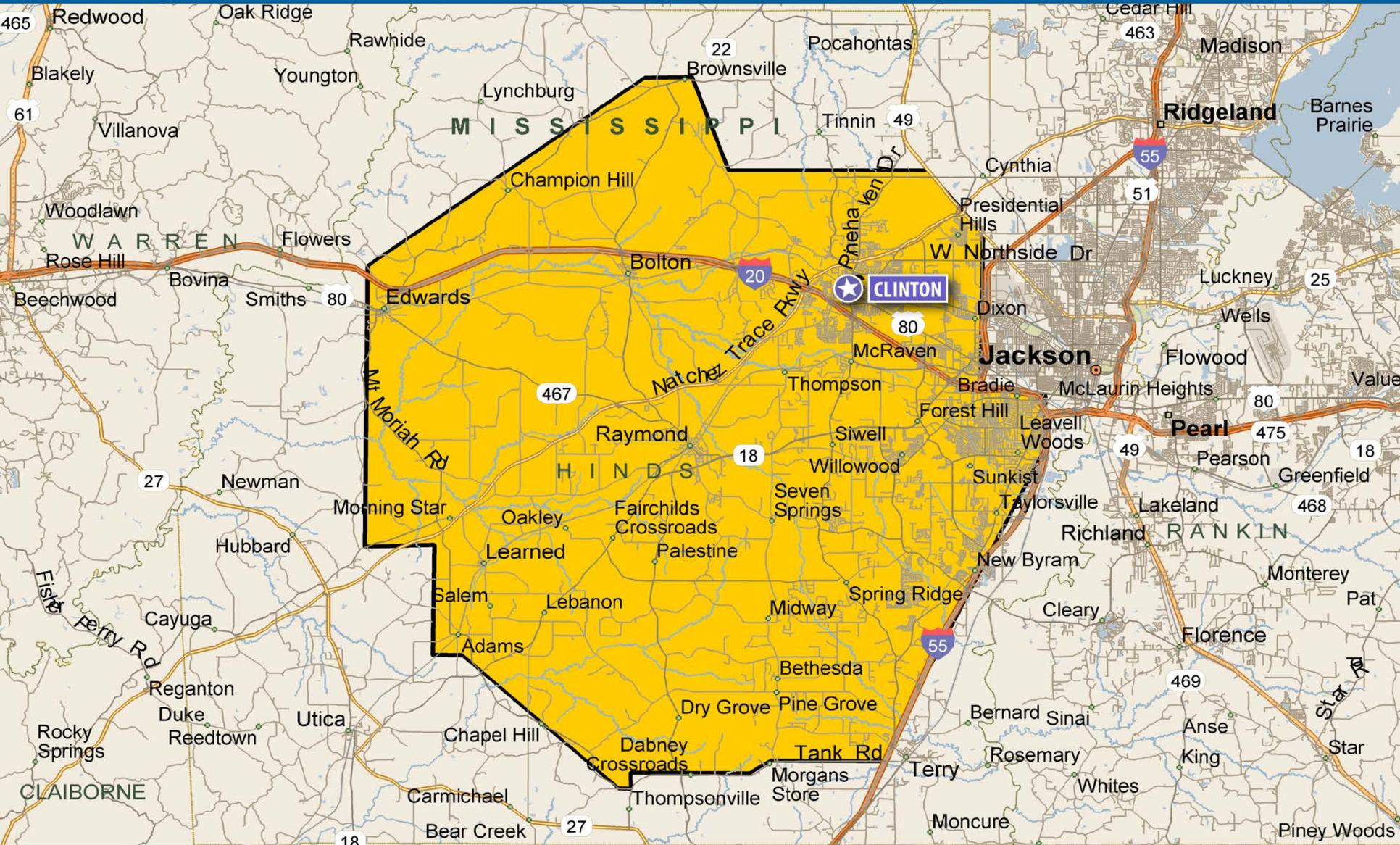




Retail Economic Development Plan

Clinton, MS

RECRUITING RETAIL PRIMARY RETAIL TRADE AREA



DEMOGRAPHICS

PRIMARY RETAIL TRADE AREA

Population

	2015 Estimate	2020 Projection
Clinton	25,679	25,731
Primary Retail Trade Area	123,092	123,291

Race Distribution

	2015 Estimate
White	29.70%
Black/African American	67.08%
Other Race	3.22%
Hispanic or Latino	1.50%

Age

	2015 Estimate
Median Age	33.6
Average Age	35.6

Income

	2015 Estimate
Average Household	\$54,791
Median Household	\$40,071
Per Capita	\$19,866

Educational Attainment

	2015 Estimate
Graduate or Professional	8.80%
Bachelor's Degree	15.39%
Associate Degree	8.62%
Some College, No Degree	28.84%
High School Graduate	26.30%
Some High School, No Degree	9.10%
Less than 9 th Grade	2.94%

GAP/OPPORTUNITY ANALYSIS

PRIMARY RETAIL TRADE AREA

SECTOR	DESCRIPTION	SURPLUS/LEAKAGE	% SURPLUS
441	Motor Vehicle and Parts Dealers	(301,851,592)	-98%
442	Furniture and Home Furnishings Stores	(27,934,434)	-95%
443	Electronics and Appliance Stores	(27,756,748)	-92%
444	Building Materials, Garden Equip Stores	(127,268,329)	-78%
445	Food and Beverage Stores	(176,095,860)	-87%
446	Health and Personal Care Stores	(78,585,711)	-78%
447	Gasoline Stations	(153,148,169)	-87%
448	Clothing and Clothing Accessories Stores	(66,443,370)	-87%
451	Sporting Goods, Hobby, Book, Music Stores	(31,391,232)	-91%
452	General Merchandise Stores	(128,733,384)	-62%
453	Miscellaneous Store Retailers	(39,869,251)	-90%
454	Non-Store Retailers	(138,883,728)	-98%
722	Foodservice and Drinking Places	(114,588,371)	-80%

DEMOGRAPHICS

SECONDARY RETAIL TRADE AREA

Population

	2015 Estimate	2020 Projection
Clinton	25,679	25,731
