



**CITY COUNCIL EXECUTIVE COMMITTEE MEETING
CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL,
#1 CITY HALL PLACE, PUEBLO, COLORADO 81003.**

**MONDAY, OCTOBER 23, 2023
5:30 PM**

Individuals Requiring Special Accommodations Should Notify the City's ADA Coordinator at (719) 553-2295 by Noon on the Friday Preceding the Meeting.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Agenda

CALL TO ORDER

PRESENTATIONS

- | | |
|--|-----------|
| A. CITY UPDATE
Laura Solano, Chief of Staff
5 minute presentation | 5:30 p.m. |
| B. PUEBLO HERITAGE MUSEUM - 2024 BUDGET REQUEST
Meral Jones - Director
15 minute presentation | 5:35 p.m. |
| C. RETAIL STRATEGIES
Scott VonCannon
10 minute presentation | 6:00 p.m. |
| D. CITY COUNCIL BOARD/COMMISSION UPDATE
City Council Members
10 minute presentation | 6:20 p.m. |
| E. 2024 BUDGET WORK SESSION
Nicholas Gradisar, Mayor
Laura Solano, Chief of Staff
Alexandria Romero, Director of Finance
30 minute discussion | 6:30 p.m. |

ADJOURNMENT



retail strategies

PUEBLO, COLORADO

Presentation



Scott VonCannon, CCIM

Chief Operating Officer

Scott vonCannon came to Retail Strategies from Nashville, TN with an extensive background handling economic and community development marketing initiatives. He brings experience working with State officials, Economic Developers, Chambers of Commerce, and municipalities to help promote business growth within communities, regions and States throughout the Country.

Scott has been involved in all aspects of the company including sales, retail recruitment, and client management. Scott has been a licensed real estate professional since 2013, obtaining his **CCIM** designation. He has spoken at numerous statewide and regional conferences on several topics, such as retail attraction, expansion, trends, and development. Scott sits on the *Economic Development Association of Alabama* (EDAA) Retail Committee as well as serves as the *ICSC P3 Private Chairperson* for Mississippi and Alabama. He is also actively involved in philanthropy events, such as sitting on the *Big Brothers Big Sisters* junior board in Birmingham.

He graduated from *Auburn University* with a bachelor's degree in Business Administration with a concentration on Marketing. Scott enjoys spending time with his wife and daughter and enjoys traveling, sports, and spending time outdoors.



retail strategies



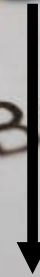
retail strategies

Market Analysis

Strategic Planning

Feedback

Results





Industry Involvement



WHY US?

Industry Leaders

150 years of retail real estate experience

Direct connections to retailers & developers

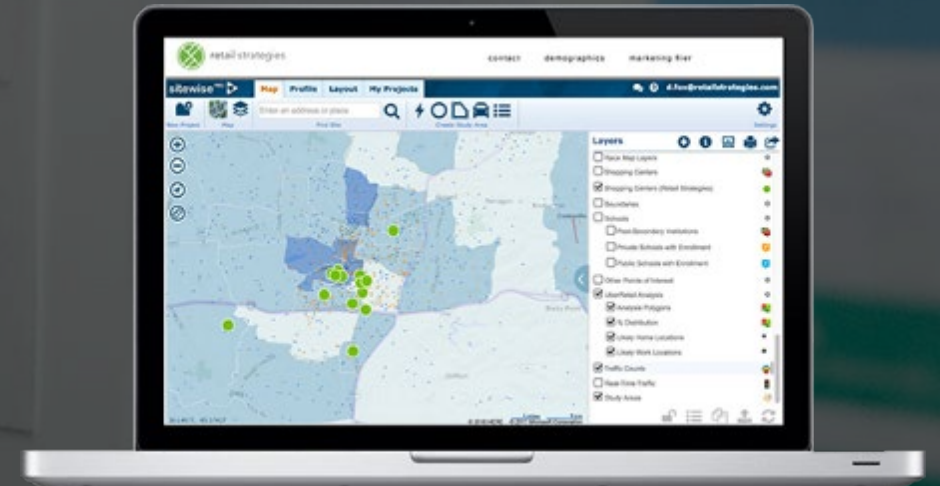
Hands-on approach



DISCOVER

Data & Analytics

- Customized Trade Area
- Peer Analysis
- Gap Analysis
- Consumer Behavior Models
- Mobile Data Analysis (Cell phone tracking)



