retail strategies

RECRUITMENT PLAN

Broussard, LA

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Our Role

CHALLENGES

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WHO WE ARE

Your Team

Lyndsey Bailey
Portfolio Director,
Director of Community Partnerships

Adam Shackleford
Retail Development Coordinator

Leadership Team

Robert Jolly
CEO

Mead Silsbee
CFO

Lacy Beasley
President /COO

Clay Craft
VP of Client Services

Marketing Team

Courtney Hall
Chief Marketing Officer

Michelle Moultrie
Marketing Director

Ryder Richards
Creative Director

Lizzie Sanders
Marketing Associate

WHO WE ARE

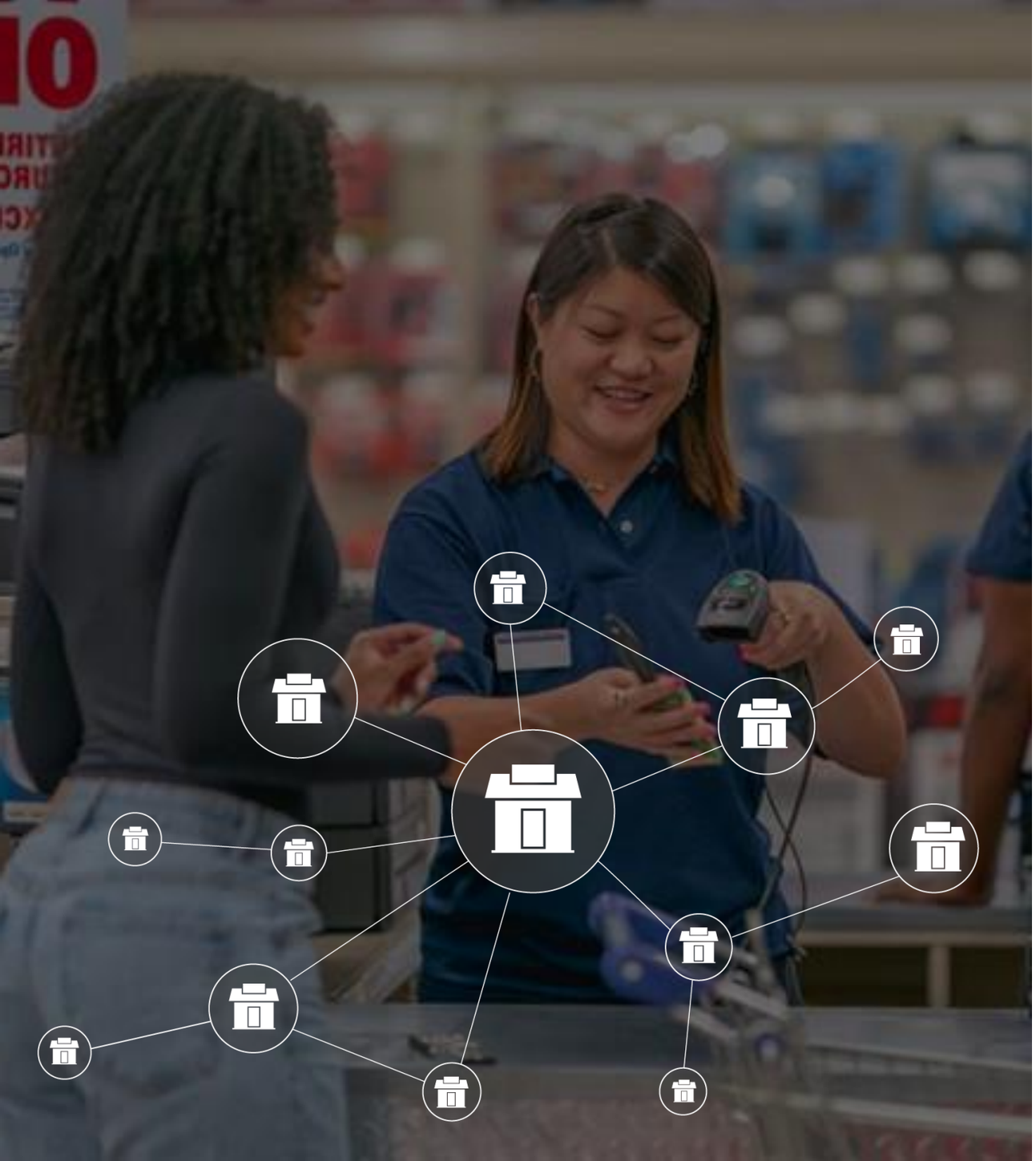
Our Partnership

Retail Strategies is very pleased to partner with Broussard. We share a **common goal to generate new retail communication** that would not otherwise happen, and to **tell your story in a way that matters to retailers**.

We act as an **extension of your economic development arm**, and we surround your community with the resources and actions needed to create the desired results. Although we cannot guarantee success, we do guarantee you will be better off with us than without us.

WHO WE ARE

Relationship



RETAIL AS A CATALYST

Retail Empowers Economic Development

Standing as the **largest private-sector employer in the country** and with a remarkable contribution of **$3.9 trillion** to the annual GDP, **retail is the backbone of the nation's financial well-being** and plays a pivotal role in **driving economic prosperity**.

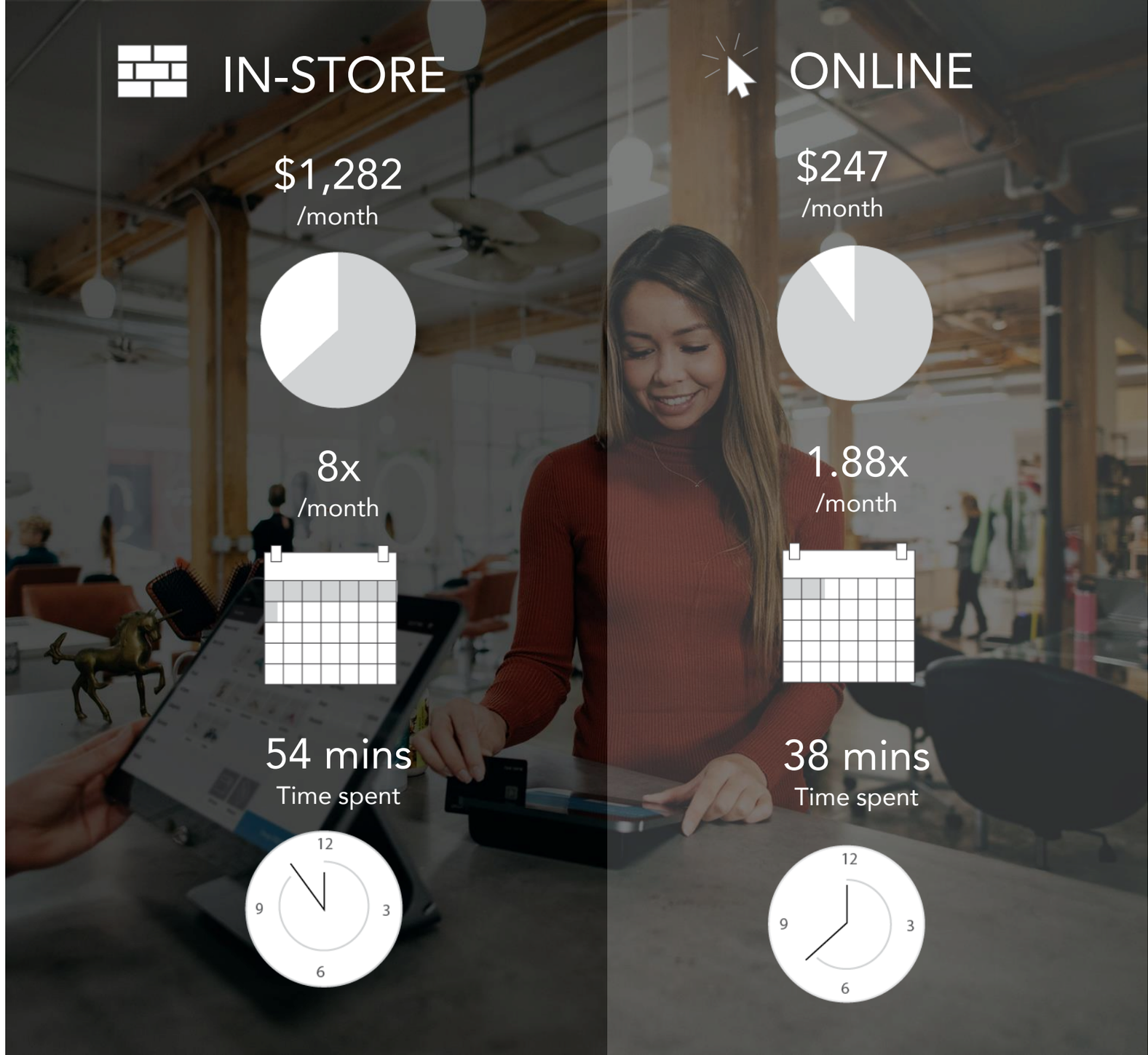
What truly distinguishes retail is its ability to support a **workforce of 52 million** Americans, equivalent to **one in every four American jobs**. It's a dynamic industry that fosters career growth, offers well-compensated positions and acts as a launchpad for aspiring professionals.

TRENDS

Consumer Purchasing

54% of consumers prefer to shop in-store

82% want to ‘view-and-touch’ before they buy



RETAIL PROGRESSION CREATES COMMUNITY GROWTH

Why Should a Municipality Invest Resources in Retail?

Retail builds on retail. Retail 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 the quality of life. Quality of life encourages the future growth of your community.

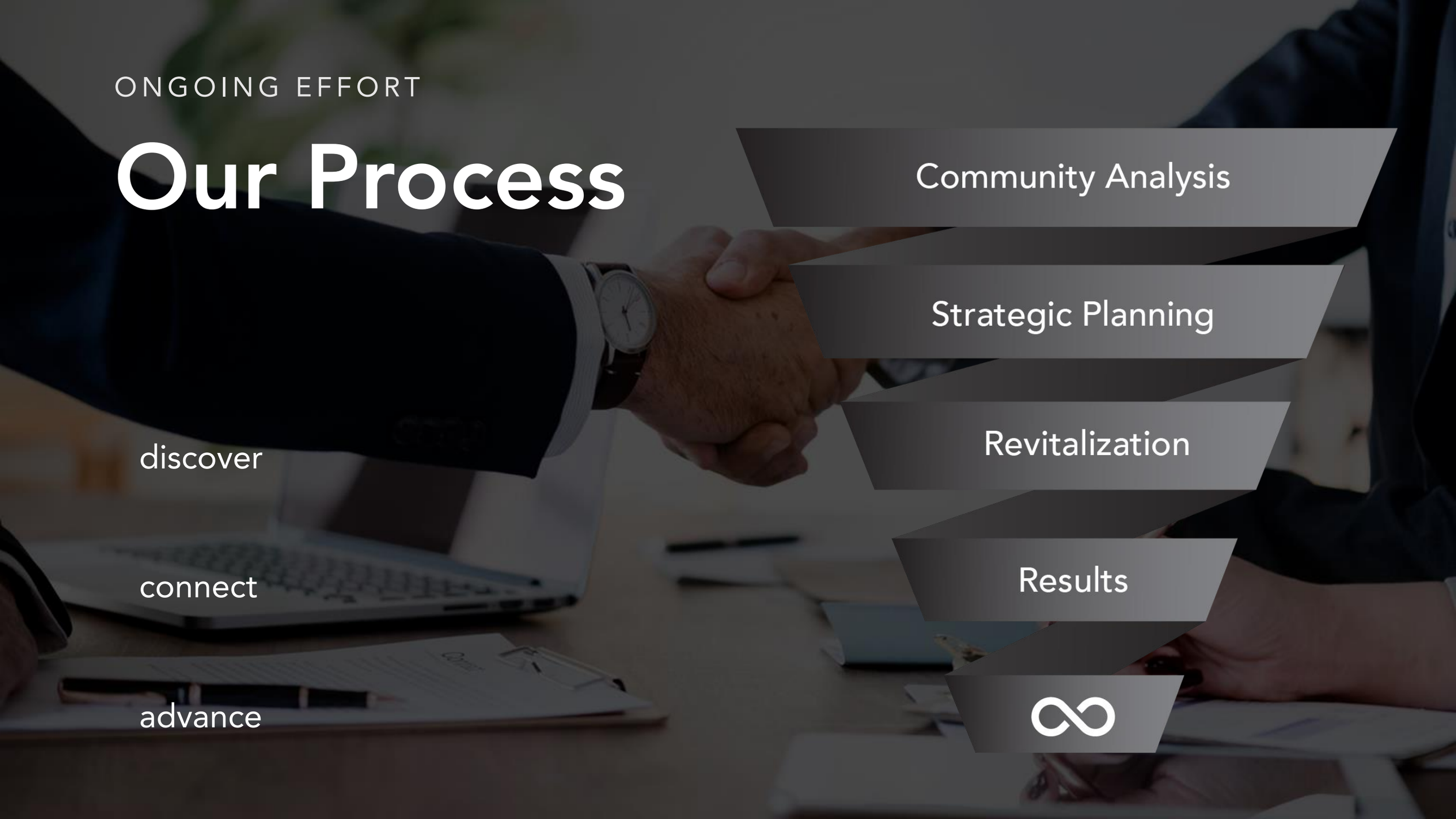
retail recruitment ladder

$40+ Million	300+ Jobs	$400k 1% tax base
$20+ Million	50+ Jobs	$200k 1% tax base
$10+ Million	30+ Jobs	$100k 1% tax base
$5+ Million	22+ Jobs	$50k 1% tax base
$1+ Million	15+ Jobs	$10k 1% tax base

Retail builds tax base --- Retail adds jobs from entry-level to managerial --- Retail builds communities

