

RICHARD WARREN, PRESIDENT
BRENT McCAULLEY, COUNCILPERSON
AMANDA GERRISH, BOARD MEMBER
CHUCK ENGELKEN, COUNCILPERSON



DANNY EARP, BOARD MEMBER
JOHN BLAKEMORE, BOARD MEMBER
NANCY OJEDA, VICE-PRESIDENT

CITY OF LA PORTE DEVELOPMENT CORPORATION

BOARD OF DIRECTORS MEETING AGENDA

Notice is hereby given of a meeting of the City of La Porte Development Corporation Board of Directors to be held on August 28, 2023, at the City Hall Council Chamber, 604 West Fairmont Parkway, La Porte, Texas, beginning at 5:00 p.m., to consider the following items of business: Remote participation is available. Attend via a screen using this link:

<https://us02web.zoom.us/j/89074198975?pwd=VDY3d2MvUzVvZEpCNzY3dUkzZ2lZdz09Join> by phone at 888-475-4499 or 877-853-5257. The meeting ID is 890 7419 8975 and the passcode is 413530.

1. **CALL TO ORDER**
2. **CITIZEN COMMENT** (Generally limited to five minutes per person; in accordance with state law, the time may be reduced if there is a high number of speakers or other considerations.)
3. **AUTHORIZATIONS**
 - (a) Presentation, discussion, and possible action to approve the minutes of the July 24, 2023, meeting of the La Porte Development Corporation Board of Directors. [Richard Warren, President]
 - (b) Presentation, discussion, and possible action to approve the La Porte Development Corporation's proposed 2023-24 Fiscal Year budget. [Matt Daeumer, Assistant City Manager]
4. **SET NEXT MEETING**
5. **BOARD COMMENTS** *Hear announcements concerning matters appearing on the agenda; items of community interest; and/or inquiries of staff regarding specific factual information or existing policy from the Committee members and City staff, for which no formal action will be discussed or taken.*
6. **ADJOURN**

If, during the course of the meeting and discussion of any items covered by this notice, the La Porte Development Corporation Board determines that a Closed or Executive Session of the Board is required, then such closed meeting will be held as authorized by Texas Government Code, Chapter 551, Section 551.071 - consultation with counsel on legal matters; Section 551.072 - deliberation regarding purchase, exchange, lease or value of real property; Section 551.073 - deliberation regarding a prospective gift; Section 551.074 - personnel matters regarding the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; Section 551.076 - implementation of security personnel or devices; Section 551.087 - deliberation regarding economic development negotiation; Section 551.089 - deliberation regarding security devices or security audits, and/or other matters as authorized under the Texas Government Code. If a Closed or Executive Session is held in accordance with the Texas Government Code as set out above, the La Porte Development Corporation Board will reconvene in Open Session in order to take action, if necessary, on the items addressed during Executive Session.

Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact the City Secretary's office (281-470-5019), two working days prior to the meeting for appropriate arrangements.

Pursuant to Texas Government Code Sec. 551.127, on a regular, non-emergency basis, members may attend and participate in the meeting remotely by video conference. Should that occur, a quorum of the members will be physically present at the location noted above on this agenda.

CERTIFICATE

I, Lee Woodward, City Secretary, do hereby certify that a copy of the August 28, 2023, La Porte Development Corporation Board agenda was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times, and to the City's website, www.LaPorteTX.gov, in compliance with Chapter 551, Texas Government Code.

DATE OF
POSTING

TIME OF
POSTING

TAKEN DOWN

Lee Woodward

Lee Woodward, City Secretary

RICHARD WARREN
PRESIDENT

BRENT MCCAULLEY
COUNCILPERSON

AMANDA GERRISH
BOARD MEMBER

CHUCK ENGELKEN
COUNCILPERSON



DANNY EARP
BOARD MEMBER

JOHN BLAKEMORE
BOARD MEMBER

NANCY OJEDA
VICE-PRESIDENT

MINUTES OF THE LA PORTE DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING OF JULY 24, 2023

The City of La Porte Development Corporation Board met on Monday, July 24, 2023, at the City Hall Council Chambers, 604 West Fairmont Parkway, La Porte, Texas, at 4:30 p.m., with the following in attendance:

Board members present: Richard Warren, Danny Earp, John Blakemore, Brent McCaulley, Amanda Gerrish

Board members attending remotely: None

Board members absent: Chuck Engelken, Nancy Ojeda

Council-appointed members present: Corby Alexander, City Manager; Sharon Harris, Deputy City Secretary; Clark Askins, City Attorney

CALL TO ORDER – President Warren called the meeting to order at 4:32 p.m.

2. CITIZEN COMMENT *(Generally limited to five minutes per person; in accordance with state law, the time may be reduced if there is a high number of speakers or other considerations.)*

There were no comments.

3. AUTHORIZATIONS

a. Approve the minutes of the June 26, 2023, meeting of the La Porte Development Corporation Board of Directors. [Richard Warren, President]

Member McCaulley moved to approve the minutes of the June 26, 2023, regular meeting of the La Porte Development Corporation Board of Directors; the motion was seconded by Member Blakemore; the motion was adopted, 5-0.

b. Presentation, discussion, and possible action to approve publishing a notice to begin the 60-day comment period in order to amend the Fairmont Dog Park Project (Capital Improvement Project PR0021) and Recreation Center Expansion Phase I Project (Capital Improvement Project PR008), by transferring an amount not to exceed \$142,931.00 from the Fairmont Dog Park Project fund to the Recreation Center Expansion Phase I Project fund. [Matt Daeumer, Assistant City Manager]

Member Earp moved to approve publishing a notice to begin the 60-day comment period in order to amend the Fairmont Dog Park Project (Capital Improvement Project PR0021) and Recreation Center Expansion Phase I Project (Capital Improvement Project PR008), by transferring an amount not to exceed \$142,931.00 from the Fairmont Dog Park Project fund to the Recreation Center Expansion Phase I Project fund; the motion was seconded by Member McCaulley; the motion was adopted, 5-0.

- c. **Presentation, discussion, and possible action to approve the La Porte Development Corporation's proposed 2023-24 Fiscal Year budget. [Matt Daeumer, Assistant City Manager]**

Assistant City Manager Daeumer presented the proposed budget.

Member McCaulley moved to approve the La Porte Development Corporation's proposed 2023-24 Fiscal Year budget; the motion was seconded by Member Earp; the motion was adopted, 5-0.

- d. **Presentation, discussion, and interview with an applicant for the open Economic Development Manager position. [Matt Daeumer, Assistant City Manager]**

This item was pulled from the agenda.

