retail strategies

Antioch, Illinois

Retail Recruitment Plan

There's a lot of potential here.

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Goals

Increase Tax Revenue
Attract Desired Businesses
Improve Quality of Life
Create Jobs

Why Should a Municipality Invest Resources in Retail?

RETAIL'S IMPACT

1 in 4 jobs are **RETAIL**

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Retail Recruitment is Economic Development

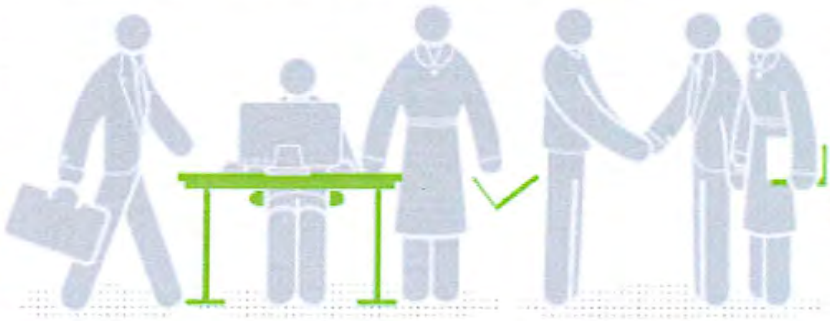
NRF NATIONAL RETAIL FEDERATION

Why Should a Municipality Invest Resources in Retail?

BUT AN INDUSTRY COMPARISON OF FULL-TIME AND STABLE WORKERS SHOWS RETAIL PAYS COMPETITIVE WAGES

◀ AVERAGE WAGE PER YEAR ▶

FULL-TIME
RETAIL WORKERS
25-54 YEARS OLD
$38,376



FULL-TIME
NON-RETAIL WORKERS
25-54 YEARS OLD
$37,968

NRF® NATIONAL RETAIL FEDERATION

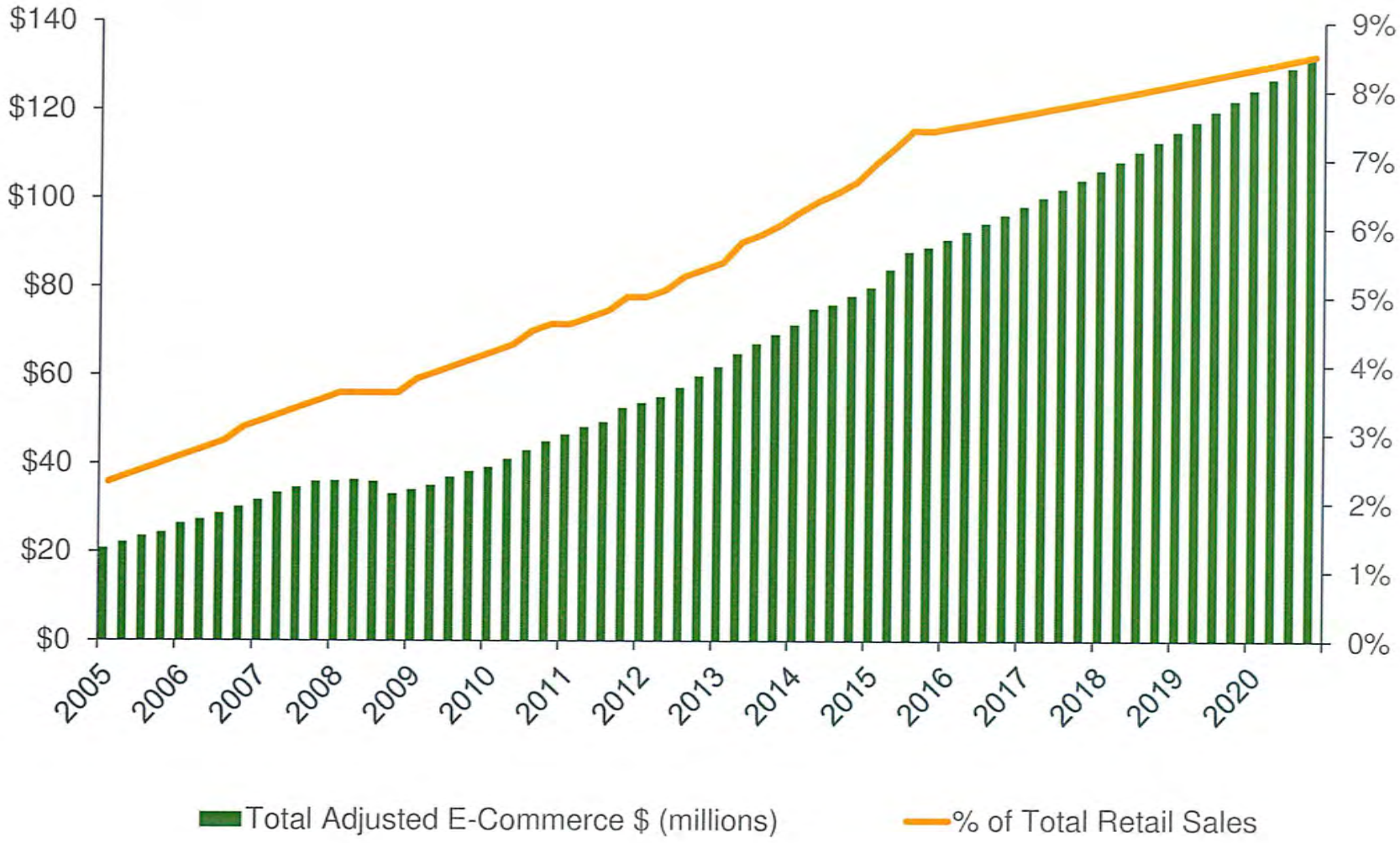
Why Should a Municipality Invest Resources in Retail?

retail strategies

retail recruitment ladder

$40 MILLION	300 JOBS	$800k 2% ANNUAL TAX BASE
$20 MILLION	50 JOBS	$400k 2% ANNUAL TAX BASE
$10 MILLION	30 JOBS	$200k 2% ANNUAL TAX BASE
$5 MILLION	22 JOBS	$100k 2% ANNUAL TAX BASE
$1 MILLION	15 JOBS	$20k 2% ANNUAL TAX BASE

Nothing but Growth Ahead for E-Commerce

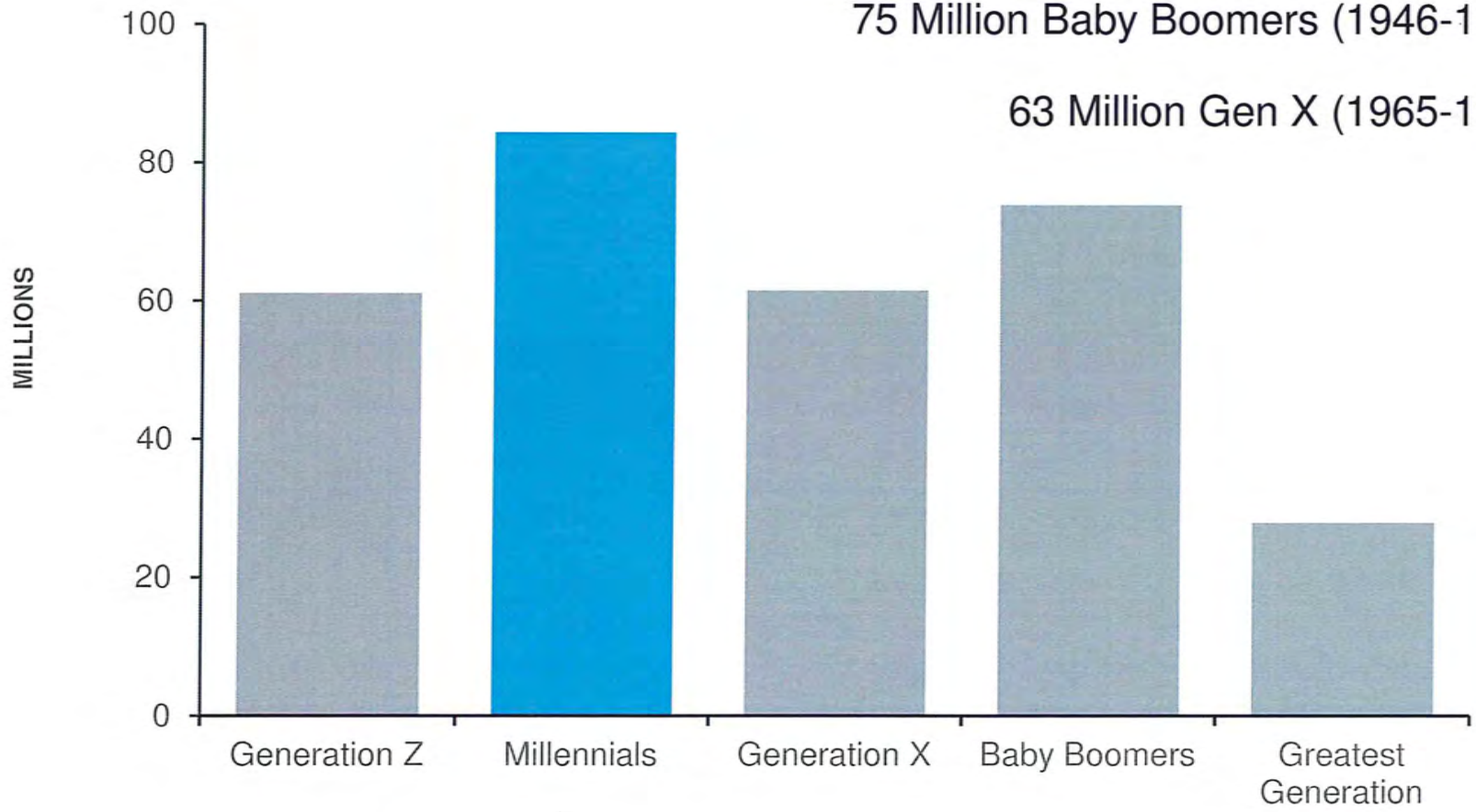


Millennials are the Largest Consumer Group

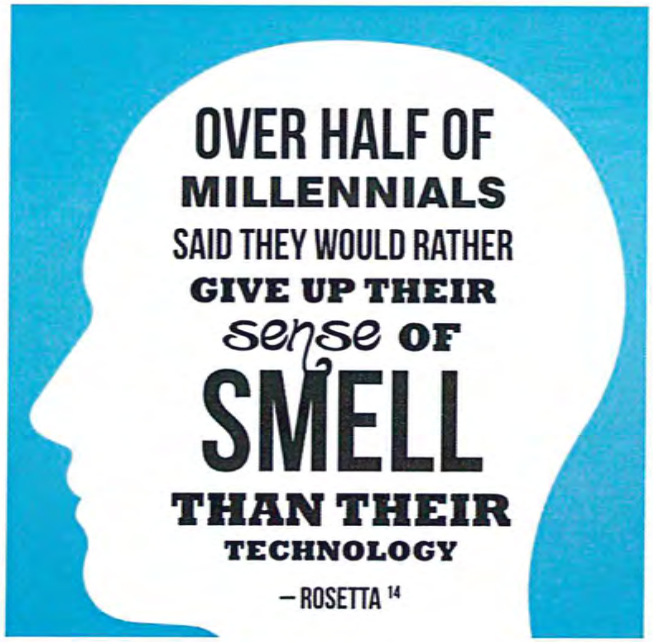
83 Million Millennials (1982 -2004)

75 Million Baby Boomers (1946-1964)

63 Million Gen X (1965-1985)



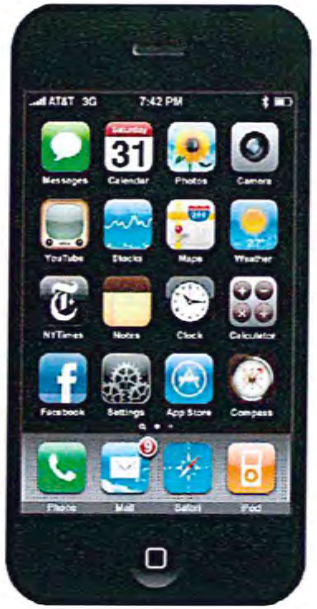
Millennials are the Largest Consumer Group



Technology Changing Growth of Brick-and-Mortar

Retail Killer

Retail goods and services replaced by your smartphone



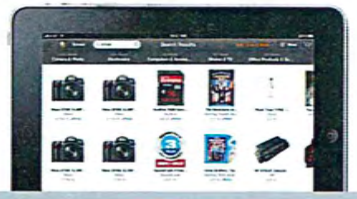
VS.

Seamless Integration is the Key to Survival

Shopping
Bricks

Experience

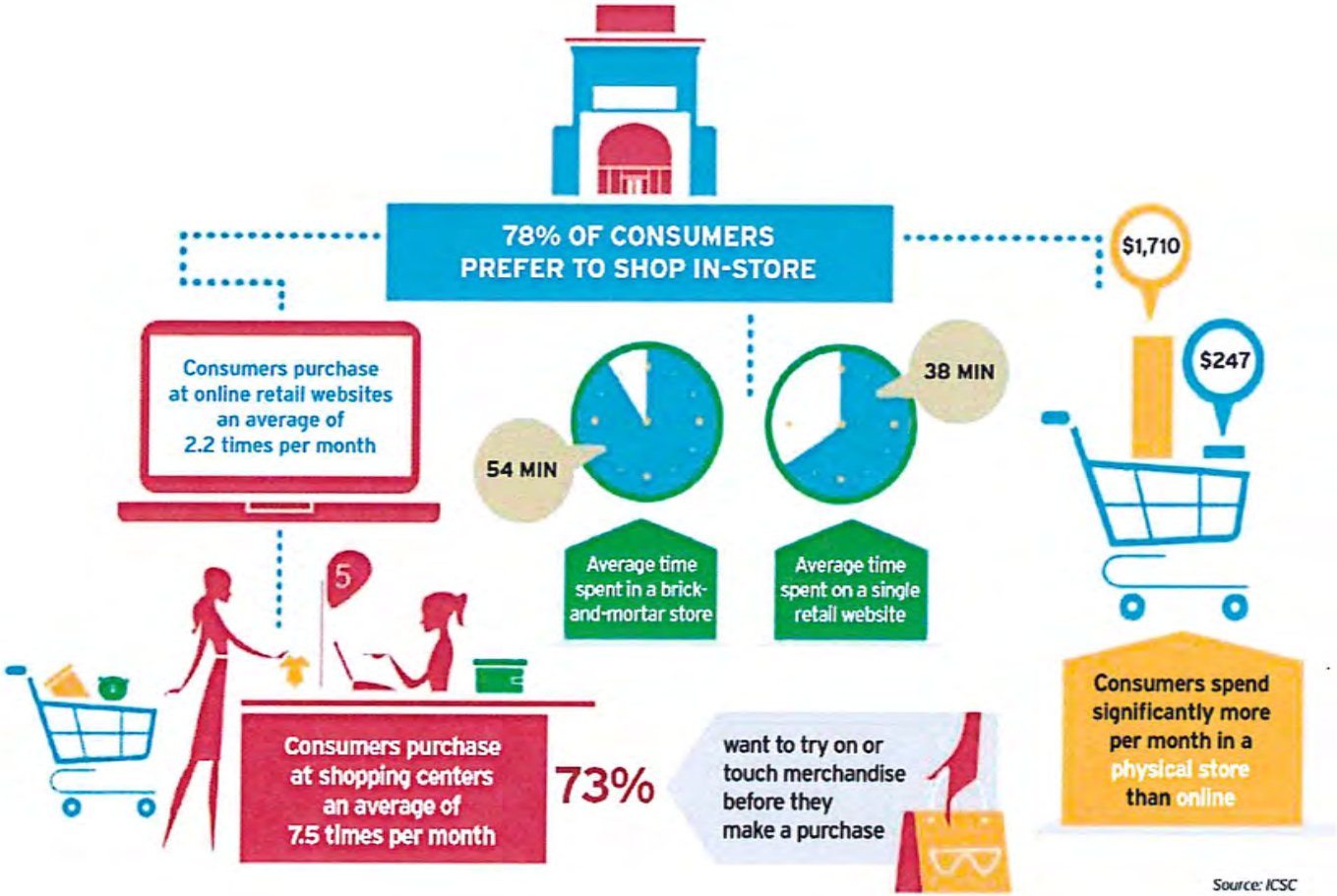
OMNI CHANNEL



E-commerce
Clicks

Convenience
The Former
Value Proposition
of Box Retail

Brick-and-Mortar Still Dominate



Retail Strategies Overview

1 in 4 jobs in America are retail jobs. *

Annual wage for a full-time retail job (age 25-54) is $38,000.*

Retail IS Economic Development.

Retail recruitment and retention is a primary goal for most communities across the country. According to the National League of Cities, 75% of Mayors focus on Economic Development Issues to address cities. Progressive municipalities have expanded their economic development efforts beyond Industrial Recruitment to include Retail Recruitment initiatives as well.

It is a common misunderstanding that data is the key to recruiting retail. Data is an important portion of the process but far from all that is necessary. Several municipalities have been frustrated by investments in data analysis that did not yield results. To fill the void within the market, Retail Strategies was formed. **Retail Strategies originated from a Real Estate firm.**

Several factors create challenges for communities when it comes to retail recruitment without a strategic partner. Time, knowledge, resources and connections limit the effectiveness and efficiency of the communities' efforts. The same is true for retail real estate industry when reviewing a community to open a new location.

Their lack of accurate, current, local information they need to analyze a community in a timely manner is a challenge. Our model overcomes these barriers by committing an experienced, focused, well connected team working on your behalf.

This enables communities the opportunity to have retail real estate professionals devise and execute a tailored retail real estate focused recruitment strategy. Retail is perhaps the fastest changing of all the commercial real estate sectors.

Rather than providing a static study that is quickly outdated, the ongoing implementation creates a dynamic strategy that can pivot with market demands.

