



2024 Rural Grocery Summit

Unlocking Growth: Incentives for Cities to Attract Grocers to Rural Markets

Elliott Cook

Director of
Real Estate

Retail Strategies

Trusted partner

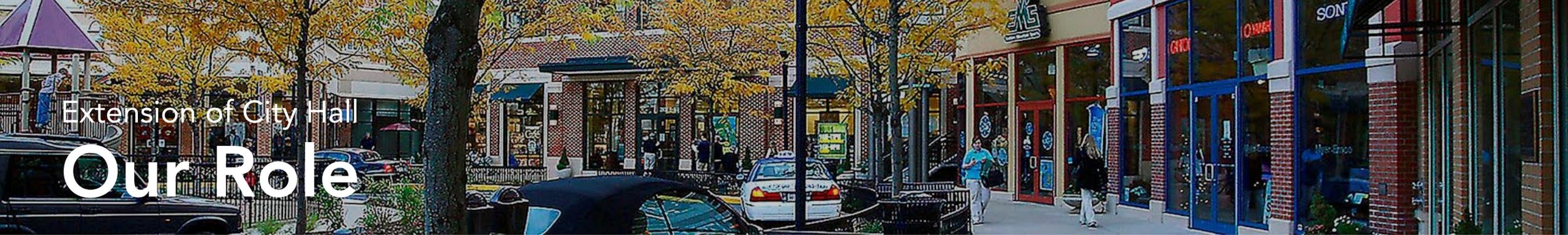
Industry Leaders

- Worked with 800 communities since 2011
- Vast network of retail and restaurant industry professionals
- Only municipal firm with in-house commercial real estate team



Industry Involvement





Extension of City Hall

Our Role



DISCOVER

Define who your consumers are, where they live, and how they spend their money. Boots on the ground tour with local Real Estate Analysis.



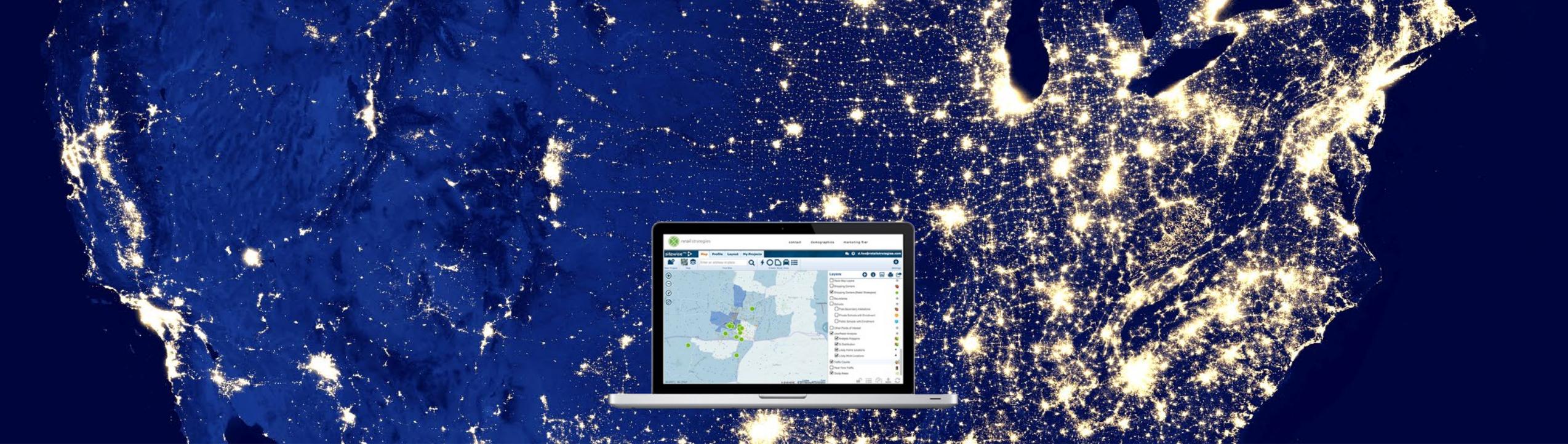
CONNECT

Based on your Market Analysis and real estate assets, we connect with the right restaurant, grocery, home improvement, apparel, and hospitality businesses looking for markets like yours.