4. SET NEXT MEETING

August 28, 2023, was set as a tentative date for the next meeting of the Board.

- 5. BOARD COMMENTS** *Hear announcements concerning matters appearing on the agenda; items of community interest; and/or inquiries of staff regarding specific factual information or existing policy from the Committee members and City staff, for which no formal action will be discussed or taken.*

There were no comments.

ADJOURN – The meeting was adjourned without objection at 4:56 p.m.

Sharon Harris, Deputy City Secretary



**REQUEST FOR LA PORTE DEVELOPMENT CORPORATION BOARD
AGENDA ITEM**

Agenda Date Requested: <u>July 24, 2023</u>
Requested By: <u>Matt Daeumer, Asst. City Mgr.</u>
Department: <u>Administration/CMO</u>
<input checked="" type="radio"/> Report <input type="radio"/> Resolution <input type="radio"/> Ordinance

Appropriation	
Source of Funds:	<u>038 – EDC</u>
Account Number:	<u>Various</u>
Amount Budgeted:	<u>N/A</u>
Amount Requested:	_____
Budgeted Item:	<input type="radio"/> Yes <input checked="" type="radio"/> No

Exhibits: Proposed FY 2023-24 Budget, The Retail Coach Proposal

SUMMARY

The La Porte Development Corporation fiscal year 2023-24 proposed budget has been reviewed by the City Manager’s Office and Finance. The expenditure budget for next fiscal year has been prepared with a \$1,232,744 (32%) increase from the current fiscal year budget. This is due to increased transfers to the CIP Fund than the previous years and a larger allocation for mid-year opportunities that may or may not materialize. Generally, the EDC Fund transfers funds to the Debt Service Fund annually in the amount of \$750,000 to \$1 million. This year’s Debt Service transfer will be \$588,000. In FY 2025-26, this transfer will decrease to approximately \$150,500 to service debt payments.

The LPDC is comprised of 1.25 full-time equivalent employees (0.75 is the Economic Development Coordinator and 0.50 is the Senior Administrative Assistant). The Economic Development Coordinator position has been vacant for over a year; however, the Assistant City Manager has been taking on this position’s daily operations. The City is in the process of interviewing a candidate for this position, and staff is hopeful to have this vacancy filled soon. Staff has budgeted for continuation of the membership in vital key organizations within the Houston area such as Bay Area Houston Economic Partnership (BAHEP) and Economic Alliance as well as the International Center for Shopping Centers (ICSC) and the Texas City Manager’s Association. Generally, the Economic Development Coordinator attends the Texas Municipal League (TML) and TCMA conferences as well as the Texas Economic Development Council (TEDC) conference. City Council has approved the continuation of the Harris County Transit services provided to residents in La Porte, which is funded by LPDC. Staff has included funding for mid-year advertising opportunities as well as funds to attend “trade shows” such as the Red River & ICSC conferences. As discussed previously with the Board, staff has included funding for any mid-year incentive opportunities.

The La Porte City Council had a pre-budget retreat earlier this year and asked for staff to move forward with a list of several quality-of-life amenities. Additionally, during the

budget preparation, staff noted several other quality-of-life amenities that can be grouped together with these projects. A Total of \$3,675,000 quality of life amenity projects are being requested to be funded by the Board for FY 2023-24:

- Recreation Center Parking Lot Project - \$450,000
- Inclusive Playground Project - \$400,000
- Main Street Alley Paving Project - \$425,000
- Wave Pool Enhancements - \$700,000
- Recreation Center Phase II Construction (year 1 of 2) - \$1,500,000
- Monarch Park Restroom Project - \$200,000

Staff has provided the Board with the FY 2023-24 Proposed Budget documents, which highlight the LPDC's healthy proposed fund balance at the end of September 30, 2024, to be nearly \$7.2 million. The City's Finance Department has been working diligently to project conservative revenues and feels comfortable in the proposed \$3,611,321 revenue projections, which includes sales tax and interest income. Additionally, staff has provided a line-item detail of expenditures for the Board to review for personnel services, supplies, and services & charges.

The LPDC passed the proposed budget on July 24, 2023. Since then, City Council has added a 3% cost of living adjustment for all employees, which is an increase in \$4,300.00 for this budget. Staff has also received the attached proposal for Retail Recruitment and Development Services with an increase of \$33,000.00 to this budget for Professional Services. Staff will give a presentation on the Retail Coach for the Board.

The La Porte City Council is scheduled to vote on the FY 2023-24 budget at the September 11th City Council meeting. Staff is requesting the Board approve the proposed FY 2023-24 budget for the La Porte Development Corporation.

ACTION REQUIRED BY LPDC BOARD

Presentation, discussion, and possible action to approve the La Porte Development Corporation's proposed 2023-24 Fiscal Year budget.

Approved for the La Porte Development Corporation Board meeting agenda.

Corby D. Alexander, City Manager

Date

City of La Porte
La Porte Development Corporation (038) Fund Summary
(Section 4B Sales Tax)

<i>Beginning Fund Balance 9/30/22</i>		\$ 8,314,938
Plus Estimated 22-23 Revenues		3,742,070
Less Estimated 22-23 Expenditures and Commitments		
Economic Development Operations	205,945	
Debt Payments	785,255	
Capital Projects/Transfers	2,425,000	
Total Expenditures	3,416,200	3,416,200
<i>Estimated Fund Balance 9/30/23</i>		8,640,808
Plus 23-24 Revenues:		
1/2 Cent Sales Tax	3,375,000	
Interest Income	236,321	
Total Revenues	3,611,321	3,611,321
<i>Equals Total Resources</i>		12,252,129
Less 23-24 Expenditures:		
Economic Development Operations	842,256	
Debt Service Transfer	588,000	
Transfer to General CIP Fund:		
Fitness Center Parking Lot	450,000	
Inclusive Playground	400,000	
Rec Center Phase II	1,500,000	
Main Street Alleys	425,000	
Wave Pool Enhancements	700,000	
Monarch Park Restroom	200,000	
Total Expenditures	5,105,256	5,105,256
<i>Ending Fund Balance 9/30/24</i>		\$ 7,146,873

		Estimated		Projected
		2022-23		2023-24
Revenues	\$	3,742,070	\$	3,611,321
Expenditures & Commitments		3,416,200		5,105,256
Revenues over Expenditures	\$	325,870	\$	(1,493,935)

City of La Porte
La Porte Development Corporation Fund (038)
Statement of Revenues

