers

Much of our recruitment success comes from having established a network of retail real estate developers over the past 24 years. Oftentimes, a retailer or retailers may have interest in a community, only to find that suitable properties do not exist.

The Retail Coach will actively recruit developers for **Anna**, if an opportunity is identified. Our process includes:

- Introductory emails and opportunity packages are sent to developers.
- Personal calls are placed to measure interest level.
- Personal emails are sent to inform developers of the status of interested retailers, and any significant market changes.
- A developer status report is provided with each developer’s complete contact information and comments resulting from recruitment activities.



Recruiting Retailers & Developers

Retail Conferences

The Retail Coach helps communities connect with retailers and developers at retail conferences such as Retail Live!, the annual ICSC RECon and other regional events attended.

The Retail Coach will assist in marketing **Anna** and its opportunities to retailers, brokers, and developers at retail industry conferences attended.



Recruiting Retailers & Developers

Retail Recruitment Accountability Dashboard

As part of our recruitment process, we provide access to a real-time recruitment dashboard where Anna staff can see which retailers are being recruited, the latest touch points with each, and contacts we are actively communicating with along with their interest level in the community.

The Retail Coach will set up a recurring monthly meeting with staff to review on-going recruitment activity, feedback received from prospects, and any additional next steps or follow up items needed to advance recruitment with interested retailers.

Interested	Need Franchisee	Interested - Requested Avail...	Opened / Opening
aldi STATUS Interested	Arby's STATUS Need Franchisee	22 North Holland STATUS Interested - Requested Avail...	Burger King STATUS Opened / Opening
Craving Kernels STATUS Interested	Huddle House STATUS Need Franchisee	Anytime Fitness STATUS Interested - Requested Avail...	Chicken Express STATUS Opened / Opening
First Class BBQ STATUS Interested	Jersey Mike's STATUS Need Franchisee	Denny's STATUS Interested - Requested Avail...	Jack In The Box STATUS Opened / Opening
Great Clips STATUS Interested	Schlotzsky's STATUS Need Franchisee	HTeaO STATUS Interested - Requested Avail...	Starbucks STATUS Opened / Opening
Holiday Inn Express STATUS Interested	Supercuts STATUS Need Franchisee	Papa John's STATUS Interested - Requested Avail...	4 records +
Horizon Firearms	5 records +	SHOE SHOW, INC. is a national shoe retailer with more than 1,350 stores in 47 states. All stores sell a complete line of family footwear. 	

Coaching & Ongoing Support

Retail Coaching

The Retail Coach partners with communities on a long-term basis and will be available when they have questions, new ideas, or need data updates. We are also available if clients need to brainstorm opportunities as the community grows and develops.

The Retail Coach will provide on-going coaching and support for retail recruitment activities throughout the project.



Project Timeline & Pricing

Project Communication At a minimum, The Retail Coach will schedule monthly updates with staff to provide progress reports and feedback.		Project Timeline The Retail Coach is available to begin work immediately with a project duration of 12 months.
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Pricing

The total fee for completion of this work is **\$20,000**, payable in two installments:

- a) **\$10,000** upon execution of the agreement;
- b) **\$10,000** upon 90 days following execution of contract; and

Optional Project Extension: If Anna elects to extend the project period, the additional fee shall be: **\$20,000** for an additional 12 month period of data updates, ongoing recruitment, monthly updates and coaching.



PREPARED BY:

Aaron Farmer
President
662.231.0608
afarmer@theretailcoach.net

We Recruit Retail.



Item No. 5.c.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on Resolution No. 2024-10-14 approving an agreement with The Batdrone for professional Contract Services. (CDC)

SUMMARY:

The Anna CDC is looking to establish a partnership with The Batdrone to provide updated photography and videography for marketing purposes. The Batdrone is available to begin work immediately and provide staff with the most up-to-date photos and videos. This will be an opportunity to showcase some of the developing highlights within the City of Anna for marketing purposes.

Attached to this staff report are photography examples to feature some of the work they have done within the surrounding area. As you can see, one of the examples provided is the beautiful sunset City of Anna photo that we use today on the front page of our marketing brochure.

STAFF RECOMMENDATION:

Staff recommends approval of the agreement with The Batdrone and authorization for the expenditure of funds not to exceed \$5,000.

