



CITY OF BURTON
BURTON PLANNING COMMISSION MEETING
SEPTEMBER 10, 2019
MINUTES

Council Chambers

Regular Meeting

5:00 PM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chairperson Deb Walton at 5:00 PM.

A. PLEDGE OF ALLEGIANCE

B. ROLL CALL

Attendee Name	Title	Status	Arrived
Paula Zelenko	Mayor	Present	
Vaughn Smith	Councilman	Present	
Kevin Burge	Vice Chair	Present	
Mary Ann White	Commissioner	Present	
Tom Gorang	Commissioner	Present	
Deb Walton	Chairperson	Present	
John Benthall	Commissioner	Excused	
Kris Johns	Commissioner	Present	
Robert Johnson	Commissioner	Present	

C. STAFF PRESENT

Paula Zelenko, Mayor
Rik Hayman, Chief of Staff
Amber Abbey, Superintendent of Planning/Zoning
Racheal Boggs, Deputy Clerk

D. APPROVAL OF MINUTES

Mr. Burge expressed concern about the way the minutes are uploaded into the agenda packet; the roll call section is being cut off.

Also, the August 13th minutes have an error that will need to be amended.

Ms. White stated this has been going on for several months and would like them corrected before they are approved.

Mayor Zelenko asked if this is a printer setting issue or an IQM2 issue?

Mrs. Abbey stated it has been going on for awhile and they seemed to have fixed it but it is back to doing it again.

Ms. Boggs stated, I print mine from IQM2 and it always prints fine. I never know there is a problem until I come to the meeting and see the board's packets. It must be the email version that is causing the problem.

1. Planning Commission - Regular Meeting - Jul 9, 2019 5:00 PM

RESULT:	ACCEPTED [6 TO 2]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Kevin Burge, Vice Chair
AYES:	Zelenko, Smith, Burge, Walton, Johns, Johnson
NAYS:	White, Gorang
EXCUSED:	Benthall

2. Planning Commission - Regular Meeting - Aug 13, 2019 5:00 PM

Minutes were approved with the following amendment: Remove Deb Walton as the second mover from June 11, 2019 meeting minutes approval.

RESULT:	ACCEPTED AS AMENDED [6 TO 2]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Kevin Burge, Vice Chair
AYES:	Zelenko, Smith, Burge, Walton, Johns, Johnson
NAYS:	White, Gorang
EXCUSED:	Benthall

E. PRESENTATION

1. Retail Recruitment Proposal

By:

Re:

For:

Mayor Zelenko stated she will defer to Mr. Hayman because he brought this idea back from a National League of Cities meeting. She feels this really fits with the marketing of our City Master Plan.

Mr. Hayman stated he was introduced to the Retail Coach Company during a small cities committee meeting. Marketing was a big part of your Master Plan; to market the city and make the plan a living document. This company does that but also takes it to a new level. He introduced Austin Farmer of the Retail Coach Company to give a presentation.

Austin Farmer of The Retail Coach Company presented a Comprehensive Retail Recruitment Plan. The presentation included the following information:

Company background:

- 17 years of experience- consultants not brokers
- 4 million square feet of new retail space recruited to client communities in the past five years
- \$600 million additional sales tax dollars generated in client communities in the past five years
- Have helped over 450 communities throughout the US with retail recruitment

- Retailers we have recruited include Chipotle, Hobby Lobby, Home Goods, Panda Express, Target, Chili's, Kroger and Dunkin Donuts and more.

How to bring retailers to the community by:

- Analyzing the market
- Determining retail opportunities
- Identifying development and redevelopment opportunities
- Identifying retailers and developers for recruitment
- Marketing and branding
- Recruiting retailers and developers
- Retail recruitment coaching

Project Expectations:

- Project timeline
- Client testimonials
- Pricing information
- Coaching and ongoing support

Mr. Hayman stated most companies that do this require at least a three year contract. The Retail Coach only does a one year contract. It is a minimum investment for the city. If in one year, we bring in one new business, this has paid for itself. After one year, council can make a decision to continue or not.

Mr. Farmer stated we only do one year at a time so we can earn your trust and it gives us an incentive to continue to work hard and perform well for the city.

Mr. Burge asked if the company does anything with grants.

Mr. Farmer stated they don't do them exclusively but we can help with them.

Mr. Burge asked about trade shows.

Mr. Farmer stated we set up meetings for you at trade shows to try to bring them to Burton.

Mr. Burge asked when the city will be informed that you found a retailer with interest in the city.

Mr. Farmer stated as soon as we establish interest, we bring the city in. We also provide monthly updates.

Mr. Hayman asked Mr. Farmer to discuss the curb appeal analysis.

Mr. Farmer stated when we come into a community, we drive around and get familiar with it. At that time, we know what you're looking for and we put together a SWOT analysis. This includes the curb appeal of this city so-to speak. We think about it from the perspective of a retailer so we can give you some action items that align with you Master Plan.

Mr. Gorang asked if we were to move forward, what is the fee?

Mr. Farmer stated it is a flat rate of \$40,000 for the year.

Mr. Johns asked what cities you have worked with that are similar to ours from an industrial stand point.

Mr. Farmer stated he can get some examples of regional work that may line up closely with the City of Burton.

Mr. Johns asked with the decreases in revenue sharing at the state level, and because we are limited in the ways we can capture dollars, in regards to this proposal, what percentage of revenue share are we getting back after the money goes to the State of Michigan. In other words, how much money do we need to generate?

Mr. Hayman stated he doesn't have that information right now but can try to work out the numbers and get them to you. We do know as with the GM property, that when we grow the city, we grow revenue. Don't forget there are two kinds of revenue sharing; constitutional and statutory.

Mr. Burge asked how often The Retail Coach will be in contact with the city.

Mr. Farmer stated we typically speak with someone every couple of weeks via text, email and phone. We stay up to date with what is going on in the community.

Mr. Smith stated he has done business with regional and national retailers in the past and they are analytical. They will not buy from you just because you're a great guy. The way we did it is first get through the gatekeeper to the decision maker and make a presentation. In the world I came from, it took talented people to go in and talk to them in a vocabulary they will understand. You better know your stuff. What I am struggling with is I don't see the talent in our municipality. Developing this type of talent takes a long time. Mayor, who do you have that can do this?

Mr. Farmer stated our real value is that we have existing relationships with retailers to be able to get through the gatekeeper and go directly to the decision maker. We are an extension of your staff. We do what we are good at until it is time to hand it over to your staff to do what they are good at. We coach as well but we do the majority of the marketing work before we hand it off.

Mr. Smith stated logistically, the Mayor is great but there's another side to this. You need to sell. Not everyone can do that.

Mayor Zelenko stated this is exactly why we want to bring someone in who knows how to sell the city.

Mr. Hayman stated one thing we really recognized in the GM contract is we don't have a sales professionals or recruiters. That is what this company does. Even if we hired someone for this, one person cannot do anything close to what the Retail Coach is able to do. They are experts at bringing folks in.

Mr. Farmer stated we are an objective outsider for retailers. We speak their language.

Mr. Hayman stated there isn't a City Manager, Mayor or Planning Official in any municipality that can do what you're addressing. Maybe in a major metropolitan area but not around here. This is a bargain at \$40,000.

Mr. Burge stated nobody likes secrets. Do you keep things under wraps until a deal is final?

Mr. Farmer stated we keep things confidential until the retailer wants to announce they are coming to a community. We let them put it out publicly.

