



# Retail Economic Development Plan Update

4/2/2018



## City of McKinney Retail Strategy

**Strategy Statement: To create a vibrant and sustainable shopping, dining and entertainment destination to be enjoyed by residents of McKinney and the surrounding areas; to promote new retail and mixed-use developments in new and emerging areas and encourage revitalization in those established areas – ensuring that McKinney continues to be the #1 Best Place to Live in America.**

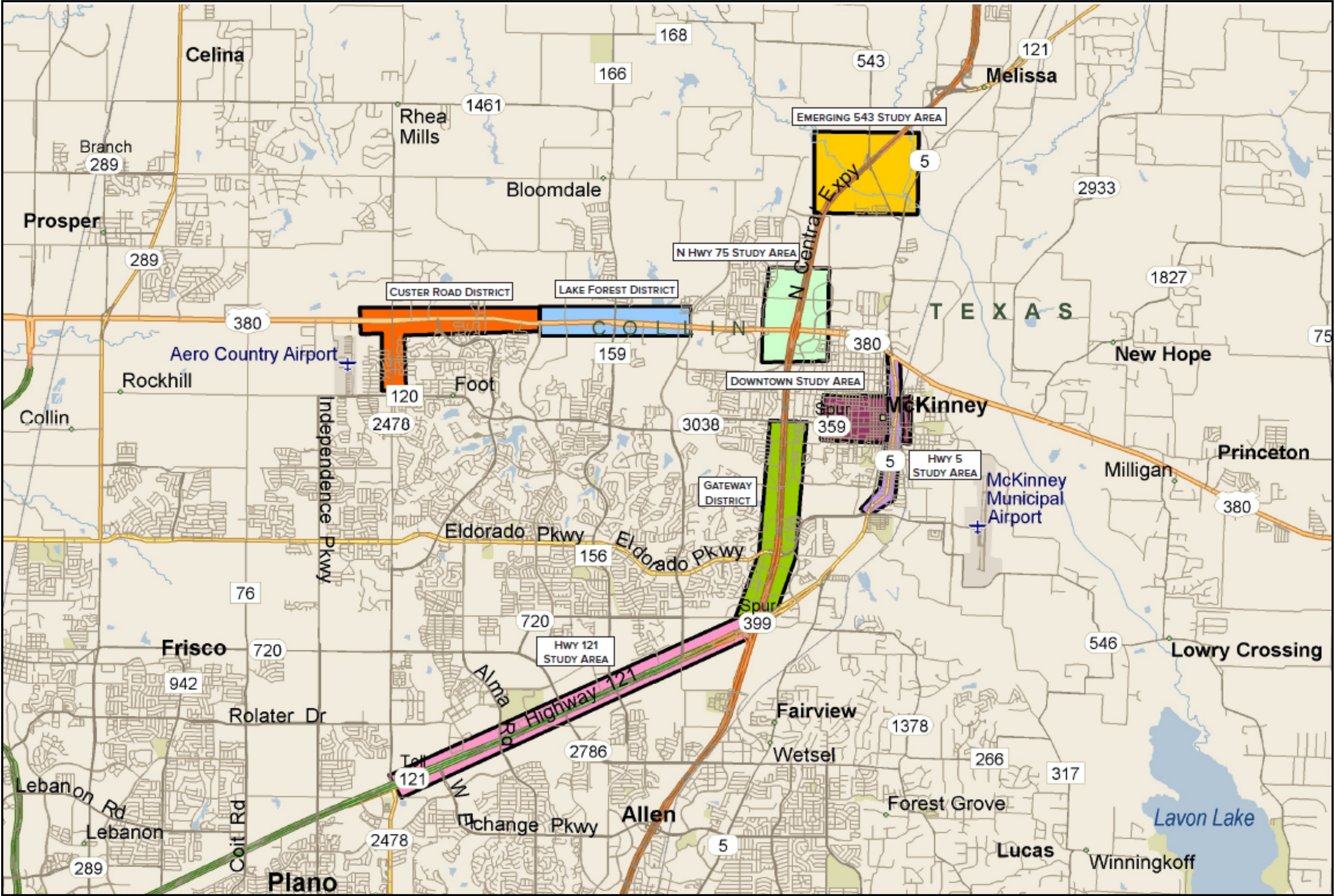


## Retail 360 Process

- Data Collection
  - ★ Submarket Determination/Focus
  - ★ License Plate Analysis
  - ★ Cell Phone Shopper Analysis
  - ★ Demographics
  - ★ Psychographics
  - ★ Retail Leakage
- Retailer and Developer Matching
- Site Marketing/Retailer Marketing
- ICSC Presence

