

The FINANCE COMMITTEE held a MEETING on Monday, January 13th, 2025 beginning at 6:07 P.M.

Committee Members Present:

Finance: Chair Tollett, Schneider, Cerra, Siwierka, Davis
Utilities: Chair Mitchell, Davis, Oswald, Armstrong, Stewart
CD: Chair Mitchell, Callahan, Schneider, Oswald, Lipian
Excused Absence: none

Administration and Department Heads Present:

Mayor Brubaker, Law Dir Deery, Safety Service Dir Pyanowski, Finance Dir Pileski, Asst Finance Dir Farrell, Public Works Supervisor Conner, Asst Dir Calvert, Asst Dir Strohsack, Engineer Schneider, Building Official Farkas, WWPC Supt Stewart, Water Team Leader Jacob, Fire Chief Pronesti, Police Sargent Buckway

1. The matter of approval of the Finance Minutes from Nov. 25th, 24 as circulated.

Motion made by Mr. Schneider and seconded by Mr. Cerra to approve said minutes.

MOTION CARRIES

2. The matter of delinquent and final EPU charges to be certified to the Lorain County Auditor's Office.

Referred By: Public Works Supervisor Conner

Dir Conner had provided a list of accounts that were approved by the Utilities Resolution Board on Jan. 3rd in the amount of \$26,136. These charges are to be certified to the Lorain County Auditor's office to be assessed to property taxes. These charges are 3 months or more of charges.

Mrs. Siwierka said a lot of time and energy is spent on some of these same accounts every few months, several are repeat offenders. She asked if the accounts are getting paid once they are assessed to the property taxes?

Supt Conner said we are getting paid by a lot of these multi accounts through the property taxes. The payments come in after taxes are paid every 6 months.

Mrs. Siwierka said this is work above and beyond. Her concern is the sewer only accounts that are going to start to creep up more and more with all the new developments.

Dir Pyanowski said the percentage of collection is about 85 to 97%. The collection might be delayed, but ultimately, we are getting paid. They have been talking about late fees and will be working on instituting that.

Dir Deery said if the committee wants to consider a penalty for a delinquency it is something that can be discussed and legislation can be drawn up for that.

Mr. Stewart asked if a processing fee can be incorporated with the penalty?

Dir Deery said there are a variety of ways to add to the fee ordinance, council has that option to add any kinds of fees and those can be discussed.

Dir Pyanowski said the 4% fee that is charged by the Auditor's office is statutory to help cover their admin costs and we could factor that in with our late fee; admin fee and penalty in one fee.

**Motion made by Mrs. Davis and second by Mr. Cerra authorizing a resolution for delinquent utility accounts to be certified to the Lorain County Auditor's Office.
MOTION CARRIES COMMITTEE REPORT WRITTEN**

3. The matter of securing, boarding-up and/or demolition charges to be certified to the Lorain County Auditor's Office.

Referred By: Building Official Farkas

Building Official said there are four sites on this list; two were complete demos and one was a porch and the other was a detached garage. The properties are; 381 Furnace St., 382 Furnace St., 804 West Ave., 131 Warden Ave.

He refers to the Elyria Codified Ordinances which spell out the demolition process and the requirements to meet EPA regulations. They contract with demo companies that know what they are doing and know our process. Most of the time the home is unoccupied, occasionally a home is occupied and it would have to be condemn it so that the residents have to leave.

**Motion made by Mr. Cerra and second by Mr. Schneider authorizing a resolution for delinquent boarding up & demo charges to be certified to Lorain County Auditor.
MOTION CARRIES COMMITTEE REPORT WRITTEN**

4. The matter of finding City property no longer suitable for public use and to be taken out of service and sold or auctioned on govdeals.

Referred By: Safety Service Dir Pyanowski

Dir Pyanowski said they have a room full of covid supplies, masks that have expired and they've been expired. Some equipment is still in boxes but don't have any use to us so they want to place them on govdeals.