Mrs. Walton asked for a general consensus from the board. Do we want to send this to City Council?

Mr. Hayman stated it would be helpful if the board gave their opinion either way. In order to move this forward, we need to have buy-in.

Mayor Zelenko stated we don't have a marketing department and we recognize the need for one in order to do the outreach we need to do. We are a welcoming community and we are looking to grow but we need some help. I think this fits within the goals of our Master Plan and it is a great opportunity for us. We wanted to bring it to the Planning Commission to see if you feel the same way.

Board discussion on the proposal from The Retail Coach and whether or not to send it to City Council.

Ms. White stated the price is reasonable and the one year agreement is very doable and we should send this to council.

Mr. Johnson stated he agrees with the Mayor. This fits into what we were looking for with our Master Plan. We can't do this alone. I think we should send this to the council for consideration.

Mr. Smith stated we need this. You have to have a process to deal with attrition. Are you able to go into a big national company, Kroger for example, to accompany our staff for at least the first two visits? These people are high-power sharks. Even after you get the agreement, they're going to come back at you for deals. You need sharp people to do this.

Mr. Farmer stated we do this all the time. We are prepared for it.

Mr. Smith stated you pretty much close the deal and then the city follows through with the logistics. Sometimes, you'll think you have the emotional buy-in and that you've closed the deal. They will use this against you. So, I want to make sure we have someone there that will role play these scenarios with our staff beforehand so the city doesn't get hit from left field.

Mayor Zelenko stated this happened with GM. They claimed there was air fuel

contamination on the site and we overcame that.

Mr. Farmer stated the officials in this city have some experience and will not require as much coaching as we have with other clients.

Mr. Hayman stated that's why it's great to have a third party that is not emotionally invested and an expert.

Mr. Smith stated the city has had one experience with this and I have seen this multiple times.

Mr. Farmer stated another benefit of having an objective outsider is we see things that maybe the city doesn't see or that are sensitive to talk about.

Mr. Burge asked if the Retail Coach has worked with a community for two or three years and been unsuccessful at bringing anyone in?

Mr. Farmer stated we usually don't get to those years if we aren't bringing anyone in. Even in our toughest communities, we make changes to our plan and expand on it if it isn't working in the first year.

Mr. Smith asked, how will you report progress to the municipality?

Mr. Farmer stated we keep spreadsheets of initial contact, responses and feedback and will report that monthly.

Mr. Smith stated making a sale takes time. You don't make a sale on first contact, it takes months. Not everybody understands this but I understand because it's what I used to do. How do you get the decision makers of the municipality to understand that?

Mr. Farmer stated we use full transparency. We will let those who need to be involved know what we are hearing back from the retailers; what they like and what they don't like. After a year, if this isn't working, we will give you the contacts we have established and everything you need to be successful.

Mr. Hayman asked what models do you use to include people within the city such as our various boards, regarding pertinent information while still protecting the confidentiality of prospective retailers?

Mr. Farmer stated we usually have one point of contact and let that person pass the information on as necessary. We also do council updates throughout the process either in public sessions or workshops.

Mrs. Walton stated this is the process we used for developing the Master Plan and it kept us informed. We worked really hard on the Master Plan and we wanted marketing from day one. This is a good step for us.

2. Motion to recommend the following presentation to City Council: The Retail Coach Retail Recruitment Proposal.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Kris Johns, Commissioner
AYES:	Zelenko, Smith, Burge, White, Gorang, Walton, Johns, Johnson
EXCUSED:	Benthall

F. AUDIENCE PARTICIPATION

Tina Conley recognized the Planning Commission Members and thanked them for their hard work.

G. BOARD DISCUSSION

Mrs. Walton stated she will not be in attendance at the next couple of Zoning Board Meetings. Mr. Burge will take her place.

The next regular scheduled Planning Meeting will be held on October 8, 2019 @ 5:00 PM.

Agendas and minutes may be found at www.burtonmi.gov

Meeting was adjourned at 6:30 PM.



CITY OF BURTON
BURTON PLANNING COMMISSION MEETING
JULY 9, 2019
MINUTES

Council Chambers

Regular Meeting

5:00 PM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chairperson Deb Walton at 5:00 PM.

A. PLEDGE OF ALLEGIANCE

B. ROLL CALL

Attendee Name	Title	Status	Arrived
Vaughn Smith	Councilman	Present	
Kevin Burge	Vice Chair	Present	
Mary Ann White	Commissioner	Present	
Tom Gorang	Commissioner	Present	
Deb Walton	Chairperson	Present	
John Benthall	Commissioner	Present	
Kris Johns	Commissioner	Present	
Robert Johnson	Commissioner	Absent	

2. Staff Present

Amber Abbey, Planning/Zoning Superintendent
Racheal Boggs, Deputy Clerk

C. PUBLIC HEARING

1. SPR #19-26 / ZC# 325

By: City of Burton
4303 S. Center Rd.
Burton, MI 48519

Re: Zoning Ordinance Amendment Chapter 157

For: To regulate marijuana establishments (recreational marijuana)

Mrs. Abbey provided a presentation of the draft of the Recreational Marijuana Ordinance. The following items were included:

Using the letter 'j' in the word marijuana as opposed to 'h' to stay consistent with the medical ordinance.

Locational limitation definition for distance requirements to make it clearer. It is property line to property line.

Minutes Acceptance: Minutes of Jul 9, 2019 5:00 PM (Approval of Minutes)

Definition of Establishment as well as other types licenses.

Section 2 establishes uses.

Same distance requirements as the medical side: 500 feet between facilities, 200 feet from residential, 1,000 feet from churches, school and daycare and public parks.

There is no reason for an additional special use permit for existing medical buildings.

Section 3 allows for all uses in the industrial zone.

Operational limitations- times are the same as medical, fully enclosed structure required.

Persons under age of 21 are not allowed to be on the property without state issued medical card.

Advertising so it doesn't appeal to minors.

Explanation of co-locations and stand alone buildings.

Site plan review requirements- same as medical: security, ventilation, etc. Must include detailed operations plan.

30 day license fee, annual renewal required, inspections to be done before operation begins after that, notification is required.

Designated consumption permits through ZBA approval similar to outdoor events.

Publication effective December 6th or when state accepts licenses.

Mrs. Walton opened the public hearing for members of the audience to be heard on SPR # 19-26 ZC # 325.

There were no comments from the audience.

Mr. Burge asked about loitering and enforcement.

Mrs. Abbey stated the Police Department will enforce this at the officers discretion.

Mr. Burge asked about age requirements.

Mrs. Abbey stated you must be 21 years old for recreational and 18 years old for medical.

Mr. Burge asked about small churches/worship centers.

Mrs. Abbey said if they are being assessed as a church, they are considered a church.

Mr. Burge stated under site plan requirements he thinks it should state "as deemed necessary" instead of "from time to time".

Mrs. Abbey stated all other ordinances within the city use this language.

Mr. Burge asked how the Police Chief feels about the ordinance.

Mrs. Abbey stated this is enforced by the Code Enforcer. He is comfortable with the Zoning Officer doing this.

Mr. Gorang asked if we honor other state marijuana cards.

Mrs. Abbey said yes, the state has allowed this.

Mr. Gorang asked about the fees.

Mrs. Abbey said, \$5,000 is what we do for medical. I imagine it will be the same.

Mr. Benthall asked if section 4 includes the parking lot.

Mrs. Abbey said, yes.

