

Our Success

Taft, California

Taft and Retail Strategies began a partnership in 2018 where we identified retail and restaurant concepts that were the right fit for the community. Taft found the use of the Mobile GPS Study helpful in the pursuit and storytelling to retailers.

When leveraging this data from Retail Strategies they were able to articulate how their town of just over 9,500 population, brings in more than 23,000 people during different dayparts making Taft much more intriguing to retailers.

Quote from a News Article – Mark Staples, Director of Planning & Development

Retail Strategies has accomplished a lot in the first year of the contract for the city and more importantly, carry a lot of credibility with the retail firms the city is trying to attract. That's been the biggest benefit...to compile this information that retailers are looking for.

Retail Strategies compiles demographic lists, charts and maps that highlight more than just the census figures showing Taft's population. They produce maps, charts and statistics showing the number of people living within the area and driving time of the city plus how many people drive through the area each day.

Sales Tax Collections \$124,800 Annually



Job Creation 90