ATTACHMENTS:

1. 2024-10-14 CDC Resolution - The Batdrone Contract
2. Example 1
3. Example 2
4. Example 3
5. Example 4
6. Example 5

ANNA COMMUNITY DEVELOPMENT CORPORATION

RESOLUTION NO. 2024-10-14

**A RESOLUTION OF THE ANNA COMMUNITY DEVELOPMENT CORPORATION
APPROVING AND AUTHORIZING AN AGREEMENT AND THE EXPENDITURE OF
FUNDS FOR MARKETING AND PROMOTIONAL PURPOSES**

WHEREAS, the Anna Community Development Corporation (the “CDC”) wishes to expend funds for marketing and promotional purposes to provide updated photography and videography for the EDC webpage, marketing brochures, and digital and social media campaigns; and

WHEREAS, the Board of Directors finds that this project and expenditure is to promote new or expanded business development;

**NOW THEREFORE, BE IT RESOLVED BY THE ANNA COMMUNITY
DEVELOPMENT CORPORATION, THAT:**

Section 1. Recitals Incorporated

The recitals set forth above are incorporated herein for all purposes as if set forth in full.

Section 2. Approval of Funding

The CDC hereby authorizes the Board President to execute a contract for marketing and promotional services with The Batdrone and to charge the CDC’s contract services line item in an amount not to exceed \$5,000 in the Fiscal Year 2024-2025 for marketing and promotional services for community and economic development purposes.

PASSED AND APPROVED by the Anna Community Development Corporation this 3rd day of October 2024.

APPROVED:

ATTEST:

Bruce Norwood, CDC President

Nate Pike, CDC Vice-President



THE BATDRONE











Item No. 5.d.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Consider & Discuss timing and availability for the Charette process with Toole Design for the Interurban Pedestrian Thoroughfare design.

SUMMARY:

Toole Design has asked EDC staff to provide them with a list of possible dates and times over the next few months in order to proceed forward with the design charette step outlined within their scope of work for the Interurban Pedestrian Thoroughfare project. This is a four-day process in which the design team will collaborate with the City, key stakeholders, and the public to develop and refine design concepts for the vision of the pedestrian-only thoroughfare.

After collectively receiving input from all participating parties, the design team will then narrow it down to at least two design concepts and provide sketches for us to review. By the end of the charrette process, the goal is to have a final designed concept to move forward to the engineering team.

STAFF RECOMMENDATION:

Staff is looking for feedback from the Board to decide the best timing over the next few months for the four-day charrette process.

ATTACHMENTS:

1. Next Steps

Next Steps

Task 1.2 Design Charrette

Toole Design will perform a design charrette to develop starter designs for the Interurban Pedestrian Thoroughfare. This charrette will last for four (4) days, during which time the design team will collaborate with the public, the City and key stakeholders to develop and refine design concepts for the pedestrian thoroughfare in anticipation of advancing the concept to engineering. By the end of the charrette, the goal is to achieve informed consensus on the preferred concept.

Prior to the Charrette

Prior to the design charrette and with the help of the City of Anna, the design team will collect any readily available to-scale aerial maps, GIS information, base mapping, previous design work, comprehensive plan information, and any previous studies or materials. It is assumed that the City will provide a topographical survey to assess the available public right-of-way and utilities of the study area. The design team will process the base maps to the right scale and format.

Day 1: Discovery + Site Visit

The Toole Design Team will arrive early on Day 1 and set up the workspace at the venue. Toole Design will meet with City to recap what happened in Phase 1, discuss any changes that may have occurred, and review the schedule for the week. The remainder of the day, the Toole Design Team will work at the venue.

Days 2 and 3: Development of Alternatives

The Toole Design Team will create a series of conceptual alternatives for Interurban Street that will include typical cross sections and sample plan-view drawings defining the public realm. The alternatives will include the identification of character zones and/or programming, a palette of potential materials, and treatments for transitioning to adjacent streets. These products may be both hand-drawn and computer aided to convey the look and feel of each alternative. The drawings will assist stakeholders in discussing the trade-offs and priorities. On the evening of Day 3, we will host a pin-up for the PMT and City to review the alternatives and provide any additional insight.

Day 4: Alternative Refinement and Presentation

The conceptual alternatives for Interurban Street will be analyzed for strengths and weaknesses. The team will compare the alternatives to determine the best options given the various factors which will influence the project: vision, goals, safety, operations, network connectivity, urban design, right-of-way, and constructability. In the evening of Day 4, a public meeting will be held to present the alternatives. This feedback will help advance the preferred concept plan for Interurban Street.

Phase 1 Deliverables and Meetings

A four-day design charrette, which will include the following:

- A minimum of two (2) hand-drawn conceptual alternatives of Interurban Street
 - Typical cross sections and sample plan-view drawings for each alternative
 - Process sketches that illustrate how design decisions are made
 - A draft materials palette
-
- One (1) meeting with the PMT and the City to review alternatives and provide feedback
 - One (1) meeting with the public to present alternatives and select a preferred concept



AGENDA ITEM:
Director's Report.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 6.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:



Item No. 6.a.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Strategic Plan Update

SUMMARY:

Bernie Parker, Director of Economic Development, to give a brief overview of what staff has been working on and future initiatives.