*Source: National Retail Federation

Ambition, Meet Strategy

Retail Strategies Overview

We are retail real estate professionals. We will tell your story in a way that matters to retailers.

1 Goal
Create Success for Our Clients

110
Communities Served

5:1
Client to Staff Ratio

44
States Our Team has Located Retailers

19
Licensed Retail Real Estate Professionals

26
Team Members

Our Partnership

THIS IS A PARTNERSHIP.

The Village of Antioch is the local expert.

Retail Strategies is the retail real estate expert.

Retail Strategies is very pleased to partner with Antioch for a common goal to generate new retail communication that would not otherwise happen. In February of 2016 the Village of Antioch engaged Retail Strategies to market the community to key retail real estate industry contacts. Although we cannot guarantee success, we guarantee you will be better off with us than without us.

Antioch will have multiple dedicated staff members working on behalf of the community in their areas of expertise. A Portfolio Director will serve as the primary Point of Contact (POC) to interact with Antioch's primary POC. Additional team members will be the company executives, retail development team, marketing, research and legal. Confidential and non-confidential information will be communicated with the POC. It is Retail Strategies goal to spend our time doing the job you hired us to do and allow the local POC to navigate the local political landscape and communication flow. Local feedback and communication sharing from the primary point of contact working with Retail Strategies is a critical part of the engagement.

The initial 90 business days after engaging in a partnership have been spent on due diligence for the discovery phase. The following information is a highlight of key information collected that will be used as a starting point to begin the proactive marketing to a national network of retailers, brokers, developers and key industry contacts on behalf of the community. Additional materials will be created throughout the course of the engagement. Project specific materials and reports will be created on a case-by-case basis as needed for effective information sharing, data analysis and marketing efforts.

The discovery is an ongoing process that will not stop.

Our Partnership

It's not just about what we are going to give to you, it's about what we are going to build together.

We need you to be a part of that journey.

~ Robert Jolly, CEO

Our Partnership

Retail Strategies
Portfolio Director
Primary Point of Contact

Beth Miller

Village of Antioch, Illinois
Primary Point of Contact
Michael Garrigan
Jim Keim

Retail Strategies
Retail Development Coordinator,
Manager and Director

Brandon Cummings

Our Partnership

Executive Team

Marketing

Legal & Accounting

Retail Strategies Process

Retail Strategies is a full-service consultant firm that develops and implements long term retail commercial real estate strategies for municipalities.

Our process involves a team of experienced experts making connections between the public and private sector in a complex industry. Information, persistence and focus minimizes hurdles, accelerates timelines and increases economic development in a competitive environment.

1. Market Analysis

- GAP analysis
- Peer analysis
- Real estate analysis
- Mobile data collection

2. Strategic Planning

- Catalog strategically-located properties
- Identify retail prospects
- Develop recruitment plan

3. Proactive Retail Recruitment

- Develop marketing materials
- Actively recruit retail prospects
- Reporting to the city

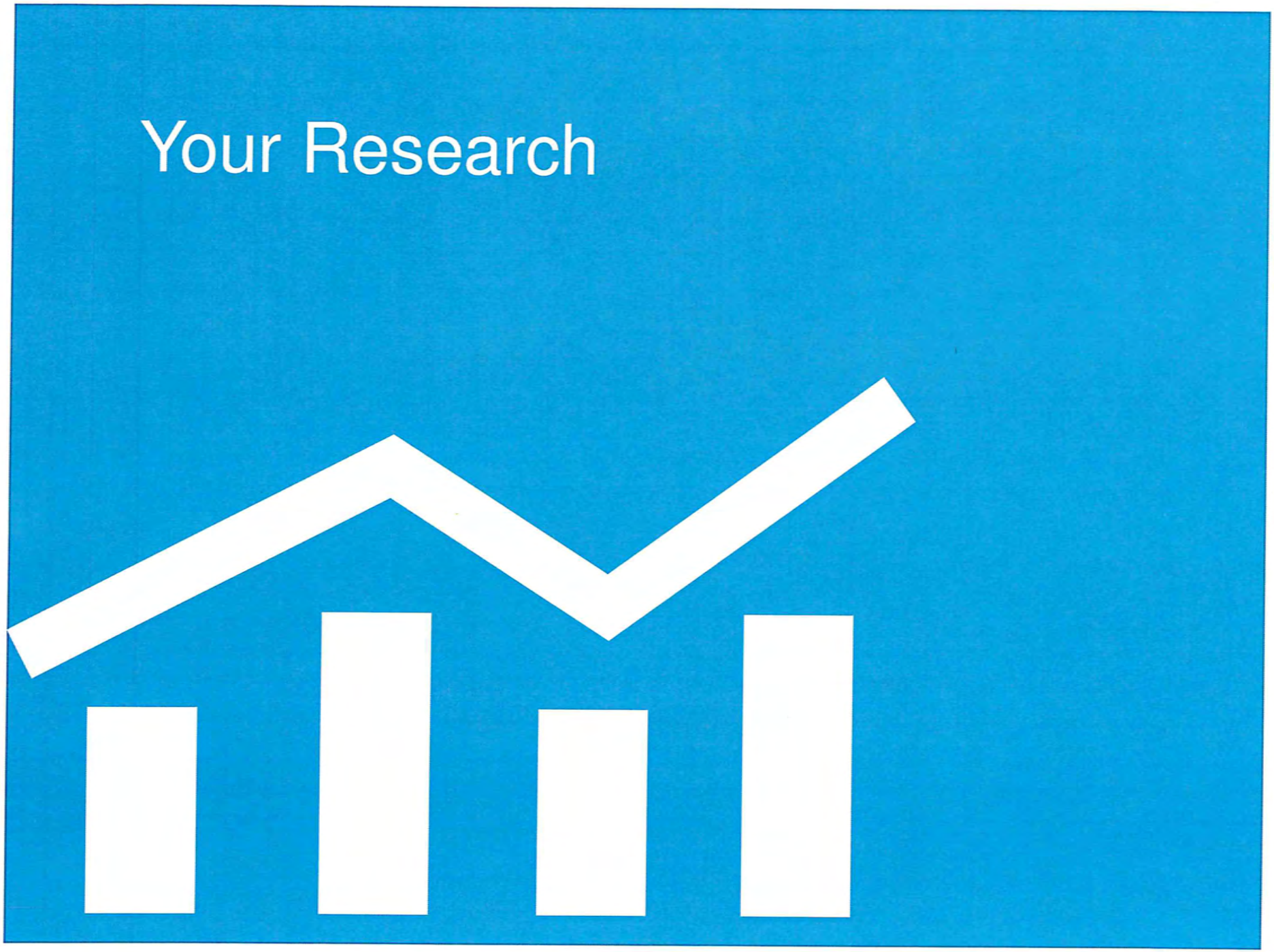
4. Your Results

- Increased tax revenue
- Job creation
- Industrial Recruitment
- Improved quality of life

5. ∞

Retail recruitment and retention is a never-ending process. As things continue to change, your city has to continue to adapt.

Your Research



What We Do

1. Discover

2. Interpret

3. Connect

4. Grow

Discover: Research

Memberships, Subscriptions & Customized Reports

Crittenden Research

RLT RETAIL LEASE TRAC

salesgenie

Nation's Restaurant News

PlainVanillaShell

SN SUPERMARKET NEWS

UberRetail

Research Partners & Geographic Information Systems

TETRAD

Sitewise

CCIM STDB

SitesUSA

REGIS online

Discover: Research

where does all this information come from?

here are a few of the demographic data sources used

FEDERAL HOUSING FINANCE AGENCY – FHFA

UNITED STATES POSTAL SERVICE

U.S. BUREAU OF LABOR STATISTICS

esri

SYNERGOS TECHNOLOGIES, INC.

AGS APPLIED GEOGRAPHIC SOLUTIONS

AggData

TREASURY INTERNAL REVENUE SERVICE

NATIONAL PARK SERVICE

DEPARTMENT OF TRANSPORTATION UNITED STATES OF AMERICA

BEA BUREAU OF ECONOMIC ANALYSIS U.S. DEPARTMENT OF COMMERCE

United States Census Bureau

ies NATIONAL CENTER FOR EDUCATION STATISTICS

CDC Centers for Disease Control and Prevention National Center for Health Statistics

DEPARTMENT OF DEFENSE UNITED STATES OF AMERICA

SOCIAL SECURITY ADMINISTRATION USA

FEDERAL AVIATION ADMINISTRATION

CDC CENTERS FOR DISEASE CONTROL AND PREVENTION

IPEDS Integrated Postsecondary Education Data System

FFIEC Federal Financial Institutions Examination Council

Discover: Research

9,703

retailers' contact information & site selection criteria

Discover: Research

87
category specific reports

3,365
unique variables

7
different geographies defined per each variable

23,555
variables to analyze

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 the Village of Antioch's primary point of contact an electronic copy of each of these reports from multiple geographic parameters online on our project management site, Basecamp.

In addition to these reports, our partnership with the Village of Antioch features on-demand Reporting where we will run data on behalf of the Village at any point during our engagement to help identify and execute against opportunities within the market.

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

Demographic Overview

Mobile Data Collections

Customized Trade Area Analysis

Lifestyle Segmentation

Retail Gap Analysis

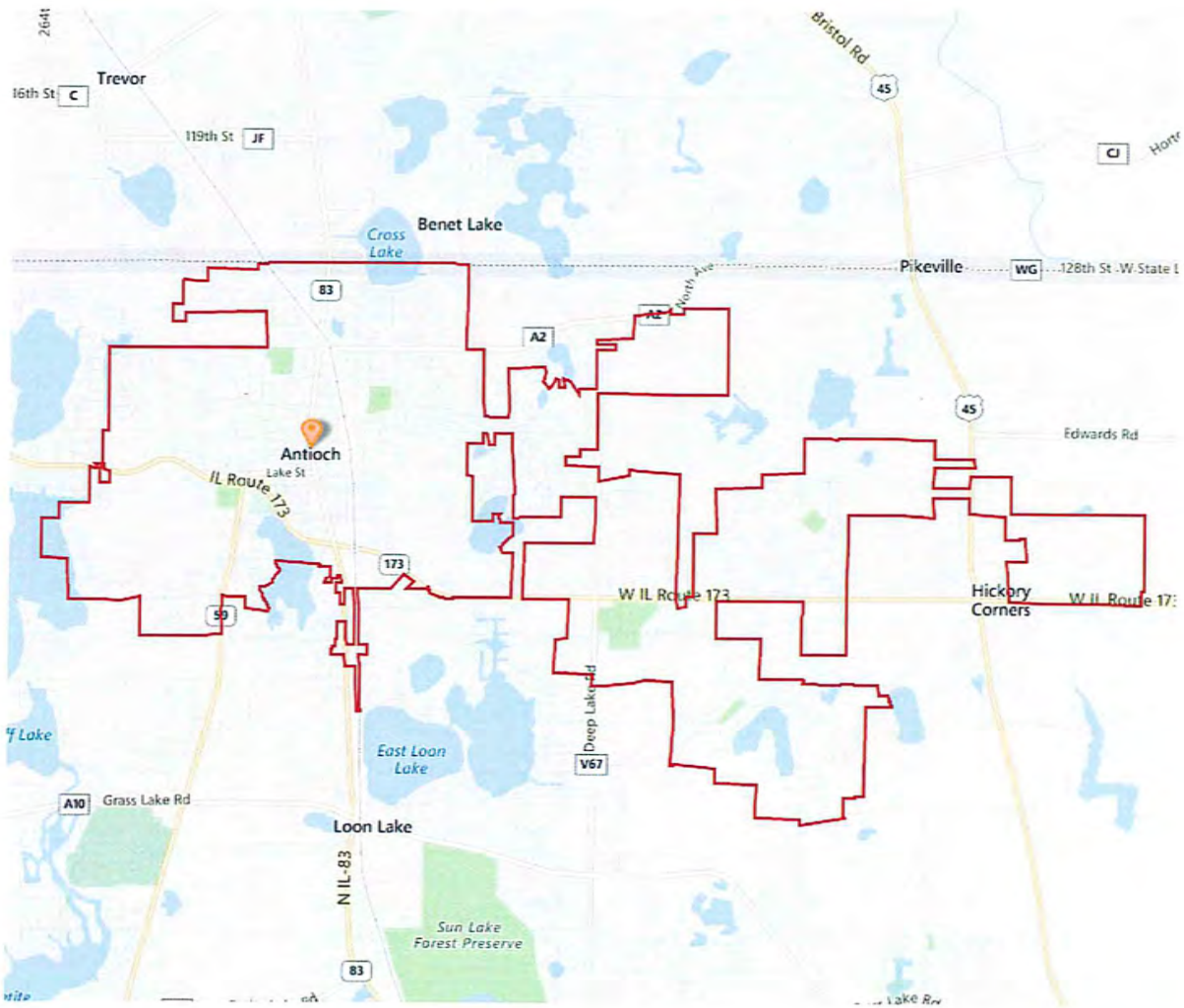
Peer Analysis

Discover

State of Illinois
Population 12.8 Million

Antioch, IL CBSA
Population 9,623,150

Antioch, IL
Population 13,717



Discover

Residential Population Density

- 1 dot = 100

Daytime Employee Population Density

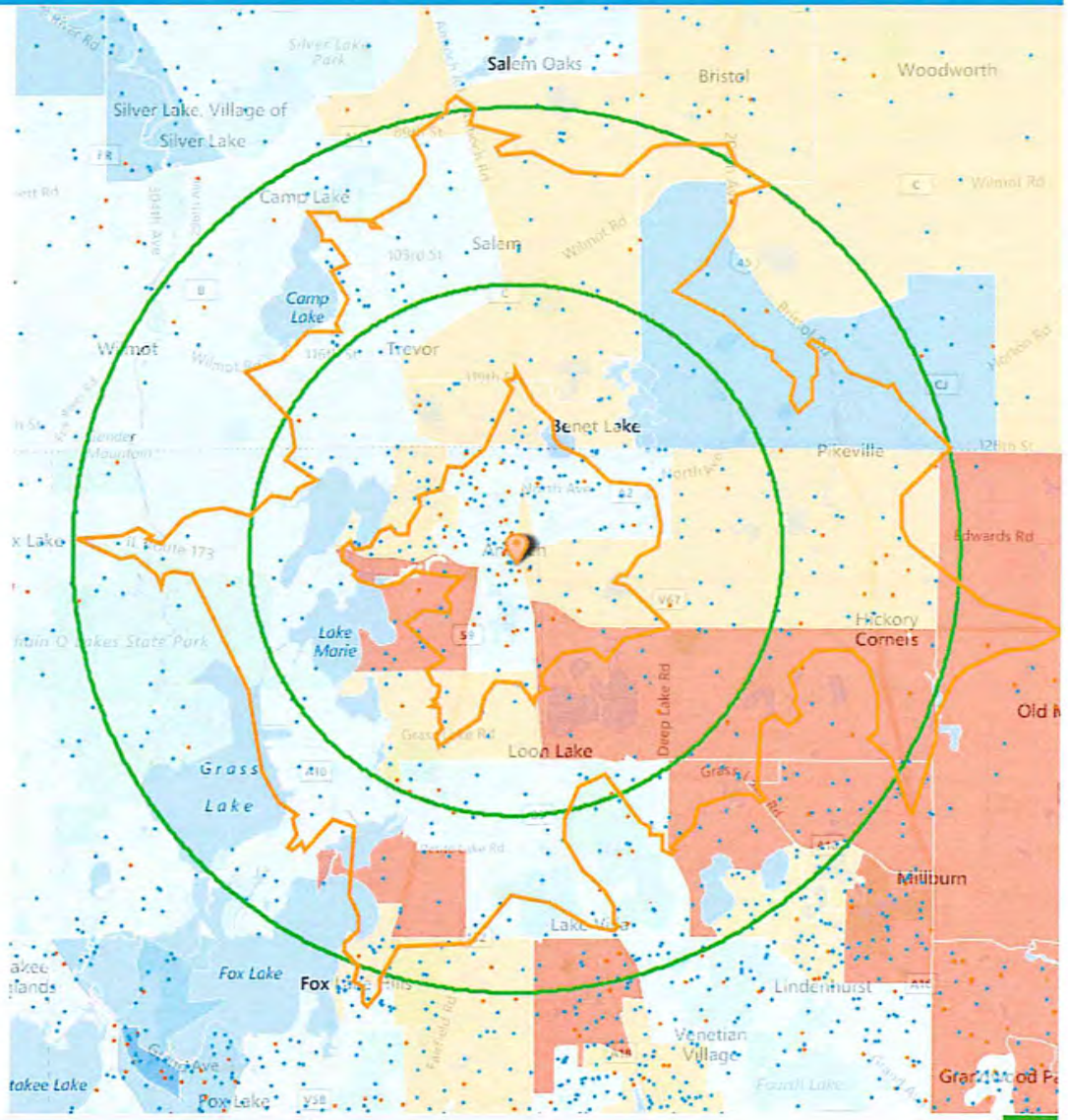
- 1 dot = 100

Median Household Income

- $0 $25,000
- $25,000 $50,000
- $50,000 $75,000
- $75,000 $100,000
- $100,000 $150,000
- > $150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0 5 min
- 0 10 min



N

Discover

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	23,168	56,998	260,881	8,321	39,145	108,896
Number of Households	8,265	20,729	92,150	2,965	14,493	38,411
Projected Annual Growth (5 YR)	1.05%	1.60%	2.05%	0.60%	1.54%	1.75%
Median HH Income 2016	$77,714	$79,311	$74,082	$82,087	$79,866	$80,539
Current Year Average Age	39.2	39.3	37.6	38.4	39.4	38.6
Average Home Value	$248,132	$259,729	$246,941	$237,785	$258,647	$251,540
Current Year % Bachelor's Degree	18%	19%	20%	18%	18%	19%
Daytime Population	18,680	41,133	227,172	10,643	30,692	95,862
Total Number of Employees	19,339	37,112	176,844	9,226	27,732	69,268