Secondary Retail Trade Area	132,486	132,617

Race Distribution

	2015 Estimate
White	30.24%
Black/African American	66.62%
Other Race	3.14%
Hispanic or Latino	1.51%

Age

	2015 Estimate
Median Age	34.0
Average Age	35.9

Income

	2015 Estimate
Average Household	\$54,704
Median Household	\$40,029
Per Capita	\$19,887

Educational Attainment

	2015 Estimate
Graduate or Professional	8.57%
Bachelor's Degree	15.08%
Associate Degree	8.67%
Some College, No Degree	28.74%
High School Graduate	26.55%
Some High School, No Degree	9.31%
Less than 9 th Grade	3.08%

GAP/OPPORTUNITY ANALYSIS

SECONDARY RETAIL TRADE AREA

SECTOR	DESCRIPTION	SURPLUS/LEAKAGE	% SURPLUS
441	Motor Vehicle and Parts Dealers	(325,888,992)	-98%
442	Furniture and Home Furnishings Stores	(30,249,583)	-95%
443	Electronics and Appliance Stores	(29,982,919)	-93%
444	Building Materials, Garden Equip Stores	(140,766,678)	-80%
445	Food and Beverage Stores	(192,122,387)	-88%
446	Health and Personal Care Stores	(87,219,899)	-80%
447	Gasoline Stations	(166,976,768)	-88%
448	Clothing and Clothing Accessories Stores	(71,994,254)	-87%
451	Sporting Goods, Hobby, Book, Music Stores	(33,877,176)	-92%
452	General Merchandise Stores	(144,786,504)	-64%
453	Miscellaneous Store Retailers	(43,386,490)	-90%
454	Non-Store Retailers	(149,932,026)	-98%
722	Foodservice and Drinking Places	(125,017,565)	-82%

PSYCHOGRAPHICS

PRIMARY RETAIL TRADE AREA

+ WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

+ WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

+ TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots

PSYCHOGRAPHICS

PRIMARY RETAIL TRADE AREA

LifeMode Group • Midtown Singles

11E CITY COMMONS

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities.

