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# PALM COAST, FL RETAIL RECRUITMENT UPDATE



# OBJECTIVE

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## **Palm Coast's Objectives Are:**

- Understand its retail economic condition and seek an actionable program to recruit new retailers.

## **Buxton Solution:**

- Buxton's retail recruitment solution identifies specific retailers who seek a market with household purchasing habits just like yours and provides custom pursuit packages for up to 20 of these retailers.
- This solution is a marketing strategy that enables community leaders to immediately implement a retail development program targeting new retail growth as well as retaining existing business.

# PROJECT STATUS

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## Process Outline

### Your Unique Thumbprint

- Drive-Time Trade Area
- Consumer Market Assessment

### Target Retailer Identification

- Consumer Profile Match Process
- Retail Market Conditions

### Implementation

- Pursuit Packages
- Contact Information
- Engagement letters

## Status

Complete: Results Provided

Complete: Results Provided

Completed: Outreach on going

# Palm Coast, FL RETAIL THUMBPRINT

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CONSUMERS

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DRIVE-TIME  
TRADE AREA

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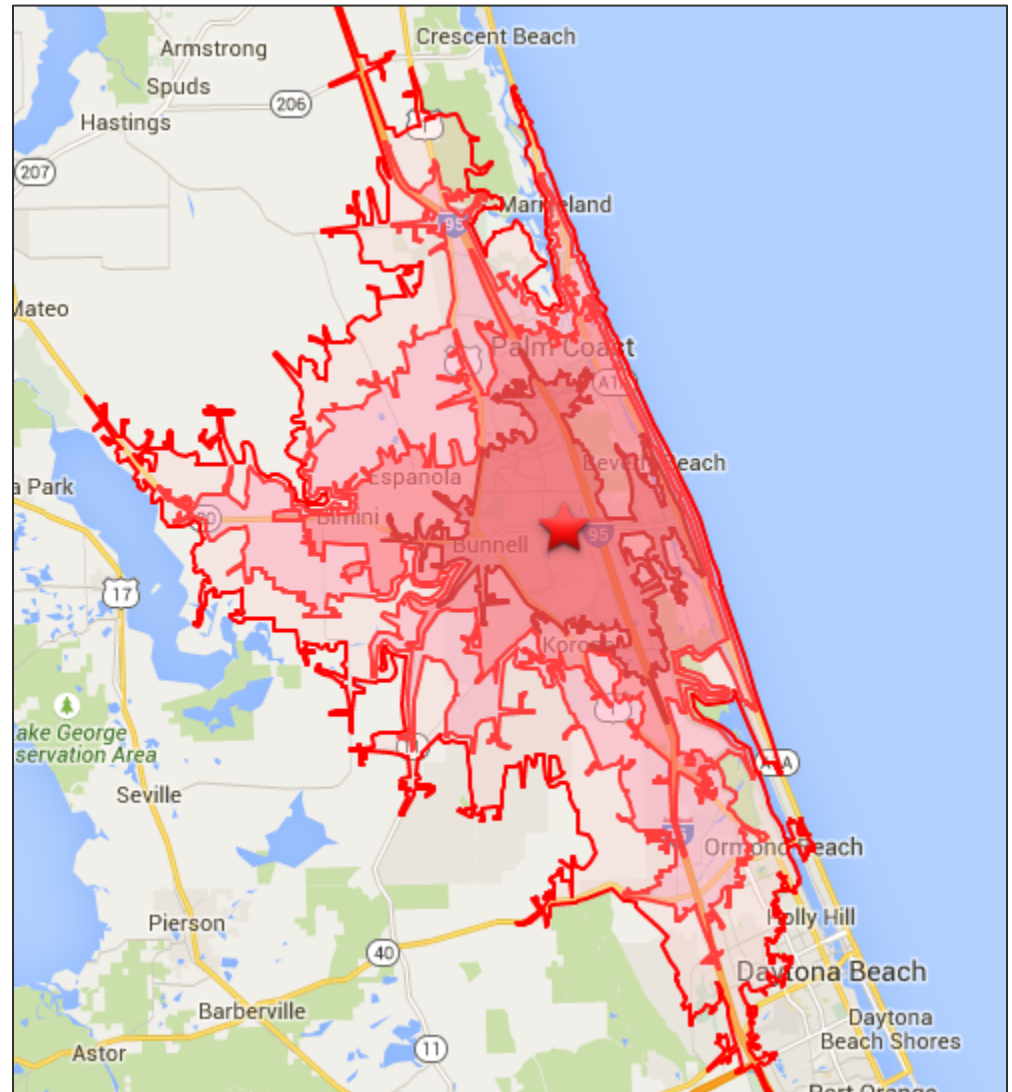