ADVANCE

The rubber meets the road representing your community at regional and national conferences. Day in and day out your team is connecting with retailers, brokers, and developers putting your real estate sites in front of the right decisionmakers.



Data & Analytics

Customized Trade Area // GAP Analysis // Peer Analysis // Prospects & Site Criteria





DISCOVER

Customized Trade Area



\$70,406+

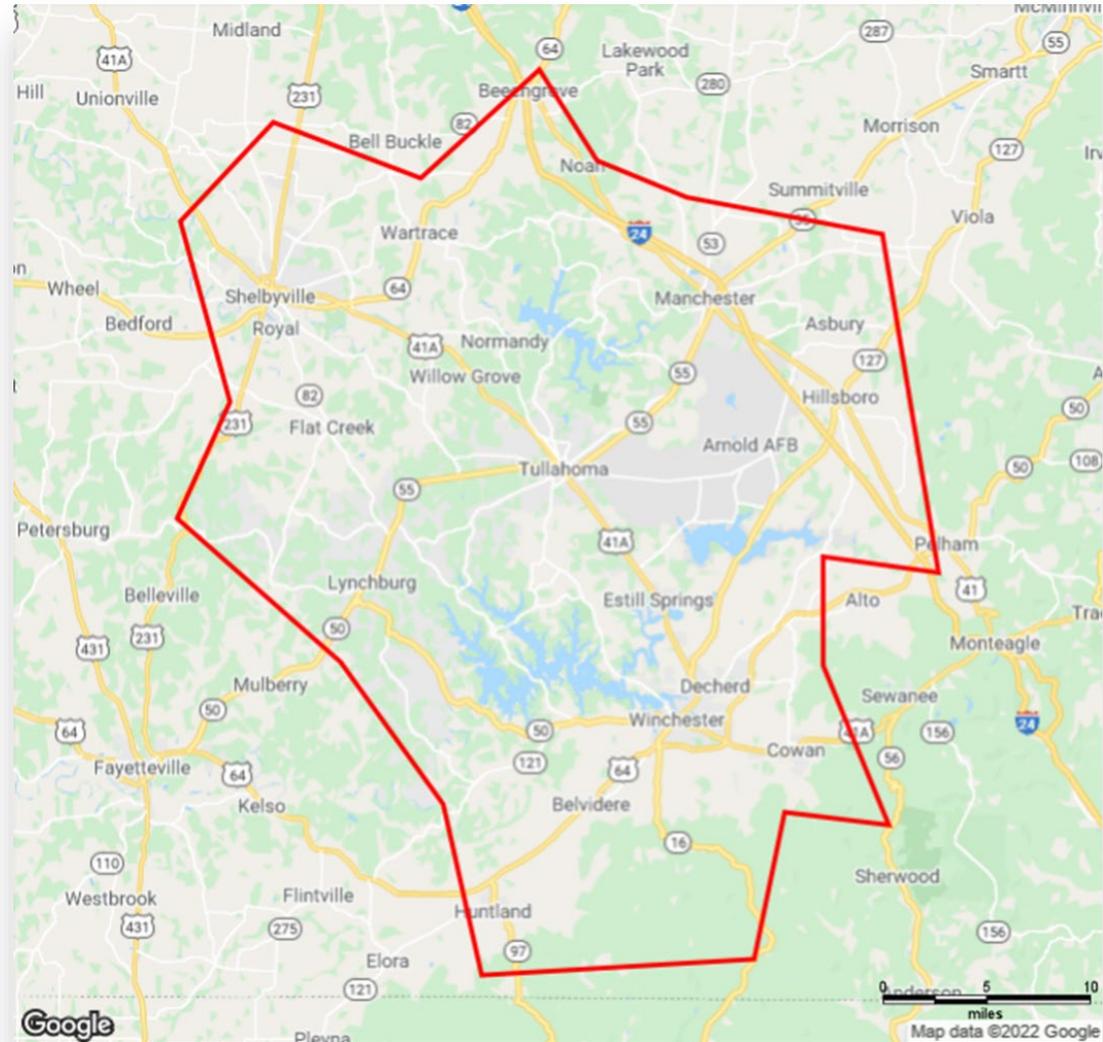
Average Household Income



20,000

2021 estimated population

Tullahoma, TN