While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

US Household // 1,082,000
Average Household Size // 2.66
Median Age // 27.6
Median Household Income // \$17,000

16.2%

2014 RETAIL TRADE AREA
HOUSEHOLD

PSYCHOGRAPHICS

PRIMARY RETAIL TRADE AREA

LifeMode Group • Hometown

12A

FAMILY FOUNDATIONS

Family and faith are the cornerstones of life in these communities.

Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

US Household // 1,282,000
Average Household Size // 2.70
Median Age // 38.8
Median Household Income // \$40,000

15.3%

2014 RETAIL TRADE AREA
HOUSEHOLD

PSYCHOGRAPHICS

PRIMARY RETAIL TRADE AREA

LifeMode Group • Family Landscapes

4B HOME IMPROVEMENT

Married-couple families occupy well over half of these suburban households.

Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

US Household // 2,058,000
Average Household Size // 2.86
Median Age // 37.0
Median Household Income // \$67,000

11.1%

2014 RETAIL TRADE AREA
HOUSEHOLD

RESTAURANT OPPORTUNITY

Primary RTA Restaurant Opportunity = \$114,588,371

Full-Service Restaurant Opportunity = \$58,386,323

Secondary RTA Restaurant Opportunity = \$125,017,565

Full-Service Restaurant Opportunity = \$63,018,942

RETAILER TARGETING LIST

Academy Sports & Outdoors
The Children's Place
Cracker Barrel Old Country Store
Dick's Sporting Goods
Dressbarn
Five Guys Burgers and Fries
Gander Mountain
Georgia Blue
Hobby Lobby
Kohl's Department Store
Logan's Roadhouse
Lone Star Steakhouse
Maurices

Michaels Arts & Crafts
Mugshots Grill & Bar
Outback Steakhouse
Panera Bread
Paul Michael Company Home Decor
PetSmart Pet Supplies
Rouses Supermarkets
Ruby Tuesday
rue21
Shoe Carnival
Target
T.J.Maxx