Ms. White read an article in the Flint Journal from Sunday, July 7, 2019 regarding social marijuana use and the state allowing special licenses for this. This allows retail stores to have smoking lounges.

Mrs. Abbey stated it sounds like the state is going to allow the retailer to consume in their building. I can look more into that part of it. If we need to make a change regarding consumption before the first reading goes to City Council we can do that.

Mr. Benthall asked about special consideration for designated consumption area permits in our ordinance.

Mrs. Abbey stated we will leave it and if the state makes a change, we can change it too.

Mr. Johns asked if there is a cap on the number of retail sites within the city. It would be nice to limit the overall exposure to see what the impact is on our city.

Mrs. Abbey stated if you do that, you have to have a competitive process. It is not simply pick a number. It has to be fair. We don't have the staff for that and we could be at risk of a lawsuit.

Mrs. Walton stated some of the other restrictions we have in place such as proximity to schools and churches already limits the numbers.

Mr. Burge agrees with Mrs. Walton. It will be hard to find a place with the restrictions we already have.

Mr. Smith stated he received a call from another Council Member with the same concerns as Mr. Johns. Because of our Master Plan and the way it is set up, our ordinance is working.

Mrs. Abbey stated it is working because of the way the city is uniquely set up; businesses next to houses, etc. You have to be able to defend the number you pick. There has to be logic behind the number. Our ordinance is simple in the way that it approves property not the person.

Discussion continued regarding picking a number of recreational facilities and potential lawsuits.

Mrs. Walton asked if there can be loitering signs.

Mrs. Abbey said, yes. I would suggest it be on the outside of the building.

Discussion ensued on specifications of the loitering sign and enforcement of loitering.

The Planning Commission decided to place a requirement of a black and white loitering sign citing the ordinance on the outside of the building.

Mrs. Abbey stated she will include language for loitering in the first reading of the ordinance for City Council. This will be Thursday, August 8, 2019. If approved, the second reading will be scheduled tentatively for Monday, August 19, 2019. City Council will receive the draft in plenty of time to review it.

Mrs. Walton asked if council can change anything in this draft.

Mrs. Abbey said, yes.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Kevin Burge, Vice Chair
SECONDER:	Mary Ann White, Commissioner
AYES:	Smith, Burge, White, Gorang, Walton, Benthall, Johns
ABSENT:	Johnson

D. APPROVAL OF MINUTES

1. Planning Commission - Regular Meeting - Jun 11, 2019 5:00 PM

No action was taken. The Planning Commission decided to act on these minutes at the next regular meeting.

E. ADMINISTRATIVE SITE PLAN REVIEW

1. SPR #19-23

By: Andrew Jones
5435 Raymond Ave.

Burton, MI 48509

Re: 3417 S. Dort Hwy. Burton, MI 48529

For: Comic Book Store

2. SPR #19-24

By: Jennifer Burke
2059 E. Schumacher St.
Burton, MI 48529

Re: 4330 S. Saginaw St. Burton, MI 48529

For: Furniture Sales

3. SPR #19-25

By: William Dempsey
P.O. Box 190331
Burton, MI 48519

Re: 2487 Bristol Rd. Burton, MI 48529

For: Washing Cars

Ms. White wants to know why this didn't come in front of the Planning Commission as a site plan review and not just administrative?

Mrs. Abbey stated this is a change of ownership. This is not open to the public. Basically, cars are only brought in to be detailed and then sent back to the import lot. This is a permitted use within that zone so there was no need for a site plan review.

F. AUDIENCE PARTICIPATION

None.

G. BOARD DISCUSSION

Mr Burge asked about the Davison Road traffic study.

Mrs. Abbey said there is nothing new. There are still some issues with the design of the traffic light.

Ms. White stated the lot at the GM plant is not wide enough for the trucks to turn around and they are going toward the center line.

Mrs. Abbey stated the design is still under way. The Police can still enforce traffic violations. So, if they are parking on Davison Road, call the Police.

Ms. White said they are also making a left hand turn there.

Mrs. Abbey stated the design of the traffic and the flow is to go right however, it doesn't mean they can't go left.

Mr. Smith stated he talked to the security guard there and they are transferring equipment from the old plant and some of the drivers are still learning the flow of the parking area. He asked about the employees exiting out of the back lot. The driveway is not big enough and it takes 15-20 minutes for them to exit.

Mrs. Abbey said that is private property. It is one in and one out. They should have done a right and left there. It was suggested to them at the time. They can absolutely do this if they want.

Mr. Smith asked about the beeping noise. Trucks are coming in at all times through the night and they back up and beep. What can we do about this? Also, I was told there is going to be a third shift there.

Mrs. Abbey stated she will look into the beeping and as far as she knows, it is only first and second shift.

Mr. Benthall stated regarding the noise, it probably has to be within a decibel limit.

Board discussion regarding the amount of employees at the GM plant and landscaping.

Mrs. Abbey stated she got an email from Speedway at Center Road and Court Street. There was an issue with the acquisition of the property so things were held up. Their site plan has expired by 2 months. Are you comfortable with an extension of 6 months so they can apply for the building permit?

The Planning Commission agreed to a 6 month extension to the site plan for Speedway on Center Road.

Meeting was adjourned at 6:20 PM.



CITY OF BURTON

BURTON PLANNING COMMISSION MEETING

AUGUST 13, 2019

MINUTES

Council Chambers
Regular Meeting
5:00 PM

**4303 S. CENTER ROAD
BURTON, MI 48519**

This meeting was opened by Vice Chair Kevin Burge at 5:00 PM.

A. PLEDGE OF ALLEGIANCE

B. ROLL CALL

Attendee Name	Title	Status	Arrived
Vaughn Smith	Councilman	Excused	
Kevin Burge	Vice Chair	Present	
Mary Ann White	Commissioner	Present	
Tom Gorang	Commissioner	Present	
Deb Walton	Chairperson	Excused	
John Benthall	Commissioner	Present	
Kris Johns	Commissioner	Present	
Robert Johnson	Commissioner	Present	

C. STAFF PRESENT

Amber Abbey, Planning/Zoning
Racheal Boggs, Deputy Clerk

D. APPROVAL OF MINUTES

1. Planning Commission - Regular Meeting - Jun 11, 2019 5:00 PM

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Tom Gorang, Commissioner
SECONDER:	John Benthall, Commissioner
AYES:	Burge, White, Gorang, Benthall, Johns, Johnson
EXCUSED:	Smith, Walton

E. PUBLIC HEARING

No audience comments.

1. SPR #19-26 / ZC# 325

By: City of Burton
4303 S. Center Rd.
Burton, MI 48519

Re: Zoning Ordinance Amendment Chapter 157

For: To regulate marijuana establishments (recreational marijuana) Part 2

Mrs. Abbey stated last month we went over the first draft of the ordinance and after some conversations and the state releasing their emergency rules, we decided to take another look. Because we made some changes, we are having a second public hearing. She described the changes made to the recreational marijuana ordinance draft. The following items were discussed:

The state has made a designated consumption establishment a licensed facility. We can regulate it the same way we do our other facilities. This allows for consumption on the premises for those over the age of 21. They must charge a fee for entry, and sell goods or services during consumption. They cannot sell alcohol. A permit is required every year through the state.

The state also allows an excess marijuana grower license. This allows for several growing establishments in one facility.

Temporary licenses for consumption at events up to seven days. This will be treated like any other recreational event license; they go in front of the Zoning Board of Appeals and we send notices to everyone within 300 feet of the property.