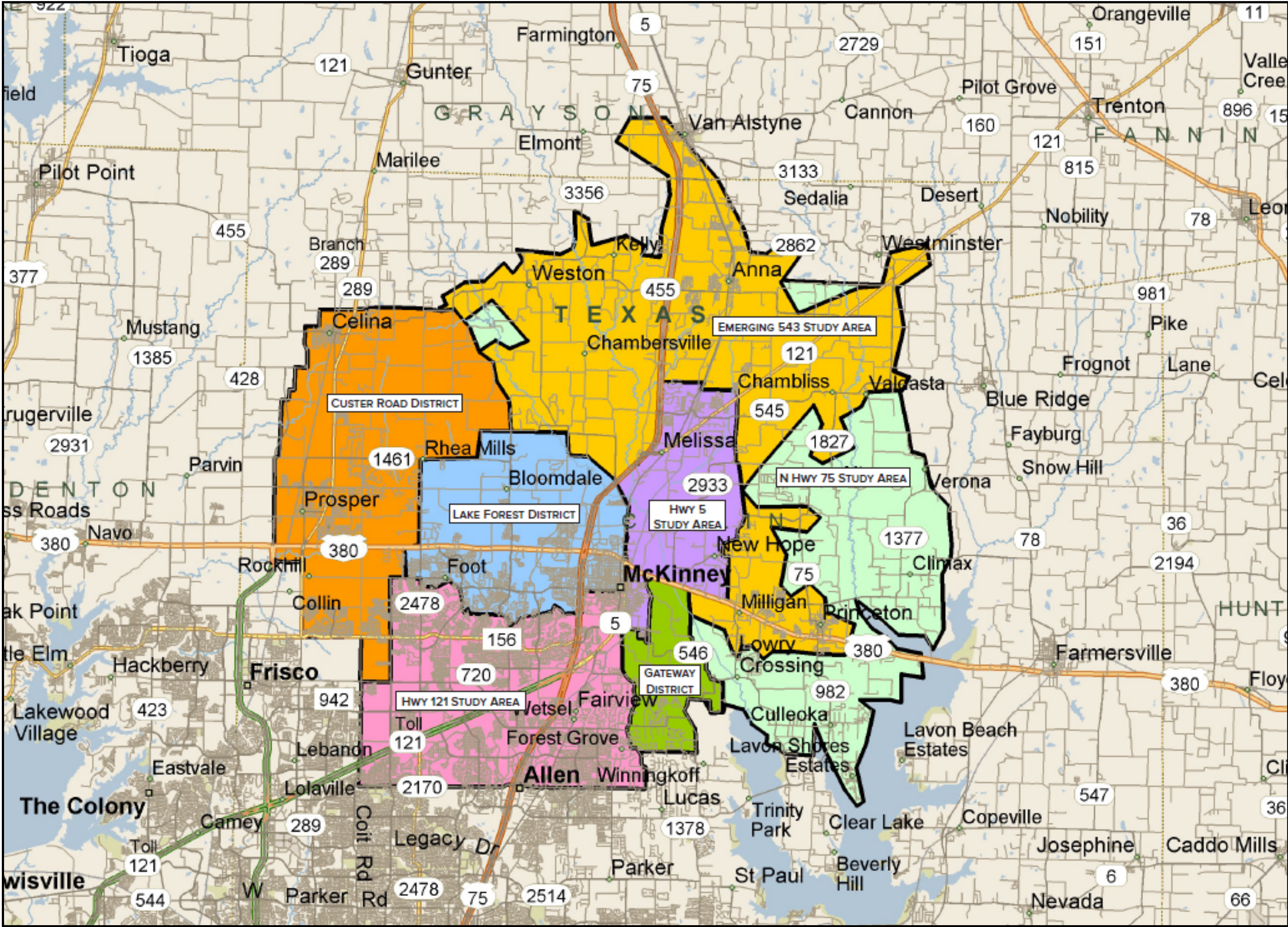


Submarkets





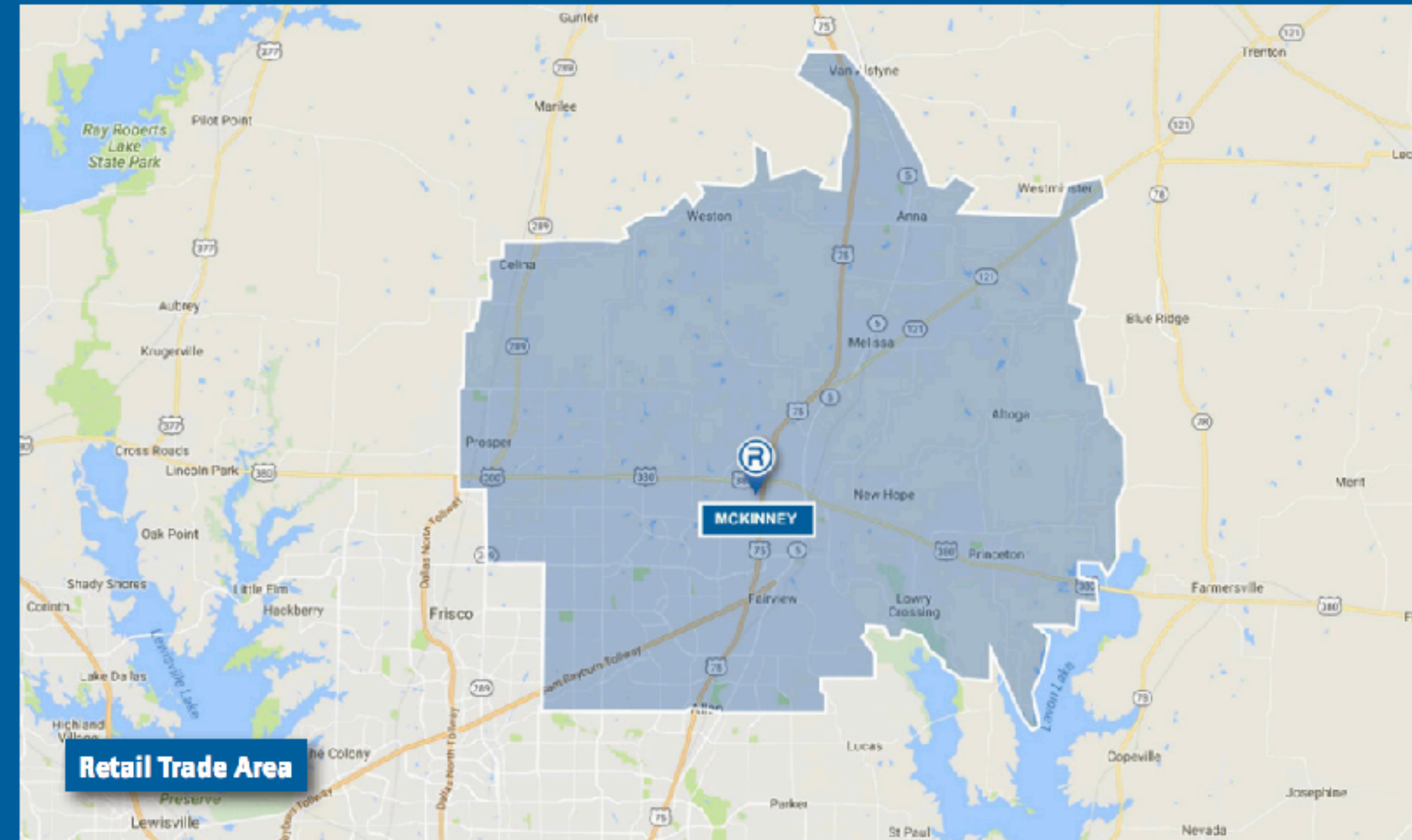
# Retail Trade Areas





# 2018 Data Update

## Retail Market Profile 2018



## Contact Information

**Cindy Schneible, Executive Director**  
McKinney Community Development  
Corporation  
5900 Lake Forest Drive, Suite 110  
McKinney, Texas 75070