Motion made by Mr. Cerra and second by Mr. Schneider authorizing a resolution finding the city has obsolete equipment that is unfit for municipal use.

MOTION CARRIES

COMMITTEE REPORT WRITTEN

Motion made by Mr. Cerra and second by Mr. Schneider authorizing an ordinance to dispose of 'said' property by the best means possible in accordance with the law.

MOTION CARRIES

COMMITTEE REPORT WRITTEN

5. The matter of entering into a contract renewal agreement between the City and Roetzel & Andress for Legal Services for 2025.

Referred By: Safety Service Dir Pyanowski

Dir Pyanowski said this is a renewal contract for Susan Anderson who is the labor council. She helps with labor agreements through negotiations and sometimes with employee issues. She is a benefit to us and this is to renew her contract. This new contract reflects a \$25 per hour increase.

Motion made by Mrs. Siwierka and second by Mr. Cerra authorizing a contract renewal agreement with Roetzel & Andress for Legal Services for 2025.

MOTION CARRIES

COMMITTEE REPORT WRITTEN

6. The matter of accepting an assistance to Firefighters Grant (AFG) for 2025.

Referred By: Fire Chief Pronesti

Chief Pronesti said this is an annual grant. This year is to put in for another apparatus. Equipment wise, they are in good shape. He's hopeful would qualify for it but it's stiff competition and we can try. This grant amount will be for just under one million dollars. The City would have a 10% match. The application has already been submitted.

Dir Deery asked where the match of the 10% would come from?

Dir Pileski said funds would come from 2016 half percent Income Tax Fund.

Motion made by Mr. Cerra and second by Mr. Schneider authorizing an ordinance to apply for the 'said' grant, emergency clause due to deadline.

MOTION CARRIES

COMMITTEE REPORT WRITTEN

7. The matter of a replacement contract with Axon for EPD body worn and in-car cameras and equipment.

Referred By: Police Sargent Buckway

Sgt Buckway said this is for a contract with Axon Enterprises for body worn cameras, tasers and in-car vehicle camera system as well as virtual training, head gear and

software. Axon has incorporated a couple different companies and with that they bundled these services. We are looking to lock-in pricing with the company and over the 10-year contract, which will save 2 million dollars. This contract will guarantee every five years, when new versions of current equipment become available, we would be able to replace them, if we choose to do so. As technology improves, we can update our equipment.

With the body cameras, they can see on a map where all the officers are and it records everything and the upgrade with that is, the officer sitting at the desk can live stream up to 20 individual officers at one time. In addition, there will be software that will streamline the process for reviewing use of force incidents, vehicle pursuits, etc. Also included, is unlimited third-party digital evidence storage which will allow from a document to a cell phone extraction that the detective bureau does. These are sieges compliant and are vetted by the Dept. of Defense. We will also receive an additional 60 license plate reader cameras thru the in-car system, with the flip of a switch, they will turn them on in every single in-car system we have and will include the Fire Chief's vehicle. That system will be integrated with flock and any other system that is out there. The last advantage is, Axon acquired a company called Fuses, is a real-time crime center company. It will allow us to have 150 video camera feeds with the price we're already paying and every officer that has a computer or mobile device will be able to go on and see what's happening. If there is an alarm at a business, we can see their feeds without sending an officer to see what is happening and whether it's a false alarm or not.

Dir Pyanowski said we've been using Axon, starting with their tasers for 10 years.

Chair Tollett said when we started with Axon, one of the biggest concern's IT had, was with data storage that would need to be used for court and now that issue is resolved with the technology that is offered by Axon.

Dir Pyanowski said this is a 10-year contract and we will continue to have a good relationship with Axon. And they will continue to provide what we need to maintain this equipment and provide advances in the technology which will help us be more efficient.

Mrs. Siwierka asked what the costs are.

