



CITY OF OSAGE BEACH
SPECIAL BOARD OF ALDERMEN MEETING

1000 City Parkway
Osage Beach, MO 65065
573/302-2000 FAX 573/302-2039
www.osagebeach.org

TENTATIVE AGENDA

SPECIAL MEETING

September 26, 2019 - 6:30 PM
CITY HALL

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

NEW BUSINESS

A. Buxton Presentation

ADJOURN

Representatives of the news media may obtain copies of this notice by contacting the following:

Tara Berreth, City Clerk
1000 City Parkway
Osage Beach, MO 65065
573-302-2000 ex 1020

If any member of the public requires a specific accommodation as addressed by the Americans with Disabilities Act, please contact the City Clerk's office forty-eight hours in advance of the meeting at the above telephone number.

City of Osage Beach
Agenda Item Summary

Date of Meeting: September 26, 2019
Originator: Jeana Woods, City Administrator
Presenter: Jeana Woods, City Administrator
Date Submitted: September 20, 2019

Agenda Item:
Buxton Presentation

Requested Action:
Presentation by Buxton Company

Ordinance Referenced for Action:
Not Applicable

Deadline for Action:
None

Budgeted Item:
Not Applicable

Department Comments and Recommendation:
Not Applicable

City Attorney Comments:
Not Applicable

City Administrator Comments:
Buxton Company is a leading consumer analytic company who partners with municipalities to provide city government solutions for retail recruitment, retail base support, tax base increases through attraction, understanding the retail market, and other long-term economic development strategies through data, technology, and expertise of the markets.

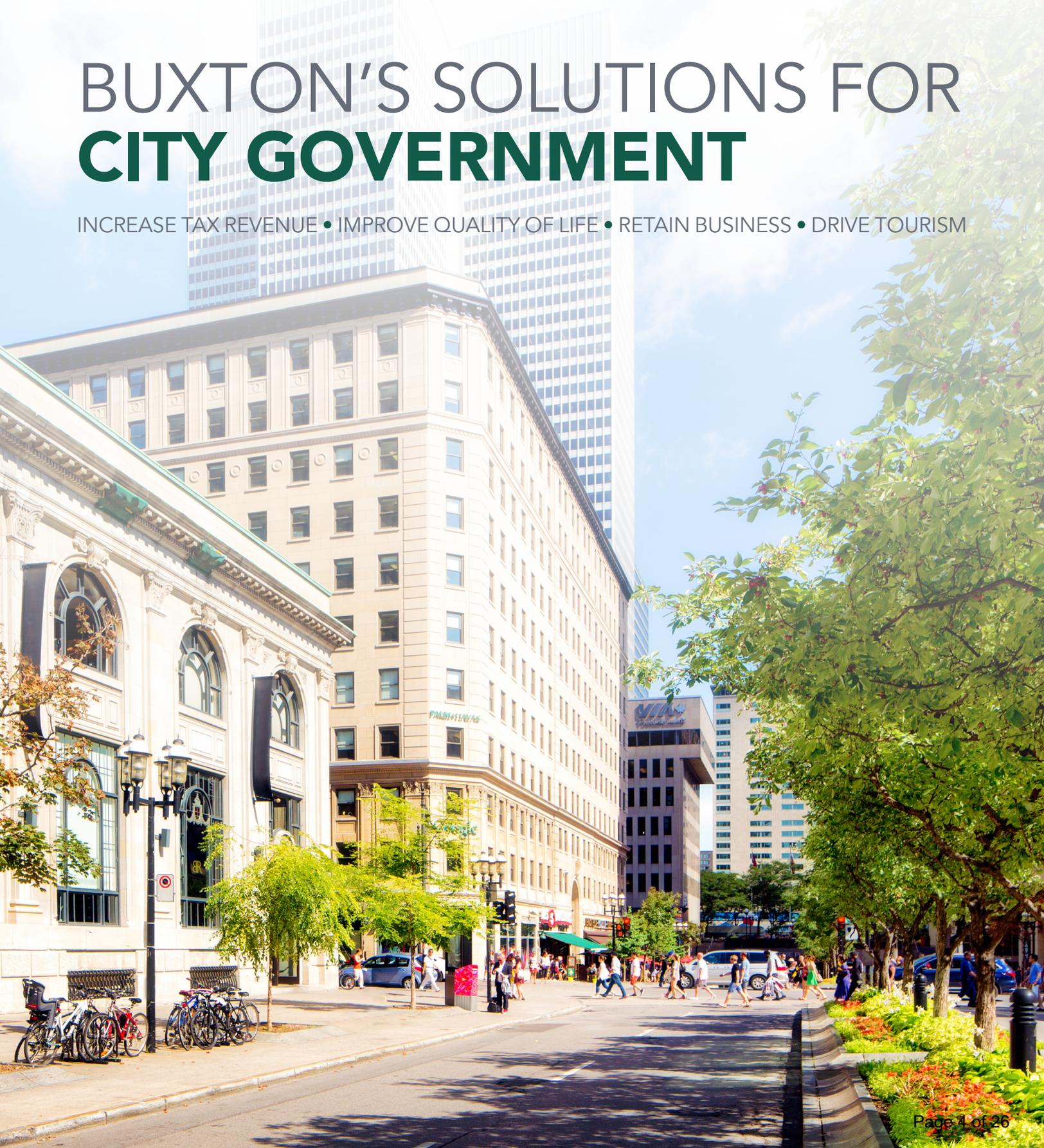
Chris Gracela with Buxton Company will present a refresher of the information previously presented to the Board of Aldermen in addition to updated tools and services that will advance our economic development efforts forward; specifically

addressing data sets to profile our community, dissect our current retail conditions, how recruitment and retention efforts can be enhanced.