FEASIBILITY PACKAGES



RETAIL FEASIBILITY STUDY Clinton, Mississippi

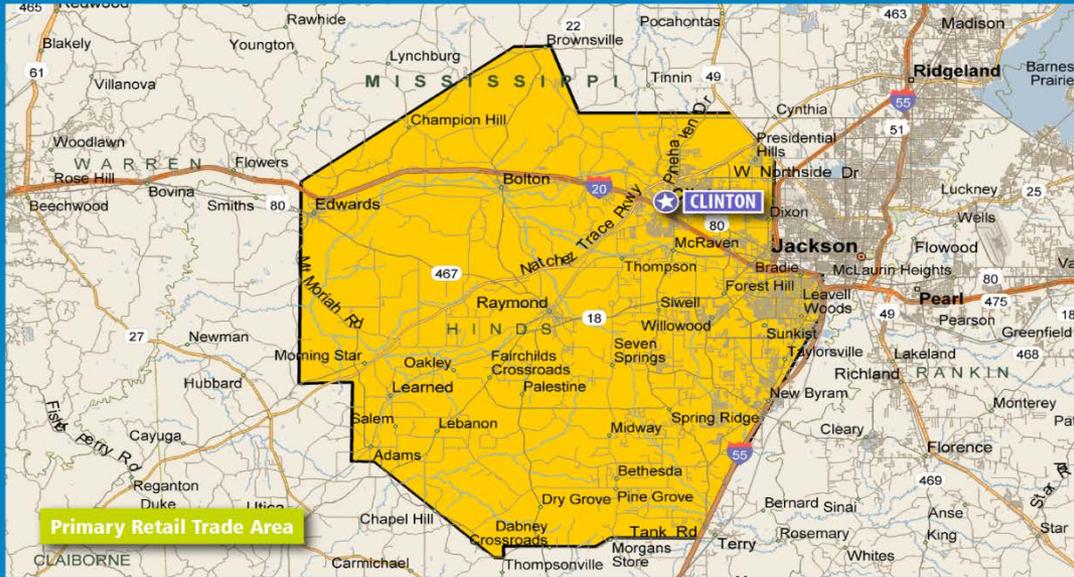


Prepared for
City of Clinton
August 2014



RETAIL MARKET PROFILE

Retail Market Profile 2015



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December 2014. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2015 ESTIMATE	2020 PROJECTION
Primary Retail Trade Area	112,272	122,343	123,092	123,291

Income

	2015 ESTIMATE
Average Household	\$54,791
Median Household	\$40,071
Per Capita	\$19,866

Educational Attainment

	2015 ESTIMATE
Graduate or Professional	8.80%
Bachelor's Degree	15.39%
Associate Degree	8.62%
Some College, No Degree	28.84%
High School Graduate	26.30%
Some High School, No Degree	9.10%
Less than 9th Grade	2.94%

Race Distribution

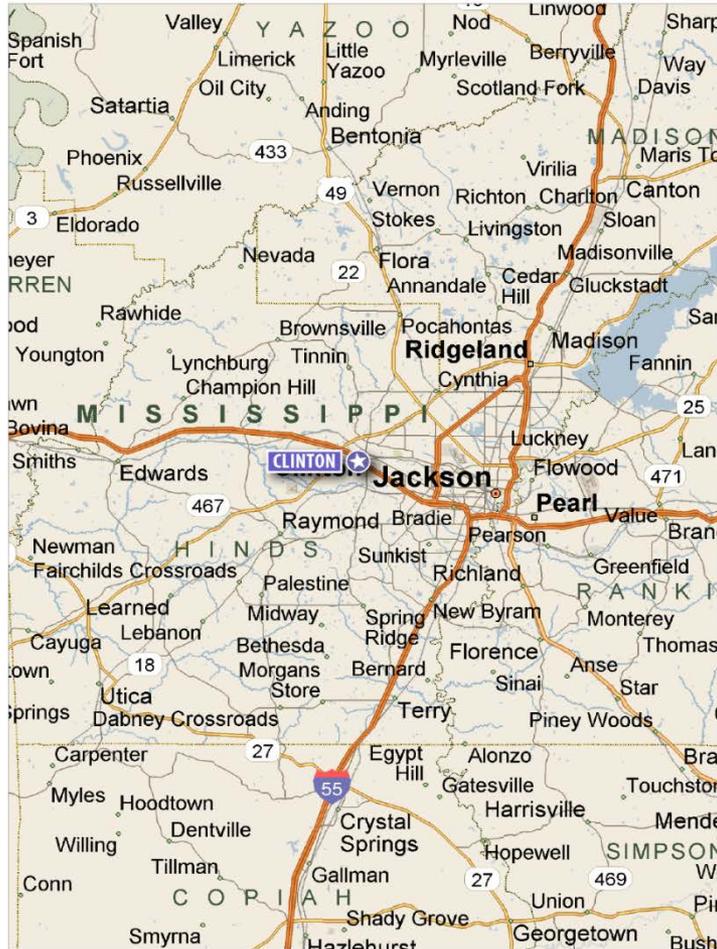
	2015 ESTIMATE
White	29.70%
Black or African American	67.08%
American Indian/Alaskan	0.21%
Asian	1.29%
Native Hawaiian/Islander	0.04%
Other Race	0.68%
Two or More Races	1.00%
Hispanic or Latino (of any race)	1.50%

