

Retail Strategies

Overview

What they do:

- Analyze existing available properties and tenant spaces
- City visits once per year to understand the community
- Retail recruitment (national & regional brands)
- Marketing material for City of Chardon
- Demographic reports for City of Chardon
- Demographic reports for individual properties

What they have done:

- Represent the City of Chardon at ICSC – Las Vegas
- Represent the City of Chardon at ICSC – Chicago
- Assist City of Chardon with selling our property
- Work with our local developers to get their properties in front of regional/national brands
- Retail Academy – Two Day training for City Staff

What they can do for your business:

- Realtors – assist with filling tenant spaces
- Developers – assist with finding tenant for new developments
- Business owners
 - o Market Analysis
 - o Refinancing Data
 - o Demographic Reports

Think Local Business Initiative

- Creation of Chardon business directory
- Signage and advertising
- City website; update to Economic Development section