Sgt. Buckway said the dept is set to pay an invoice of \$311,630.78. The total price over the 10 years is \$5,395,272. The first year's invoice will be what we were going to pay them originally and from there the additional cost is broken down over the remaining nine years. if we replace any of the equipment and get into contracts as they expire, we are looking at an estimated a la carte cost of \$8 million over the course of 10 years. The biggest thing we're looking at as far as cost is the cost savings of 2 million dollars if we were to just renew these contracts as they come up. And we're farther ahead with the technology by taking advantage of this.

Dir Pyanowski said this 10-year will continue what we already have with them, but this

will put everything into one agreement.

Mr. Armstrong said the savings per year is \$273,141, is that correct?

Sgt. Buckway said the savings over the course of the 10 years is \$2,196,911.80. We are adding 4 different components of software that we didn't have before which will increase efficiency for the department as well as the Law Office.

Mrs. Mitchell said there was a bill signed by Governor DeWine that allows municipalities to charge for individuals who want to view that information, is that something we do?

Dir Deery said that will go into effect 90 days after it was signed. It will enable local communities to do this if they chose. It may come before council for discussion before that. There will be a lot of moving parts as to whether that decision would be made. She anticipates that there will be challenges made to that law and she doesn't think Elyria should be on the forefront of that battle because, basically, it's the public right to see and will be a pragmatic argument of whether or not we can charge for it, whether it's evidence or not. Though, it is exceptionally time consuming and it is arduous, there will have to be a balancing approach. That discussion will be in the near future.

Mr. Stewart said this is an invaluable tool and we want to give the best that we can to our police for our residents. The big thing is the funding mechanism.

Dir Pileski said most of the funding will come from the general fund but we also have the ability to charge this thru the police levy fund and / or the 2016 half % income tax fund. And there are a number of other funds associated with the police department; law enforcement trust fund, mandatory drug fine fund, etc., could be a combination of several funds.

Chair Tollett read the Committee Report and asked for a motion.

Motion made by Mr. Cerra and second by Mrs. Siwierka authorizing the mayor to enter into the 'said' contract for 'said' equipment for the Police Dept.

Emergency clause due to contract expiration date.

MOTION CARRIES COMMITTEE REPORT WRITTEN

8. The matter of entering into a consulting contract with Fitch & Associates for EMS.

Referred By: Mayor Brubaker

Mayor Brubaker said we had discussions about our EMS transport and the contract with Lifecare. We've spent around \$273,000 in 11 and a half months of service with Lifecare.

That equates to about 2,166 transports at \$126 each. We had budgeted \$400,000 and January and first 2 weeks of February 2024 did not count. We had discussions of what

the future looks like in regards whether our Fire Dept was going to do EMS transport, or if we were staying with Lifecare. We were compelled to do a study, would it be feasible and tonight before everyone, is the company the administration thought was a best fit for us. They are Fitch & Associates, they are out of Missouri. The contract is currently in the Law Dir's office for review. The cost is \$69,999 and it would come out of the general fund from the Mayor's office under professional services. This office has good references.

This company will do four scopes of work, they will evaluate what is currently happening with Lifecare, they will conduct a fiscal analysis of EMS within the city, they will assess the feasibility of the Fire Dept providing transport and will conduct analysis on looking at what other alternatives are there. Do we bring in a third party or do it ourselves and hire folks to do those transports? The idea is determined based on what has been asked and if we can afford to do it and what that cost will look like based on how many vehicles we would need and how many personnel we would hire and this report will come back to council in a comprehensive way. It will take most of this year to complete this report and hope to have an analysis so council can decide and what would be the next steps. Lifecare is aware of our intentions to look into this. This is under the \$75,000, but he still wanted to bring it before Council for transparency. He thinks this will meet the needs of the analysis that council has asked for.

Chair Tollett supports this. He said that we have Chief Pronesti available to the City for about another year and he would ask that his in-depth knowledge is drawn upon as we contemplate this.

Mayor said he has reviewed this with the chief and he has given input on this.

Mrs. Siwierka asked what the time frame is?