Age

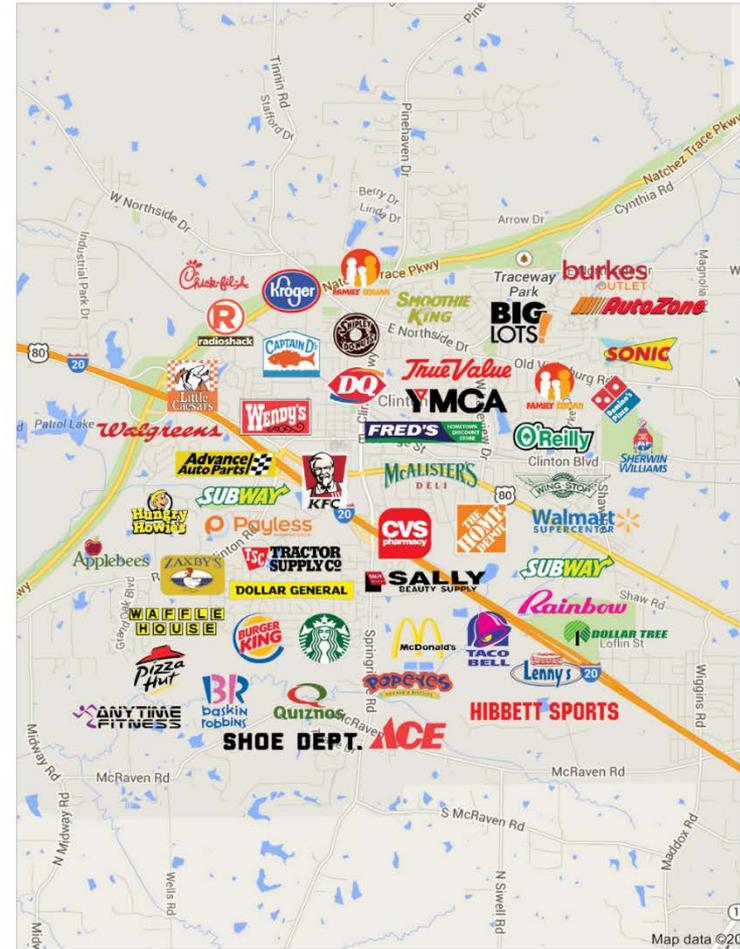
GROUPS	2015 ESTIMATE
9 Years and Under	14.43%
10-17 Years	12.50%
18-24 Years	11.26%
25-34 Years	13.69%
35-44 Years	12.62%
45-54 Years	13.04%
55-64 Years	11.58%
65 Years and Over	10.87%
DISTRIBUTION	2015 ESTIMATE
Median Age	33.6
Average Age	35.6

