



retail strategies

Retail as an Economic Development Tool – Part II

NCEDA Update – February 2021



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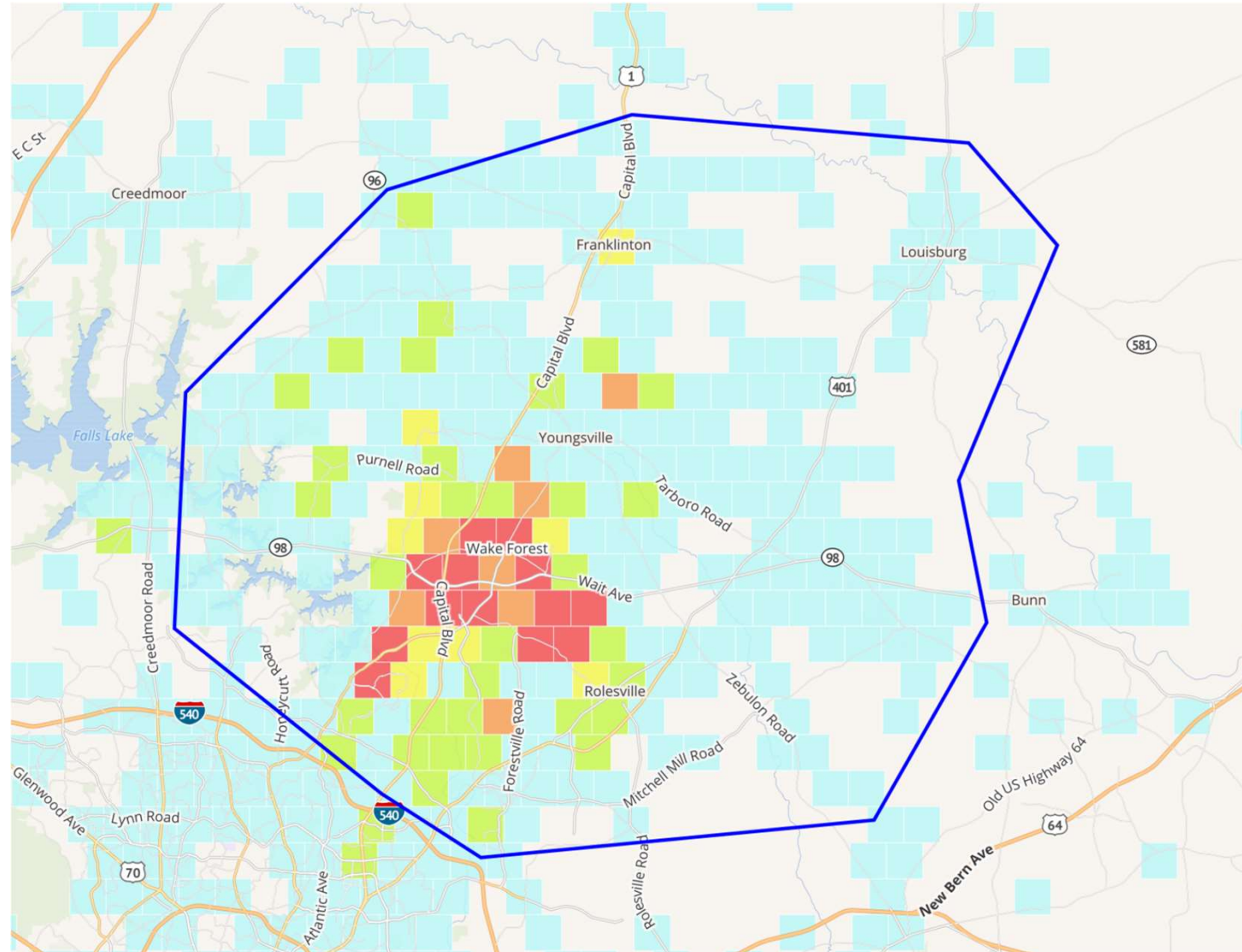