DISCOVER

Customized Trade Area



212,115+

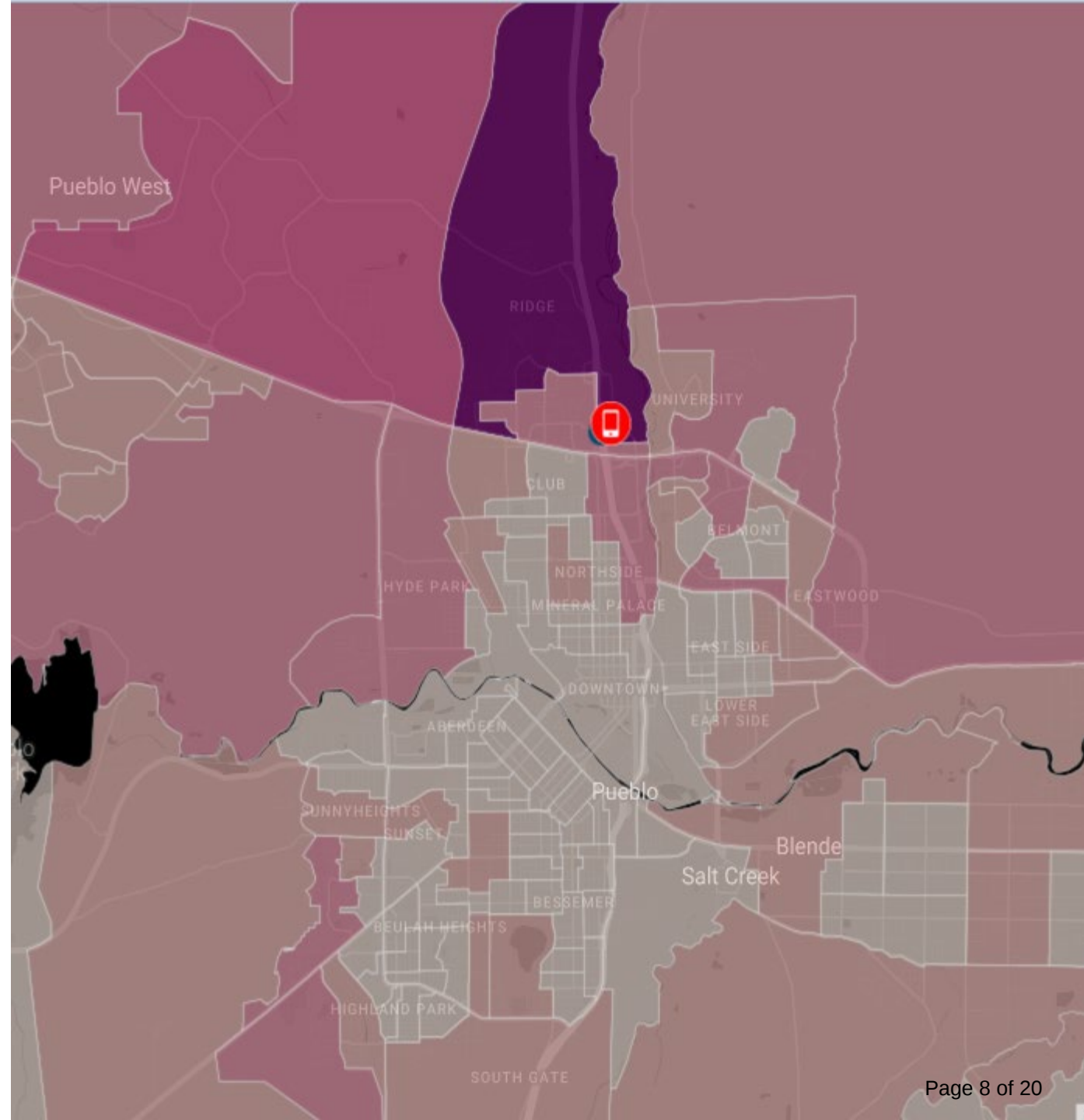
2022 estimated population

40

Average Age