Discover

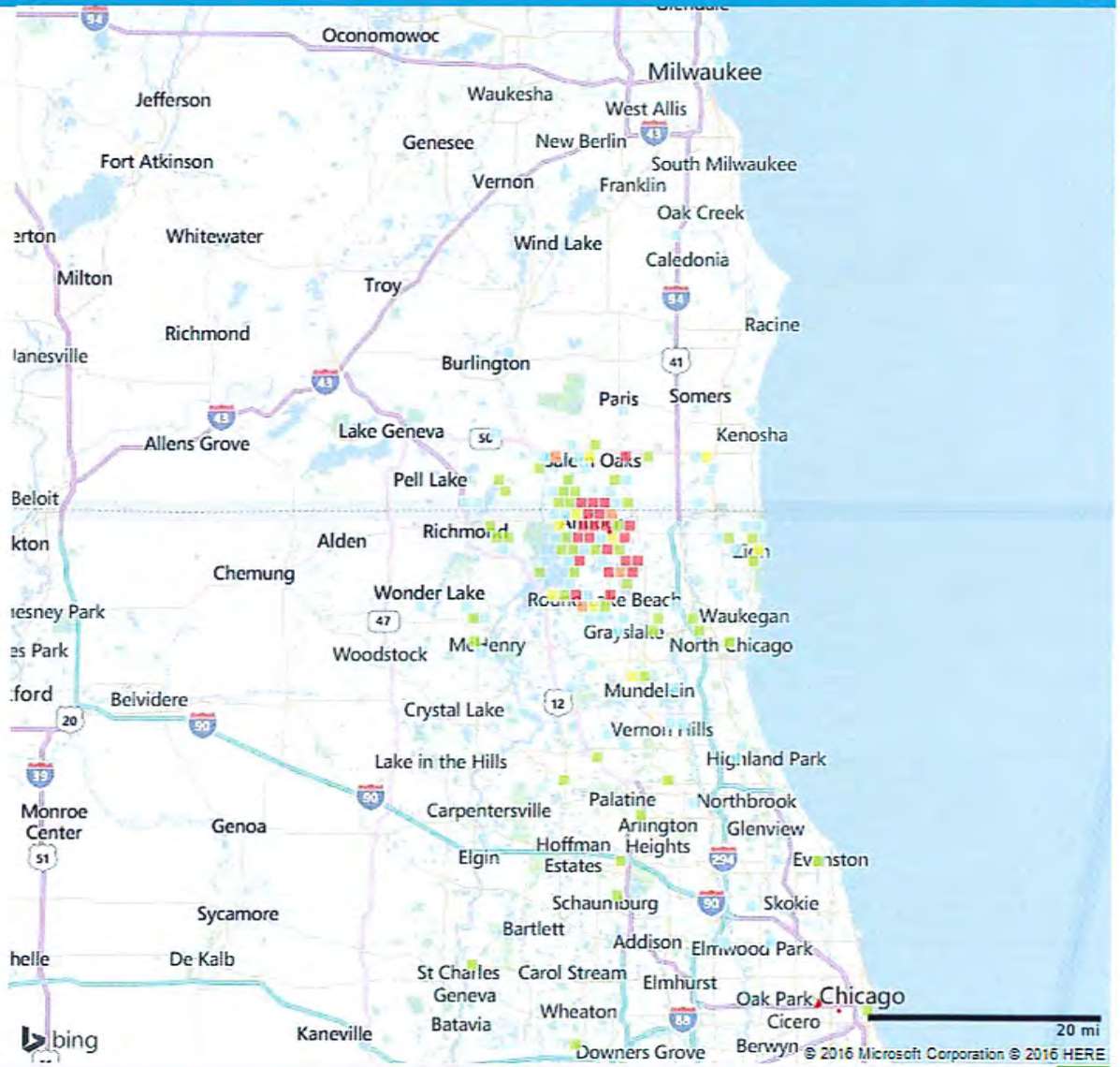
Mobile Data Collection

The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.

The location tracked was
Antioch Walmart

for the time period of
October 2015
To
April 2016

This tool is intended to support the trade area but does not solely define the trade area.



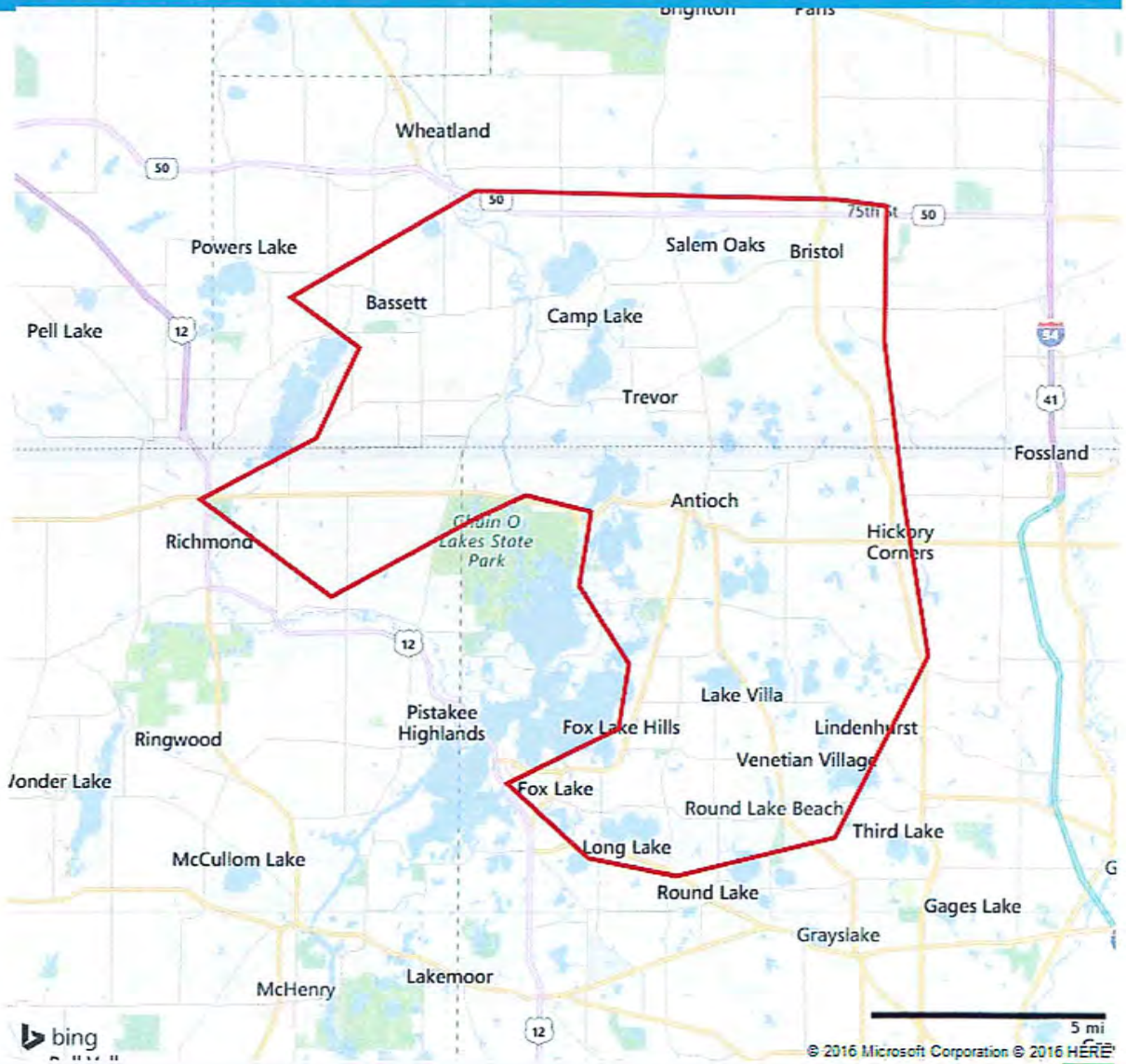
Discover

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 area start. A customized trade area is the next step to 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 a series of drive times, geographic boundaries and proximity to neighboring shopping destinations.

Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

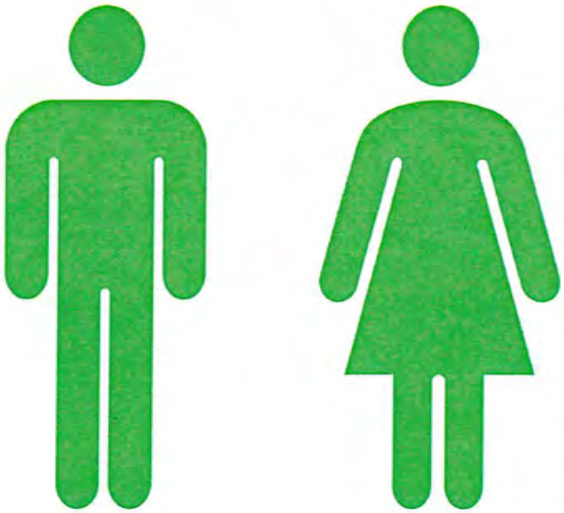
Retail Strategies has created the core trade area focused on a consumer who might trade to the market to shop at Walmart or Lowe's.



Discover

119,732
2016 estimated population

121,988
projected 2021 population



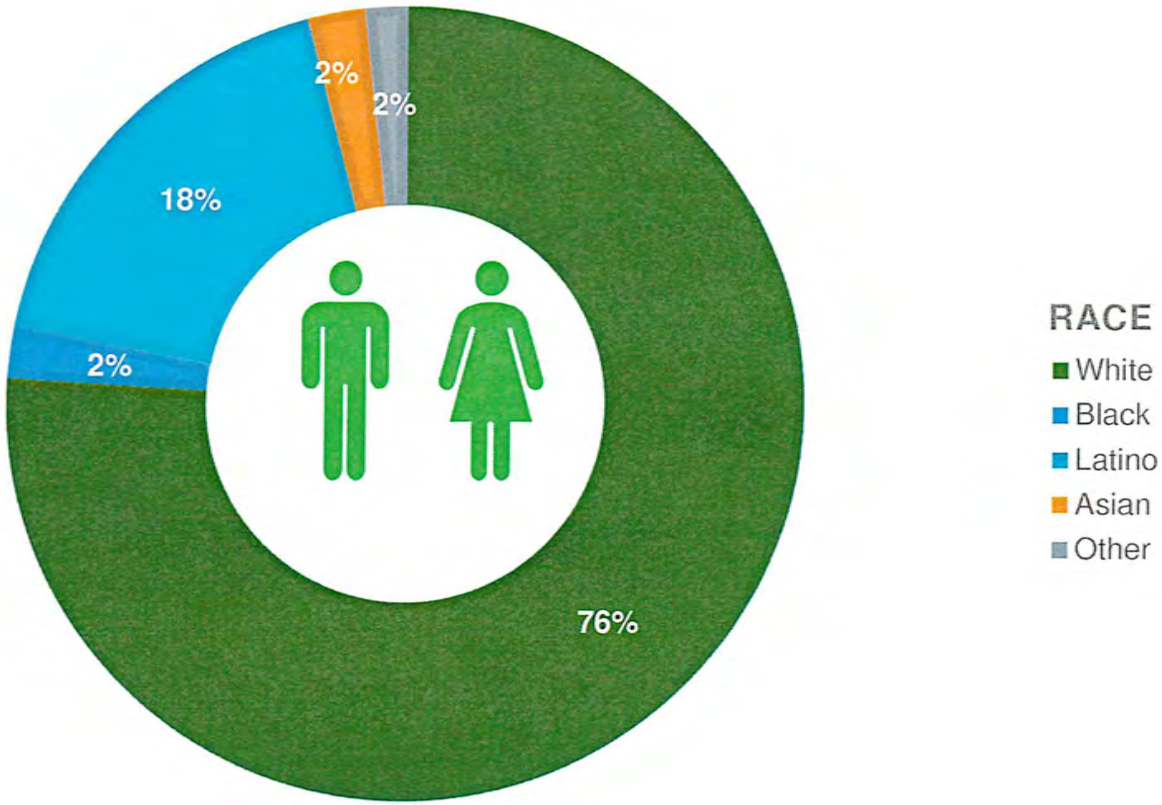
1.9%
projected growth rate
2016-2021

37
male average age

38
female average age

Discover

CURRENT YEAR ESTIMATED POPULATION BY RACE



Discover

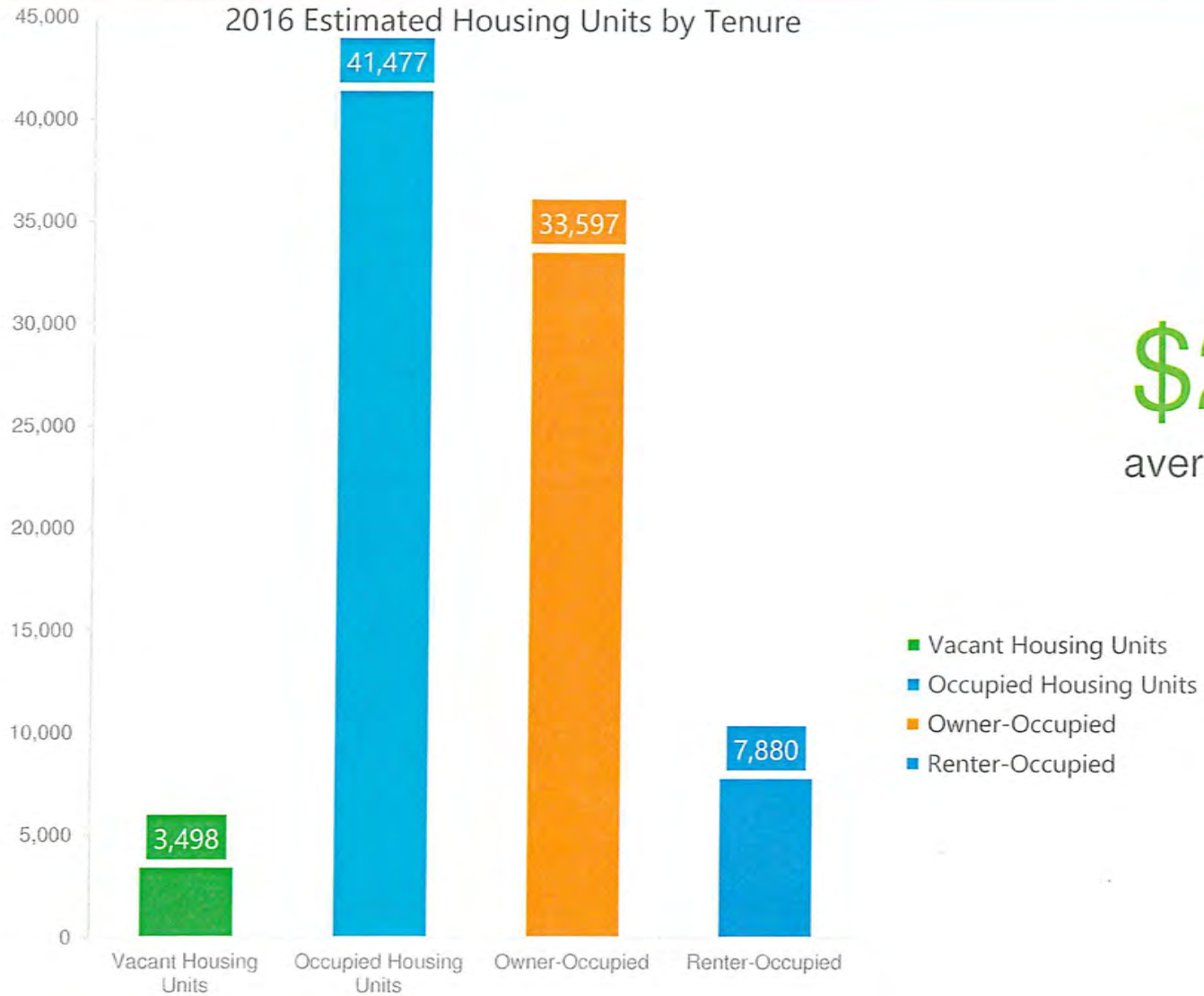
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

44,975
number of households

$68,044
median household income

1-person household	2-person household	3-person household	4-person household	5-person household	6-person household	7 or more person household
20%	31%	17%	17%	9%	4%	3%