Object	Description	Actual 2021-22	Budget 2022-23	Revised 2022-23	Projected 2023-24
Charges for Services:					
403.02-00	1/2 Cent Sales Tax	\$ 3,791,256	\$ 3,250,000	\$ 3,500,000	\$ 3,375,000
Charges for Services Subtotal		<u>3,791,256</u>	<u>3,250,000</u>	<u>3,500,000</u>	<u>3,375,000</u>
Interest:					
483.01-00	Interest Income	5,124	4,000	242,070	236,321
Interest Subtotal		<u>5,124</u>	<u>4,000</u>	<u>242,070</u>	<u>236,321</u>
Total La Porte Development Corp Fund Revenues		\$ 3,796,379	\$ 3,254,000	\$ 3,742,070	\$ 3,611,321

Economic Development Corporation

Fiscal Year 2023-24

Economic Development Operations Expenditure Summary

	Actual 2021-22	Actual 2021-22	Budget 2022-23	Estimated 2022-23	Requested 2023-24	Percent Change
Personal Services	\$ 34,991	\$ 34,141	\$ 112,202	\$ 58,420	\$ 155,686	38.75%
Supplies	34	351	300	-	2,599	766.33%
Services & Charges	1,126,963	2,710,207	3,760,010	3,357,780	4,946,971	31.57%
Division Total	\$ 1,161,988	\$ 2,744,699	\$ 3,872,512	\$ 3,416,200	\$ 5,105,256	31.83%

Scope of Services Summary

The Economic Development Division works with the Economic Development Corporation Board to establish direction and policies related to economic development projects in the City. The Department and its activities are funded through the collection of a 1/2 cent sales tax, which must be spent on economic development projects related to capital investment, quality of life, recreation, and/or primary job creation. Past activities have included the re-nourishment of Sylvan Beach, the ball fields at Pecan Park, the Community Library, construction of Canada Road, Construction of Bay Area Blvd., the Sports Complex, and infrastructure improvements on Main Street.

We will continue to work with our regional economic development partners on business retention and expansion programs, small business development, marketing efforts, workforce initiatives, transportation issues and quality of life issues. The Economic Development Coordinator will also serve as the Business Ombudsman for the City of La Porte, assisting new and existing businesses through the planning and zoning processes.

Personnel Position Roster

	Approved 2021-22	Approved 2022-23	Approved 2023-24
Economic Development Manager	0.75	0.75	0.75
Department Coordinator	0.50	0.50	0.50
Total	1.25	1.25	1.25

City of La Porte, Texas
Economic Development Corporation
Detail of Expenditures

038-6030-565

	Actual 2021-22	Budget 2022-23	Estimated 2022-23	Requested 2023-24
Personal Services:				
1010 Regular Earnings	\$ 16,157	\$ 78,396	\$ 35,000	\$ 112,000
1035 Longevity	28	36	36	73
1060 FICA	968	6,001	2,680	8,574
1065 Retirement	1,905	12,769	5,704	20,039
1067 PARS Retirement	83	-	-	-
1080 Insurance - Medical	15,000	15,000	15,000	15,000
Personal Services Subtotal	34,141	112,202	58,420	155,686
Supplies:				
2001 Office Supplies	-	200	-	200
2002 Postage	40	100	-	100
2015 Other Supplies	311	-	-	-
2093 Computer & Equipment	-	-	-	2,299
Supplies Subtotal	351	300	-	2,599
Services & Charges:				
3001 Memberships & Subscriptions	62,500	41,055	40,525	41,055
3020 Training/Seminars	277	7,200	4,500	7,200
4060 Technology Lease Fees	647	500	500	916
5001 Accounting	5,000	5,000	5,000	5,000
5007 Other Professional Services	-	88,153	72,000	105,000
6002 Printing & Reproduction	-	500	-	500
6005 Advertising	-	10,000	-	10,000
6040 Trade Shows	-	10,000	-	10,000
9997 Special Programs	72,000	387,347	25,000	504,300
9004 Adm Transfer to Fund 004	778,752	785,255	785,255	588,000
9015 Adm Transfer to Fund 015	1,791,031	2,425,000	2,425,000	3,675,000
Services & Charges Subtotal	2,710,207	3,760,010	3,357,780	4,946,971
Division Total	\$ 2,744,699	\$ 3,872,512	\$ 3,416,200	\$ 5,105,256

City of La Porte, Texas
Economic Development Corporation
038-6030-565
Detail of Expenditure

		Actual	Actual	Actual	Actual	Budget	Estimated		Requested	
		2018-19	2019-20	2020-21	2021-22	2022-23	2022-23	Notes - Revised Estimate	2023-24	Notes - Departmental Request
Personal Services:										
1010	Regular Earnings	\$ 71,734	\$ 65,453	\$ 16,439	\$ 16,157	\$ 78,396	\$ 35,000	YTD \$21,575.25 - projection \$29,523.68 w/ vacant position	\$ 112,000	Increase request - \$108K salary
1020	Overtime	160	-	-	-	-	-		-	
1035	Longevity	166	322	180	28	36	36		73	
1060	FICA	5,391	5,015	1,078	968	6,001	2,680	Formula	8,574	
1065	Retirement	11,605	10,713	2,250	1,905	12,769	5,704	Formula	20,039	
1067	PARS Retirement	-	174	44	83	-	-		-	
1080	Insurance - Medical	12,000	15,000	15,000	15,000	15,000	15,000		15,000	
Personal Services Subtotal		101,056	96,677	34,991	34,141	112,202	58,420		155,685	
Supplies:										
2001	Office Supplies	-	9	-	-	200	-	Have not had Economic Development Manager this FY	200	
2002	Postage	1	-	34	40	100	-	Have not had Economic Development Manager this FY	100	
2015	Other Supplies	705	457	-	311	-	-		-	
2093	Computer & Equipment	-	-	-	-	-	-		2,299	Manager cell phone \$1,100, Manager iPad \$1,199
Supplies Subtotal		706	466	34	351	300	-		2,599	
Services & Charges:										
3001	Memberships & Subscriptions	20,759	63,261	20,000	62,500	41,055	40,525		41,055	BAHEP \$20,000; Economic Alliance \$20,000; TEDC Membership (E. D. Manager) \$525; Associate TCMA Dues (E. D. Manager) \$130; ICSC Dues (Manager and 3 Board Members) \$400
3020	Training/Seminars	5,131	3,851	-	277	7,200	4,500		7,200	TEDC Conference \$1,500; TML ED Conference \$1,000; Webinars \$200; Mileage \$1,500; Community Development Institute \$3,000
4060	Technology Lease Fees	-	602	625	647	500	500		916	
5001	Accounting	5,000	5,000	5,000	5,000	5,000	5,000		5,000	Annual Audit
5003	Legal	31	-	-	-	-	-		-	
5007	Other Professional Services	75,000	79,500	79,500	-	88,153	72,000	CivicPlusRec is paid out of Parks Admin, not EDC; it was double budgeted	105,000	Harris County Transit Authority Bus Agreement Added \$33,000 per ACM for Retail Coach - 08/18
6002	Printing & Reproduction	-	-	-	-	500	-	Have not had Economic Development Manager this FY	500	Business cards and pamphlets
6005	Advertising	5,460	4,345	9,638	-	10,000	-	Have not had Economic Development Manager this FY	10,000	
6040	Trade Shows	343	95	-	-	10,000	-	Have not had Economic Development Manager this FY	10,000	
9997	Special Programs	124,846	-	45,200	72,000	387,347	25,000	Only one incentive agreement to be paid out Increased by \$10K - CMR	504,300	Mid-Year Opportunities \$250,000; Public Art \$50,000. Merit - \$3,000 - Removed - CMR \$200,000 added for Mid-Year Opportunities - ACM 07/17 Added \$4,300 for 3% COLA - Removed to match adopted - Added back 08/18
9004	Adm Transfer to Fund 004	1,033,362	1,004,822	-	778,752	785,255	785,255		588,000	