Mayor Brubaker said 6 months on the deliverable, possibly sooner. The Law office is looking at these contracts. The goal was to have this in place so it can start in February. There will be on-site visits and Chief Pronesti has been putting together data to provide to them and will evaluate the current personnel. Mayor Brubaker said he has also had conversations with Mr. Ellenberger and CEO Mr. Martin of the hospital and they are on board with this.

Motion made by Mrs. Siwierka and second by Mr. Cerra authorizing the mayor to enter into the 'said' contract for comprehensive review of EMS Services.

Emergency clause due to contract expiration date.

MOTION CARRIES COMMITTEE REPORT WRITTEN

9. The matter of entering into a 3-year contract with Retail Strategies for Consulting Services.

Referred By: Mayor Brubaker

Mayor Brubaker read an article about Lorain working with Retail Strategies Consulting.

They have the capability of marketing to urban grocery stores and that peaked his interest. He and Dir Calvert have had multiple conversations. There is a more expansion process that he felt would benefit us, by hiring this company to train our people to do this process and market the City. It's an analysis of the City to see what they can bring to the City, what they can market to the City. Two representatives are in attendance this evening, they've driven around and have already given some preliminary feedback. This company could start to market some areas in the city, they have connections with major retail stores. The cost to hire this company would be \$50,000 per year for three years and could be paid for by 2016 ½ percent income tax, Economic Development Dept. He did reach out to references and has gotten all good feedback.

Dir Calvert said that council adopted the comprehensive land use plan and participants voted that dining and shopping were the #1 things that we needed in Elyria. We thought by using Retail Strategies, it would help deliver on that need. Retail Strategies is here and will share a little about what they do through a power point presentation. They want to understand who the consumers are and will pair them through their network with the types of retailers who could be successful in the community.

Ryan Culp, Senior Vice President for business development at Retail Strategies and will give the presentation of Retail & Commercial Advisory Partnership.

He gave some background information first. They were founded in 2011 and have worked with 800 communities since the founding. They have a wide range of retail and restaurant and real estate professionals and the only municipal Economic & Community development consulting firm with a full service commercial real estate team in house. They are very involved across all of the retail and restaurant industry groups. They currently have about 335 active clients and maintain a 4 to one client to staff ratio and the team is the most valuable asset.

That presentation is attached to these meeting minutes as Exhibit A.

Mr. Culp completed his PowerPoint presentation and asked if there were questions.

Mr. Armstrong asked if this is a three-year plan on dining and shopping?

Mr. Culp said the actual plan will be delivered in about month six. It will be a three-year partnership focused on all retail (shopping and restaurants) and an opportunity from council if they say, they want something else.

Mr. Armstrong's main issue is how does this help us get another grocery store?

Mr. Culp said retail is a flywheel and people go where there is momentum and where there is proof in the action. Grocery stores are longer term projects. They don't want to limit themselves to only focus on grocery stores.

Mrs. Mitchell asked if they speak with residents or do they get that info from information that is being supplied to them?

Mr. Culp said yes, that information will come in the data analysis piece. They start with the data side so they can match the appropriate demographics and psychographics, the right spenders with the right brands.

Mr. Schneider said, when they are giving the data to these potential businesses, are they able to communicate that our city is the County Seat and we're a major employer hub in the county.

Mr. Culp said yes, that is a big part of their data when they talk about trade area and data analysis is VPD and traffic counts, both AM and PM. And they pull data passed on cell phones coming into the city and not on zip codes.

Mrs. Siwierka what some of the other communities they are working with in Ohio?
Mr. Culp said they are currently working with Chardon, Salem, Miami Township and Lorain. And a typical agreement is a three-year agreement.

Mrs. Siwierka said she is concerned about the balance between the local mom & pop and making sure they survive. She asked how they interact with various medical, industrial and convention center, would those things play into the report.

Mr. Culp said they all touch but are not involved in direct engagement with all of those different stakeholders. They don't want to recruit industries where there is already a maxed-out market. For opportunities where, national retail is an invitation for folks to pull off the highway and explore and get what they already expect from that brand.

