



**Special City Council Meeting
6:00 PM, MONDAY, AUGUST 17, 2015
Conference Room
Farmington City Hall
23600 Liberty St
Farmington, MI 48335**

SPECIAL MEETING AGENDA

1. CALL TO ORDER

Roll Call

2. APPROVAL OF REGULAR AGENDA

3. PUBLIC COMMENT

4. INTERVIEW CANDIDATE FOR BEAUTIFICATION COMMITTEE

a. Interview Michael Lebowski for Beautification Committee

5. BUXTON COMPANY PRESENTATION: COMMERCIAL/RETAIL CONSULTING SERVICES

a. Buxton Company Presentation Regarding Commercial/Retail Consulting Services

6. OTHER BUSINESS

7. COUNCIL COMMENT

8. CLOSED SESSION - LAND ACQUISITION

9. ADJOURNMENT

Motion To Adjourn

**Farmington City Council
Staff Report**

Council Meeting Date:
August 17, 2015

**Reference
Number
(ID # 1966)**

Submitted by: David Murphy, City Manager

Description: Interview Michael Lebowski for Beautification Committee

Requested Action:

Consider appointing Michael Lebowski to Beautification Committee

Background:

Farmington resident Michael Lebowski is seeking appointment to the Beautification Committee. If appointed, he will be filling the vacancy left by Kim Thompson Everett whose term expires on June 30, 2016.

Agenda Review

Review:

David M. Murphy Pending

City Manager Pending

City Council Pending 08/17/2015 6:00 PM

**Farmington City Council
Staff Report****Council Meeting Date:**
August 17, 2015**Reference
Number
(ID # 1977)****Submitted by:** David Murphy, City Manager**Description:** Buxton Company Presentation Regarding Commercial/Retail Consulting Services**Requested Action:****Background:****Agenda Review****Review:**

David M. Murphy Pending

City Manager Pending

City Council Pending 08/17/2015 6:00 PM

ATTRACTING RETAIL. IMPROVING QUALITY OF LIFE.

ECONOMIC DEVELOPMENT

Jump start your community

A thriving retail sector offers multiple economic benefits to your community: greater sales tax revenue, additional jobs, an improved quality of life, and a more robust business development program. That's why cities across America are actively pursuing high-quality retailers and restaurants. If you need increased retail development in your community, you can't simply wait for something to happen – you need to take steps now to make it happen.



We can help you:

- Target retailers uniquely suited for your community
- Identify sites in your community that offer the greatest potential
- Pinpoint opportunities for local business expansion
- Market your community using the information retailers need
- Establish credibility with retail decision makers
- Prevent retail leakage and lost tax revenue
- Satisfy your citizens' desire to shop in their own city

Evaluate your community's retail potential.

How many customers are in your trade area? Where do they shop, and what do they buy? In this step, we focus on the factors that make your community distinctive and valuable from a retailer's point of view.

Retail leakage/supply analysis.

You know that dollars are flowing out of your community – but how many? This analysis tells you how much residents are spending outside your trade area (leakage) and how many dollars are coming in from outside your trade area (surplus). It also reveals the unmet demands and possible opportunities that currently exist, the strengths and weaknesses of your local retail sector.

Retail site assessment.

We use our unmatched experience in retail site location to analyze specific locations within your trade area. We assess up to three locations for their retail desirability, then consult with you to select the single site that offers the greatest potential.

Identify retailers that match your community.

We identify the retailers and restaurants that offer an excellent fit by matching your customer profiles with Buxton's proprietary database of retailer profiles. We also take other factors into consideration, including cannibalization from stores nearby, the retailer's expansion plans, and the retailer's operations history in communities similar to yours. After your review of a preliminary list of retailers, 20 retailers are selected for final analysis and creation of marketing packages specific for each retailer.

Prepare marketing packages for targeted retailers.

To communicate the positive characteristics of your community, we provide marketing packages for you to send to retailers on the list. Every marketing package is different, tailored to meet the location requirements of each retailer. The marketing packages contain a wide range of materials – from maps of your trade area to profiles of your customers to retail match reports.

Buxton

www.buxtonco.com

Bring new life to your economic development strategy – and new retailers to your town.

Underserved markets. Communities lacking essential products and services have turned to Buxton to attract and expand their retail base. We've helped small communities attract major retailers, and helped large cities attract retail development to specific neighborhoods.

Local business retention. The leakage/surplus data provided by Buxton can help existing retailers create more effective merchandising and sales plans.

Transit terminal development. Often, transit terminals and neighborhoods surrounding them have the population densities to support retail and restaurants. We can provide the tools you need to demonstrate the viability of these areas.

College and university towns. Retailers are realizing that campus populations can create profitable opportunities. CommunityID can include students in your customer profile and focus your efforts.

Tourism destinations. Using data and analytics is an excellent way to augment your tourism marketing programs and build out the retail sector near tourist attractions and sports facilities. Identify where your tourists are coming from to maximize your marketing budget.

Downtown revitalization. We can assess the role of retail in your downtown development project and strategies to attract and expand local operations.

Rural areas and small cities. If your city has real or perceived disadvantages, you need an advanced approach to overcome them. By comparing retailers operating in similar markets nationwide, we can reveal unrecognized retail opportunities and take advantage of them.

To date we've helped more than 650 communities nationwide, resulting in over 35 million square feet of recruited retail. And we're ready to do the same for you.

Find out more.

Contact us today for a consultation, and discover how Buxton can help you identify opportunities for retail growth and expansion.



Add the capabilities of Buxton's cloud-based platform, SCOUT®, inviting retailers to view your information anytime, anywhere.

Buxton

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Fort Worth, TX 76137



Using Demand Density to Prove Retail Potential

The size, scope and diversity of your community's retail base can be influenced by analyzing and understanding the demand density of your retail trade area and using it to attract retail investment that otherwise might be overlooked.

Demand density, in its simplest terms, is the aggregate of the income and people or households in your trade area. It's the basic details and statistics that a retailer or developer needs to make location decisions.

When beginning the demand density analysis process, the first step is to determine the size of your community's trade area. It's best to avoid mile rings, which don't accurately reflect shopping patterns. The preferred method is to use drive times as they better define how shoppers make purchasing decisions.

The next step is to analyze the trade area's basic demographic data to include:

- Population characteristics such as age, education and ethnicity
- Employment trends
- Daytime work population
- Transportation and mobility data, traffic volume and construction
- Household composition and income
- Average and median household incomes
- Per capita income

In addition to the demographic details, your analysis should include psychographic data, which details the lifestyles of the consumers in the trade area and delves into their shopping habits, styles and preferences. These details are critical information to a retailer and help to determine which retail operations are suitable for your community.

The goal behind the collection and analysis of all this information is to help qualify retailers that are a match and can be attracted to your community.

To learn more about how Buxton's community analytics can help you measure your community's retail demand density, contact us today.