9015	Adm Transfer to Fund 015	1,835,700	1,292,950	967,000	1,791,031	2,425,000	2,425,000		3,675,000	Fitness Center Parking Lot \$950,000 (Reduced to \$450K 06/30 - ACM); Inclusive Playground \$400,000; Northside Wall \$550,000 (Removed 6/30 - ACM); Main Street Alleys \$425,000; Wave Pool Enhancements \$500,000; Monarch Park Restroom \$200,000 Rec Center Phase I -\$200,000 Added 06/30 - ACM Rec Center Phase II - \$1,500,000 Added 06/30 - ACM Removed Rec Center Phase I - \$200,000 - CIP Meeting 07/07 Increased Wave Pool Enhancements by \$200,000 - CIP Meeting 07/07
Services & Charges Subtotal		3,105,632	2,454,426	1,126,963	2,710,207	3,760,010	3,357,780		4,946,971	
Division Total		\$ 3,207,394	\$ 2,551,569	\$ 1,161,988	\$ 2,744,699	\$ 3,872,512	\$ 3,416,200		\$ 5,105,256	

July 6, 2023



Retail Recruitment & Development Strategy

Proposal for:

The City of La Porte, Texas

Submitted by:



TheRetailCoach.net | Austin, TX | (800) 851-0962





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Bringing the Right Retail

Mix to La Porte

The Retail Coach is submitting this proposal for Retail Market Analysis & Recruitment Services for La Porte.

Our goal is not only to aid the City in preparing and executing a Retail Market Analysis and comprehensive Recruitment Strategy, but to also assist the City in its efforts to capture sales tax leakage and further improve quality of life for residents by bringing in new retail, restaurant, entertainment, and service options.

The most important aspect of any Retail Market Analysis is its ultimate application and resulting impacts. Our approach has always been action-oriented to ensure that market reports are not placed on a shelf to collect dust. Working with all project team members, local stakeholders, and public officials is a critical component in which The Retail Coach is experienced and well-equipped to execute.

Goals & Objectives:

- Research and analyze the La Porte retail market to identify retail gaps and growth opportunities.
- Determine La Porte's unique, viable retail market potential.
- Identify key retail and restaurant targets that align with the City's vision for growth.
- Recruit targeted retailers and restaurants through proactive outreach efforts and retail conference representation.
- Act as an extension of City staff to provide recruitment services and coaching for retail economic development initiatives.

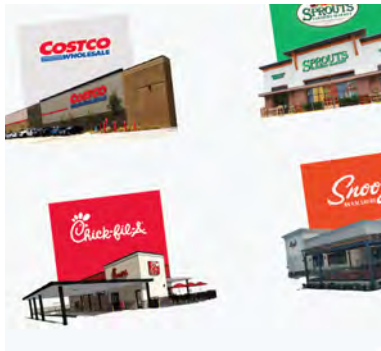
We Recruit Retail.

For more than **23** years, The Retail Coach has been the premier national retail recruitment partner for municipalities, economic development organizations, and development firms.

We are the nation's leading retail recruitment, market analysis, and development firm. Our approach combines **strategy, technology, and creative marketing** to execute high-impact retail recruitment strategies for local governments, chambers of commerce, and economic development organizations.

Having worked more than 650 assignments in more than 40 states, our recruitment approach is simple - **do what you say you are going to do, do it at the highest level possible, and constantly communicate findings and results to our clients.** This approach has proven successful, leading to multiple assignments with more than 90% of our clients.

PROVEN SUCCESS FOR CLIENT COMMUNITIES



6 Million +

SQUARE FEET OF NEW RETAIL RECRUITED

We have recruited more than 6 million square feet of new retail to client communities in the past 5 years.