5.47%

Growth Rate

40.8

Average Age



DISCOVER

GAP Analysis



\$137.6+ Million

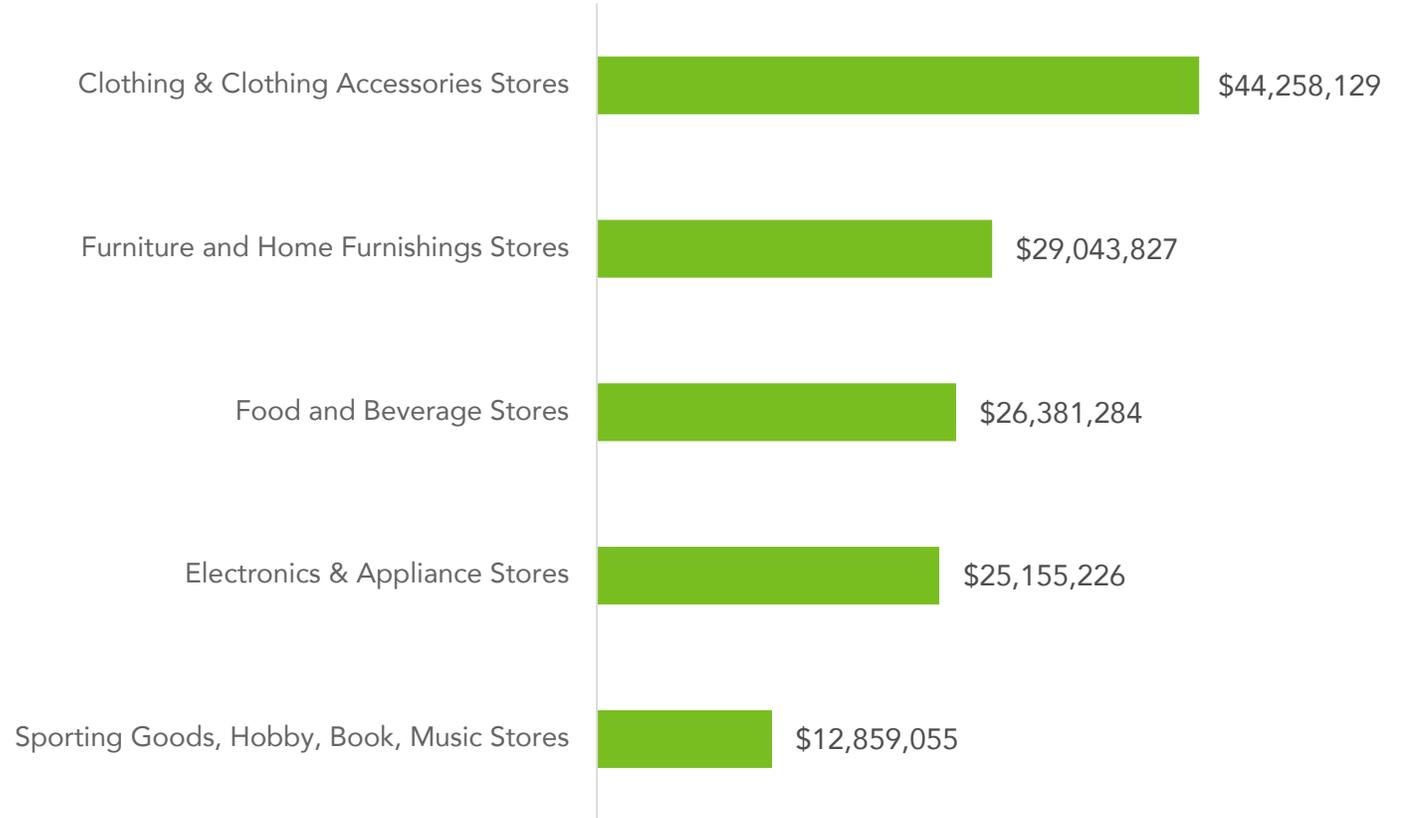
Total Market GAP



17 min

Drive Time to Surrounding Retail Hubs

Tullahoma, TN





DISCOVER

Publix

Category	Grocery Store
Demographic Requirement Radius Ring:	1,2,3 Mile Radius
Demographic Requirement Minimum Population Requirement:	8,000
Demographic Requirement Household Income Requirement:	\$45,000+
Traffic Count:	30,000 VPD
Number of Square Feet and/or Acres:	30,000-61,000 SF