RETAIL MARKET PROFILE

LOCATION MAP

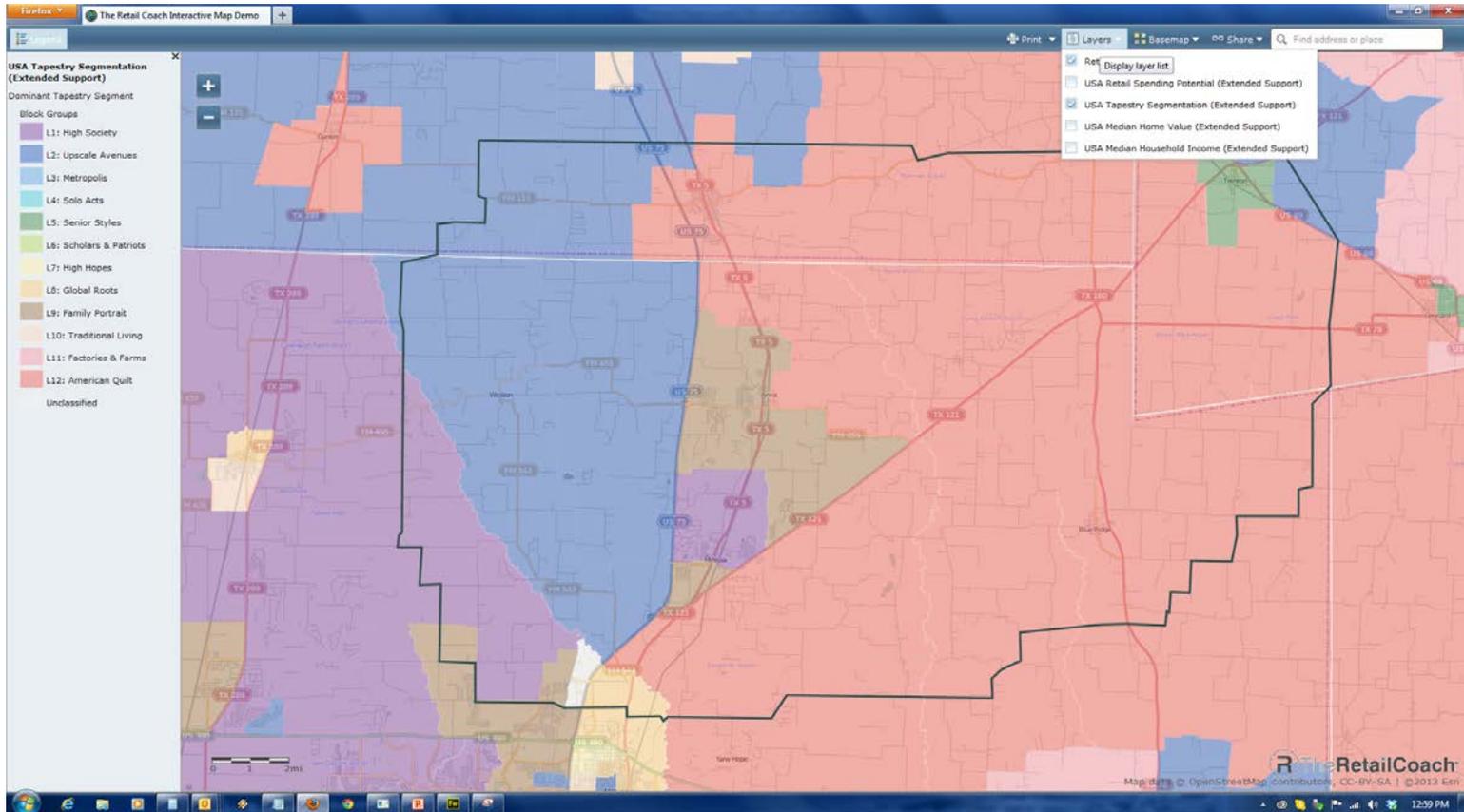


EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.

DASHBOARD & INTERACTIVE MAPPING



<http://www.retail360.us/clinton-ms/>

RECOMMENDATIONS

- Maintain gateway entrances into the community along Interstate 20, Highway 80 and Downtown with attractive landscaping and curb appeal. Retail prospects, much like business and industrial prospects, want to see communities that take pride in their appearance and invest in making it as appealing as possible. A person's first impression of a community is often shaped by how clean and neat it is.
- Maintain awareness of retail incentives being offered by similar communities throughout the Southeast. Although we do not typically recommend incentives at The Retail Coach, we understand that they are necessary in certain cases. These circumstances include those catalyst projects that will redevelop substandard properties, produce an increase in the trade area population and increase sales tax revenue for Clinton.
- Using the retail analysis information provided by The Retail Coach, consider having a presence at ICSC Conferences. There are a number of conferences throughout the year that range from the national to regional levels. Many communities throughout the Southeast will have booths at these events. Clinton should consider sending two or three people to staff a City-branded booth. It will be a good opportunity to set and attend meetings with property owners, potential retailers and developers.
- Continue to market Clinton as trade area populations of 126,396 (primary) and 135,938 (secondary). Trade areas of this size open Clinton up to larger and more regional retailers and restaurants.
- Consider hosting a breakfast or lunch event for local real estate brokers, developers and commercial property owners and provide attendees with the retail analysis information. The goal of this event should be to ensure that all brokers and developers are using the same demographics when recruiting retailers. These events could be hosted quarterly or bi-annually. Such gatherings are beneficial in highlighting opportunities in Clinton and educating attendees on your community.