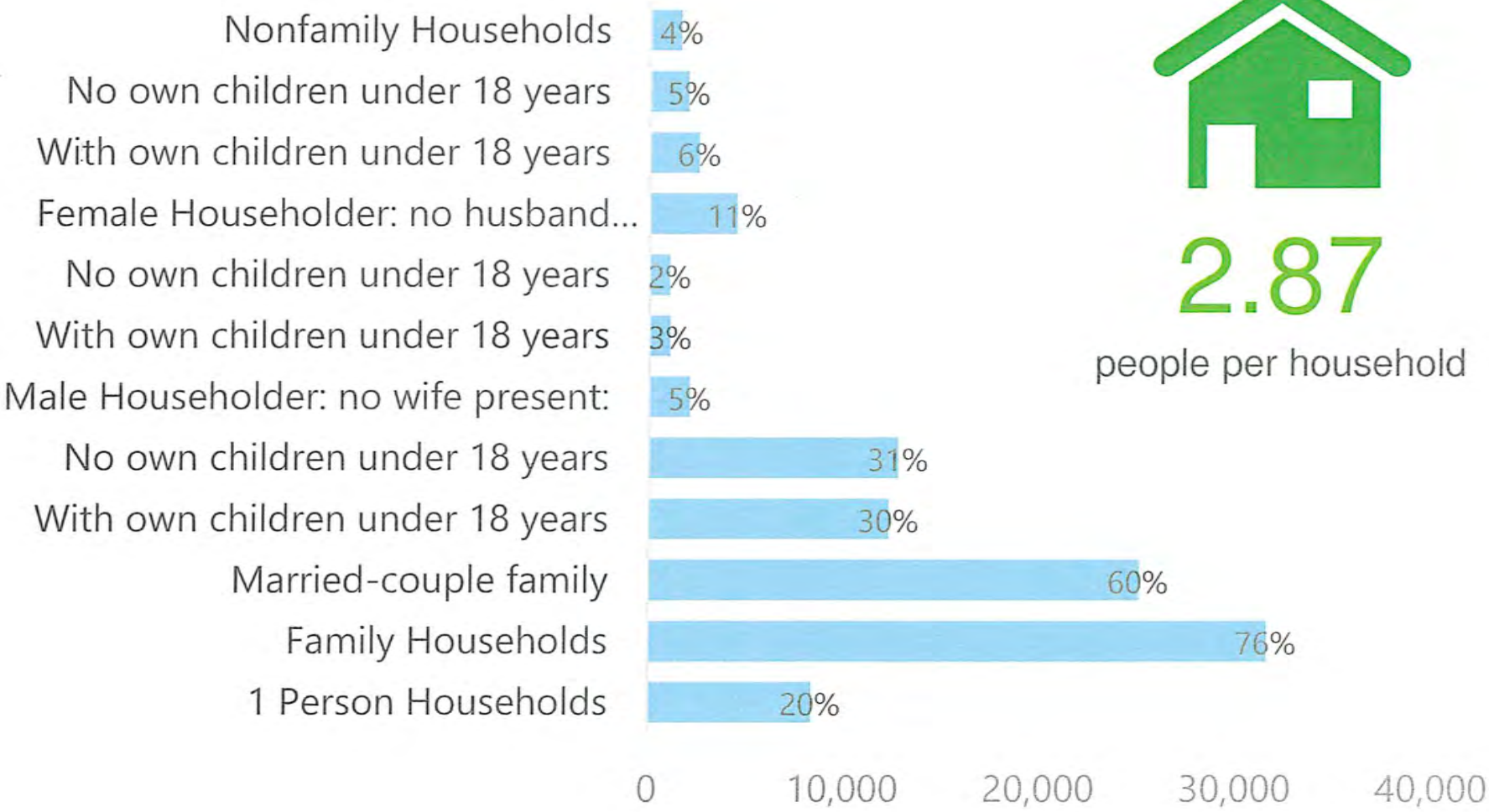
Discover



$229,794

average housing unit value

Discover



2.87

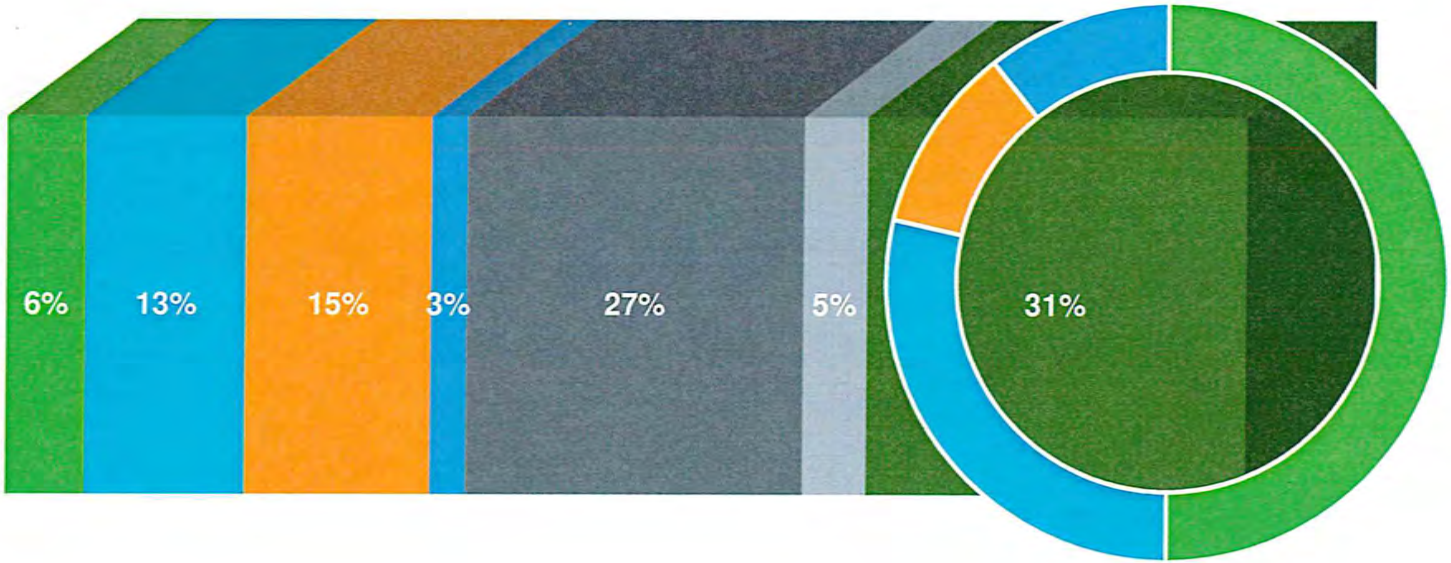
people per household

Discover

DAYTIME POPULATION

■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

86,949 daytime population



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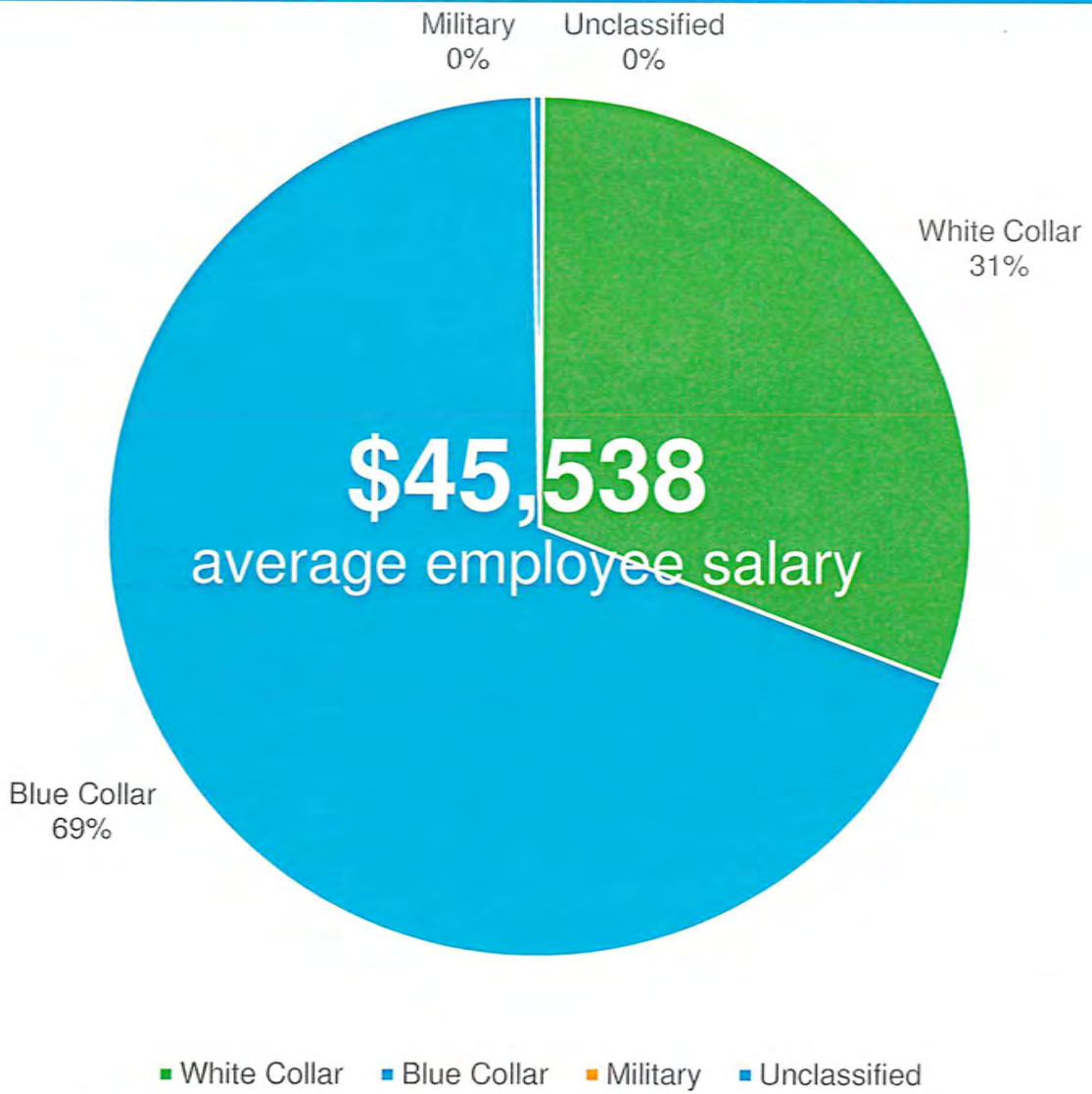
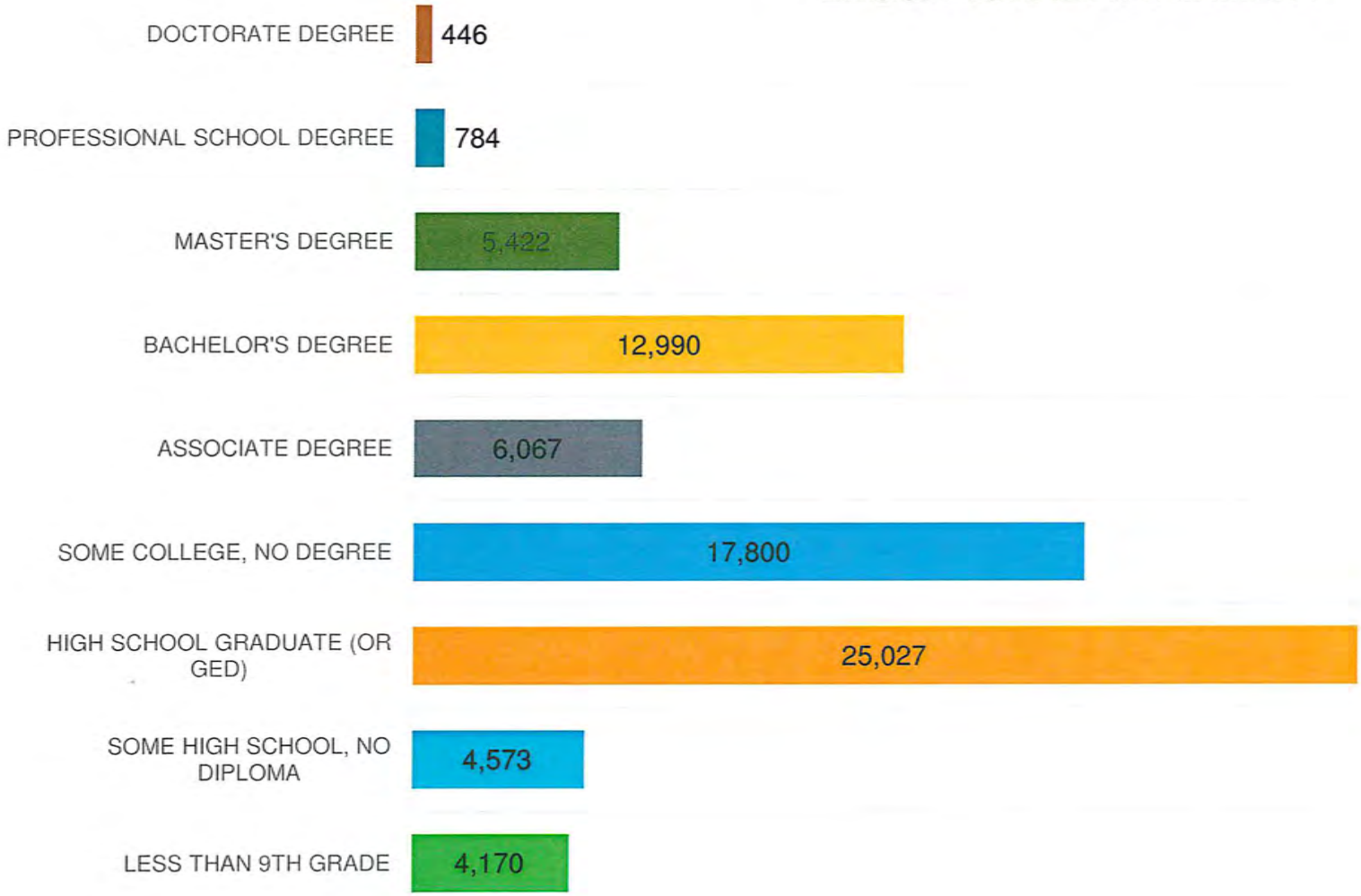
- Student Populations
- Prekindergarten to 8th Grade
- 9th grade to 12th Grade
- Post-Secondary Students

Discover


Military
0%
Unclassified
0%
White Collar
31%
$45,538
average employee salary
Blue Collar
69%
White Collar
Blue Collar
Military
Unclassified

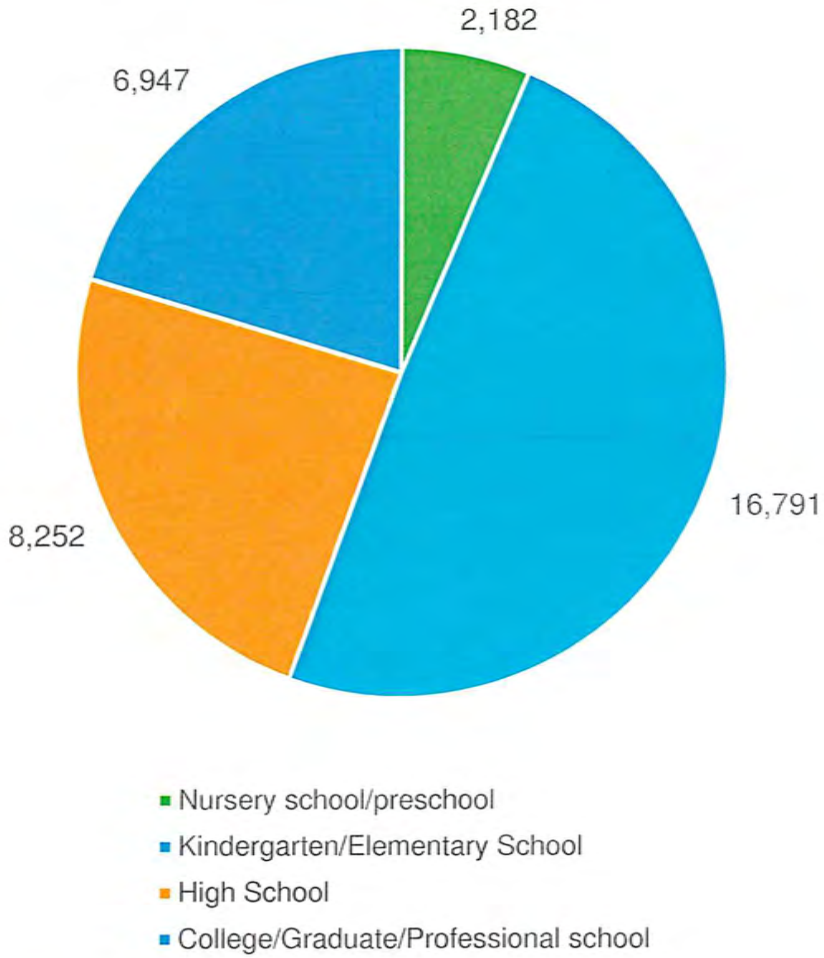
Discover

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



Discover

Current Year Estimated Population by Enrollment



Discover: Research & Analytics

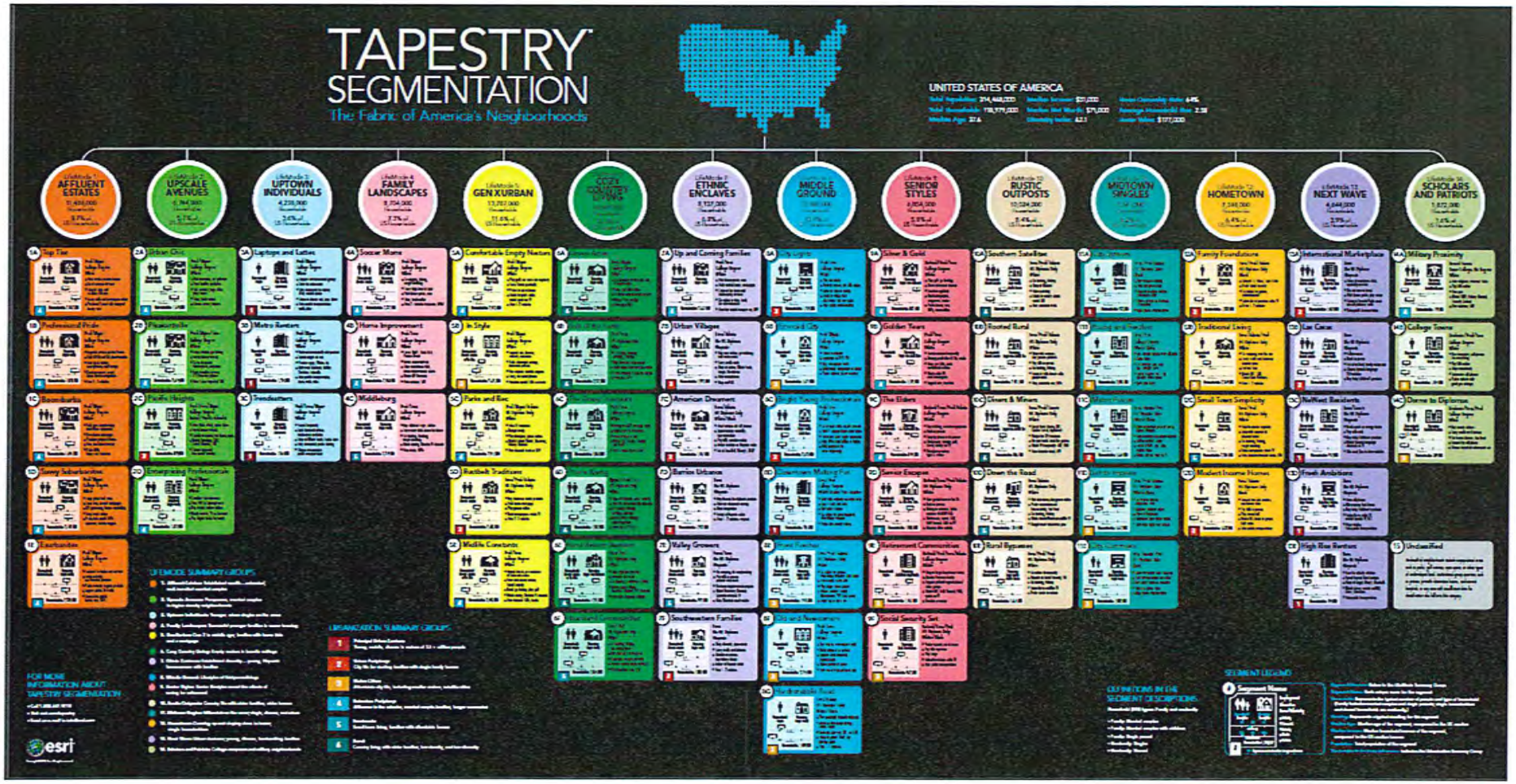
Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe "Who is Antioch?", often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer shopping patterns based on personality allow Retail Strategies to better align the retail prospects with the purchasing patterns.