DISCOVER

ALDI

Category

Grocery Store

Demographic Requirement
Radius Ring:

3 mi

Demographic Requirement
Minimum Population Requirement:

35,000

Demographic Requirement
Household Income Requirement:

\$50,000+

Traffic Count:

20,000 VPD

Number of Square Feet
and/or Acres:

22,000-23,000 SF

Comments on Desired Location:

Free Standing





Real Estate Analysis

Universal Site Metrics // Inventory



CONNECT

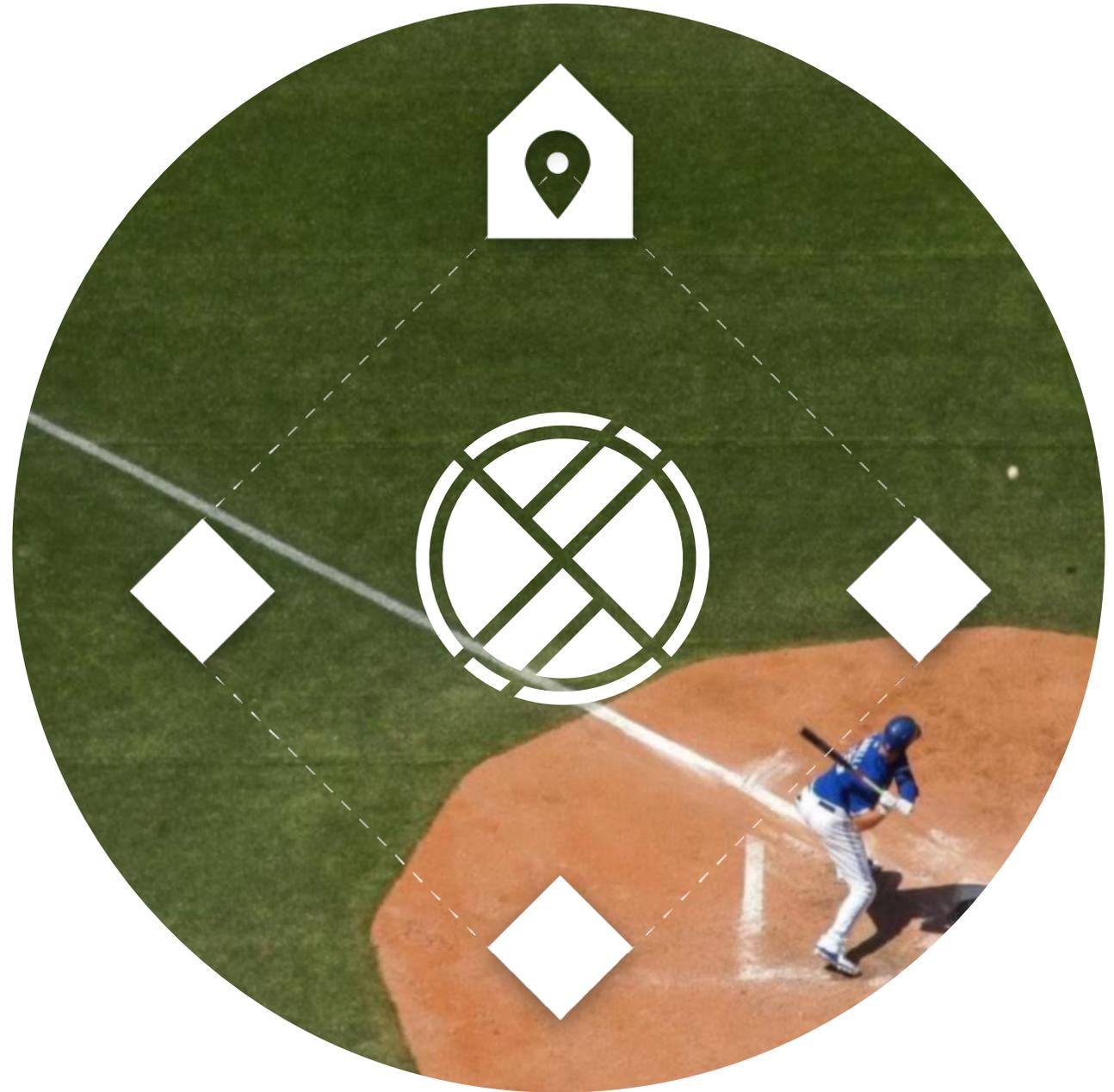


CONNECT

Home Run Real Estate

Universal Site Metrics

-  Signage/Visibility
-  Parking
-  Access
-  Co-Tenancy
-  Traffic





CONNECT

Inventory

Your community mapped through a custom trade area and retail corridors

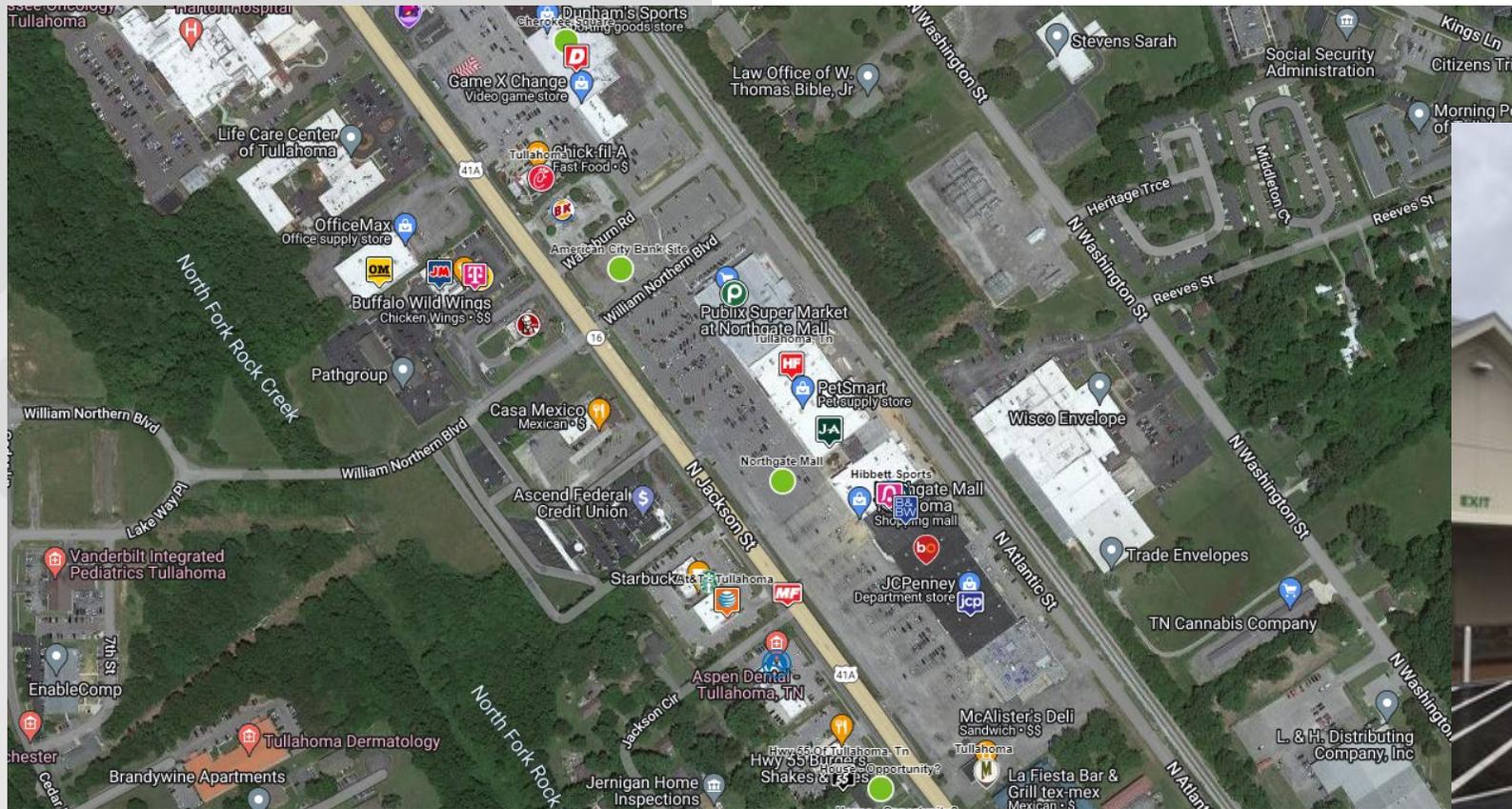




CONNECT

Site Specific

