

SPECIAL CITY COUNCIL MEETING

Tuesday, December 13, 2022, at 5:00 PM

Glen Rose City Hall Council Chambers
201 NE Vernon, Glen Rose, TX 76043



AGENDA

City Hall will be open to the public.

Citizens can view or listen live by tuning in to the following Zoom.com webinar:

Meeting ID: 889 7588 4864 • Passcode 045654 • or dial 1-346-248-7799

CALL TO ORDER

INVOCATION

PLEDGES OF ALLEGIANCE

ROLL CALL

CITIZEN/VISITOR COMMENTS *(Limited to three minutes per person.)*

ANNOUNCEMENTS/PRESENTATIONS

1. Presentation by Retail Strategies

INDIVIDUAL ITEMS FOR CONSIDERATION

2. Discussion, consideration, and possible action regarding a proposal for services from Retail Strategies

ADJOURN

Note: The Glen Rose City Council may convene into Executive Session on any matter related to any of the above agenda items for a purpose, such closed session is allowed under Chapter 551, Texas Government Code.

In accordance with the Americans with Disabilities Act, persons who need accommodation to attend or participate in the meeting should contact the City Secretary's office at (254) 897-2272 x 102 at least 48 hours prior to the meeting to request such assistance.


CERTIFICATION

I, the undersigned authority, do hereby certify that this NOTICE OF MEETING was posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance of the City of Glen Rose City Hall, a place convenient and readily accessible to the general public, as well as to the City's website at www.glenrosetexas.org and said notice was posted at or before 5:00 PM on Friday, December 9, 2022, and remained posted for at least two hours after said meeting was convened.


Staci L. King, City Secretary



CITY COUNCIL AGENDA ACTION FORM

AGENDA DATE:	12/13/2022		
AGENDA SUBJECT:	Presentation by Retail Strategies		
PREPARED BY:	City Administrator Michael Leamons	DATE SUBMITTED:	12/05/2022
EXHIBITS:			
BUDGETARY IMPACT:	Required Expenditure:	\$00.00	
	Amount Budgeted:	\$00.00	
	Appropriation Required:	\$00.00	
CITY ADMINISTRATOR APPROVAL:			
SUMMARY:			
RECOMMENDED ACTION:			



CITY COUNCIL AGENDA ACTION FORM

AGENDA DATE:	12/13/2022		
AGENDA SUBJECT:	Discussion, consideration, and possible action regarding a proposal for services from Retail Strategies		
PREPARED BY:	City Administrator Michael Leamons	DATE SUBMITTED:	12/05/2022
EXHIBITS:	Retail Strategies Company Overview brochure		
BUDGETARY IMPACT:	Required Expenditure:	\$00.00	
	Amount Budgeted:	\$00.00	
	Appropriation Required:	\$00.00	
CITY ADMINISTRATOR APPROVAL:			
SUMMARY: P&Z Member Greg Clanton had recommended the City look into securing the services of Retail Strategies to promote economic development. His recommendation was presented to the Council at its November meeting and staff was asked to arrange for Retail Strategies to make a presentation at the December 13 th Council Meeting.			
RECOMMENDED ACTION:			



retail recruitment

Retail Strategies is the most trusted partner when recruiting businesses.

Retail Recruitment is Economic Development

Retail Recruitment

Retail Strategies dedicates Real Estate Professionals to your community to perform the heavy lifting of retail recruitment. We leverage our extensive experience and connections to position your community in front of expanding businesses.



Extending Your Team

Retail Recruitment is a complex, time-intensive effort. Acting as an extension of your team, we are built to scale so that we can connect with all parties locally and nationally to position your market for success.

1 discover

We are an investment for your community.

- Retail GAP Analysis
- Peer Community Analysis
- Mobile Data Collection
- Real Estate Analysis
- Retail Strategy & Prospects
- Marketing Guide

2 connect

We make sure your community's story is heard.

- Boots on the Ground
- Conference Representation
- National Representation
- Retailer Outreach
- Developer Outreach
- Property Owner Outreach

3 advance

We multiply and enhance your staff.

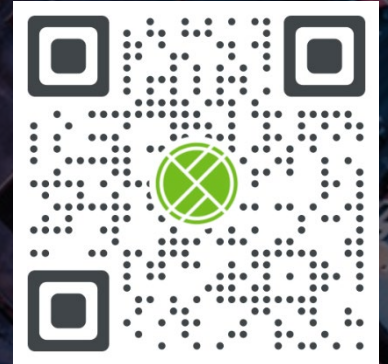
- Ongoing Retail Recruitment
- Reporting to City Leaders
- Feedback from Retailers
- Real Estate Advisor
- Community Development



retail recruitment

BEYOND DATA: WE ACTIVELY RECRUIT

Retail Recruitment is Economic Development



Real Estate Analysis

Finding the right site is critical. Every retail site in your market will be cataloged - shopping centers with vacancies, land ready for development, and underutilized retail space will be assessed by a licensed real estate professional.

Data Analysis

The first is to understand who your consumers are and where they live. Using mobile data and other datasets, we uncover where people are coming from and their buying power.

Retail Recruitment Strategy

Based on your data and real estate assets we will develop a Retail Recruitment Strategy with specific restaurant, grocery, home improvement, entertainment, and hospitality targets.

National Recruitment and Representation

Your community will have a dedicated team implementing the Retail Recruitment Strategy by connecting with retailers, brokers, property owners, tenant reps, and other industry players to get new retail open in your market.



"I've worked with retail consultants before, and they helped with demographics and statistics, but it was nothing like the partnership we have with Retail Strategies. I have a team of experienced retail recruiters who assist us with the things we are unable to do. It's like having another whole department in our office."

Carolyn Gibson,
Executive Director, El Campo, Texas