Mrs. Siwierka asked if there is a geographical focus on this?

Mayor Brubaker said they originally talked about the entire city. There is developable land on the west side of town, the mall area, Chestnut Commons area and downtown with some help of bringing somethings into the charm of downtown. It's a broader scope of what they're looking at. Looking at where people are going, where they can draw people to.

Mr. Armstrong said Elyria used to have a lot of retail and dining and clubbing. We've had TJ Maxx and they've left; how do we get them back?

Mr. Culp said a lot of the brands that have been here in the past, but how long has it been since we've engaged with those brands? They are publicly traded and in January of every year they have to appease their shareholders and say they plan on opening more stores. Someone has to get those sites in front of that retail director to be able to open those stores. Growth must be king to appease shareholders. With the interest rates the way that they are, big box stores want to backfill existing space instead of building new.

Mr. Lipian asked what percent of retailers they recruited survived?
Mr. Culp did not have an exact number for that question but they are not in the business of putting retailers in communities that fail.

Motion made by Mrs. Davis and second by Mr. Cerra authorizing the mayor to enter into the 'said' contract for retail consulting services. Emergency clause requested.

MOTION CARRIES COMMITTEE REPORT WRITTEN

10. The matter of entering into professional service contract with Strollo Architects for Engineering and Architectural services for design on the new CMG Complex.

Referred By: Mayor Brubaker

Asst Service Dir Strohsack spoke on this topic. This project has been moving forward it we're at the point where it's time for the architectural and engineering design of the complex. This contract will get us from the first shovel of turned dirt to the warranties being filled out when it's completed. They are looking at about 3 to 4 months to complete this. There has been some previous work done, but, it's time to sign the contract so the work can move forward. The money has been made available per the Finance Director in the Public Works Construction Fund. The amount of this contract is \$1,139,114.

Mr. Armstrong thanked Mr. Strohsack for all of his hard work.

Motion made by Mr. Schneider and second by Mr. Cerra authorizing the mayor to enter into the 'said' contract for retail consulting services. Emergency clause requested due to project timeline.

MOTION CARRIES COMMITTEE REPORT WRITTEN

11. The matter of entering into a consulting contract with Republic Services for trash and landfill services.

Referred By: Safety Service Dir Pyanowski

Dir Pyanowski said we have not had a contract with Republic Svcs for the last 2 or 3 years. This is for trash disposal at the landfill, including bulk. We're address that now and with the amount of work we do with them, it's important to have a contract that documents the relationship with them and to lock in our commitments and rates to them and their commitments to us. Emergency clause is requested.

Motion made by Mr. Schneider and second by Mr. Cerra authorizing the mayor to enter into the 'said' contract for trash and landfill services. Emergency clause requested.

MOTION CARRIES COMMITTEE REPORT WRITTEN

12. The matter of entering into Change Order #1 for 2024 OPWC – Midway Blvd. resurfacing project.

Referred By: Engineer Schneider

Engineer Schneider said during construction of Midway Blvd that was bided out last year and the city rec'd additional grant funds and used those funds to do additional improvements in the same project limits. The additional work was done and used those funds and now we need approval to pay the contractor for this work. Some of the additional work which was done were sidewalks and curbing and crack sealing.

Mrs. Davis thanked the Engineer for completing this for the residents. The continued service of the city is fixing the streets, it's a big part of what residents want.

Motion made by Mrs. Davis and second by Mr. Cerra authorizing the mayor to enter into the 'said' change order for Midway Blvd., amount of \$21,034.52. Emergency clause requested.

MOTION CARRIES COMMITTEE REPORT WRITTEN

13. The matter of Amendments to the 2025 Temporary Appropriations.

Referred By: Finance Directors Pileski and Farrell *[Standing Referral]*

Dir Pileski said there are no amendments this evening.

