

RETAIL AND RESTAURANT RECRUITMENT STRATEGY 2014

The Economic Development Committee has created a Retail and Restaurant Recruitment Strategy for the City of Coppell. The plan includes the following steps:

Phase One: Research & Data Gathering

Task	Contact	Date
Aerial Map Showing Major Employers and Surrounding Retail	Aerial Focus	Complete
Retail and Restaurant GAP Analysis	Committee and Retail Coach	Updated Annually
SWOT Analysis	Committee	Complete
Develop a Citizen Retail Survey	In-House	Complete

Phase Two: Analysis & Plan Development

Task	Contact	Date
Research and Seek Proposals from Retail Experts	Staff	Complete
Distribute Survey and Review Survey Results to Create a "Wish List" of Desired Retailers	Committee	October 2014
Hire a Firm with Retail Expertise to Compile and Analyze Data and Create a Retail Recruitment List	Catalyst	In process

Phase Three: Execution

Task	Contact	Date
Retail Recruitment Implementation	Staff, Committee and Catalyst	On-Going
Meetings with Identified Potential Retailers	Committee	On-Going
Retail Trade Shows	Committee	ICSC: May and November
Regional Marketing	Committee	On-Going

While several of the action steps have been completed or are in process, the actual retail recruitment will take place during the next fiscal year. Catalyst Commercial, staff and the Economic Development Committee will begin implementing the recruitment portion of the plan by calling on potential retail prospects.

The City hired Catalyst Commercial for the first time in 2011 to complete a Phase I customer sampling and trade area analysis. Coppell then hired Catalyst to perform a Phase II Market Analysis in 2013. After Coppell's target customers and trade area were identified in Phase I, it was important to hire them for Phase II to understand the demographic and psychographic profile of the target customers.

Catalyst is currently completing Phase II and will begin Phase IIIa, which is a comprehensive scan of existing Coppell retailers to see which ones exist and which retail categories are oversaturated, under supplied or void of representation. They will not only identify which categories of retail are missing but also identify if there is a specific reason why that type of retail is missing. After running this analysis, Catalyst will produce a list of retail tenants that are missing from Coppell that match the demographic and psychographic profiles of the customer base in the Coppell Retail Trade Area.

From that point, City staff can take the list and do a cross analysis with the results from the Citizen Survey and the current year leakage report. City staff can contact all the identified retailers for attraction purposes or hire Catalyst Commercial to perform Phase IIIb, which allows Catalyst to make the initial contact with the identified retailers.

In the meantime, the Economic Development Committee is working to create a favorable environment for current retailers. This helps with the retention of existing retailers as well as creates a positive retail environment for any potential retailers. Some of the programs that have been created or are in the process of being created include:

- New incentives for retail/small businesses
- Buy In Coppell Program
- Monthly visits to current retailers
- Frequent Shopper/Loyalty Program

Quarterly Business Newsletter
Job Board
Job Fair
Eating & Shopping Guide

Buy In Coppel: The Buy In Coppel Program will begin in August. This program is designed to drive revenue to local businesses. Each business has a business profile on the City's website where they can promote their business to consumers, provide coupons and promotions, advertise vacant jobs and list available services. This program also has a mobile app that allows people to search for businesses from their mobile phone. The logo for the program has been created and the database has been populated. The website is being completed and will be ready this summer. Promotions about the program will go out to every household before the website launches. This program is provided by the City at no cost to Coppel businesses.

Monthly visits to current retailers: This will be part of the Business Retention program that a sub-committee on the Economic Development Committee is currently working on.

Frequent Shopper/Loyalty Program: A sub-committee has been formed on the Economic Development Committee to work on this program. The current plan is to launch the program in the Fall.

Quarterly Business Newsletter: The City is starting a Quarterly Business Newsletter. The newsletter will be mailed to every Coppel business to keep them informed on issues that impact them. The first newsletter will be mailed out in May.

Job Board: A sub-committee has been formed on the Economic Development Committee to work on this program.

Job Fair: Preliminary discussions have taken place with the owners of the Four Points by Sheraton about allowing the City to host an annual job fair for Coppel businesses at the hotel.

Eating & Shopping Guide: This piece will be included in a large RFP for collateral

materials that will be issued in September.