

REQUEST FOR PROPOSALS
RETAIL ATTRACTION RESOURCES
RFP18ED01022018

INTRODUCTION

The City of Maricopa will accept competitive sealed proposals for a qualified firm/individual interested in conducting a retail market research analysis, at the address or physical location until the date and time detailed below. Proposals shall be delivered to the location listed below and shall be in the actual possession of the City on or prior to the exact date and time indicated below. Late proposals will not be considered. **Proposals shall be submitted in a sealed package with "RFP 18ED01022018 Retail Attraction Resources" and the Offeror's name and address clearly indicated on the front of the package.** All proposals shall be completed in ink or typewritten. Offerors are strongly encouraged to carefully read the **entire** Request for Proposal.

Pre-submittal Meeting:	None
Proposal Due Date:	February 5, 2018
Proposal Time:	2:00:00 PM MST
Number of Qualifications:	1 unbound original and 5 copies (please label original)
Contact:	Kathleen Shipman, Purchasing Manager
E-Mail:	Kathleen.Shipman@maricopa-az.gov
Mailing Address:	39700 W. Civic Center Plaza, Maricopa, AZ 85138
Location:	39700 W. Civic Center Plaza, Maricopa, AZ 85138

OFFER

To the City of Maricopa: The undersigned on behalf of the entity, firm, company, partnership, or other legal entity listed below offers on its behalf to the City a proposal that contains all terms, conditions, specifications and amendments in the Notice of Request for Proposal issued by the City. Any exception to the terms contained in the Notice of Request for Proposal must be specifically indicated in writing and are subject to the approval of the City prior to acceptance. The signature below certifies your understanding and compliance with the Terms and Conditions contained in the Request for Proposal package issued by the City.

OFFEROR CONTACT INFORMATION

For clarification of this offer contact:

Name: <u>Parker Key</u>	Email: <u>pkey@buxtonco.com</u>
Federal Employer Identification Number: <u>75-2541014</u>	Authorizing Offeror Signature: <u></u>
<u>Buxton Company</u> Company Name	<u>David Glover</u> Printed Name
<u>2651 South Polaris Drive</u> Address	<u>Chief Financial Officer</u> Title
<u>Fort Worth, Texas 76137</u> City State Zip Code	Telephone: <u>(817) 332-3681</u> Fax: <u>(817) 332-3686</u>

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LETTER OF TRANSMITTAL/COVER LETTER

City of Maricopa, AZ

39700 W. Civic Center Plaza

Maricopa, AZ 85138

Attn: Kathleen Shipman, Purchasing Manager

Thank you for allowing Buxton the opportunity to discuss your retail attraction needs with you. Buxton understands that economic development has been deemed as a top priority for the City of Maricopa and that the City is seeking market research and retail recruitment services in order to strengthen and diversify the local economic, employment, and service base for Maricopa. As our proposal demonstrates, we can offer the City of Maricopa a comprehensive solution that will improve both the efficiency and effectiveness of your community's retail development efforts. Our solution will assist you in preparing and implementing business recruitment strategies while addressing the following business objectives:

- ✓ Conduct a retail market research analysis to determine Maricopa's potential for attracting retail businesses to the community
- ✓ Develop a retail development strategy that maximizes the retail and restaurant potential for the City of Maricopa
- ✓ Identify specific businesses for retail recruitment
- ✓ Access data and marketing tools with which to recruit identified businesses

We have a demonstrated record of delivering high quality, reliable solutions with an unparalleled level of support and service. Buxton affirms that we have reviewed and fully understand the products and services required by the RFP listed in the scope of work. All of us at Buxton are confident that we are the company that can provide the solution that will meet the City of Maricopa's needs.

As requested, I have provided contact information below for personnel authorized to make representations on behalf of Buxton and/or execute a binding contract between Buxton and the City of Maricopa.

Authorized to Negotiate

Parker Key
Director of Sales
2651 South Polaris Drive
Fort Worth, Texas 76137
PKey@buxtonco.com
Phone: (817) 332-3681
Fax: (817) 332-3686

Authorized to Negotiate

Cody Howell
Senior Vice President
2651 South Polaris Drive
Fort Worth, Texas 76137
CHowell@buxtonco.com
Phone: (817) 332-3681
Fax: (817) 332-3686

Authorized to Negotiate and Sign

David Glover
Chief Financial Officer
2651 South Polaris Drive
Fort Worth, Texas 76137
DGlover@buxtonco.com
Phone: (817) 332-3681
Fax: (817) 332-3686

As an authorized officer of the company, my signature hereby binds Buxton to the terms and conditions outlined in this proposal. Thank you again for your consideration and we look forward to working with you.

Sincerely,



David Glover, Chief Financial Officer
(e) DGlover@buxtonco.com
(p) 817.332.3681
(f) 817.332.3686

FIRM OVERVIEW

Buxton Company is a privately-owned Texas S close corporation based in Fort Worth, Texas. Buxton's primary line of business is retail and economic development consulting. We have approximately 130 employees, and our areas of specialty are analytics for the retail, restaurant, healthcare, and public sectors. Our address is 2651 South Polaris Drive, Fort Worth, TX 76137. The firm's official name is Buxton Company and has been in business under the current business name since 1994.

While Buxton does not have any offices located in the State of Arizona, Buxton is licensed to do business in the State of Arizona. Buxton's 2018 Annual Report is attached hereto to verify that Buxton is licensed under the applicable laws of the State of Arizona. Any additional documentation, such as a Certificate of Good Standing, can and will be provided upon request.

