

## 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 5th 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://buxtonanalytics.buxtonco.com/>.

### 1. What problems have you encountered or do you foresee when helping retailers or developers locate or expand in your community?

39%	Availability of sites	40%	Regulatory issues
27%	Utility infrastructure	77%	Lack of financing
11%	Roads and access	39%	Local incentives

### 2. Fifty percent of communities surveyed have vacant big boxes or shopping centers that aren't fully leased.

### 3. Of those communities with vacant big boxes/shopping centers, sixty-six percent are increasing marketing efforts to find tenants.

### 4. Of those communities with vacant big boxes/shopping centers, forty-six percent are considering specific financing or incentives targeted to the tenants that locate in the vacant or under-utilized space.

### 5. In your opinion, what is the relative importance of incentives for retailers and retail developers?

48%	Has always been important
47%	Are more important than in the past
5%	Are less important than in the past

### 6. Eighty-two percent of the communities responded have offered incentives (financial or tax) to retailers or retail developers.

### 7. What incentives have you offered to retailers or retail developers?

29%	Facade or building improvement grants/loans	14%	Sales tax sharing or rebates
17%	Loans or loan guarantees	9%	Incentives of "green" initiatives
17%	Infrastructure incentives		
14%	Tax exemptions or abatements		

### 8. Fifty-five percent of the communities surveyed have used Tax Increment Financing for retail development.

### 9. Seventy percent of the communities surveyed feel their Web site has limited effectiveness in the city's marketing efforts.

### 10. Social media is being used in marketing efforts. The breakdown is as follows:

51%	Not currently using social media	25%	LinkedIn
37%	Facebook	12%	YouTube
25%	Twitter	9%	MySpace

### 11. These are the top three retailers communities said they would like to have:

1. Lowes
2. Target
3. Kohl's

### 12. These are the three restaurants communities said they would like to have:

1. Olive Garden
2. Applebee's
3. Cracker Barrel