ONGOING EFFORT

Our Process



discover

connect

advance

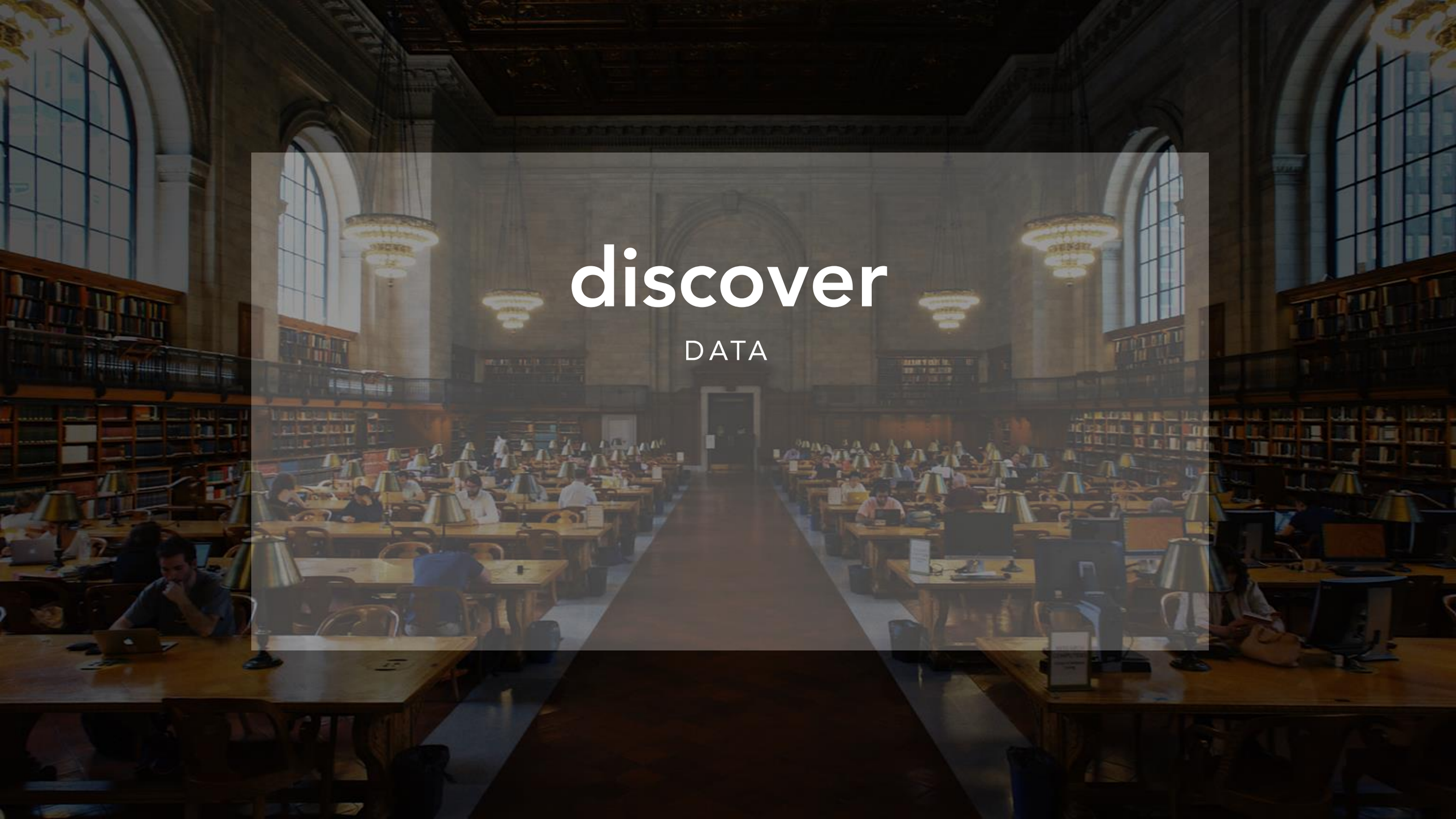
Community Analysis

Strategic Planning

Revitalization

Results

∞


discover
DATA

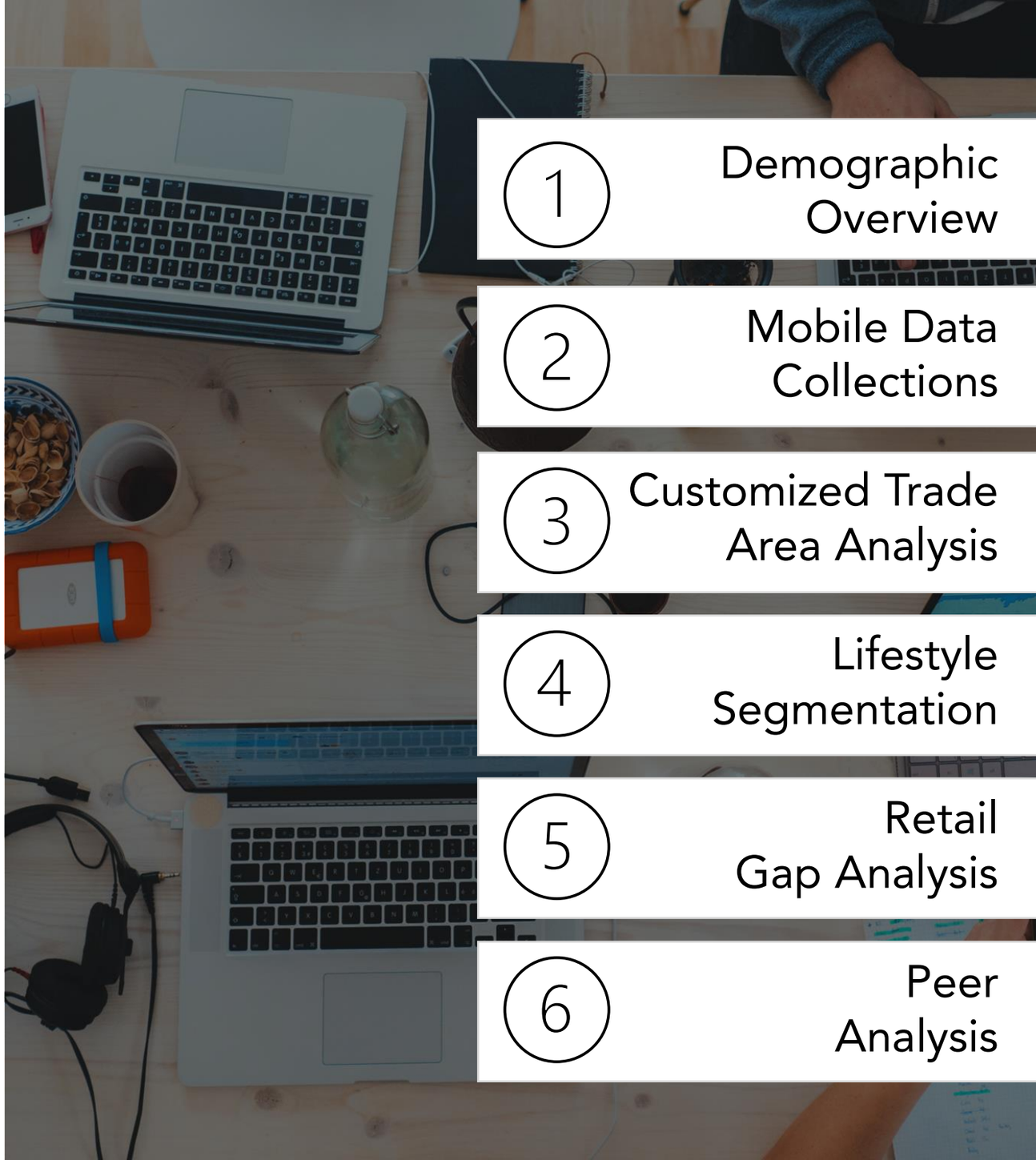
DISCOVER

Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided Broussard's primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

The following are the highlights from a data and analytic perspective.



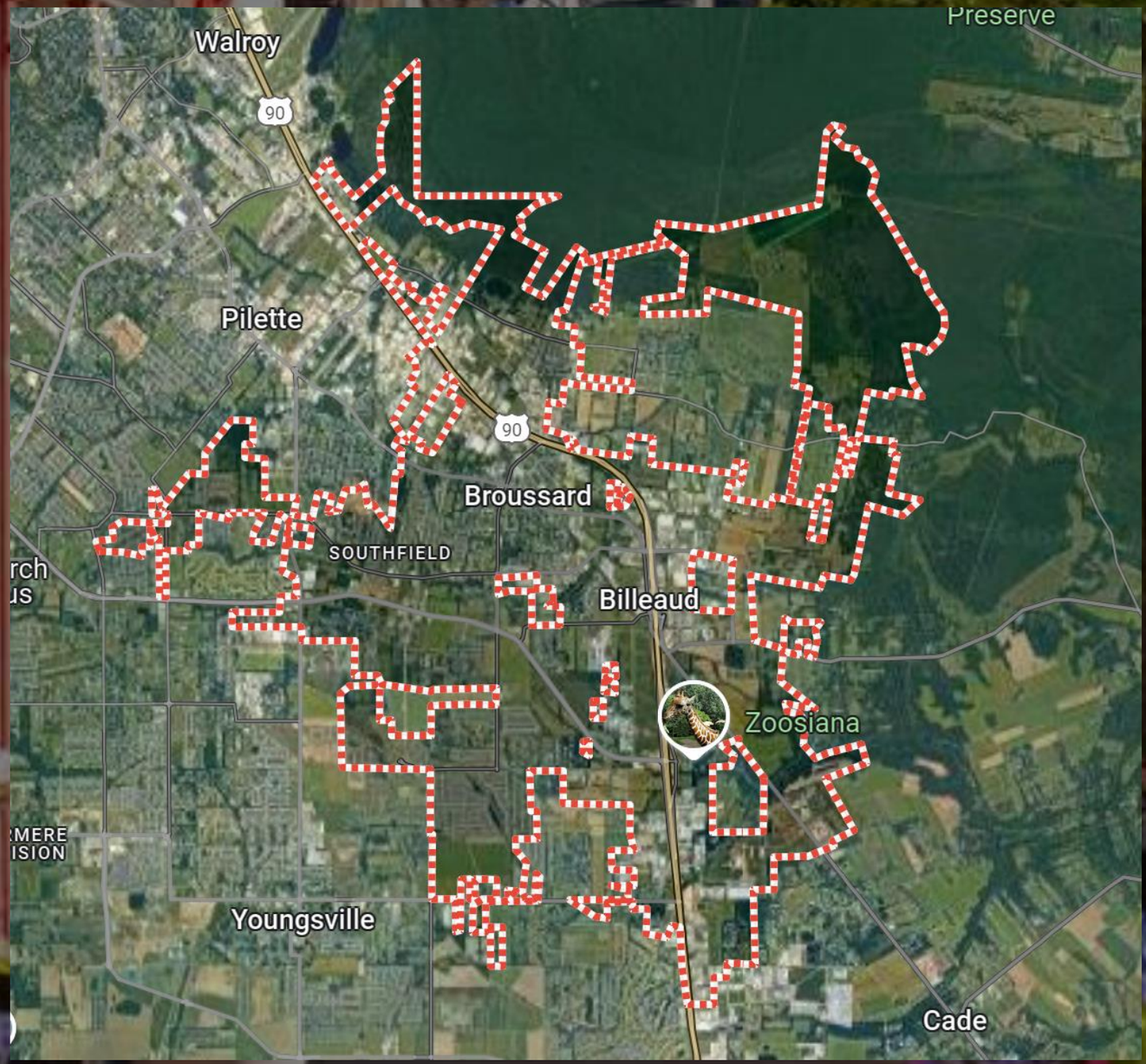
DISCOVER

How you see it

Broussard, LA

Population 14,186

State of Louisiana
Population 4.59 million



DISCOVER

How retailers see it

DISCOVER

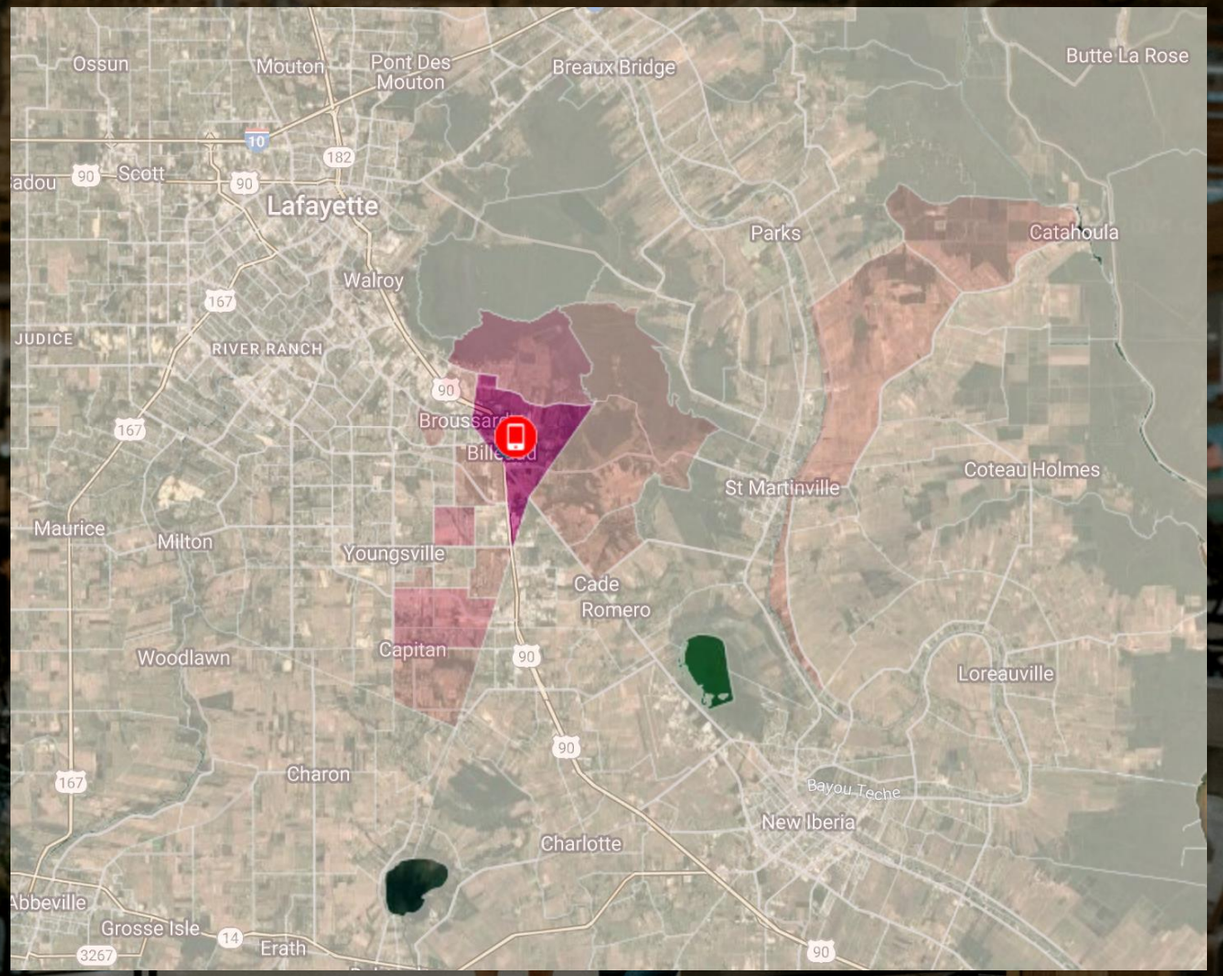
Your Demographic Playbook

Category	3-Mile Radius	5-Mile Radius	5-Minute Drive Time	10-Minute Drive Time
Current Year Estimated Population	21,360	66,276	7,867	53,740
Number of Households	8,461	26,584	3,332	22,021
Average Home Value	$ 268,121	$ 307,575	$ 259,582	$ 287,439
Population Growth % (‘23-28)	1.3%	0.7%	0.2%	-1.4%
Current Year Average Age	38.2	38.5	38.8	39.0
Current Year Median Household Income	$ 79,227	$ 90,803	$ 69,577	$ 77,928
Current Year % Bachelor’s Degree	34.8%	42.2%	29.5%	36.7%
Total Number of Employees	11,853	39,927	9,064	44,882
Daytime Population	21,052	71,269	13,279	74,281

DISCOVER

Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a geofence around a specific business or location, we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. **This tool allows us to see where customers are coming from to shop in your market using actual data.** This information is used to optimize your trade area, analyze business locations, compare the frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.