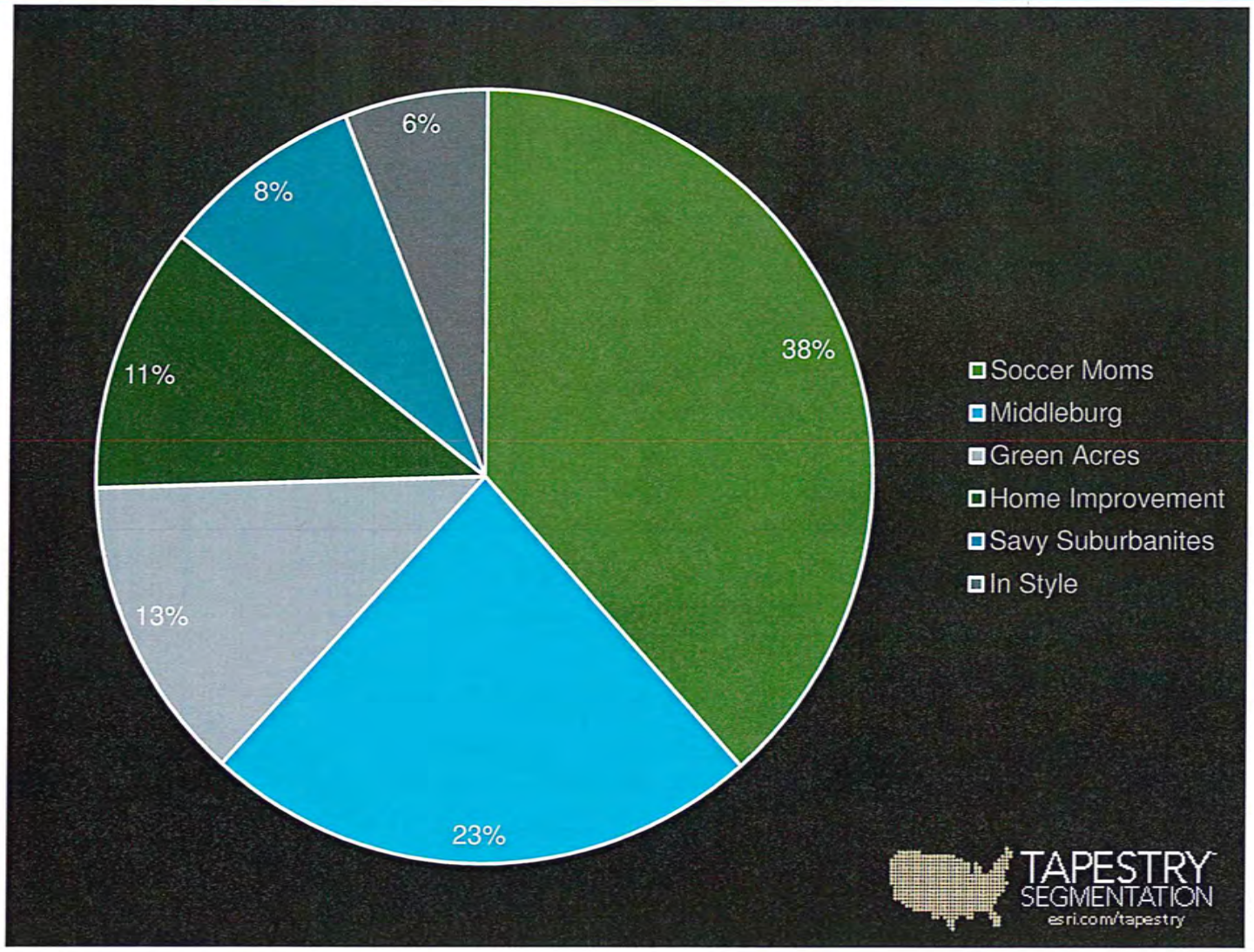
ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

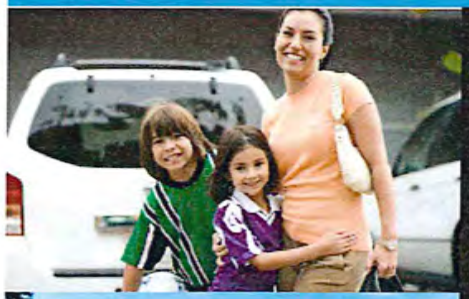
Discover: Research & Analytics



Discover: Psychographic Profile



Discover: Psychographic Profile



LifeMode Group: Family Landscapes

Soccer Moms

Households: 3,327,000

Average Household Size: 2.96

Median Age: 36.6

Median Household Income: $84,000

LifeMode Group: Family Landscapes

Middleburg

Households: 3,319,000

Average Household Size: 2.73

Median Age: 35.3

Median Household Income: $55,000

Discover: Psychographic Profile

LifeMode Group: Cozy Country Living

Green Acres

Households: 3,794,000

Average Household Size: 2.69

Median Age: 43.0

Median Household Income: $72,000

LifeMode Group: Family Landscapes

Home Improvement

Households: 2,058,000

Average Household Size: 2.86

Median Age: 37.0

Median Household Income: $67,000

Focus Categories

Understanding the 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 (surplus)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 the 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.

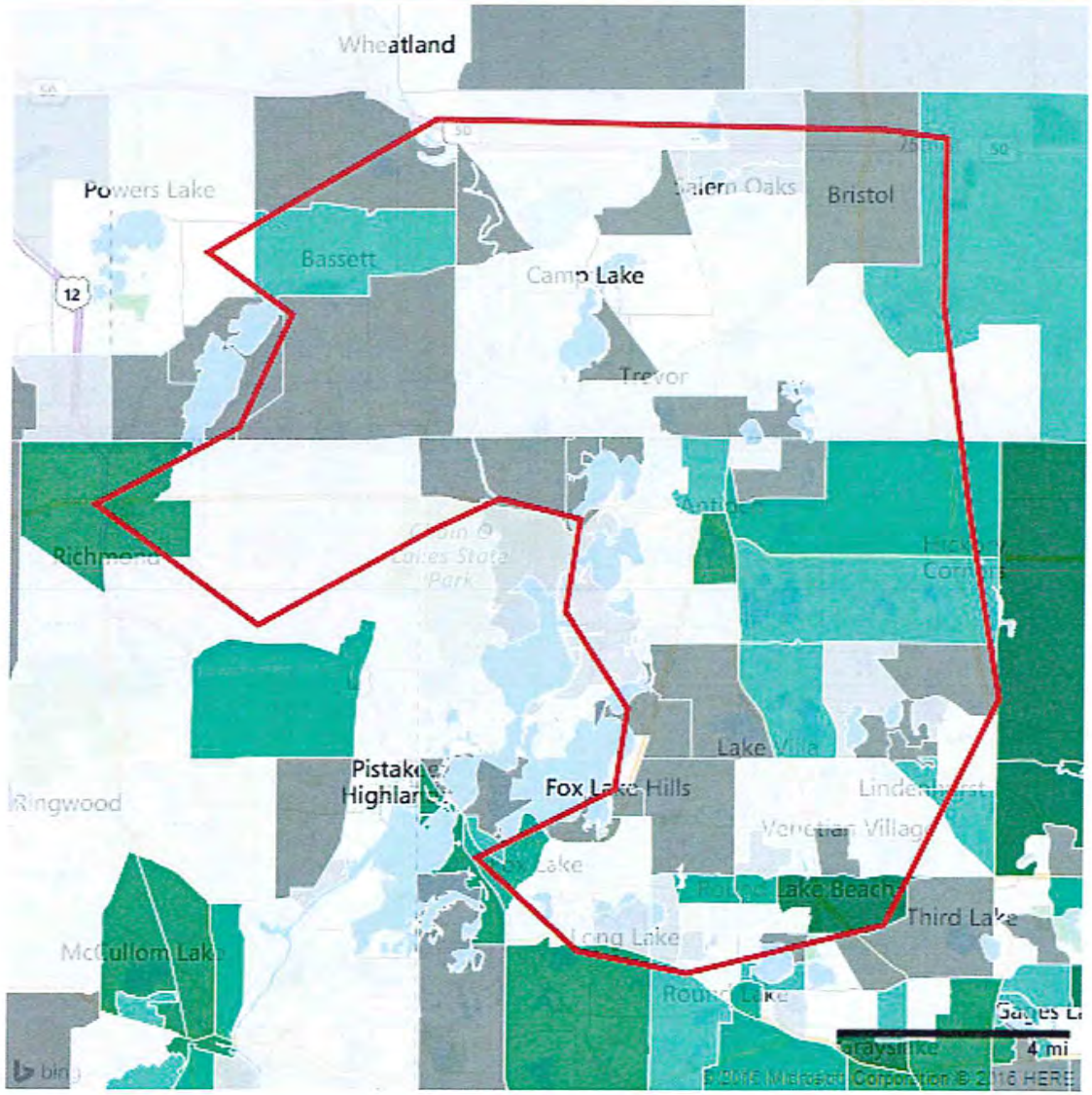
The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by 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 with proper analysis 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 or more on the category than the actual dollar amounts.

Discover: Total Market Supply

- ☑ Total Market Supply
  - $1 to $5MM
  - $5MM to $10MM
  - $10MM to $25MM
  - $25MM to $50MM
  - $50MM to $75MM
  - $75MM to $100MM
  - > $100MM



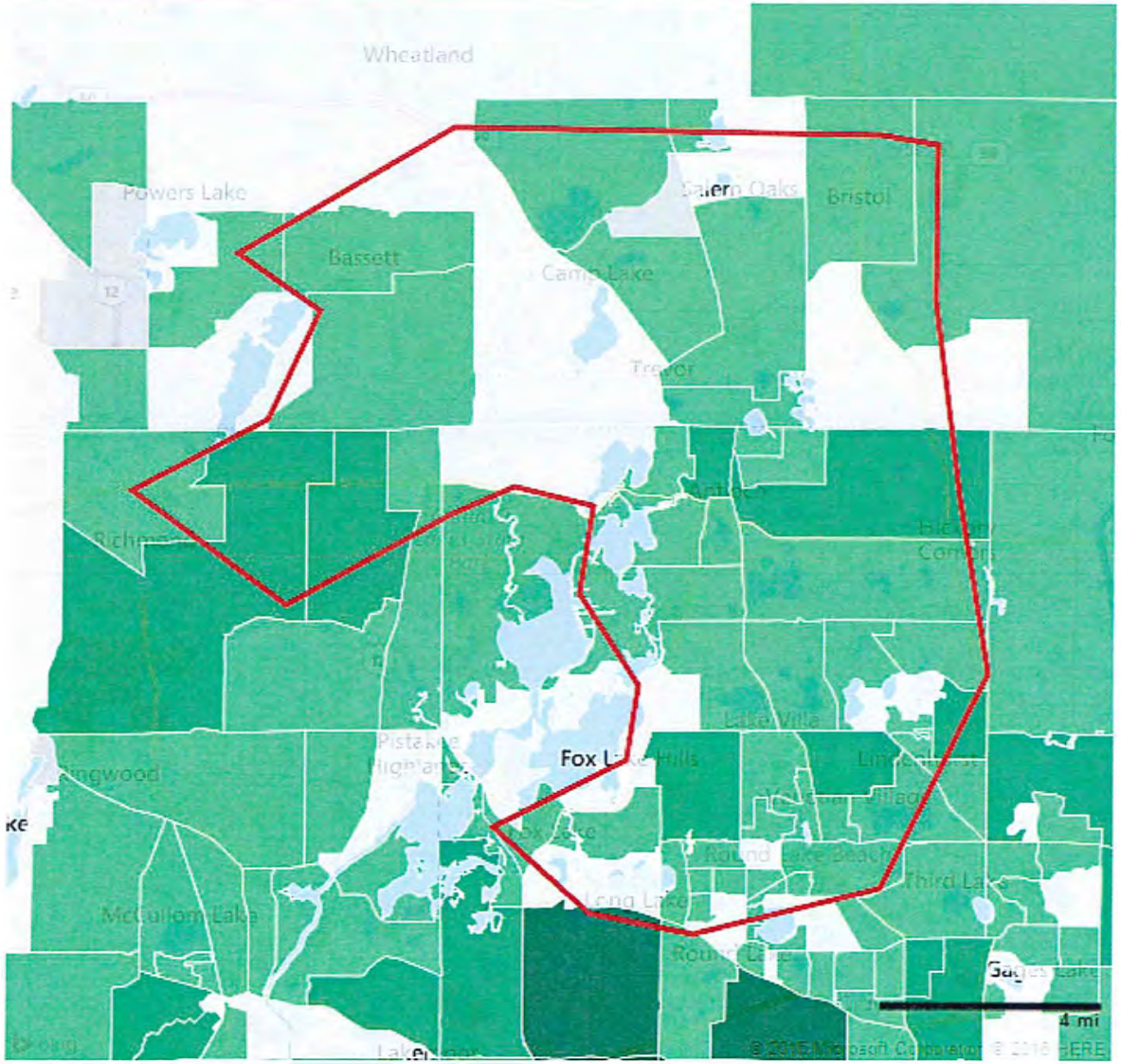
Total Market Supply

$1,100,582,807

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.

Discover: Total Market Demand

- Total Consumer Demand
  - $1 to $5MM
  - $5MM to $10MM
  - $10MM to $25MM
  - $25MM to $50MM
  - $50MM to $75MM
  - $75MM to $100MM
  - > $100MM



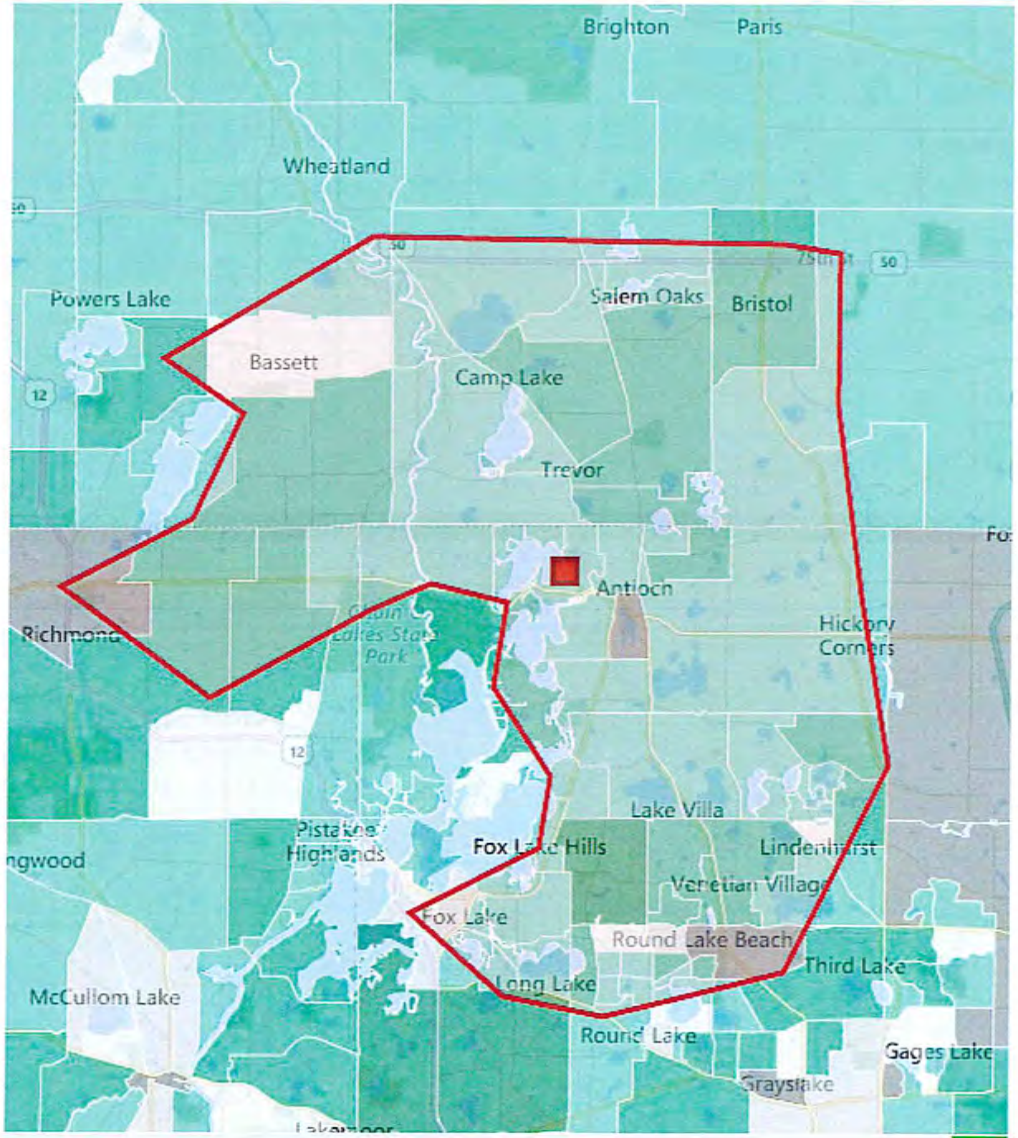
Total Market Demand

$2,002,130,253

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.