\$600 Million

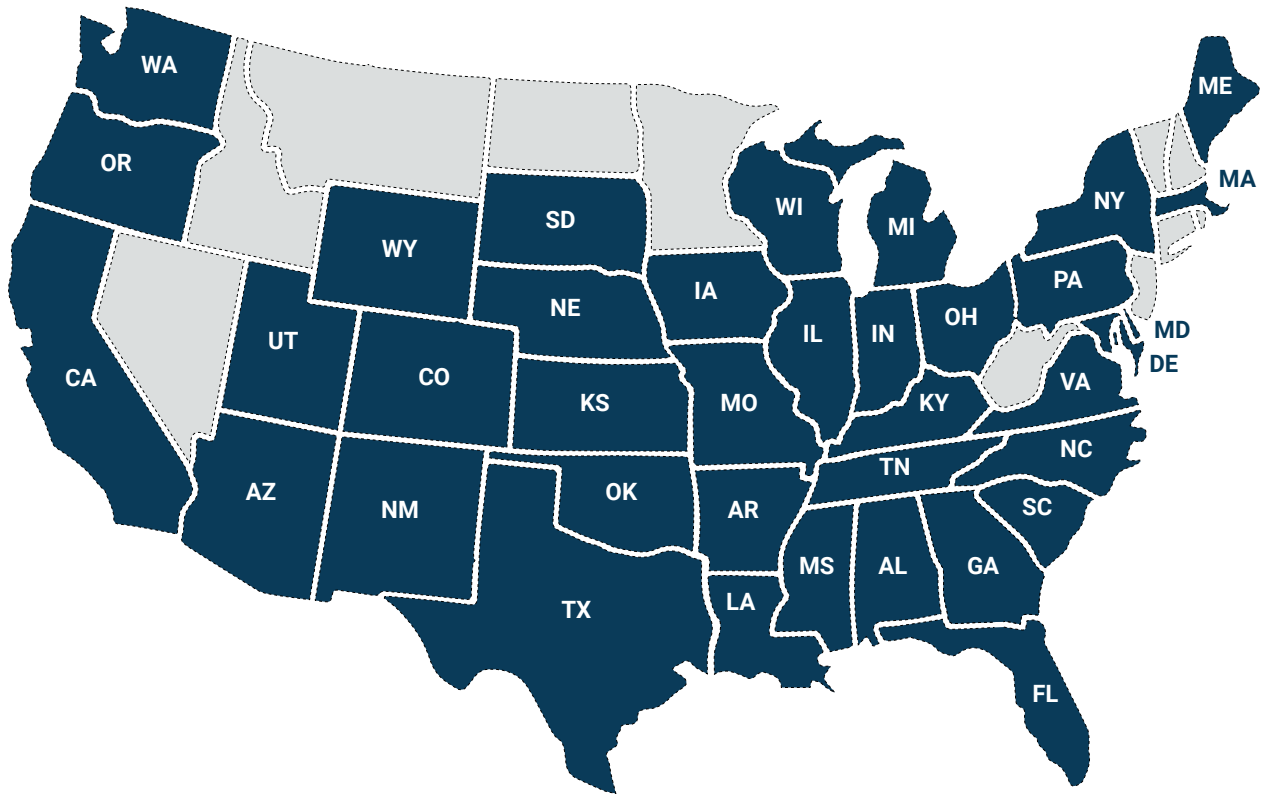
IN SALES TAX GENERATED

Our work has generated more than \$600 Million in sales tax for our client communities in the past 5 years.

90%

REPEAT CLIENT RATE

90% of our clients choose to continue working with us after the initial contract.



We Have Served More than 650 Client Communities Across 40 states.

650+
Communities
Served

40
States We've
Worked In

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.

90%
Repeat Client
Rate

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.

RECENT RECRUITMENT SUCCESSES



PLUS HUNDREDS MORE THROUGHOUT THE COUNTRY





What Makes Us Different?

Experienced & Connected

We pioneered the retail recruitment industry more than 20 years ago and leverage more than two decades of experience and relationships to help drive retail growth in your community.

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.

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.

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.

RECOGNIZED AS LEADING INDUSTRY EXPERTS AND FEATURED PRESENTERS FOR:





OUR TEAM

Your Project Team

LEADERSHIP & PROJECT STRATEGY



Kelly Cofer
Founder & CEO

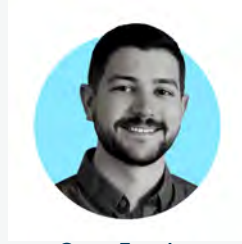


Aaron Farmer
President

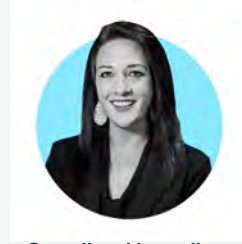
PROJECT LEAD

With more than 50 combined years of retail development experience, Kelly and Aaron play an integral role in every project for The Retail Coach. This includes in-depth market analyses, recruitment strategies, and development plans for our clients.

RETAILER RECRUITMENT



Cary Everitt
Recruitment Specialist



Caroline Harrellson
Recruitment Specialist

Cary and Caroline manage our relationships with national and regional retailers, brokers, site selectors, and developers. They execute our recruitment process, including the site submission process and capturing retailer feedback.

DATA & MARKET RESEARCH



Matthew Lautensack
Director of Research & Development

Matthew uses cutting-edge, GPS-based market data to pinpoint true opportunity in retail markets. He provides the latest retail trade area data and prepares our clients' market reports, data sets, and assists with GIS mapping.

ADMINISTRATIVE SUPPORT



Nancy Dees
Director of Finance



Rylee Lefever
Marketing Manager

Nancy and Rylee support all projects by managing client invoicing and contract needs as well as marketing, promotional, and graphic design support.



BIOS - KEY PROJECT PERSONNEL



Aaron Farmer | President

Aaron manages all of The Retail Coach's projects in [State] and will be the primary point of contact for this project.

Aaron Farmer brings to The Retail Coach knowledge of the most current research on retail and marketing trends. Prior to joining The Retail Coach, Mr. Farmer was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises.

His expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Mr. Farmer holds a degree in Marketing from The Mays Business School at Texas A&M University and an MBA from Texas A&M University – Commerce.



Kelly Cofer | Founder & CEO

C. Kelly Cofer leads The Retail Coach with more than 30 years of experience in all aspects of retail real estate and economic development.

Kelly's professional background encompasses market research and site selection, advisory and leasing services, and property brokerage and development for leading national retailers and restaurants in more than 150 cities throughout the United States.

He has earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute and attended the Economic Development Institute at the University of Oklahoma. Kelly holds a Bachelor of Science degree from Texas A&M University in College Station.



Cary Everitt | Retail Recruitment Specialist

Cary manages The Retail Coach's relationships with retailers, site selectors, and key decision makers for retailers, restaurants, hotels, and developers.

He works with your Project Director to ensure that we are presenting the best information possible when recruiting for client communities and follows up with prospects to make sure that your community is staying at the top of mind as brands look for new markets.

Mr. Everitt works throughout projects to provide monthly updates on recruitment activity and communicates feedback received throughout the process.



Scope of Work & Deliverables

1: Retail Market Analysis

- 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

2: Determining Retail Opportunities

- Retail Demand Analysis
- Retail Void Analyses for Key Vacancies and Available Retail Sites

3: Site Marketing

- Retail Site Profiles for Available Retail Sites

4: Identifying Retailers & Developers for Recruitment

- Target List of Retailers and Restaurants with Contact Information
- Target List of Developers with Contact Information

5: Marketing & Branding

- Retail Market Profile
- Customized Retailer Feasibility Packages
- Developer Opportunity Package
- Online Retail Dashboard (Retail:360® Website)
- Interactive Site Mapping

6: Recruitment of Retailers & Developers

- Retail Recruitment Plan
- Retailer & Developer Recruitment Status Dashboard
- Monthly Recruitment Updates from Retail Coach Project Team

7: Ongoing Recruitment & Coaching

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



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.