Designated Consumption Establishments are the same as provisioning centers and will be C2 zoned with a special use permit.

Permitted use within the M1 zone is not any different than the other facilities.

No loitering was added as discussed in item #6 including a picture of what the signs should look like. This is required at or near each public entrance.

Special consideration for temporary marijuana event permits will match what the state uses. The only difference is we want our application to include more information that the Zoning Board can use to make their decision as to whether or not it is an appropriate event to have at the location. This includes location address, name of the event, diagram of physical layout showing entrances, exits, retail areas, consumption areas and where waste will be stored. Dates and hours of operation are required. No permits will be issued for more than 7 days. This came from the state requirements. Additionally, No written attestation will be authorized to the State of Michigan until the Zoning Board approves the application. It is up to the applicant to ensure the timeliness of approval from the Zoning Board.

Mr. Gorang asked if they can have alcohol at these temporary events.

Mrs. Abbey said, no. The state doesn't allow for this.

Mr. Burge asked if this only includes the sale of alcohol. Can they bring their own?

Mrs. Abbey stated based on state law, my guess would be no.

Mr. Burge asked the board if they were sure about the distance requirement of 500 feet from residential property.

The board agreed to require 500 feet.

Mrs. Abbey stated this will be on the City Council agenda for first reading on Thursday, September 5, 2019.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Mary Ann White, Commissioner
AYES:	Burge, White, Gorang, Benthall, Johns, Johnson
EXCUSED:	Smith, Walton

F. SITE PLAN REVIEW

1. SPR # 19-30

By: Chuck Piskoti
4099 S. Dort Hwy.
Burton, MI 48529

Re: 4099 S. Dort Hwy. Burton, MI 48529
59-33-100-007 / M-1 Zone

For: Construction of a new building

John Asselinn of Flint with Asselin Mclane Architectural Group stated this is a new building that is approximately 31,000 square feet that will be used for storage.

Mrs. Abbey stated as always, it's great to see existing businesses stay and expand in Burton. We recommend approval.

Mr. Johnson stated throughout his years with the Fire Department, he spent some time at the facility and this is a top notch organization. I welcome the chance to keep them in our community.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Robert Johnson, Commissioner
SECONDER:	John Benthall, Commissioner
AYES:	Burge, White, Gorang, Benthall, Johns, Johnson
EXCUSED:	Smith, Walton

2. SPR #19-31

By: Matthew Ovadek
1352 S. Oak St.
Davison, MI 48423

Re: 3323 Associates Dr. Burton, MI 48529
59-29-551-003 / M-1 Zone

For: Addition to the building

Matt Ovadek of Davison stated we have had some delays through the state since our first application and approval in 2017. We are ready to proceed with the expansion now and hoping for another approval so we can update the property.

Mrs. Abbey stated the board saw this plan in 2017 and it was approved. The site plan has been expired for about a year and no building permit was pulled. Nothing has changed in our ordinance since then. This is just a re-approval of an existing site plan from 2017. We recommend approval.

Mr. Johnson asked what type of business this is.

Mr. Abbey said, a marijuana grow facility.

Mr. Burge said he remembers the building requiring a large amount of electrical work.

Mr. Ovadek stated they needed some major power in the building which has been updated. The tenant had issues with getting licensed which has been taken care of.

Mr. Gorang asked when the addition will be complete.

Mr. Ovadek said, weather permitting, by the end of the year.

Mr. Gorang asked for the square footage of the addition.

Mr. Ovadek said, the addition is about 28,000 square feet.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Tom Gorang, Commissioner
SECONDER:	Robert Johnson, Commissioner
AYES:	Burge, White, Gorang, Benthall, Johns, Johnson
EXCUSED:	Smith, Walton

G. ADMINISTRATIVE SITE PLAN REVIEW

1. SPR #19-27

By: Swan Chiropractic
1371 N. Belsay Rd.
Burton, MI 48509

Re: 1371 N. Belsay Rd. Burton, MI 48509

For: Chiropractic Office

2. SPR #19-28

By: Tiara Hoffman
5076 Roberts Dr.
Flint, MI 48506

Re: 4067 E. Court St.

For: Salon

3. SPR #19-29

By: First Storage One
4258 Somers Dr.
Burton, MI 48529

Re: 4258 Somers Dr. Burton, MI 48529

For: Parking Lot Addition

H. AUDIENCE PARTICIPATION

None.

I. BOARD DISCUSSION

Mr. Burge asked if there is something going on with the projects behind Elwood's and Genesee Ceramic Tile?

Mrs. Abbey stated there are several other approvals applicants must go through; architectural design, building permit, drain commission approval and water and sewer approval from the county and city. This takes time.

Mr. Johns asked for an update on the completion of the Davison Road GM facility.

Mrs. Abbey stated the building is complete. The bypass lane on Genesee Road is going in. Davison Road is getting a turn lane and they are doing storm sewer work on Genesee Road. After that, restoration will begin.

Ms. White asked if they are putting a light at the exit.

Mrs. Abbey said, they are putting a light at the truck exit but not at the employee exit.

Ms. White stated she thought we put a restriction that the trucks could only turn right out of the parking lot.

Mrs. Abbey stated the typical truck route directs them to turn right but they can turn left if they want. When the light is in, it will help with the flow of traffic there. There is no required right turn only there.

Discussion ensued on traffic flow in and around the GM facility.

The next regular scheduled Planning Meeting will be held on September 10, 2019 @ 5:00 PM.

Agendas and minutes may be found at www.burtonmi.gov

Meeting was adjourned at 5:30 PM.

Minutes Acceptance: Minutes of Aug 13, 2019 5:00 PM (Approval of Minutes)



Burton Planning Commission

4303 S. Center Road
Burton, MI 48519

SCHEDULED

AGENDA ITEM (ID # 4552)

Meeting: 09/10/19 05:00 PM
Department: Department of Public Works
Category: Presentation
Prepared By: Amber Abbey
Department Head: Bette Bigsby

E.1

DOC ID: 4552

Retail Recruitment Proposal

By:

Re:

For:

COMMENTS - Current Meeting:

Mayor Zelenko stated she will defer to Mr. Hayman because he brought this idea back from a National League of Cities meeting. She feels this really fits with the marketing of our City Master Plan.

Mr. Hayman stated he was introduced to the Retail Coach Company during a small cities committee meeting. Marketing was a big part of your Master Plan; to market the city and make the plan a living document. This company does that but also takes it to a new level. He introduced Austin Farmer of the Retail Coach Company to give a presentation.

Austin Farmer of The Retail Coach Company presented a Comprehensive Retail Recruitment Plan. The presentation included the following information:

Company background:

- 17 years of experience- consultants not brokers
- 4 million square feet of new retail space recruited to client communities in the past five years
- \$600 million additional sales tax dollars generated in client communities in the past five years
- Have helped over 450 communities throughout the US with retail recruitment
- Retailers we have recruited include Chipotle, Hobby Lobby, Home Goods, Panda Express, Target, Chili's, Kroger and Dunkin Donuts and more.

How to bring retailers to the community by:

- Analyzing the market
- Determining retail opportunities
- Identifying development and redevelopment opportunities
- Identifying retailers and developers for recruitment

- Marketing and branding
- Recruiting retailers and developers
- Retail recruitment coaching

Project Expectations:

- Project timeline
- Client testimonials
- Pricing information
- Coaching and ongoing support

Mr. Hayman stated most companies that do this require at least a three year contract. The Retail Coach only does a one year contract. It is a minimum investment for the city. If in one year, we bring in one new business, this has paid for itself. After one year, council can make a decision to continue or not.