Discover: Opportunity Gap

- Opportunity Gap
  - < -$50MM
  - -$50MM to -$25MM
  - -$25MM to -$0
  - $0.00-$25,000,000.00
  - $25MM to $50MM
  - $50MM to $100MM
  - > $100MM



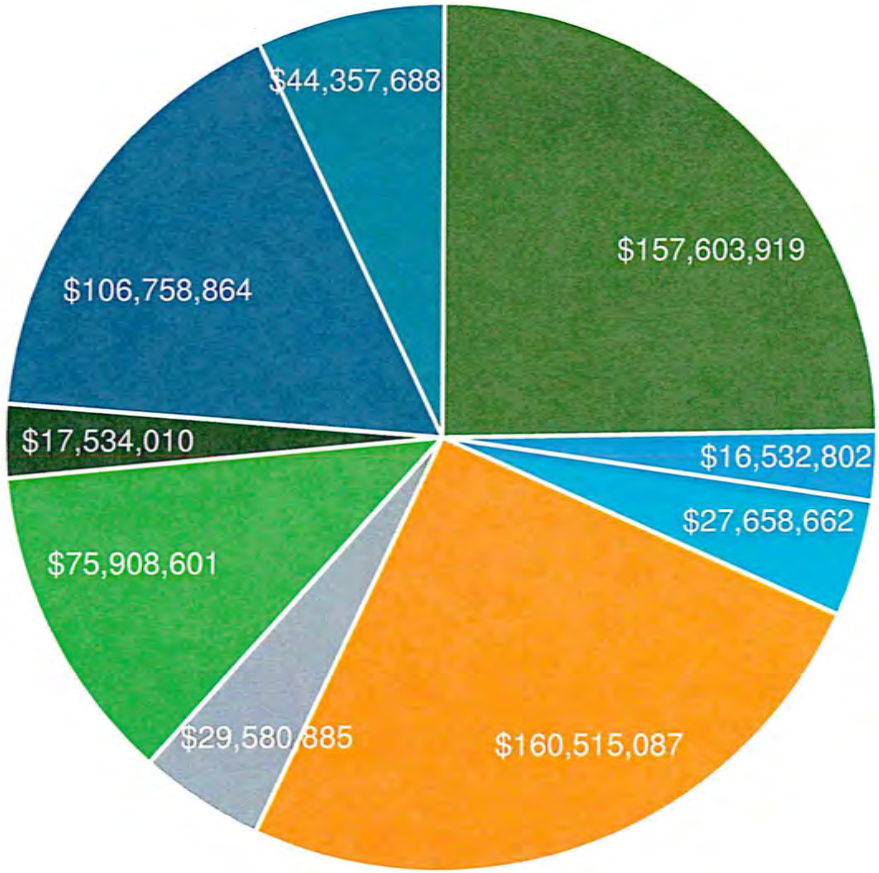
Total Market Leakage

$901,547,446

This means more people purchase items outside of the defined Antioch trade area than in the Antioch 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.

Discover: Consumer Demand & Supply

Customized Retail Category GAP Analysis



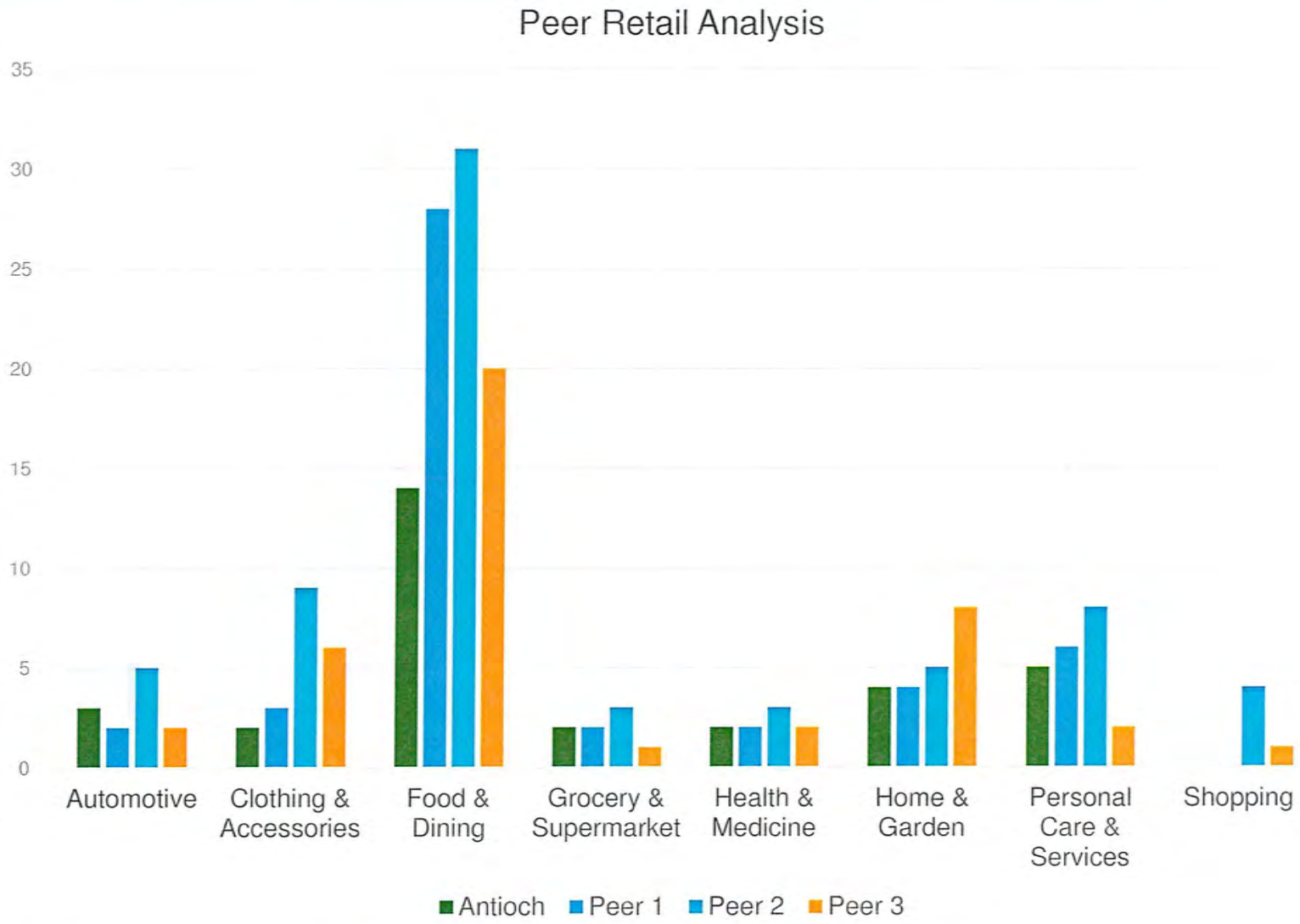
- Motor Vehicle and Parts Dealers
- Electronics & Appliance Stores
- Building Material and Garden Equipment Stores
- Food and Beverage Stores
- Health & Personal Care Stores
- Clothing & Clothing Accessories Stores
- Sporting Goods, Hobby, Book, Music Stores
- General Merchandise Stores
- Foodservice and Drinking Places

Discover: Peer Analysis

City Comparison Report – 10 Minute Trade Area

Address	City	State	Residential Pop	Daytime Pop	Median HH Income	Market Supply
	Antioch	**IL**	**34,867**	**7,601**	**$74,151**	**$353,721,604**
2222 Crest View Drive	Hudson	WI	31,129	16,843	79,019	$522,650,836
3801 Running Brook Farms Blvd	Johnsburg	IL	35,550	17,561	65,626	$576,525,743
825 E Green Bay Ave	Saukville	WI	34,301	19,219	65,558	$682,392,962
200 12Th St Sw	Forest Lake	MN	39,473	15,007	73,127	$658,676,177
9320 Cedar St	Monticello	MN	30,847	14,726	73,443	$605,181,478
10400 Highland Rd	Hartland	MI	41,425	13,184	82,498	$777,685,019

Discover: Peer Analysis



2016 Store Expansion Plans

Retailers Opened 42,000 Stores in 2016

Tenant mixes are becoming increasingly food-based.

Specialty food — fast casual & organic grocery are becoming mainstream.

Retail Growth

Fitness/Health/Spa Concepts

Drug Stores

Thrift Stores

Grocery (Smaller Format)

- Discount
- Ethnic
- Organic
- Upscale

Fast Food

Fast Casual

(~40% of restaurant growth)

Automotive

Discounters

Dollar Stores

Children's Apparel

Off-Price Apparel

Beauty/Cosmetics/Fragrances

Pet Supplies

Sporting Goods

Wireless Stores

Banks

Retail Contraction

Bookstores

Video Stores

Do-It-Yourself Home Stores

Mid-priced Apparel

Mid-priced Grocery

Office Supplies

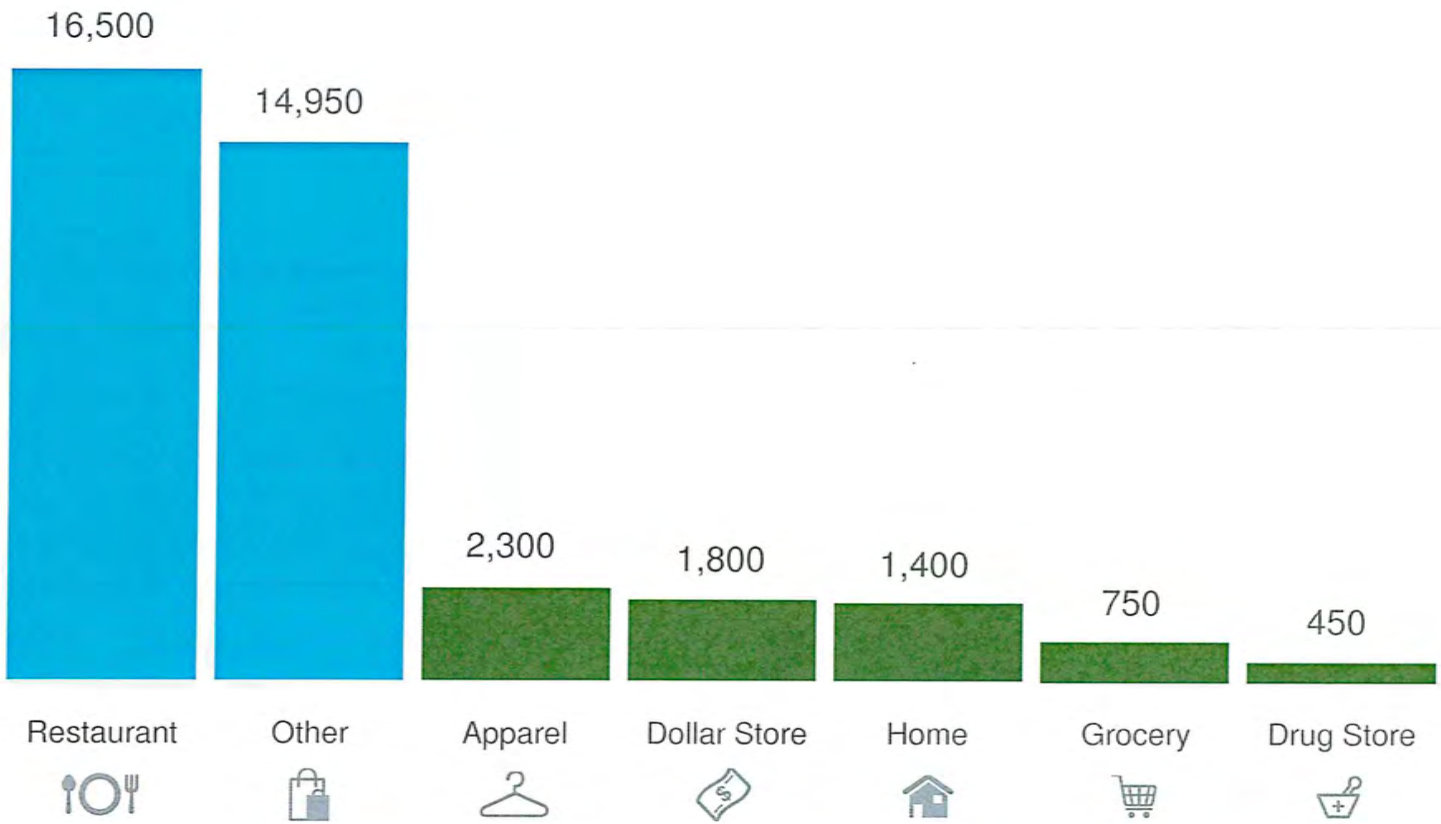
Consumer Electronics

Stationery/Gift Shops

Shipping/Postal Stores

Casual Dining – Older Concepts

2016 Planned Expansion



What We Do

1. Discover

2. Interpret

3. Connect

4. Grow

Boots on the Ground

Data vs. Real Estate

Sometimes the data tells us one thing but our gut and the market tells us something else.

We have intuition that comes from years in the commercial real estate business and we bring that intuition to our client cities.

~ Robert Jolly, CEO

Boots on the Ground

Putting our boots on the ground
in your community to identify strategic and
underutilized real estate assets.

Boots on the Ground

Purpose

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

This analysis is performed by licensed real estate professionals with more than 15 years of experience with development, leasing, and redevelopment.