The location tracked was

Broussard's Sugarcrest Shopping Center

for the time period of

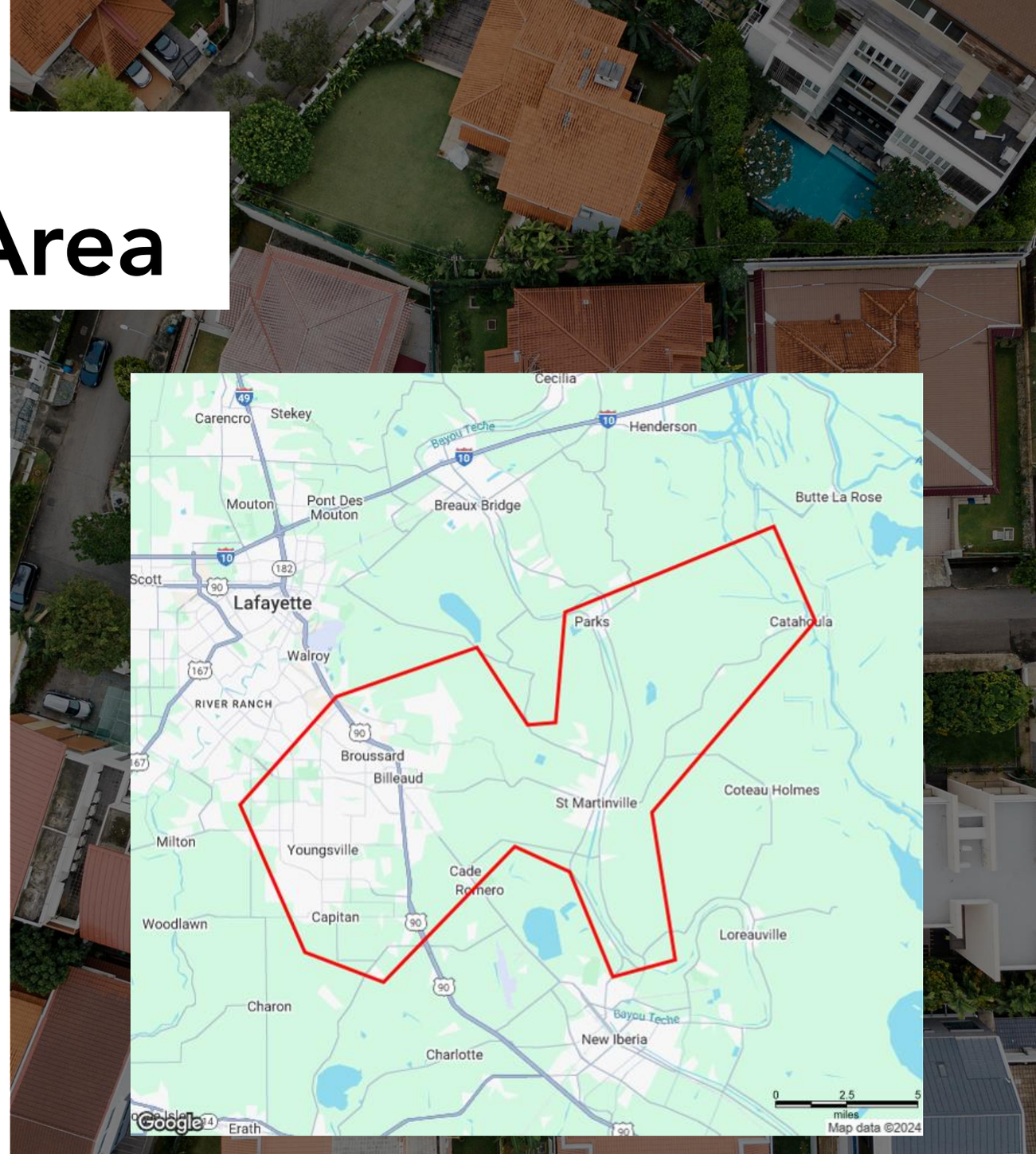
September 2023 to September 2024

DISCOVER

Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.

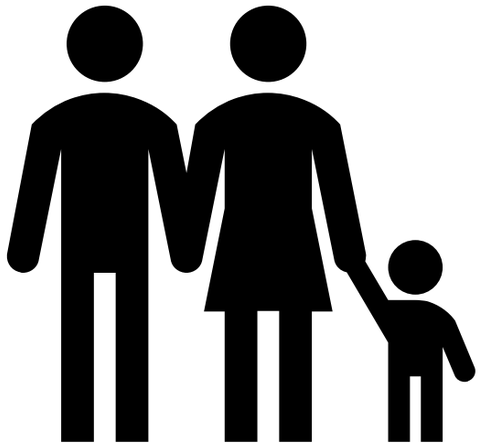


DISCOVER

Customized Trade Area

63,554

2024 estimated population



37

male average age

37.7

US Male Average

39

female average age

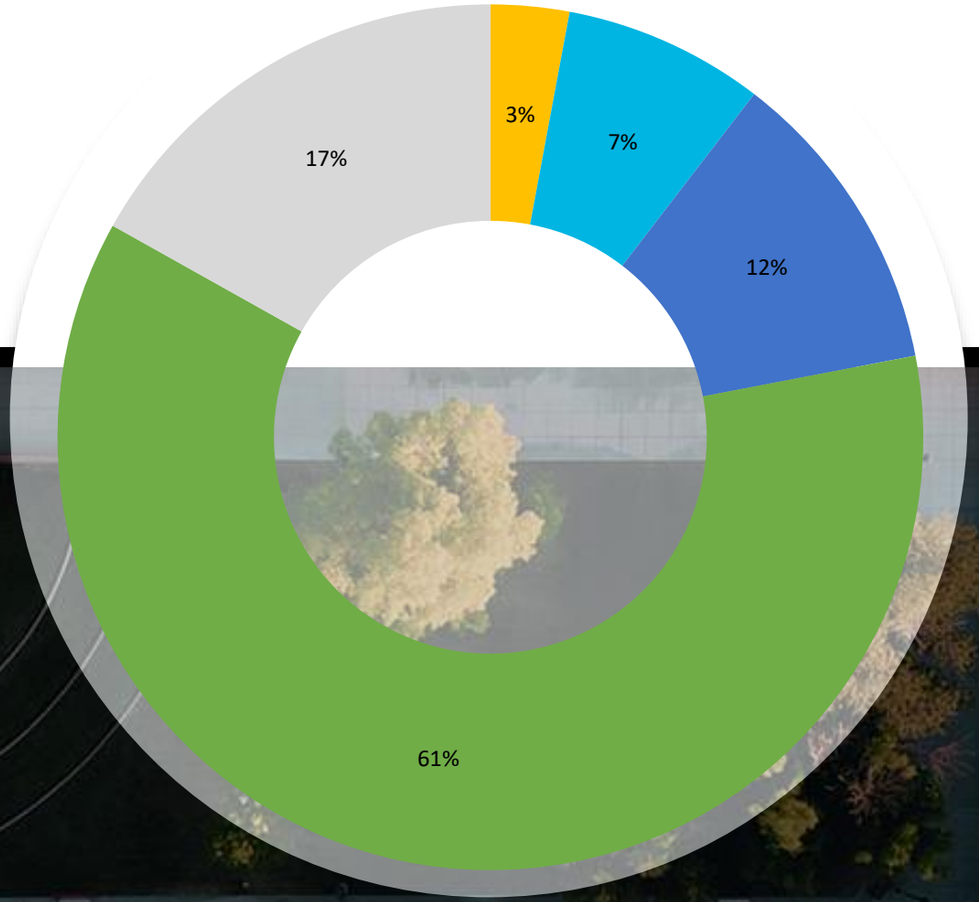
41.1

US Female Average

DISCOVER

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



DISCOVER

Customized Trade Area

26,295

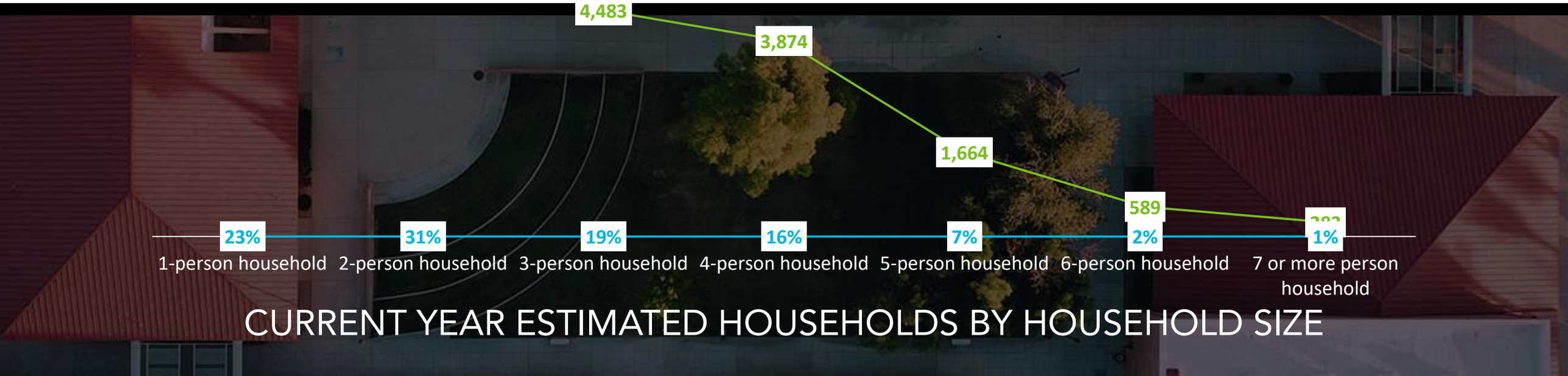
number of households

$81,392

median household income

$71,351

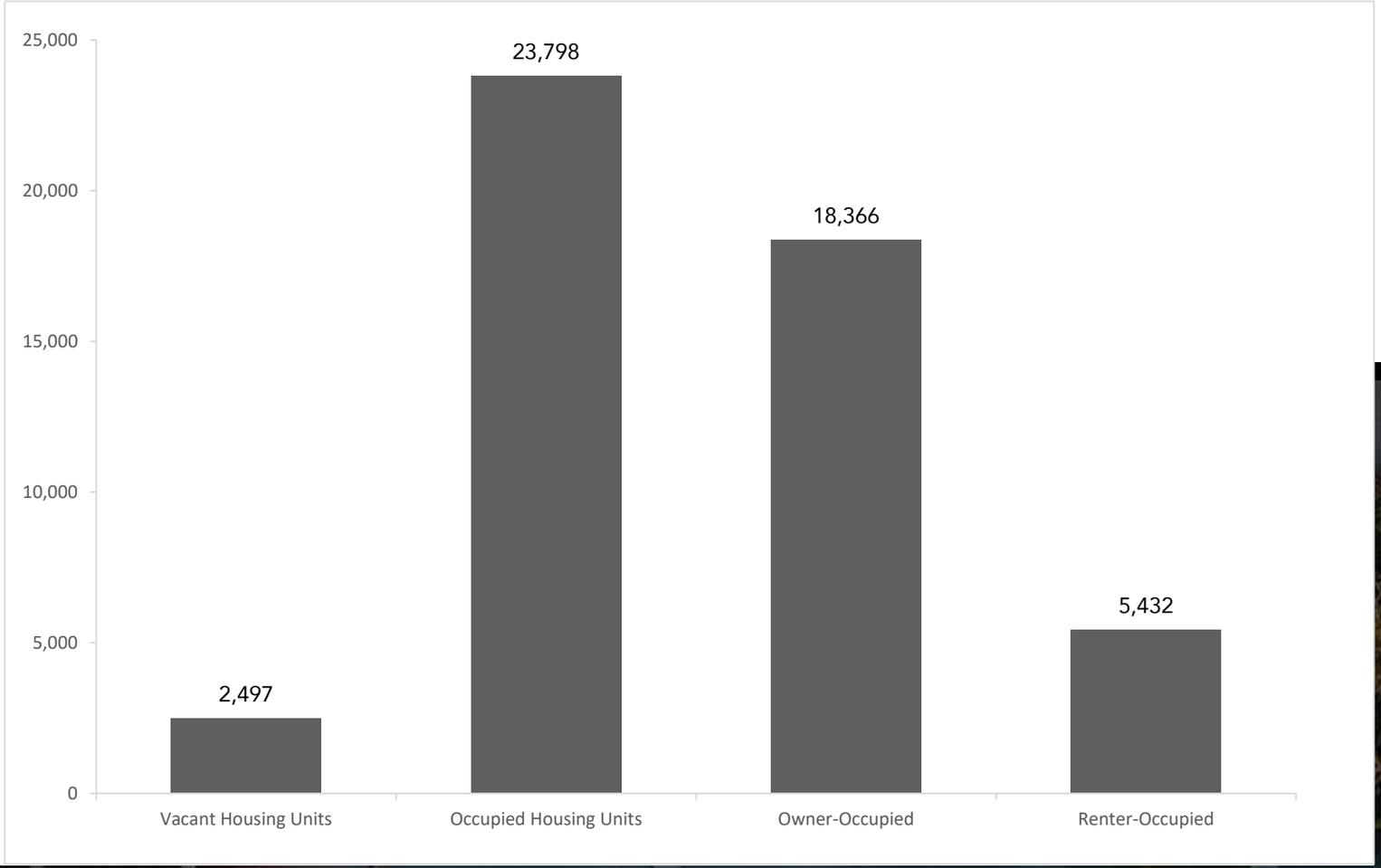
(United States)



CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

DISCOVER

Customized Trade Area



2023 ESTIMATED HOUSING UNITS BY TENURE

$251,280

average housing unit value

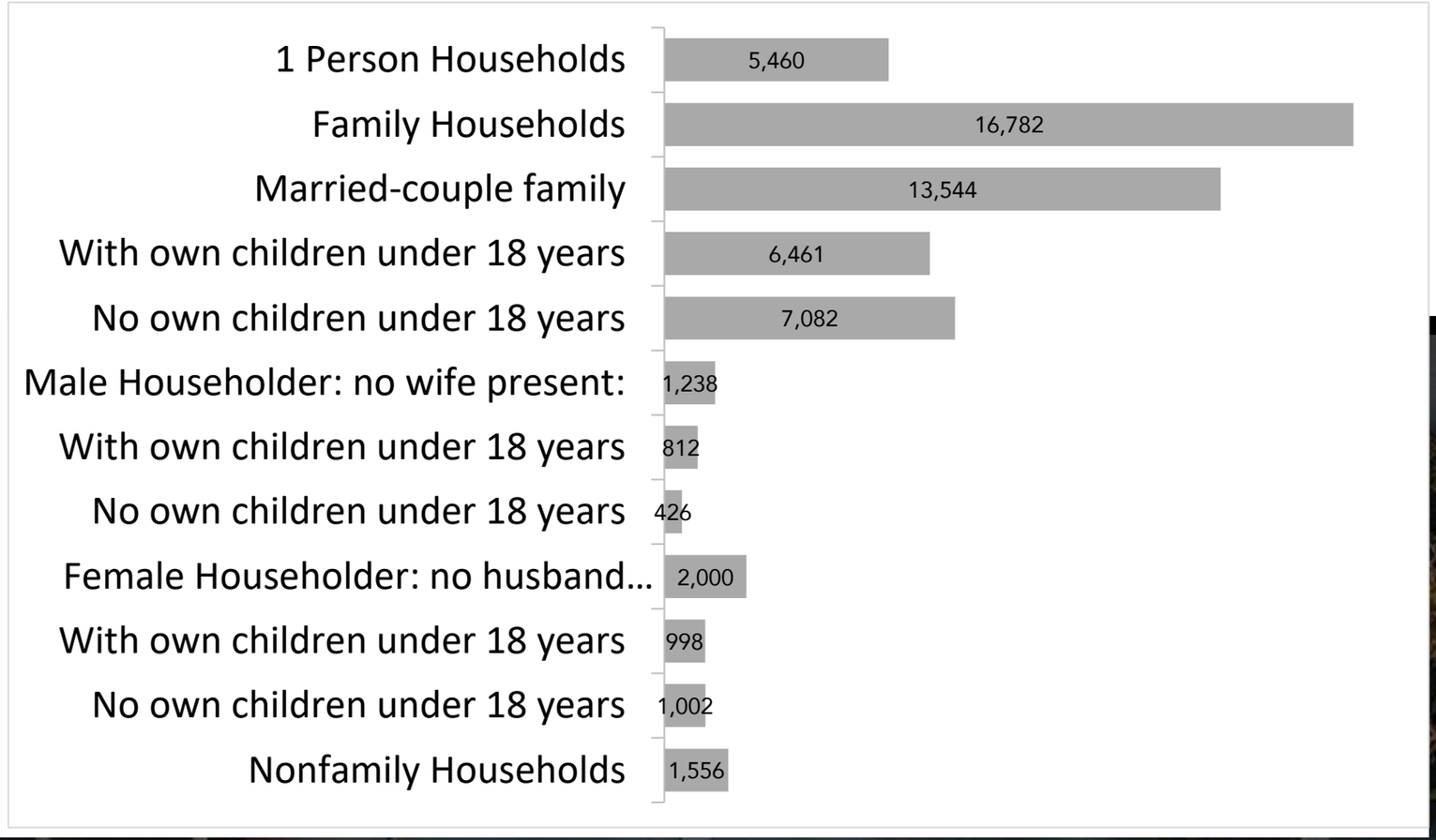
$523,956

(United States)

