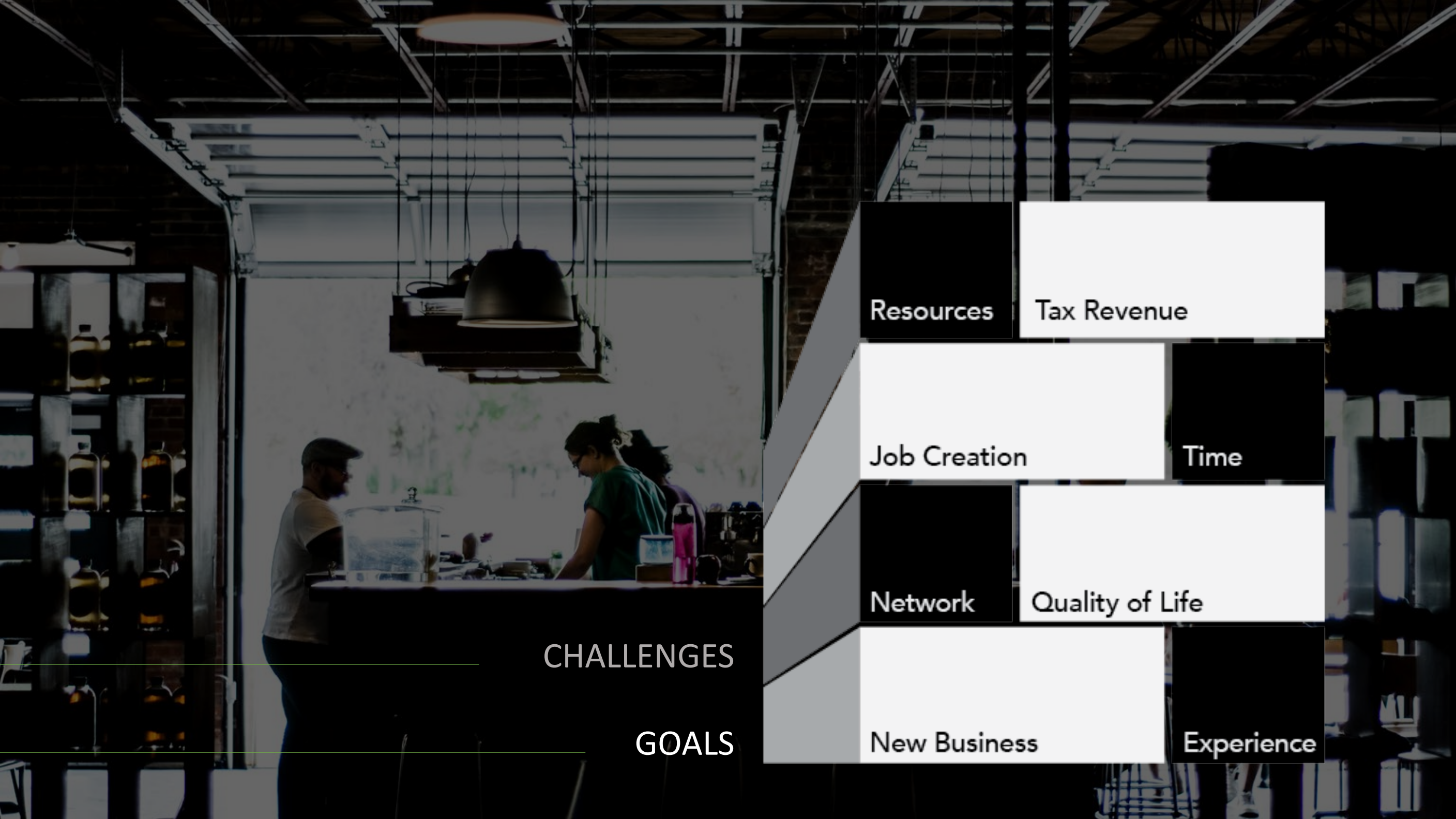


retail strategies

City Council Presentation

Lindsay, CA





CHALLENGES

GOALS

Resources

Tax Revenue

Job Creation

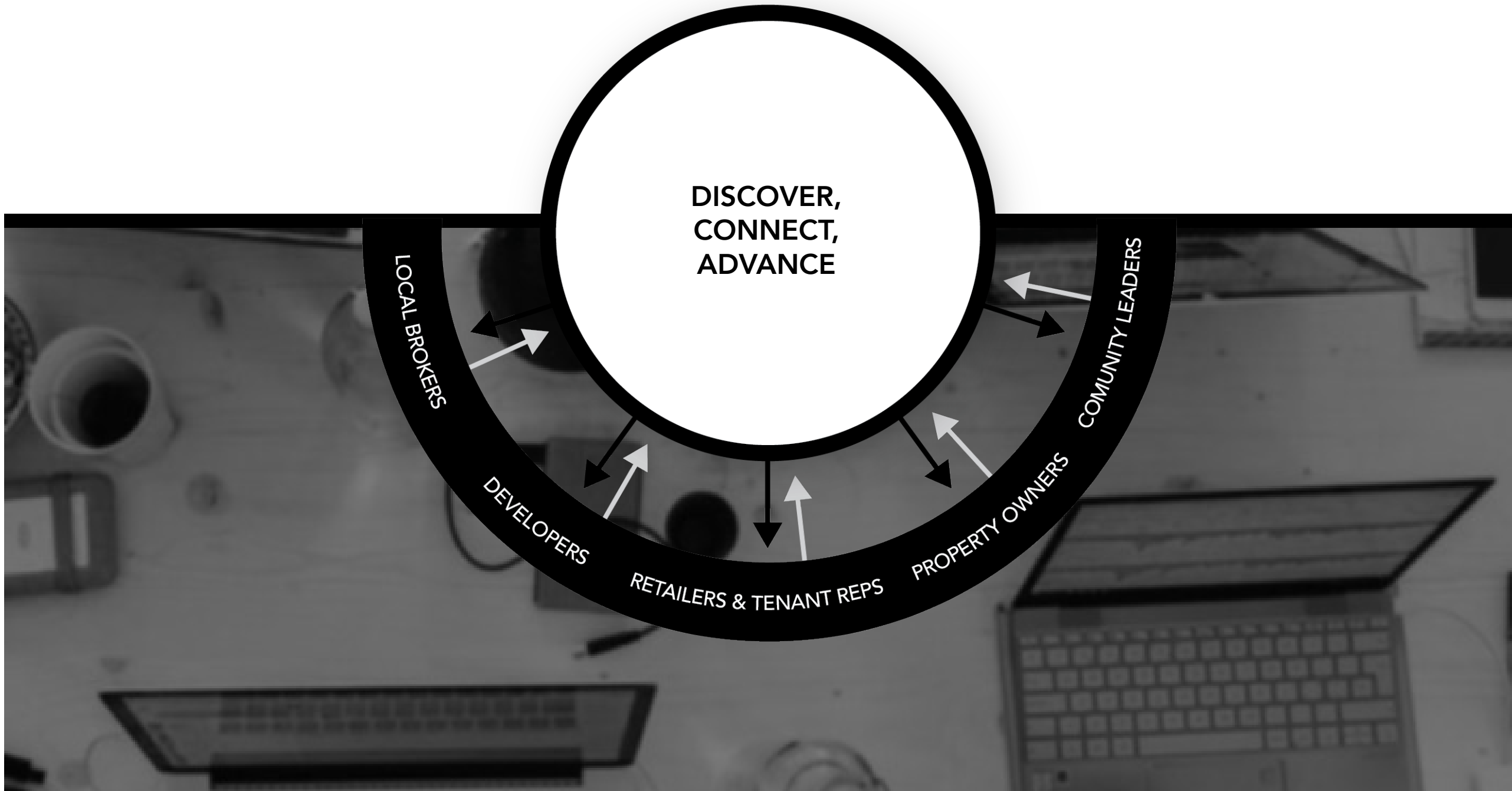
Time

Network

Quality of Life

New Business

Experience



Economic Impact

Retail builds on retail and the economic impact adds up quickly. Retail attracts the workforce that attracts the primary jobs. Retail influences executives looking to locate their company in your community. Retail enhances quality of life. Quality of life encourages future growth of your community.

Retailer	Estimated Average Annual Revenue	Estimated Number of Jobs	Local Sales Tax
Gas/C-Store	~ \$2,200,000	~ 8	1%
Mexican QSR	~ \$1,400,000	~ 11	1%

Estimated Total Revenue: \$3,600,000

Combined Estimated Number of Jobs for the Local Economy:
 ~ 19

Combined Estimated Annual Sales Tax Revenue for the Local Economy:
 ~ \$36,000

FOCUS PROPERTY

W Mariposa St

This site has been a focus for retail recruitment, as it is highway commercial, high traffic, 4.6 acres, and ready for development.

We have been in steady communication with the property owner's broker and have assisted with tenant outreach and tenant interest.

We are now working with an interested tenant.



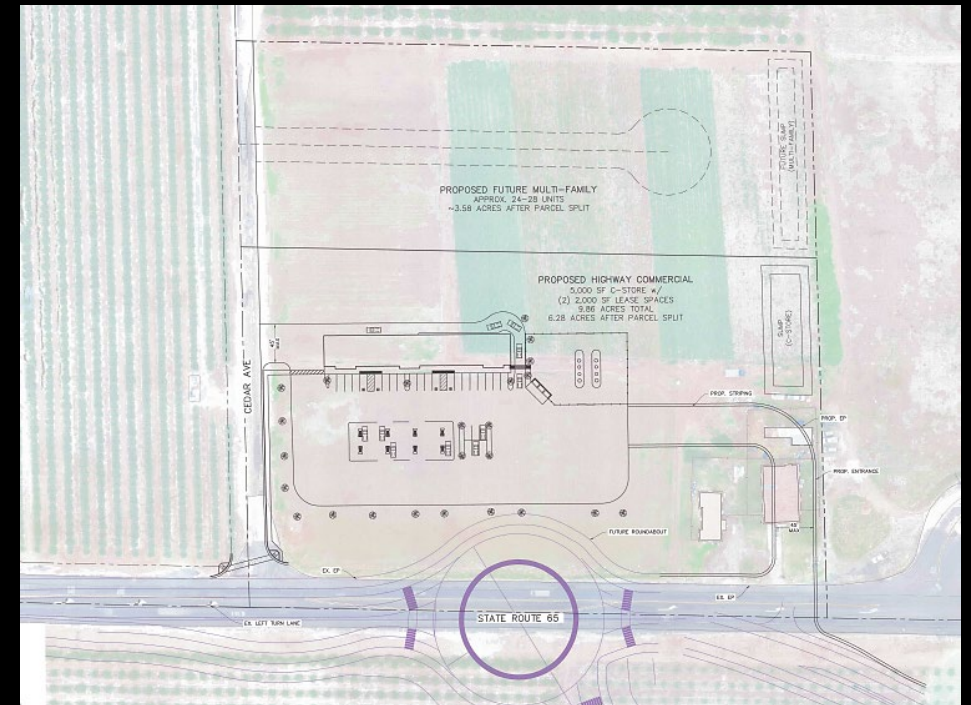
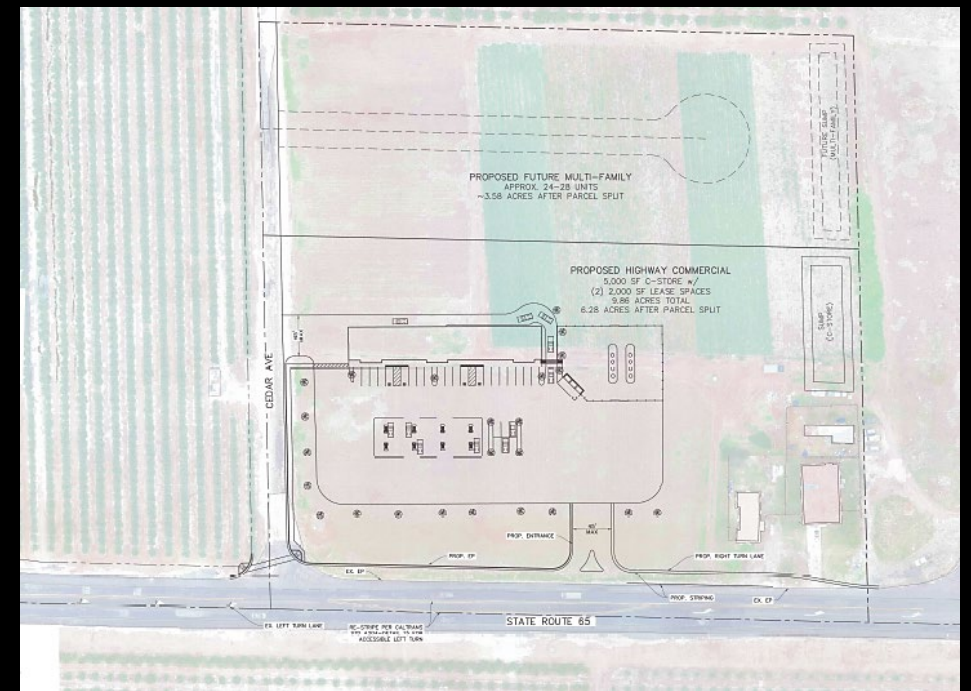
FOCUS PROPERTY

Highway 65 Project

We are in communication with our City points of contact regarding the Highway 65 project.

The drafted siteplan notes commercial space for a c-store and other retail lease spaces.

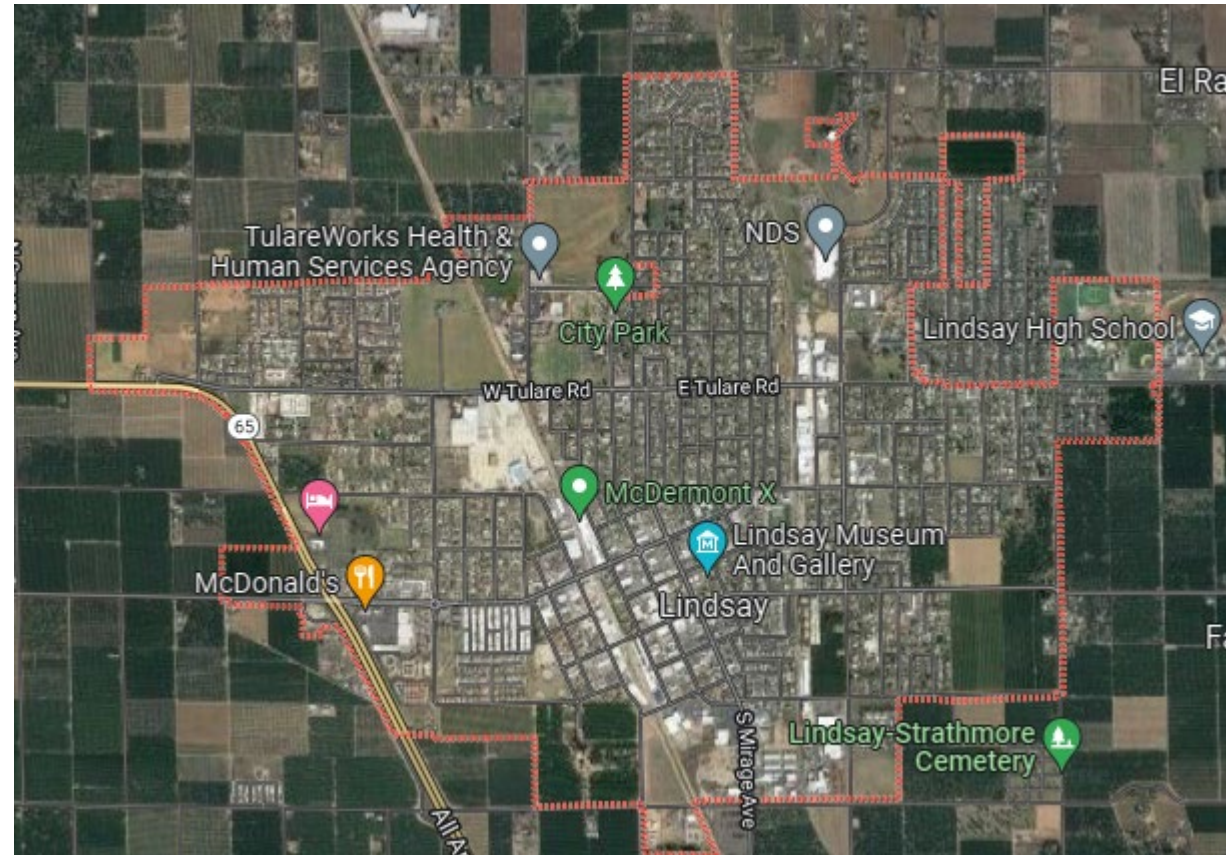
We are conducting outreach to identify interested potential tenants.



Highway Site – Off Market

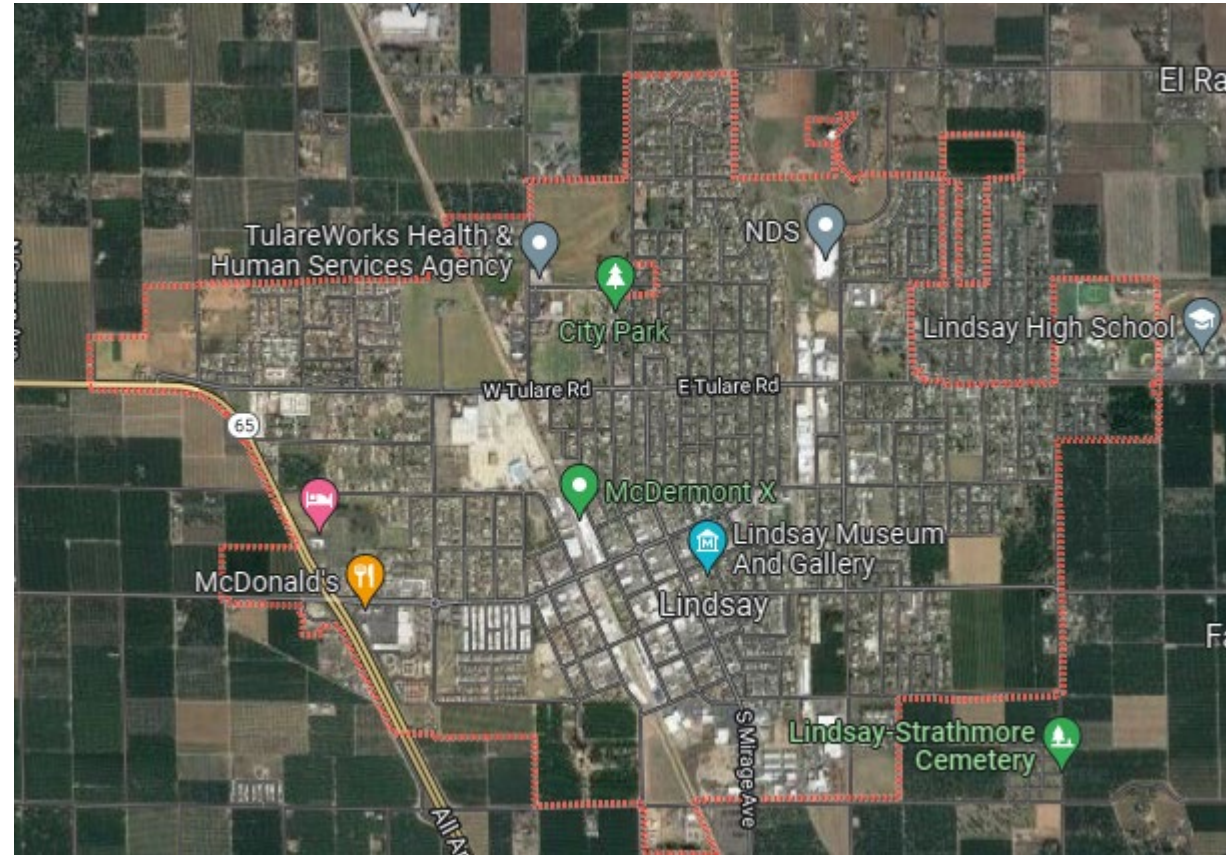
We identified an off market, potential retail development site during our market visit.

We contacted the owner, and the owner is interested in a ground lease deal should there be tenant interest.



Gas Station Sites

We learned that some gas station retailers are interested in existing and outdated gas stations for purchase, and they would be open to explore any opportunity should an owner be willing to sell.

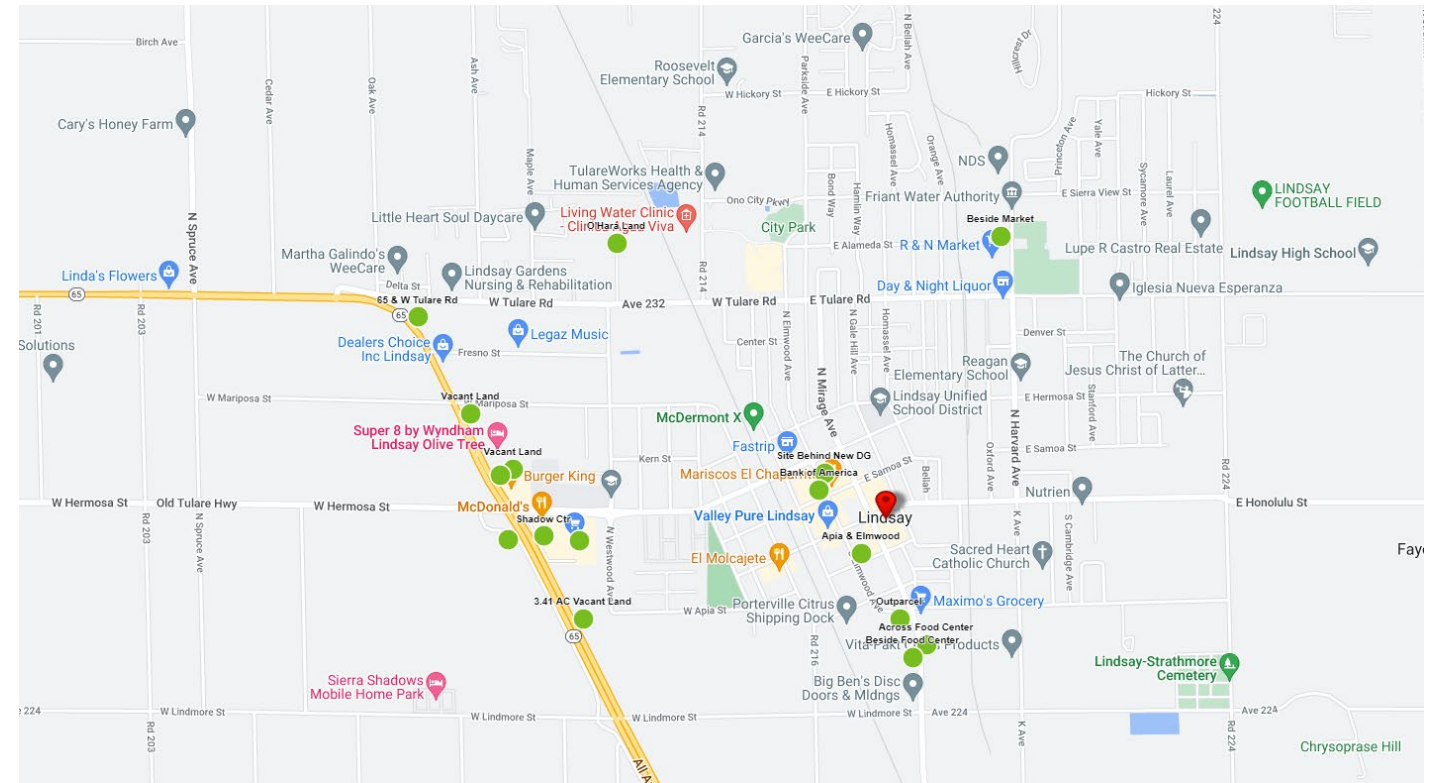


Continued Outreach

We have conducted outreach to over 45 retail prospects ranging from: grocers, coffee, quick serve restaurants, fast casual restaurants, sit-down restaurants, fitness studios, clothing, general merchandise, and more.

Beyond retail, we continue to pay attention to developers stating interest in light manufacturing, and we connect those contacts to the City.

We continue to collaborate and strategize with the Lindsay team to think creatively regarding new-to-market retail.



ICSC



ADVANCE

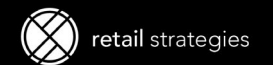
Conference Recruitment

We attend multiple conferences per year to connect with industry decision-makers, recruit retail, and highlight the Lindsay market to retailers, brokers, and developers.

Most recently, we attended ICSC Las Vegas in May.



LACY BEASLEY
President, Retail Strategies



December 2021



Ongoing Effort

Strategy Update

Continuously improving our efforts to maximize the retail potential in your community

Retail Expansion & Trends

Appropriately position your community
Update City leaders on the latest in retail

On Demand Reporting

Your research concierge

retail strategies

Thank You

Lindsay, CA

