



Retail Academy Grant Application

The University of Texas at San Antonio’s Institute for Economic Development is offering a grant opportunity to communities across the State with a population of less than 25,000 to help the selected communities increase revenues from retail. This grant will fully fund qualified cities to complete the Retail Academy program at a date to be determined in the fall or winter of 2020 in San Antonio, TX area. The goal is to provide these cities with the resources and education necessary to enhance their retail landscape and improve their economy as a whole. Retail Academy will educate communities on best practices to attract new retailers while providing resources support to existing local businesses. Retail Academy will empower these cities to increase their local sales and property tax collections as well as increase the overall quality of life. The program is described below.

\$10,000 Value

Retail Academy is a program developed from a leading national retail advisory firm, Retail Strategies. The program assists communities in strengthening their retail landscape. Communities will be trained and equipped with the tools and education necessary to attract new retailers to their markets, while providing support to their existing local businesses.

EXAMPLE DEMOGRAPHICS

Peer Analysis
Mobile Tracking Data
GAP Analysis
Trade Area
Demographics Overview

RETAIL RECRUITMENT TOOLS

Expert analysis
Customized Marketing Guide
Aerial Map with Retailers
Elevator Pitch

ICSC OVERVIEW

Regional Conference
Deal Making
Networking
Education

REAL ESTATE EXPERT SPEAKERS

Current Industry Trends
Site Selection 101
Retail Recruitment & Marketing
Public/Private Partnerships

CITIES ELIGIBLE:

Any Texas community with a population less than 25,000.





retail academy

Retail Academy Event

All applicants should plan to attend Retail Academy in San Antonio in fall/winter of 2020. Date and location TBD. **Communities are responsible for covering hotel and travel costs only.**

Please fill out all fields in this application to qualify your community for the grant.

Name of City: _____

Point of Contact: _____ Title: _____

City Mailing Address: _____

Phone Number: _____ Email: _____

Retail Committee

List up to three (3) persons (name and title) who will attend the Retail Academy and be actively involved in executing the retail plan after the training:

1. _____

2. _____

3. _____

Upload a commitment letter from the Mayor to support the effort of retail recruitment

Digital Signature: _____ Date: _____





Questionnaire

1. Would you like to see more retail and restaurants in your community?

Yes

No

2. Describe your community's current retail conditions – are you gaining or losing retailers, are your local sales tax revenues increasing or decreasing, are national retailers (chain stores) growing in your community, are your local retailers growing, what retail areas does your community lack (clothing, restaurants, furniture, etc.)?

3. Describe your community's current retail recruitment strategy and your successes and challenges.

4. Describe how you work with and support your local retailers now.

5. Describe your goals for the Retail Academy and the team that will help you implement the retail plan.

6. Is your community experiencing trauma due to a major natural disaster that occurred not more than 3 years ago?

Yes

No

CONTINUE ON NEXT PAGE





Questionnaire (PAGE 2)

7. The community has suffered a loss of 20 percent or more in their total jobs caused by the closure of a military facility or other employers within the last 3 years?

Yes

No

8. Has your community experienced Long-Term poverty as demonstrated by being a former rural empowerment zone, rural economic area partnership zone, rural enterprise community, champion community, or a persistent poverty county as determined by USDA's Economic Research Service?

Yes

No

9. Is your community 4A or 4B?

4A

4B

10. What is your unemployment rate? (TX rate is 3.7% unemployment)

- a. Exceeds the state rate by 25% or more
- b. Exceeds the state rate by less than 25%
- c. Is equal to or less than the state rate

GRANT DETAILS

The Academy is a two-day course that will provide training and materials directly related to your community and its retail prospects.

2-3 community members who can devote time over the coming year to retail development and recruitment are required to attend the entire session. Attendees should be from local government, chambers of commerce, real estate or other similar fields who are committed to

working with retailers and property owners for the next year or more.

Retail development is a long-term economic development strategy and will require a concerted effort over several years. This Academy will provide helpful tools, training and resources that will assist in your retail development efforts.