BUXTON'S SOLUTIONS FOR **CITY GOVERNMENT**

INCREASE TAX REVENUE • IMPROVE QUALITY OF LIFE • RETAIN BUSINESS • DRIVE TOURISM





CITY GOVERNMENT

THE **BUXTON** DIFFERENCE

PUT YOUR CITIZENS AT
THE CENTER OF YOUR
GROWTH STRATEGY

We are the leader in customer analytics. Since our founding in 1994, we have worked with more than 4,000 clients and have earned a reputation for our client-first approach and high-quality solutions.

RESULTS **MATTER**

800
COMMUNITIES
NATIONWIDE

40 MILLION
SQUARE FEET OF
NEW RETAIL SPACE

WORLD CLASS **CLIENT SATISFACTION**

As a Buxton client you have a dedicated, experienced team supporting you through your partnership with us. This team serves as an extension of your staff, tracking your progress and providing guidance to help you evolve your strategy. We know how to help you implement and execute development strategies to see results from your investment.

BENEFITS OF **PARTNERING WITH BUXTON**

DEFINE A PROACTIVE STRATEGY FOR RETAIL RECRUITMENT

When you begin working with Buxton, we start with understanding who your citizens truly are and defining the make-up of your community. Once we've studied these consumers, we identify which retail brands are right for your community and what concepts you shouldn't spend time and resources on trying to bring to your city. With this strategy outlined, your team is able to make the best use of their time with proactive marketing tactics.

SUPPORT YOUR EXISTING RETAIL BASE

Business retention is the second pillar of Buxton's partnerships with communities. We ensure city staff, elected officials, economic development staff and business owners work together to form public-private partnerships that promote growth within the community. LSMx, a local store marketing tool, is designed for small business owners. Through your partnership with Buxton you have the ability to give business owners access to LSMx to help them market their business to the best potential customers. This technology helps to keep local businesses competitive in the marketplace, supports entrepreneurs, and gives store owners the ability to market like national retail brands using customer data and analytics.

INCREASE YOUR TAX BASE BY ATTRACTING SUSTAINABLE RETAIL

By identifying the top retail recruitment opportunities for your community, you have a jumpstart on the retail recruitment process. Buxton provides guidance on which retailers are currently operating and expanding in your area and makes the introduction to executives at each of your retail matches. Landing new retail not only increases your tax base, but also improves the quality of life for your citizens by allowing them to shop and dine in their own community.

UNDERSTAND HOW RETAILERS VIEW YOUR MARKET

Buxton is the trusted advisor to thousands of retail and restaurant companies in the U.S. The data and tools we provide to your city are the exact same tools that retailers use when making site selection and new market decisions. Arming you with this data and analyses gives you instant credibility to retailers since so many in the industry know the Buxton name.

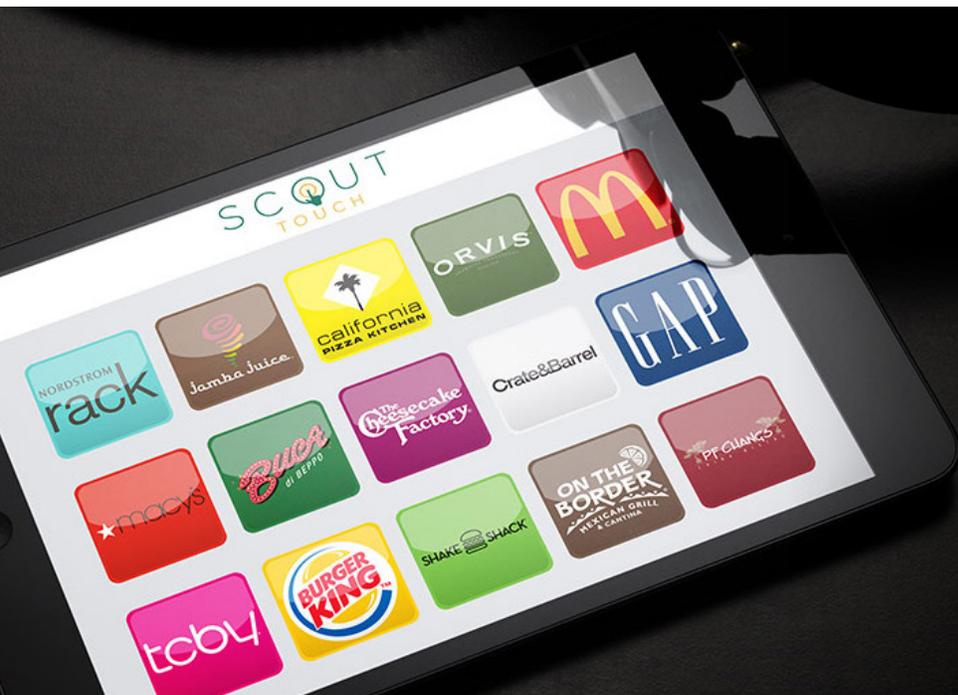
ECONOMIC DEVELOPMENT STRATEGY

In addition to our history of retail experience, we've worked in the field of economic development for two decades. When you partner with Buxton, we help you form a long-term economic development strategy and we provide the data, technology and expertise to help you make fact-based decisions for your community.