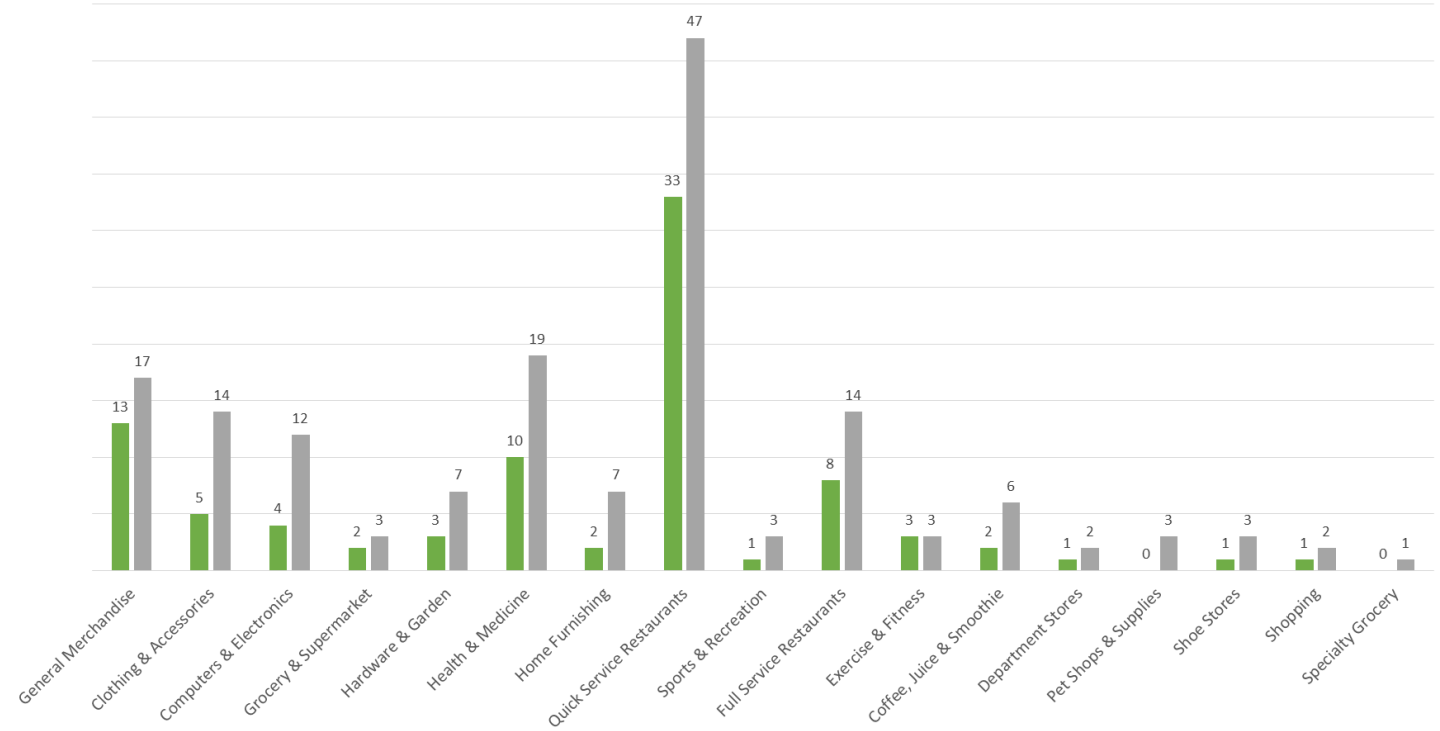
6.06%

Growth Rate



Peer Analysis

How you measure
up to similar
communities.