DISCOVER

Custom Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.66

people per household

2.58

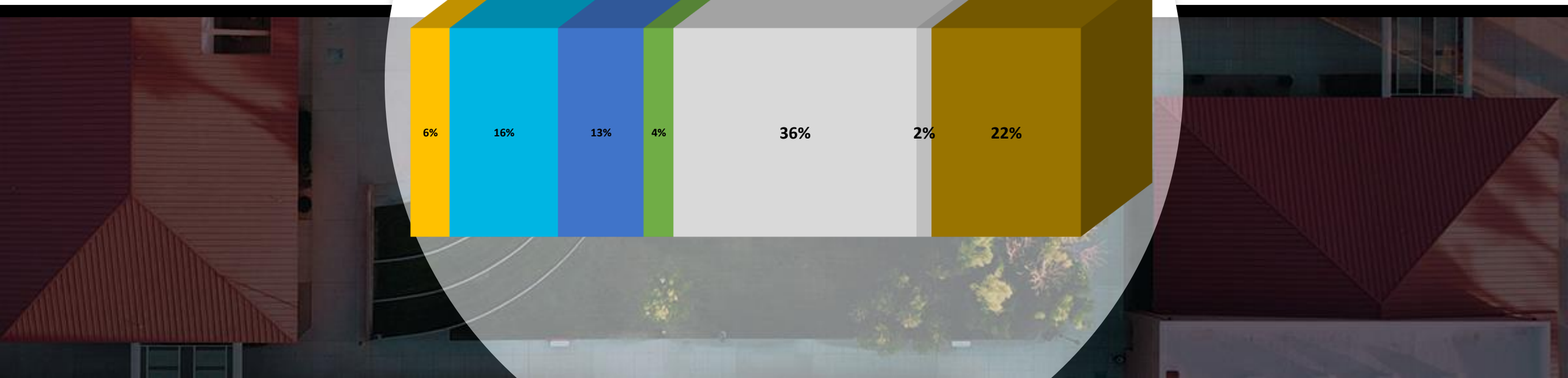
(United States)

DISCOVER

Customized Trade Area

51,517

daytime population



DISCOVER

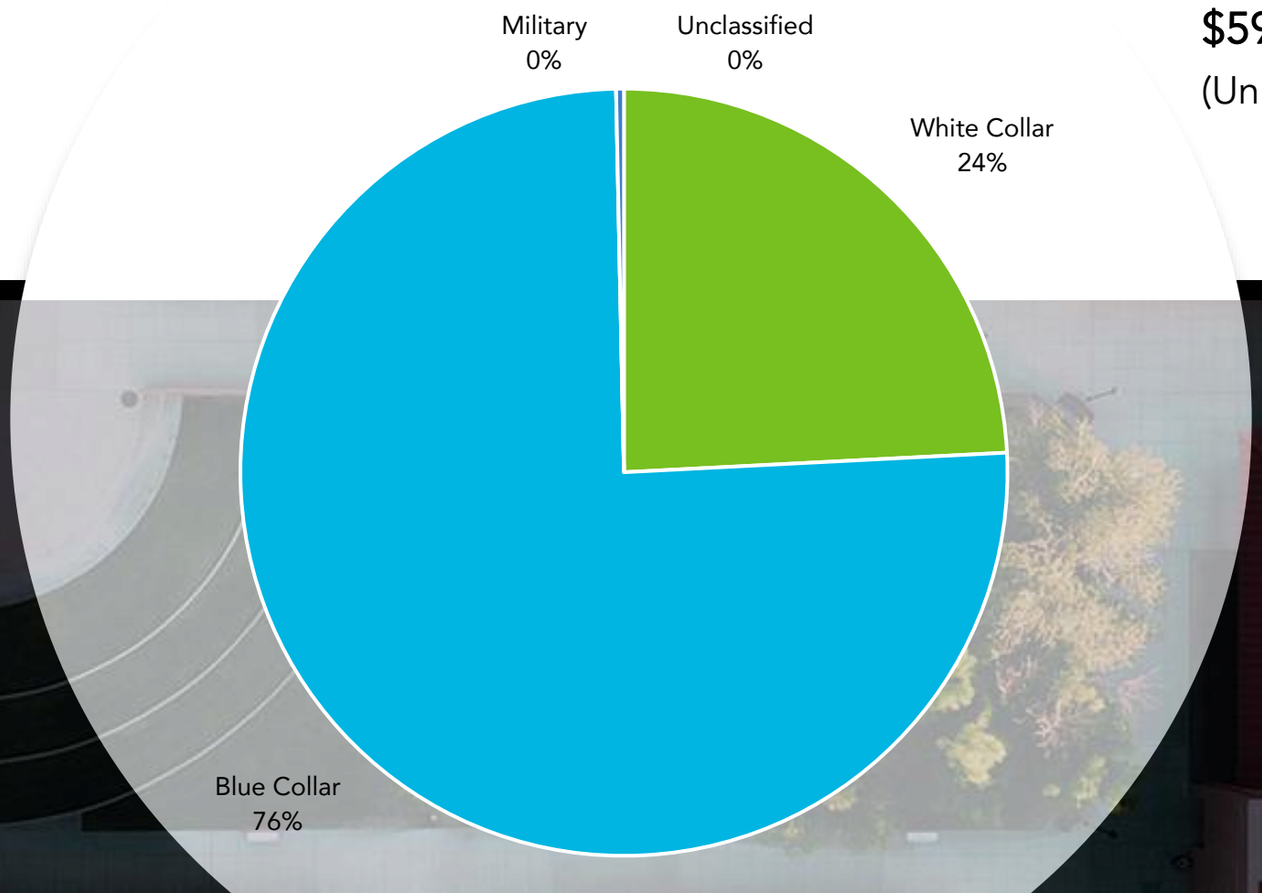
Customized Trade Area

$ 47,631

average employee salary

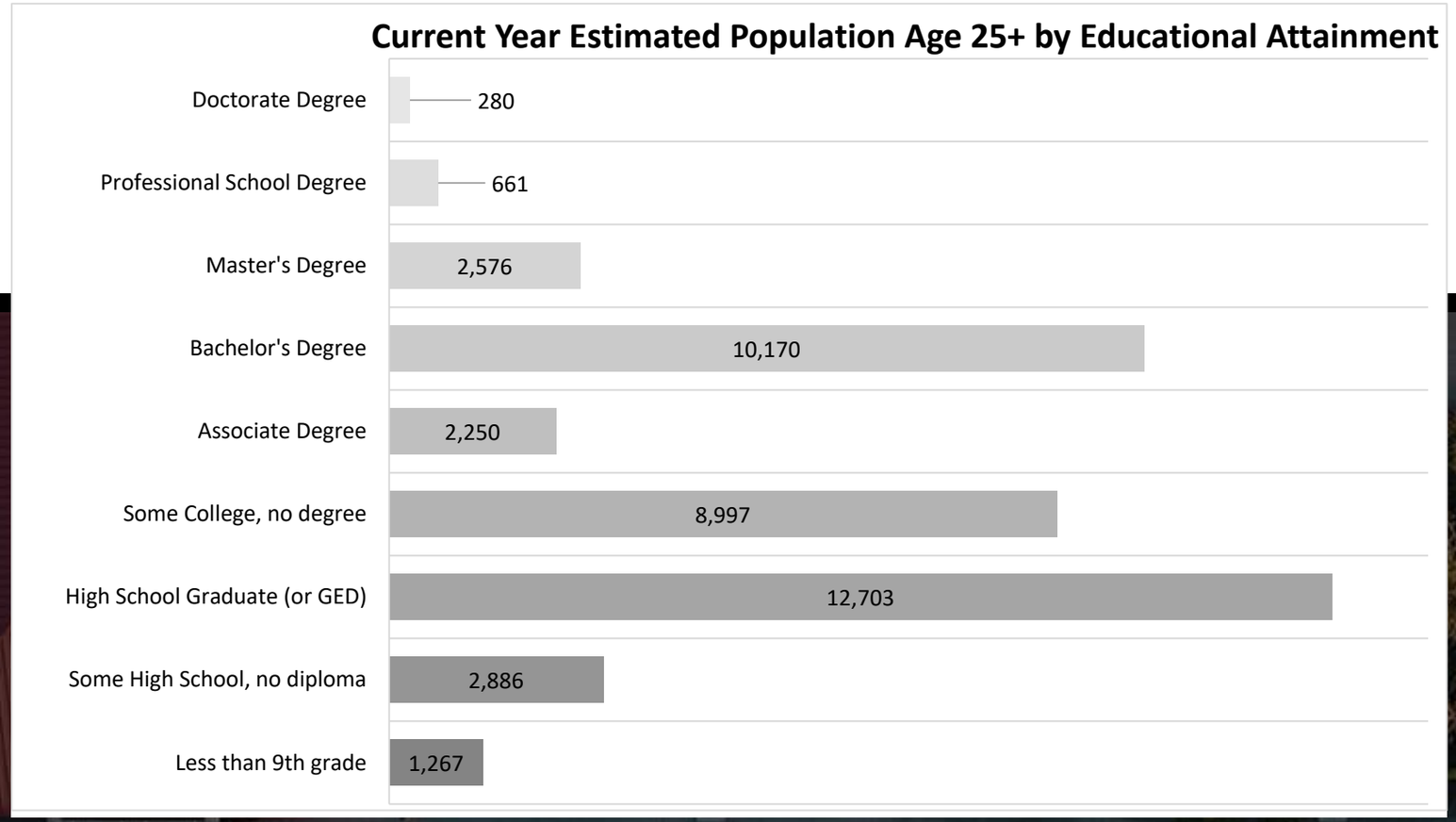
$59,428

(United States)



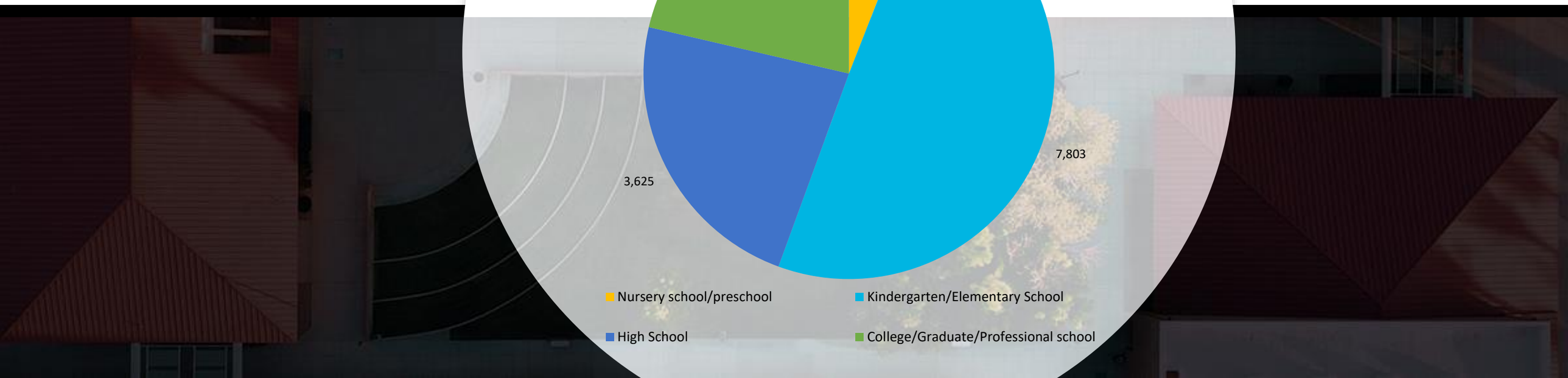
DISCOVER

Customized Trade Area



DISCOVER

Customized Trade Area



DISCOVER

Lifestyle Reports

Lifestyle reports allow BIG DATA to be summed up into a simple narrative on the personality of most households.

When asked “Who is Broussard?”, often the community leadership describes themselves rather than the dominant personality of the area. Understanding consumer spending behavior based on personality allows Retail Strategies to better align the retail prospects with the purchasing patterns of the consumers in your market.

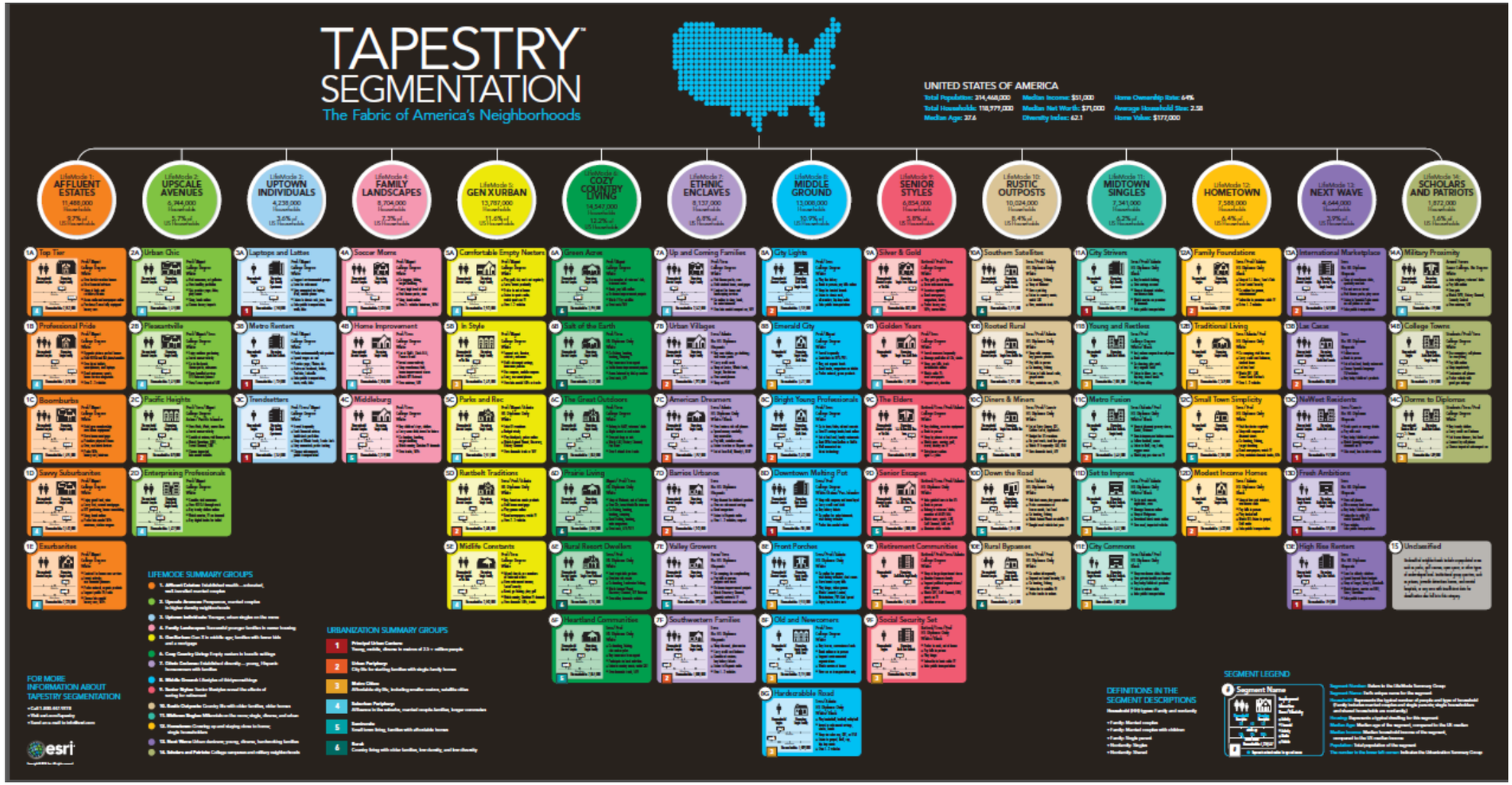
ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods.

Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single-family, apartment, townhouse, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

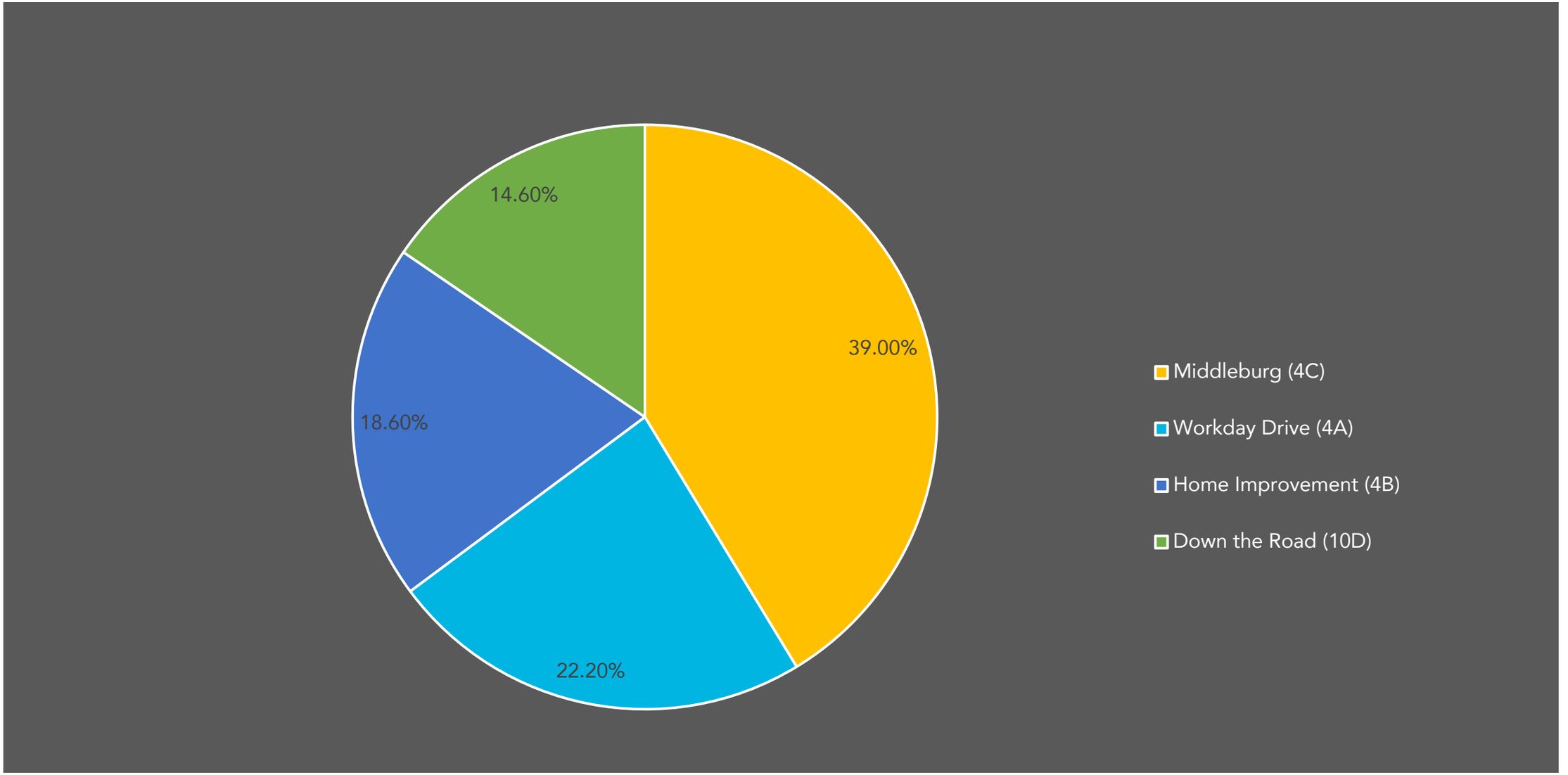
DISCOVER

Research & Analytics



DISCOVER

ESRI Tapestry Segmentation



DISCOVER: PSYCHOGRAPHIC PROFILE

ESRI Tapestry Segmentation

LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

LifeMode Group: Family Landscapes

Home Improvement

4B

Households: 2,114,500

Average Household Size: 2.88

Median Age: 37.7

Median Household Income: $72,100

LifeMode Group: Rustic Outposts

Down the Road

10D

Households: 1,406,700

Average Household Size: 2.76

Median Age: 35.0

Median Household Income: $38,700

LifeMode Group: Family Landscapes

Workday Drive

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: $90,500

DISCOVER

GAP Analysis

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (leakage) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI: PopStats as our provider of consumer demand and supply by establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI: PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is the U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is the Bureau of Labor Statistics (BLS). The consumer demand data by the establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

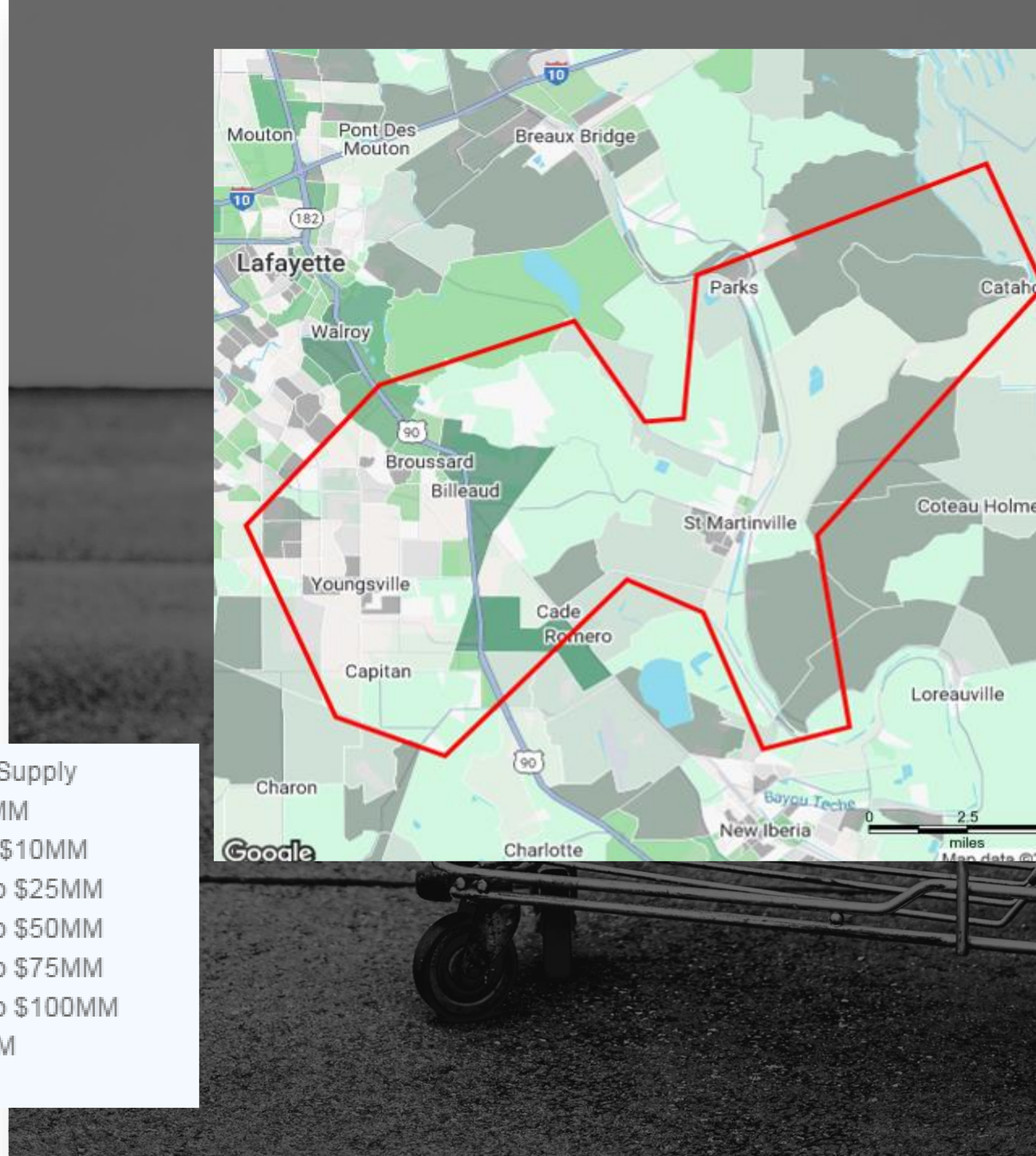
Data is rarely perfect, but proper analysis, it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

DISCOVER

Total Market Supply

$797,492,072

This represents the amount captured by businesses located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

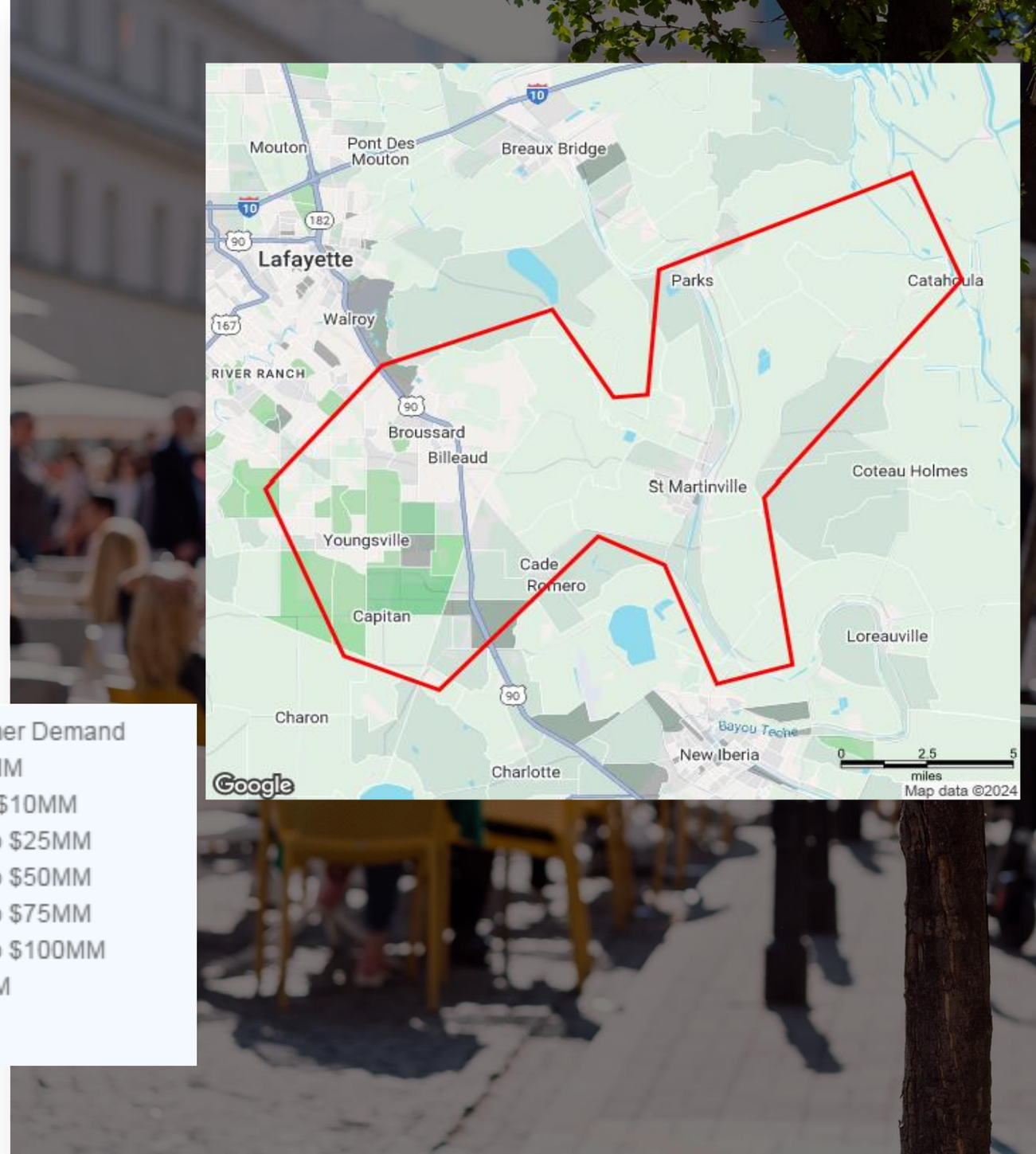


DISCOVER

Total Market Demand

$865,988,953

This represents the amount spent by consumers located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.



DISCOVER

Opportunity Gap

$160,239,721

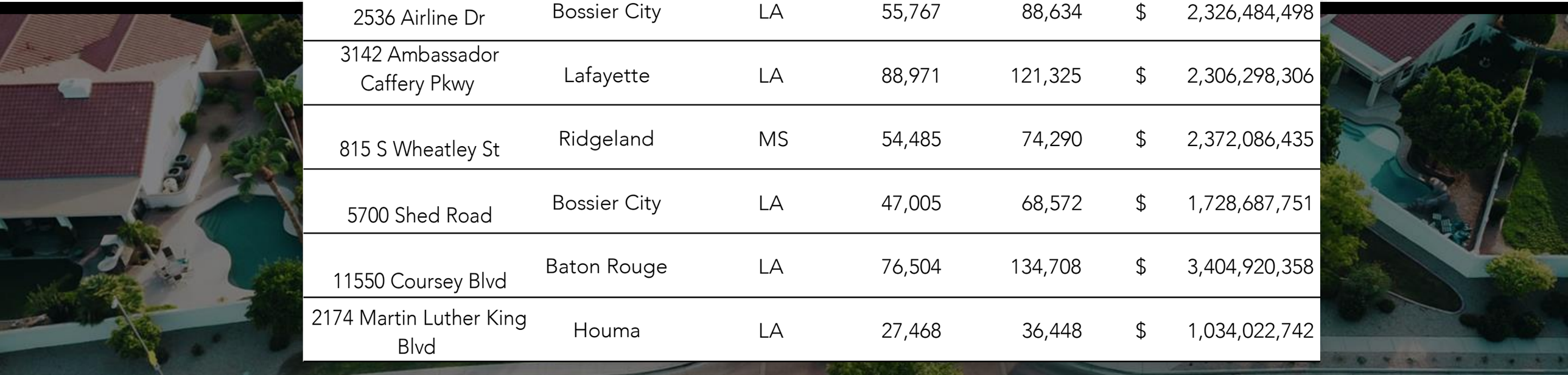
This means more people purchase items outside of the defined Broussard trade area than in the Broussard defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.