Chair Tollett asked Chair Mitchell to call Utilities Committee to order for a Joint Meeting at 7:45 P.M.

Chair Tollett asked for a motion to adjourn Finance:

FINANCE

Motion made by Mr. Schneider and second by Mr. Cerra to adjourn this joint meeting at 8:08 P.M.

MOTION CARRIES

Chair Mitchell asked for a motion to adjourn Utilities:

UTILITIES

Motion made by Mr. Stewart and second by Mr. Oswald to adjourn this joint meeting at 8:08 P.M.

MOTION CARRIES

The meetings adjourned at 8:08 P.M.

Respectfully Submitted by,

Colleen Rosado
Colleen Rosado, Clerk Secretary/Administrative Assistant



Retail & Commercial Advisory Partnership

Elyria, OH

Prepared by: Lizzie Sanders
Associate, Community Partnerships
December 2024





A Proven Process

Your Timeline



Market Analysis

The first step is to understand who your consumers are, not just your constituents. Utilizing mobile data, we can uncover where people are coming from and what is their buying power.



Real Estate Assessment

Every retail site in your market will be catalogued by your team at Retail Strategies; shopping centers needing to be backfilled, open land ready for development, or under-utilized retail space all will be assessed by a licensed real estate professional.



Retail Strategy

Based off your data, real estate assets, community input and retail trends, we will develop a retail strategy with specific restaurant, grocery, home improvement, entertainment, and hospitality prospects that are the right fit for your community.



Business Attraction and Community Representation

This is where the rubber meets the road with human effort. Elyria will receive a dedicated team to represent your city by connecting with retailers, brokers, property owners, tenant reps and any other industry players.



Annual Investment:

\$50,000

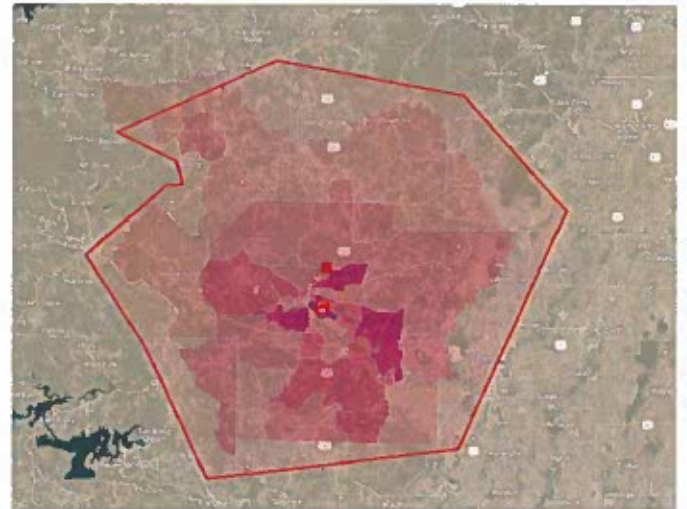


Market Analysis

What you receive

The cycle begins with market analysis. Your team will take a deep dive into the data, advanced analytics, and proprietary tools developed in house to uncover and define the potential in your community.

Our primary data source consistently delivers the highest level of accuracy and allows our team to analyze and deliver over 3,365 individual variables (per geography) providing the deepest, most reliable, information possible to our Clients.



Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home and work location of consumers that visit a defined shopping area within the community.

Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

Peer and Void Analysis

After reviewing key demographic information, we will deliver a list of uses, businesses, and opportunities for your community. These potential businesses will elevate your downtown.

Retail Leakage Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

Consumer Expenditures

Drilling down into each retail segment to identify and understand what your consumers spending patterns are.

Psychographic Analysis

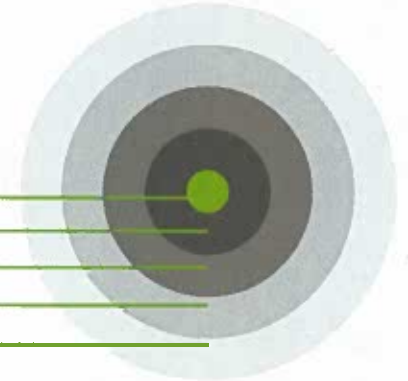
Defines the type of consumers in your market by breaking down consumers demographic characteristics, consumer preferences, consumer expenditures, and cultural ideals.