Buxton has maintained consistent ownership and management throughout our 23-year history. The following principals comprise Buxton's sole owners:



Tom Buxton, CEO and President

Tom Buxton is a pioneer in the customer analytics industry focused on turning big data into big answers. Buxton founded the company in 1994 using the knowledge he gained during two decades managing all retail and real estate for the consumer electronics retailer Tandy Corporation. He started Buxton with one goal in mind, to provide customer and location growth solutions to businesses based on a central view of the customer.

Today, the company is recognized as an industry leader and has worked with more than 4,000 retail, restaurant, consumer packaged goods, healthcare, private equity, and public sector clients. In 2015, Tom Buxton was named one of five retail industry influencers on The List of People Shaping Retail's Future by the National Retail Federation Foundation. He has been inducted into the Ernst and Young Entrepreneur of the Year Hall of Fame and recognized as one of three figures who "influences the future of retail real estate" by Retail Traffic Magazine. Under his leadership, the company has been featured on the Fast 50 list by Fast Company Magazine and honored as a silver award winner in the "Most Innovative Company of the Year" category at the 2014 American Business Awards.



David Glover, CFO and Treasurer

David Glover started Buxton with Tom Buxton in 1994. He is responsible for all finance, accounting and legal functions and contributes to the planning and execution of Buxton's overall business strategies.

Glover is a certified public accountant. He has extensive audit, financial and corporate operations experience, including his public accounting experience with Arthur Andersen LLP. Glover has been recognized by the Dallas Business Journal in its CFO of the Year awards.

He received his bachelor's degree in accounting from Abilene Christian University.



E-FILED

STATE OF ARIZONA
CORPORATION COMMISSION
CORPORATION ANNUAL REPORT
& CERTIFICATE OF DISCLOSURE

06221969



DUE ON OR BEFORE 4/9/2018

FILING FEE 45.00

PLEASE READ ALL INSTRUCTIONS. The following information is required by A.R.S. §§10-1622 & 10-11622 for all corporations organized pursuant to Arizona Revised Statutes, Title 10. The Commission's authority to prescribe this form is A.R.S. §§ 10-121(A) & 10-3121(A). YOUR REPORT MUST BE SUBMITTED ON THIS ORIGINAL FORM. Make changes or corrections where necessary. Information for the report should reflect the current status of the corporation.

F15956826

1. BUXTON COMPANY
KEYTLAW LLC
7373 E DOUBLETREE RANCH ROAD
STE 165
SCOTTSDALE, ARIZONA 85258

Business Phone:

(Business phone is optional.)

State of Domicile: TX

Type of Corporation: BUSINESS

2. Statutory Agent: KEYTLAW LLC
Mailing Address: 7373 E DOUBLETREE RANCH ROAD
STE 165
City, State, Zip: SCOTTSDALE, ARIZONA 85258
- Statutory Agent's Street or Physical Address:
Physical Address:
City, State, Zip: ,

ACC USE ONLY

Fee: 45.00
Penalty:
Reinstate:
Expedite:
Resubmit:

If appointing a new statutory agent, the new agent MUST consent to that appointment by signing below. Note that the agent address must be in Arizona.

I, (individual) or We, (corporation or limited liability company) having been designated the new Statutory Agent, do hereby consent to this appointment until my removal or resignation pursuant to law.

Signature of new Statutory Agent

Printed Name of new Statutory Agent

3. **Secondary Address:**

(Foreign Corporations are **REQUIRED**
to complete this section).

2651 S POLARIS DRIVE
FORT WORTH, TEXAS 76137

4. **Character of Business:**

CUSTOMER ANALYTICS

Received: 1/22/2018 12:21:37 PM

5. CAPITALIZATION: (For-profit Corporations and Business Trusts are **REQUIRED** to complete this section.)

Business trusts must indicate the number of transferable certificates held by trustees evidencing their beneficial interest in the trust estate.

5a. Please examine the corporation's original Articles of Incorporation for the amount of shares authorized.

Number of Shares/Certificates Authorized	Class	Series Within Class (if any)
100000.00	COMMON	
0.00		

5b. Review all corporation amendments to determine if the original number of shares has changed. Examine the corporation's minutes for the number of shares issued.

Number of Shares/Certificates Issued	Class	Series Within Class (if any)
14814.00	COMMON	
0.00		

6. SHAREHOLDERS: (For-profit Corporations and Business Trusts are **REQUIRED** to complete this section.)

List shareholders holding more than 20% of any class of shares issued by the corporation, or having more than a 20% beneficial interest in the corporation.

Name: DAVID B GLOVER

Name:

Name:

Name:

7. OFFICERS:

Name	Title	Date Taking Office
DAVID B GLOVER	OTHER OFFICER	4/9/2010
1109 SAWGRASS CT, KELLER , TEXAS 76248		
THOMAS J BUXTON	PRESIDENT/CEO	4/9/2010
1793 & CR 2365, MERIDIAN, TEXAS 76665		

8. DIRECTORS:

Name	Date Taking Office
DAVID B GLOVER	4/9/2010
1109 SAWGRASS CT, KELLER , TEXAS 76248	
THOMAS J BUXTON	4/9/2010
1793 & CR 2365, MERIDIAN, TEXAS 76665	

9. FINANCIAL DISCLOSURE (A.R.S. §10-11622(A)(9))

Nonprofits – financial disclosure is no longer required. **Cooperative marketing associations** – must submit a financial statement. All other types of corporations are not required to file a financial statement.

ONLY NONPROFIT CORPORATIONS MUST ANSWER THIS QUESTION:**9A. MEMBERS (A.R.S. §10-11622(A)(6))**

This corporation **DOES** ☐ **DOES NOT** ☐ have members.

