



Retail is a Catalyst for Economic Development



retail strategies

Retail's Impact

1 in 4 jobs are retail



Average Wages*

Full-time
Non-Retail Workers
(25-54 years old)

\$37,968



Full-time
Retail Workers
(25-54 years old)

\$38,376



*2016



retail recruitment ladder



| | | |
|-----------------|-------------|------------------------------|
| \$40 MILLION | 300 JOBS | \$800k 2% ANNUAL TAX BASE |
| \$20 MILLION | 50 JOBS | \$400k 2% ANNUAL TAX BASE |
| \$10 MILLION | 30 JOBS | \$200k 2% ANNUAL TAX BASE |
| \$5 MILLION | 22 JOBS | \$100k 2% ANNUAL TAX BASE |
| \$1 MILLION | 15 JOBS | \$20k 2% ANNUAL TAX BASE |

sales tax revenue

average fast food restaurant annual sales exceed \$1M

Top 10 Retail States by Impact

Per National Retail Federation
Retail is 15% of GDP

1 California

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|-----------|-------------|
| 4,713,568 | 22.8% | \$204,975 | 16.1% | \$329,995 | 15.5% |
| Jobs | State Total | Million | State Total | Million | State Total |

2 Texas

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|-----------|-------------|
| 3,509,910 | 23.2% | \$131,931 | 15.5% | \$223,693 | 15.3% |
| Jobs | State Total | Million | State Total | Million | State Total |

3 Florida

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|-----------|-------------|
| 2,698,722 | 26.0% | \$96,167 | 20.5% | \$158,440 | 20.6% |
| Jobs | State Total | Million | State Total | Million | State Total |

4 New York

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|-----------|-------------|
| 2,392,260 | 20.9% | \$108,543 | 13.7% | \$174,026 | 13.6% |
| Jobs | State Total | Million | State Total | Million | State Total |

5 Pennsylvania

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|----------|-------------|
| 1,681,602 | 23.1% | \$60,711 | 15.0% | \$95,948 | 15.2% |
| Jobs | State Total | Million | State Total | Million | State Total |

6 Illinois

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|-----------|-------------|
| 1,654,599 | 22.1% | \$65,437 | 15.0% | \$106,856 | 15.2% |
| Jobs | State Total | Million | State Total | Million | State Total |

7 Ohio

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|----------|-------------|
| 1,584,470 | 23.9% | \$53,873 | 16.0% | \$87,507 | 16.0% |
| Jobs | State Total | Million | State Total | Million | State Total |

8 Georgia

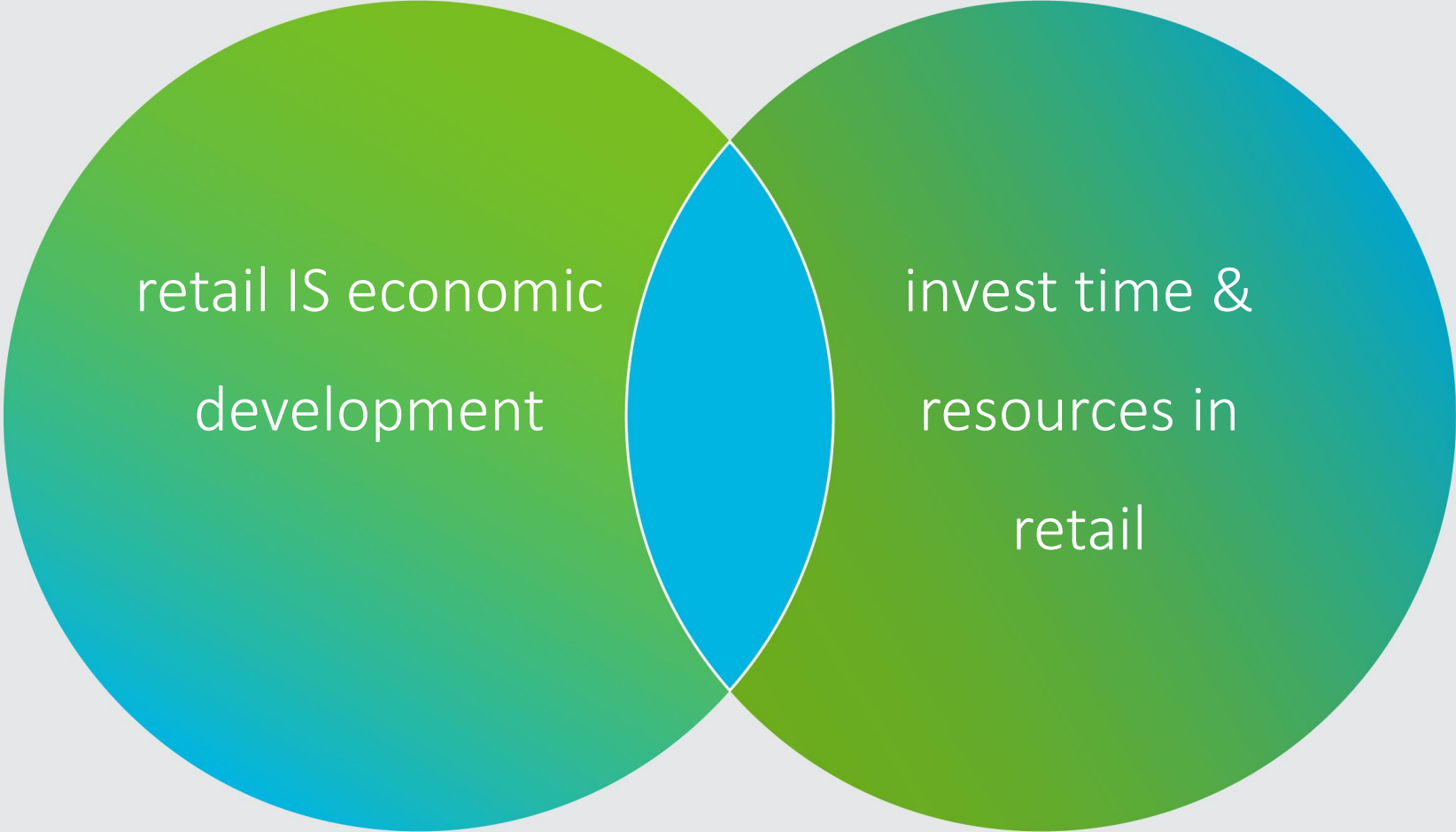
| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|----------|-------------|
| 1,280,578 | 23.5% | \$44,916 | 16.6% | \$75,615 | 17.3% |
| Jobs | State Total | Million | State Total | Million | State Total |

