

Retail Development Survey Results

Retail development is becoming more widely accepted as an economic development strategy for communities. To better understand the levels of community retail activities, Buxton conducted this 3rd Annual survey. We appreciate you taking the time to answer the questions. Below you will find the survey results. Please visit our blog at <http://communityid.buxtonco.com> to learn more on retail economic development.

1. Ninety percent of the communities surveyed use retail as a component of their community's economic development strategy.

2. How do you market your community to retailers?

89%	Use your community website	35%	Participate in ICSC Las Vegas
41%	Participate in ICSC Regionals	29%	Use web-based mapping applications
38%	Publish retail specific brochures	26%	Use paid advertising

3. Fifty-seven percent of the communities surveyed have marketed directly to developers of retail centers.

4. Sixty-seven percent of the communities surveyed have marketed directly to commercial real estate brokers.

5. Sixty-two percent of the communities surveyed have offered incentives to retailers.

6. Types of incentives offered by communities:

58%	Infrastructure assistance	37%	Sales tax rebates
51%	Tax increment finance district	24%	Tax credits
39%	Tax exemptions or abatements	24%	Grants
38%	Waiver of fees	22%	Loans or loan guarantees

7. Forty-three percent of the communities surveyed have assembled sites for retail development.

8. What are the main reasons you would like more retail development?

83%	Satisfy citizens desire to shop & dine at home	69%	Increase sales tax revenues
71%	Better quality of life	60%	Stop leakage

9. These are the top five retailers communities said they would like to have:

1. Target	4. Trader Joe's
2. Kohl's	5. Barnes & Noble
3. Home Depot	

10. These are the top five restaurants communities said they would like to have:

1. Olive Garden	4. Outback Steakhouse
2. Red Lobster	5. Chili's
3. Applebee's	

Thank you for participating.
 Please visit our Retail Economic Development Blog
<http://communityid.buxtonco.com>