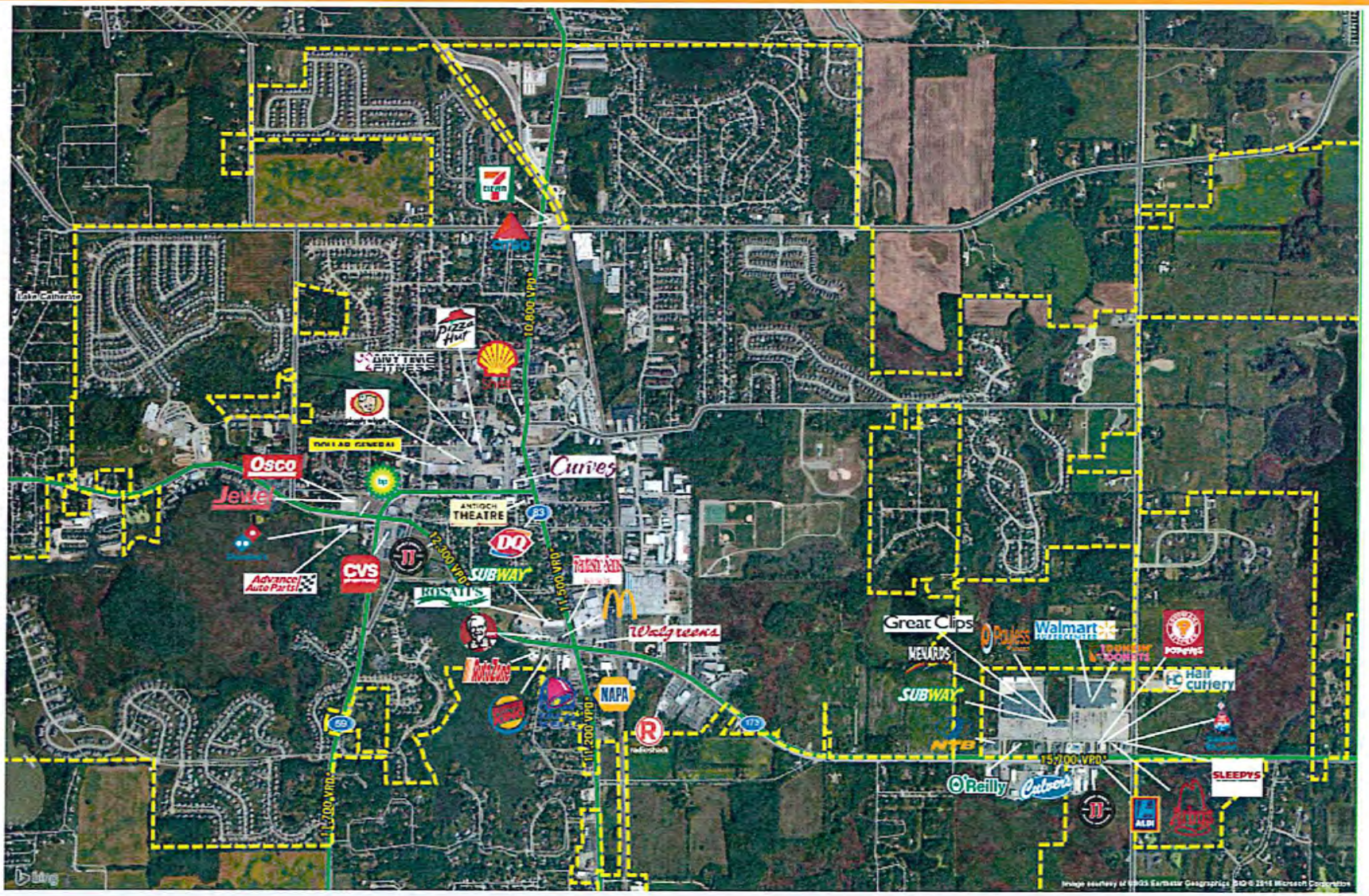
Information Collected

- 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

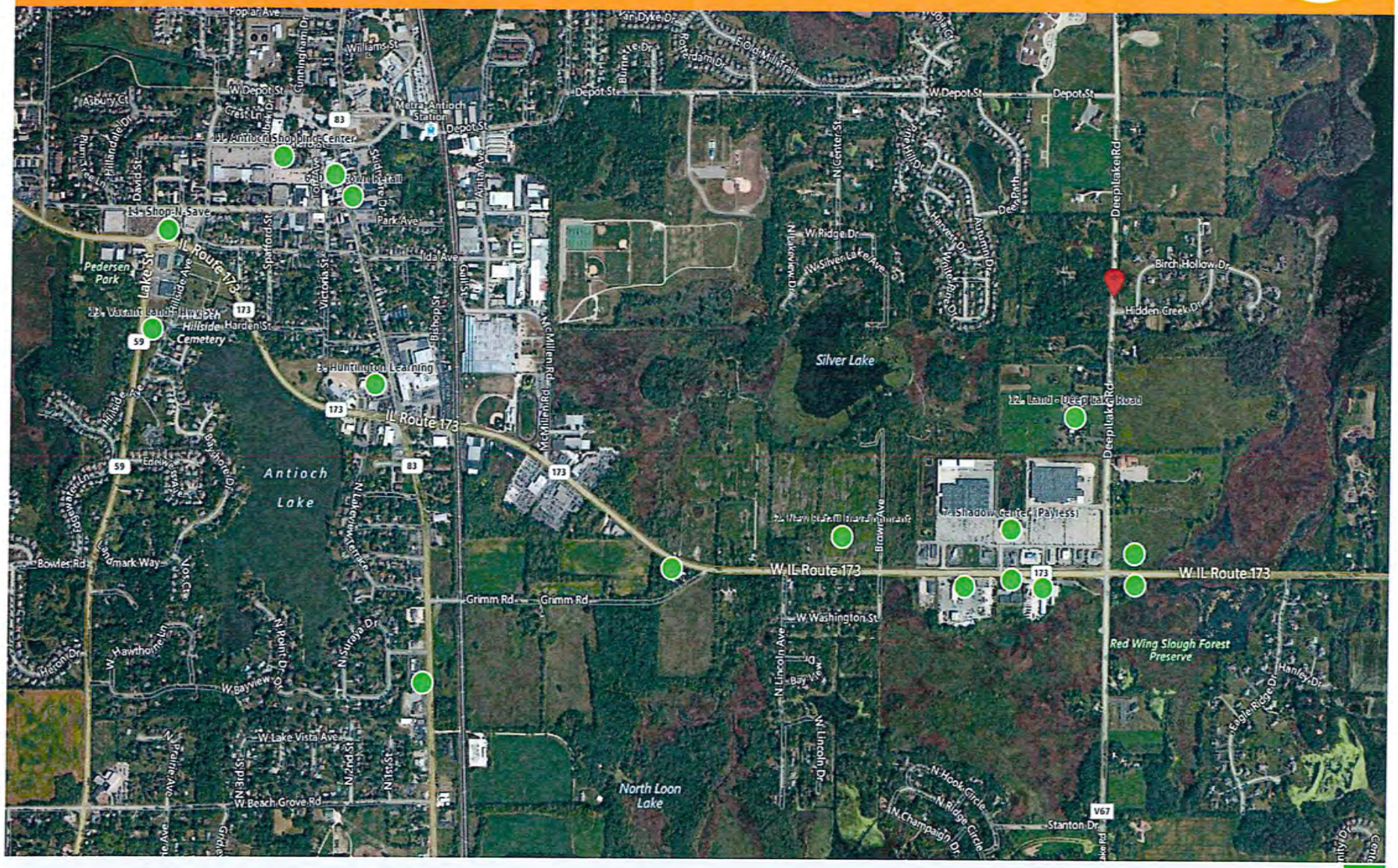
Boots on the Ground

Property Number	Property Type	Property Address
1	Vacant Land	22940 W Grimm Road
2	Land	22604 W IL Route 173
3	Strip Center	1118 IL-83
4	Strip Center	41240 IL-83
5	Land	22315 W IL Route 173
6	Community Center/Downtown Retail	925 Main Street
7	Shadow Center Strip	417 E IL Route 173
8	Strip Center	900 IL-83
9	Strip Center	22221 IL Route 173
10	Building	444 IL-173
11	Shopping Center	450 Orchard Street
12	Land	Deep Lake Road
13	Vacant Land	41989 N Hwy 59
14	Building	579 W IL Route 173
15	Vacant Land	21944 W IL Route 173
16	Vacant Land	21943 W IL Route 173

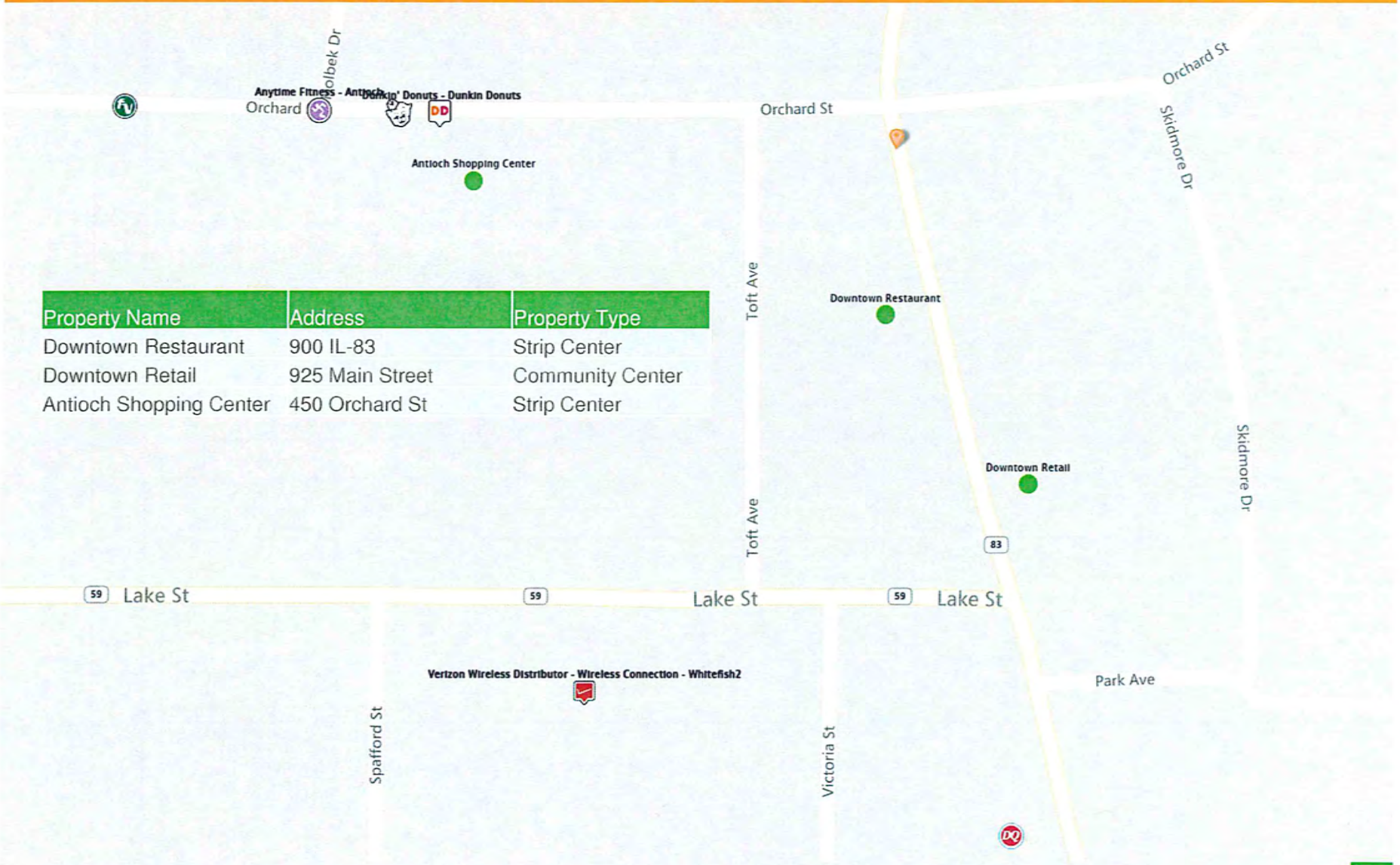
Current Real Estate Overview



Focus Zones for Recruitment



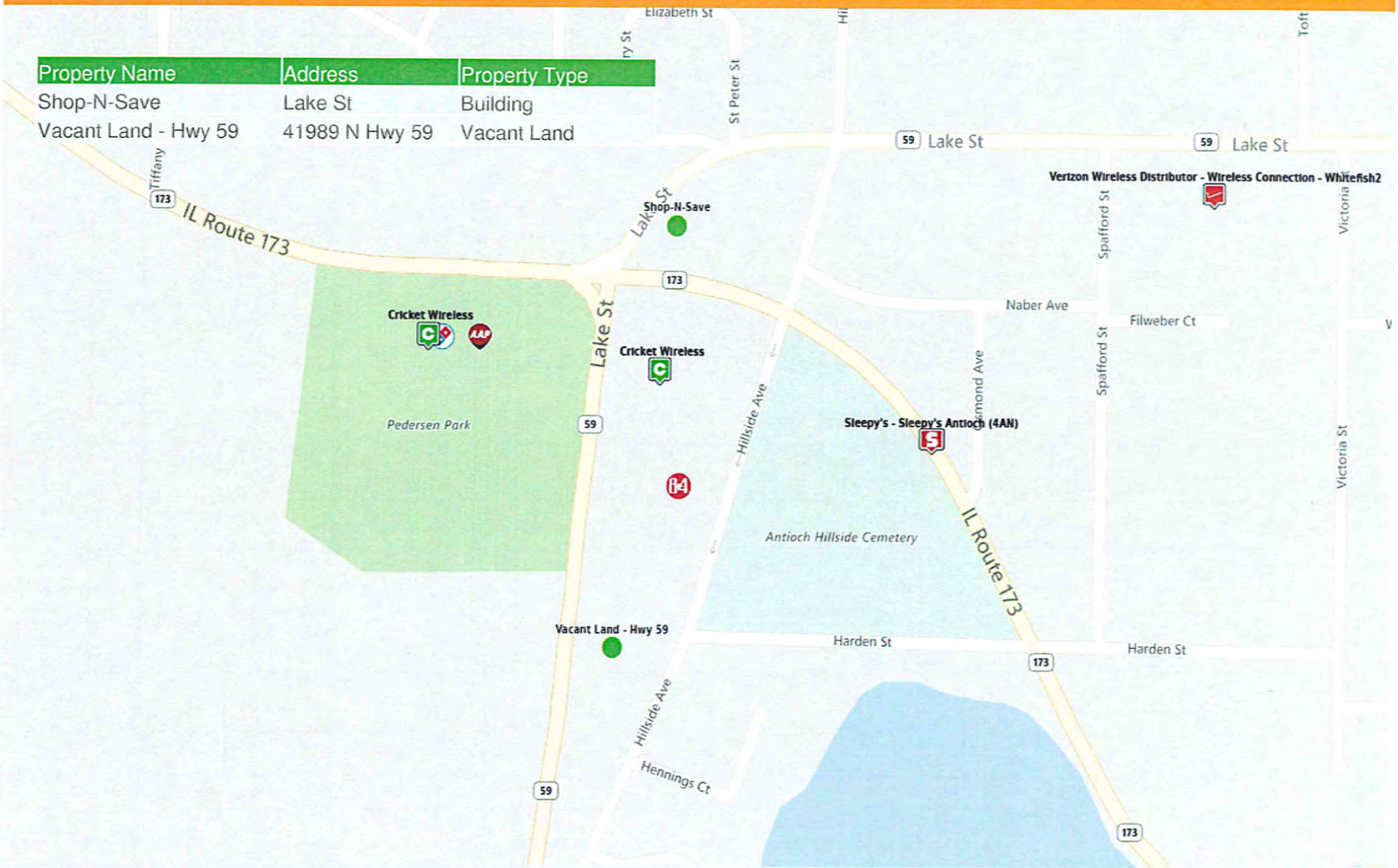
Focus Zones for Recruitment



Property Name	Address	Property Type
Downtown Restaurant	900 IL-83	Strip Center
Downtown Retail	925 Main Street	Community Center
Antioch Shopping Center	450 Orchard St	Strip Center

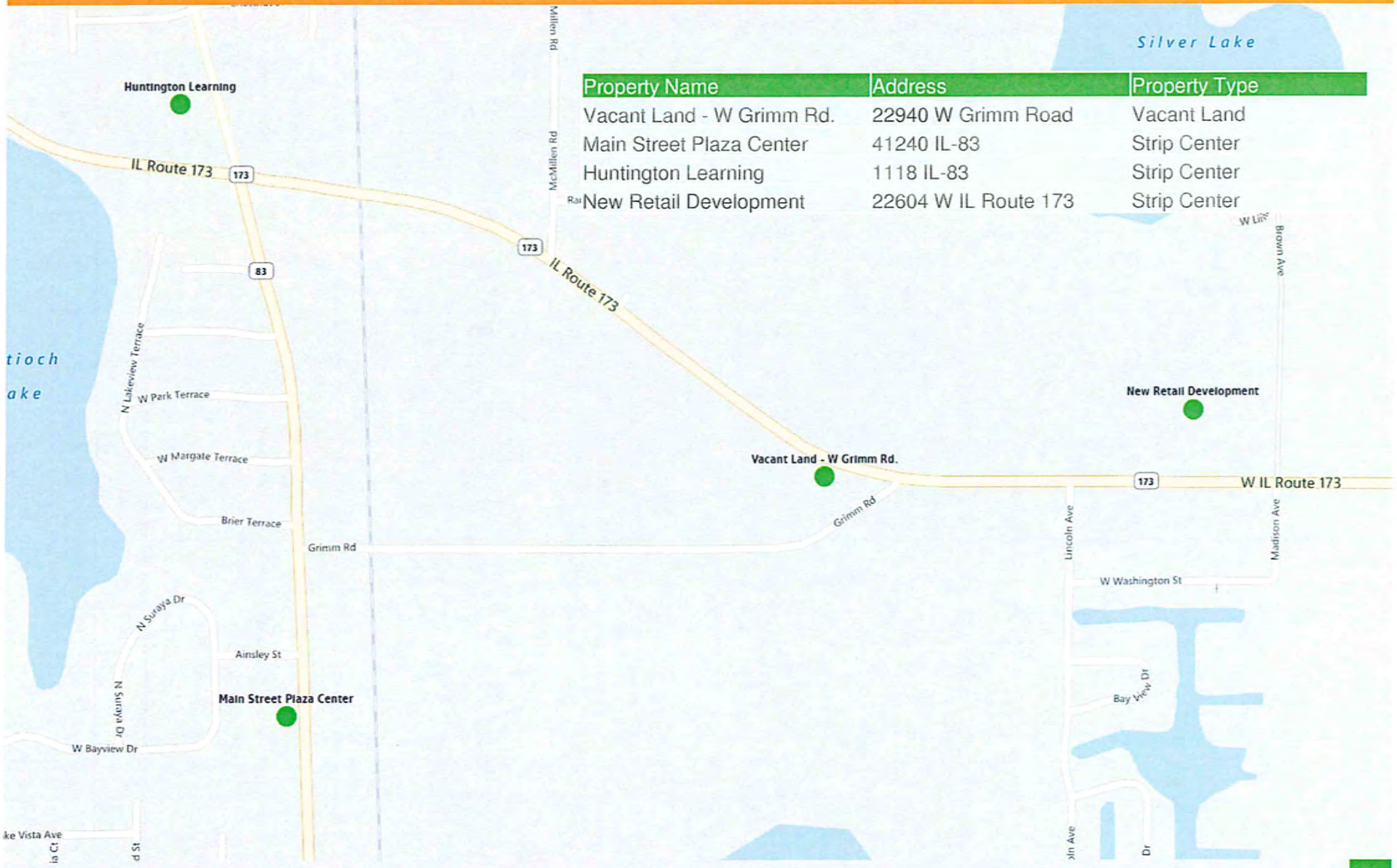
Focus Zones for Recruitment

Property Name	Address	Property Type
Shop-N-Save	Lake St	Building
Vacant Land - Hwy 59	41989 N Hwy 59	Vacant Land



Focus Zones for Recruitment

Property Name	Address	Property Type
Vacant Land - W Grimm Rd.	22940 W Grimm Road	Vacant Land
Main Street Plaza Center	41240 IL-83	Strip Center
Huntington Learning	1118 IL-83	Strip Center
New Retail Development	22604 W IL Route 173	Strip Center



Focus Zones for Recruitment

Property Name	Address	Property Type
Shadow Center (Payless)	Street	Strip Center
Car X auto Service	444 IL-173	Building
Antioch Crossings	W IL Route 173	Strip Center
Large Land	21944 W IL Route 173	Vacant Land
Land - Deep Lake Road	41866	Strip Center
Land	21943 W IL Route 173	Vacant Land
Waste MNG Center	22315 W IL Route 173	Vacant Land

