

RESOLUTION NO. 4895-12

ENTERS INTO AN AGREEMENT WITH RETAIL STRATEGIES

WHEREAS, Retail Strategies submitted an agreement to provide professional consulting and related services to the City of Foley for the purpose of providing the following:

- Custom Demographic Research
- Mosaic Lifestyles
- Retail Gap Analysis
- Retail Peer Analysis
- Thematic Mapping and Aerial Imagery by trade area
- Retail Competitor Mapping/Analysis
- Market Maximization Summary and Strategic Leasing Plan
- Identification of Retail Prospects
- Retailer Recruitment and execution of the Retail Leasing Strategic Plan

WHEREAS, the services provided by Retail Strategies will help accelerate the City's efforts in recruitment of retail business and create a formal plan for retail sites in Foley.

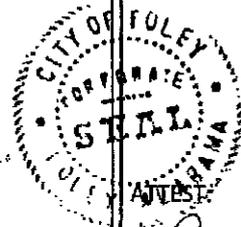
NOW THEREFORE BE IT RESOLVED that the City Council of the City of Foley, Alabama, as follows:

SECTION 1: Appropriates \$5,500 and amends Account No. 01-620-3020 Consultant/Professional Fees.

SECTION 2: Enters into an agreement, which is made a permanent part of this resolution upon its adoption, with Retail Strategies in the amount of \$5,500.

SECTION 3: This Resolution shall become effective immediately upon its adoption as required by law.

PASSED, ADOPTED AND APPROVED THIS 16<sup>th</sup> day of April, 2012.



  
John E. Koniar, Mayor

  
Vickey Southern, CMC  
City Clerk

AGENDA REQUEST FORM

DATE OF WORK SESSION:

4/16/012

DATE OF COUNCIL MEETING:

4/16/012

DEPARTMENT AND PERSON SUBMITTING ITEM: *Jeff Rowzie*

**DESCRIPTION OF TOPIC:** (who, what, when, where, why, and how much)

Would like to hire the services of Retail Strategies to help with supplying necessary data and identifying gaps in the market, and developing specific reports for major retailers that helps identify a need for their store in Foley such as Sporting Goods .Identify sites for National and local Tenants and create a master merchandizing plan for retail locations . This will help accelerate our efforts in recruitment of retail and create a formal plan for retail sites in Foley as well as downtown. Initial contract would be from be from May 1st till September 30<sup>th</sup> for 5,500 .With the option to renew for 3 yrs at a cost of 24,000 1<sup>st</sup> yr and 16,000 in years 2 and 3 either party has the right to cancel contract with 30 days written notice.

DESCRIPTION FOR PUBLISHED AGENDA:

IS DOCUMENTATION ATTACHED (See attached list):  Yes  No

If item was previously approved under a Resolution or Ordinance have you included the number in the documentation?  Yes  No  N/A

Is a copy of the Resolution/Ordinance attached?  Yes  No  N/A

**SOURCE OF FUNDING:**

Please provide the amount requested: 5,500

Is this a budgeted item?  Yes  No

Please provide the budgeted amount: \$ na Account No. *01-620-3020 Prof. Svc.*  
*BB 4/11/2012*

If budgeted, is this a capital purchase, capital project, or special fund?  
na

Was this item included in the Fiscal Year Capital Projects Plan?  Yes  No no##

If yes, please provide the amount included in Capital Projects Plan: \$ na

=====Do Not Write Below This Line=====

*MLT 4/10/12*