CONNECT

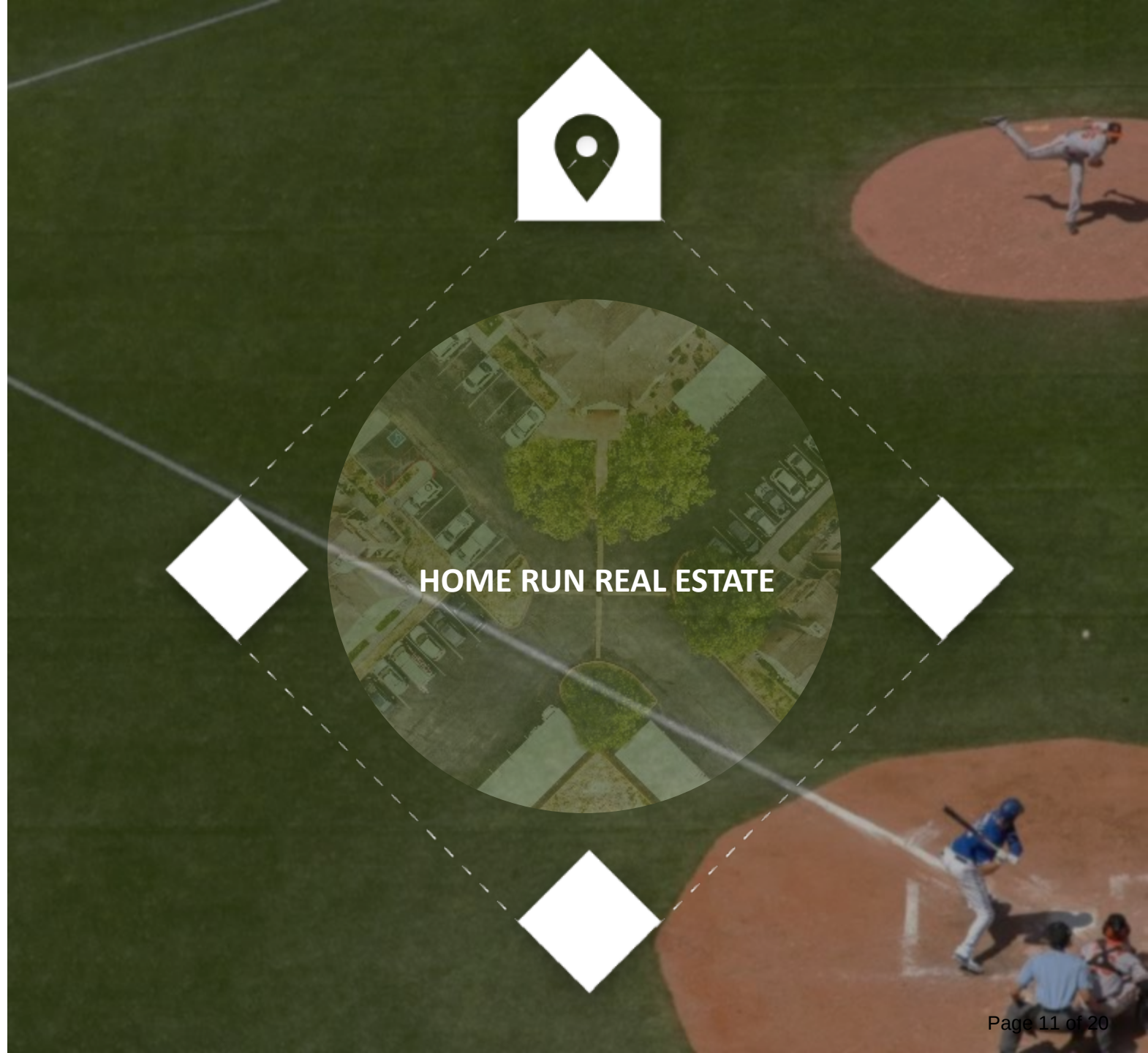
Real Estate Analysis

- Universal Site Metrics
- Inventory

CONNECT

Universal Site Metrics

- Signage/Visibility
- Parking
- Access
- Co-Tenancy
- Traffic



DISCOVER

Low-Hanging Fruit

2 Vacant
K-Mart's



CONNECT

Success Stories



retail strategies

Before



After



CONNECT

Low-Hanging Fruit

Vacant Sears



CONNECT

Success Stories



retail strategies