DISCOVER

Peer Analysis

Retail Node Comparison Report – 10 Minute Drive Time

Address	City	State	Residential Population	Daytime Population	Market Supply
123 St Nazaire Rd	**Broussard**	**LA**	**24,917**	**36,389**	**$847,555,176**
5400 Frontage Rd	Monroe	LA	57,992	103,897	$ 2,418,930,523
7400 Youree Dr	Shreveport	LA	65,817	86,504	$ 1,355,550,419
2536 Airline Dr	Bossier City	LA	55,767	88,634	$ 2,326,484,498
3142 Ambassador Caffery Pkwy	Lafayette	LA	88,971	121,325	$ 2,306,298,306
815 S Wheatley St	Ridgeland	MS	54,485	74,290	$ 2,372,086,435
5700 Shed Road	Bossier City	LA	47,005	68,572	$ 1,728,687,751
11550 Coursey Blvd	Baton Rouge	LA	76,504	134,708	$ 3,404,920,358
2174 Martin Luther King Blvd	Houma	LA	27,468	36,448	$ 1,034,022,742



CONNECT

Boots on the Ground

We identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals with experience in development, leasing, and redevelopment.

Information Collected

- Address
- Property Description
- Coordinates
- Listing Agent (if possible)
- Contact Info for Agent or Owner
- Web Address for Agent or Owner
- Link to Property Info on Agent or Owner's Website
- Google Earth Link to Aerial Photo
- Google Earth Link to Ground Photo

- Total Size of Center (if existing)
- Available Space in Center
- Parcel Size (if vacant land)
- Existing Tenants (if existing)
- Traffic Count at Property
- Summary of Recruitment
- Opportunities Specific to Property
- Specific Prospects for Property
- Overall Strategy for Property
- General Comments

CONNECT

Universal Site Metrics

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

connect

FOCUS gets RESULTS

After discovering your community’s data and interpreting it into zones for recruitment we need to focus on which retailers and retail categories have the highest odds of success.

CONNECT

Retail Real Estate Process: Terms

Retailers

Corporate Real Estate Directors

Tenant Representatives

Franchisees

Franchisee brokers

Sites

Property Owners

Brokers

Bank-owned

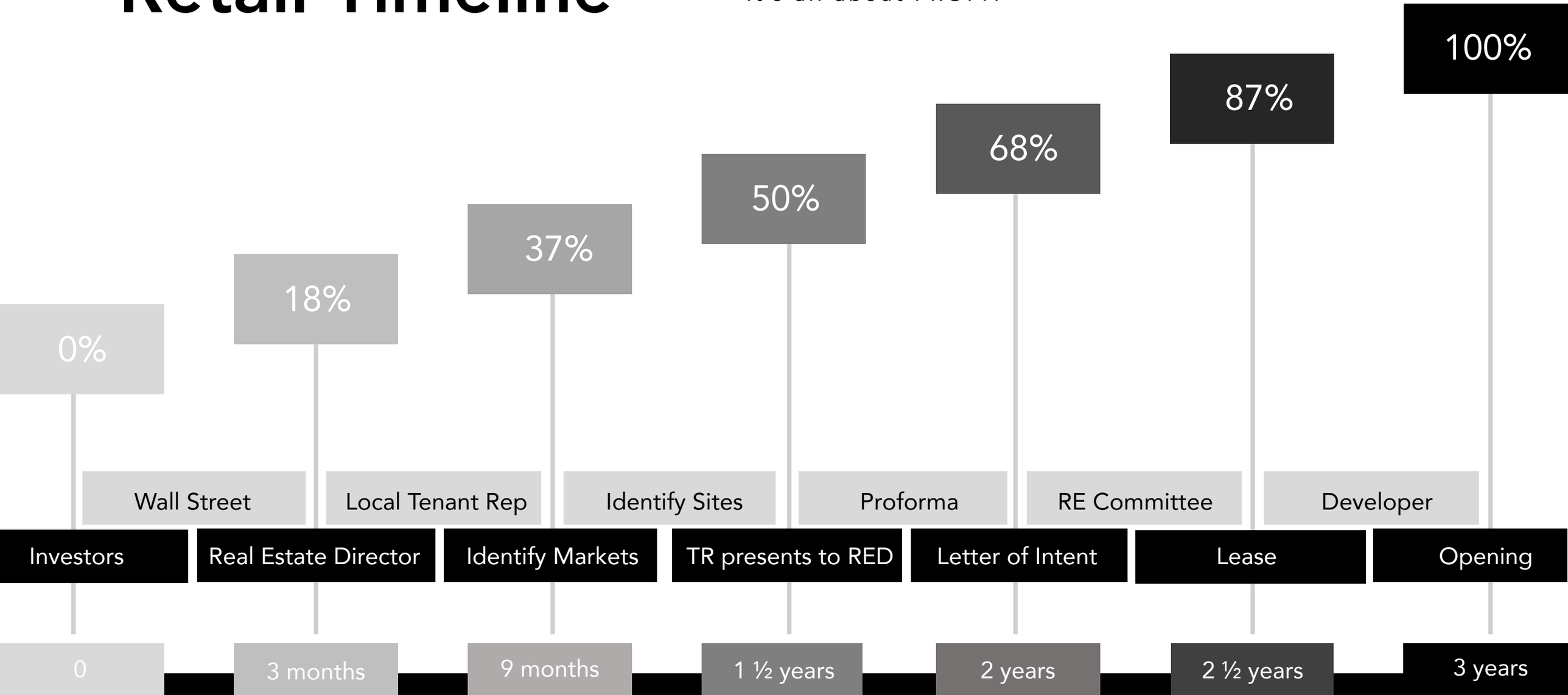
Local Government

Underperforming Businesses

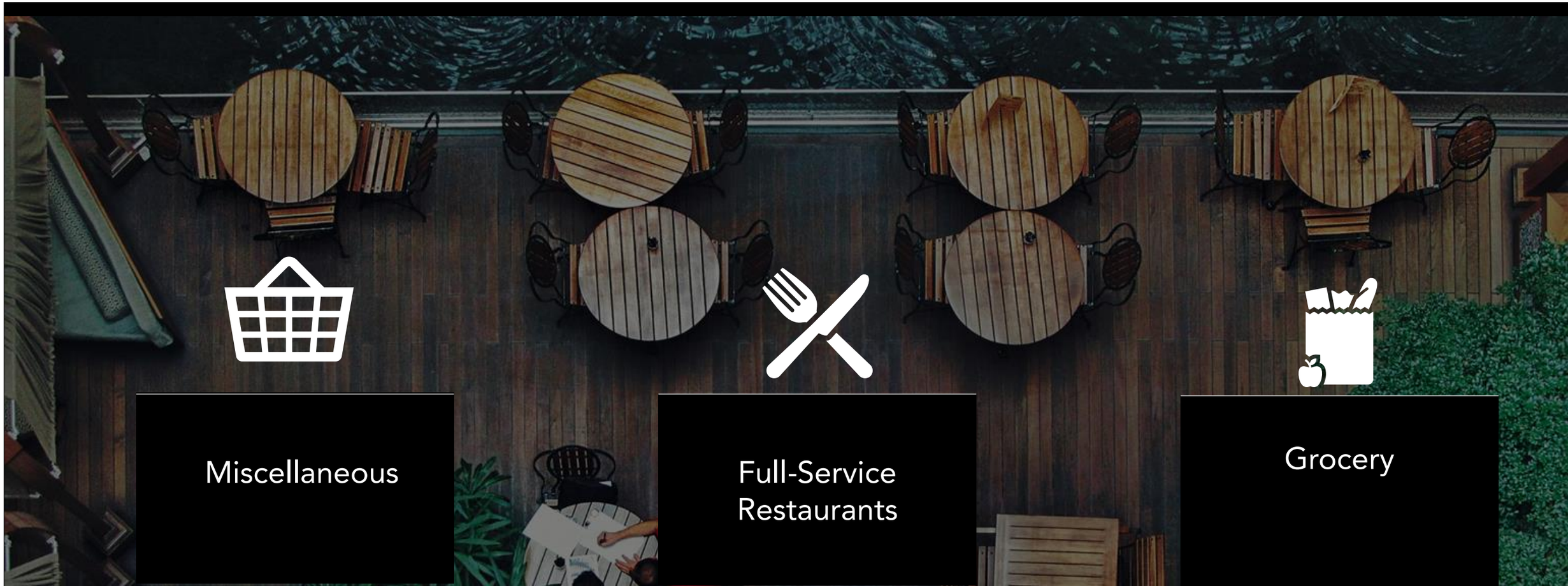
CONNECT

Retail Timeline

- Retailer Drives the Decision
- Small percentage of proposed sites equal new openings
- Long Process
- It's all about PROFIT



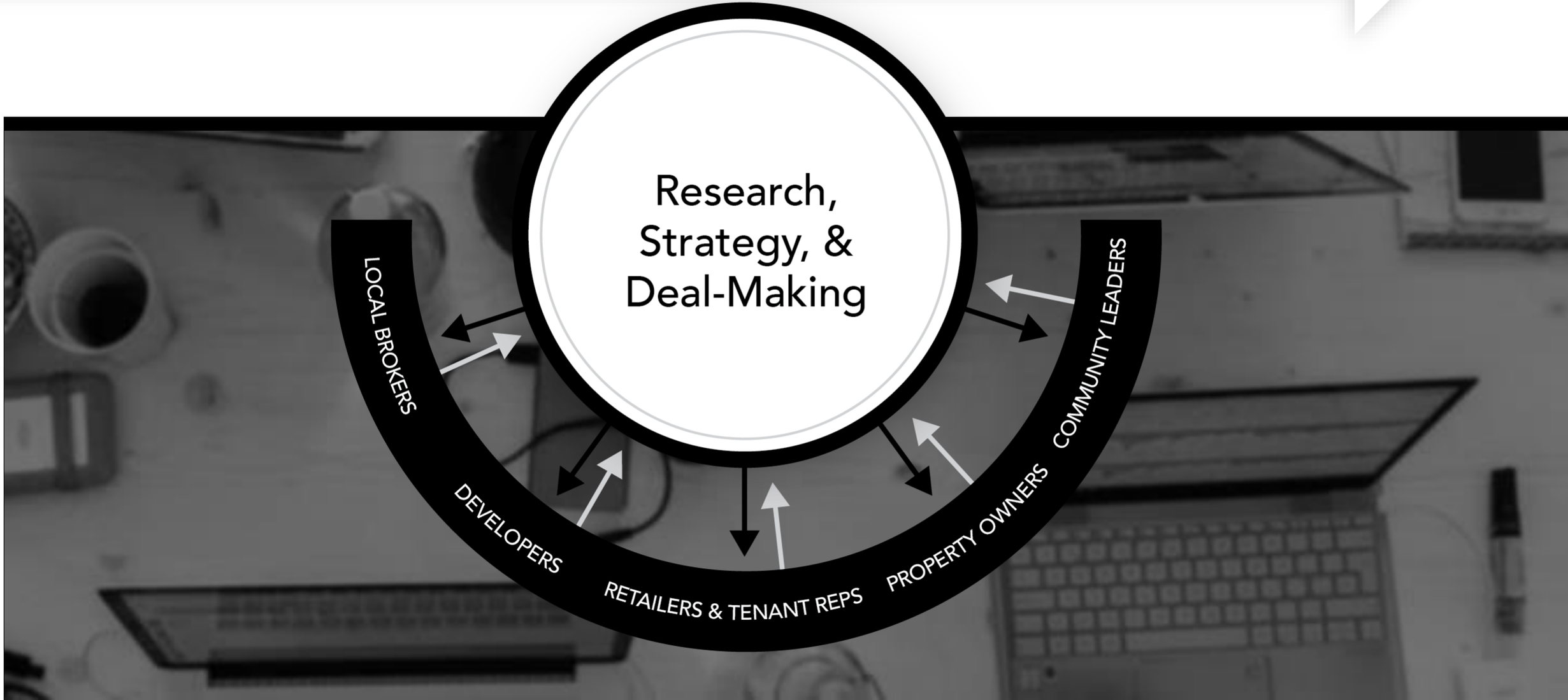
Your Top Categories for Recruitment



Using our analytical tools combined with our real estate expertise and relationships, our team is positioned to identify opportunities in your market to bring growth to your community.

DISCOVER, CONNECT and

advance

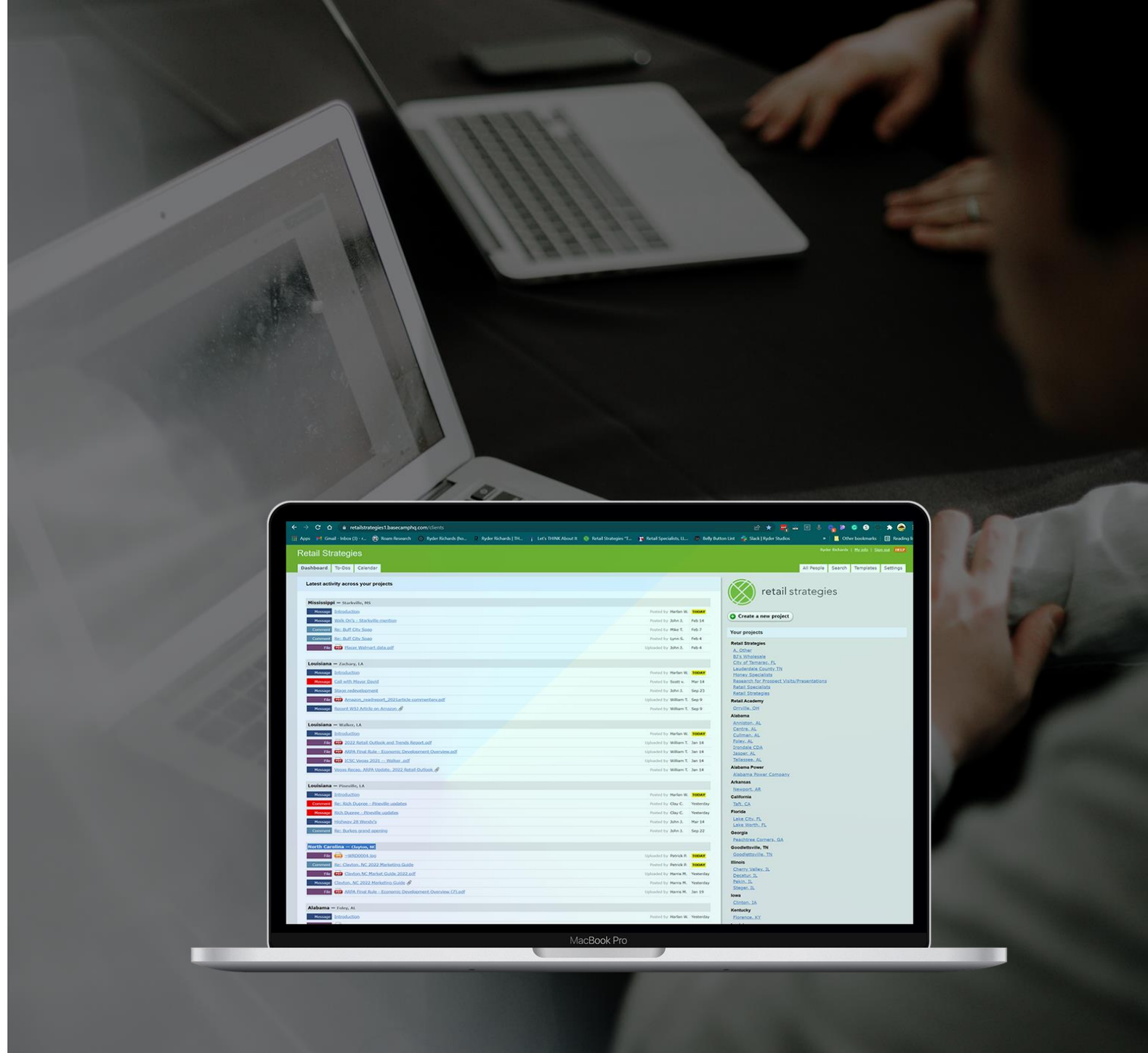


ADVANCE

Reporting Information

Updates through Basecamp to a single Contact Person who disseminates information to the Community leaders.