10. CERTIFICATE OF DISCLOSURE (A.R.S. §§10-202(D), 10-3202(D), 10-1622(A)(8) & 10-11622(A)(7))

A. Has any person who is currently an officer, director, trustee, incorporator, or who, in a For-profit corporation, controls or holds more than 10% of the issued and outstanding common shares or 10% of any other proprietary, beneficial or membership interest in the corporation been:

1. Convicted of a felony involving a transaction in securities, consumer fraud or antitrust in any state or federal jurisdiction within the five year period immediately preceding the execution of this certificate?
2. Convicted of a felony, the essential elements of which consisted of fraud, misrepresentation, theft by false pretenses or restraint of trade or monopoly in any state or federal jurisdiction within the five year period immediately preceding execution of this certificate?
3. Subject to an injunction, judgment, decree or permanent order of any state or federal court entered within the five year period immediately preceding execution of this certificate where such injunction, judgment, decree or permanent order involved the violation of:
 - (a) fraud or registration provisions of the securities laws of that jurisdiction, or
 - (b) the consumer fraud laws of that jurisdiction, or
 - (c) the antitrust or restraint of trade laws of that jurisdiction?

One box must be marked: YES ☐ **NO** ☒

If "YES" to A, the following information **must be submitted** as an attachment to this report for each person subject to one or more of the actions stated in Items 1 through 3 above.

- | | |
|---|---|
| 1. Full birth name. | 5. Date and location of birth. |
| 2. Full present name and prior names used. | 6. The nature and description of each conviction or judicial action; the date and location; the court and public agency involved; and the file or cause number of the case. |
| 3. Present home address. | |
| 4. All prior addresses for immediately preceding 5 year period. | |

B. Has any person who is currently an officer, director, trustee, incorporator, or who, in a For-profit corporation, controls or holds over 20% of the issued and outstanding common shares, or 20% of any other proprietary, beneficial or membership interest in the corporation, served in any such capacity or held a 20% interest in any other corporation on the bankruptcy or receivership of that other corporation?

One box must be marked: YES ☐ **NO** ☒

If "YES" to B, the following information **must be submitted** as an attachment to this report for each corporation subject to the statement above.

- (a) Name and address of each corporation and the persons involved.
- (b) State(s) in which it: (i) was incorporated and (ii) transacted business.
- (c) Dates of corporate operation.

11. STATEMENT OF BANKRUPTCY OR RECEIVERSHIP (A.R.S. §§ 10-1623 & 10-11623)

A. Has the **corporation** filed a petition for bankruptcy or appointed a receiver? **One box must be marked: YES** ☐ **NO** ☒

If "Yes" to A, the following information **must be submitted** as an attachment to this report:

1. All officers, directors, trustees and major stockholders of the corporation within one year of filing the petition for bankruptcy or the appointment of a receiver. If a major stockholder is a corporation, the statement shall list the current president, chairman of the board of directors and major stockholders of such corporate stockholder. "Major stockholder" means a shareholder possessing or controlling twenty per cent of the issued and outstanding shares or twenty per cent of any proprietary, beneficial or membership interest in the corporation.
2. Whether any such person has been an officer, director, trustee or major stockholder of any other corporation within one year of the bankruptcy or receivership of the other corporation. If so, for each such corporation give:
 - (a) Name and address of each corporation;
 - (b) States in which it: (i) was incorporated and (ii) transacted business.
 - (c) Dates of operation.

12. SIGNATURES: Annual Reports must be signed and dated by at least one duly authorized officer or they will be rejected.

I declare, under penalty of perjury, that all corporate income tax returns required by Title 43 of the Arizona Revised Statutes have been filed with the Arizona Department of Revenue. I further declare under penalty of perjury that I (we) have examined this report and the certificate, including any attachments, and to the best of my (our) knowledge and belief they are true, correct and complete.

Name: DAVID B GLOVER

Date: 1/22/2018

Signature: DAVID B GLOVER

Title: OTHER OFFICER

(Signator(s) must be duly authorized corporate officer(s) listed in section 7 of this report.)

Search Time:

1/31/2018 1:48:19 PM

File Number:

F15956826

Corporation Name:

BUXTON COMPANY

Corporate Status Inquiry

This Corporation is in Good Standing

This information is provided as a courtesy and does not constitute legally binding information regarding the status of the entity listed above. To obtain an official Certificate indicating that the entity is in good standing click on Print Certificate and follow printing instructions. To re-print a previously generated Certificate of Good Standing click Reprint Certificate.

[Print Certificate \(/GoodStanding/PrintInstructions?corpId=F15956826\)](/GoodStanding/PrintInstructions?corpId=F15956826)[Reprint Certificate \(/GoodStanding/Reprint?corpId=F15956826\)](/GoodStanding/Reprint?corpId=F15956826)[Return to Corporate Details \(/Details/Corp?corpId=F15956826\)](/Details/Corp?corpId=F15956826)

[Privacy Policy \(http://www.azcc.gov/Divisions/Administration/Privacy.asp\)](http://www.azcc.gov/Divisions/Administration/Privacy.asp) | [Contact Us \(http://www.azcc.gov/divisions/corporations/contact-us.asp\)](http://www.azcc.gov/divisions/corporations/contact-us.asp)

EXPERIENCE

A) Summary description of your firm, including size, locations of offices and areas of specialty

Buxton is a Texas corporation based in Fort Worth, Texas. We have approximately 130 employees, and our areas of specialty are analytics for the retail, restaurant, healthcare, and public sectors. More than 4,000 clients in the private and public sectors have relied on Buxton's insights to guide their growth strategies, including Sally Beauty, Jersey Mike's, Quest Diagnostics, and Downtown Dallas. Buxton is privately held and offers solutions in the United States, Canada, and 26 other countries.

