

Request to Transfer Departmental Budget Dollars to another category

Effective October 1, 2015 (Resolution # 15-2292), the City Administrator must pre-approve all transfers of departmental budget dollars if the transfer is between different categories. Categories consist of Personnel, Capital Equipment and Operational expenses. After the City Administrator gives approval, the request must go to council for their approval.

To Council 4/2
See Contract - 2 yr renewal.
Place copy in FY 19 budget workpapers

Instructions:

Complete items below and submit to the City Administrator. Once the request is approved, a Resolution item must be submitted in Legistar requesting the Mayor and Council to amend the budget.

Department Head

Department

Date Submitted

Budget Category

If Personnel Accounts, Approval from Human Resources Director is required.

Reason for transfer:

To General Gov
Other Expense

Signature & Date

Amounts to Transfer

From (Account Number & Name)

To (Account Number & Name)

\$ 21,000

100-627-1010

100-620-3020

and

\$ 9,000

100-627-8060

100-620-3020

\$

\$

\$ 30,000

- Total Amount to Transfer Between Categories.

Approval by City Administrator

Signature

Date

Finance Department Use Only:

Budget Adjustment Posted:

Resolution #

Signature

Date

***** THIS COMPLETED DOCUMENT MUST BE ATTACHED TO AGENDA REQUEST IN
LEGISTAR *****

Sue Steigerwald

From: Wayne [wtrawick@trawickb.com]
Sent: Monday, March 26, 2018 1:41 PM
To: Michael Thompson; John Koniar; Miranda Bell; Sue Steigerwald
Subject: RE: Retail Strategies

Mike

We are good for the agenda.

From: Michael Thompson <mthompson@cityoffoley.org>
Sent: Monday, March 26, 2018 8:07 AM
To: Wayne <wtrawick@trawickb.com>; John Koniar <koniar@live.com>; Miranda Bell <mbell@cityoffoley.org>; Sue Steigerwald <ssteigerwald@cityoffoley.org>
Subject: Fwd: Retail Strategies

Hi Wayne,

Are you ready to place the professional service proposal for Retail Strategies on the agenda? With RECON coming up, if we want representation we need to go ahead and make a decision. Their proposal is for \$30k through this calendar year. We have budget dollars available in the Economic Development department, although we will need to move some budget dollars around.

My proposal would be to move \$9k from 627-8050 ^{60 Conventions} Travel, and move \$21k from 627-1010 Salaries, into account 627-3020 ⁶²⁰ Consultant/Professional services.

Mike

----- Forwarded message -----

From: Michael Thompson <mthompson@cityoffoley.org>
Date: Fri, Mar 2, 2018 at 8:41 AM
Subject: Fwd: Retail Strategies
To: John Koniar <koniar@live.com>, Wayne <wtrawick@trawickb.com>, Ralph Hellmich <RHellmich@ogb.state.al.us>

proposal attached.

Mike

----- Forwarded message -----

From: Matt Petro <matt@retailstrategies.com>
Date: Wed, Feb 28, 2018 at 10:26 AM
Subject: Retail Strategies
To: "mthompson@cityoffoley.org" <mthompson@cityoffoley.org>

Mike,

Thank you very much for your time this morning! I really enjoyed connecting with you and discussing the actions needed to be taken in Foley. I completely agree with you that there are several businesses that should be assessing Foley for expansion: Wholesale / Restaurants / Entertainment / Organic Grocery / etc. The momentum that you all have

generated since 2011 has been significant and it is now, more than ever, important to continue that momentum. Continuing the momentum doesn't mean that we continue to add hundreds of thousands of additional square feet. It means we have the ability to be more targeted and focused on the specific businesses that will continue to "rise the tide" in Foley and further solidify the community as a destination for residents and tourists.

Following up our conversation, I have attached a list of our recent recruitment successes in Alabama and a proposal for our service. For the first year 7 months of our service (through October 1) we will not be charging you for the data portion. Yes, we will utilize our own data sources but we will incur those costs. Please let me know if you have any questions!

Moving forward, please let me know if 10:30AM on Friday March 16th works with your team for a meeting in Foley. Thanks and I look forward to seeing you in a few weeks!

All the best,

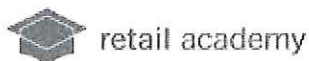
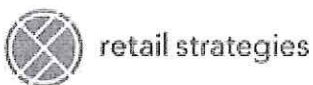
Matt Petro

Chief Development Officer

matt@retailstrategies.com

cell [205.427.7030](tel:205.427.7030)

retailstrategies.com





retail strategies

Foley, AL

Retail Market Analysis & Recruitment

February 2018

Strictly Private & Confidential

There's a lot of potential here.