9 North Carolina

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|----------|-------------|
| 1,258,765 | 23.3% | \$41,739 | 16.0% | \$70,490 | 15.6% |
| Jobs | State Total | Million | State Total | Million | State Total |

10 Michigan

| Employment (1) | | Labor Income (2) | | GDP | |
|----------------|-------------|------------------|-------------|----------|-------------|
| 1,250,666 | 23.8% | \$42,146 | 16.1% | \$69,795 | 16.7% |
| Jobs | State Total | Million | State Total | Million | State Total |



retail IS economic
development

invest time &
resources in
retail



retail strategies

We started in 2011, when we saw communities who needed a retail advocate, someone who understood real estate and could negotiate connecting retailers and brokers. We now serve over 200 communities, maintaining a 5 client to 1 employee ratio.



Experience + Team work







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Retail apocalypse

From Wikipedia, the free encyclopedia

The **retail apocalypse** refers to the closing of a large number of [American retail](#) stores beginning in 2016.^[5] Over 4,000 physical stores are affected as American consumers shift their purchasing habits due to various factors, including the rise of [e-commerce](#).^[6] Major [department stores](#) such as [J.C. Penney](#) and [Macy's](#) have announced hundreds of store closures, and well-known apparel brands such as [J. Crew](#) and [Ralph Lauren](#) are [unprofitable](#).^[7] Of the 1,200 [shopping malls](#) across the US, 50% are expected to close by 2023.^[8] The retail apocalypse phenomenon is related to the [middle-class squeeze](#), in which consumers experience a decrease in [income](#) while costs increase for education, healthcare, and housing. [Bloomberg](#) stated that the cause of the retail apocalypse “isn't as simple as [Amazon.com](#) Inc. taking market share or twenty-somethings spending more on experiences than things. The root cause is that many of these long-standing chains are overloaded with debt—often from [leveraged buyouts](#) led by [private equity](#) firms.”^[9] [Forbes](#) has said the media coverage is exaggerated, and the sector is simply evolving.^[10] The most productive retailers in the US during the retail apocalypse are the low-cost, “[fast-fashion](#)” brands (e.g. [Zara](#) and [H&M](#)) and dollar stores (e.g. [Dollar General](#) and [Family Dollar](#)).^[11]

Bloomberg

America's 'Retail Apocalypse' Is Really Just Beginning

By Matt Townsend, Jenny Surane, Emma Orr and Christopher Cannon
November 8, 2017

BUSINESS

Why the retail apocalypse isn't being taken seriously

By David Brancaccio
January 02, 2018 | 10:50 AM

Who will the 'retail apocalypse' claim in 2018?