Mr. Farmer stated we only do one year at a time so we can earn your trust and it gives us an incentive to continue to work hard and perform well for the city.

Mr. Burge asked if the company does anything with grants.

Mr. Farmer stated they don't do them exclusively but we can help with them.

Mr. Burge asked about trade shows.

Mr. Farmer stated we set up meetings for you at trade shows to try to bring them to Burton.

Mr. Burge asked when the city will be informed that you found a retailer with interest in the city.

Mr. Farmer stated as soon as we establish interest, we bring the city in. We also provide monthly updates.

Mr. Hayman asked Mr. Farmer to discuss the curb appeal analysis.

Mr. Farmer stated when we come into a community, we drive around and get familiar with it. At that time, we know what you're looking for and we put together a SWOT analysis. This includes the curb appeal of this city so-to speak. We think about it from the perspective of a retailer so we can give you some action items that align with you Master Plan.

Mr. Gorang asked if we were to move forward, what is the fee?

Mr. Farmer stated it is a flat rate of \$40,000 for the year.

E.1

Mr. Johns asked what cities you have worked with that are similar to ours from an industrial stand point.

Mr. Farmer stated he can get some examples of regional work that may line up closely with the City of Burton.

Mr. Johns asked with the decreases in revenue sharing at the state level, and because we are limited in the ways we can capture dollars, in regards to this proposal, what percentage of revenue share are we getting back after the money goes to the State of Michigan. In other words, how much money do we need to generate?

Mr. Hayman stated he doesn't have that information right now but can try to work out the numbers and get them to you. We do know as with the GM property, that when we grow the city, we grow revenue. Don't forget there are two kinds of revenue sharing; constitutional and statutory.

Mr. Burge asked how often The Retail Coach will be in contact with the city.

Mr. Farmer stated we typically speak with someone every couple of weeks via text, email and phone. We stay up to date with what is going on in the community.

Mr. Smith stated he has done business with regional and national retailers in the past and they are analytical. They will not buy from you just because you're a great guy. The way we did it is first get through the gatekeeper to the decision maker and make a presentation. In the world I came from, it took talented people to go in and talk to them in a vocabulary they will understand. You better know your stuff. What I am struggling with is I don't see the talent in our municipality. Developing this type of talent takes a long time. Mayor, who do you have that can do this?

Mr. Farmer stated our real value is that we have existing relationships with retailers to be able to get through the gatekeeper and go directly to the decision maker. We are an extension of your staff. We do what we are good at until it is time to hand it over to your staff to do what they are good at. We coach as well but we do the majority of the marketing work before we hand it off.

Mr. Smith stated logistically, the Mayor is great but there's another side to this. You need to sell. Not everyone can do that.

Mayor Zelenko stated this is exactly why we want to bring someone in who knows how to sell the city.

Mr. Hayman stated one thing we really recognized in the GM contract is we don't have a sales professionals or recruiters. That is what this company does. Even if we hired someone for this, one person cannot do anything close to what the Retail Coach is able to do. They are experts at bringing folks in.

Mr. Farmer stated we are an objective outsider for retailers. We speak their language.

Mr. Hayman stated there isn't a City Manager, Mayor or Planning Official in any municipality that can do what you're addressing. Maybe in a major metropolitan area but not around here. This is a bargain at \$40,000.

Mr. Burge stated nobody likes secrets. Do you keep things under wraps until a deal is final?

Mr. Farmer stated we keep things confidential until the retailer wants to announce they are coming to a community. We let them put it out publicly.

Mrs. Walton asked for a general consensus from the board. Do we want to send this to City Council?

Mr. Hayman stated it would be helpful if the board gave their opinion either way. In order to move this forward, we need to have buy-in.

Mayor Zelenko stated we don't have a marketing department and we recognize the need for one in order to do the outreach we need to do. We are a welcoming community and we are looking to grow but we need some help. I think this fits within the goals of our Master Plan and it is a great opportunity for us. We wanted to bring it to the Planning Commission to see if you feel the same way.

Board discussion on the proposal from The Retail Coach and whether or not to send it to City Council.

Ms. White stated the price is reasonable and the one year agreement is very doable and we should send this to council.

Mr. Johnson stated he agrees with the Mayor. This fits into what we were looking for with our Master Plan. We can't do this alone. I think we should send this to the council for consideration.

Mr. Smith stated we need this. You have to have a process to deal with attrition. Are you able to go into a big national company, Kroger for example, to accompany our staff for at least the first two visits? These people are high-power sharks. Even after you get the agreement, they're going to come back at you for deals. You need sharp people to do this.

Mr. Farmer stated we do this all the time. We are prepared for it.

Mr. Smith stated you pretty much close the deal and then the city follows through with the logistics. Sometimes, you'll think you have the emotional buy-in and that you've closed the deal. They will use this against you. So, I want to make sure we have someone there that will role play these scenarios with our staff beforehand so the city doesn't get hit from left

Mayor Zelenko stated this happened with GM. They claimed there was air fuel contamination on the site and we overcame that.

Mr. Farmer stated the officials in this city have some experience and will not require as much coaching as we have with other clients.

Mr. Hayman stated that's why it's great to have a third party that is not emotionally invested and an expert.

Mr. Smith stated the city has had one experience with this and I have seen this multiple times.

Mr. Farmer stated another benefit of having an objective outsider is we see things that maybe the city doesn't see or that are sensitive to talk about.

Mr. Burge asked if the Retail Coach has worked with a community for two or three years and been unsuccessful at bringing anyone in?

Mr. Farmer stated we usually don't get to those years if we aren't bringing anyone in. Even in our toughest communities, we make changes to our plan and expand on it if it isn't working in the first year.

Mr. Smith asked, how will you report progress to the municipality?

Mr. Farmer stated we keep spreadsheets of initial contact, responses and feedback and will report that monthly.

Mr. Smith stated making a sale takes time. You don't make a sale on first contact, it takes months. Not everybody understands this but I understand because it's what I used to do. How do you get the decision makers of the municipality to understand that?

Mr. Farmer stated we use full transparency. We will let those who need to be involved know what we are hearing back from the retailers; what they like and what they don't like. After a year, if this isn't working, we will give you the contacts we have established and everything you need to be successful.

Mr. Hayman asked what models do you use to include people within the city such as our various boards, regarding pertinent information while still protecting the confidentiality of prospective retailers?

Mr. Farmer stated we usually have one point of contact and let that person pass the information on as necessary. We also do council updates throughout the process either in public sessions or workshops.

Mrs. Walton stated this is the process we used for developing the Master Plan and it kept us informed. We worked really hard on the Master Plan and we wanted marketing from day one. This is a good step for us.

ATTACHMENTS:

- Retail Recruitment Proposal_BurtonMI_2019 (1) (PDF)



PROPOSAL FOR:

Comprehensive Retail Recruitment & Development Plan



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Date:

August 13th, 2019

Prepared For:

The City of Burton, MI

Prepared By:

Austin Farmer

Project Director

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WHO WE ARE

Your Retail Partner

We are a national retail consulting, market research, and development firm. Our experience combines strategy, technology, and creative marketing to execute high-impact retail recruitment and development strategies for local governments, chambers of commerce, and economic development organizations.