Since our founding in 1994, Buxton has been a leading force in retail site selection and development. We are recognized for creating solutions that provide results. Buxton began as a service to help retailers make informed site selection decisions by understanding their customers and precisely determining their markets. Buxton soon realized that the company's expertise in retail site and market analysis could also be leveraged to benefit communities desiring retail expansion. In 2002, our public sector consulting division was launched. A summary of our 23 years of retail site selection experience and 16 years of economic development experience includes:

- 4,000+ total clients from retail, restaurant, healthcare, and public sector industries
- 800+ public sector clients nationwide
- 40+ million square feet of retail space recruited
- 500+ cumulative years of retail management/economic development experience

B) Summary of your ability to provide services as defined in the RFP's Scope of Services section

Buxton confirms our ability to provide the requested services to support your economic development efforts. Buxton will conduct a retail market research analysis to determine Maricopa's potential for attracting retail businesses to the community, identify specific businesses, and provide Maricopa with data and marketing tools with which to recruit these businesses. Please see page 11 for the complete listing of services, which mirror the services requested in Maricopa's Scope of Services section (RFP page 13).

We position your community for retail development success by identifying the retailers most likely to thrive in Maricopa. Then we provide a targeted marketing system specifically designed as a retail development program to maximize Maricopa's retail and restaurant potential. More than simply providing data, Buxton supplies custom marketing materials and strategies targeting the unique site requirements of retailers, developers, and commercial real estate brokers. Buxton clients achieve outstanding success using our tools for retail identification, selection, and recruitment. Clients benefit from Buxton's unique understanding of site selection from the retailer's point of view.

- **Grow Your Community.** Create new, permanent jobs that will satisfy your citizens' desire to shop at home; retain dollars currently spent outside of your community and maximize revenue growth to fund city services
- **Leverage Buxton's Retail Industry Expertise.** Establish credibility with decision makers by providing factual evidence to support your site and gain a competitive position by leveraging our two decades of experience
- **Access Your Buxton Solution with Ease.** Utilize your best-in-class retail recruitment solution via SCOUT™ with the touch of a button from any mobile device; gain answers to your retail recruitment and site analysis questions and have the big picture in the palm of your hand
- **Develop a Long-Term Partnership.** Receive personal guidance and ongoing insight into key industry topics

C) Point of contact, addresses, email and phone numbers

All team members are located at 2651 South Polaris Drive, Fort Worth, TX 76137. Key staff includes:

- **Director Sales**, who will serve as your primary point of contact during the RFP process: Parker Key (e) pkey@buxtonco.com (p) 817.332.3681 (f) 817.332.3686
- **Senior Account Executive**, who will serve as your primary source of communication during the project: Matt Tate (e) mtate@buxtonco.com (p) 817.332.3681 (f) 817.332.3686
- **Project Manager**, who will oversee the smooth and timely development of the analysis: Janelle Guinn (e) jguinn@buxtonco.com (p) 817.332.3681 (f) 817.332.3686

D) Resumes of the individuals assigned to provide services

Please see Resume Attachment which outlines the experience and qualifications of the key team members assigned to this project.

E) List of municipal clients being served by the firm on similar projects and proven track record of those clients' successes, especially those in the region

Currently, Buxton is providing services similar in scope to Maricopa's request to the following municipal clients in the Southwestern United States:

Flagstaff, AZ	Waxahachie, TX	Midlothian, TX
Somerton, AZ	Celina, TX	Wichita Falls, TX
Prescott, AZ	Northlake, TX	Pharr, TX
Dacono, CO	North Richland Hills, TX	Midland, TX
Lakewood, CO	Lake Jackson, TX	Washington City, UT
Lamar, CO	McAllen, TX	EDC Utah
Rio Rancho, NM	Corinth, TX	
Downtown Dallas, TX	Dayton, TX	

Hundreds of communities have partnered with Buxton in their strategic plans to increase tax revenue and attract retail to underserved areas. Please see the attached case studies for Porterville, CA; Kingsport, TN; and Hesperia, CA, which demonstrate our clients' proven track record. Buxton encourages the City to visit www.buxtonco.com/learn/case-studies/citygovernment for more details on some of the communities we have helped achieve retail recruitment success.

F) Any details or information that will assist the City in making a selection**Best-in-Class Capabilities**

Buxton relies on its best-in-class data and technology to provide the best possible experience for all of our clients. Buxton manages ninety (90) terabytes of data with more than 250 national databases. Our data sources allow us to solve the most complex questions in the retail and healthcare industries today. Our continual advances in technology, data, and methodology, including our SCOUT platform, have allowed us to outpace and out-think our competition and have kept us at the leading edge of big data analytics. Our best-in-class data and technology also provide us with unparalleled ability to scale our business and solutions to meet our clients' ever-changing needs and to answer their most challenging business questions.

Customer Service

There are a number of things that differentiate Buxton from its competition, but we are most proud of our service to our clients. We are committed to exceeding your expectations and helping you optimize your organization. As a Buxton client you will constantly be impressed by our attention to detail, our responsiveness, and our never-ending drive to assist you. Our number one goal is to ensure you are beyond satisfied with our solutions and that we are able to solve your most pressing and important business questions.

G) Demonstrated insight into retail/restaurant concepts, decision-making processes, leadership and trends

One of the elements that sets Buxton apart in the retail recruitment service industry is this: we are a company that was founded by retailers. After nearly a decade of helping retailers and restaurants understand their customers and select sites, we used our inside knowledge of the site selection process to develop a service for city governments. Today, we continue to be the leading customer analytics firm for retailers and restaurants. Our city government clients benefit from using the same type of analytics technology and research that our retail clients depend on to make critical location investment decisions, and our site reports are known and trusted throughout the retail industry.