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Data Driven

Prove the Trade Area – Wake Forest, NC



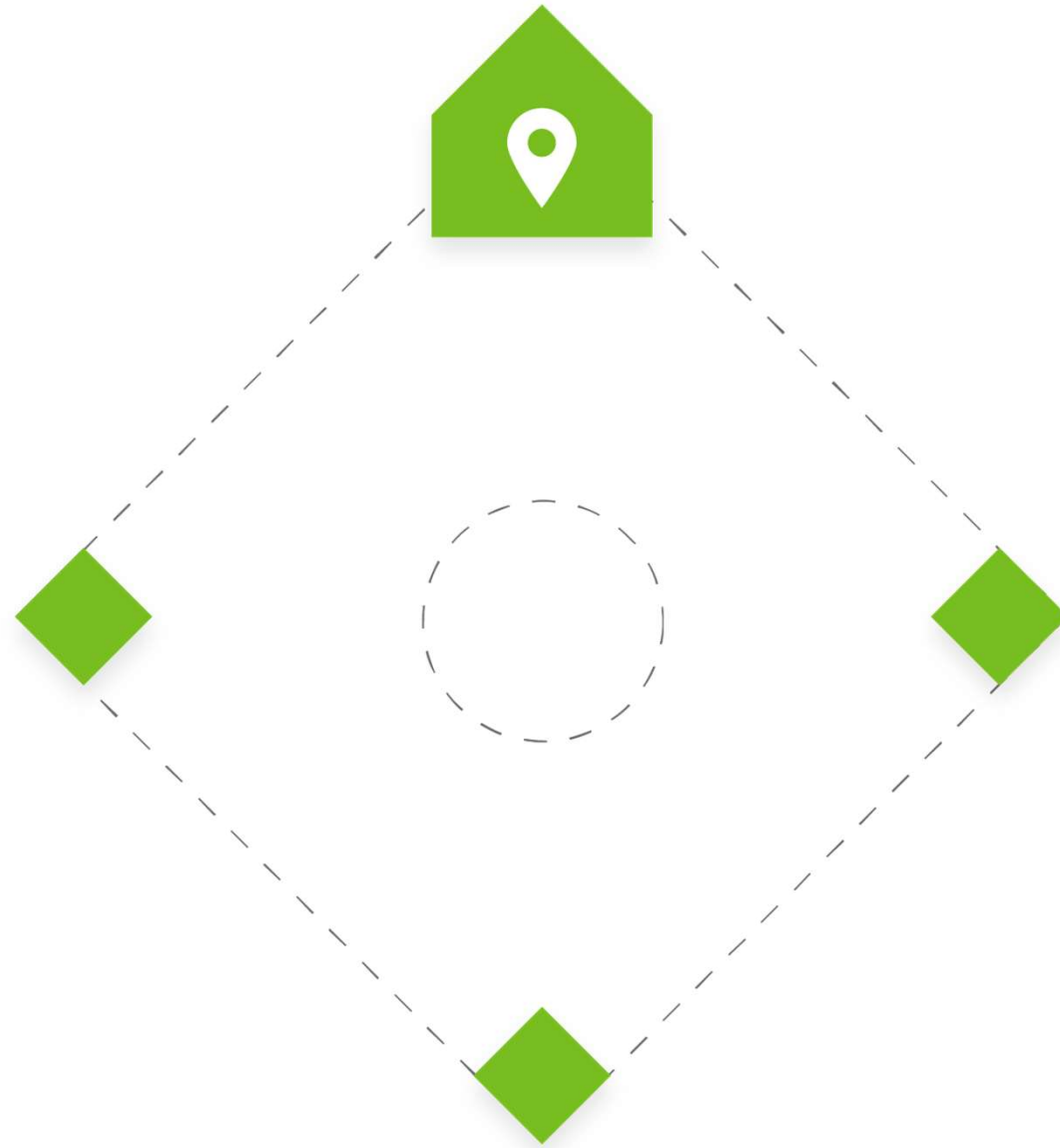
Downtown & Small Business Driven

National Retail (Hwy) & Local Retail (Downtown) – Wilson, NC



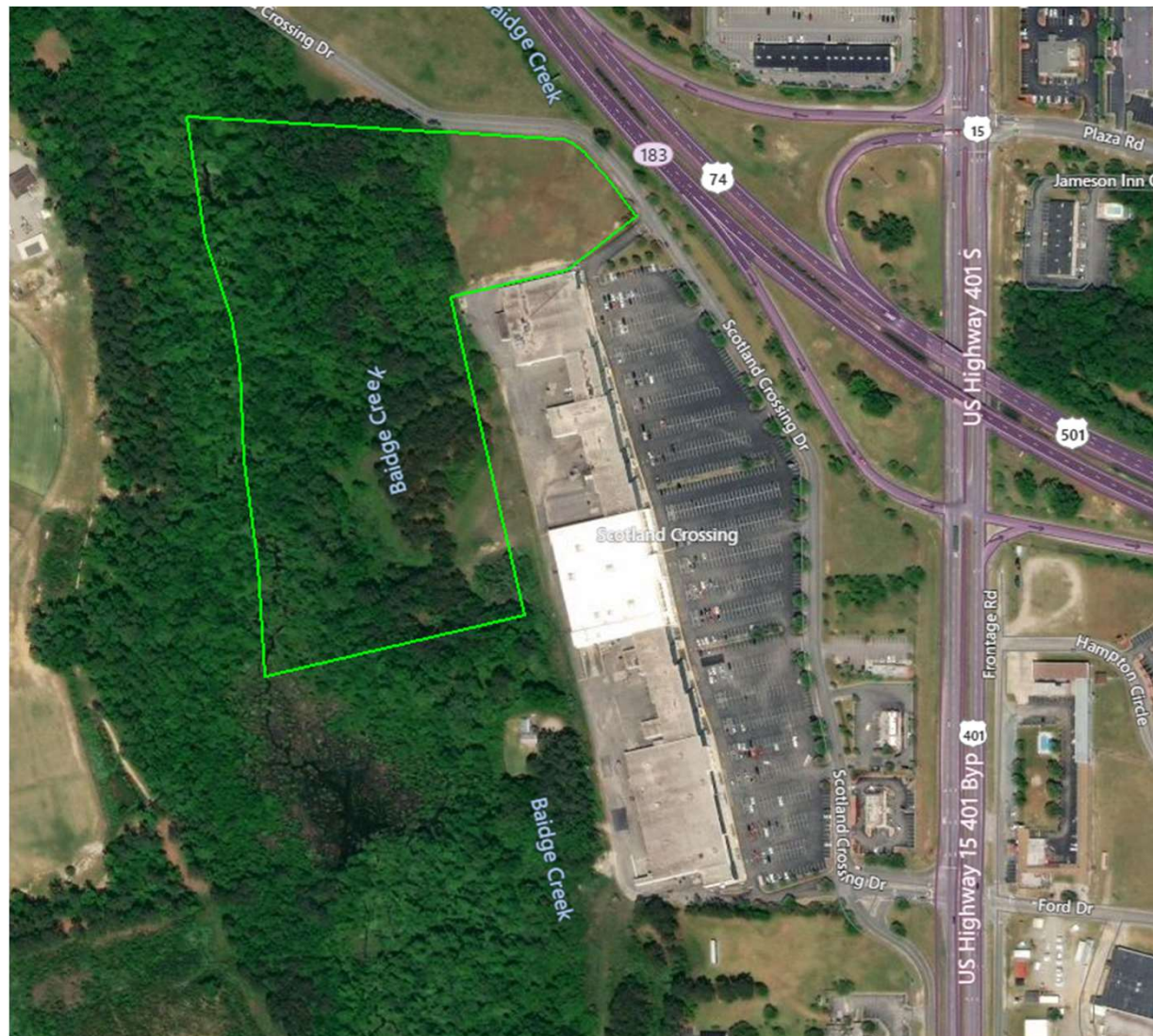
Downtown & Small Business Driven
Homerun Real Estate

Traffic Count
Co-tenancy
Convenience
Parking
High Visibility/Signage
Easy Access



City Driven

City-Owned Property to Revenue Producer – Laurinburg, NC



Developer Driven

Pave the Way by Thinking Ahead – Clayton, NC

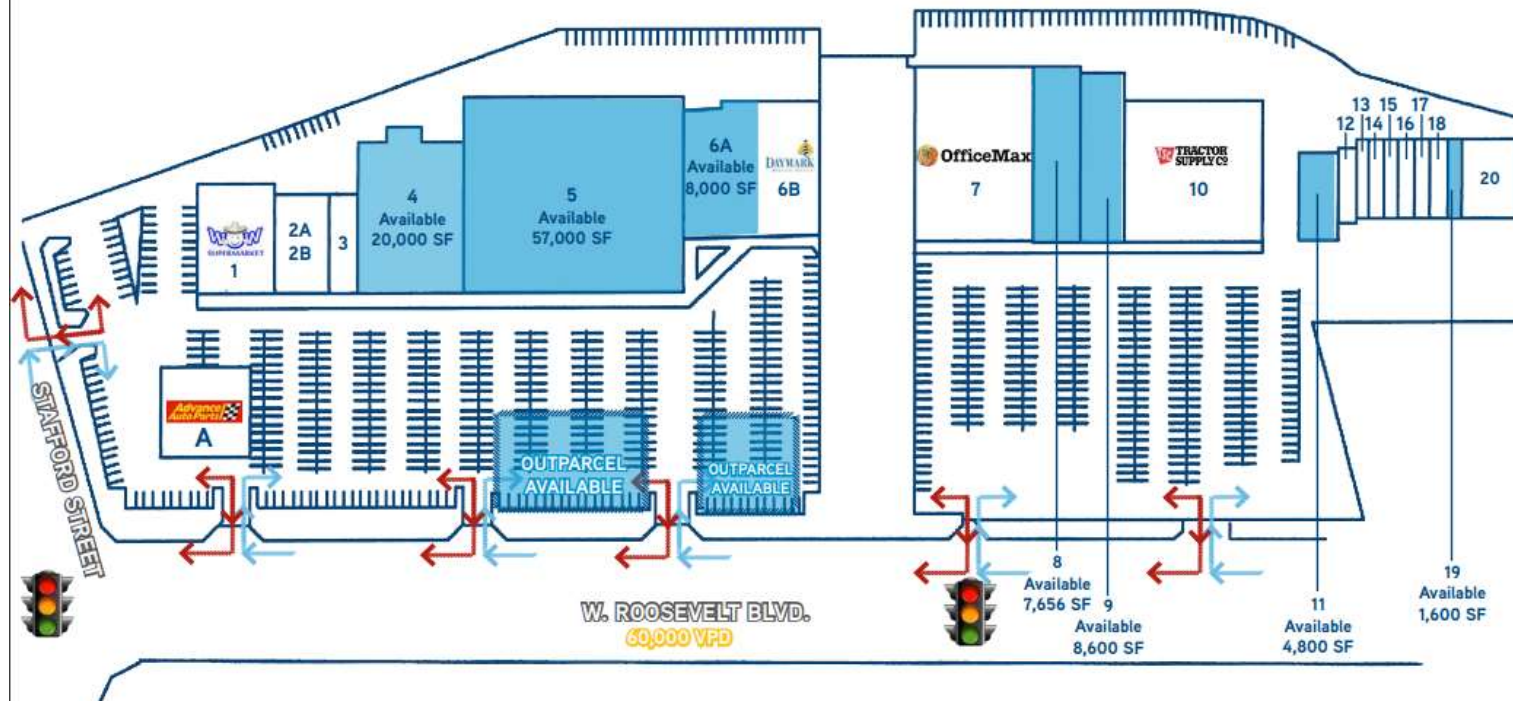


Landowner Driven

Unseen Complications – Monroe, NC

TENANT ROSTER

SUITE	TENANT	SF	SUITE	TENANT	SF	SUITE	TENANT	SF
A	Advance Auto	7,000	6B	Daymark	8,000	14	Occupied	1,600
1	WOW Foods	10,000	7	OfficeMax	23,500	15	Occupied	1,600
2A	Taqueria Mexicana	3,000	8	AVAILABLE	7,656	16	Occupied	1,600
2B	Alan Godel DDS	3,000	9	AVAILABLE	8,600	17	J & W Business	1,600
3	Occupied	4,000	10	Tractor Supply	22,720	18	M-Nails	1,600
4	AVAILABLE	20,000	11	AVAILABLE	4,800	19	AVAILABLE	1,600
5	AVAILABLE	57,000	12	Solace Soul Care	800	20	Occupied	4,000
6A	AVAILABLE	8,000	13	Solace Soul Care	800			



Relationship Driven

Forming Relationships by Bringing Value – Albemarle, NC



Incentives Driven

Having a Full Tank of Gas When Asked for a Ride – Lumberton, NC



- ✓ Prove the Trade Area
- ✓ National Retail (Hwy) & Local Retail (Downtown)
- ✓ Homerun Real Estate
- ✓ City-Owned Property to Revenue Producer
- ✓ Pave the Way by Thinking Ahead
- ✓ Unseen Complications
- ✓ Forming Relationships by Bringing Value
- ✓ Having a Full Tank of Gas When Asked for a Ride

Questions?

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