What We Do

1. Discover

2. Interpret

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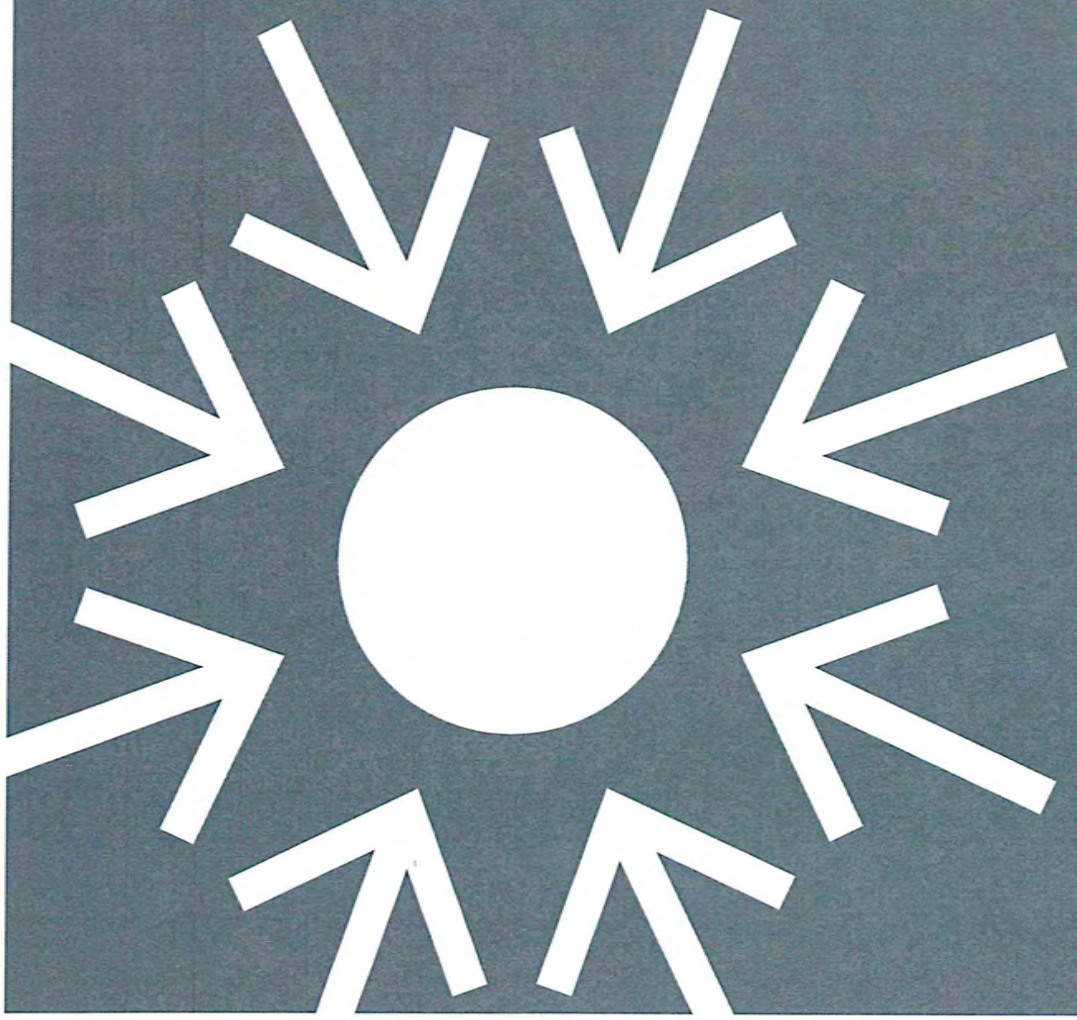
Retail Prospects



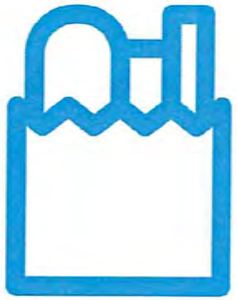
Data vs. Real Estate

Time to source and open a retailer in a new market takes approximately 18 to 36 months or more, which is one reason we seek at least a three year contract with our clients. Ultimately, we cannot determine where a retailer will locate. Our goal is to market sites and opportunities they may have never heard of or considered in the past. We're a matchmaker of opportunity in the industry. If they determine a market is not in their strategic plan currently, our mission will be to supply them with research and marketing materials that will entice them to keep the community in mind as they expand and grow.

~ Tiffany Kilpatrick, Retail Strategies Portfolio Director

Formerly with Hibbett Sports, Opened 130 Locations

Discover: Top Categories for Recruitment



Specialty Grocery

Home & Garden

Clothing

Restaurants

Connect

Grocery Stores

~18,000 - 125,000 sq. ft.

2+ Prospects

There will be approximately 750 new grocery stores open in the country this year.

This category is seeing a great deal of activity in mergers and acquisitions in 2015-2016. Consumer shopping patterns have changed. We are far more health conscience then in past years. Grocery chains focused on health, value and convenience will thrive. Grocery anchored shopping centers dominate the majority of the country's gross leasable area (GLA). New ground up construction today is typically grocery anchored. In addition, there is large opportunity to redevelop an existing shopping center with the right grocery store.

Connect

Home & Garden

~2,500 - 100,000+ sq. ft.

4+ Prospects

Growth category currently active in new construction and second generation space for the smaller 8,000 – 10,000 SF home center and hardware concepts.

For the last few years the large format home improvement concepts have been in a pretty stagnant growth pattern since the 2007 recession began. We are seeing a trend similar to other large box concepts of the home improvement stores going to smaller SF centers and also targeting smaller demographic markets than they were looking at pre-recession. The smaller home center are showing rapid growth. These tenants typically back fill second generation space and command single dollar rent payments. Several of the smaller concepts require a local franchisee.

Connect

Apparel Stores

~1,200 - 25,000 sq. ft.

9+ Prospects

Apparel stores like to cluster and create cross shopping with strong co-tenants.

Apparel is a category that shows evidence of bifurcation. The luxury brands are thriving and the value brands are thriving. The apparel stores that offer an average product at an average price are shrinking. During the recession, consumers learned they can receive a quality product at a discounted price. Post-recession consumer confidence is at a 7 year high. Consumers are saving their disposable income for luxury items and purchasing the rest of the their products at a discount. Apparel is a popular category for on-line shopping which has been a challenge for brick-and-mortar expansion. Customer service and customization are more important than ever.

Connect

Limited Service Restaurants

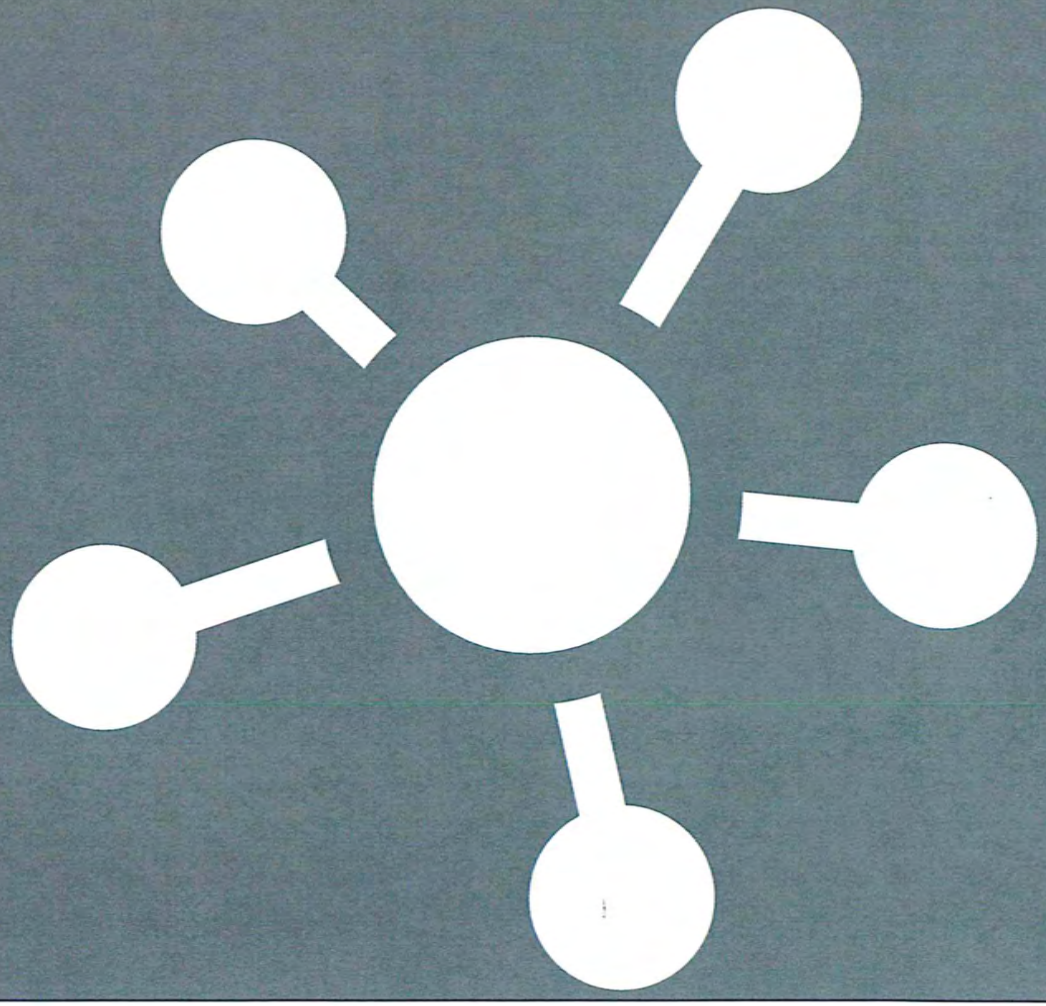
~1,200 - 6,000 sq. ft. (per)

25+ Prospects

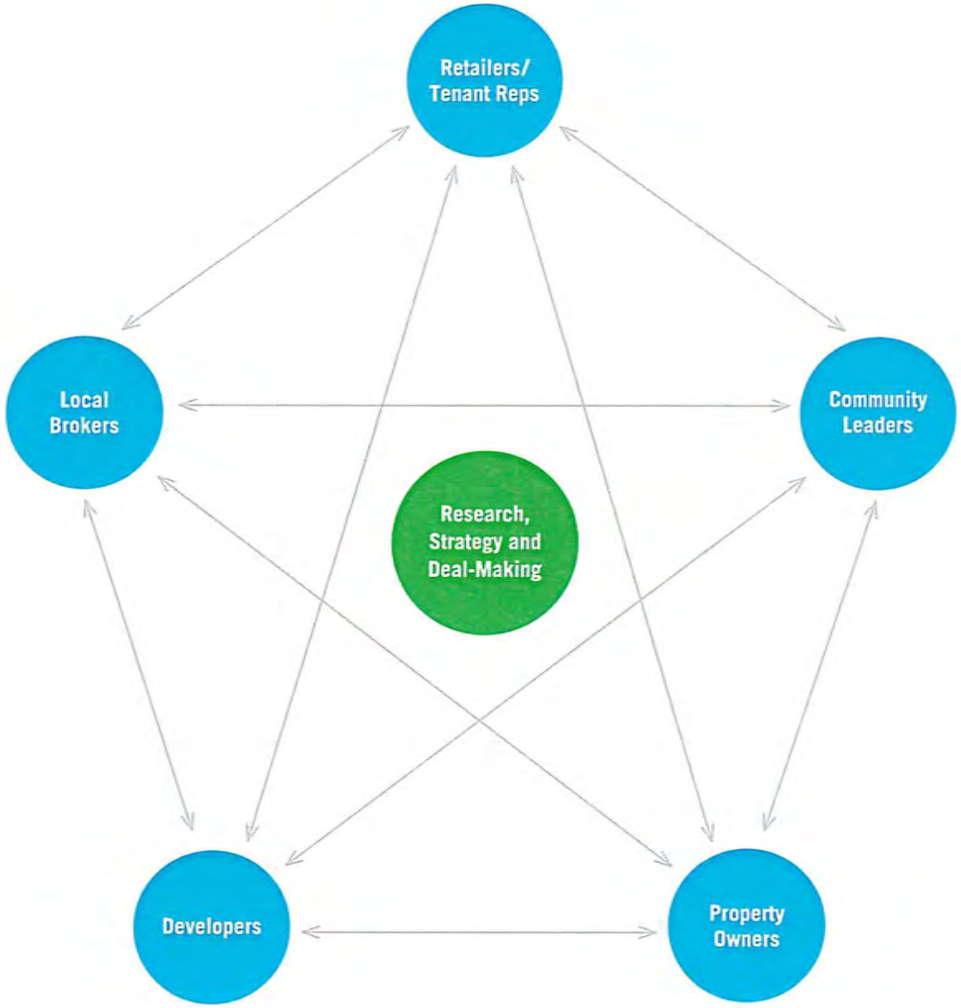
Fast Casual and Fast Food Restaurants account for the majority of the Restaurant sector.

This growth is due to value and convenience. The ability to control the time and quality at a value has changed the way we eat out. In tandem Limited Service Eating Restaurants provide lower-to-moderate price points and there is typically no tip involved. Approximately 40% of all expansion among publically traded retail and restaurant companies will be in this category. You will see a great deal of Retail Strategies efforts reflect this with a heavy focus on this category.

Implementation Plans



Connect


Retailers/
Tenant Reps
Local
Brokers
Community
Leaders
Research,
Strategy and
Deal-Making
Developers
Property
Owners

Marketing Guide

retailstrategies.com

City Contact Information

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Director of Community Development
mgarrigan@antioch.il.gov
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Antioch, IL 60002
(847) 395 1000 ext. 21 (o)
antioch.il.gov

City Information

Charming Downtown Antioch is located on the Illinois Side of the Wisconsin line, just miles away from Lake Michigan. Close to home and close to perfect is the best way to describe everything Antioch offers.

Charming Downtown Antioch boards over 100 unique shops and eateries throughout its quaint downtown. While strolling among the delightful streets of Antioch, shoppers enjoy the charm of yesterday's era with today's conveniences in Antioch's recently renovated downtown historical shopping district. Antioch's shopping district is attractively comprised of distinctive clothing boutiques, eateries, gift and décor shops, limeprint fudge and popcorn shops, and specialty shops. Whether spending a day in Antioch, or living in its charming community, Antioch welcomes everyone.

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetract), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Hudson, WI	2222 Crest View Dr
Johnsburg, IL	3803 Running Brook Farms Blvd
Saukville, WI	4015 E Green Bay Ave
Forest Lake, MN	200 17th St Se
Monticello, MN	9500 Cedar St
Hartland, MI	10400 Highland Rd

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*

Clothing & Accessories | Food & Dining | Specialty Grocery | Home & Garden

Focus Properties

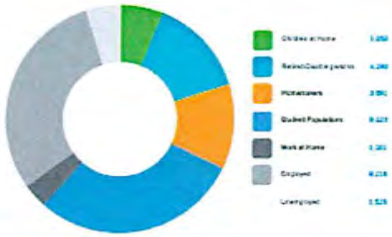
Retail Strategies has a catalogue of retail commercial real estate properties in this market.

For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics

Average Age	Median Household Income	Growth Rate
38.6	$79,866	1.92%

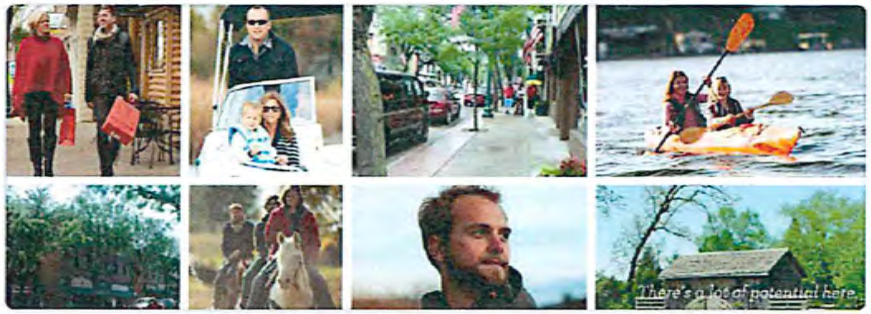
Daytime Population 30,692

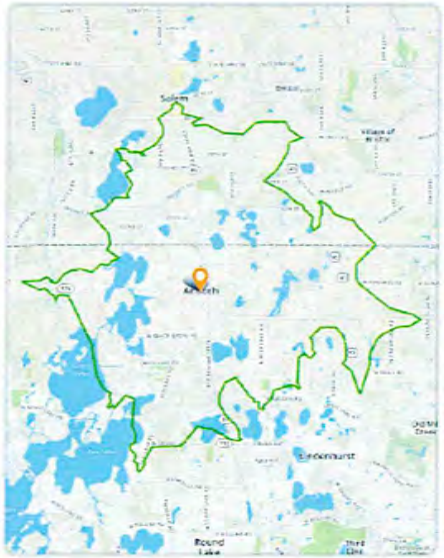


retail strategies

Village of ANTIOCH, ILLINOIS

Market Guide





DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2015 Estimated Population	23,168	56,998	260,881
Daytime Population	18,680	41,133	227,172
Median HH Income	$77,714	$79,311	$74,082
Number of Households	8,265	20,729	92,150

DEMOGRAPHIC PROFILE	5 Minute Drive Time	10 Minute Drive Time	15 Minute Drive Time
2015 Estimated Population	8,321	39,145	108,896
Daytime Population	10,643	30,692	95,862
Median HH Income	$82,087	$79,866	$80,539
Number of Households	2,965	14,493	38,411

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RETAIL LIVE!
RETAIL REAL ESTATE LIVE

2016 ICSC RECon Conference

RECon2016

36,000 Attendees
1,000 exhibitors
1,000,000 SF

3 Days

62 Development Firms

72 Brokerage Houses

142 Retailer Exhibitors

212 Retailer Meetings

What We Do

1. Discover

2. Interpret

3. Connect

4. Grow

Grow

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

What We Do

We are retail real estate experts with a combined total of 150 years of experience. We know how to tell your community's story in a way that matters to national retailers.

Discover

with fresh eyes and no assumptions, each new community we work with.

Interpret

big data to find the real, actionable stories that retail decision makers need to hear.

Connect

the right people around a solid retail real estate strategy thereby creating the best environment for deals to happen.

Grow

big data to find the real, actionable stories that retail decision makers need to hear.

Key Takeaways

Research Isn't the End

Research is critical but Real Estate always wins

Retail Recruitment is a Challenge

Retail Recruitment is Economic Development but it is a commercial Real Estate function. Enlist professionals to assist the community

Retail Recruitment is a Marathon

Retail Recruitment is not an event. Manage expectations. This process takes time.

Retailers are Expanding

70% of Retailers will expand this year. Get in the game!

There's a lot of potential here.

retail strategies

Thank you!

retail strategies

120 18th Street South, Suite 120, Birmingham, AL 35233 205.314.0386 **retailstrategies.com**

There's a lot of potential here.