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.

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.



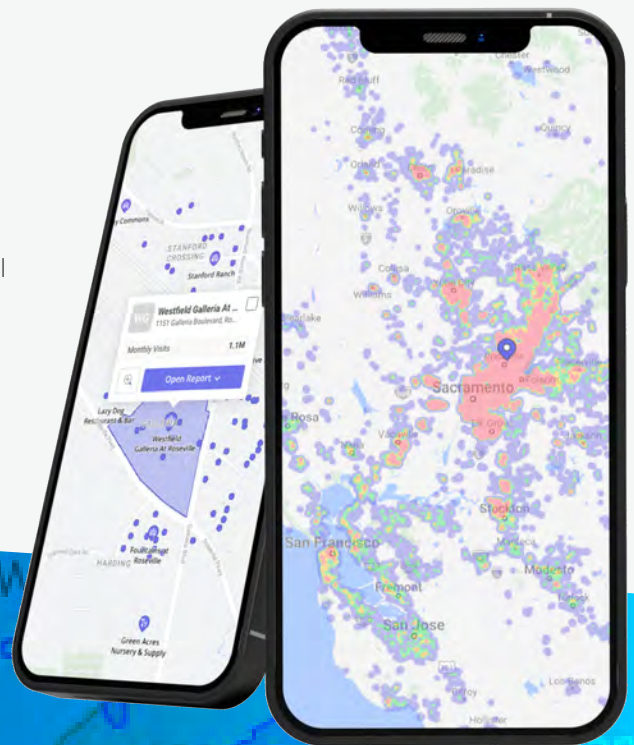
RETAIL:360®: MARKET ANALYSIS

Understanding the La Porte Market Through High Impact Mobile Data Analysis

We will perform extensive market research and analysis to evaluate the area and the **La Porte** retail market.

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

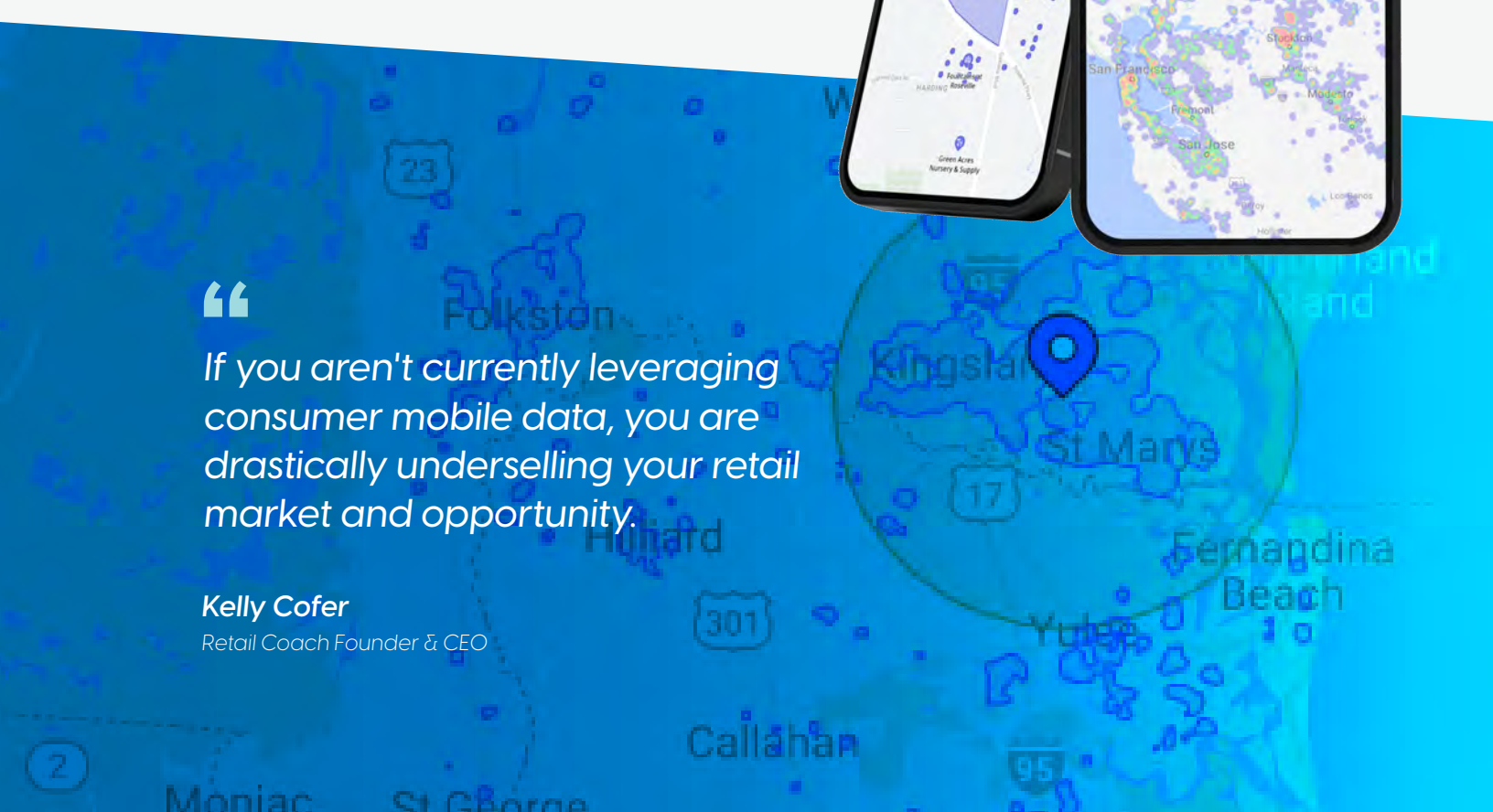
We use **real data collected from actual customers** in your community to analyze trade area boundaries, competitive markets, and leakage. This high confidence data allows our team to **tell your community's story** and show potential investors why they need to be in your market.



If you aren't currently leveraging consumer mobile data, you are drastically underselling your retail market and opportunity.

