



Economic Development Commission  
Regular Meeting Agenda  
Tuesday, November 30, 2021, 5:30 PM  
City Hall, Lakeland, Tennessee 38002

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- I. CALL TO ORDER:
- II. ROLL CALL:
- III. APPROVAL OF MINUTES OF PREVIOUS MEETING:
  1. October 28, 2021
- IV. PUBLIC DISCUSSION:
- V. REPORTS OF OFFICERS AND COMMITTEES:
- VI. OLD BUSINESS:
- VII. NEW BUSINESS:
  1. Update on Planning Activities Development Projects (*Shane Horn*)
  2. Retail Strategies Update
- VIII. ANNOUNCEMENTS:
- IX. ADJOURNMENT:

ECONOMIC DEVELOPMENT COMMISSION  
MEETING MINUTES  
THURSDAY, OCTOBER 28, 2021, 5:30 PM  
CITY HALL, LAKE LAND, TN.

**DRAFT**

I. **CALL TO ORDER:** The meeting was called to order by Chairman Joseph Laster at 5:32 p.m.

II. **ROLL CALL BY RECORDER:**

Keith Acton	Present
Shaun Brannen	Present
Jeremy Burnett	Present
Angie Grooms	Absent (excused)
Adam Henry	Present
Alan Johnson	Absent (excused)
Commissioner Wesley Wright	Present
(C) Joseph Laster	Present

Others present:

Shane Horn, City Manager

*For the record:* Commissioner Gonzales was present in the audience.

III. **APPROVAL OF MINUTES OF PREVIOUS MEETING:**

Mr. Burnett moved to approve the regular meeting minutes of September 23, 2021, as written, seconded by Mr. Henry.

Motion passed unanimously, voice vote, 6 in favor 0 against.

IV. **PUBLIC DISCUSSION:** None

V. **REPORTS OF OFFICERS AND COMMITTEES:**

- Update on Planning Activities/Development Projects – Presented by Shane Horn

VI. **OLD BUSINESS:** None

VII. **NEW BUSINESS:**

1. **Discussion and possible action on recommendation to the Board of Commissioners on engagement with Retail Strategies for Retail/Commercial Market Research.**

Mr. Burnett moved to bring this item to the floor, seconded by Mr. Henry.

Discuss ensued.

After discussion, Mr. Burnett moved to make the recommendation to the Board of Commissioners on engagement with Retail Strategies for Retail/Commercial Market Research, seconded by Mr. Acton.

Motion passed unanimously, voice vote, 6 in favor 0 against.

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VIII. ANNOUNCEMENTS: None

IX. ADJOURNMENT:

There being no other business to consider Mr. Acton moved to adjourn the meeting, seconded by Mr. Burnett. **Motion passed unanimously, voice vote, all in favor (6-0).** The meeting was adjourned at 5:50 p.m. on Thursday, October 28, 2021.

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Alan Johnson, *Secretary*

ATTEST:

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Debra Murrell, *City Recorder*



*These minutes were approved Tuesday, November 30, 2021, and constitute an official public record of the City of Lakeland, duly recorded and filed in the Minute Book of the City of Lakeland.*



TIMELINE

# Retail Strategies Partnership

## DAY 1-30

### Research and analysis

- Team introductions – you will have 2 full time project managers supported by 25+ additional staff members
- Online Project management platform, Basecamp, set up
- Thousands of demographic variables run and uploaded to Basecamp
- Community Survey to Local Leadership
- Mobile Tracking Data Report conducted and used to customize retail trade area
- Identify market retail trade area using drive times, radius rings and custom trade area
- Perform retail GAP analysis for trade area (i.e. leakage and surplus)

## DAY 30-60

### Real estate analysis

- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals
- Aerial map with Lakeland’s existing retailers and TDOT traffic counts
- Identify and evaluate competing shopping areas and retail nodes
- Conduct retail peer market analysis (other communities of similar size and make up)
- Analysis of potential number of new retail stores by category in relation to the peer markets Lakeland can support
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Consumer Spending Pattern Reports
- Identification of priority business categories for recruitment and/or local expansion

