

Aaron Backman

From: Diana Binz [dbinz@buxtonco.com]
Sent: Monday, June 27, 2011 11:04 AM
To: Aaron Backman
Cc: Diana Binz
Subject: Ramsey, MN - Introduction

Good afternoon Aaron,

It was a pleasure "meeting" you today over the phone. I wanted to provide you with the Buxton team that will be working on your project:

- Scott Place – Senior GIS Analyst
- Jennifer Kalil – Business Development Manager
- Diana Binz – Account Executive

The timeline for this project is as follows:

Trade Area Map

In this step of the project the trade areas are defined, using our proprietary drive time software. Factors used to determine the trade area are the type of market the sites are in, where within the market are the sites, the existing retail in the area, and the population density around the sites.

- Sites addressed for Refresh will include:
 - 1) City Hall Address - 7550 Sunwood Dr. NW
 - 2) State Hwy 47 & and 167th Ave
- This will take 5 business days to prepare and post to SCOUT.
- Once we receive your approval on the Trade Area Map we will move forward to the Retail Site Assessment (RSA).

Retail Site Assessment

In this step of the project the households within the trade areas are examined. We look at the household segmentation, or psychographic profiles, of the trade areas (this profile forms the basis for the retail matching in the next step), the demographic information of the households in each trade area, and we also compare the dollar demand of the households in the trade areas to the actual retail sales within the trade areas, also known as a "Gap" or "Leakage" analysis.

- This will take 5 business days to prepare and post to SCOUT.
- Once we receive your approval on the Retail Site Assessment we will move forward to the Retail Match List & Operational Status Spreadsheet.

Retail Match List & Operational Status Spreadsheet (RML & Ops Status)

This step of the project uses the psychographic profile and market type and density of the site to determine which national retailers would be the best fit for a location within the trade area. We compare the market type and density of the site to the locations of over 5,000 retailers within our database to determine which retailers commonly locate in similar markets. We then take each retailer's locations in similar markets and create an average psychographic profile for that retailer. These profiles are then compared to the psychographic profile of the site and only those retailers that pass all of the mathematical filters are considered to be matching retailers. We then go and find the nearest location of each matching retailer to determine whether or not a new location at the proposed site would cannibalize the sales of

the existing stores. The Retail Match List is a list of all matching retailers, but broken into two lists: retailers that are far enough away and retailers that are too close.

- This will take 20 business days to prepare and post to SCOUT.
- Once we receive your approval on the RML & Ops we will move forward to the Marketing Packages.

Marketing Packages

Buxton will prepare marketing pursuit packages for all the retailers listed on your retail match list to assist in your recruitment efforts. This information is not stand-alone and should be included with overall site-specific recruitment materials. Buxton will also contact your 10 selected retailers via a letter on the City's behalf, to assist in opening a dialogue with the targeted retailers/contacts.

- This will take 15 business days to prepare and post to SCOUT.

Please let me know if you need any additional information. My email address is dbinz@buxtonco.com.

Buxton
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Best regards,
Diana Binz

Diana Binz
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