We understand the need to see results and a return on your investment. That's why our dedicated account management teams are here to act as an extension of your staff, helping you achieve your development goals by providing you with an unparalleled level of service. Great organizations grow with us – and we're ready to start a partnership with you.

Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



PRODUCT SUMMARY

What is it?

Buxton's Retail Recruitment solution gives community leaders access to the same market intelligence that retailers use to make site selection decisions. Using SCOUT, our proprietary web-based analytics platform, you can showcase retail potential to prospective new businesses and run reports to assist local businesses. We position your community for retail development success.

GROW WITH US.

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PRODUCT FEATURES

What will it do for me?

Effectively recruit new retail and restaurant concepts.
 Our analysis digs deep to identify what factors make your community attractive to retailers using drive-time analysis, leakage and surplus analysis and other techniques. Buxton provides a list of 20 retailers whose customers match the profiles of your consumers.

Increase your tax base.

Increase sales and property tax revenue, and reduce retail leakage by keeping business transactions in your community.

Support your local businesses.

Retain and assist business owners by providing market intelligence to optimize merchandising and marketing.

Prepare marketing packages for targeted retailers.

Buxton prepares custom reports and introductory letters to inform retailers on your match list of the opportunities in your community. Your Buxton support team will be available to coach you throughout the recruitment process.

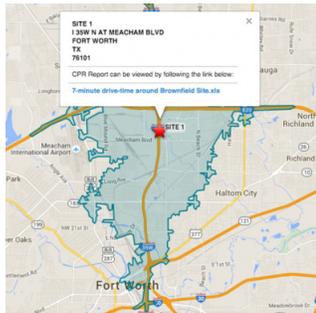
RELATED PRODUCTS

How else can you help me?



Tourism Insights

Increase the number of tourists that visit your city.



Business Retention

Retain current retailers and restaurants.



SCOUT Touch

Utilize a centralized approach to growing your community.

“Buxton gives us true data that supports the kind of growth we have today and can forecast the growth coming in the future. It gives us real numbers, so when we sit down with businesses that are looking at Celina, we have facts.”



BUXTON'S CLIENTS

Who else trusts Buxton?



PRODUCT

SCOUT Touch

A centralized approach to growing your community.



PRODUCT SUMMARY

What is it?

From the city manager to elected officials and economic development staff, SCOUT Touch provides city leaders with a centralized approach to growing your community. When city leadership is unified in strategic growth expectations, you can efficiently enhance the quality of life for your residents, grow local business, and recruit new retail.

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PRODUCT FEATURES

What will it do for me?

Utilize a centralized approach to growing your community.

SCOUT Touch clearly and simply illustrates your city's development potential based on customers, where they are located, and the value of those customers to a retail or restaurant concept.

Enhance the quality of life for your residents.

SCOUT Touch provides city leaders with the data, insights, and analytics necessary to craft a winning strategy for growth. Bringing essential retail and services to your market will enhance the quality of life for your residents.

Grow local business.

SCOUT Touch gives local business owners instant access to business intelligence, providing the data needed to be more competitive in the market.

Recruit new retail.

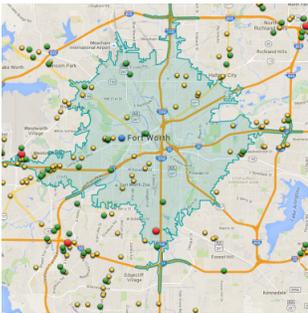
With SCOUT Touch, you have access to your targeted retail matches, equipping you to confidently pursue retailers and restaurants that will enhance your growing community.

How else can you help me?



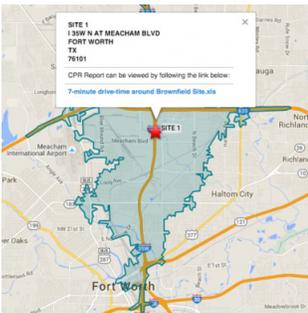
Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



City Planning Insights

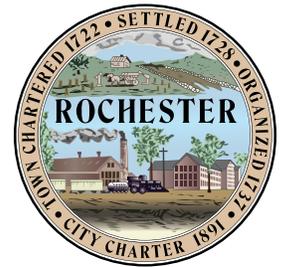
Buxton offers retail solutions to help maximize your city's growth.



Business Retention

Retain current retailers and restaurants.

“In this day and age, it’s all about analytics and having statistics on your community. Municipalities don’t always have that at their fingertips. But with Buxton and the SCOUT program, we’ve been able to turn that around and provide prospective clients with some really good analytical data to help them make their decision to locate in Rochester.”



BUXTON'S CLIENTS

Who else trusts Buxton?



PRODUCT

Tourism Insights

Increase the number of tourists that visit your city.



PRODUCT SUMMARY

What is it?

Buxton's Tourism Insights solution gives you the insights needed to design effective tourism marketing campaigns and to better understand consumer demand for goods and services in your trade area.

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PRODUCT FEATURES

What will it do for me?

Maximize your marketing budget.

Pinpoint the markets where your best visitors, and those just like them, live in order to optimize advertising spending. Target marketing messages to past and potential visitors at the household level.

Better understand your tourist base.

Buxton can tell you who is visiting your community and where those tourists are coming from.