Development Land // Mall Redevelopment // Former Car Dealership

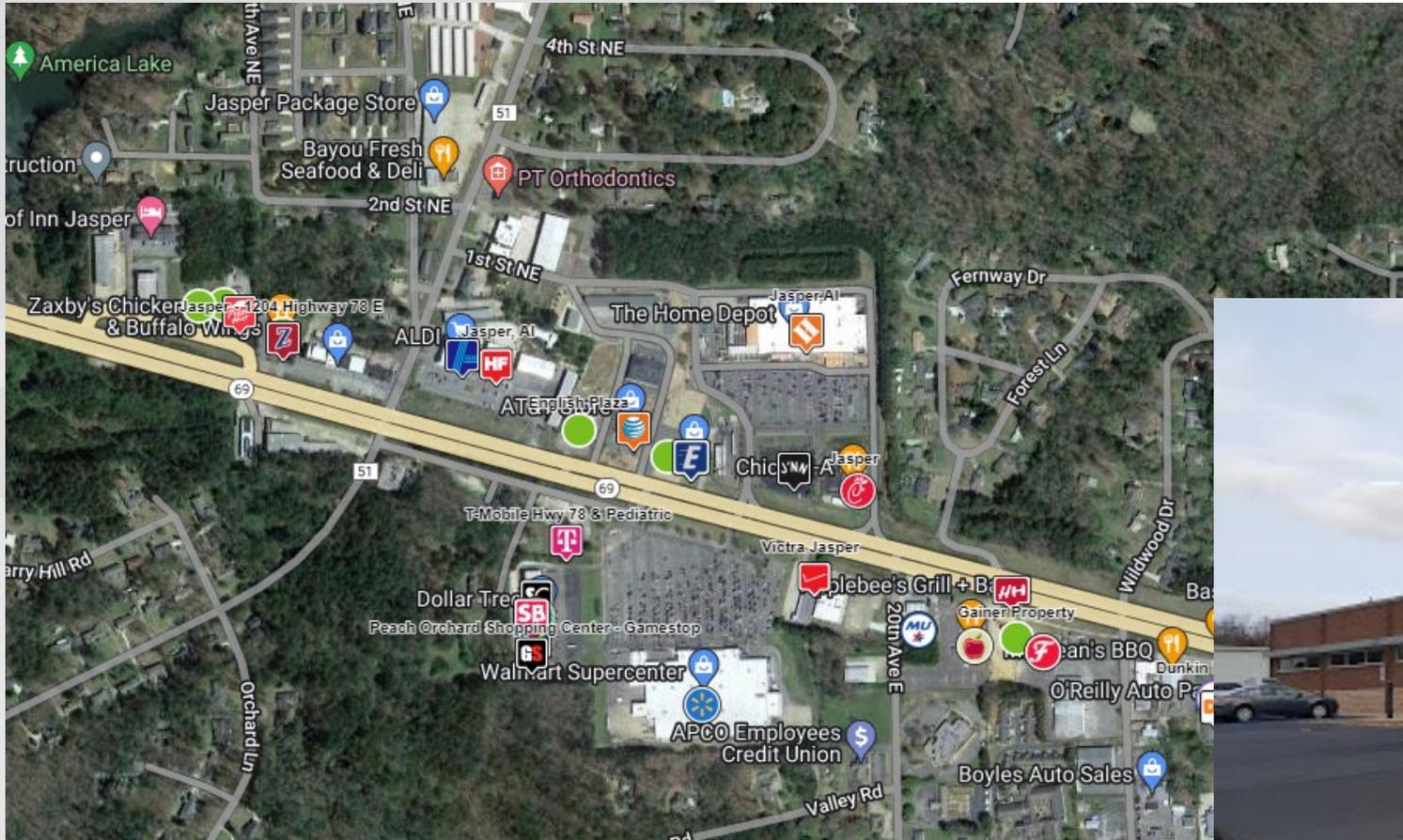




CONNECT

Site Specific

Development Land // Mall Redevelopment // Former Car Dealership



Success

Tullahoma, Tennessee

“TAEDC Chairman Lynn Seabourn added that the support of the city and county in approving the tax increment financing (TIF) program was instrumental in making the development possible.”

