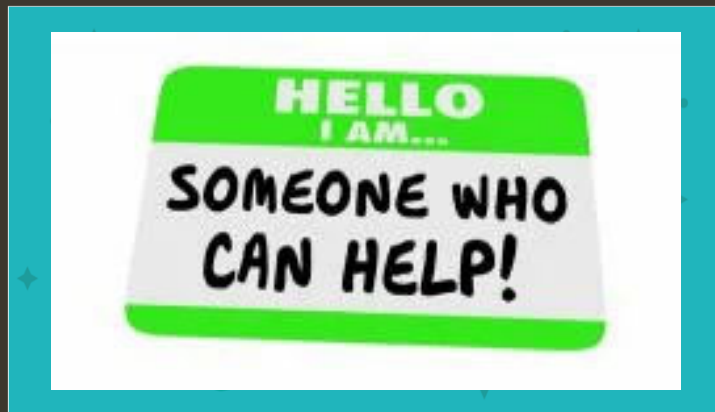


RETAIL - An Inside Look

Katy Press / KP & Associates



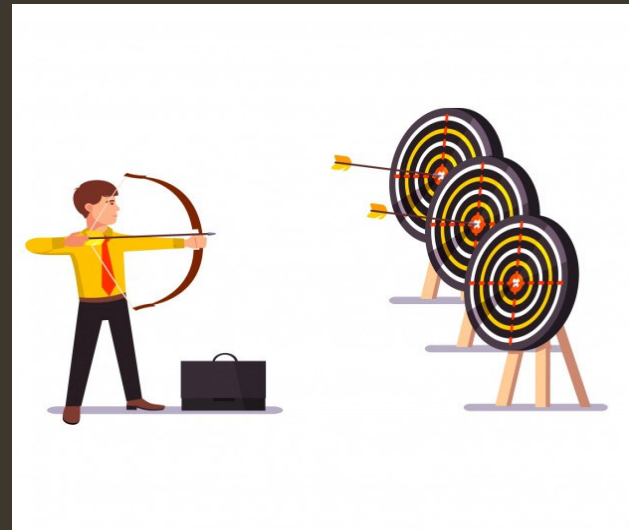
Katy Press



- Katy Press
- 35+ years in the retailing industry.
- Practitioner not an academic.
- Unique background having been both a retailer and a developer.
- In depth knowledge of the economic realities of retail development and why some projects get off the ground and some don't.
- Understanding of why retailers make certain decisions.
- Ability to extend that knowledge and experience.

Scope of Work

- Step 1 - Learning About Retail
- Step 2 - City Wide Retail Review
- Step 3 - The Chase



Step 1



- Laying the groundwork.
- Provides an in depth understanding of retailing concepts, trade area dynamics and trends that are affecting the entire retailing industry.
- Necessary groundwork in becoming a relevant partner to the retailing community.

An Insiders Look at Retail...

- No retail economic development program will be successful without partnering with the retail community.
- The better the partnership, the better the result.
- Establishing your organization as a “relevant” partner in the retailing community.
- To be “relevant” means to be educated both in terms of appropriate expectations for retailing and an understanding of where you can be effective.



- Everyone shops and has personal opinions about retailers but that does not make us a retail expert.
- We must put aside preconceived beliefs based on our own personal habits.
- Retail site selection is comprised of many factors, each factor important when making decisions on potential markets and sites.
- The more you understand what those factors are, the more you become able to assess and present viable opportunities to the appropriate retailing contact.
- Attaining actual knowledge about retailing is your primary tool.
- Unrealistic expectations based on a lack of retailing knowledge is alienating to the retailing community.



Taking the time...



How Do Retailers Make Location Decisions?

- Retailing is far more defined than consumers perceive.
- Retailers generally stay within the concept that best delivers their target customer to them.
- Each retailer, no matter how big or small have different criteria based on “who they think their customer base is”.
- Each is unique.



- Real estate decisions are most often made from a national perspective - not localized.
- Sites in Colorado compete with all other markets for that national retailer.
- Opportunities in Colorado may not be as desirable as those that exist in other markets (states) based on economics, sales projections, market growth, etc.



- There is not endless capital for expansion.
- Retailers are limited with their expansion plans.
- Opportunities are prioritized with only the very top options being considered.
- There are many factors, unique to each retailer, that go into the limitation on capital and limits of expansion.



Pandemic



- The major shifts in consumer behavior prior to the pandemic were already causing significant disruptions.
- The pandemic has accelerated those disruptions.
- Impacts that might have taken 3-5 years to shake out - are shaking out in 3-5 months!
- Not all impacts were bad to the overall health of retailing with some sectors requiring a “culling of the herd” to better sustain long term.

City Wide Retail Review



- Step 2
- Recommendations on specific development opportunity matches
 - who goes where.
- Identify barriers to new retail entering Commerce City.
- Identify where City involvement is needed to facilitate retail development, redevelopment, recruitment and retention.

The Chase

- Step 3
- Deeper dive into the development opportunity matches.
- Identify specific retailer matches.
- Chase down those retailers.



Questions?