Technical Proposal

DISCOVERY PROCESS

DATA & ANALYTICS | REAL ESTATE ANALYSIS | COMMUNITY INPUT | RETAIL STRATEGY

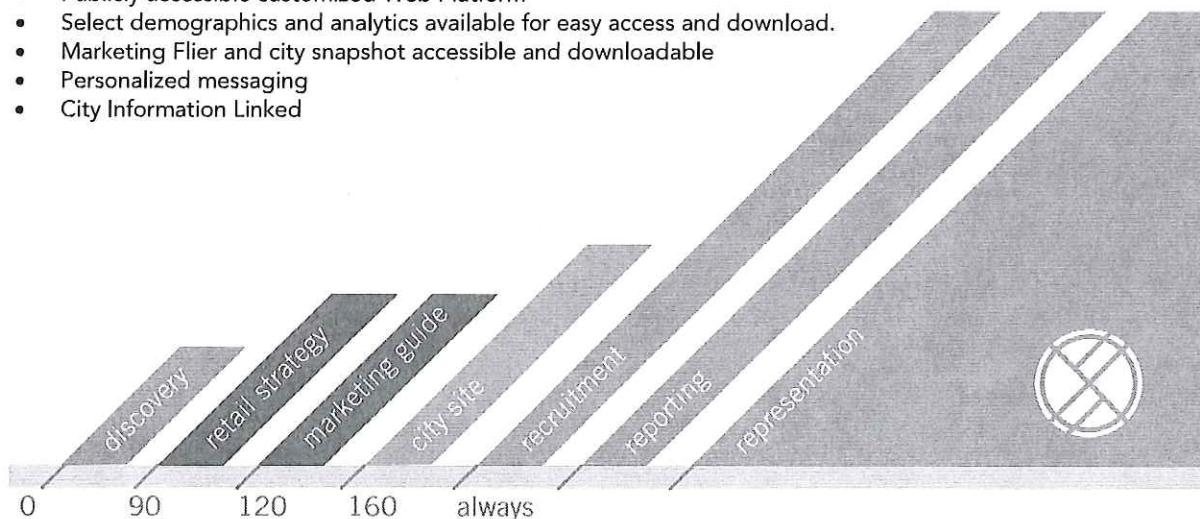
- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Identify and evaluate competing shopping areas
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Consumer Spending Pattern Reports
- Market Outlook Reports
- Aerial imagery of trade area(s)
- Retail competitor mapping/analysis
- Identification of at minimum 30 retail prospects to be targeted for recruitment in the first year of our partnership
- Provide updates on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area
- Analysis of future retail space requirements in relation to the peer markets
- Analyze community's growth potential through the peer analysis and GAP analysis
- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals
- Identify and Evaluate priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)
- Retail Strategy Presented by the Team via Conference Call and/or Skype

RETAIL RECRUITMENT | IMPLEMENTATION | NATIONAL REPRESENTATION

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a regular basis
- ICSC conference representation- updates provided according to the yearly conference schedule
- On Demand Reporting – by partnering with Retail Strategies we become your research arm providing data to our contracting entity as it is requested.
- Active outreach to local brokers and land owners

WEB PLATFORM: CITY SITE

- Publicly accessible customized Web Platform
- Select demographics and analytics available for easy access and download.
- Marketing Flier and city snapshot accessible and downloadable
- Personalized messaging
- City Information Linked



Reporting, Invoicing, and Fee Schedule

The agreement is year to year. However, we structure agreements with an option to renew for a total of thirty-six months (3 years).

Project Fees

The total fee for completion of work is \$150,000 payable in three installments over the 36-month period:

Year 1

- \$30,000 upon execution
- \$20,000 invoiced on October 1, 2018

Year 2

- \$50,000 upon contract renewal date for Year 2. An invoice will be sent 60 days prior to renewal date.

Year 3

- \$50,000 upon contract renewal date for Year 3. An invoice will be sent 60 days prior to renewal date.

Project fees are due within 30 days of receipt of the invoice. Should the Client request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by the Client in advance of commencing any additional work. Pricing valid for 90 days.

Client Responsibilities

Client will designate a project liaison who will serve as Retail Strategies' primary contact during the partnership.

Client will provide information relevant to the project such as prior retail studies, current traffic count data, surveys, maps, aerials, infrastructure plans, and any other plans that may influence the development of the Retail Recruitment Plan.

Client will provide city or organization logo and contact information as it should appear on the marketing material.