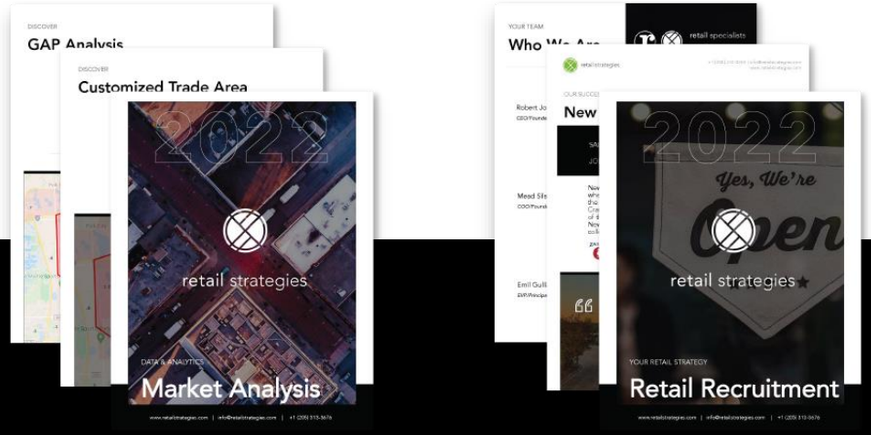
- Retail Assets
- Retail Webinars
- National Retailers
- Industry Experts
- Broker Representatives
- Recruitment Tools
- Marketing Flyer
- Conference Recruitment



ADVANCE

Marketing Guide

You need a document that showcases critical market intelligence, real estate assets, and compelling data that speaks the retail real estate language. This should include an aerial map with the national retailers plotted and traffic counts.



ADVANCE

Conference Recruitment

We attend 15+ conferences per year to recruit retail to specific sites in our communities.

Las Vegas
New York City
Dallas
Atlanta
Orlando

New Orleans
Charlotte
Nashville
San Diego
Scottsdale

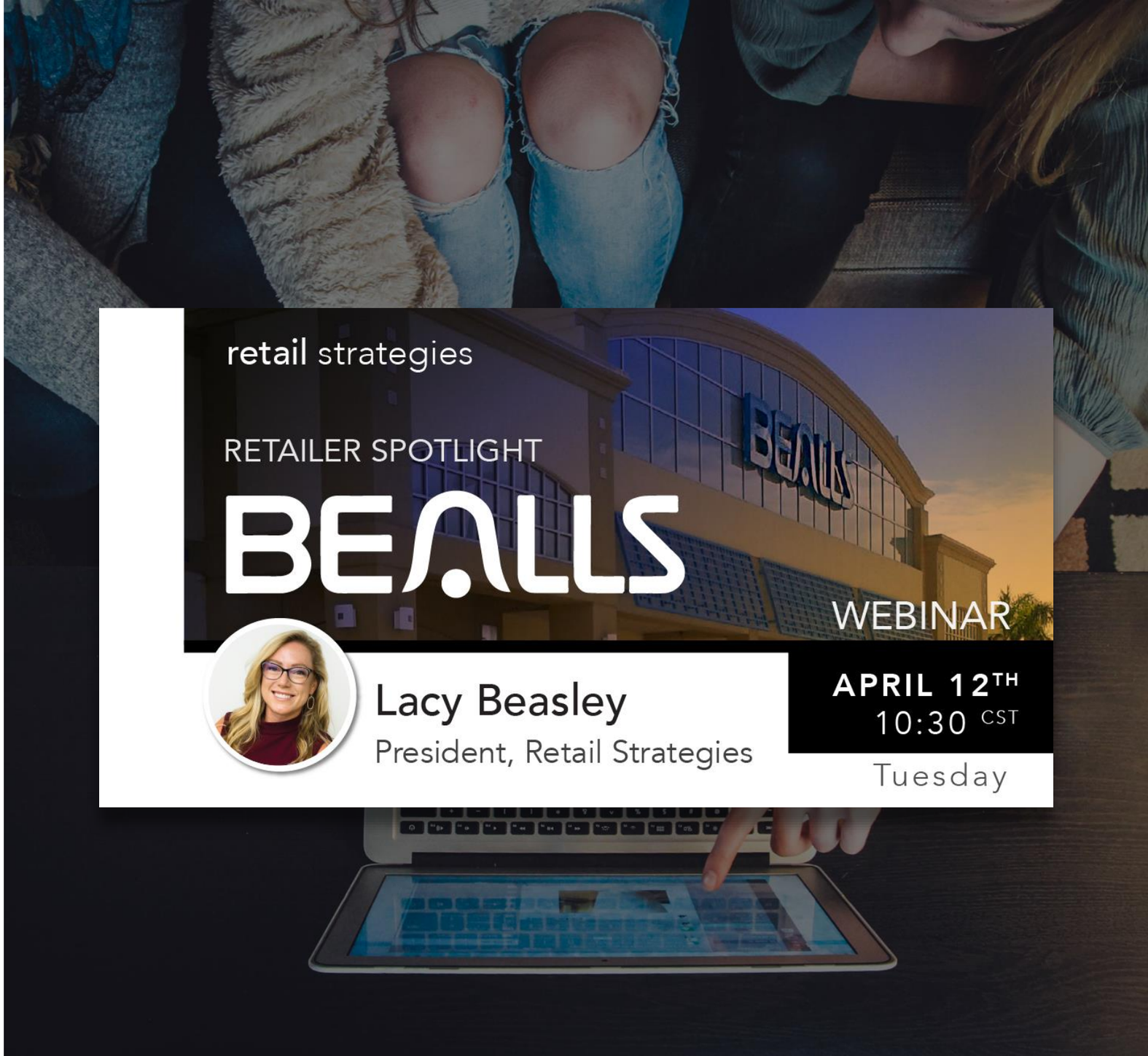
Austin
Chicago
Missouri D.C

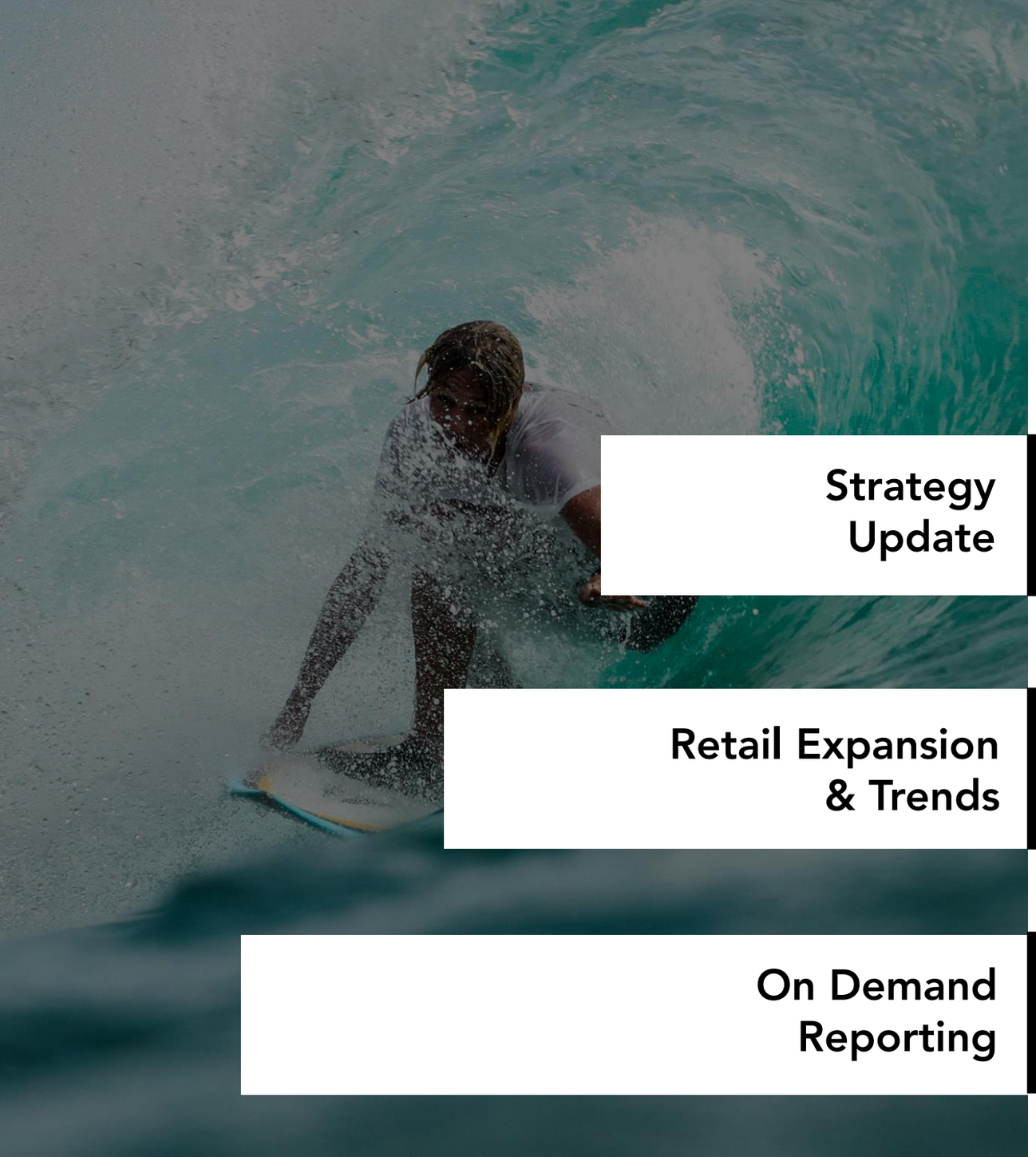
ADVANCE

Retail Webinars

Retail Webinars are an ongoing series of interviews with retail insiders focusing on a specific retail category, such as exercise and fitness or quick service restaurants.

Hosted by our President, Lacy Beasley, these brief webinars pair well with our Focus Trends articles as a way to gain specific knowledge on the real estate choices and logic for expansion and closure that guides a single retail concept.





Ongoing Effort

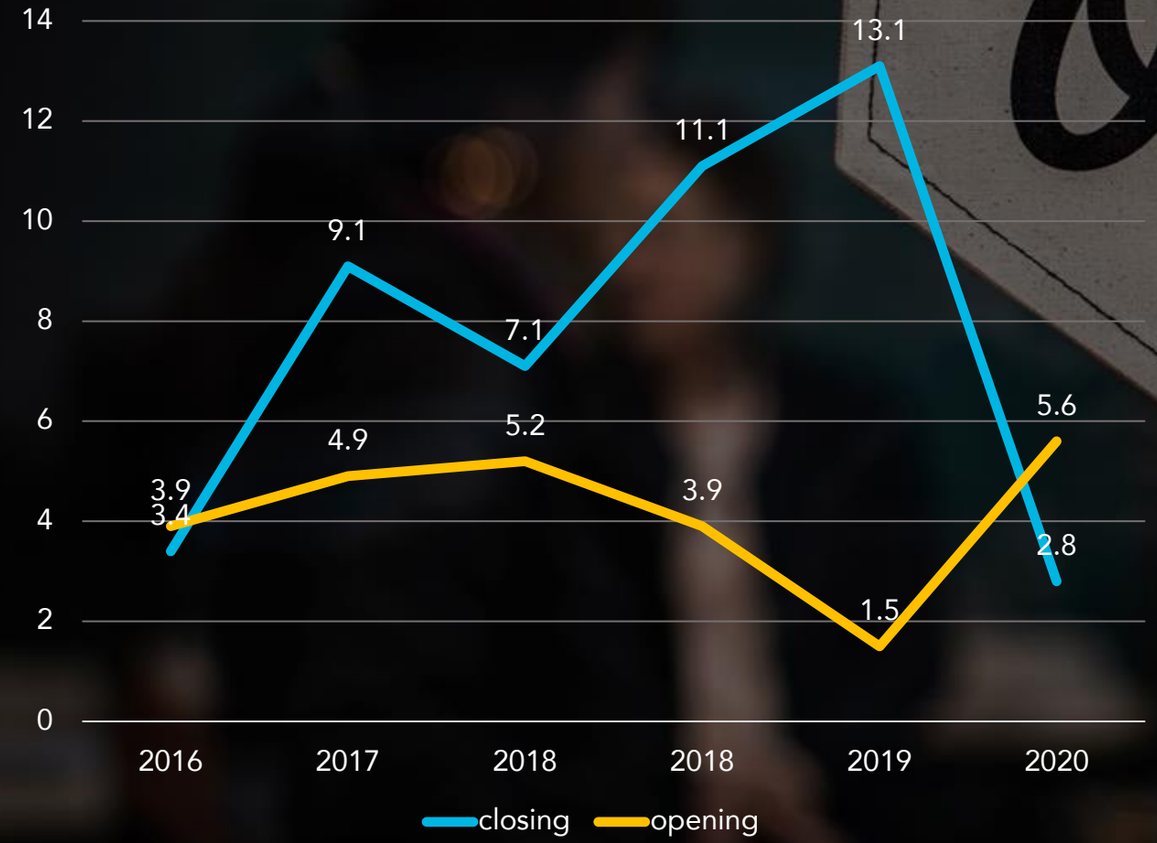
Strategy Update	Continuously improving our efforts to maximize the retail potential in your community
Retail Expansion & Trends	Appropriately position your community Update City leaders on the latest in retail
On Demand Reporting	Your research concierge

