

AGENDA ITEM REQUEST/STAFF REPORT

Meeting Date: 7.12.16

Ordinance Order/Resolution Discussion/Item of Interest

A Supplemental Statement describing the specific nature of the request to be added to Commission meeting agenda header description: AN ORDER RESOLUTION DIRECTING STAFF TO PREPARE A CONTRACT WITH THE BUXTON COMPANY IN THE AMOUNT OF \$50,000.00 IN ORDER TO EXECUTE THE CITY'S SECONDARY BUSINESS ATTRACTION STRATEGY.

Background of the request:

In the FY2017 budget, Commission allocated \$50,000.00 to execute a New Business Attraction Strategy.

Staff recommendation and analysis:

Staff recommends approval.

Since their founding in 1994, Buxton has been a leading force in retail site and development. They are recognized for creating solutions that provide results. Buxton began as a service to help retailers make informed site selection decisions by understanding their customers and precisely determining their markets. They subsequently realized that the company's expertise in retail site and market analysis could also be leveraged to benefit communities desiring retail expansion.


More than simply providing data, Buxton supplies custom marketing materials and strategies targeting the unique site requirements of retailers, developers, and commercial real estate brokers. Other clients have achieved success using their tools for retail identification, selection, and recruitment. Clients benefit from Buxton's unique understanding of site selection from the retailer's point of view.

We intend to leverage our relationship with Buxton to accomplish three goals:

1. Recruit new retailers and restaurants
2. Retain existing retailers and restaurants
3. Understand current retail and restaurant economic conditions

Staff member or third party who will be in attendance to present this item and/or answer questions regarding the particulars of this item:

Geoff Milz, Economic Development Manager



Department Director



Date

If this request involves an expenditure of funds, please identify the funding source. Funding source:

Lisa Desjarrais, Director of Finance and Operations Date