



# What makes a developer take notice

What is expected from a community

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# Healthy retail development provides economic stability

- ▶ Every city has retail leakage, identify yours
- ▶ Recognize the need for retail and the resulting sales tax
- ▶ There are still opportunities but competition is fierce



# Public/Private Partnerships

- ▶ Assemble land for development
- ▶ Provide public infrastructure
- ▶ Make the development process as pain-free and efficient as possible
- ▶ Develop innovative incentives
- ▶ Improve internal development processes



# Know your city

- ▶ Maximize your city's strengths and minimize the weaknesses
- ▶ Know what sites are available and pricing for those sites
- ▶ Know what incentives your city is willing and able to use



# Demographics

- ▶ Clear and concise presentation
- ▶ Current information
- ▶ Verifiable information
- ▶ Reputable third party source
- ▶ Reasonable/justifiable trade area



# Streamline development process

- ▶ Know how to work with
  - Site selectors
  - Brokers
  - Developers
  - Leasing agents
  - Retailers
- ▶ Smooth development process produces positive outcome
- ▶ Do what you say you will do



# Form a marketing position

- ▶ Brand your city to reflect where you are going, not where you have been
- ▶ Modern logo
- ▶ Progressive website
- ▶ Effective marketing materials



# Own your development efforts

- ▶ Only the city can “pull the trigger” on development projects (not the Chamber or other organization)
- ▶ Make your city one that is known for “getting things done”
- ▶ Smooth decision making process is integral to growth and development





# What makes a developer take notice

- ▶ Utilize public/private partnerships
- ▶ Know your city and sites
- ▶ Clear, concise demographics
- ▶ Streamline development process
- ▶ Strong marketing position
- ▶ Own your development efforts





# Thank you

This presentation can be found at  
[www.retailattractions.com](http://www.retailattractions.com)

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