Phone 214.544.0296  
Cell 214.755.4829

cschneible@mckinneycdc.org  
www.mckinneycdc.org

March 2018. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2018 ESTIMATE	202 PROJECTIO
Retail Trade Area	113,307	270,412	375,906	417,709

**Income**

	2018 ESTIMATE
Average Household	\$128,242
Median Household	\$99,131
Per Capita	\$42,733

### **Educational Attainment**

	2011 ESTIMATE
Graduate or Professional	16.3%
Bachelor's Degree	32.6%
Associate Degree	8.2%
Some College, No Degree	20.3%
High School Graduate	16.4%
Some High School, No Degree	2.8%
Less than 9th Grade	3.4%

### Race Distribution

	2011 ESTIMATE
White	69.78%
Black or African American	10.36%
American Indian/ Alaskan	0.68%
Asian	10.47%
Native Hawaiian/ Islander	0.08%
Other Race	5.10%
Two or More Races	3.53%
Hispanic or Latino (of any race)	15.79%

**Age**

GROUPS	2018 ESTIMATE
9 Years and Under	15.08%
10-17 Years	13.57%
18-24 Years	9.36%
25-34 Years	10.71%
35-44 Years	16.17%
45-54 Years	15.19%
55-64 Years	10.13%
65 Years and Over	9.78%
DISTRIBUTION	2018 ESTIMATE
Median Age	35.88
Average Age	35.24



# Next Steps



TARGETED RECRUITING ON YOUR BEHALF

# Continuing to Recruit Retailers and Developers

Leveraging Relationships to Close Deals or Leveraging Relationships to Finalize Transactions

- 30+ Years of national brand and developer connections
- First retail consulting firm to recruit retailers and developers
- 12 month recruiting process
- Staff members dedicated solely to retail recruitment
- Personal contacts are key