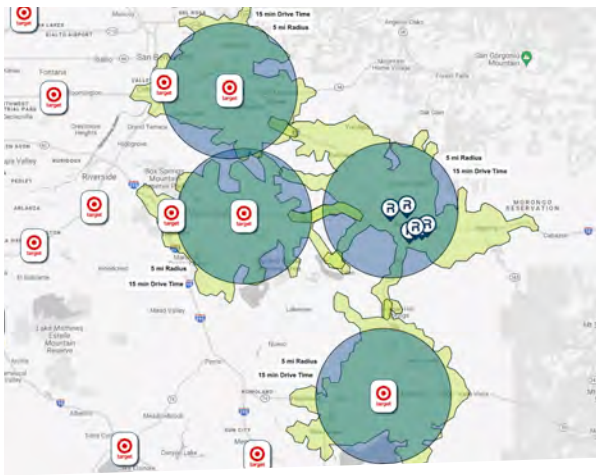
Kelly Cofer

Retail Coach Founder & CEO





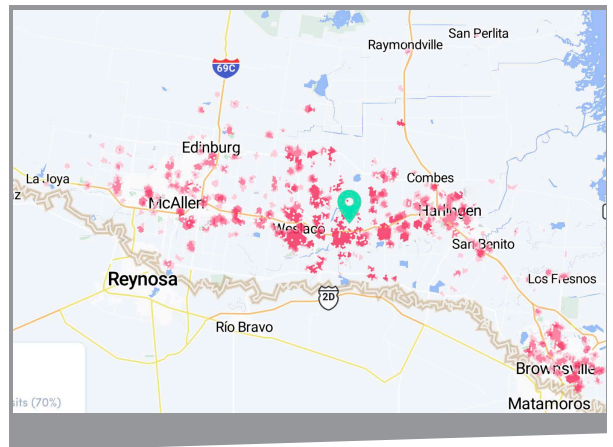
Retail Market Analysis



Competing Community Analysis

A community must have a clear understanding of the competitive nature of retail recruitment.

We will look at competing communities to identify a competitive advantage via economic and market forces that have a direct impact on retail recruitment and development in **La Porte**.

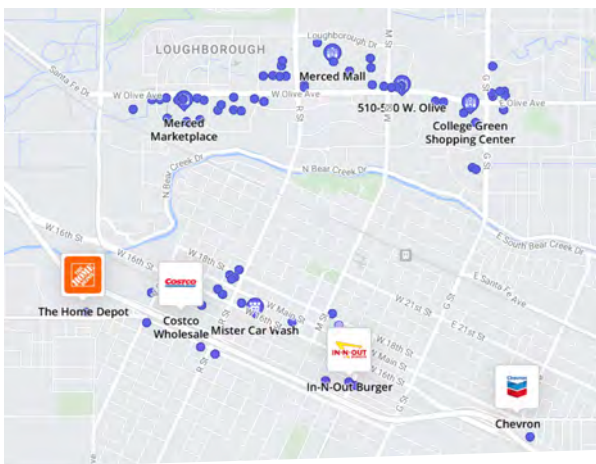


Custom Retail Trade Area Analysis

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.

We utilize retail trade area data when communicating with retailers and developers to ensure that the community fully leverages the amount of shoppers coming into the community.

We will hand draw Retail Trade Areas for **La Porte** based on cell phone/GPS data from shoppers as well as on-the-ground analysis from The Retail Coach Team.



Identification of Ancillary Issues Impacting Retail

We will work with the **City** to identify other root-cause issues of the local economy, and include recommendations for the **City** to improve opportunities.

Mobile Data for Location Decisions:

We will utilize mobile location technology that analyzes retail location and behavioral data collected from mobile devices to determine consumer visits to La Porte.

This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.



Retail Market Analysis

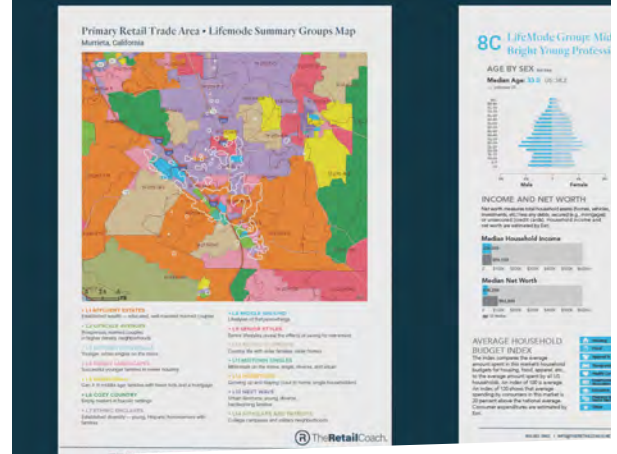


Demographic Profiling

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

Our demographic profiles include population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

We will create comprehensive 2020 Census, 2023, and 2028 Demographic Profiles for the Retail Trade Area and La Porte.



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 independent retailers. Knowing the retail sectors and products that consumers demand removes a great deal of risk for an independent business.

Based on the market segmentation system developed by ESRI, we will develop a 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.



Retail Market Analysis



Stakeholder Discussions

Buy-in from key community leaders and stakeholders is crucial to the retail plan. Our belief is that, "if they are not in on it and up on it - they will be down on it." One of our first meetings will be with independent businesses who may see our work as threatening. Our goal is not only to obtain buy-in, but to assist in finding prospects for available spaces and help fill vacancies.

We will work to obtain plan buy-in from public and private stakeholders through a series of group and individual meetings. Stakeholders may include City Staff and representatives, community leaders, real estate brokers, retail developers, property owners, and owners of independent businesses.



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 primary projected retail demand growth – or opportunities – for 68 retail sectors. The analysis is ultimately used to identify 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 prospect for success and qualify their potential

We will determine the level of retail demand for the designated Retail Trade Area and use projected demand to help identify opportunity areas and prioritize market segments for recruitment.



Site Marketing



Retail Site Profile

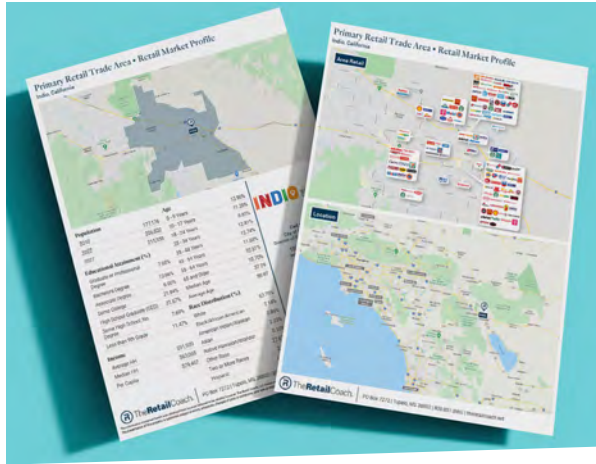
A critical step in attracting retail is providing accurate and current information on each identified vacancy and site.