Since 2000, we have provided the research, relationships, and strategies needed to drive new retail developments in communities across the United States.

PROVEN RESULTS

4+ million

Square feet of new retail space
recruited to client communities
in the past five years

\$600 million

Additional sales tax dollars
generated in client communities
in the past five years

450+

Communities throughout the United States
have trusted The Retail Coach with their
retail recruitment efforts



OUR TEAM

Experts You Can Trust

Our team has more than 50 years of combined experience in retail recruitment and development. We pride ourselves on being consultants, ***not brokers***. We only do what is in the best interest of our client communities and their future retail growth.

OUR TEAM OF RETAIL RECRUITMENT EXPERTS:



Kelly Cofer, CCIM
President
& CEO



Aaron Farmer
Senior Vice
President



Charles Parker
Project
Director



Will Kline
Project
Director



Austin Farmer
Project
Director



Matthew Lautensack
Director of Research
& Development



Caroline Hearnberger
Retail Recruitment
Specialist



Kyle Cofer
Project
Manager



Shelby Nickol
Project
Coordinator



Nancy Dees
Director
of Finance

Retail Recruitment Experts You Can Trust



- 50+ years of retail recruitment and development experience.
- We are consultants, not brokers. We have no conflicts of interest and will do what is best for the long-term growth of your community.
- Member of the most exclusive retail professional network - CCIM.

RETAILERS WE'VE RECRUITED



And Hundreds More...

OUR PROPRIETARY PROCESS

The **Retail360®** Process: Moving Beyond Data to Bring Retailers to Your Community

Retail recruitment is a process, not an event. Through our proprietary Retail360® Process, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

The Retail360® Process identifies the strengths and weaknesses of your community to attract retail and highlights your community's advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we're able to help communities build a long-term retail economic development plan.



Market-Based Solutions

We understand that no two communities are the same, and that each one has its own unique set of development and/or redevelopment needs. Therefore, we work with our clients to determine those needs and to offer custom, tailored solutions. Our strategies are data-driven and verified through our comprehensive Retail360® Process.

On-The-Ground Analysis

Just as each client has their own set of needs, we know that each client city has a unique position in the marketplace as it competes to recruit new retailers. We spend time in your community with leaders and stakeholders, which enables us to determine your market position and identify retailers that fit your community.

Retail Action Plan

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process. This partnership typically produces the best results when, together, we derive short-term and long-term strategies based on market data and opportunities.

Scope Of Work & Deliverables

PHASE ONE

Analyzing the Market

- Competing Communities Analysis
- Custom Retail Trade Area Map
- *Mobile Location Technology*
- Retail Trade Area Demographic Profile - *Historical, Current, Projected*
- Retail Trade Area Psychographic Profile
- Burton Demographic Profile
- *Historical, Current, Projected*
- Daytime Population Summary
- Stakeholder Discussions

PHASE FIVE

Marketing & Branding

- Retail Market Profile
- Retail Market Flyer
- Up to Thirty (30) Retailer Feasibility Packages
- Developer Opportunity Package
- Online Retail Dashboard
- Interactive Site Mapping
- *Up to Five (5) Preloaded Sites*

PHASE TWO

Determining Retail Opportunities

- Retail Gap Analysis
- Consumer Propensity Report

PHASE SIX

Recruiting Retailers & Developers

- Proactive Retail Recruitment & Recruitment Updates
- Proactive Developer Recruitment & Recruitment Updates

PHASE THREE

Identifying Development & Redevelopment Opportunities

- Analysis of up to Five (5) Development/ Redevelopment Sites
- Up to Twenty (20) Retail Site Profiles

PHASE SEVEN

Retail Recruitment Coaching

- Ongoing Coaching & Support from The Retail Coach Team

PHASE FOUR

Identifying Retailers & Developers for Recruitment

- Target list of up to Thirty (30) Retailers along with Contact Information
- Target list of up to Ten (10) Developers along with Contact Information

PHASE 1

Analyzing The Market

The Retail Coach will perform extensive market research and analysis to evaluate the area and the Burton community. This “macro” to “micro” approach enables The Retail Coach to analyze competitive and economic forces that may impact the community’s retail recruitment and development plan. The Retail Coach will gather market-specific data to assist in identifying Retail Trade Area boundaries, potential consumer bases, community issues and opportunities.

Competing Community Analysis

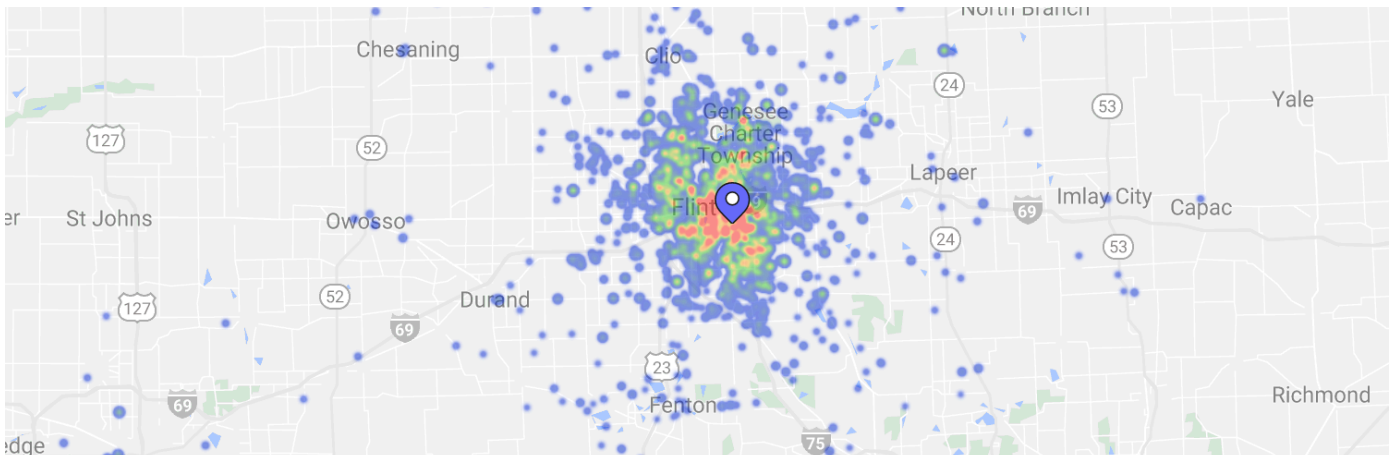
It is important to monitor what is occurring in area communities from a retail economic development prospective. What are their advantages and/or challenges? Are they experiencing positive or negative growth? What are their current retail offerings?

A community must have a clear understanding of the competitive nature of retail recruitment. Before analyzing the Burton community, **The Retail Coach will look at competing communities to identify a competitive advantage**, via economic and market forces, that have a direct impact on retail recruitment and development in Burton.

Custom Retail Trade Areas

The Retail Trade Area is the geographical area from which the community’s retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

We utilize retail trade area data when communicating with retailers and developers to ensure that the community fully leverages the amount of shoppers coming into the community. **The Retail Coach will hand draw retail trade areas for Burton based on cell phone/GPS data from shoppers** as well as on-the-ground analysis from The Retail Coach team.



To best confirm a community’s Retail Trade Area, we will execute the following strategic steps:

Mobile Data for Location Decisions

The Retail Coach will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Burton. This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.