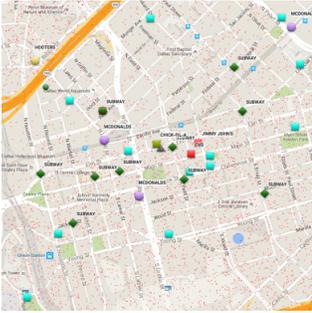
Understand the value of the tourist population.

Not only can we identify who your visitors are and where they are coming from, but we can also tell you where they are spending dollars in your community across numerous retail categories.

Quantify the impact of tourism.

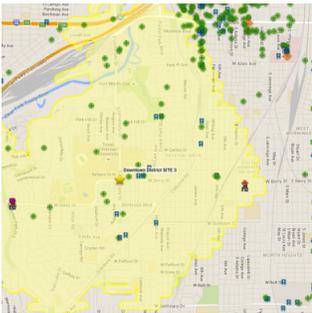
Quantify the economic impact of visitors and identify the retail categories where they spend money in your community.

How else can you help me?



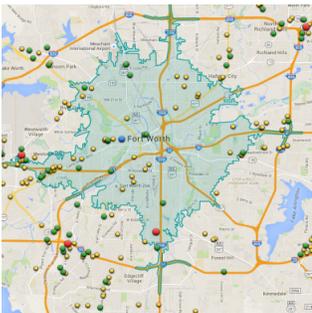
Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.



Healthcare Gap Analysis

Objective, data-driven solutions that identify healthcare facility shortages in particular regions.



City Planning Insights

Buxton offers retail solutions to help maximize your city's growth.

“Our investment in the Buxton reports and our contract each year turns around, or equates to, \$2 million in retail sales tax every year. So that investment is more than worth the money that we put into Buxton’s contract.”



BUXTON'S CLIENTS

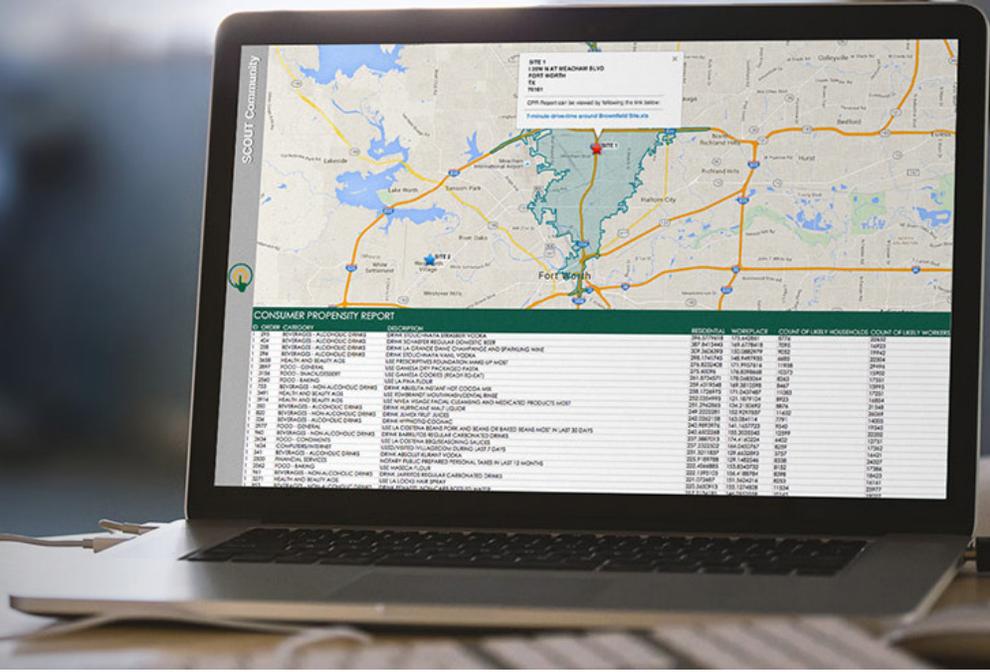
Who else trusts Buxton?



PRODUCT

Business Retention

Retain current retailers and restaurants.



PRODUCT SUMMARY

What is it?

As city leaders know, a thriving retail sector is vital to the overall health of a community. While a big part of maintaining a growing business community includes recruiting the right retailers for your city, an equally important mission is business retention – keeping existing retailers and restaurants in your business community.

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PRODUCT FEATURES

What will it do for me?

Provide market intelligence for business retention.
Buxton can provide market intelligence to optimize merchandising and marketing for existing retailers.

Assist businesses with local store marketing.
As communities aid existing retailers in their marketing efforts, those retailers will be more likely to stay and expand in your community. When you work with Buxton, you have access to LSMx, our local store marketing tool.

Ensure employment of residents.
Retail retention will provide jobs and strengthen economic development for your community's residents.

Help create community culture.
Specific retailers and restaurants often become an important part of a community's culture. By working to retain such retail establishments, you are maintaining your relationship with important community partners.

RELATED PRODUCTS

How else can you help me?



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



SCOUT Touch

Utilize a centralized approach to growing your community.



Tourism Insights

Increase the number of tourists that visit your city.

“Through Buxton, we received data that really empowers our business owners. Now they can make more informed decisions about what products and services to offer.”



BUXTON'S CLIENTS

Who else trusts Buxton?



PRODUCT

Redevelopment Strategies

Revitalize once thriving areas of town with data-driven economic development strategies.



PRODUCT SUMMARY

What is it?