We will create a Retail Site Profile for each identified vacancy and site with current site-specific information, including:

- Location
- Aerial Photography
- Site Plan
- Demographic Profile
- Property Size & Dimensions
- Traffic Counts
- Appropriate Contact Information



Marketing & Branding



Retail Market Profile

To attract targeted retailers, the most critical step is to provide accurate and current community data and site-specific information on available vacancies and sites. It is important that this marketing information positively reflects the community's attributes and brand to corporate site selectors, real estate brokers, and developers, because it is essential in making initial decisions about locating in the community.

We will develop a Retail Market Profile tailored to the specific needs of targeted retailers' essential site selection and location criteria for La Porte.

The profile serves as a community introduction, and includes:

- Retail Trade Area Map
- Location Map
- Traffic Count Map
- Demographic Profile Summary
- Appropriate Logo and Contact Information

Retailer-Specific Feasibility Packages

Unlike the more general Retail Market Profile, a Retailer Feasibility Package is developed to send specifically to the real estate department or broker for individual retailers.

We will create retailer-specific feasibility packages to address essential location criteria. These feasibility packages will include:

- Community Overview & Demographic Profile
- Retail Site Profiles
- Location Map
- Retail Trade Area Map
- Existing Retailer Map
- Retail Location Map
- Retail Trade Area Demographic & Psychographic Profiles
- Retail Trade Area Demand Analysis Summary
- Area Traffic Generators
- Appropriate Logo and Contact Information



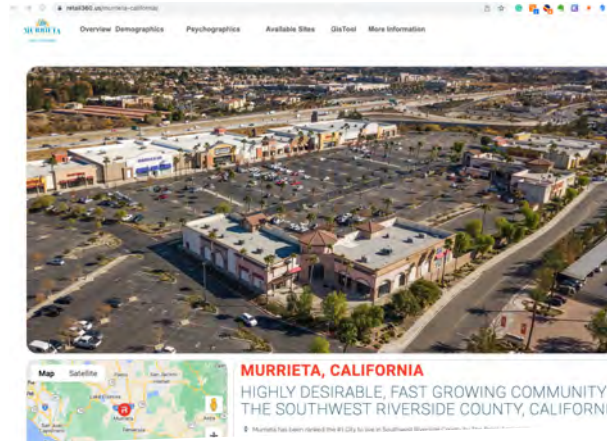
Marketing & Branding



Developer Opportunity Package

Our team creates a Developer Opportunity Package to send specifically to retail developers active in the community and/or region to spark their interest in retail opportunities.

We will create a Developer Opportunity Package to highlight opportunities in La Porte.



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 online anytime through a branded Retail:360® link.

We will create a Retail:360® Retail Dashboard for La Porte which will be available for visual presentation and easy downloading of all data sets and marketing information. With a few clicks, retailers, brokers and developers can learn about your community's retail potential like never before.



Recruiting Retailers & Developers

Recruitment of Retailers

The Retail Coach is the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. Twenty years and 650 projects later, the recruitment of retailers remains one of the primary metrics of success. Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

We will actively recruit retailers and restaurants on La Porte's behalf:

1. Introductory emails and retail market profile are sent to each targeted retailer
2. Personal phone calls are placed to measure interest level
3. Personal emails and retailer feasibility packages are sent to each targeted retailer
4. Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers
5. Personal emails are sent to inform targeted retailers of significant market changes
6. Personal emails are sent to decision markers once per quarter to continue seeking responses regarding their interest level in the community
7. 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 national retail developers over the past 23 years. Oftentimes, a retailer may have interest in a community, only to find that suitable "for lease" properties do not exist.

We will actively recruit developers on La Porte's behalf. Our developer recruitment process includes:

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



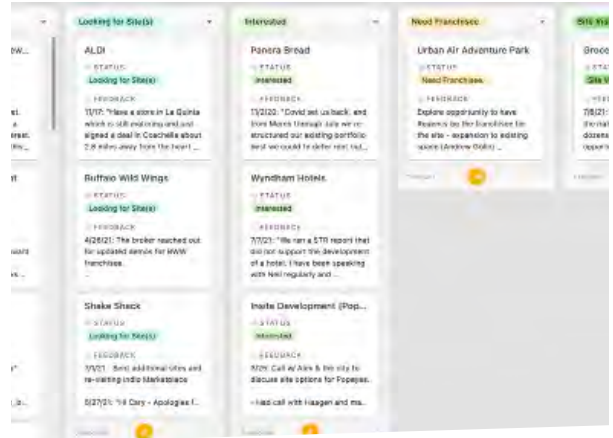
Recruiting Retailers & Developers



Retail Conferences

We help communities connect with retailers and developers at retail conferences such as the annual ICSC Recon Conference and other regional events.

We will assist in marketing La Porte's vacancies and sites, to retailers, developers, and brokers at retail industry conferences.



Retail Recruitment Dashboard

As part of our recruitment process, we provide access to a real-time recruitment dashboard where City 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.

Once recruitment has begun, we will set up a recurring monthly meeting with staff to review ongoing recruitment activity, feedback received from prospects, and any additional next steps or follow up items needed to advance recruitment with interested retailers.



Ongoing Retail Coaching



Retail Coaching

We partner with communities on a long-term basis and are available when clients have questions, new ideas, or need access to GIS mapping and current data statistics. We are also available if clients need to brainstorm opportunities as the community grows and develops.

We will provide ongoing coaching and support for retail recruitment activities for La Porte.



Retail Recruitment & Development Strategy

\$32,000

Plus up to \$1,000 in reimbursable expenses.

Not to Exceed Price:

\$33,000

Includes:

- 12 Month Partnership
- Analyzing the La Porte Retail Market
- Determining Retail Opportunities
- Site Marketing
- Identifying Retailers & Developers for Recruitment
- Marketing & Branding
- Actively Recruiting Retailers & Developers
- Ongoing Retail Recruitment & Coaching

Work Fees:

The total fee for completion of this work is

\$32,000 payable in (3)

three installments:

- **\$10,000** upon execution of contract;
- **\$12,000** in 90 days.
- **\$10,000** on 180 days.

Work fees are payable within 30 days of receiving invoice.

Reimbursable Project Expenses:

It is estimated that reimbursable expenses will not exceed **\$1,000**.

Reimbursable expenses include:

1. All travel costs;
2. Cost of special renderings and maps, if any;
3. Cost of copies for reports and maps/drawings; and
4. Cost of shipping expenses, if any

Project expenses are payable within 30 days of receiving expense invoice.

Optional Contract Extension:

If La Porte elects to extend the agreement, the additional fee shall be

\$25,000 for each additional 12 month period of data updates, recruitment, and coaching.