Current retail and restaurant clients include companies such as Aaron's, BJ's Restaurants & Brewhouse, Sally Beauty, California Pizza Kitchen, Anthropologie, Bed, Bath & Beyond, Firehouse Subs, O'Reilly Auto Parts, Honeybaked Ham, Restoration Hardware, Lowe's, and At Home. See www.buxtonco.com/clients for additional details on our retail and restaurant client list.

H) Innovative approaches used on similar projects:

Buxton's approach to retail recruitment is unparalleled in the industry in that we are not commercial real estate brokers. Buxton is a true third-party, unbiased market research firm that specializes in retail development. Our proprietary retailer match process leverages our two decades of site selection and predictive analytics experience for thousands of retailers. Buxton's team of retail experts identifies the right retailers for you to recruit and then acts as a partner to you throughout the implementation phase. This approach is a key component of our clients' success. Rather than outsourcing the brokering process and circumventing local brokerage networks, we empower our clients with the validation they need to present a convincing case to retailers. Our partnership will include various innovative activities to bolster your recruitment and retention efforts and add value to this project. A few examples are outlined below.

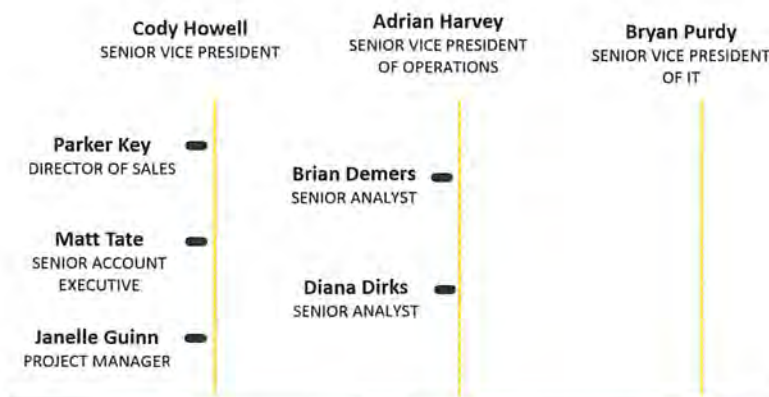
Workshops: The strategies our team has employed in the past vary depending on the unique needs of the community. For the City of Maricopa, our approach might include attending business retention workshops. Additionally, if a matched retailer requires franchisees, Buxton may conduct "franchise 101" information sessions for potential franchisees to educate them on franchise opportunities and processes. These are a few examples of how our consultant staff will go the extra mile to accommodate your City's needs during the recruitment process.

Strategic Partnerships: Buxton is engaged in an agreement with one of the largest credit card companies in the world. Buxton's customer analytics have the ability to incorporate aggregated and de-identified data to help you enhance your location and customer intelligence. We also partner with local store marketing firm LSMx to provide local business owners in your community with complimentary access to analytics and marketing automation resources during your engagement with Buxton.

Ongoing Consulting: Our consultants will support your retail recruitment efforts by helping you to secure meetings with decision makers and navigate conversations with prospects that have not taken a close enough look at your market. For example, a Buxton client received a discouraging response from a full-service restaurant that said, "We need five restaurants within five miles to average at least \$50,000/month in alcohol sales and at least a 100,000 population count within a five-mile radius." Our account manager worked with the client to demonstrate that the city's alcohol expenditures and population actually met and exceeded the prospect's site requirements and helped them further conversations. As the City of Maricopa reaches recruitment obstacles along the way, Buxton's experienced consultants will be readily available to identify tactics to help you prove your community's potential to retailers.

I) General Information:

No sub-consultants will be utilized to provide the services outlined herein. The organizational chart below outlines the key personnel who will be involved in the project.

**J) Current workload and ability of project team to start immediately:**

The Buxton team is available to start work on this project immediately upon execution. On average retail recruitment analyses take about 40 hours, which does not include weekly, ongoing consultant services and recruitment support. The City of Maricopa will have access to retail match lists and marketing packages within sixty (60) business days of kickoff. Because Buxton is an annual fee-based service provider, rather than an hourly contractor, the amount of time each team member will be assigned to work will not impact the cost of services or extend the timeline. Consistent with the nature of our services, each team member is available to devote as many hours as are necessary to fulfill the requirements of this project. To ensure we deliver our analysis to you within the promised timeline, our account manager will be working directly with a dedicated project manager who oversees the smooth and timely development of all public sector client projects in our internal analytics departments. Ultimately, each team member's workload is carefully monitored to ensure he or she can devote sufficient time, attention and ability to complete the City of Maricopa's project in a timely manner. The analyst team's current major assignments are as follows:

Client	Project	Percent Complete	End Date	Primary Analyst
Dayton, TX	Retail Recruitment Analysis Year 2	63%	2/13/18	Brian Demers
Greendale, IN	Retail Recruitment Analysis Year 2	59%	2/14/18	Diana Dirks
Ridgefield WA	Retail Recruitment Analysis Year 3	0%	2/14/18	Diana Dirks
Anderson, IN	Retail Recruitment Analysis Year 2	59%	2/15/18	Diana Dirks
Godfrey, IL	Retail Recruitment Analysis Year 2	58%	2/15/18	Brian Demers
Midland, MI	Retail Recruitment Analysis Year 2	58%	2/15/18	Brian Demers
Caldwell, ID	Retail Recruitment Analysis Year 2	69%	2/22/18	Diana Dirks
Birmingham, MI	Retail Recruitment Analysis Year 1	79%	2/28/18	Brian Demers
La Grande, OR	Retail Recruitment Analysis Year 2	2%	3/08/18	Diana Dirks
Mountain Home, ID	Retail Recruitment Analysis Year 3	2%	3/08/18	Brian Demers
Northlake, TX	Retail Recruitment Analysis Year 1	14%	3/08/18	Diana Dirks

K) Principal office location and local participation:

Buxton has one office located at 2651 South Polaris Drive, Fort Worth, TX 76137, which is the home location of all staff on this project. Other than presentations, workshops or on-site meetings arranged between Maricopa and Buxton during the engagement, Buxton does not anticipate any work for this project to be done locally.