With many companies choosing to migrate to larger, less expensive lots outside of an urban sector, cities may need to implement a strategy for filling those vacant buildings. With the ability to execute local economic development strategies, Buxton gives you the tools and knowledge to help redevelop those key areas by identifying new retailers and restaurants that will best fit each specific site.

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PRODUCT FEATURES

What will it do for me?

Recruit new retailers and restaurants.

Buxton gives cities the tools they need to confidently revitalize key areas of town through the recruitment of new retailers and restaurants.

Increase sales tax revenue.

Recruiting new retail means an increase in tax revenue, reducing retail leakage and satisfying your residents' desire to shop in that area of town.

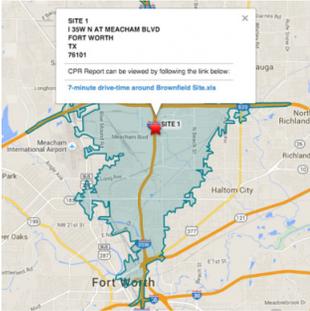
Retain current businesses in that area of town.

As current businesses see the revitalization efforts taking place, they will be more likely to invest in their current locations rather than looking for local economic development strategy options elsewhere.

Draw visitors to that area of town.

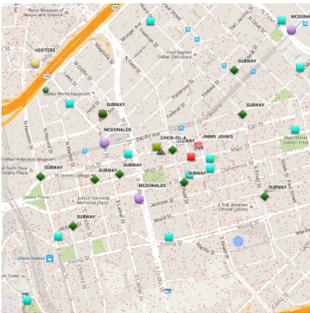
Buxton's expert analytics can ensure that your redevelopment efforts are bringing in the best retailers to appeal to residents and visitors alike.

How else can you help me?



Business Retention

Retain current retailers and restaurants.



Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.

“Within the first year of using the Buxton SCOUT program, our targeted retail attraction efforts have not only allowed us to fill vacant spaces in our community, but also increase sales receipts.”



BUXTON'S CLIENTS

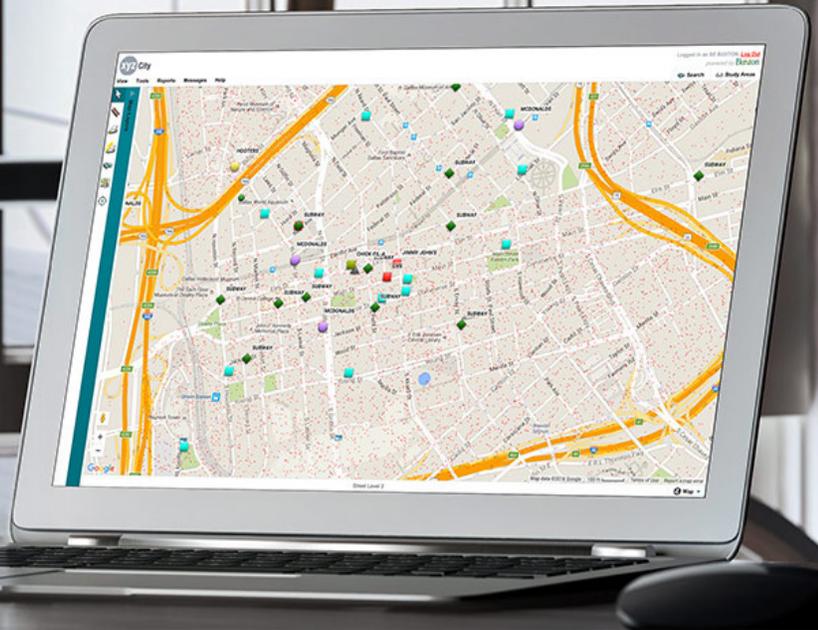
Who else trusts Buxton?



PRODUCT

Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.



PRODUCT SUMMARY

What is it?

Due to suburban expansion and the low cost of rural land, many communities have seen restaurants and retailers abandon downtown sectors, leaving vacant buildings and an overall lackluster environment. Buxton has the expertise to help communities recruit retailers and restaurants specifically suited for an urban setting to drive downtown revitalization.

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PRODUCT FEATURES

What will it do for me?

Draw visitors to your community.

Thriving downtowns rely on an influx of visitors. By recruiting the right retailers and restaurants, both local and out-of-town visitors will be drawn to spend time in the new and improved downtown sector.

Recruit new retailers and restaurants.

In order to bring in visitors, retailers must first be recruited. Buxton has the tools and knowledge to guide your community's recruitment efforts.

Create jobs for city residents and stimulate downtown revitalization.

The opening of new retail establishments and restaurants in your downtown areas will create jobs for residents.

Increase sales tax revenue.

Recruiting new retail means an increase in tax revenue, reducing retail leakage and satisfying your residents' desire to shop in downtown.

How else can you help me?

Top Markets for Tourism Spending



Tourism Insights

Increase the number of tourists that visit your city.



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



SCOUT Touch

Utilize a centralized approach to growing your community.

“We utilize SCOUT almost daily as we look at retailers, not only for recruitment, but also for retention.”