Real Estate Assessment

Maps don't tell your real estate story. Your team of retail real estate professionals travel to your community to uncover your strategic and underutilized real estate assets. Some of the site metrics we catalogue are:

- Available Commercial Property
- Off-Market Commercial Property
- New Development Sites
- Site Access
- Parking
- Signage/Visibility
- Co-Tenancy
- Existing Retailers



Site Selection Criteria

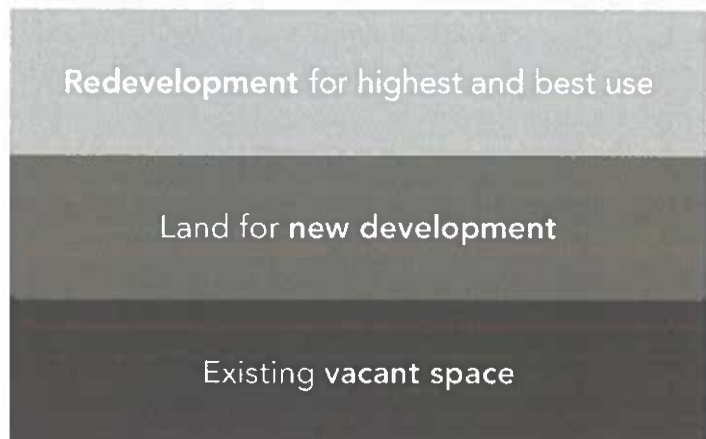
Type of Retailer	Food & Beverage
Demographic Radius Ring Requirement:	3
Minimum Population Requirement:	50,000
Household Income Requirement	\$50,000
Traffic Count	20,000 VPD
Number of SF or AC:	1,100 SF-4,500 SF
Location Comments:	Need 2-3 Acres at the best site in town with excellent access, visibility, and traffic. Employs on average 44 people. Average Sales Volume \$9,300,000 .

Your team gets to know property owners, developers, and local brokers who represent these properties. Your team works with all of these as a service provided by the city.

Real Estate is the key to every retail business expansion. In addition to recruiting more than 700 business into client communities, the Retail Strategies team has corporate experience with some of America's top retailers. This experience means that Retail Strategies has some of the deepest understanding of retail site selection criteria in the United States.

Retail Strategies is the **only** retail consulting firm with over 250+ years of retail real estate experience and we utilize our collective knowledge to provide the most thorough, and creative, assessment of your community.

The Retail Strategies team is the **only** retail consulting firm with 25 licensed real estate agents and 5 Certified Commercial Investment Members on staff.





Retail Strategy

At the end of our discovery process - we combine your data, analytics, real estate, and community vision to create your Retail Recruitment Plan and Strategy.

This **70+ page document** highlights our research on the community, demographic information, retail analysis and our Boots on the Ground real estate analysis.

Identified are the top prospects where our team of experts will perform outreach to match your real estate and market opportunities.

Strategy Presentation

Retail Strategies will present the plan for approval before implementation. As your partner, your buy-in is vital to our efforts and our success.

Once approved, your dedicated team will kick into high gear to connect with the retail, restaurant, hospitality and real estate community to move the needle on business recruitment.

Marketing Guide

Marketing flyers are a condensed version of the recruitment strategy that can be shared in your community. Marketing Guides showcase critical market data and real estate information to illustrate the top facts industry professionals need to know about your community. Client cities can upload these documents to their website, keep printed versions in their office, and distribute them to interested parties.





Business Attraction and Community Representation

Once a plan is delivered it does not sit on a shelf. This is the human effort that yields results. Your team acts as an extension of your staff to proactively recruit the right retail into your community.