## DAY 60-90

### Retail recruitment implementation // national representation

- Market visit to identify and evaluate priority commercial properties for development, re-development and higher and best use opportunities. Property inventory created.
- Identification of at minimum 45 retail prospects to be targeted for recruitment in the first year of our partnership
- Customized Marketing Guide (four pages) with aerial map and key demographic highlights
- Customized 70+ page plan with research, real estate and top categories for recruitment deliver plan to City

## DAY 90 →

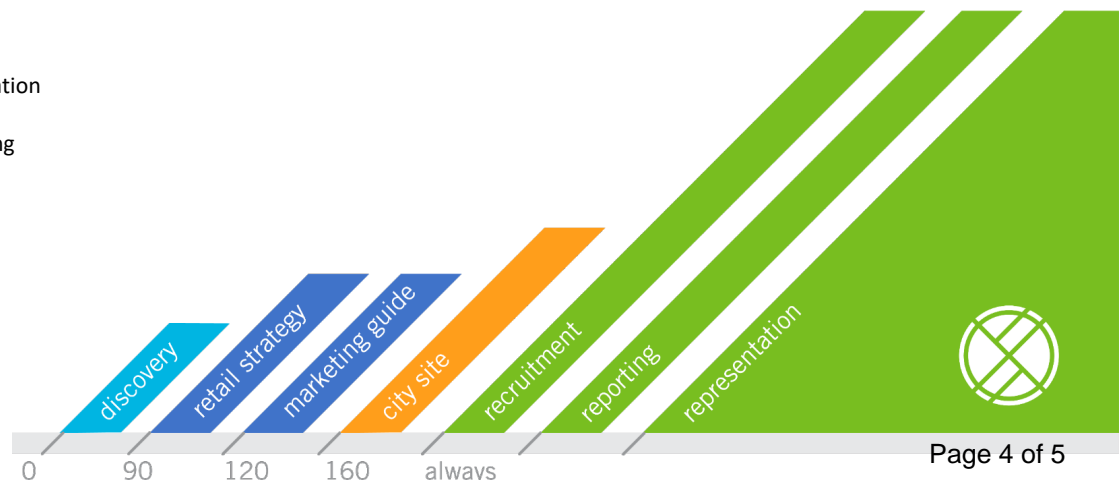
### Recruitment plan completed and delivered to Lakeland

- Project specific on-going updates on customized demographic research
- Pro-active retail recruitment for targeted zones
- Active outreach to developers, retailers, franchises, local brokers, landowners and other industry decision makers
- ICSC and Retail Live conference representation- updates provided according to the annual conference schedule
- On Demand Reporting –we become your research arm providing data to our contracting entity as it is requested.
- Frequent Industry Trends and Market Outlook Reports

## ALWAYS

### YOUR ADVOCATE

- Recruitment
- Conference representation
- Reporting
- Research and Marketing





# Approach & Methodology



## discover

**We are an investment for your community.**

We believe that every community is unique, so we take time to engage our Client's to understand your story of opportunity to leverage your attributes towards expanding businesses.

Our activities pay a return in sales tax, added jobs, and businesses that enhance and add to the unique qualities of your community.



## connect

**We make sure your community's story is heard.**

As a conduit between communities and national retailers, we ensure that your stories of opportunity, culture, values and people are perfected to resonate with the right retail audiences.

Aggressively taking your communities story and information to expanding businesses, property owners, brokers, developers, and other industry players to create economic growth in your community.



## advance

**We multiply and enhance your staff.**

We work as an extension of your staff, adding specific expertise, and amplifying your efforts and visibility many times over.

Being your partner and consistently providing feedback, answering questions, and solving complex problems to position your market for growth.

