



retail strategies

Tennessee Placemakers Entrepreneurship Fund

Jenn Gregory, President, Downtown Strategies

Lacy Beasley, President, Retail Strategies



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Jenn Gregory

President, Downtown Strategies

Jenn comes to Retail Strategies with a 10-year career in community development and downtown revitalization. She was the Founding Principal of a consulting firm specializing in downtown rejuvenation with clients throughout the Southeast and served as CEO of a community development agency in Mississippi where she strategically transformed their Downtown.

Jenn also brings extensive governmental affairs expertise from her tenure as Assistant Director of a Federal legislative-branch agency on Capitol Hill.



Lacy Beasley

President, Retail Strategies

Lacy is the President of Retail Strategies and has been involved in retail real estate since 2005. Her experience with *The Shopping Center Group* and the *Dickson County Chamber of Commerce* prior to joining Retail Strategies provide her with the insight to understand the connections needed from the public and private side of the conversation.

Her articles have been published in *Shopping Centers Today*, *Site Selection Magazine* and *AL Retail Federation*. She has spoken on retail trends and best practices in retail recruitment at more than 75 events including ICSC, American Association of Retirement Communities, American Public Power Association, Tennessee Valley Authority, Electricities of NC, Georgia Power, Southeastern Economic Development Council and state-wide economic development and municipal associations in Canada, AZ, LA, OK, TX, TN, AL, NM, MS, KY and GA.

Assess & Plan

Scope of Services

Custom Demographics

- Identification of market trade area using mobile data analysis
- Trade area demographics (population, income, housing, etc.)
- Market and retail GAP analysis for trade area (i.e., leakage and surplus)
- Tapestry lifestyles – psychographic profile of trade area
- Consumer Spending Pattern Reports
- Commute Patterns Report
- Identification of priority business categories for entrepreneurship, recruitment and/or local expansion
- Downtown Building Inventory
- Downtown Walkability Assessment
- Downtown Neighborhood Demographics

Online Thinkific Training Course: Marketing Strategies for Start-ups

- Part I: Launching your Start-up with a Smart Marketing Plan
- Part II: Start-up Success: Essential Digital Marketing Strategies for Entrepreneurs

Downloadable Small Business Support Resources + Online Open Discussion Board

- Small Business Digital Marketing Guide - How to Get Your Store Online in 9 Steps
- How To Optimize Your Facebook Page - An Introductory Guide to Facebook & How to Promote Your Small Business
- Social Media Content Calendar Template
- Open Discussion Board – Collaborate with Other Local Small Businesses

Support & Train

Scope of Services – 6 Month Partnership

Online Thinkific Training Courses:

Session 1: Omni Channel Retail – Get Your Business Online!

Discussion Topics: omnichannel strategy, national retail trends, the future of retail, best practices and real-life examples of successful implementation of omnichannel retail strategies by peer small businesses.

Session 2: Restaurant Recovery Strategies for Success

Discussion Topics: tangible and implementable strategies for restaurateurs to meet consumer needs and tighten up their operations, POS system review, pros/cons of partnering with delivery services, outdoor dining & curbside pick-up, and marketing and branding for success.

Q&A Collaborative Group Calls on Omni Channeling

Two (2) collaborative group calls to discuss, plan, and troubleshoot implementation efforts of omni channeling.

Downloadable Small Business Support Resources

- Small Business Digital Marketing Guide - How to Get Your Store Online in 9 Steps
- How To Optimize Your Facebook Page - An Introductory Guide to Facebook & How to Promote Your Small Business
- Social Media Content Calendar Template
- Restaurant Resource Toolkit with industry trends, strategies for retooling your restaurant menu, claiming your digital presence, and defining your brand

Support & Train

Scope of Services – 6 Month Partnership

Proof Incubators Development and Recovery Course

The **PROOF Tennessee Place Makers Resilience Program** is an intensive 12-week development course for food and beverage establishments of all types, consumer and cottage market brands, looking to scale their business, reach more customers, and expand capacity.

- Available for up to five (5) businesses
- 12-week extensive course

Program Results

60%

Of program participants said they increased sales as a result of the program

90%

Of program participants gained strategic partners, customers, and connections

90%

Of program participants gained confidence in their ability to grow their customer base.

100%

Of program participants would recommend the program to a peer.

Proof Incubators Development and Recovery Course

Program Overview

12-week accelerator/resilience course open to both food & beverage establishments + early-stage and growing consumer goods brands looking to stabilize, optimize, and scale their operations regionally and nationally through a curriculum and program that features weekly group courses covering topics such as :

- strategic marketing
- logistics & distribution
- innovation & sustainability
- access to national distribution
- product development
- HR & work force development
- raising funds & capital - debit grants, venture capital raises and more
- online optimization
- brand development
- SOP'S Operational alignment

This course will also include weekly individual coaching sessions with industry mentors focused on the company's specific needs and goals. Some programs will culminate with an event to activate their local marketplace and storefronts to increase exposure to the businesses, drive foot traffic and excitement to the developing areas of cities, as well as create an annual lasting event focused on local owners and makers across Tennessee.