RESUME ATTACHMENT



Cody Howell, Senior Vice President
chowell@buxtonco.com
6 years with Buxton

In his role as senior vice president, Cody leads Buxton's account management team for the SME (small to midsize enterprise) and public sector consulting divisions. He helps to build and maintain the partnerships with retail, restaurant, healthcare and city government clients, ensuring they receive the guidance necessary to get the most from their custom analytics solutions. Cody also advises municipalities on retail economic development and planning initiatives, helping to shape growth strategies for client municipalities nationwide.

Cody joined Buxton in 2011 as an account executive, working with numerous retail and restaurant clients. After much success in that role and in the role of vice president of CommunityID, Cody was promoted to his current role of senior vice president. Prior to joining Buxton, Cody held leadership positions with Home Depot.



Parker Key, Director of Sales
pkey@buxtonco.com
2 years with Buxton

Education

University of Texas, Austin
Bachelor of Science (B.S.), Corporate Communications (2013)

University of Texas at Austin McCombs School of Business
Business Foundations Certificate (2013)

As director of sales in Buxton's public sector division, Parker advises communities on planning initiatives to form actionable, data-driven economic development strategies focused on retail recruitment and business retention. Parker assists communities in Nevada, Utah, Colorado, Arizona, New Mexico, Nebraska, Kansas, and Oklahoma to identify retail and economic development potential. Notable clients include Flagstaff, AZ; Rio Rancho, NM; and the Economic Development Corporation of Utah.



Matt Tate, Senior Account Executive
mtate@buxtonco.com
5 years with Buxton

Education

Harding University
Bachelor of Arts (B.A.), Mass Communication/Media Studies (2009)

As a Senior Account Executive in Buxton's public sector division, Matt manages client relationships across the country while providing support and ongoing recommendations during their economic development. Before joining Buxton's public sector division, Matt was an account executive in our private sector division, assisting retail and healthcare clients with site assessment and marketing initiatives. Before joining Buxton, Matt was a project manager with PAE, a Lockheed Martin company.



Janelle Guinn, Project Manager

jguinn@buxtonco.com

5 years with Buxton

Education

Northwestern State University of Louisiana

Bachelor of Science (B.S.), Business Administration (2001)

As a project manager in Buxton's public sector division, Janelle guides communities through the process of implementing and maximizing Buxton's services. She is a helpful resource for communities across the United States, ensuring that they have the resources and training they need to achieve their retail economic development goals. Before joining Buxton, Janelle was a project manager for OSM Global and brings over ten years of management experience in various roles.



Adrian Harvey, Senior Vice President of Operations

aharvey@buxtonco.com

8 years with Buxton

Education

University of North Texas

Bachelor of Business Administration (B.B.A.), Entrepreneurial and Small Business Operations (2006)

University of North Texas

Master of Business Administration (M.B.A.), Decision Science (2009)

As SVP of Operations, Adrian Harvey oversees all of operations, including the analytics and data integration divisions. He is responsible for the development, integration, and application of all of Buxton's solutions. Adrian began his career at Buxton in 2009 as a research analyst and has held numerous analytical and leadership roles within the organization.



Brian Demers, Senior Analyst

bdemers@buxtonco.com

12 years with Buxton

Education

Westfield State University

Bachelor of Science (B.S.), Geography and Regional Planning (2000)

Oklahoma State University

Master of Science (M.S.), Geography/GIS (2005)

Brian brings more than 12 years of GIS experience to his role as a Senior Analyst at Buxton. During his tenure at Buxton, Brian has assisted dozens of communities across the country with retail recruitment and economic development. He has extensive experience working with communities differing in size, demographics, and expenditure habits. His duties include trade area and customer profile analysis, retail matching, and report generation.



Diana Dirks, Senior Analyst

ddirks@buxtonco.com

7 years with Buxton

Education

Texas A&M University

Bachelor of Science (B.S.), Geography (2003)

University of North Texas

GIS Certification (2005)

In Diana's role as a Senior Analyst, she focuses primarily on the public sector division, working with communities to help recruit retail and growth in economic development. Since joining Buxton in 2005 and again in 2010, Diana has held positions in spatial analytics and account management. She began as a GIS intern and is now a senior analyst. Prior to joining Buxton, Diana worked at the Fort Worth Hispanic Chamber of Commerce as an executive assistant.



Bryan Purdy, Senior Vice President of Information Technology

bpurdy@buxtonco.com

13 years with Buxton

Education

University of Oklahoma

Bachelor of Business Administration (B.B.A.), Management Information Systems and Services (2000)

As SVP of Information Technology, Bryan oversees operations of the entire IT department as well as the evolution of Buxton's proprietary analytics platform, SCOUT. Purdy has been with Buxton for 13 years and has led many of the company's strategic IT initiatives. Before joining Buxton, Bryan worked for TXU/CapGemini Energy as an application developer.

PORTERVILLE, CALIFORNIA: GROWTH IN THE VALLEY

Island or Opportunity?

The City of Porterville, located on the eastern side of California's Great Central Valley and nestled against the Sierra Nevada Mountains, boasts a population of more than 55,000 surrounded by rural agricultural communities.



