



Economic Development, One Relationship at a Time

Connecting Communities with Opportunities

**Rickey Hayes,
Economic Development Consultant**

Our Process

- ▶ Analyze your City
- ▶ Produce demographic profile
- ▶ Develop marketing strategy
- ▶ Market your City to investors



Analyze your City

- ▶ Assess the City's current situation, including both obstacles and opportunities
- ▶ Identify sources of public funding
- ▶ Identify retail supply leakages in trade areas
- ▶ Identify target retailers and retail developers for your community

Produce demographic profile

- ▶ Determine Trade Area
- ▶ Provide current population statistics for City, County and Trade Area
- ▶ Identify emerging retail market opportunities



Develop marketing strategy

- ▶ Identify City direction
- ▶ Produce Demographic Snapshot
- ▶ Consult to produce a unified marketing strategy through
 - Branding
 - Print Materials
 - Website



Market your City to investors

- ▶ Advise and assist the City in public relation efforts regarding development
- ▶ Engage contacts to keep the City in front of the development community
- ▶ Introduce City officials to contacts to allow the City to market itself in future
- ▶ Serve as a liaison between the City and the development community



Market your City to investors

- ▶ Advise and assist the City in real estate transactions and development opportunities
- ▶ Advise and assist the City in developing incentive programs
- ▶ Advise the City to what infrastructure will be necessary to support development



Other Services

- ▶ Municipal Infrastructure Consulting
- ▶ Strategic Planning
- ▶ Perform Traffic Counts
- ▶ Develop Marketing Materials
- ▶ Website Design
- ▶ Aerial Photography





Thank you

For more detailed information
on the services we provide, please visit
www.retailattractions.com

Rickey Hayes,
Economic Development Consultant