20,000

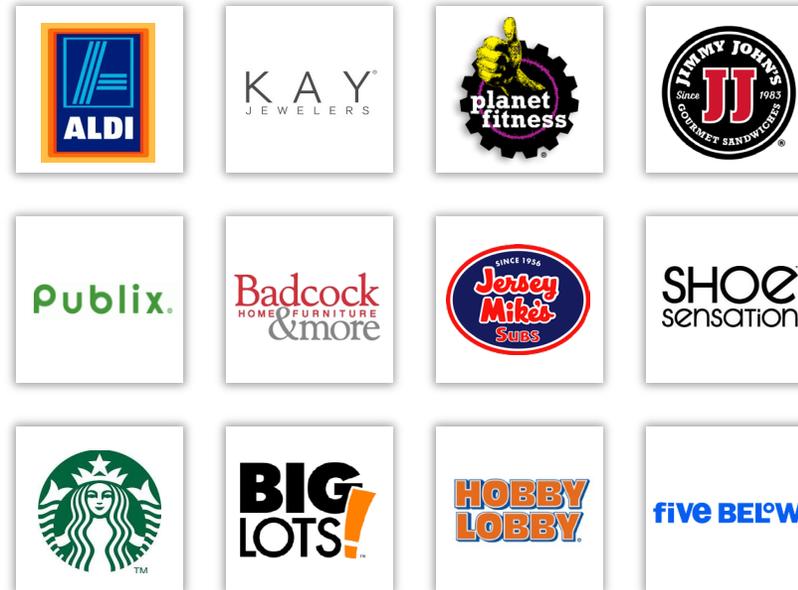
Population

\$694,000

Sales Tax
Annually

140

Jobs Created



“We have been working with the developers, local officials, financing institutions, attorneys, and our retail consulting firm, Retail Strategies, LLC., to put all the pieces of a giant puzzle together,” said Robinson.

“Development of any kind is often a long, arduous process requiring many T’s to be crossed and I’s dotted. I really appreciate the patience and determination of the developers, and the companies they have brought to the table, to make this happen.”