Its location may be idyllic, but it's proven a challenge to recruiting national chains and large retailers, many of whom bypass the city in favor of large metropolitan areas with population bases that span multiple political boundaries.

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

Brad Dunlap
Community Development Director

LOCATION:

- Central California

POPULATION:

- 55,000+

CHALLENGE:

- Retail recruitment

BUXTON CLIENT SINCE:

- 2008

Portrait of a Community

Porterville wanted to avoid becoming simply a "bedroom community" and focused instead on offering residents a vibrant quality of life, including a convenient shopping experience.

City leaders turned to Buxton to understand their citizens' needs and to identify retailers looking for customers that match Porterville's consumer base.

Porterville Community Development Director, Brad Dunlap, credits Buxton with bringing the city's retail attraction efforts "out of the demographic world and into the psychographic world," as they understood for the first time how their community members behave as consumers.

An Award-Winning Payoff

Buxton's analytics identified an opportunity for Porterville to recruit department stores, as most shoppers were driving 30+ miles to shop at the nearest big box.

Armed with Buxton's insights, Porterville partnered with a local developer to recruit Kohl's, five years earlier than the store would have otherwise come to the city. The strategic win brought 60 direct jobs to the city, reinvigorated a shopping center that had faced increasing vacancy rates, and attracted additional retailers including Marshall's, Famous Footwear, and Rue 21.

Porterville's ROI on the Kohl's deal was above 50%.

The venture was so successful that Porterville was honored with the California Association for Local Economic Development award of excellence in public/private partnerships.

We Can Do It for You Too.

Since 1994, Buxton has been providing big answers for retailers and communities. Our insights go beyond broad regional demographics, drilling down to the household level to give you the clearest picture yet of your community. We've helped 650 communities recruit over 35 million square feet of retail space.

For more information about what Buxton can do for you, visit us online today at www.buxtonco.com or call us at 888-2BUXTON.

KINGSPORT, TENNESSEE: NEW RETAIL IS KING

How Kingsport, TN, has successfully used analytics and SCOUT, Buxton's web-based analytics portal, to recruit retail development.



LOCATION:

- Northeastern Tennessee

POPULATION:

- 45,000

COMMUNITY NEEDS:

- Determine which retail sectors are underserved in the trade area
- Create a compelling presentation to attract retail development
- Increase shopping opportunities and tax revenues

Here's the Situation

Every city's economic development department knows it can't wait for new retail businesses to come to them. You need to be out there, proactively recruiting the businesses and developers that match your parameters. Most important, you need to be fully outfitted with the data they need.

The City of Kingsport, TN, discovered just how challenging that can be. Amassing and organizing the information required to convince a retailer or developer that their investment in Kingsport would be prudent was more than the city was able to handle. Repeated failures led them to contact Buxton for answers.

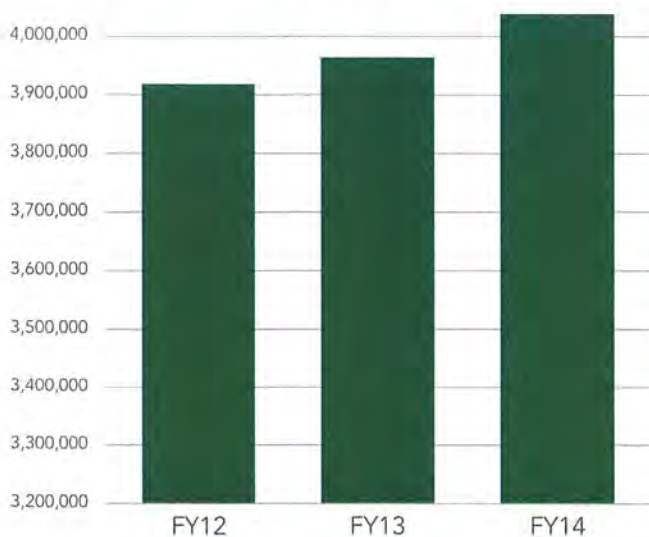
Using our unique approach to household-level data and powerful analytics tools, we helped Kingsport understand which types of retailers would best fulfill the needs of its citizens. And which specific retailers offered the best fit for the city's planned developments.

With granular data, we predicted local consumers' buying patterns and determined how far they'd travel for shopping and dining, as well as a host of other services. All of which helped Kingsport identify successful sites for retail and restaurants.

We also introduced Kingsport to SCOUT, our web-based tool that allows clients to track data sets themselves. Whether they're interested in the latest input from their own customized data, or want to expand their research to other data sets, SCOUT allows them to access it anywhere, anytime — then use the information to inform decision making, or to create and update presentations.

In addition, Kingsport is using the Leakage/Surplus Analysis report SCOUT provides, to show potential retailers and developers which retail sectors are being underserved in the trade area.

Sales Tax Revenues are at an All-Time High



Check Out These Results

With our involvement, the community experienced great success in acquiring new retailers for Kingsport Pavilion and East Stone Commons, the city's newest developments. A national furniture retailer was one of the missing pieces from Kingsport. Even in a down economy for new home construction — with our help, Kingsport was able to attract power brand Ashley Furniture to its new home in Kingsport Pavilion. Other retailers the city has been able to recruit include Old Navy, Hobby Lobby, Panera Bread, Starbucks, and Kohl's. City management credits Buxton's data for convincing many other national and regional retailers the area was the right fit for them. Sales tax revenues in FY 2014 are at a six-year high and the indicators point to a bright future ahead.

We Can Do It for You Too

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad demographics, drilling down to the household level to give you the clearest picture of your community. We've helped 650 communities recruit over 35 million square feet of retail space.

