



Legislation Text

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TO: Chair and Members of the Board

FROM: Samuel A. May, Executive Director

DATE: October 9, 2018

APPROVING AN AGREEMENT WITH BUXTON COMPANY FOR RETAIL SITE SELECTION AND MARKET ANALYSIS SERVICES

BACKGROUND: Buxton will provide direction to the MCRA in retail site selection and development as follows:

- identify Margate's community profile;
- define and evaluate Margate's trade area;
- profile Margate's residential customers;
- match retailers and restaurants to Margate's market potential;
- create individualized marketing packages for up to twenty (20) targeted retailers;
- provide business retention tools using SCOUT, a web-based Buxton Analytics Platform

The proposal also includes access to LSMx (Local Store Marketing), a proprietary customer acquisition solution which includes up to 25 LSMx monthly subscriptions. LSMx is a tool designed specifically for small business owners and franchisees.

RECOMMENDATION: For Approval

FISCAL IMPACT: \$50,000 budgeted in 140-0510-512.31-09 Professional Services-Other

CONTACT PERSON: Samuel A. May, Executive Director