Thom Robinson,
Economic Development Director
Tullahoma, TN



Success

Jasper, Alabama

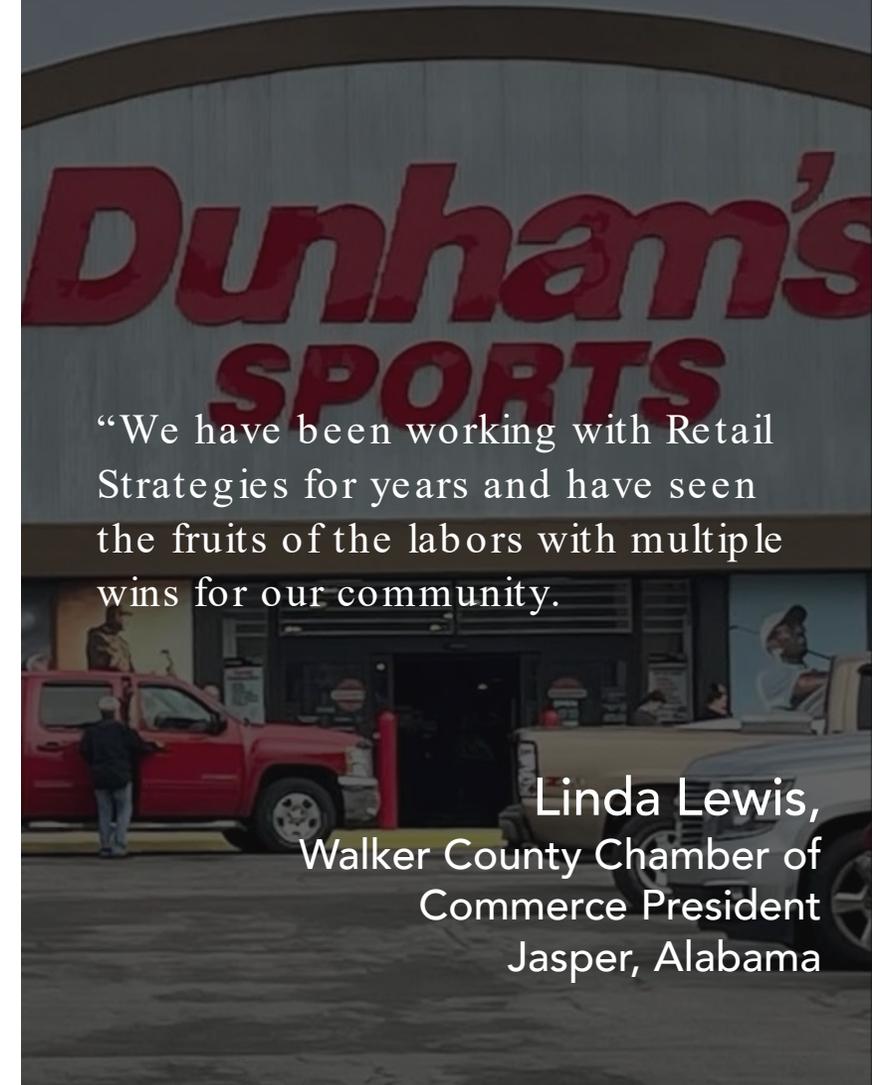
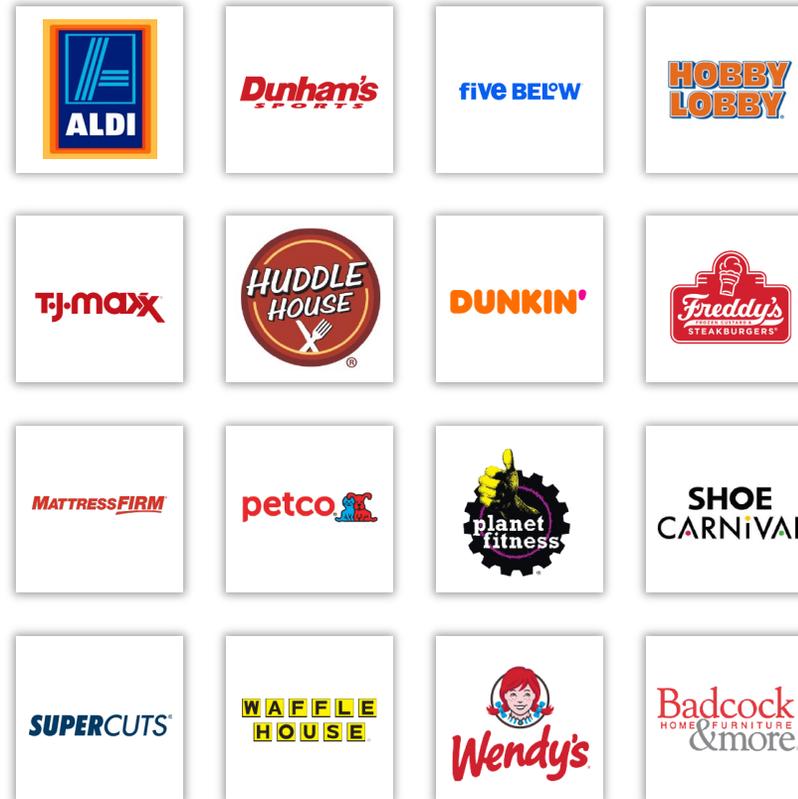
The Retail Strategies team started by working on the redevelopment of a dilapidated shopping mall. Acting as a liaison between the city and a developer, our team worked diligently to create an incentives solution to close the economic gap that existed in the deal structure.

In addition to the mall redevelopment, ALDI expressed interest in Jasper early on. While the grocer was in the process of evaluating real estate, the ALDI real estate team initially turned down a site on the highway. With the team's deep knowledge of the real estate assets in Jasper, a new site was quickly put in front of the ALDI real estate team and their lead developer. Ultimately, the developer purchased the property that Retail Strategies proposed, and brought along Harbor Freight as part of the development.

17
New Retailers

\$2.2M
Sales Tax
Estimated

300
Jobs Created



“We have been working with Retail Strategies for years and have seen the fruits of the labors with multiple wins for our community.”

Linda Lewis,
Walker County Chamber of
Commerce President
Jasper, Alabama

Questions?

Elliott Cook

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Yes, We're
Open

Scan for a Grocery
Leakage Report