Before



After



ADVANCE

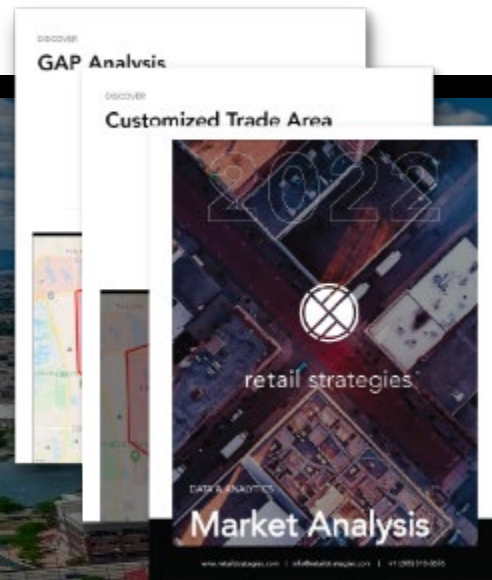
Our Partnership

- Your Deliverables
- The Team
- Our Relationships

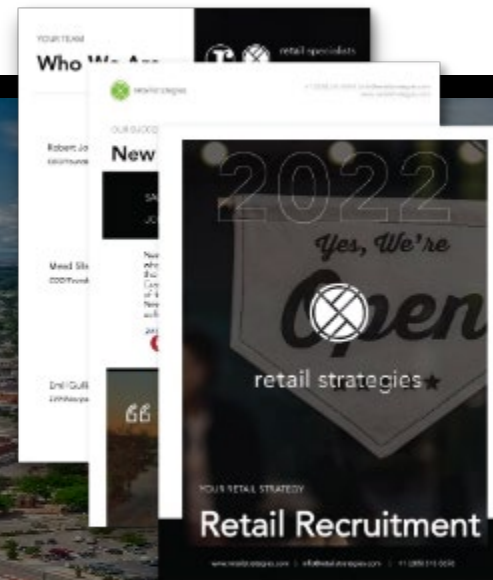


ADVANCE

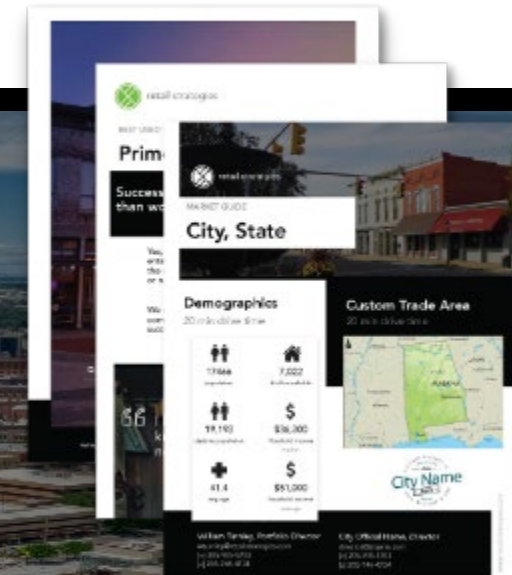
Deliverables



Market
Analysis



Retail
Recruitment
Plan



Marketing
Guide

ADVANCE

Your Team

With a 5:1 client-to-staff ratio, we are dedicated to our client communities' needs.



Sarah Beth Thornton
Vice President of
Business Development



Megan Jimenez
Retail Development Coordinator



Madison Neal
Portfolio Director



Lacy Beasley
President



Clay Craft
VP of Client Services



Scott vonCannon
COO



Laura Marinos
Downtown Client Services



Madeline Farr
Retail Academy

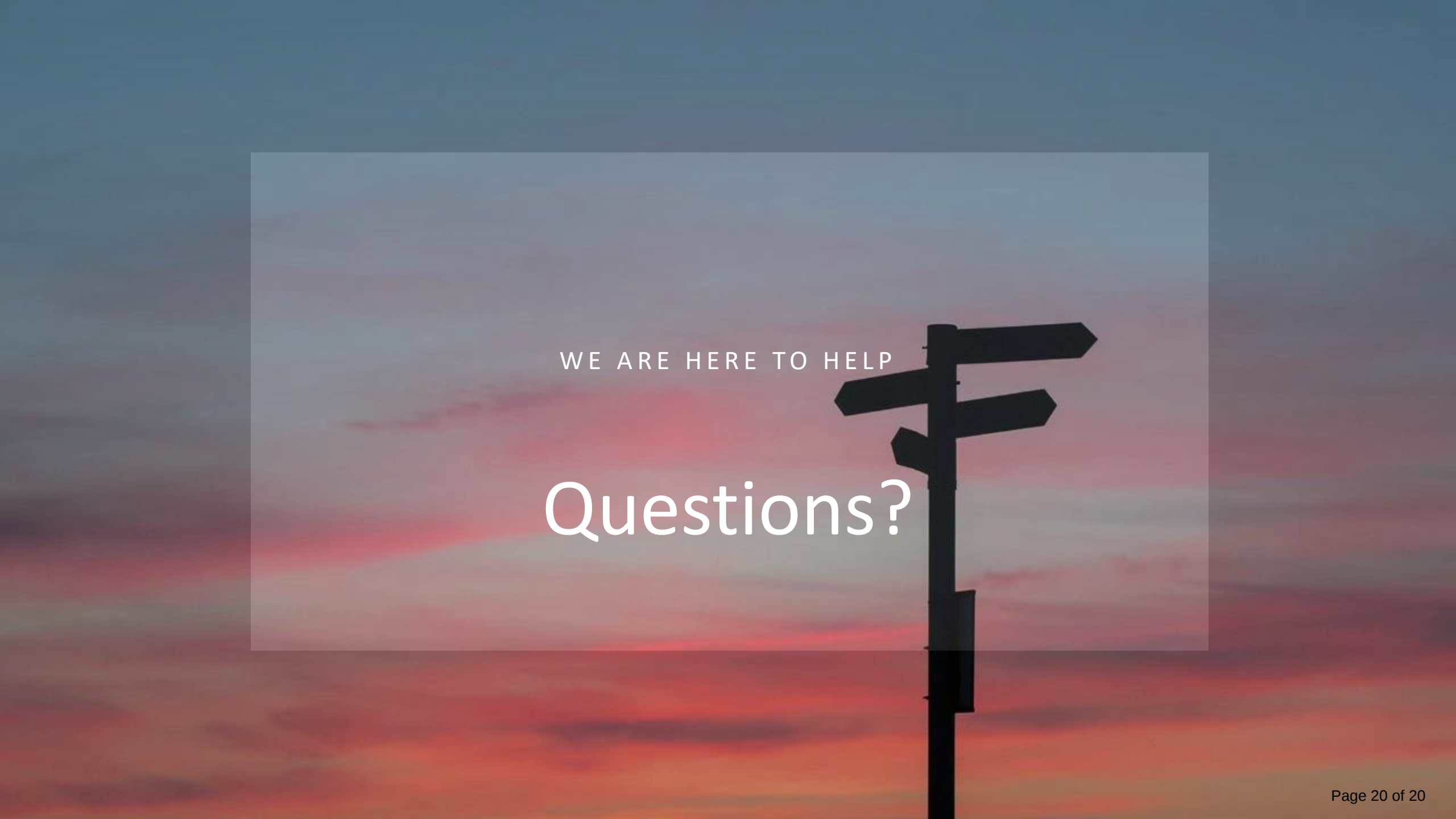


Ryder Richards
Creative Director

ADVANCE

Relationships



The background of the slide is a photograph of a sunset or sunrise sky, with colors ranging from deep blue at the top to vibrant orange and red at the bottom. A black silhouette of a signpost with several directional arrows is positioned on the right side of the frame. The text is overlaid on a semi-transparent white rectangular area in the center-left.

WE ARE HERE TO HELP

Questions?