RECOMMENDATIONS

- Consider advertising in publications such as the Southeast Real Estate Business and Mississippi Business Journal. Many of these publications provide an online newsletter sent to site selectors on a weekly basis.
- Make sure code enforcement happens uniformly throughout Clinton. Many times retailers and developers are in your community without your knowledge. As a result, you often lose the luxury of touring the site selectors through chosen parts of town.
- Pay close attention to the retail sectors experiencing leakage and focus Clinton recruitment efforts on retailers and restaurants that will fill these gaps.
- Much of the current retail growth is developer-driven. Clinton should continue to focus on the recruitment of developers, as well as retailers.
- The City of Clinton should continue to have a relationship with current property owners throughout the City. This will help you stay up-to-date on their plans for the property, their recruitment progress and their needs, if any, from the City.
- The City of Clinton should list available properties and retail information on its website. Site selectors are doing a lot of their research on the community's website, so the more information Clinton can put at their fingertips, the better.
- The City of Clinton should continue to use its relationship with Mississippi College and the Clinton Main Street. These are two advantages for Clinton's marketing and retail recruitment strategies.

RETAIL ACTION PLAN

January

- Begin implementing the marketing strategy for 2015. This should include an initial introduction to retailers and developers from the City that provides an open-ended invitation to visit Clinton at their convenience for a tour and lunch. Also, reach out in person or over the phone to shopping center owners and landowners to discuss the City's desire to redevelop and improve the retail offerings in Clinton.

February

- Begin attempting to set up meetings with retailers and developers attending the ICSC Gulf South Idea Exchange in New Orleans in March. This event caters to those retailers and developers who are looking to expand in Mississippi. Attendee contact information can be found at www.icsc.org. Do not be discouraged if you don't achieve immediate success. It often takes two or three emails before retailers or developers respond to your meeting request.

March

- Consider attending and exhibiting at the ICSC Gulf South Idea Exchange with marketing pieces for Clinton. This is a great time to use the information provided by The Retail Coach. We recommend bringing site specific information to discuss with potential retailers and developers. Also, consider attending ICSC RECon in Las Vegas in May. This is the largest trade show for retailers and developers. If Clinton decides to attend, we highly recommend beginning attempts to set up meetings at least 90 days before the conference. Retailer and developer attendee contact information can be found at www.icsc.org. Again, be persistent but not pesky, as it may take a few times of contacting a retailer or developer before they respond to your request.

Late-March

- Follow-up with a personal thank you note or thank you email to those retailers and developers you met at the ICSC Gulf South Idea Exchange. Be sure to follow-up with scheduled appointment attendees as well as booth walk-ups and others met at the conference.

RETAIL ACTION PLAN

April

- If attending ICSC RECon, continue to schedule meetings with potential retailers and developers. Begin preparing marketing pieces to showcase the Clinton market and specific sites in Clinton. This would also be a good time to schedule a workshop for existing businesses in Clinton.

May

- Consider attending and exhibiting at ICSC RECon with marketing pieces for Clinton.

June

- Follow-up with a personal thank you note or thank you email to those retailers and developers you met with at ICSC RECon.

August

- Continue reaching out to potential retailers and developers to market Clinton. Follow-up with shopping center owners and landowners to discuss possible leads that you have received at tradeshow.

September

- Consider hosting another workshop for existing businesses in Clinton. Also, begin attempting to schedule meetings for the ICSC Southeast Conference in Atlanta at the end of October.

October

- Consider attending and exhibiting at the ICSC Southeast Conference.

November

- Follow-up with a personal thank you note or email to the retailers and developers you met with at the ICSC Southeast Conference.

December

- Prepare your 2016 marketing strategy. This should include the same approach from the 2015 strategy, but with any changes or additions that you learned would be beneficial through your experience with the 2015 strategy.



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