Outreach

Your dedicated team will use the information gathered and presented in the Retail Strategy to engage in conversations with developers, tenant reps, and commercial real estate brokers. Retail Strategies utilizes the network of all 65 employees to facilitate conversations with brands that are aligned with your community's assets and opportunities.



Conference Representation

Each year our team attends more than a dozen retail real estate conferences including ICSC Central, ICSC Vegas and RetailLive!

At the conferences we will conduct meetings with targeted retailers, restaurants, brokers, and developers on your behalf. Your team will use these conferences to build and maintain relationships on your community's behalf, provide your community with updated trends, and understand the growth strategy of retail brands.



Objective Real Estate Expertise

While each individual real estate broker or local property owner is most concerned with their individual portfolio, Retail Strategies will be concerned with Elyria's best interest on these sites. Instead of backfilling a site with another mattress store or dollar general we will work with the local brokerage community to fill sites with retailers your constituents want that will grow the retail base.



Team and Communication

Your Portfolio Team

With over 250 years of collective retail real estate experience, Retail Strategies maintains a 5-1 client to staff ratio. Each Portfolio Team is an expert in their client community's region. As portfolio teams work in their territory, information is constantly being shared. If another Portfolio team meets with a retailer that reveals expansion plans in your territory, we can quickly connect the dots.



Michael Warsaw
Portfolio Director



Jimmy Pritchett
Retail Development
Coordinator



Clay Craft
Vice President,
Client Services



Lizzie Sanders
Director,
Community
Partnerships



Ashton Rosen
Communications
Coordinator

Communication

Our process is built around creating a relationship with you. Through our partnership we will be able to harness your local knowledge and pair it with Retail Strategies' resources and connections to make an economic impact. In addition, this free flow of communication will always allow you to share feedback with our team.

Reporting & Collaboration

You will have a dedicated point of contact to answer questions, give feedback, and collaborate on economic development endeavors. Your portfolio team will provide quarterly business reports with insights into active deals.

Retail Trends

Retail is constantly evolving and changing. Everyday we are processing new information and converting it into insights for our Client Communities. Throughout the life of our partnership, we will continuously provide updates on industry trends and expansion.

Transparency

Retail Strategies utilizes a web platform, Basecamp 4, to record and share information shared with our Clients. This platform is username and password protected and keeps our partnership organized.





Success



\$46M

Annual Sales Tax
in Client Communities

800+

Retailers Recruited

13,280

Jobs Created
(Estimated)

References

Thomasville, AL

Rosalyn Sales
Economic Development Director
(251) 360-0183
rsales@cmcgas.com

Claremore, OK

John Feary
City Manager
(918) 671-8784
citymanager@claremore.com

Altus, OK

Rodger Kerr
Economic Development Director
(580) 481-2202
rkerr@altusok.gov

Cleveland, MS

Billy Nowell
Mayor
(662) 402-1861
billynowell1861@gmail.com



Why Partner with Retail Strategies?

Background

Firm Qualifications

Retail Strategies bring over 250 collective years of retail and real estate experience. Retail Strategies is the only retail consulting firm with the following qualifications:

- 40+ team members with an active real estate license
- USDA technical assistance provider for rural communities
- Lacy Beasley, President of Retail Strategies, serves on the board of ICSC, the nation’s largest retail real estate association

Capacity/Team

Retail Strategies invests heavily in research tools (such as mobile data insights) and has the team to act on the data. With over 65 full-time team members, Retail Strategies has an unmatched depth of ability to perform this work.

Experience

Retail Strategies has helped improve quality of place in more than 800 communities by measurably increasing retail and restaurant offerings, sales tax collections, and jobs. Since our inception in 2013, Retail Strategies has recruited nearly 1,000 retailers into client communities ranging from big box grocery stores to hyper-regional restaurants.

Industry Involvement



I’ve told every city leader that has called to ask about Retail Strategies, **“You’d be foolish not to try.”**

– John Feary, City Manager, Claremore, OK