BUXTON'S CLIENTS

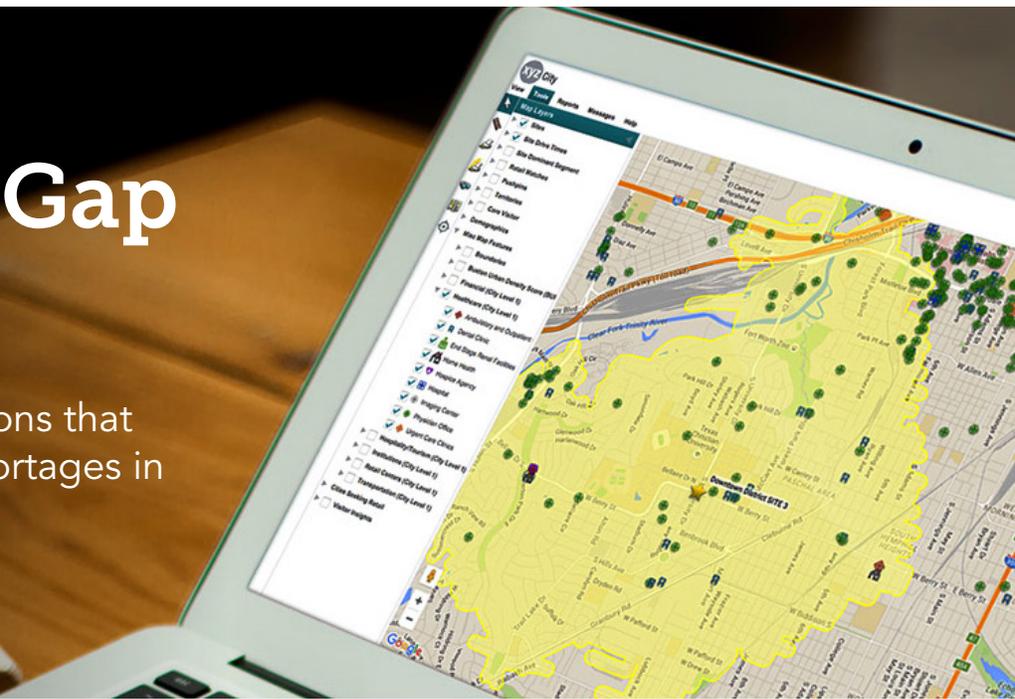
Who else trusts Buxton?



PRODUCT

Healthcare Gap Analysis

Objective, data-driven solutions that identify healthcare facility shortages in particular regions.



PRODUCT SUMMARY

What is it?

Identifying gaps in the healthcare industry is an important step for growing communities. Buxton can build a model that allows city leaders to spot healthcare shortages in highly populated markets.

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PRODUCT FEATURES

What will it do for me?

Identify gaps in healthcare.

Identify areas of opportunity by visualizing concentrations of core patients and healthcare facilities.

Gain an overall understanding of the state of your city's healthcare system.

Buxton's expert analysis will show city leaders the overall state of the current healthcare system. It will help you answer the questions: What is working in our healthcare system? What is not? In what ways can we expand the healthcare system to better serve our residents?

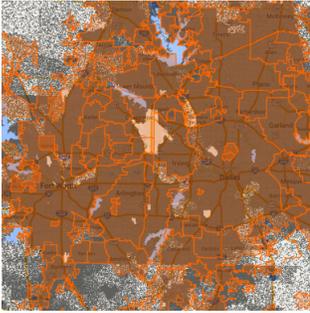
Know who to recruit.

Perhaps your city is lacking in a specific healthcare specialty or service. Buxton can help city leaders target the right healthcare facilities and service lines for your city.

Leverage trustworthy data to recruit potential healthcare providers.

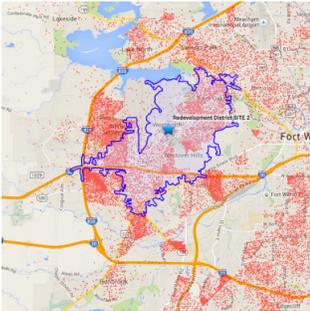
Buxton will provide custom marketing reports to present to potential healthcare providers, giving them data-driven facts about their expansion opportunities in your city.

How else can you help me?



City Services

Buxton can provide communities with analytics to support their city services.



Redevelopment Strategies

Revitalize once thriving areas of town with data-driven economic development strategies.



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.

“Buxton made us aware of the need for more local and specialized medical services. Our community hospital has upgraded its facility, added patient services while two competing hospitals are building modern facilities across the highway from each other. With Buxton’s help and superior technology, Rochelle could become a medical hub for the region.”



BUXTON’S CLIENTS

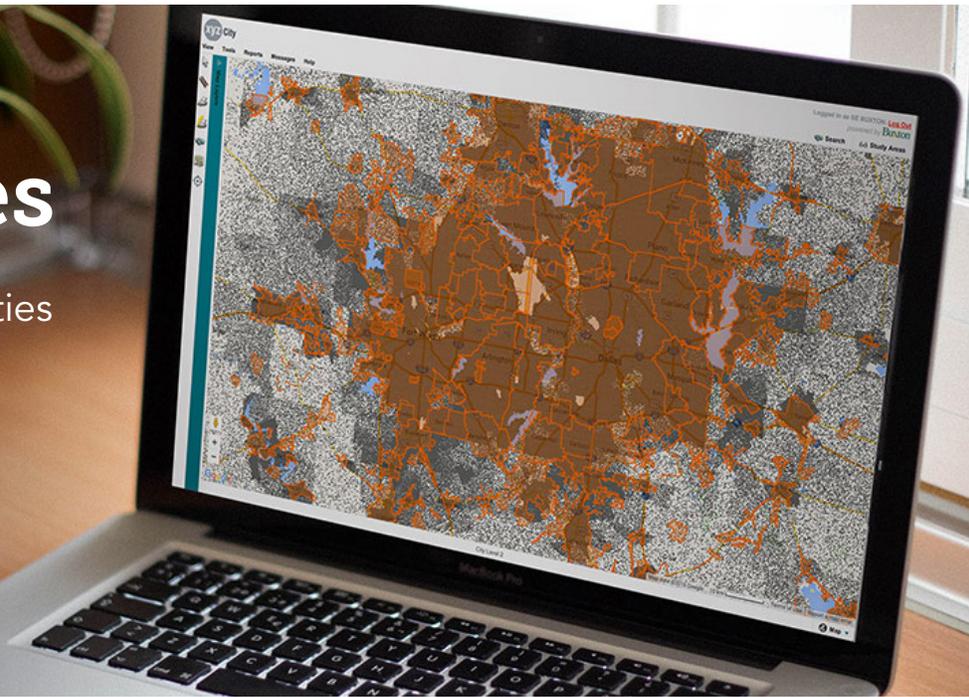
Who else trusts Buxton?