Retail Trade Area Mapping

The Retail Coach will delineate a boundary map of the Retail Trade Area utilizing the mobile data collected

Analyzing The Market

Demographic Profiling

A community must be able to instantaneously provide information and data sets sought by retailers during the site selection and site evaluation process. The data must be accurate, current, and readily available.

The Retail Coach will create comprehensive 2010 Census, 2019, and 2024 demographic profiles for the Retail Trade Area and Burton city limits. The profile includes population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

Psychographic Profiling

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers' preferred location criteria. Understanding a consumer's propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and independent retailers. Knowing the retail sectors and products that consumers demand removes a great deal of risk for an independent business.

Based on the market segmentation system developed by ESRI, **The Retail Coach will develop a Tapestry Segmentation Profile** of the households in the Retail Trade Area. This is done by using the most advanced socioeconomic and demographic data to measure consumer attitudes, values, lifestyles, and purchasing behaviors, to understand the sectors and brands of retailers that may be of interest.

Daytime Population

The daytime population, or workplace population, of a community's labor market is important to quick-serve and casual dining restaurants that rely heavily on lunch business. The labor market may be confined to community boundaries, or it may include areas of employment outside community boundaries.

The Retail Coach will provide an employment summary report detailing the total number of establishments, by industry, and employee counts within the designated labor market area. **This report will provide insight into the “work here” population versus the “live here” population.**

Stakeholder Discussions

Buy-in from key community leaders and stakeholders is crucial to the retail plan. Our belief is that. “if they are not in on it and up on it - they may be down on it.” One of our first meetings will be with independent businesses who may see our work as threatening.

The Retail Coach will obtain plan **buy-in from public and private stakeholders through a series of individual and group meetings.** Stakeholders may include city staff and representatives, community leaders, real estate brokers, retail developers, property owners, and owners of independent businesses.

PHASE 2

Determining Retail Opportunities

Retail Gap Analysis

A community is able to quantify its retail demand through a Retail Gap Analysis, which provides a summary of the primary spending gaps - or opportunities - for 68 retail sectors. The analysis is ultimately used to identify recruitment targets for the community.

The Retail Gap Analysis will:

- Identify retail sales surpluses and leakages for more than 68 retail sectors.
- Distinguish retail sectors with the highest prospect for success, and quantify their retail potential.

The Retail Coach will determine the level of retail demand for the designated Retail Trade Area. The analysis computes the retail potential of the Retail Trade Area and then compares it to estimated actual sales in the community. The difference is either a leakage, where Burton consumers are traveling outside the community to purchase certain retail goods and services; or a surplus, where consumers are traveling from outside Burton to purchase certain retail goods and services.

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$29,397,984	\$1,137,663	\$28,260,321	0.04
44611	Pharmacies and drug stores	\$24,272,871	\$921,385	\$23,351,486	0.04
44612	Cosmetics, beauty supplies, and perfume stores	\$1,576,333	\$180,069	\$1,396,264	0.11
44613	Optical goods stores	\$1,612,835	\$2	\$1,612,833	0.00
44619	Other health and personal care stores	\$1,935,945	\$36,207	\$1,899,738	0.02
447	Gasoline stations	\$69,416,556	\$30,732,869	\$38,683,687	0.44
448	Clothing and clothing accessories stores				
4481	Clothing stores				
44811	Men's clothing stores				
44812	Women's clothing stores				
44813	Children's and infants' clothing stores				
44814	Family clothing stores				
44815	Clothing accessories stores				
44819	Other clothing stores				
4482	Shoe stores				
4483	Jewelry, luggage, and leather goods stores				
44831	Jewelry stores				
44832	Luggage and leather goods stores				
451	Sporting goods, hobby, musical instrument, and				
4511	Sporting goods, hobby, and musical instrument				
45111	Sporting goods stores				
45112	Hobby, toy, and game stores				
45113	Sewing, needlework, and piece goods stores				
45114	Musical instrument and supplies stores				
4512	Book stores and news dealers				

Meijer	
Place	Customers
1 Genesee Valley Center / South Linden Road	72.4K (71.7%)
2 Courtland Center / East Court Street	66.9K (66.2%)
3 Heritage Park Shopping Center / S. Saginaw Road	64.1K (63.4%)
4 Genesee Crossing / Miller Rd	62K (61.3%)
5 Walmart Supercenter / E Court St N	60.4K (59.8%)
6 Walmart Supercenter / S Saginaw Rd	51.3K (50.7%)
7 Courtyard / East Court St	50.7K (50.2%)
8 Scrubs & Beyond / South Linden Road	47.4K (46.9%)
9 Walmart Supercenter / Corunna Rd	40.8K (40.3%)
10 The Home Depot / E Court St	40.3K (39.9%)
11 Target / G3515 Miller Rd	37.3K (36.9%)
12 Hurley / Hurley Plaza	35.1K (34.7%)
13 8089 Lapeer Rd Shopping Center / Lapeer Rd	34.7K (34.4%)
14 Eastridge Commons / Lapeer Rd	33.6K (33.2%)
15 Birch Run Premium Outlets / South Beyer Road	33.3K (33%)

Using a cell phone analysis, we identify not only how much leakage the community has, but where people are leaving to shop or dine outside the community. This helps us come up with retail opportunities that will help you chip away at your retail leakage and keep people in the community for more goods and services.

PHASE 3

Identifying Development & Redevelopment Opportunities

Identifying and Marketing Vacancies & Development Sites

Retailers are interested not only in the market data on your community, but also in evaluating all available property vacancies and sites that fit their location preferences. A community must create and maintain a database of prime available properties along with accurate and current marketing information. Successful retail recruitment begins to happen with the introduction of available sites.

The Retail Coach will identify priority **retail vacancies and development/redevelopment sites** to market.

Factors influencing site selection for priority sites will include:

- Existing market conditions
- Retail Trade Area population
- Traffic counts and traffic patterns
- Site-line visibility from primary & secondary traffic arteries
- Ingress/regress
- Adequate parking
- Site characteristics
- Topography
- Proximity to retail clusters

Retail Site Profiles

A critical step in attracting retail is providing accurate and current information on each identified vacancy and site.

The Retail Coach will create a **Retail Site Profile** for each identified vacancy and site with current site-specific information, including:

- Location
- Aerial photographs
- Site plan
- Demographic profile
- Property size and dimensions
- Traffic count
- Appropriate contact information



PHASE 4

Identifying Retailers & Developers for Recruitment

The Retail Coach has been successful in recruiting leading retail brands to our client communities for more than 18 years. Our process is driven by providing accurate and current data sets, as well as site-specific information to retailers that “fit” the community.

Identifying Potential Retailers

The Retail Coach will target national and regional retail brands that are a good “fit” for the community. This means that the Retail Trade Area population, disposable incomes, consumer spending habits, and education levels meet the retailers’ ideal location criteria.

The Retail Coach **will develop and review a master list of potential retailers** with Burton staff and work together to prepare a final target list of retailers for recruitment. This list will include retailers from TRC’s analysis as well as new retail/restaurant concepts or regional retailers and restaurants that may be a good fit for the community.

Identifying Potential Developers

Much of our recruitment success comes from establishing a network of regional and national retail developers over the past 18 years. Developer networking and recruitment have become key components in a community’s retail recruitment and development/redevelopment success. If a higher-tier retailer were to express interest in a community, and there was not sufficient ready-to-lease properties matching their needs and brand requirements, a developer must be identified to build the interested retailer a suitable property.

The Retail Coach will use its network to **identify retail real estate developers active in Burton and the region for recruitment**. We will also work with Burton staff to contact and build relationships with developers active in the region.