Module 1 (Weeks 1-4)

Companies will access Proof's learning platform, working through optimization and resiliency course curriculum

Module 2 (Weeks 5-8)

Weekly live zooms for Q&A's with industry experts and workforce development training + online optimization

Module 3 (Weeks 9-12)

Weekly dedicated coaching + 30-60-90 day strategy + implementation

Pivot & Recover – Year 1

Program Overview

Scope of Services – Year 1

Y1 - Q1: Local Business Training & Market Research

Live Virtual Training: Omni Channel Retail – Get Your Business Online!

Discussion Topics: omnichannel strategy, national retail trends, the future of retail, best practices and real-life examples of successful implementation of omnichannel retail strategies by peer small businesses.

Downloadable Small Business Support Resources

- Small Business Digital Marketing Guide - How to Get Your Store Online in 9 Steps
- How To Optimize Your Facebook Page - An Introductory Guide to Facebook & How to Promote Your Small Business
- Social Media Content Calendar Template

Custom Demographics (Delivered in Q3)

- Identification of market trade area using mobile data analysis
- Trade area demographics (population, income, housing, etc.)
- Market and retail GAP analysis for trade area (i.e., leakage and surplus)
- Tapestry lifestyles – psychographic profile of trade area
- Consumer Spending Pattern Reports
- Commute Patterns Report
- Identification of priority business categories for entrepreneurship, recruitment and/or local expansion
- Downtown Building Inventory
- Downtown Walkability Assessment
- Downtown Neighborhood Demographics

TENNESSEE PLACEMAKERS

Pivot & Recover – Year 1

Scope of Services – Year 1

Y1 - Q3: Local Business Training & Market Research

Retail Strategies team delivers custom demographics to City team via Zoom.

Live Virtual Training: Restaurant Recovery Strategies for Success

Discussion Topics: tangible and implementable strategies for restaurateurs to meet consumer needs and tighten up their operations, POS system review, pros/cons of partnering with delivery services, outdoor dining & curbside pick-up, and marketing and branding for success.

Downloadable Small Business Support Resources

- Restaurant Resource Toolkit with industry trends, strategies for retooling your restaurant menu, claiming your digital presence, and defining your brand.

Pivot & Recover – Year 1

Scope of Services – Year 1

Y1 - Q4: Real Estate Research & 1:1 Coaching

Retail Strategies team begins Real Estate Analysis

1:1 Coaching

Five (5) office hours dedicated for 1-hour virtual follow-up meetings, by appointment, to privately consult and coach on retail and/or market challenges or roadblocks with the five (5) businesses from Q2.

- Delivery of Industry Specific Resources

Real Estate Analysis

- Identification of ten (10) most marketable sites to attract new business.
- Locate Best Retail Opportunity for each of the following:
 - Highest and Best Use Opportunity
 - Vacant Building or Space
 - Developable Land
- Curation of Flyer for each identified site
- Demographics run from each identified property
- Aerial imagery of each site
- Identification of priority business categories for recruitment and/or local expansion

TENNESSEE PLACEMAKERS

Pivot & Recover – Year 2

Scope of Services – Year 2

Y2 – Q1: Local Business Training & Real Estate Research

Live Virtual Training: Modernizing your Business Operations

Downloadable Small Business Support Resources

- Modernization guide with best practices and recommendations for integrated point of sale system, inventory, accounting, COGS and pricing.

Retail Strategies team delivers real estate analysis to City team via Zoom.

Pivot & Recover – Year 2

Scope of Services – Year 2

Y2 – Q2: Property Owner Training & Accountability

Live Virtual Training: Market Research, Business Recruitment & Marketing for Property Owners

90-minute live virtual training and dialogue session via Zoom empowering owners of properties identified in Real Estate Analysis with tools they can use for business recruitment including:

- Identification of market trade area using mobile data analysis
- Trade area demographics (income, educational attainment, and housing)
- Market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Consumer Spending Pattern Reports
- Curation of Flyer for each identified site
- Demographics run from each identified property
- Aerial imagery of each site
- Identification of priority business categories for recruitment and/or local expansion

Small Business Group Accountability Call

Live Zoom call with all small businesses who have participated throughout partnership to get feedback, discuss roadblocks and successes, and feed off of group synergy to provide accountability and celebrate success. Participants include:

- Registrants of all webinars
- Benefactors of 1:1 coaching hours
- City team

Pivot & Recover – Year 2

Scope of Services – Year 2

Y2 - Q3 & Q4: Reporting & Grant Close-out

Data Reporting

Retail Strategies team will assemble End of Partnership report for City and TNEDC to include:

- Registrants of all webinars and training modules
 - Name
 - Business Name
 - Number of Employees
 - Business Sector (Retail, Restaurant, Service, Industry, etc.)
- Benefactors of 1:1 coaching hours
 - Name
 - Business Name
 - Number of Employees
 - Business Sector (Retail, Restaurant, Service, Industry, etc.)
- Market Analysis Deliverable
- Real Estate Analysis Deliverable

Grant Close-Out

Officially close-out grant with City team and TNEDC.



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Questions?

Jenn Gregory, President, Downtown Strategies

Lacy Beasley, President, Retail Strategies