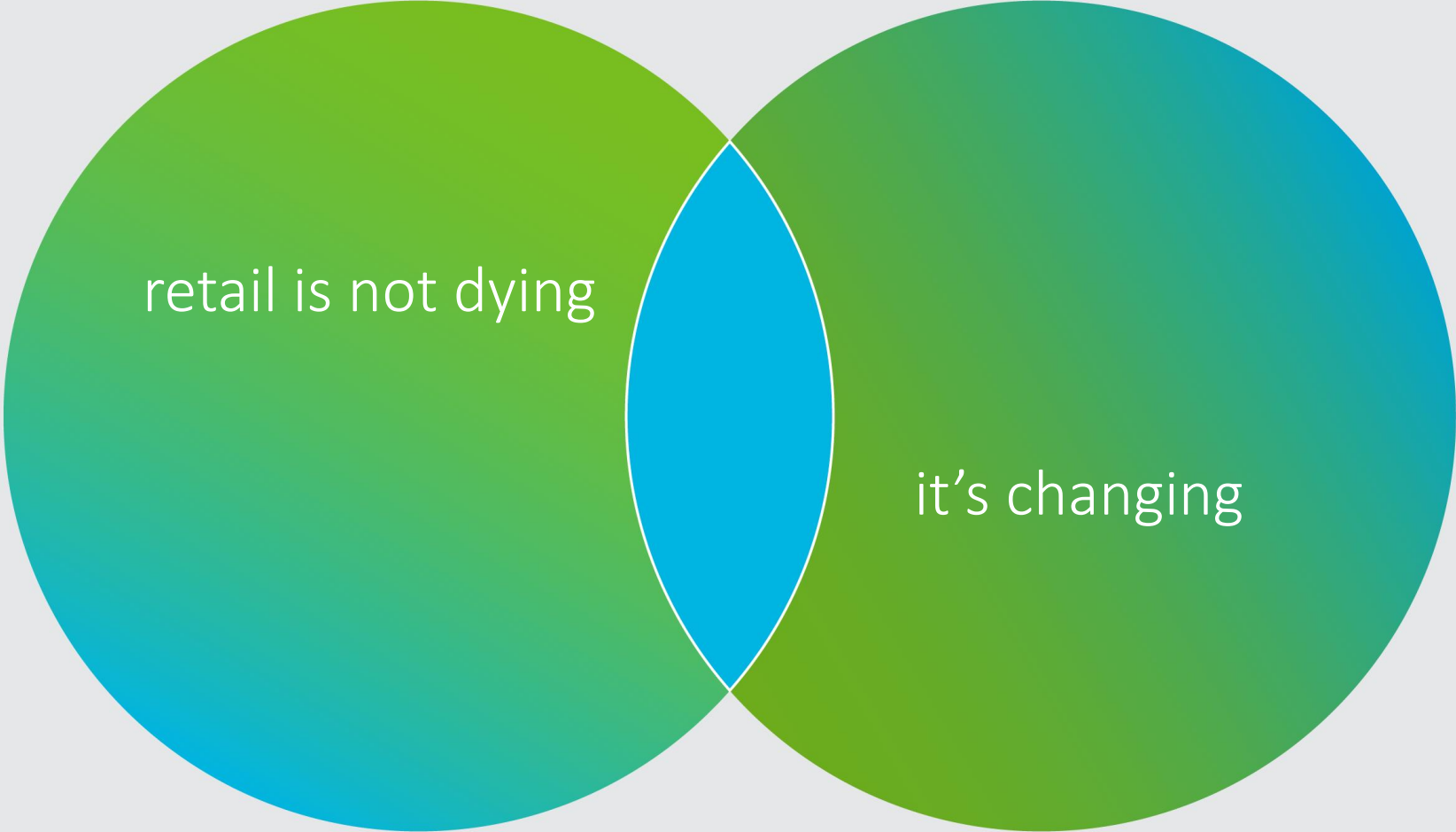
By Robin Levinson-King
BBC News, Toronto

Consumer Confidence



18 Year High

“The high level of confidence reflects a sturdy economic expansion in the U.S. that’s about to turn nine years old with no end in sight. Job openings are at a record high and unemployment is at a 17-year low.”



retail is not dying

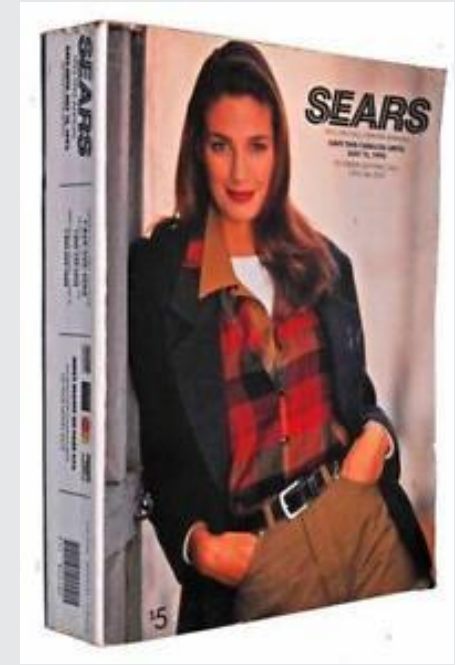
it's changing



Jeff Bezos,
Founder Amazon



Eddie Lampert,
President, CEO &
top shareholder of
Sears Holdings



Catalyst

Apocalypse



ADAPT or DIE

Radio Shack in 1991

13 products advertised

\$3,055

\$6,000+ Today

Economic Apocalypse

Twitter: @BeasleyLacy
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=



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of overall
Retail Sales
are conducted
Online

US Census Bureau

80/20 RULE



Number of U.S. cities, towns, villages by population size