PRODUCT

City Services

Buxton can provide communities with analytics to support their city services.



PRODUCT SUMMARY

What is it?

Analytics can provide valuable information for communities looking to support their city services, such as the library system or fire department. Buxton has the insights to help community leaders determine the best locations for city services and target residents who may be in most need of particular services.

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PRODUCT FEATURES

What will it do for me?

Ensure site selection decisions.

Buxton has the insights to most efficiently place and locate your city services buildings.

Target residents who most need the support of city services.

Certain residents are potentially more prone to need the services of a fire department or another city service. Buxton can help you understand who those residents are and where they are located.

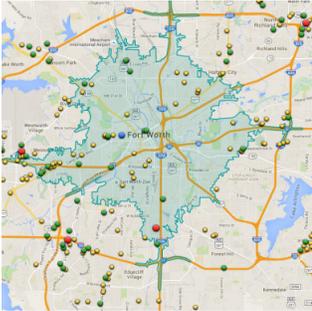
Improve the overall performance of your city services.

Buxton's analytics can help city services employees understand resident demographics and psychographics. With this knowledge, city services are better equipped to serve the residents in the community.

Improve resident satisfaction with the city.

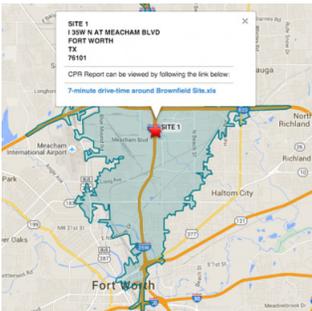
As city services improve on catering to existing residents, citizens will be more inclined to invest and further establish roots in the community.

How else can you help me?



City Planning Insights

Buxton offers retail solutions to help maximize your city's growth.



Business Retention

Retain current retailers and restaurants.



Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.

“The data and information that Buxton gives us through SCOUT is just life changing. It’s a game-changer for the fire service. We have the opportunity to spend more time on education so we can chase the fire out of the city.”



BUXTON'S CLIENTS

Who else trusts Buxton?



City Planning Insights

Buxton offers retail solutions to help maximize your city's growth.

PRODUCT SUMMARY

What is it?

As your city grows, so should your retail establishments. But beginning the retail recruitment process can be daunting and overwhelming. Buxton has the analytic expertise to help simplify this process. We identify the best retailers for your community, taking the guess work out of retail recruitment.

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PRODUCT FEATURES

What will it do for me?

Recruit the best retail and restaurant concepts for your community.

Buxton uses drive-time analysis, leakage and surplus analysis, and other techniques to make an enticing proposal to potential retailers who may be interested in opening a location in your community.

Gain access to marketing packages for targeted retailers.

We use our expert analytical insights to prepare custom reports to recruit retailers who may be interested in entering or expanding in your community. We then create introductory letters to help your community leaders begin the recruitment process with these key retailers.

Encourage residents to shop locally.

As new retailers are brought to the community, residents will be more prone to shop locally, ensuring an increase in tax revenue and a reduction in retail leakage.

Make your city more attractive to visitors.

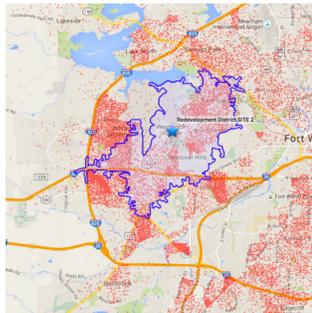
Buxton's City Planning solutions not only maximize your growth, but also increase your visitor potential.

How else can you help me?



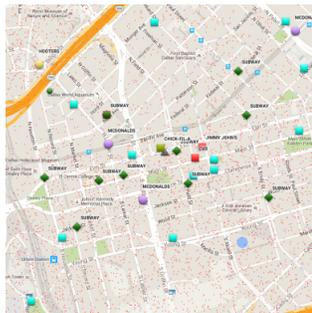
Retail Recruitment

Attract new retail and increase your tax base with defined retail recruitment strategies.



Redevelopment Strategies

Revitalize once thriving areas of town with data-driven economic development strategies.



Downtown Revitalization

Buxton can help communities fill vacant downtown sectors.

“It was eye-opening to see who we really were as a community.”