YOUR RETAIL TRADE  
AREA'S UNIQUE  
THUMBPRINT

# DRIVE-TIME TRADE AREA

Numerous drive-times are being considered based on specific business concepts and retail categories.

| CATEGORY  | TRADE AREA |
|---|------------|
| Fast Food                                       | 15         |
| Gym   | 15         |
| Sporting Goods                                  | 20         |
| Hardware/Home Improvement                       | 25         |
| <i>Over 60 retail categories being analyzed</i> |            |

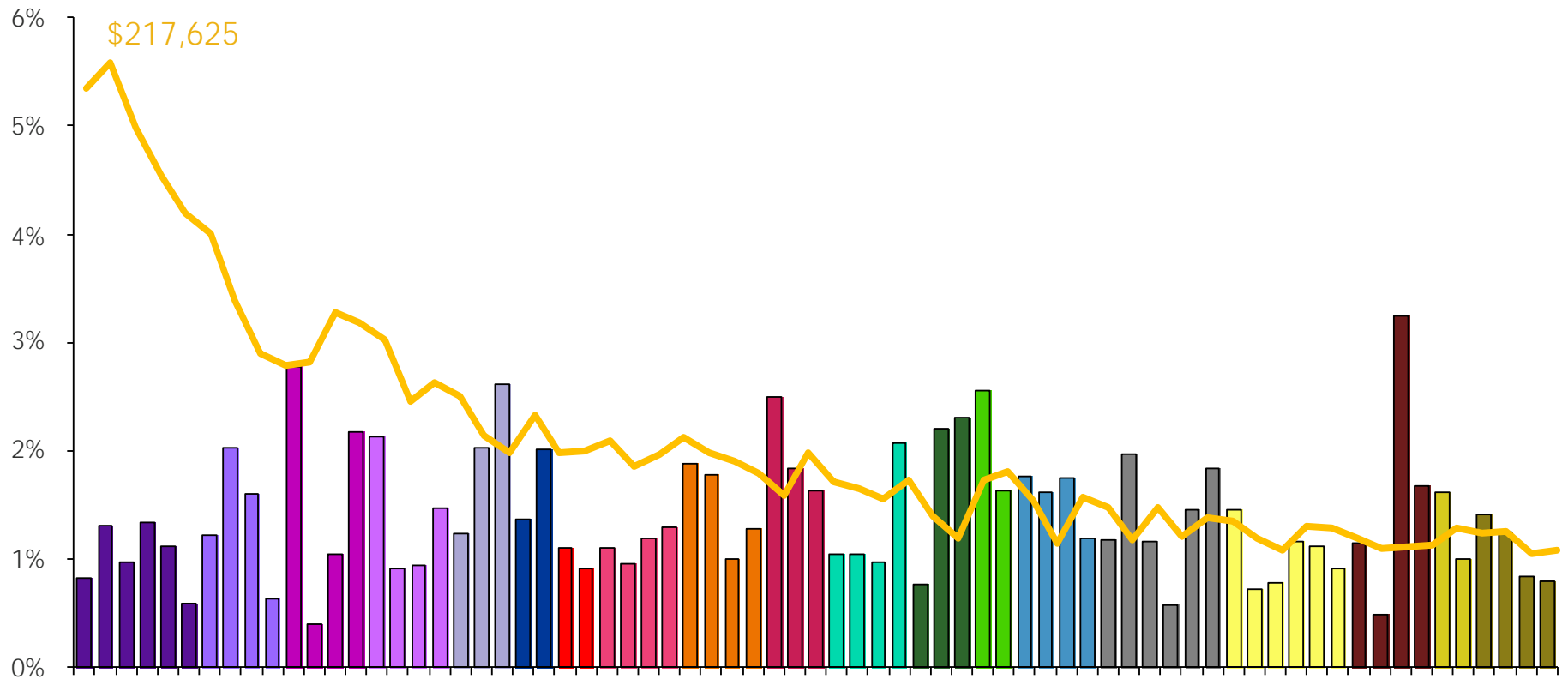


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# CONSUMER PROFILES

# SEGMENTATION

All U.S. households are grouped into types based on demographics and **psychographics**

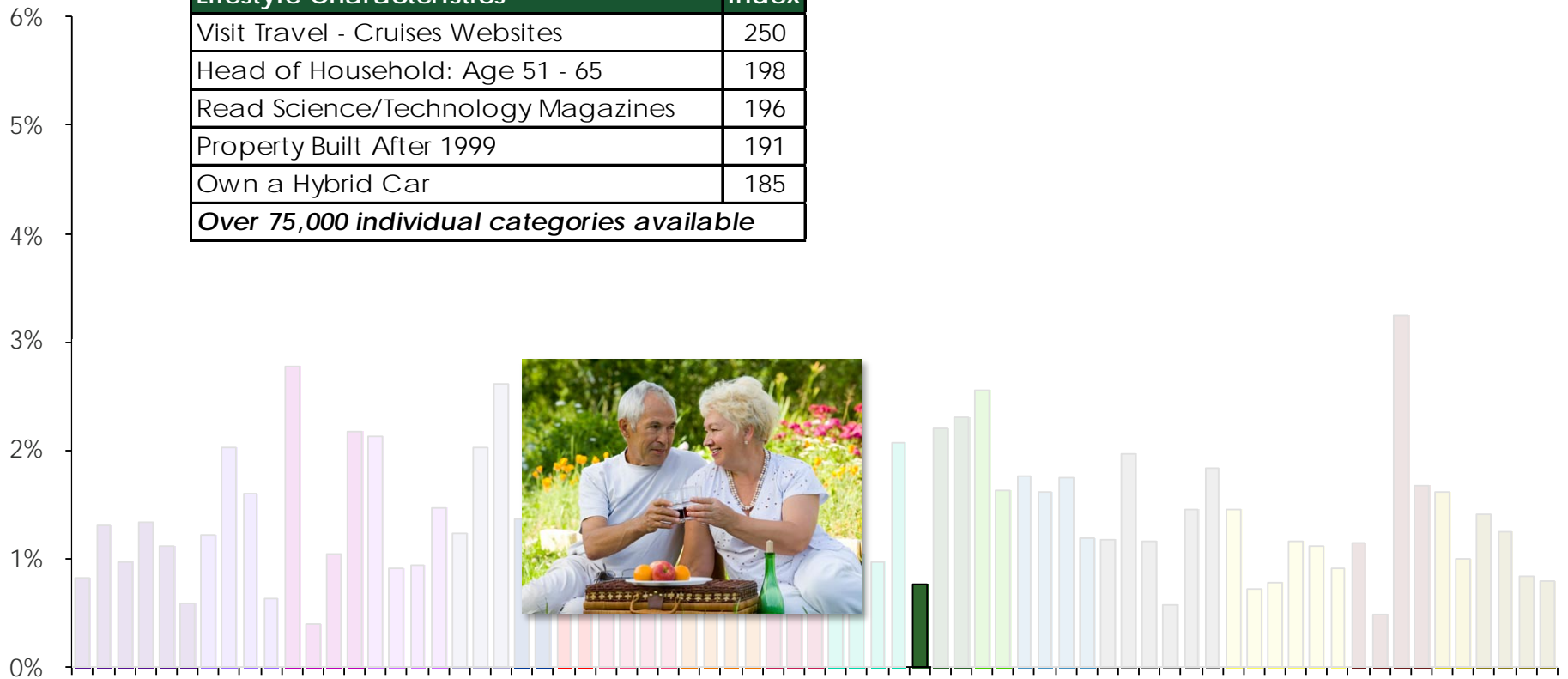


# IDENTIFY & ANALYZE YOUR PATIENTS

## L41: Booming and Consuming

Older empty-nesting couples and singles enjoying relaxed lives in small towns

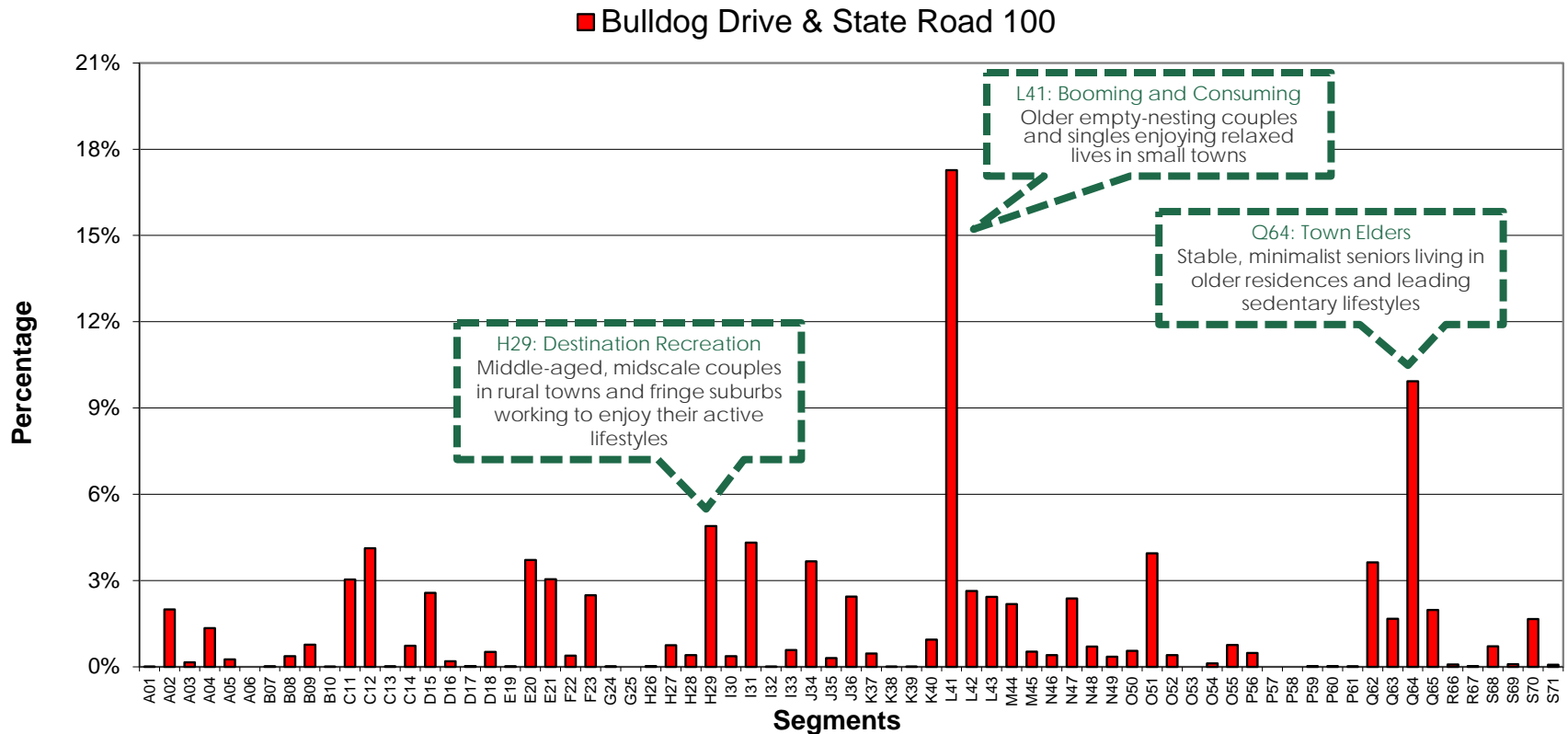
| Lifestyle Characteristics                          | Index |
|--|-------|
| Visit Travel - Cruises Websites                    | 250   |
| Head of Household: Age 51 - 65                     | 198   |
| Read Science/Technology Magazines                  | 196   |
| Property Built After 1999                          | 191   |
| Own a Hybrid Car                                   | 185   |
| <b>Over 75,000 individual categories available</b> |       |





# CONSUMER PROFILE

The psychographic profile of the households within a 20-minute drive-time of the site is presented below.



# Palm Coast, FL RETAIL THUMBPRINT

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**YOUR RETAIL TRADE  
AREA'S UNIQUE  
THUMBPRINT**

**RETAIL MARKET  
CONDITIONS**

**TARGET RETAILER  
IDENTIFICATION**

# RETAIL MARKET CONDITIONS

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## COMPETITION

- Competition by Retail Category
  - Proximity
  - Trade Area Overlap
- Competition VS demand ratio
- Retail Leakage and Supply Analysis

## AREA DRAW

- Grocery Stores
- Big Boxes
- Malls
- Restaurants
- Fast Food
- Gross Leasable Area
- Schools and Colleges
- Physicians
- Large Businesses
- Healthcare
- Hotels
- Sporting Arenas
- Casinos

## ACCESSIBILITY

- Road Score
- Traffic
- Distance to Nearest Highway
- Distance to Nearest Interstate

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# TARGET RETAILER IDENTIFICATION

# INITIAL TARGETED RETAILERS

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# REPLACEMENT RETAILERS

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# CURRENT TARGET RETAILERS



# RETAIL RECRUITMENT STATUS

## Plan and Implement

Palm Coast's results:  
**Targets Identified/Strategic Plan created**

As of today, Buxton has executed initial communication to 23 of the best fit retailers identified through our process. Beau has sent follow up Ice Breaker communication to 23 out of 24 of the retailers with an attached Match Report requesting a follow up conversation.

## Solid Interest

Palm Coast's results:  
**7 of 23 Retailers responded with interest in market**



## Studying Specific Sites

Palm Coast's results:  
**2 of 7 Retailers site specific communications with Buxton/Beau**

- **Save A Lot** - Searching for the right site for a sustainable location. Palm Coast could likely sustain 2 Save A Lot locations - **Neil Kirchoff, Sr. Development Manager Southeast**  
 - **Buffalo Wings & Rings** – Palm Coast would be a good fit for our concept. We need to find a franchisee in order to move forward. – **Carey Floyd, Real Estate Manager**



# STATUS CONTINUED...

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The Cato Corporation is willing to open a store in the Palm Coast ... at this point we have not had the right space for the right price... I am sure in the future we will open a store in Palm Coast. - **Bill Coe, Regional Vice President of Real Estate**



After much discussion internally, we have decided we are going to hold out for a site closer to IH 95 preferably at the Palm Coast Hwy intersection. Thank you for the interest and feel free to keep me in the loop on any potentials at that node you may be aware of. - **Keith Moore, Senior Director, Real Estate Development**



The Palm Coast trade area is on the 3-5 year plan for us...We will likely revisit at some point, but I think it will be a couple years. - **Glenn Remus, Director of Real Estate**



We are looking at a couple sites on the north side of the market. – **Patrick Smith, AVP Real Estate**

# NEXT STEPS

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## ON GOING EFFORTS

- WEEKLY COMMUNICATION ON CONTINUOUS EFFORTS WITH BUXTON SUPPORT TEAM
- CONTINUE GROWING RELATIONSHIPS WITH RETAILERS TO MEET THE END GOAL OF RETAIL SUCCESS
- EVOLVE STRATEGY STRATEGICALLY AND SPECIFICALLY FOR EACH RETAILER
- TRADE SHOW SUPPORT

## TARGETED RETAILER PLAN

- ICE BREAKER EMAILS TO REMAINING 13 RETAILERS
- CONTINUE TALKS WITH 7 WARM LEADS

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# DRIVE-TIME TRADE AREA

# DRIVE-TIME TRADE AREA ANALYSIS

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- Drive-Time Trade Area identifies how far (in minutes) consumers are willing to drive to consume goods/services within your community.
- The recommended drive-time trade area is meant to encompass the day-in-day out sustainable consumer base. Less frequent consumers may fall outside of the trade area as they are not considered to be day in day out consumers.
- Buxton's proprietary drive-time software analyzes:
  - Speed limits
  - Road classification
  - Length of road
  - Time of day
  - Additional variables

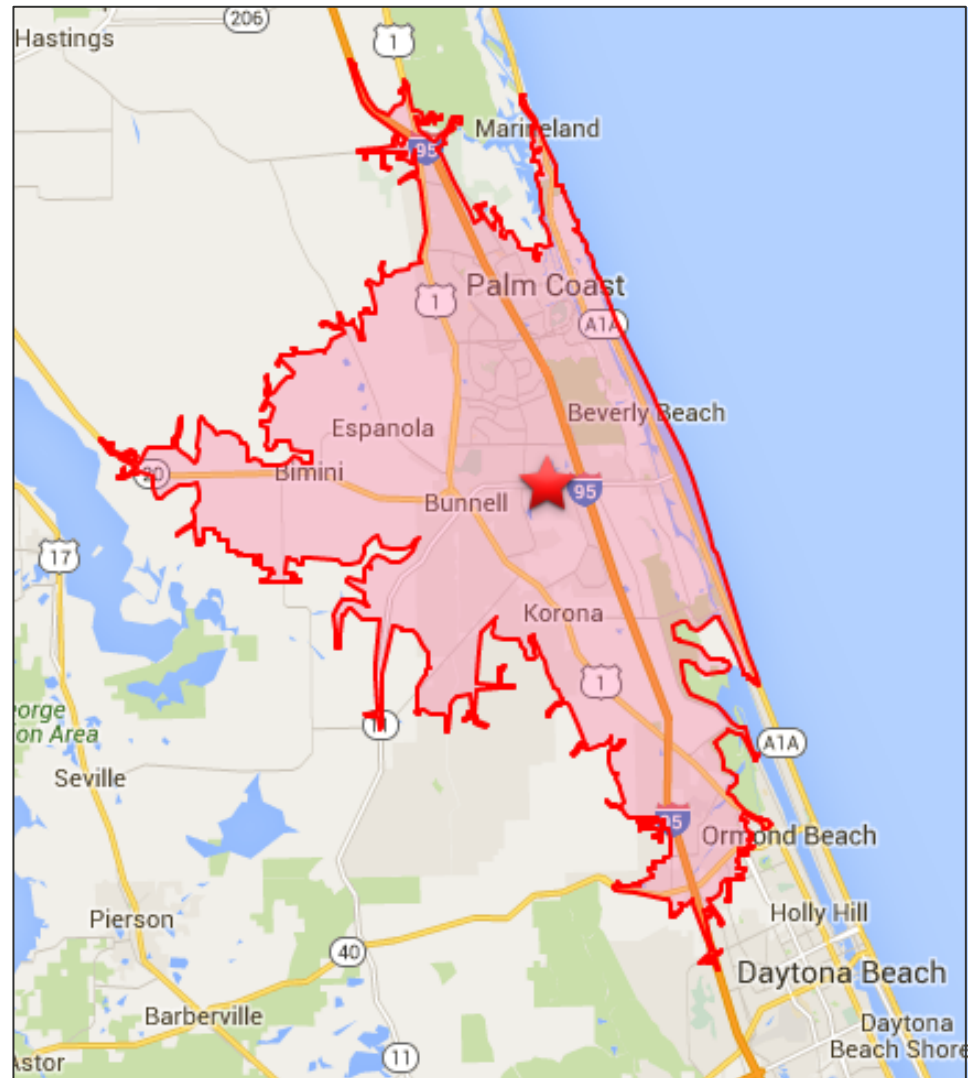
# DRIVE-TIME TRADE AREA

## Drive-Time Trade Area: 20 minutes

*The day in day out sustainable consumer base lives within 20 minutes.*

★ Bulldog Drive & State Road 100,  
Palm Coast, FL 32164

□ 20-Minute Drive-Time Trade Area



# MATCHED RETAILER REPORT

The City of XYZ

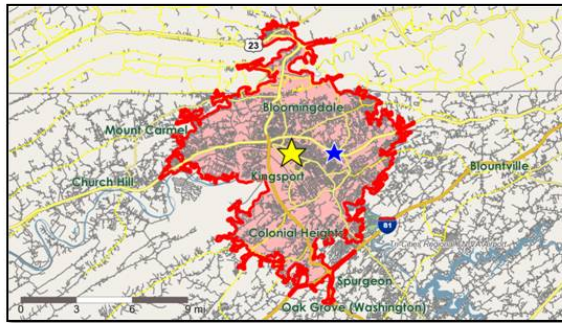
## Retailer

Site Similarity Score: 89

**Site Address:** Broad St & Center St  
Kingsport, TN 37660

**Latitude:** 36.547494  
**Longitude:** -82.559871

**BUDS:** Suburban (3)  
**Trade Area:** 15 Minutes



### Trade Area Snapshot

**Population (Pop):** 72,110  
**Workplace Pop:** 30,827

**Households (HH):** 31,811  
**Avg HH Income:** \$54,657

**Pop Growth (00-10):** 1.5%  
**Proj. Growth (12-17):** 0.0%

**HH Growth (00-10):** 3.0%  
**Proj. Growth (12-17):** 0.9%

★ Proposed Retail Site    □ 15 Minute Trade Area    ★ Existing Location

### Proposed Site Scores

| Address              | City | State | Customer | Demographic | Competition | Area Draw | Accessibility |
|----------------------|------|-------|----------|-------------|-------------|-----------|---------------|
| BROAD ST & CENTER ST | XYZ  | ST    | 104      | 109         | 105         | 99        | 93            |

### Most Comparable Retailer's Location Scores

| Address              | City          | State | Customer | Demographic | Competition | Area Draw | Accessibility |
|----------------------|---------------|-------|----------|-------------|-------------|-----------|---------------|
| 335 HARDING PLACE    | NASHVILLE     | TN    | 104      | 120         | 99          | 88        | 100           |
| 5316 CENTRAL AVENUE  | KNOXVILLE     | TN    | 104      | 98          | 75          | 87        | 76            |
| 3743 SHARKE WAY      | LEXINGTON     | KY    | 103      | 103         | 103         | 103       | 80            |
| 401 MARKET ST        | CHATAHOOGA    | TN    | 101      | 87          | 121         | 100       | 102           |
| 12913 SHELBYVILLE RD | LOUISVILLE    | TN    | 100      | 90          | 110         | 100       | 95            |
| 8100 HWY 1005        | NASHVILLE     | TN    | 97       | 90          | 90          | 103       | 96            |
| 612 GRASSFIELD PKWY  | CHESAPEAKE    | VA    | 96       | 95          | 102         | 95        | 103           |
| 113 N PLAZA DR       | NICHOLASVILLE | KY    | 96       | 120         | 90          | 90        | 110           |
| 4132 FORTSMOUTH BLVD | CHESAPEAKE    | VA    | 94       | 110         | 85          | 112       | 76            |
| 4535 OUTER LOOP      | LOUISVILLE    | KY    | 93       | 112         | 92          | 76        | 95            |

**Buxton**

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Summary Characteristics

Mapping and Demographics

Variable Scores and Comparable Retailer Locations