STAFF RECOMMENDATION:

N/A

ATTACHMENTS:

1. September 2024 Strategic Plan Update

Economic Development Strategic Plan Highlights

September 2024

- Economic Development Manager, Salena Tittle, completed the Sales Tax Workshop in Fort Worth hosted by TEDC as part of her professional development.
- The Anna Economic Development Corporation welcomed Natasha Roach as the new Assistant Director.
- EDC staff completed the Annual Report.
- EDC Staff attended the Grand Opening of Einstein Bros. Bagels.
- EDC staff attended the 30 Year Celebration for Cooksey Communication marketing team.
- Economic Development Manager, Salena Tittle, had the pleasure of providing the Rattan Elementary Fourth Graders with a tour of the Municipal Complex and explaining job functions of each department.
- EDC staff is currently working on updating our marketing imagery for 2025.



Measureables

September 2024



Real Estate Broker /
Developer Meetings: 10



Business Retention
Expansion Contacts: 5



Construction /
Architectural Meetings: 3



New Newsletter Subscribers:
3 (2,145 total)



New LinkedIn Followers: 18
(1,514 total)



Item No. 6.b.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Financial Report / Sales Tax Update

SUMMARY:

Bernie Parker, Director of Economic Development, to advise the Board on the overall sales tax for the month of July 2024, which is up roughly 30.9% from the previous year, July 2023.

STAFF RECOMMENDATION:

N/A

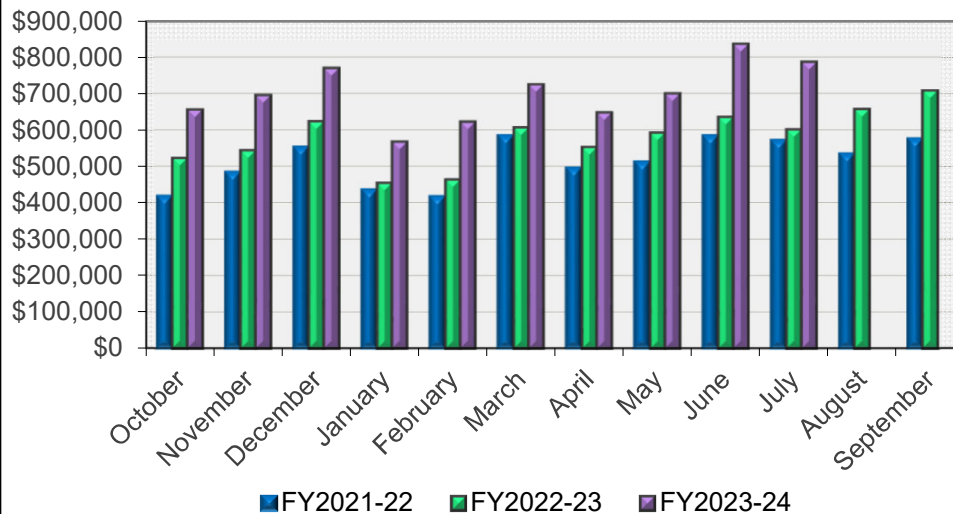
ATTACHMENTS:

1. 2024 Monthly Sales Tax Report

CITY OF ANNA
Schedule of Sales Tax Collections
For the month July 31, 2024

	2023-24 Collections Monthly	% Change from Prior Year	2022-23 Collections Monthly
October	\$ 655,358	25.5%	\$ 522,386
November	695,026	28.0%	542,873
December	768,837	23.5%	622,388
January	566,981	24.8%	454,358
February	621,381	34.2%	463,016
March	723,838	19.5%	605,483
April	647,636	17.4%	551,653
May	699,251	18.1%	591,858
June	835,007	31.5%	634,824
July	785,388	30.9%	600,214
August			656,241
September			707,590
	\$ 6,998,703		\$ 6,952,884
Budget:	6,753,000	103.6%	6,753,100

**Monthly Sales Tax Collections:
3 Year Comparison**





Item No. 6.c.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Event Updates & Upcoming Events

SUMMARY:

Anna Fest:

The 2024 Anna Fest will be held on Saturday, October 5th, here at the Municipal Complex from 12:00 p.m. - 4:00 p.m. The event will have live music, great food, games, and a beer & wine garden.

Boo Bash:

The Greater Anna Chamber of Commerce and the City of Anna will be hosting Boo Bash on Saturday, October 19th, from 12:00 p.m. - 4:00 p.m. The family fun event will be held at Slayter Creek Park and will include games, food trucks, vendors, and a Halloween costume contest for the kids.

STAFF RECOMMENDATION:

N/A

ATTACHMENTS:



AGENDA ITEM:
Closed Session.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 7.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:



Item No. 8.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact:

AGENDA ITEM:

Reconvene into open session and take any action on closed session items.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:



AGENDA ITEM:

Adjourn.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 10.

EDC/CDC Agenda
Staff Report

Meeting Date: 10/3/2024
Staff Contact: