



retail strategies

RECRUITMENT PLAN

Chester County, SC

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- New Generation
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- Boots on the Ground

Connect

- Top Retail Prospects

Advance

- Networking

Recruitment Tools

WHO WE ARE

Your Team



Joshua Davis
Portfolio Director



Zach Price
Retail Development Associate

Leadership Team



Robert Jolly
CEO



Mead Silsbee
CFO



Lacy Beasley
President /COO



Clay Craft
VP of Client Services

Marketing Team



Courtney Hall
Chief Marketing Officer



Michelle Moultrie
Marketing Director



Ryder Richards
Creative Director



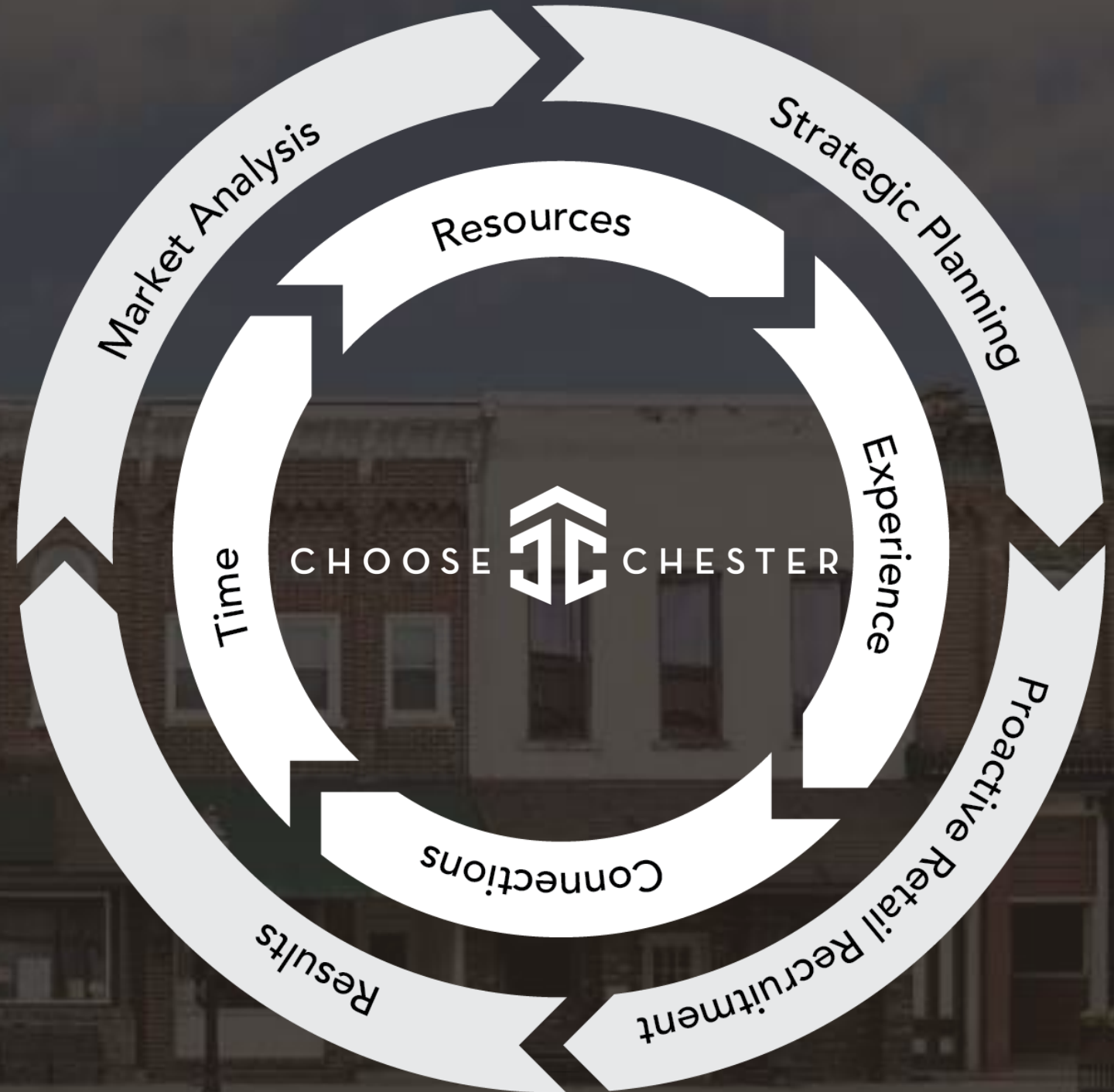
Lizzie Sanders
Marketing Associate

WHO WE ARE

Our Partnership

Retail Strategies is very pleased to partner with Chester County. We share a **common goal to generate new retail communication** that would not otherwise happen, and to **tell your story in a way that matters to retailers.**

We act as an **extension of your economic development arm**, and we surround your community with the resources and actions needed to create the desired results. Although we cannot guarantee success, we do guarantee you will be better off with us than without us.



Why Should a Municipality Invest Resources in Retail?

Retail builds on retail. Retail economic impact adds up quickly. Retail attracts the workforce that attracts the primary jobs. Retail influences executives looking to locate their company in your community. Retail enhances the quality of life. Quality of life encourages the future growth of your community.

retail recruitment
ladder



Retail builds tax base --- Retail adds jobs from entry-level to managerial --- Retail builds communities



discover

DATA

DISCOVER

Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided Chester County's primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

The following are the highlights from a data and analytic perspective.

①

Demographic
Overview

②

Mobile Data
Collections

③

Customized Trade
Area Analysis

④

Lifestyle
Segmentation

⑤

Retail
Gap Analysis

⑥

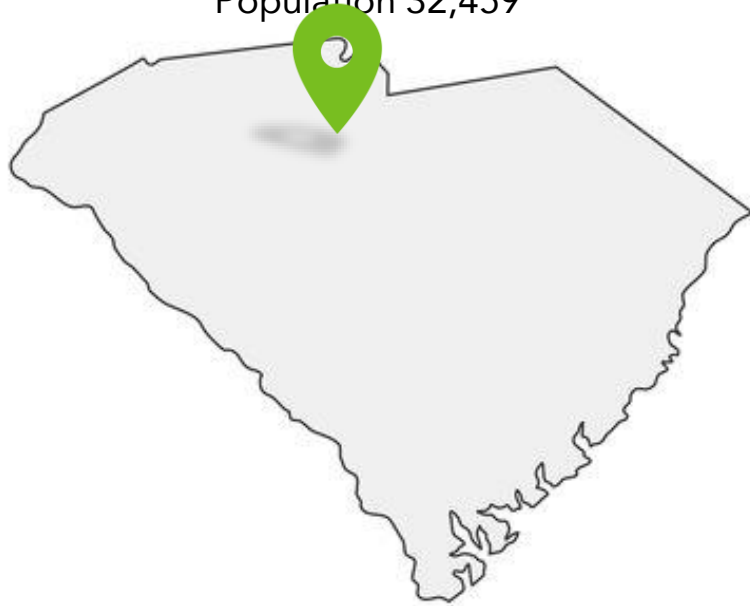
Peer
Analysis

DISCOVER

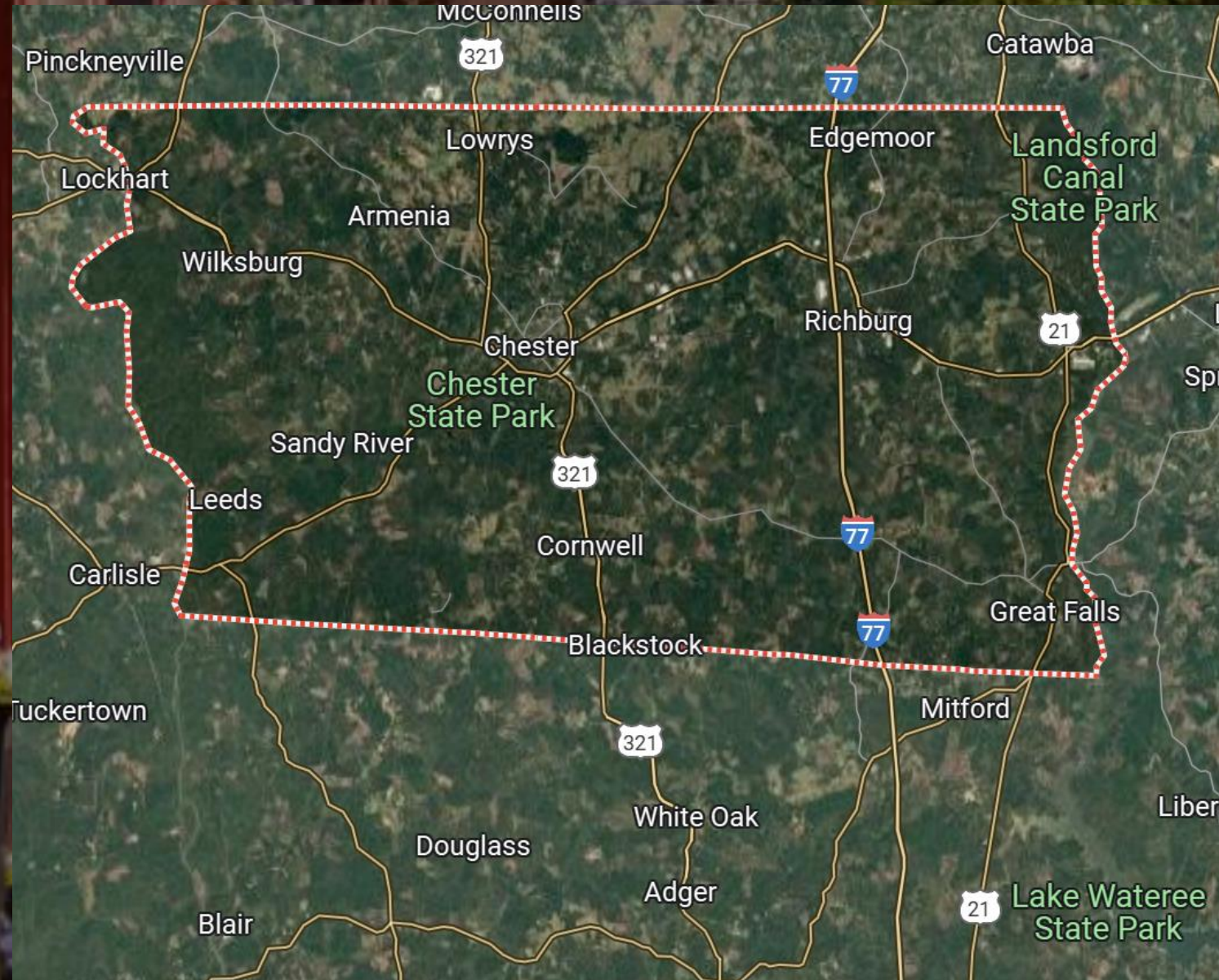
How you see it

Chester County, SC

Population 32,459



State of South Carolina
Population 5.37 million



DISCOVER

How retailers see it

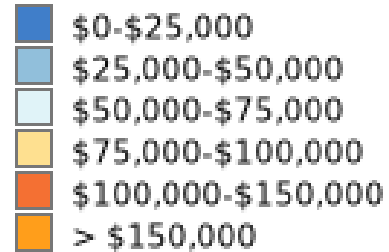
Residential Population
Density

• 1 dot = 100

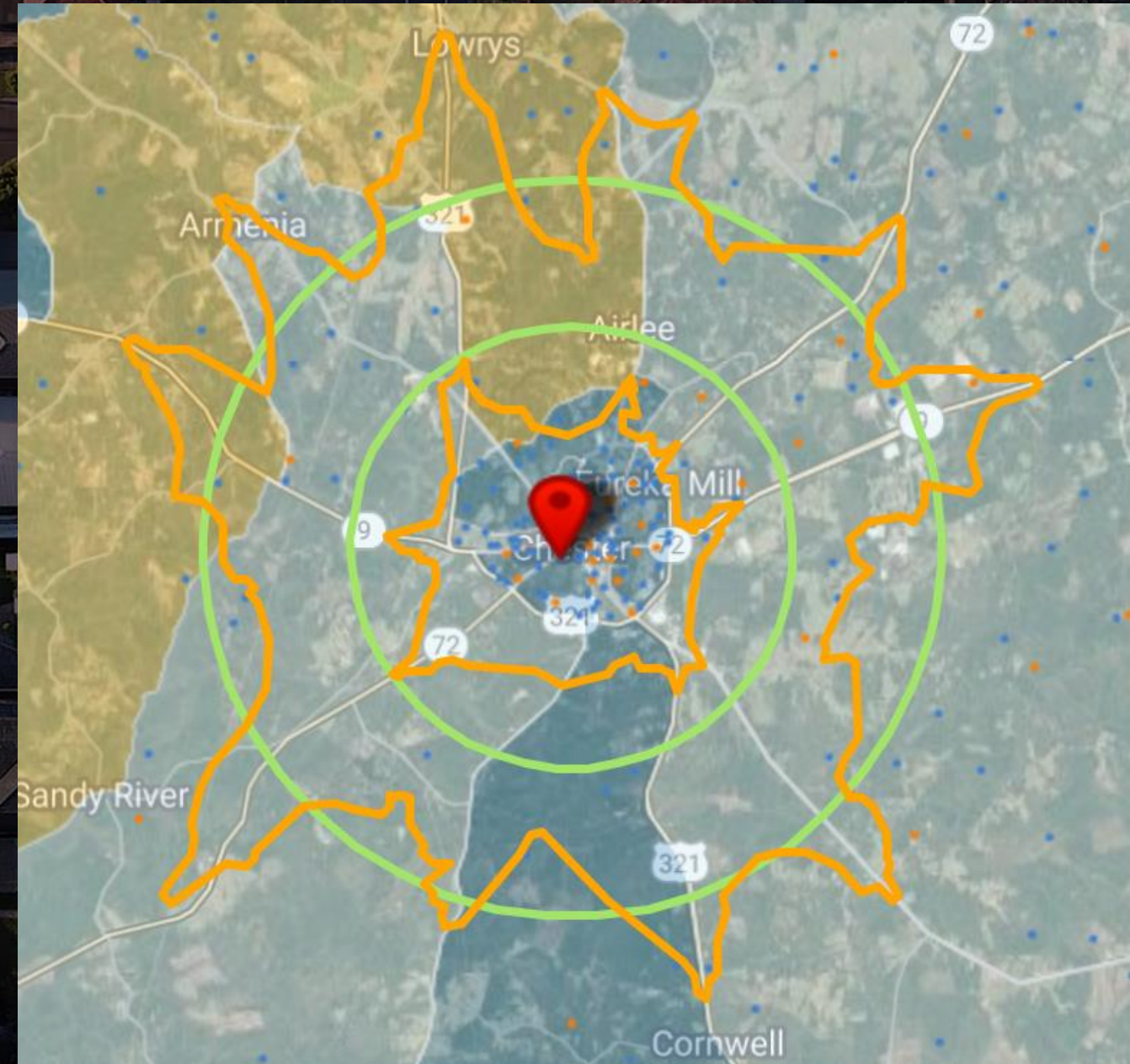
Daytime Employee
Population Density

• 1 dot = 100

Median Household Income



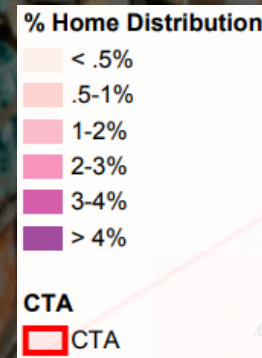
Study Area



DISCOVER

Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a geofence around a specific business or location, we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. **This tool allows us to see where customers are coming from to shop in your market using actual data.** This information is used to optimize your trade area, analyze business locations, compare the frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.



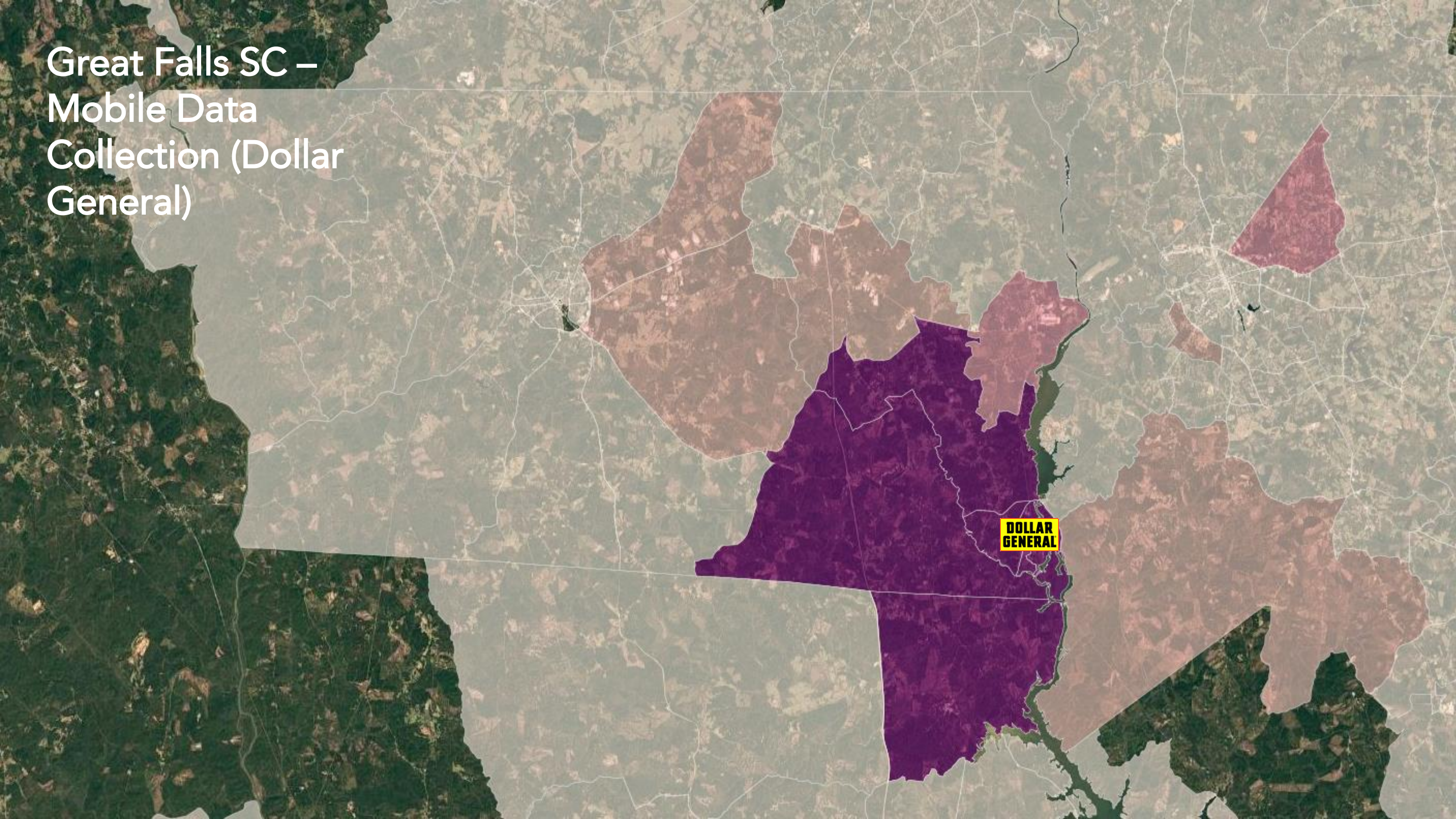
The location tracked was

The Chester Crossing
Shopping Center

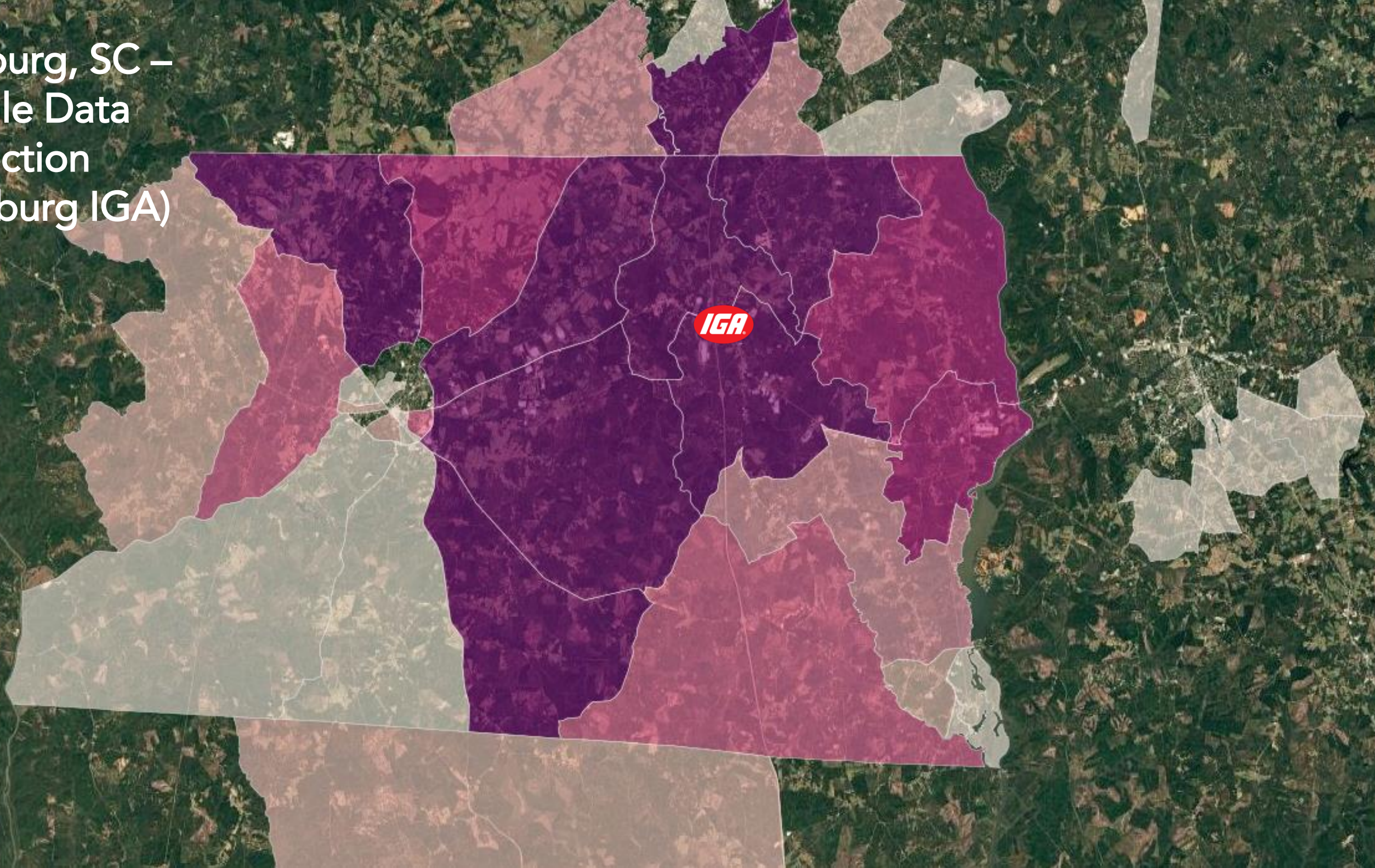
for the time period of

September 2023 to September
2024

Great Falls SC –
Mobile Data
Collection (Dollar
General)



Richburg, SC –
Mobile Data
Collection
(Richburg IGA)



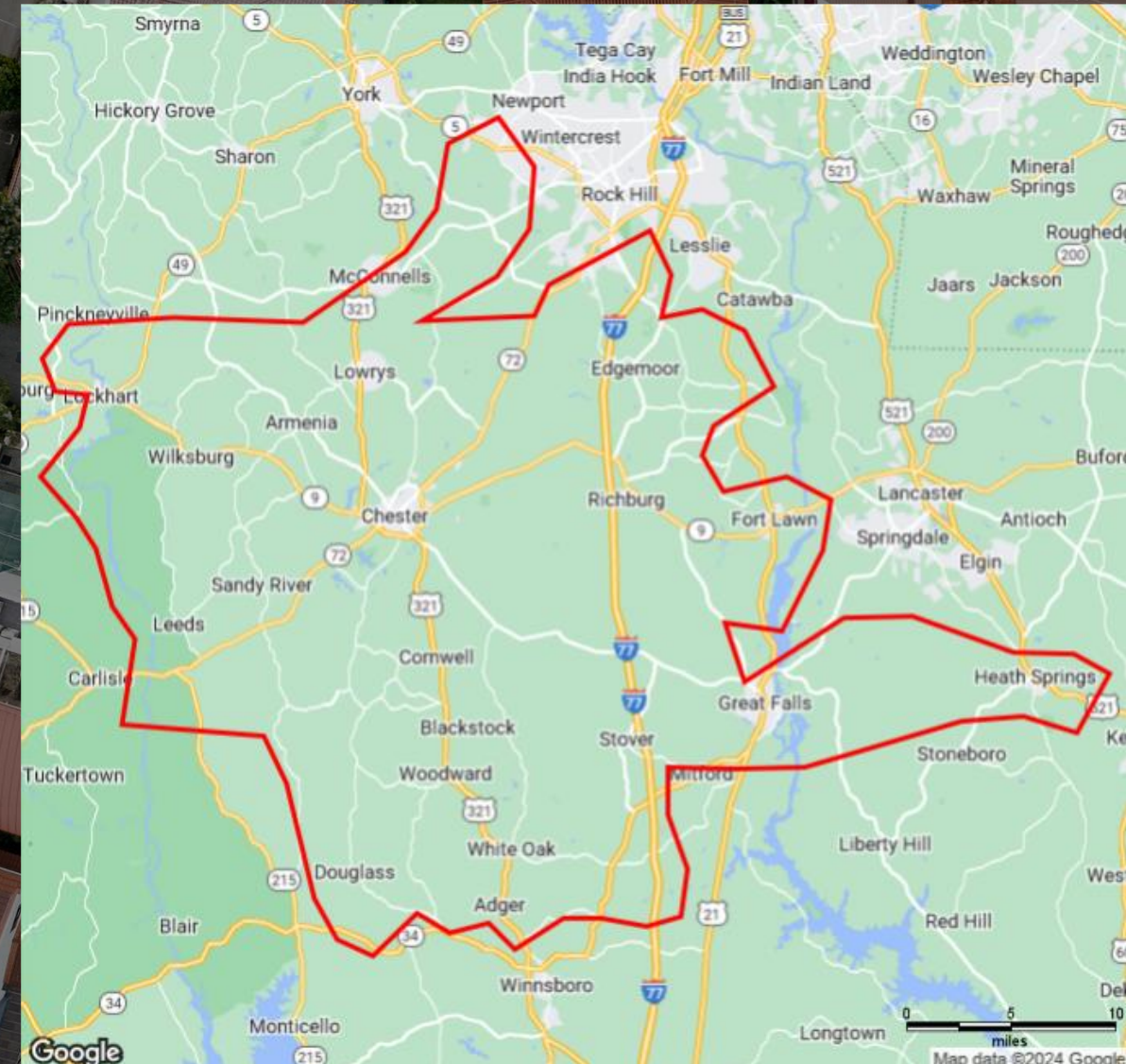
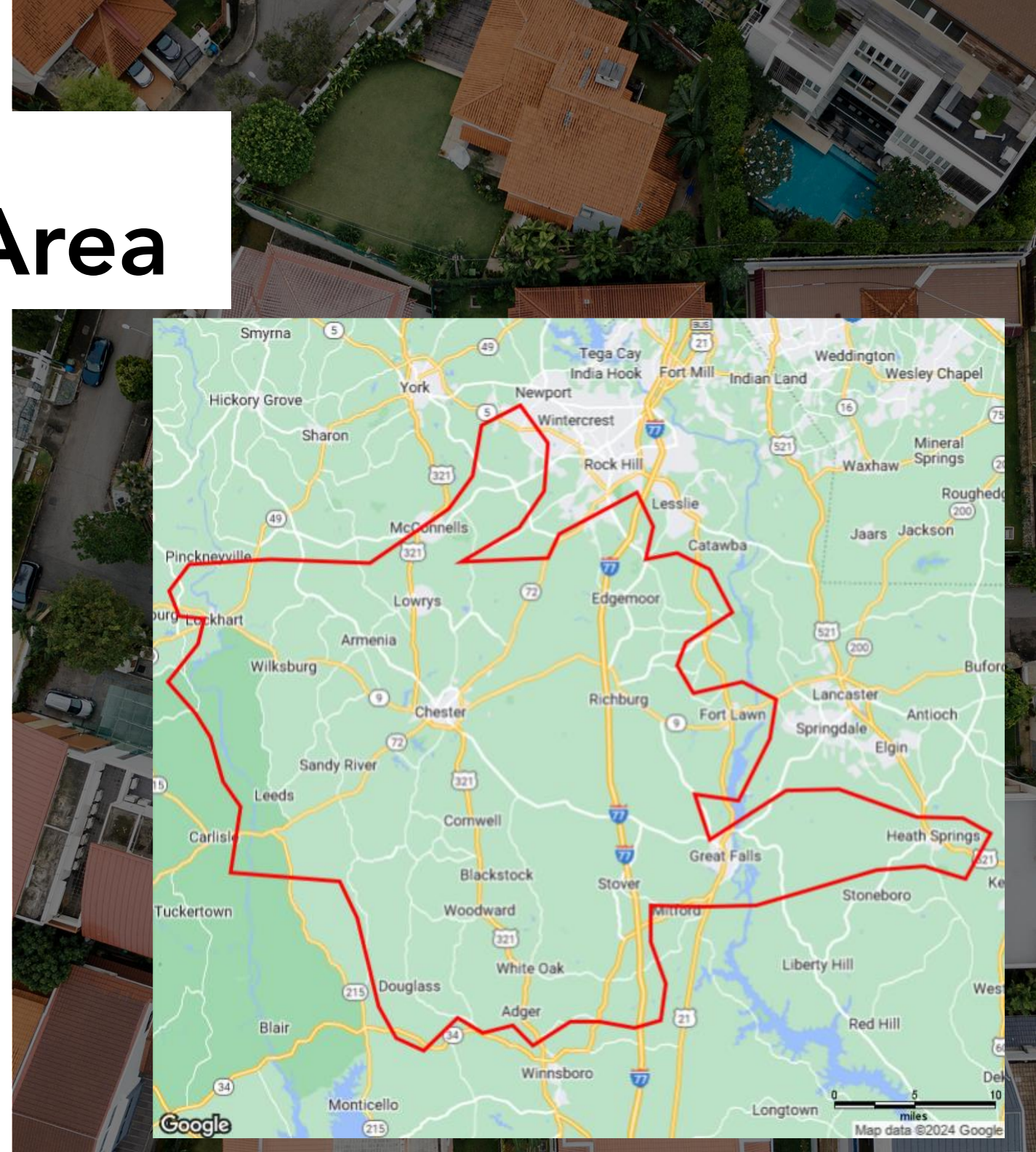
Chester, SC

Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings, and drive times are a start to evaluating the information sought by these decision-makers. A customized trade area is the next step in analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.

Your trade area has been created by combining mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their trade area based on their existing stores, their competition, and site selection criteria.

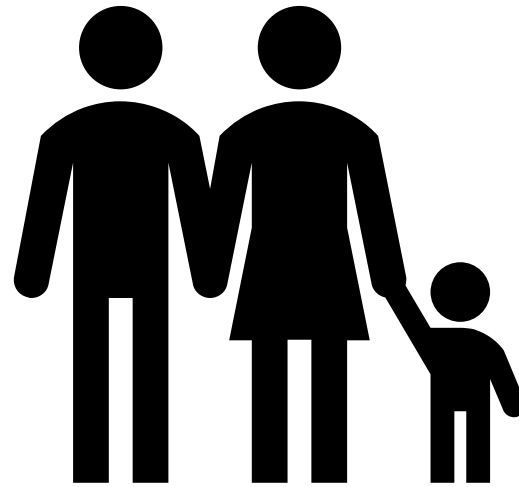
Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



Chester, SC

Customized Trade Area (Chester, SC)

52,388
projected 2028 population



52,514

2023 estimated population

\$60,650

Median household income

\$71,351
(United States)

42

male average age

37.7

US Male Average

44

female average age

41.1

US Female Average

DISCOVER

GAP Analysis

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (leakage) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI: PopStats as our provider of consumer demand and supply by establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI: PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is the U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census

Bureau's Economic Census. The source for the establishment is the Bureau of Labor Statistics (BLS). The consumer demand data by the establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

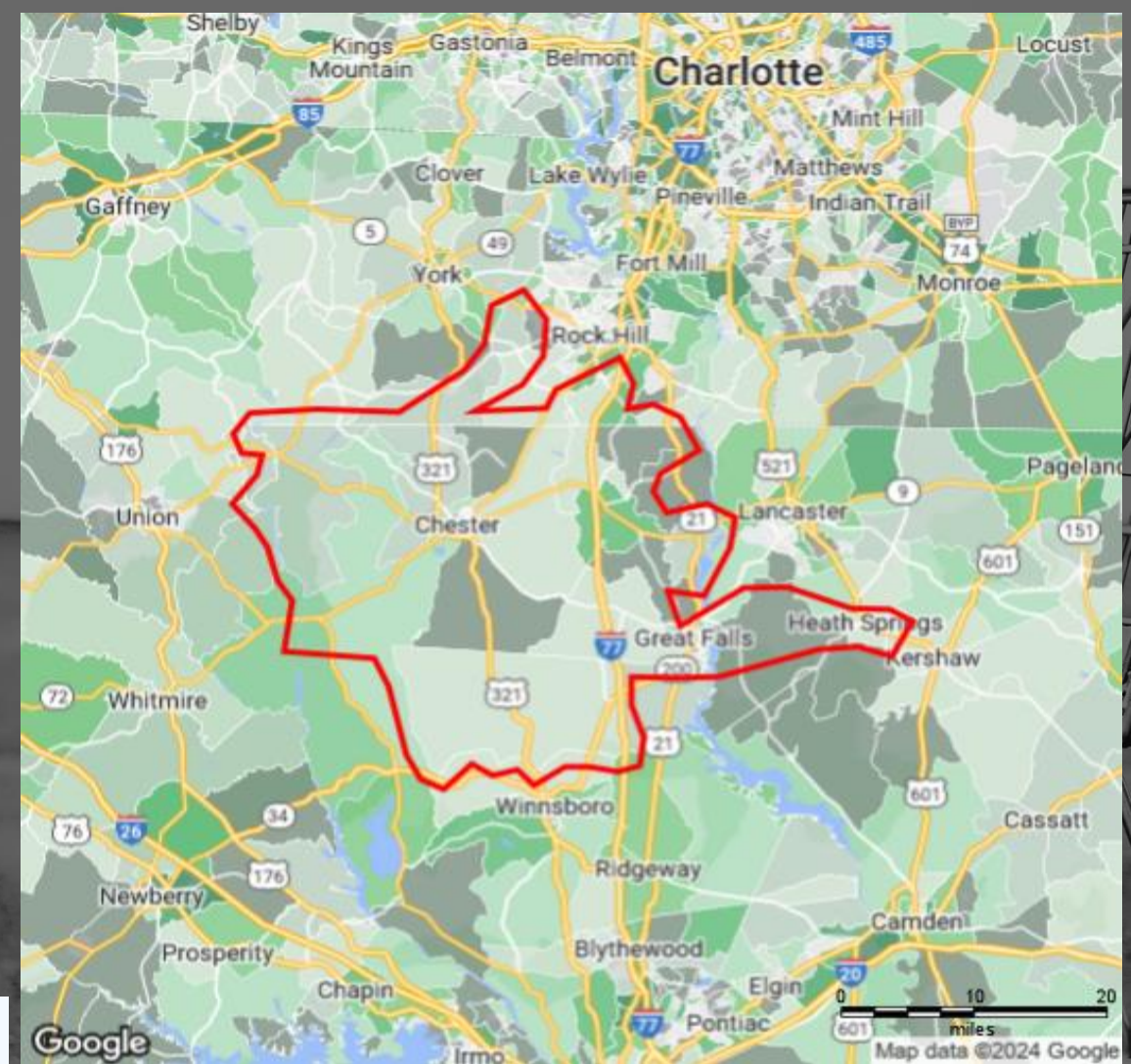
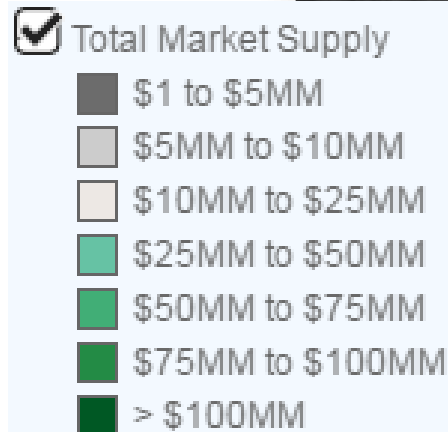
Data is rarely perfect, but proper analysis, it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

Chester, SC

Total Market Supply

\$504,636,942

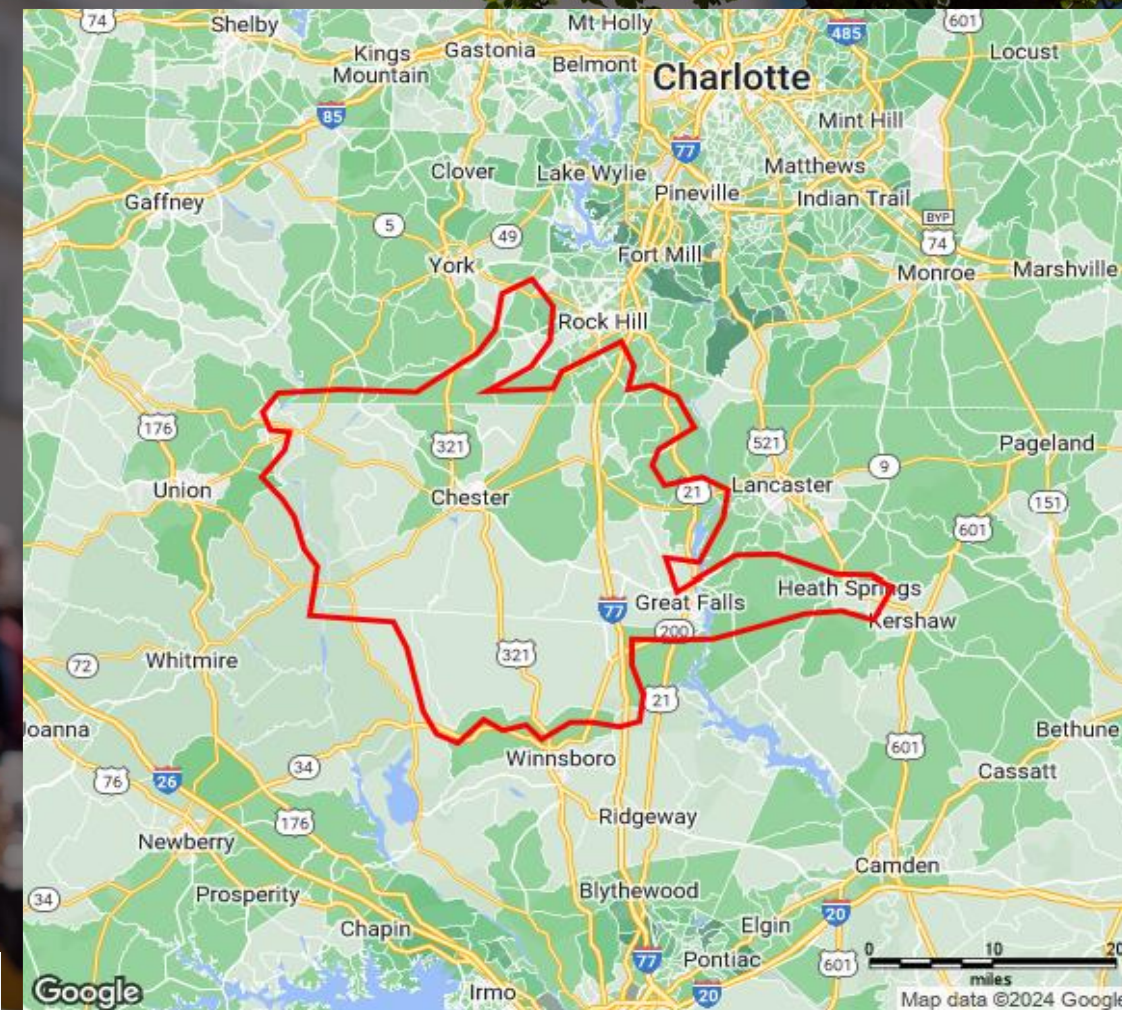
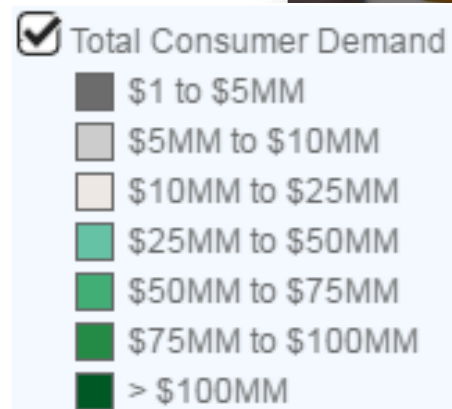
This represents the amount captured by businesses located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.



Total Market Demand

\$754,431,362

This represents the amount spent by consumers located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

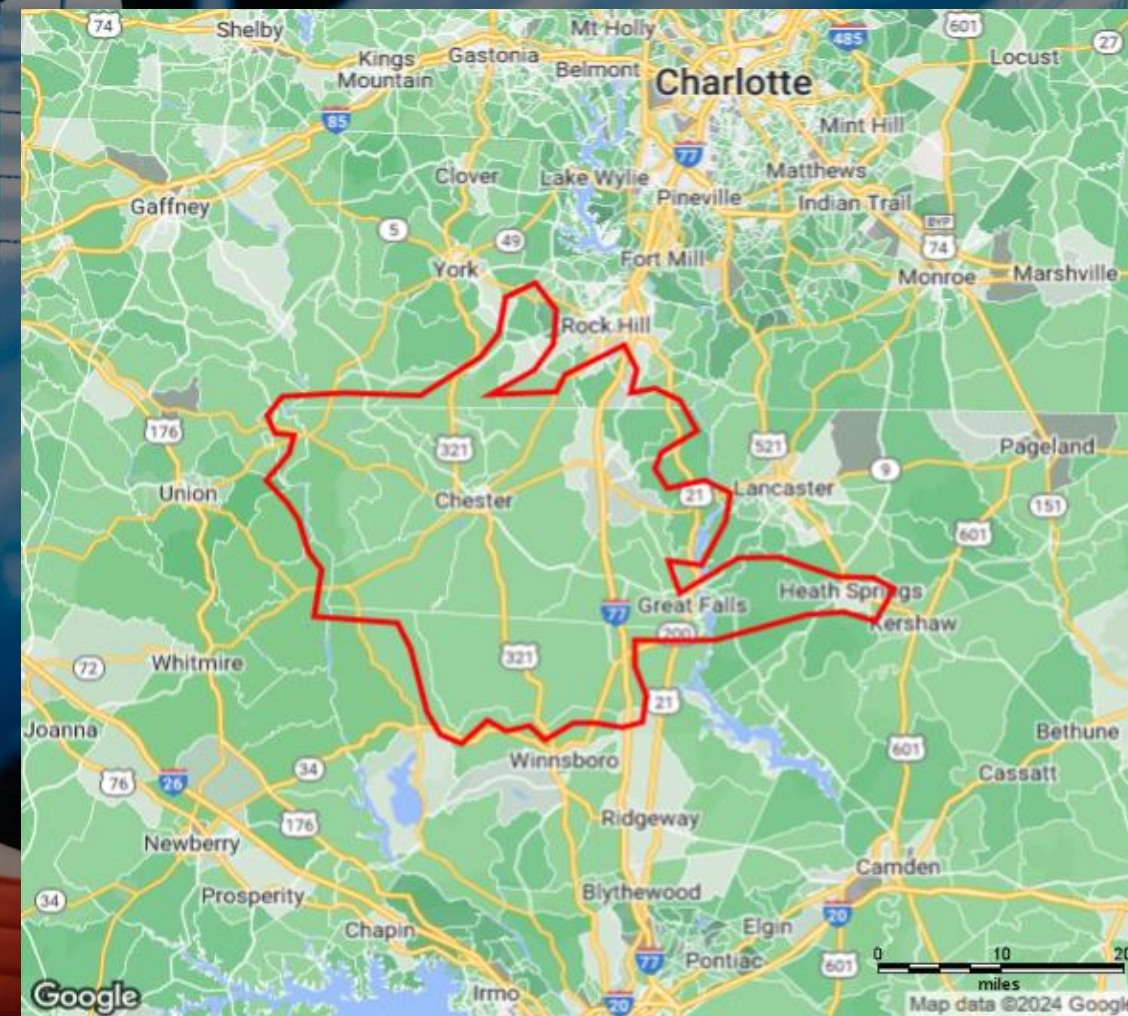


Chester, SC

Opportunity Gap

\$249,794,420

This means more people purchase items outside of the defined Chester County trade area than in the Chester County defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



Great Falls, SC

Your Demographic Playbook

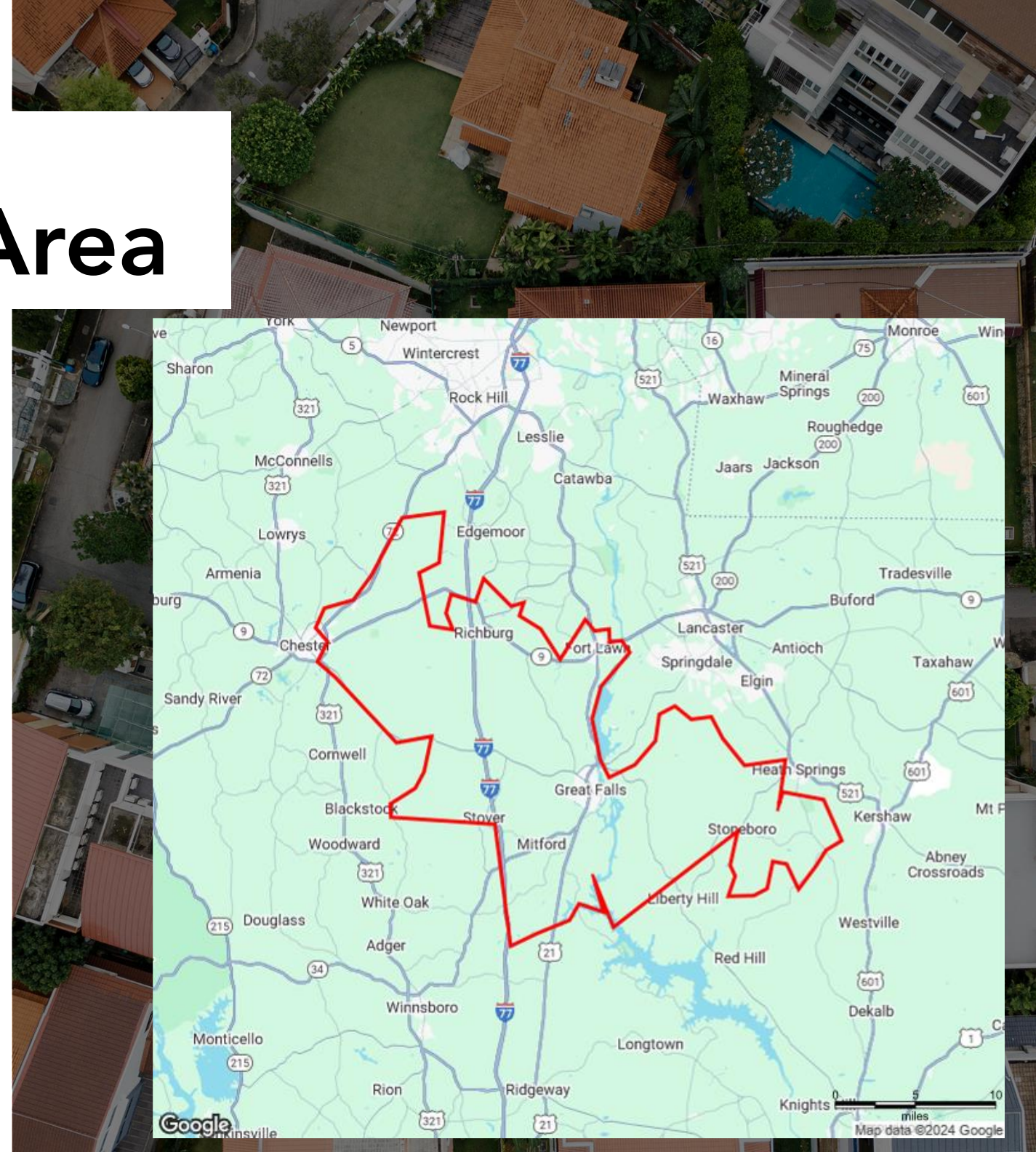
Category	3-Mile Radius	5-Mile Radius	5-Minute Drive Time	10-Minute Drive Time
Current Year Estimated Population	3,601	5,319	2,375	4,788
Number of Households	1,469	2,205	991	2,013
Average Home Value	\$ 168,872	\$ 206,850	\$ 132,442	\$ 194,058
Population Growth % ('23-28)	-2.0%	-1.0%	-3.5%	-0.9%
Current Year Average Age	42.8	44.1	41.2	43.8
Current Year Median Household Income	\$ 47,077	\$ 54,836	\$ 41,916	\$ 51,547
Current Year % Bachelor's Degree	12.4%	13.6%	10.7%	13.4%
Total Number of Employees	779	1,002	627	1,031
Daytime Population	3,252	4,071	2,654	4,066

Great Falls, SC

Customized Trade Area

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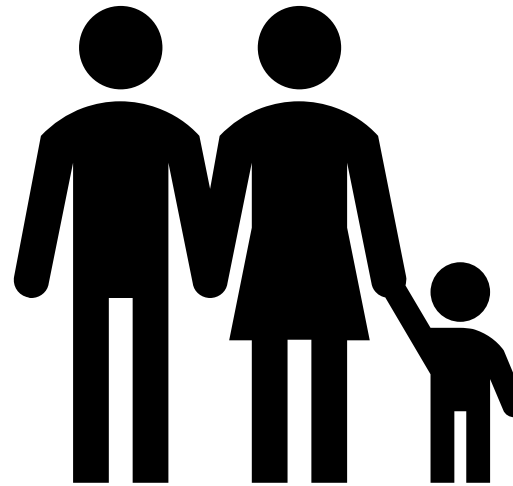
Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



Great Falls, SC

Customized Trade Area

15,610
projected 2028 population



15,614
2023 estimated population

\$60,650
Median household income

\$71,351
(United States)

42
male average age

37.7
US Male Average

44
female average age

41.1
US Female Average

Great Falls, SC

Customized Trade Area

7,042

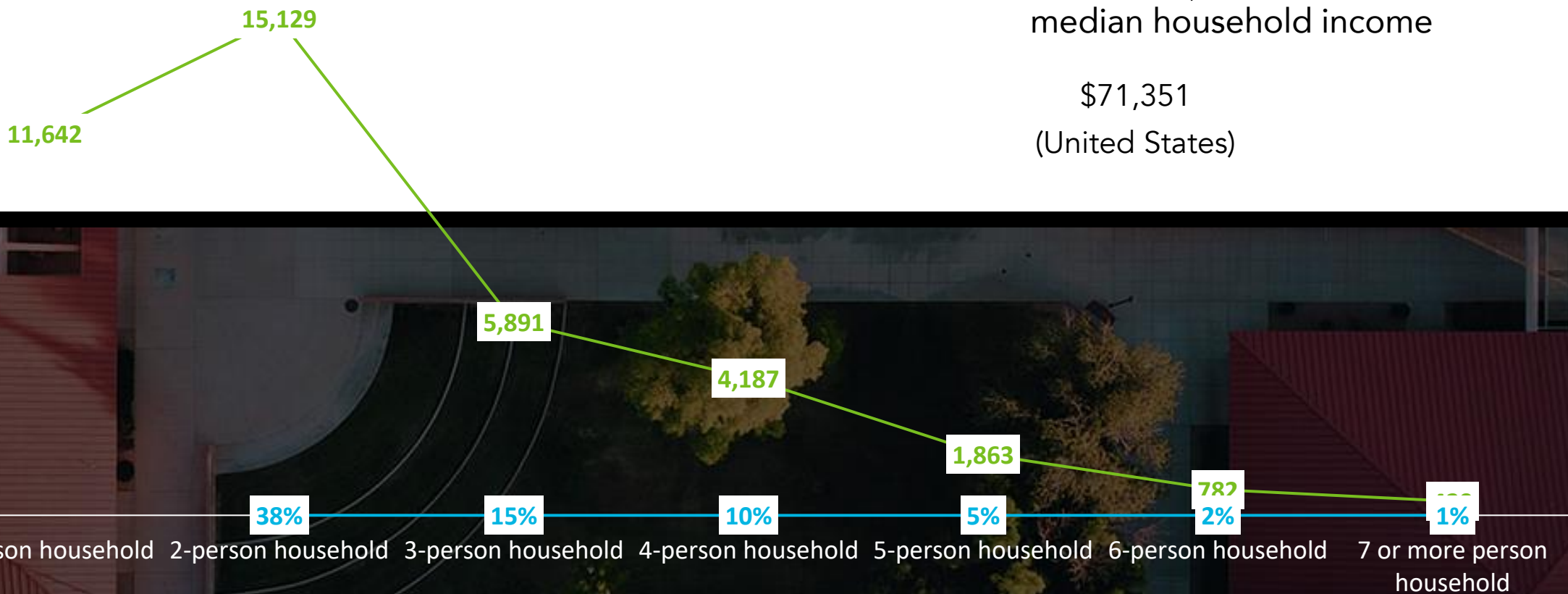
number of households

\$55,744

median household income

\$71,351

(United States)



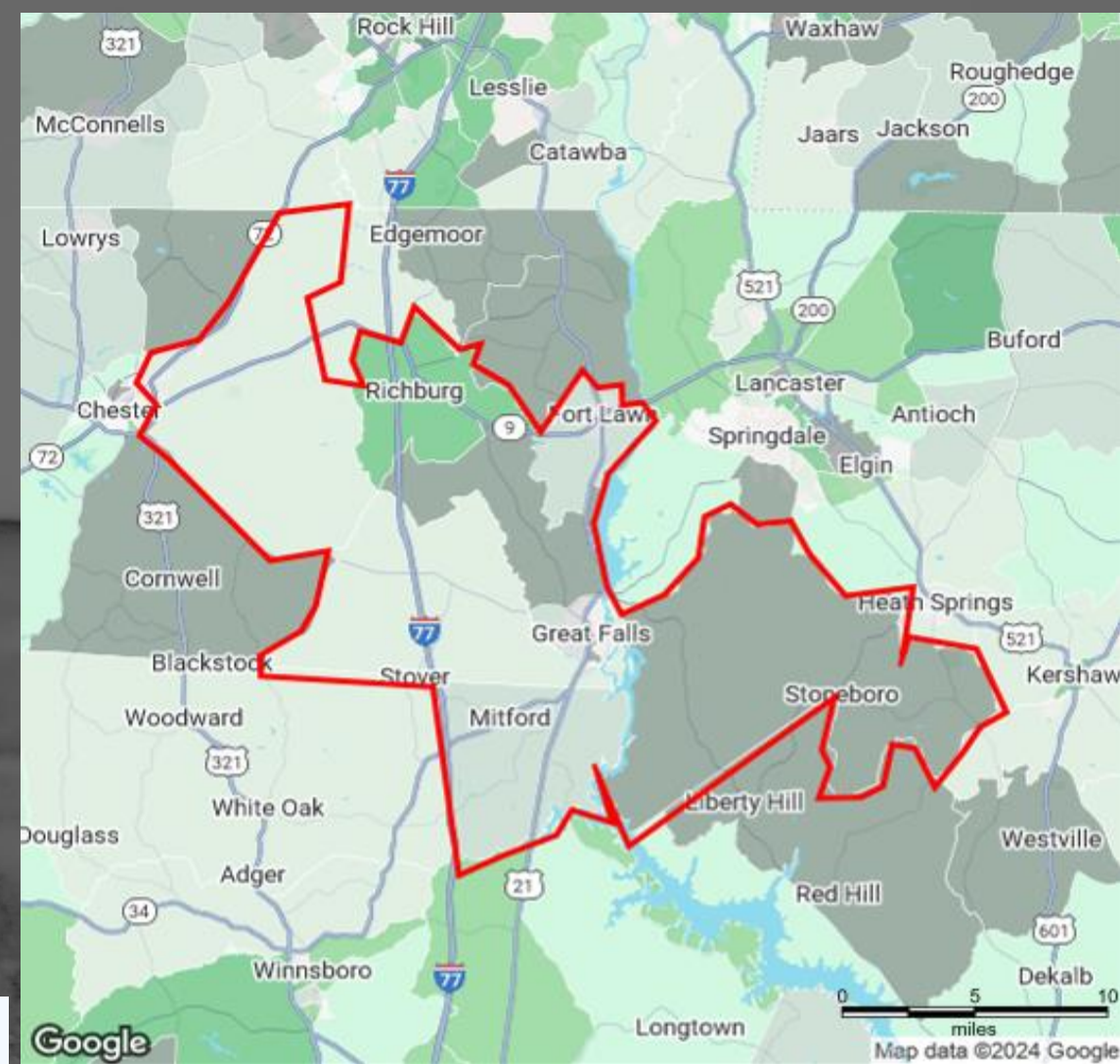
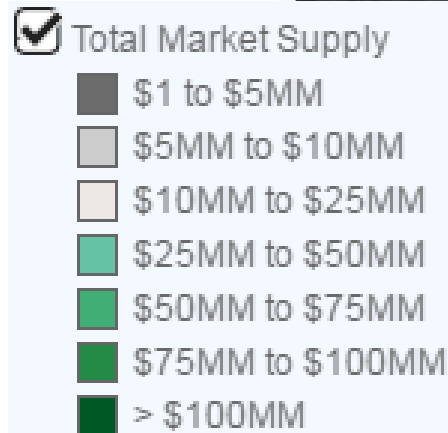
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

Great Falls, SC

Total Market Supply

\$159,284,891

This represents the amount captured by businesses located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

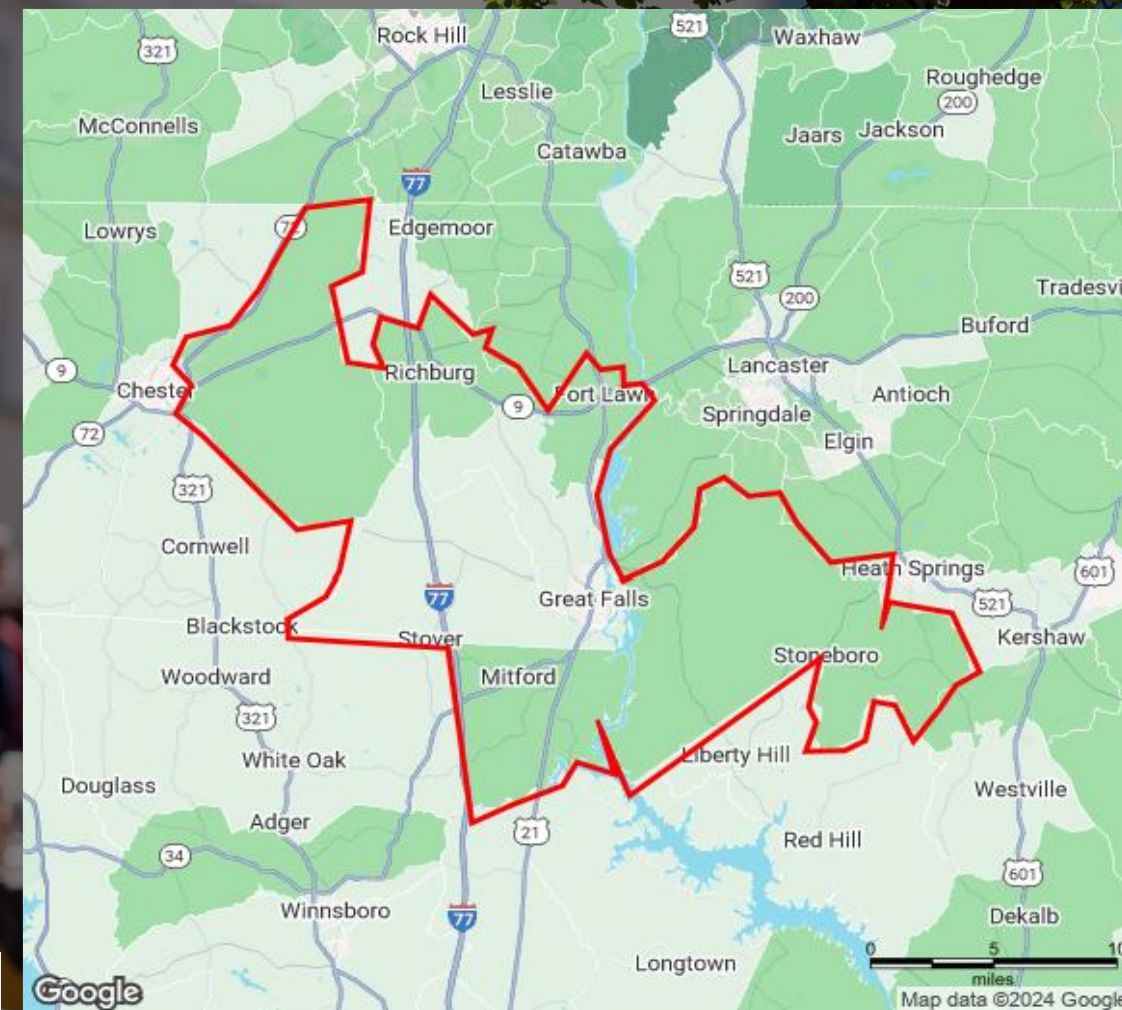
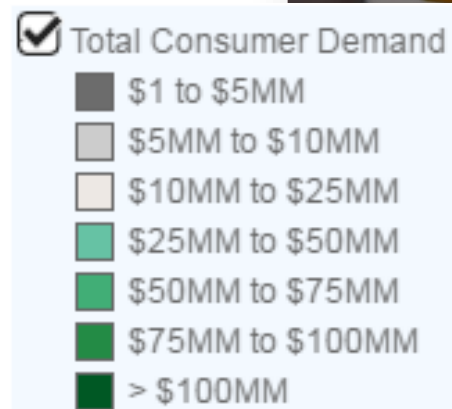


Great Falls, SC

Total Market Demand

\$222,612,888

This represents the amount spent by consumers located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

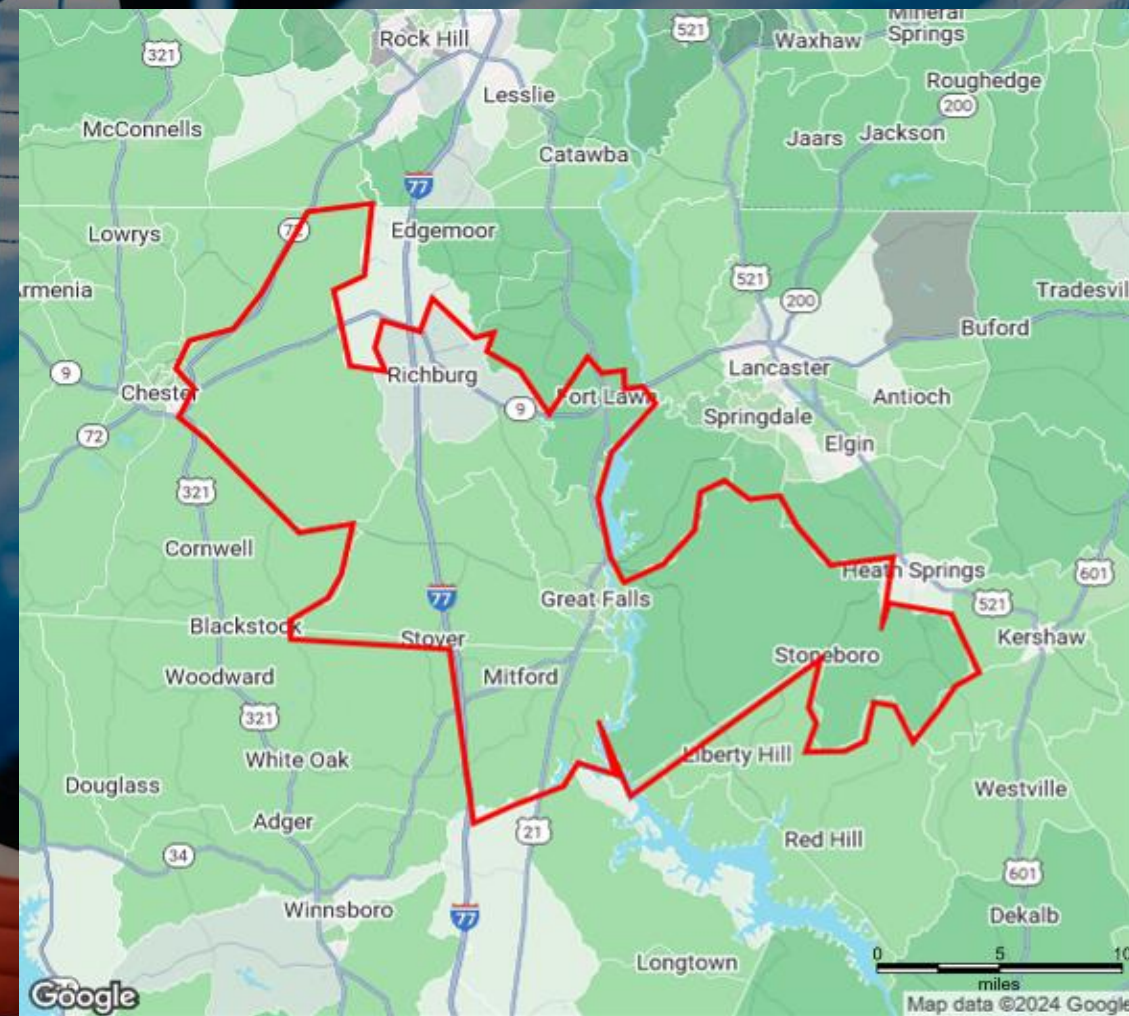


Great Falls, SC

Opportunity Gap

\$63,327,997

This means more people purchase items outside of the defined Stafford County trade area than in the Stafford County defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



Richburg, SC

Your Demographic Playbook

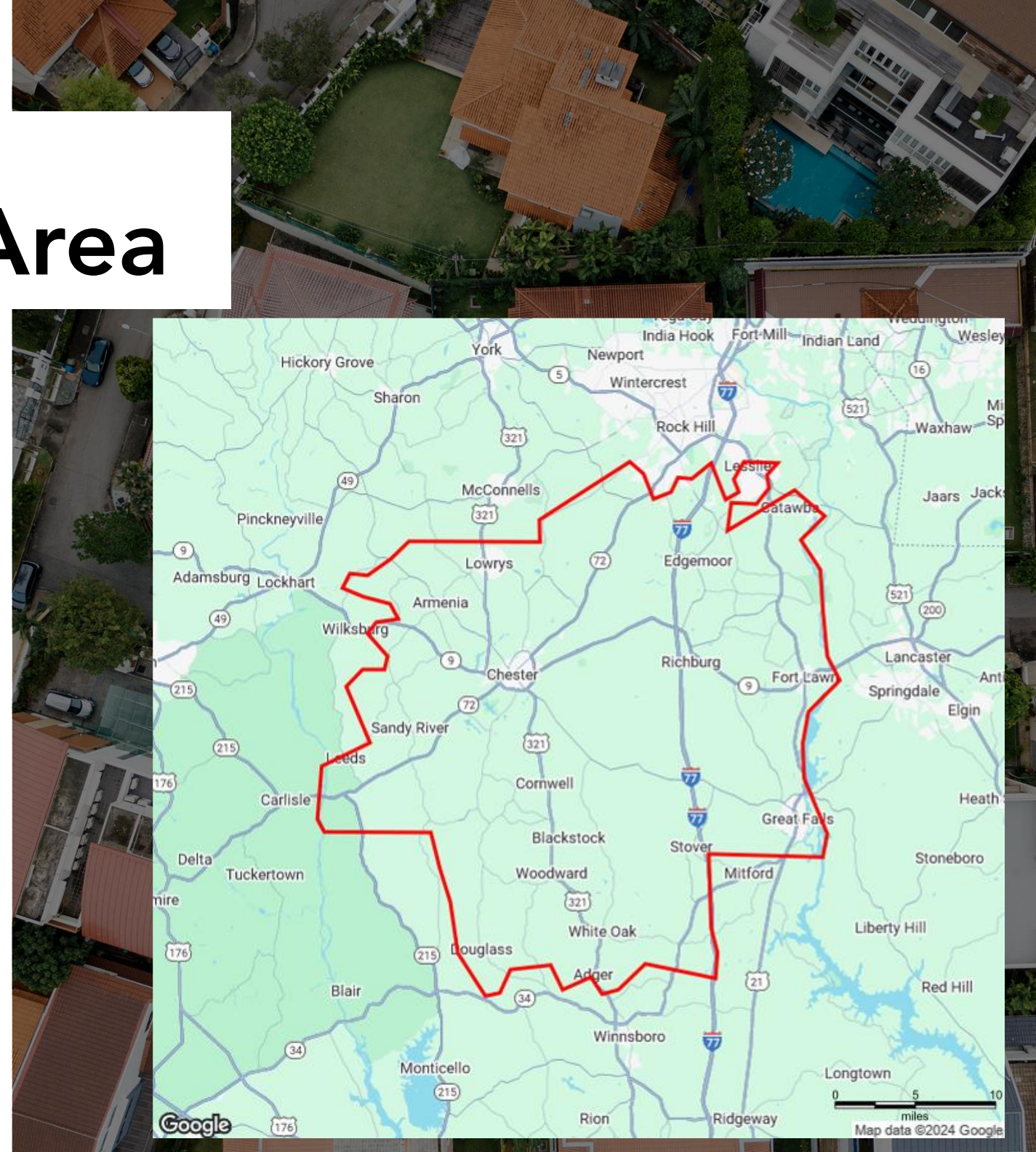
Category	3-Mile Radius	5-Mile Radius	5-Minute Drive Time	10-Minute Drive Time
Current Year Estimated Population	1,739	4,368	1,379	6,204
Number of Households	674	1,677	523	2,379
Average Home Value	\$ 272,348	\$ 275,872	\$ 269,557	\$ 304,158
Population Growth % ('23-28)	10.1%	6.1%	10.8%	5.2%
Current Year Average Age	42.4	42.7	42.2	42.6
Current Year Median Household Income	\$ 56,337	\$ 54,494	\$ 56,620	\$ 63,192
Current Year % Bachelor's Degree	15.6%	16.2%	15.8%	18.3%
Total Number of Employees	1,418	2,003	1,261	2,498
Daytime Population	3,055	5,154	2,686	6,987

Richburg, SC

Customized Trade Area

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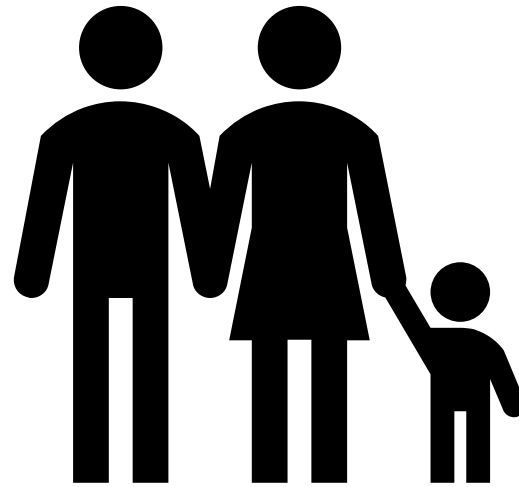
Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



DISCOVER

Customized Trade Area

43,366
projected 2028 population



43,234
2023 estimated population

\$60,650
Median household income

\$71,351
(United States)

41
male average age

37.7
US Male Average

43
female average age

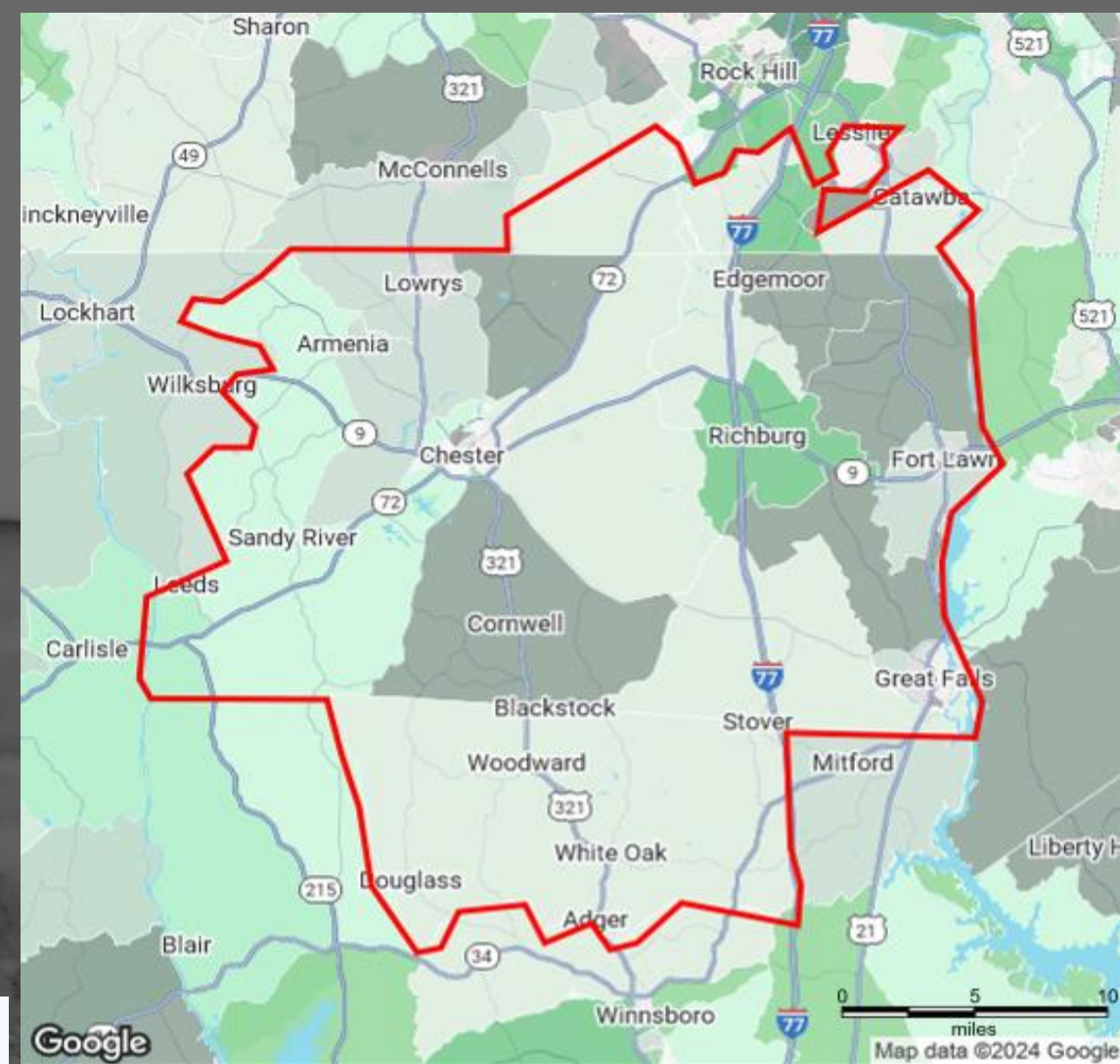
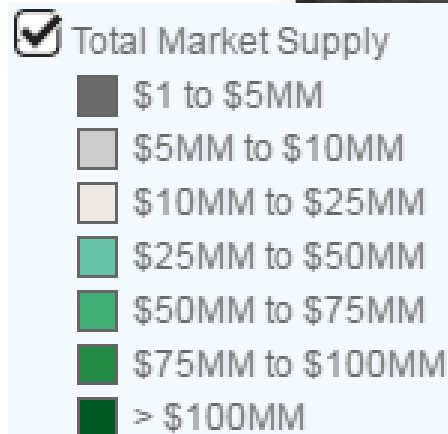
41.1
US Female Average

Richburg, SC

Total Market Supply

\$415,575,843

This represents the amount captured by businesses located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

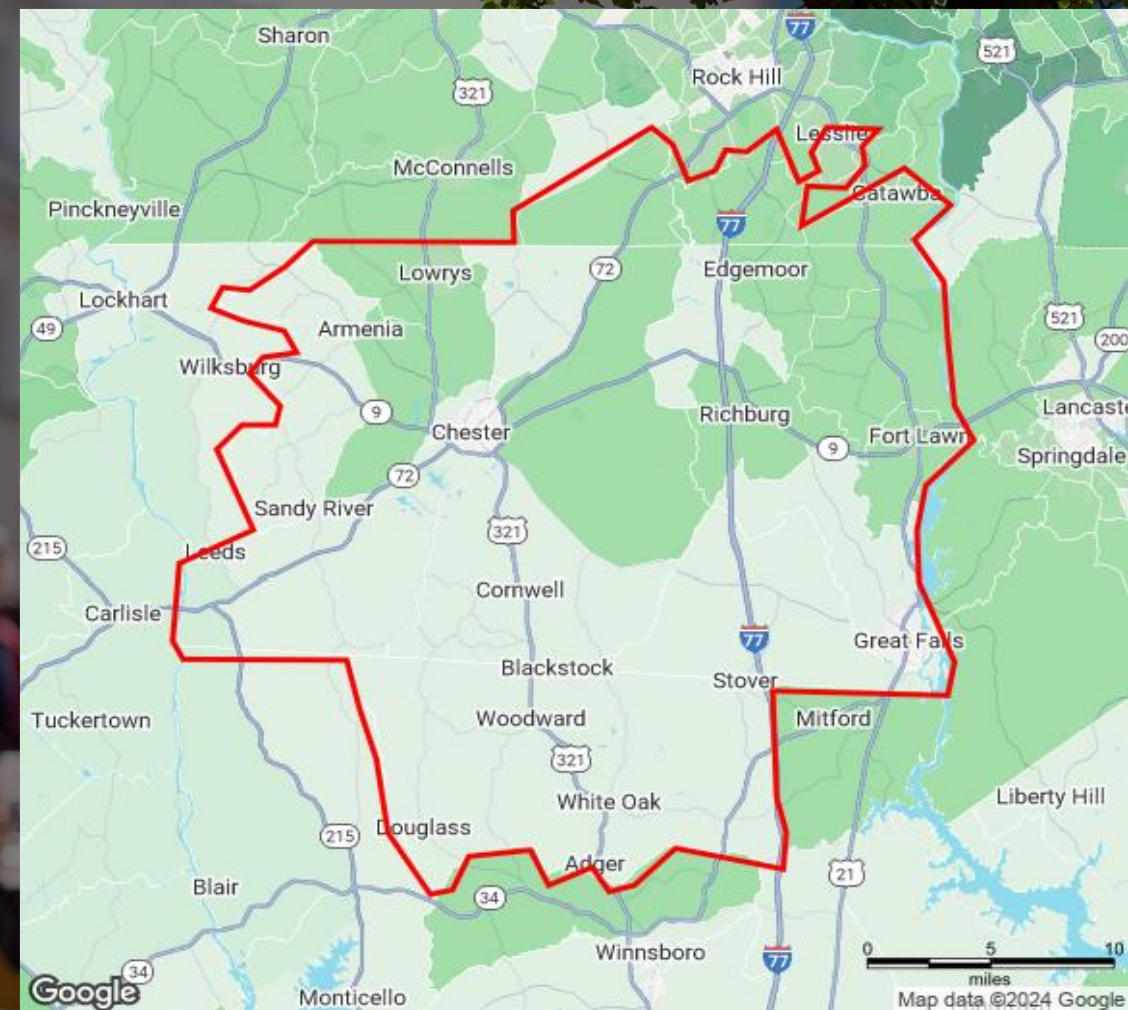
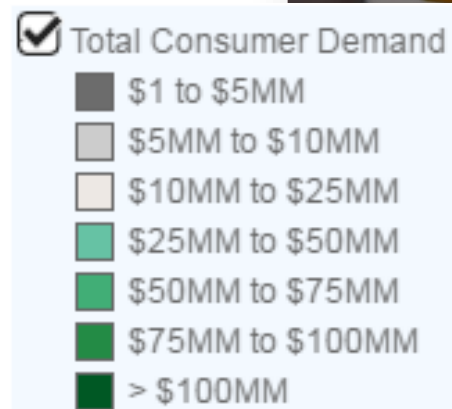


Richburg, SC

Total Market Demand

\$619,627,168

This represents the amount spent by consumers located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

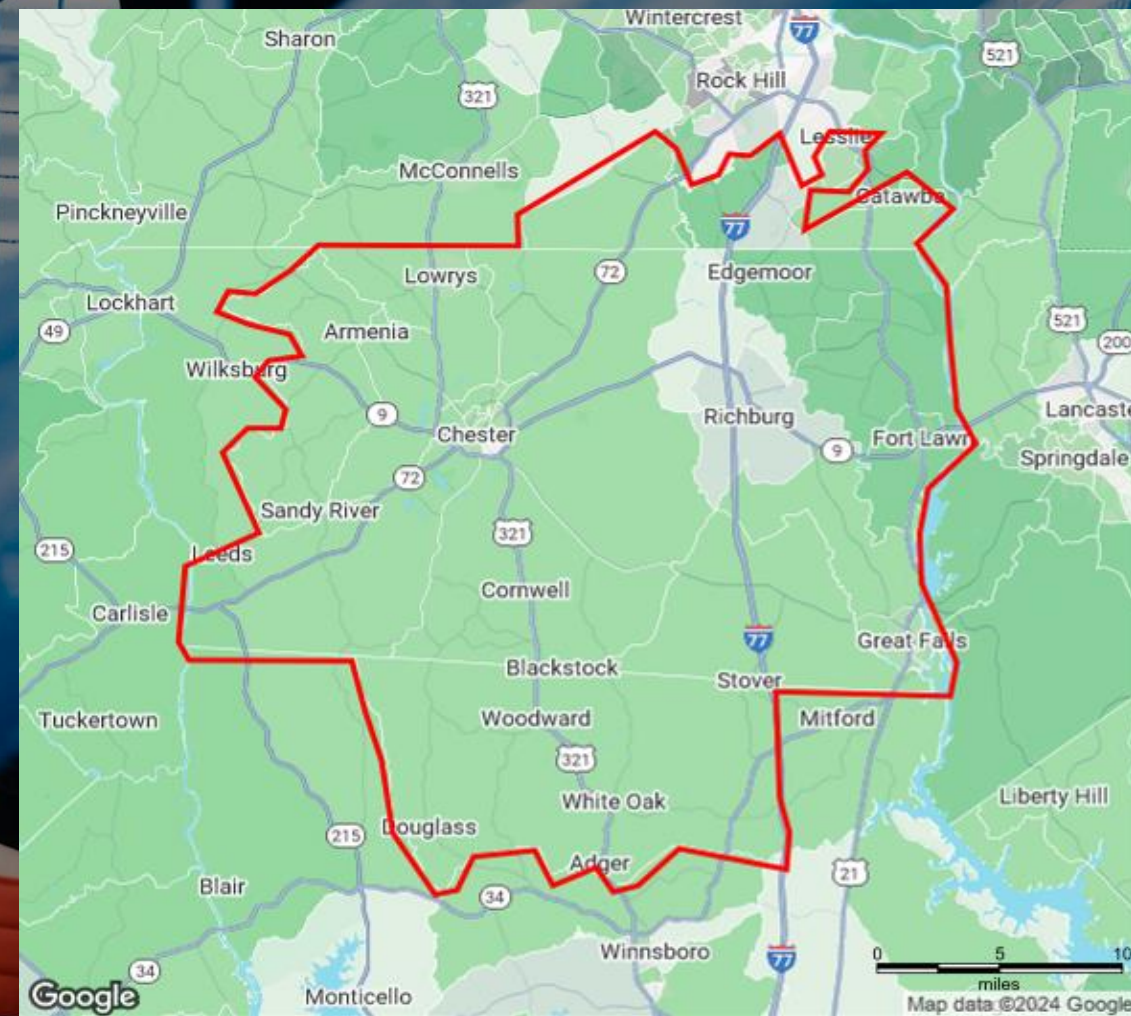


Richburg, SC

Opportunity Gap

\$204,051,325

This means more people purchase items outside of the defined Stafford County trade area than in the Stafford County defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



Your Top Categories for Recruitment



Quick Service
Restaurants



Full-Service
Restaurants



General
Merchandise

A group of business professionals in a meeting, looking at documents and charts. The image is a composite with a dark overlay. In the center, a man in a blue suit is pointing at a document. To his left, another man in a blue suit is leaning over the table. To his right, a man in a blue suit is sitting at the table. In the background, a woman in a black jacket is standing. The text "advance" is written in a large, white, sans-serif font, and "FORWARD MOVEMENT" is written in a smaller, white, sans-serif font below it.

advance

FORWARD MOVEMENT

Using our analytical tools combined with our real estate expertise and relationships, our team is positioned to identify opportunities in your market to bring growth to your community.

DISCOVER, CONNECT and

advance

Research,
Strategy, &
Deal-Making

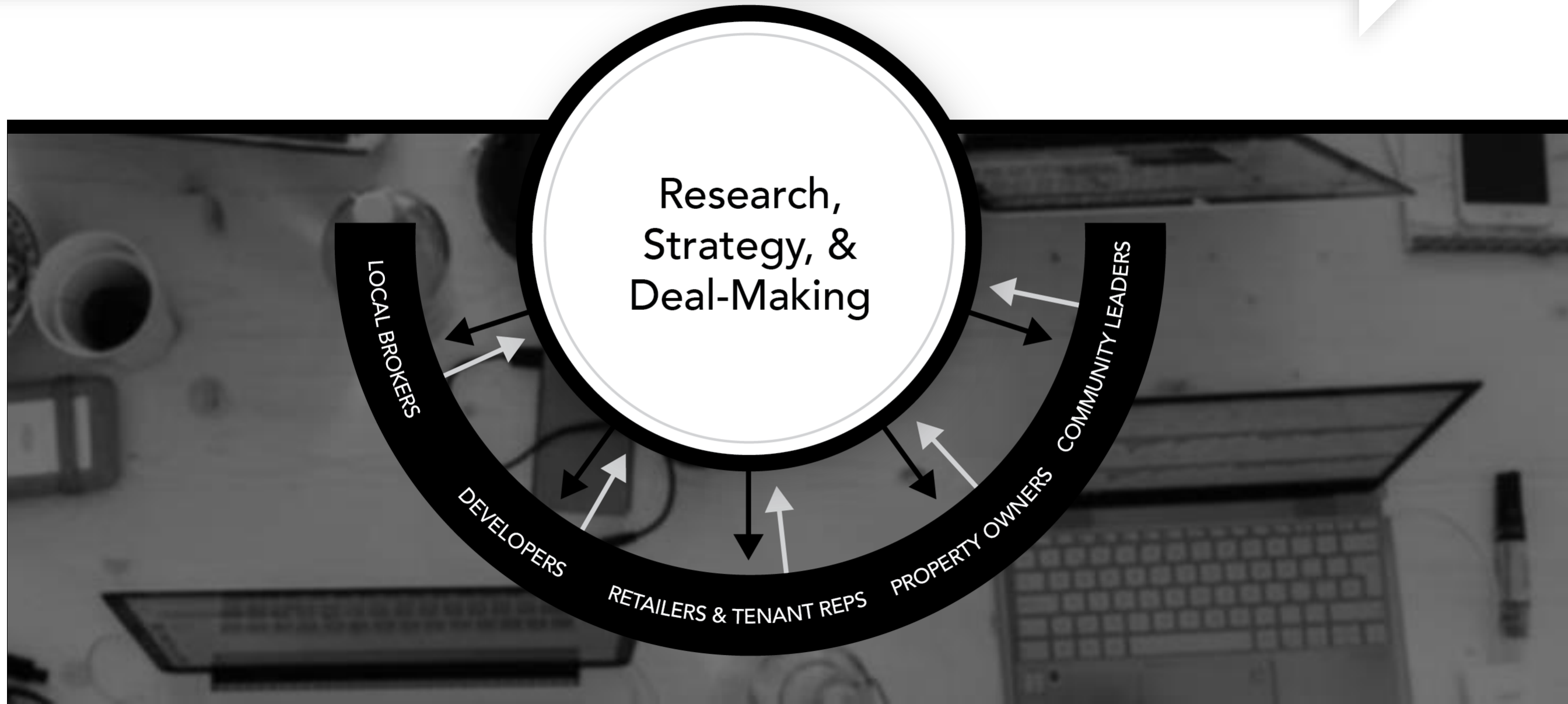
LOCAL BROKERS

COMMUNITY LEADERS

DEVELOPERS

PROPERTY OWNERS

RETAILERS & TENANT REPS



CONNECT

Boots on the Ground

We identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals with experience in development, leasing, and redevelopment.

Information Collected

- Address
- Property Description
- Coordinates
- Listing Agent (if possible)
- Contact Info for Agent or Owner
- Web Address for Agent or Owner
- Link to Property Info on Agent or Owner's Website
- Google Earth Link to Aerial Photo
- Google Earth Link to Ground Photo

- Total Size of Center (if existing)
- Available Space in Center
- Parcel Size (if vacant land)
- Existing Tenants (if existing)
- Traffic Count at Property
- Summary of Recruitment
- Opportunities Specific to Property
- Specific Prospects for Property
- Overall Strategy for Property
- General Comments

CONNECT

Universal Site Metrics

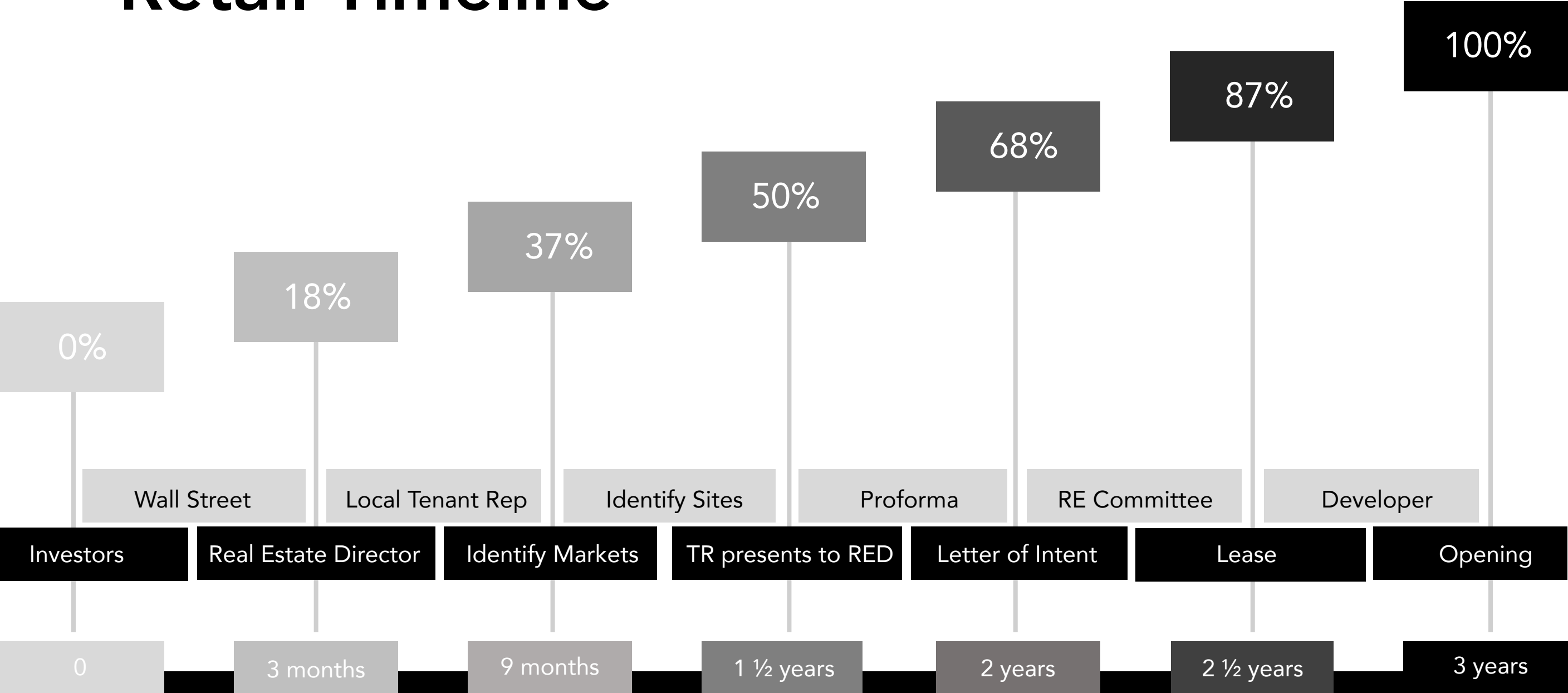
- Signage/Visibility
- Parking
- Access
- Co-Tenancy
- Traffic



CONNECT

Retail Timeline

- Retailer Drives the Decision
- Small percentage of proposed sites equal new openings
- Long Process
- It's all about PROFIT





Las Vegas
New York City
Dallas
Atlanta
Orlando

New Orleans
Charlotte
Nashville
San Diego
Scottsdale

Austin
Chicago
Missouri D.C

ADVANCE

Conference Recruitment

We attend 15+ conferences per year to recruit retail to specific sites in our communities.



LACY BEASLEY
President, Retail Strategies



retail strategies

December 2021



Ongoing Effort

Strategy Update

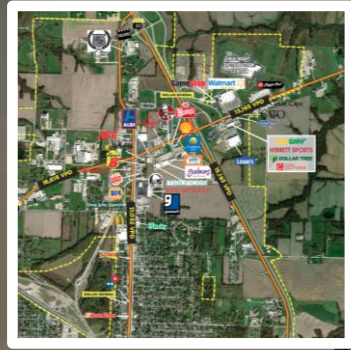
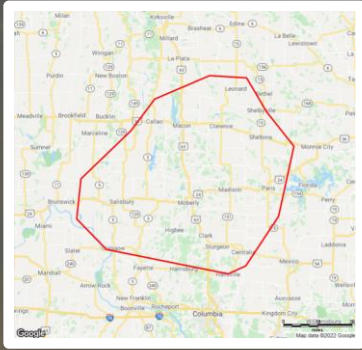
Continuously improving our efforts to maximize the retail potential in your community

Retail Expansion & Trends

Appropriately position your community
Update City leaders on the latest in retail

On Demand Reporting

Your research concierge



1



discover

2



connect

3



advance

RECAP

The Process

After **discovering** and developing **connections** in the community and industry we proactively **advance** your community.

- We contact developers, retailers, tenant representatives, and franchisee groups - regionally and nationally.
- We make direct and indirect connections through conferences, in-person meetings, phone calls, and emails.
- We coordinate and communicate our efforts regularly with local brokers, property owners, and city staff
- We follow industry trends as well as changes in your local market to adjust our strategy and improve our efforts to maximize the retail potential in your community



retail strategies

THANK YOU

Chester County, SC