RETAIL TRENDS

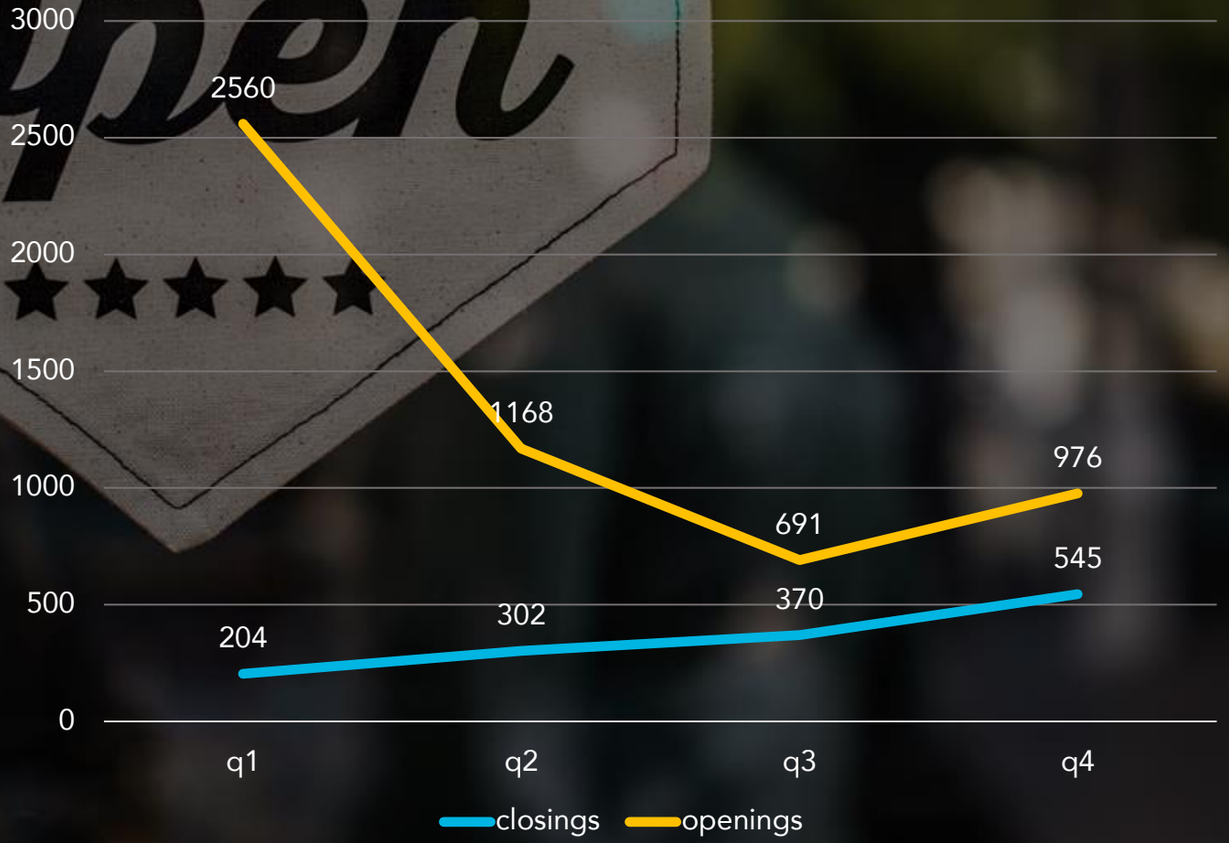
Openings & Closings

Announcements
In 2022, the total announced openings of 5,395 was on par with 2021. However, total closings were only 50% of the 2021 level.

By Year: 2016-2021 (#k)

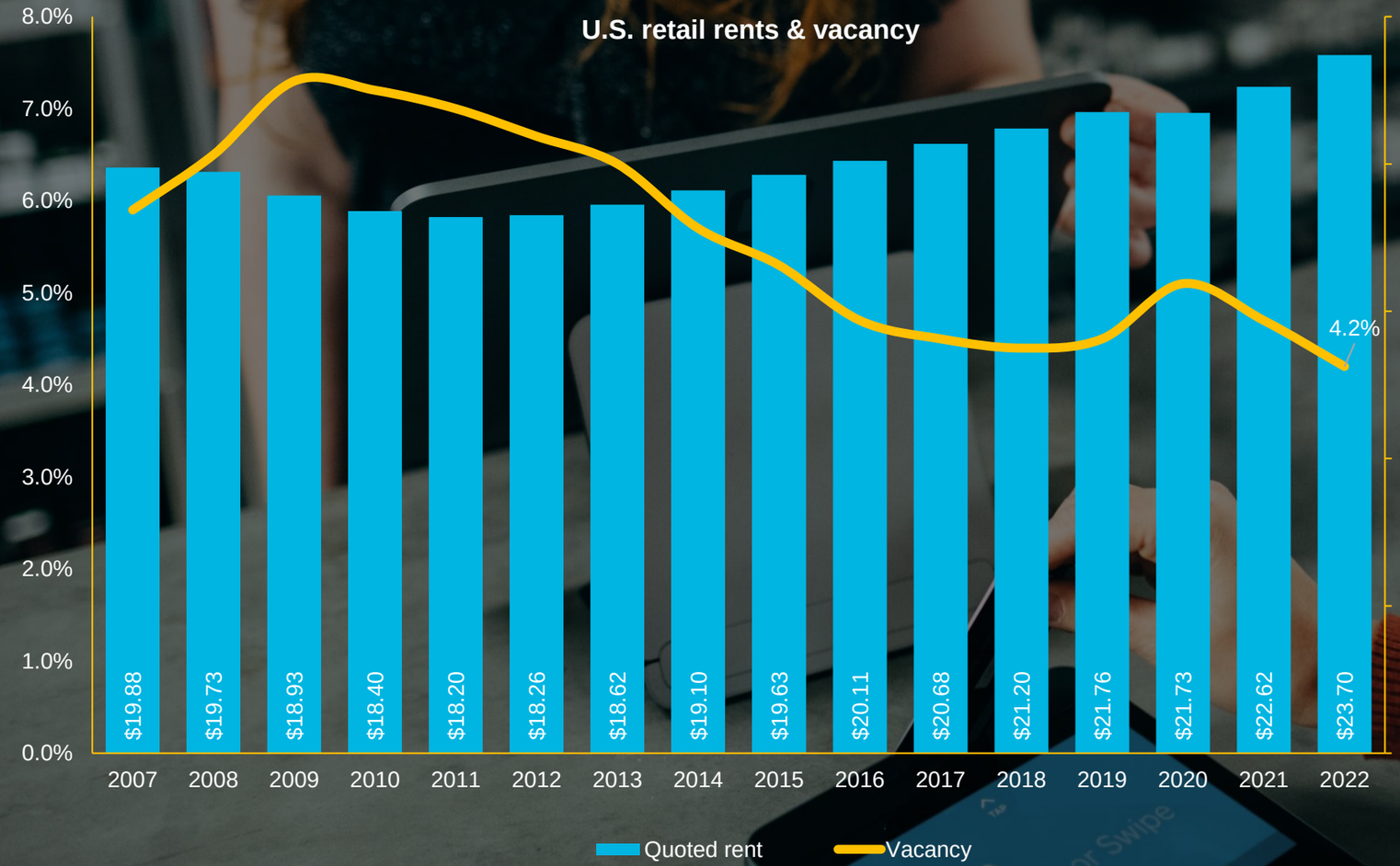


2022



RETAIL TRENDS

Vacancy



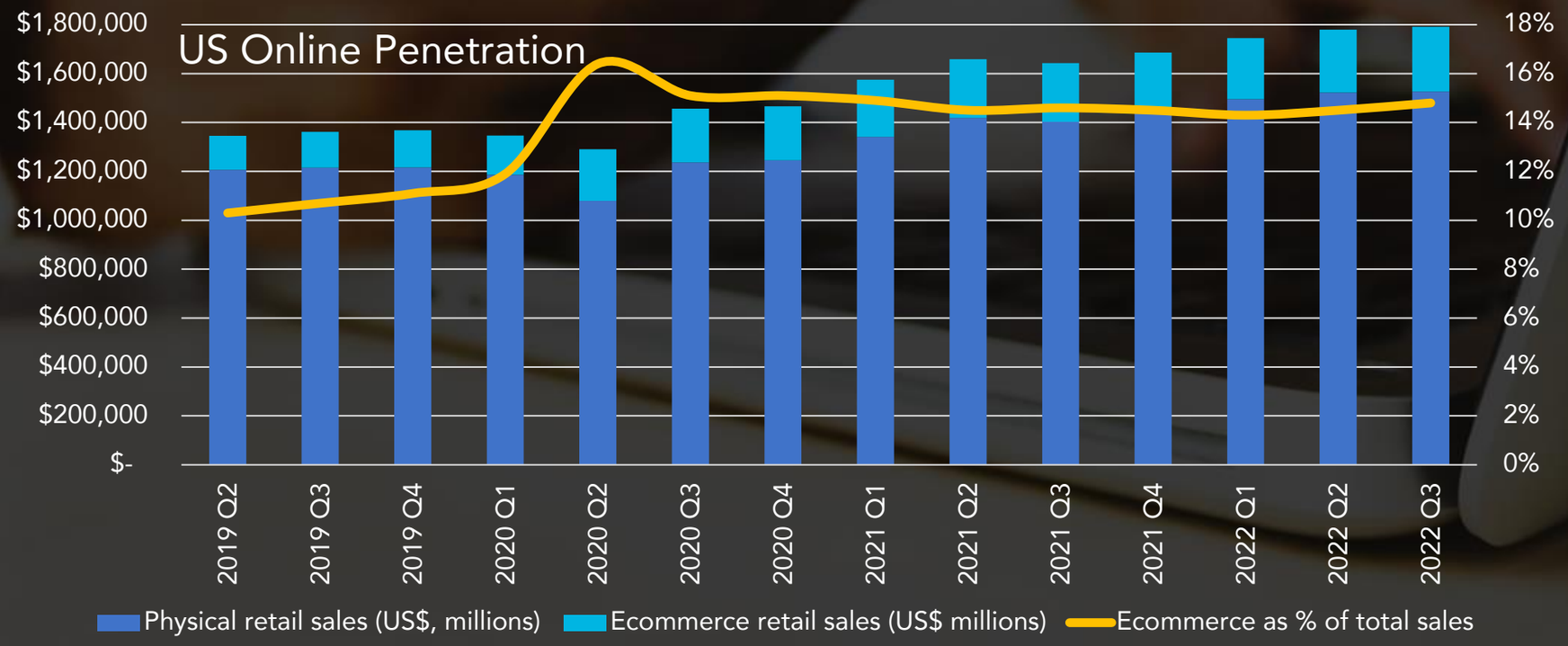
Strong absorption throughout 2021 and 2022 pushes vacancy down to 4.2%, returning to pre-pandemic levels.

Deliveries remain relatively low which has helped vacancy rates from rising sharply.

TRENDS

E-Commerce

Online sales have increased dramatically with the advent of new technology. However, e-commerce is still a relatively small portion of all retail sales, capturing 16.4% of sales in 2022. More importantly, we need to recognize the trend and be aware of retailer reactions.



Nothing but Growth Ahead for E-Commerce

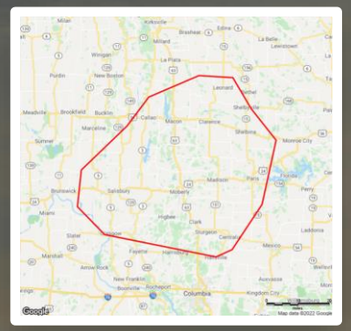
United States® Census Bureau

TRENDS

Omni-Channeling

Bricks

Clicks



1

discover

2

connect

3

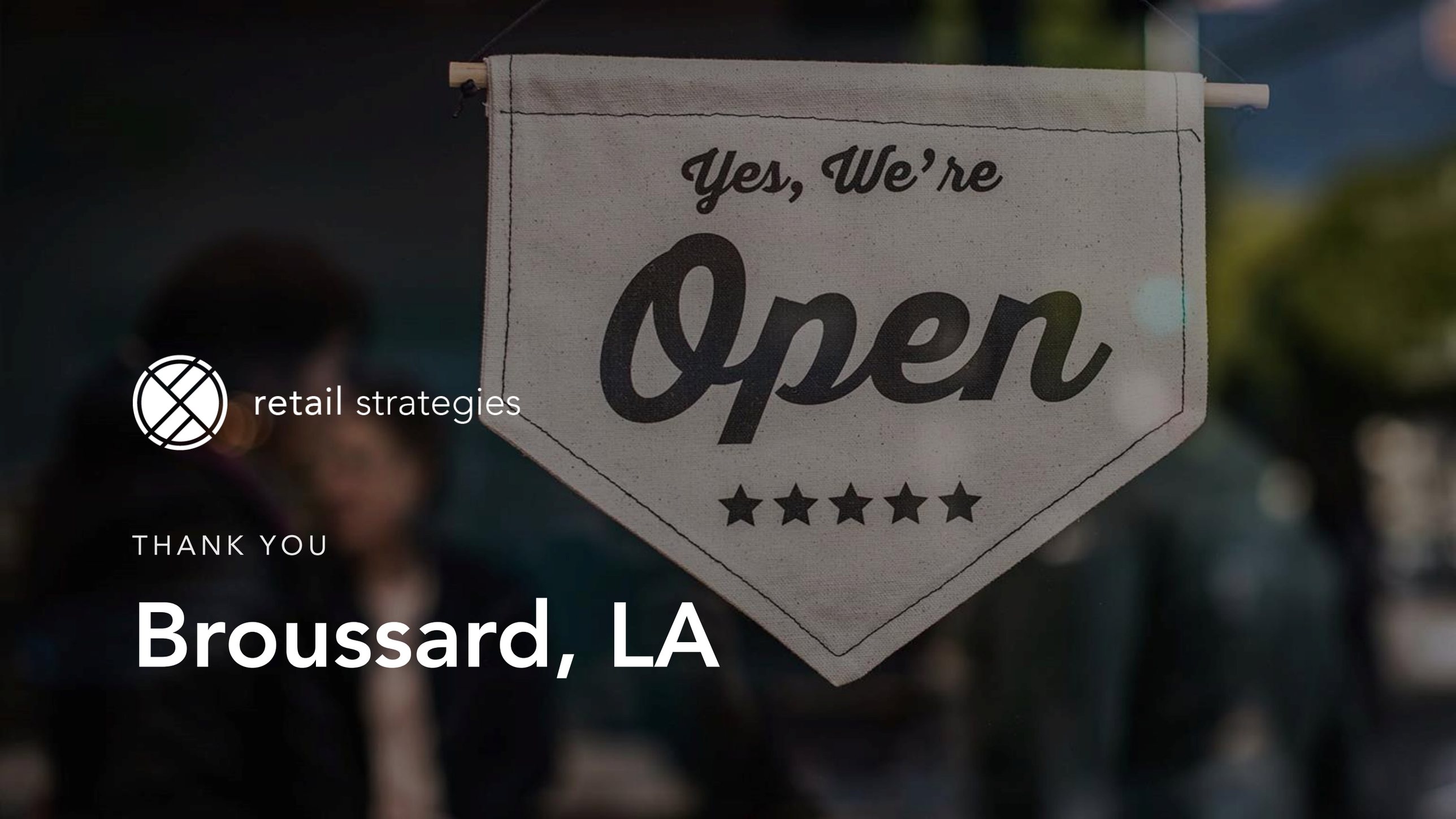
advance

RECAP

The Process

After **discovering** and developing **connections** in the community and industry we proactively **advance** your community.

- We contact developers, retailers, tenant representatives, and franchisee groups - regionally and nationally.
- We make direct and indirect connections through conferences, in-person meetings, phone calls, and emails.
- We coordinate and communicate our efforts regularly with local brokers, property owners, and city staff
- We follow industry trends as well as changes in your local market to adjust our strategy and improve our efforts to maximize the retail potential in your community



retail strategies

THANK YOU

Broussard, LA