PHASE 5

Marketing & Branding

Retail Market Profile

To attract targeted retailers, the most critical step is to provide accurate and current community data and site-specific information on available vacancies and sites. It is important that this marketing information positively reflects the community's attributes and brand to corporate site selectors, real estate brokers, and developers, because it is essential in making initial decisions about locating in the community.

The Retail Coach will **develop a Retail Market Profile tailored to the specific needs of targeted retailers'** essential site selection and location criteria for Burton. The profile serves as a community introduction, and includes:

- Retail Trade Area Map
- Location Map
- Traffic Count Map
- Demographic Profile Summary
- Appropriate logo and contact information

Retailer-Specific Feasibility Packages

Unlike the more general Retail Market Profile, a Retailer Feasibility Package is developed to send specifically to the real estate department or broker for individual retailers.

The Retail Coach will **create Retailer-Specific Feasibility Packages to address essential location criteria.** These feasibility packages include:

- Community Overview
- Retail Site Profiles
- Location Map
- Retail Trade Area Map
- Existing Retailer Aerial Map
- Retailer Location Map
- Retail Trade Area Demographic Profile Summary
- Retail Gap Analysis Summary Table
- Retail Trade Area Psychographic Profile
- Retail Trade Area Demographic Profile
- Community Demographic Profile
- Area Traffic Generators
- Appropriate logo and contact information

PHASE 5

Marketing & Branding (Cont.)

Developer Opportunity Package

Our team creates a Developer Opportunity Package to send specifically to retail developers active in the community and/or region to spark their interest in retail opportunities.

The Retail Coach **will create a Developer Opportunity Package to highlight development/redevelopment opportunities** in Burton. This will include:

- Community Overview & Location Map
- Retail Trade Area & Demographic Trends
- Aerial Imagery & Traffic Counts
- Site-line visibility from major and secondary traffic arteries
- Ingress/egress for primary and secondary traffic arteries
- Median cuts or possibilities
- Traffic signal existence or possibilities
- Site characteristics and topography
- Area Retail & Zoning
- Residential clustering and support
- Proximity to “anchor” retailers
- Top Employers & Workplace Population
- Potential retail tenants

Online Retail Dashboard

Being able to quickly and easily access and share retail opportunity information greatly increases a community’s opportunity for success. To assist with this, we develop a custom online retail dashboard that can be accessed online anytime through a branded Retail360® link.

The Retail Coach **will create a Retail360® Retail Dashboard** for Burton, which will be available for visual presentation and easy downloading of all data sets and marketing information. With a few clicks, retailers, brokers and developers can learn about your community’s retail potential like never before.

Interactive Site Mapping

Retail site selectors do much of their research while in hotel rooms and in airports, so a visual GIS platform that streamlines data and sites into one interactive and centralized location is a powerful tool.

The Retail Coach **will develop a concise, easy-to-access, interactive site mapping platform** for Burton, along with the preloaded prime vacancies and development/redevelopment sites that we will be marketing. Data can be presented by demographic, socioeconomic, psychographic, and retail spending layers that are detailed down to the block level, to meet the needs of each individual user - whether they be a retailer, developer, or even a local entrepreneur.

PHASE 6

Recruiting Retailers & Developers

Recruitment of Retailers

The Retail Coach is the **first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities.** Eighteen years and 500 projects later, the recruitment of retailers remains one of the primary metrics of success. Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

The Retail Coach **will actively recruit retailers on Burton's behalf.** Our retailer recruitment process includes:

1. Introductory emails and retail market profile are sent to each targeted retailer.
2. Personal phone calls are placed to measure interest level.
3. Personal emails and retailer feasibility packages are sent to each targeted retailer.
4. Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers.
5. Personal emails are sent to inform targeted retailers of significant market changes.
6. Personal emails are sent to decision markers once per quarter to continue seeking responses regarding their interest level in the community.
7. A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities.

Recruitment of Developers

Much of our recruitment success comes from having established a network of national retail developers over the past 18 years. Oftentimes, a retailer may have interest in a community, only to find that suitable "for lease" properties do not exist.

The Retail Coach **will actively recruit developers on Burton's behalf.** Our developer recruitment process includes:

1. Introductory emails and opportunity packages are sent to developers.
2. Personal telephone calls are placed to measure interest level.
3. Personal emails are sent to inform developers of the status of interested retailers, and any significant market changes.
4. A developer status report is provided with each developer's complete contact information and comments resulting from recruitment activities.

Retail Conferences

We help communities connect with retailers and developers at retail conferences such as the annual ICSC Recon Conference and other regional events.

The Retail Coach **will assist in marketing Burton, and vacancies and sites, to retailers, developers, and brokers at retail industry conferences.**

PHASE 7

Ongoing Retail Coaching

Retail Coaching

We partner with communities on a long-term basis and are available when clients have questions, new ideas, or need access to GIS mapping and current data statistics. We are also available if clients need to brainstorm opportunities as the community grows and develops.

The Retail Coach **will provide ongoing coaching and support for retail recruitment activities** for Burton.

PROJECT EXPECTATIONS

Project Timeline

**REPORTING**

The Retail Coach will provide written or electronic project updates on a bi-monthly basis.

**COMMUNITY TRIPS**

The Retail Coach team will make at least two (2) trips to Burton during the project.

**PROJECT TIMELINE**

The Retail Coach is available to begin work immediately upon agreement of terms with a project duration of 12 months.

WHAT OTHERS SAY ABOUT THE RETAIL COACH

Client Testimonials

"The Retail Coach is hands-down one of the best consultant teams of any kind that our team has had the pleasure of working with. Their extensive expertise and nationwide connections with site selectors, developers, and major chains have opened up new doors for the City of Lancaster, allowing us to take our recruitment efforts to the next level and collaborate with brands that hadn't previously considered our market. They work as an extension of our staff, anticipating needs and freeing up in-house staff time. I can't recommend the Retail Coach highly enough."

Chenin Dow
Economic Development Manager / Asst. to City Manager
City of Lancaster, California

"As a customer of The Retail Coach I have witnessed first-hand success with Aaron Farmer and his skilled team. The staff at The Retail Coach deliver the knowledge, skill, and rapport necessary to recruit retail into regions seeking progression, all while taking the difficulty away from the municipalities. They are a strong catalyst in retail expansion for any community that is looking for increased economic growth."

Sean Overeynder
Economic Development Director
Floydada, Texas

"In my opinion, The Retail Coach's strategy and assistance has netted us over 325,000 square feet of occupied retail development during one of the most significant retail downturns in the last 20 years. Money well spent."

Samuel D. R. Satterwhite
Executive Director
Wylie Economic Development Corporation

"For years I researched firms to help me with retail development and The Retail Coach continued to surface as the best choice provider. Over and over again I heard about their 'service after the sale.' This was important. You see a lot of firms can run data and put together fancy reports. What allows The Retail Coach to stand out is their coaching. A tool is useless unless someone 'coaches' you on the best way to utilize it. When you hire The Retail Coach you are not just buying data, you are hiring a coach to help you with your retail development needs. I highly recommend them to any community seeking to effectively recruit retail development."

Dave Quinn, CECD, Executive Director
Previously Bastrop, Texas Economic Development Corporation



PREPARED FOR:
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Attachment: Retail Recruitment Proposal_BurtonMI_2019 (1) (4552 : Retail Recruitment Proposal)