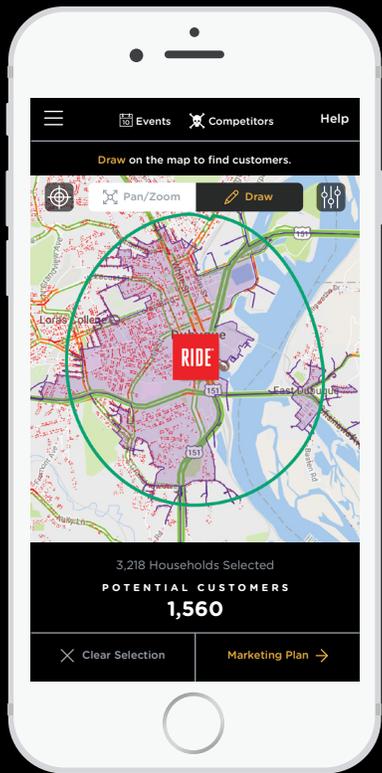
BUXTON'S CLIENTS

Who else trusts Buxton?



Support Your Local Businesses With Buxton

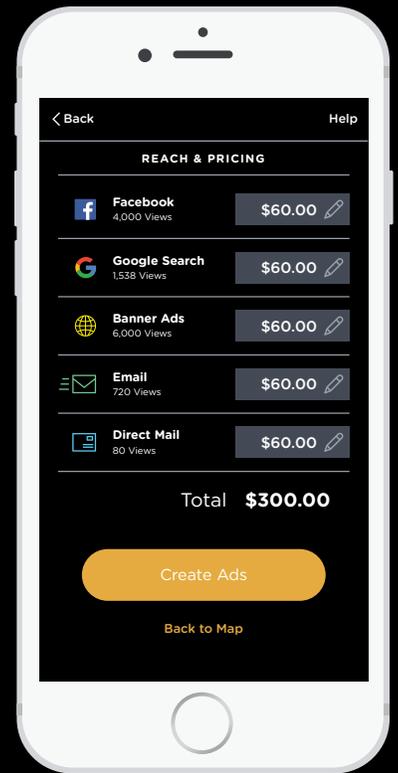
As city leaders know, a thriving retail sector is vital to the overall health of your community. A big part of maintaining a growing business community includes recruiting the right retailers for your city. An equally important mission is business retention — keeping and growing existing retailers and restaurants in your community.



See & Select Customers



See Local Events Daily



Create & Send Ads

LEARN MORE AT MYLSMX.COM



Help your local businesses understand:

- Who their customers are
- Where those customers live
- Marketing their business

From Buxton, the experts in retail, we are pleased to introduce LSMx to help cities with their business retention efforts. LSMx is a local store marketing tool that tells businesses WHO their customers are, WHERE those customers live, and allows business owners to target those customers with marketing campaigns. Through a partnership with Buxton, you can provide local business owners with LSMx to enhance the vitality of your local business community.

PUT CONTROL IN THEIR HANDS

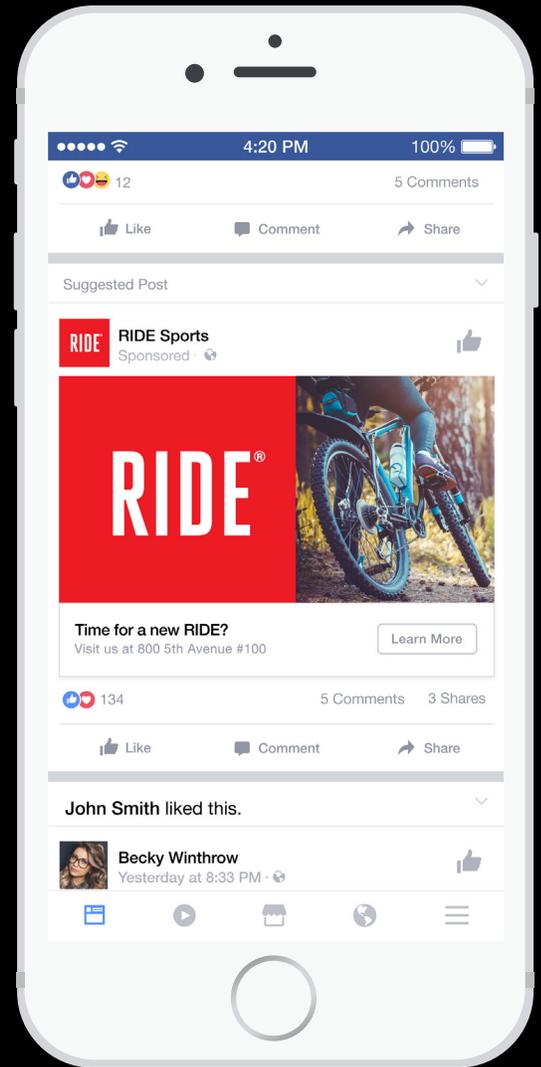
Providing an LSMx subscription to a business owner gives them access to see which customers are most likely to buy their products and how far they are willing to drive to visit their store. This data is visualized on a map, so they can fully understand their market.

EVENT MARKETING

LSMx allows the user to select what types of events are most important to their business. Business owners can easily see the events happening around their store on the map in LSMx. Executing marketing campaigns during events is a great opportunity to promote their business when there will be additional foot traffic in the area.

BECOME A MARKETER

Finding new customers is the #1 problem for small business owners. With LSMx, a business owner will be able to see where their customers live and can create customized advertisements to bring new customers through their doors.



LEARN MORE AT MYLSMX.COM