**Phase 6:**

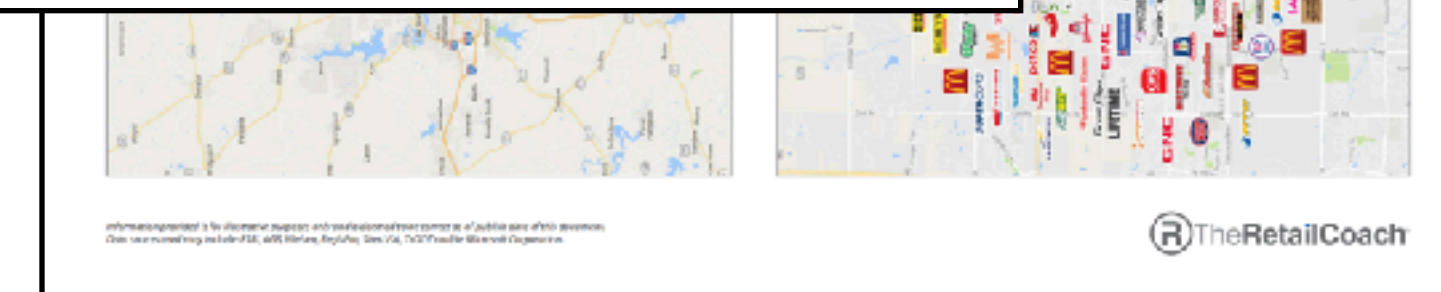
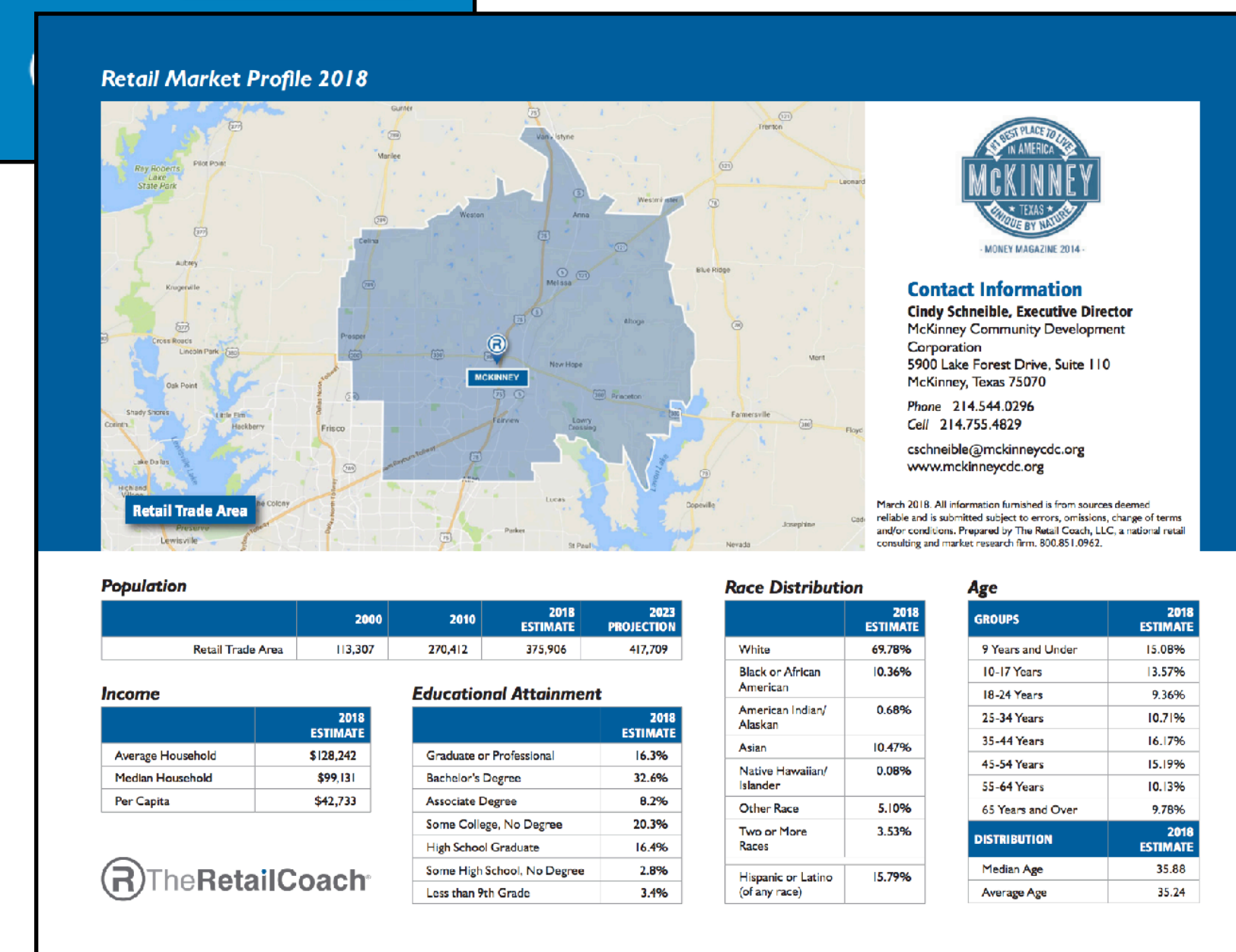
**RECRUITING RETAILERS  
& DEVELOPERS**



# Marketing

We provide everything retailers, developers, and site sectors need, in the format they want to see it.

- Retail Market Profile
- Retailer Feasibility Packages





## Site Focus

The first question an interested retailers asks is: “Where can I put my business? Send me possible sites that fit my needs.”

## Current Focus Sites

- ★ Southgate
- ★ HUB 121
- ★ Hardin and 380
- ★ Lake Forest and 380
- ★ The Avenue at McKinney
- ★ Northgate
- ★ Davis at the Square



## Successes

Our focus is building and maintaining relationships with potential retailer and developer prospects for McKinney.

- Costco and other padsites/tenants at Hardin and 380
- 380 and Lake Forest pad sites
- Restaurant Row RFP
- Sweet Shop/Ice Cream Cafe



# ICSC Recon - May 20-23





## Coaching & Ongoing Support:

We Become Part of Your Team

- We provide ongoing coaching & support to make sure your team is successful in recruiting new retailers and developers





## Take a long-term approach

Retail recruitment is a process - not an event







C. Kelly Cofer  
President/CEO

c) 662.401.4327

o) 662.844.2155

[www.TheRetailCoach.net](http://www.TheRetailCoach.net)  
[ckcofer@theretailcoach.net](mailto:ckcofer@theretailcoach.net)