For more information about what Buxton can do for you, visit us online today at www.buxtonco.com or call us at 888-2BUXTON.

HESPERIA, CALIFORNIA LIGHTS THE WAY FOR RETAIL SUCCESS

A High Desert Tale

Hesperia, California, is living up to the name given to it more than 150 years ago by early settlers. In Greek, “Hesperia” means “Star of the West,” and this growing Southern California city has become a “star” retail and restaurant destination in the High Desert region.



However, this has not always been the case. In 2004, city leaders were frustrated with the lack of retail development happening in Hesperia. The city had seen a lot of sales tax leakage to neighboring communities, but still struggled to attract retailers because the rooftop and household income levels were considered to be too low. Hesperia needed a positive message to give retailers – one that proved the city could light the way for retail development.

LOCATION:

- 30 miles northeast of Ontario, CA

TRADE AREA POPULATION:

- More than 102,000

CHALLENGE:

- Retail recruitment

BUXTON CLIENT SINCE:

- 2004

Retail Star

Hesperia turned to Buxton’s public sector division for help in understanding the shopping and dining preferences of residents, as well as the retailers and restaurants that were likely to succeed in the city. The company provided detailed household-level analytics, along with a list of more than 100 retailers and restaurants that matched the lifestyle profiles of residents.

Just over one year after Buxton completed its assessment for Hesperia, several major retailers – including Wal-Mart and Target – announced plans to locate to the city. These big box retailers anchored privately developed new shopping centers and were part of the Buxton retail match list. In fact, from 2005-2014, Hesperia recruited 27 retailers and restaurants recommended by Buxton, resulting in the addition of 1,250 jobs and \$2.6 million in combined annual sales tax and property tax revenue.

Buxton's Retail Matches Generate



Retailers/Restaurants:
27



Jobs:
1,250



Annual Tax Revenue:
\$2.6 Million

A Winning Approach

Hesperia city leaders are delighted that national and regional retailers have finally seen the potential in Hesperia. “We believe that our success in attracting these retailers validates the results of the Buxton analysis,” said Steven Lantsberger, Hesperia’s Economic Development Director.

“We believe that our success in attracting these retailers validates the results of the Buxton analysis.”

Steven Lantsberger
Economic Development Director

The city also credits the success of retail development to the commitment of staff, the city council, and the community, even when the economy was tough. Hesperia recognizes that recruiting quality retail that improves quality of life for residents is not an overnight process, and developed a multi-prong approach for marketing the city.

Hesperia’s success proves that with the right strategy, even the most difficult development opportunities are within reach.

Take Your Retail Development To The Next Level.

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad regional demographics by drilling down to the household-level in order to give you the clearest picture of your community. We’ve helped 650 communities recruit over 35 million square feet of retail space.

SCOPE OF SERVICES

City of Maricopa's Objectives:

1. Conduct a retail market research analysis to determine Maricopa's potential for attracting retail businesses to the community
2. Develop a retail development strategy that maximizes the retail and restaurant potential for the City of Maricopa
3. Identify specific businesses for retail recruitment
4. Access data and marketing tools with which to recruit identified businesses

Retail Recruitment and Retention Solution: Your Community Profile

Our solution is a total marketing strategy that enables community leaders to understand the consumer profile of their residents and to identify specific retailers and restaurants who seek a market with household purchasing habits just like yours. This solution provides you with the ability to actively pursue identified retailers, making a compelling case for their expansion to the City of Maricopa by utilizing custom marketing packages that Buxton will create for you. You will have access to the same analytical information and insights retailers depend on today to make site selection decisions. This knowledge will provide you with instant credibility and the ability to differentiate your community.

Step 1 – Research Your Community

Buxton uses over 250 consumer and business databases that are updated regularly and compares your potential sites to the universe of all competing sites operating in the U.S. We define your current retail situation and those in any neighboring communities that impact your retail environment.

Step 2 – Define and Evaluate Your Trade Area

Customers shop by convenience, measuring distance based on time, not mileage. We will conduct a custom drive-time analysis to determine your trade area using our proprietary methodology and knowledge of individual retail clients' actual trade areas. Your drive-time trade area will be provided to you as a map that accurately depicts your consumer shopping patterns.

Step 3 – Profile Your Trade Area's Residential Customers

Your community profile will analyze every household in your drive-time trade area. Based on more than 7,500 categories of lifestyles, purchase behaviors, and media reading and viewing habits (psychographics), the households in your trade area are assessed to gain an understanding of the types of retailers that would be attracted to your site.

Step 4 – We Match Retailers and Restaurants to Market Potential

Buxton will match the consumer profile of your community's trade area against the customer profiles of 5,000+ retailers in our proprietary database. We will identify the similarity between the two profiles analyzed using Buxton's proprietary retail matching algorithm to determine if your site presents an attractive opportunity for each retailer. We then qualify the list of matched results to verify that a retailer is currently operating or expanding, that they operate in similar sites, and that your site affords adequate buffer from competition and cannibalization to be realistically considered.

Step 5 – We Create Marketing Packages

Buxton will assemble individualized marketing packages for up to twenty (20) targeted retailers. We will notify each retailer's key real estate decision maker by letter, informing them that they have been qualified by Buxton as a potential viable fit for your site and should expect to be

contacted by a representative of the city. Your marketing packages will be delivered to you in SCOUT and include a:

1. Map of the retail site and trade area
2. Map of the retailer's potential customers
3. Retailer match report that compares the site's trade area characteristics and consumer profile with the retailer's sites in similar trade areas

Step 6 – We Provide Ongoing Recruitment Support

The Buxton account management team is dedicated to your success and a world-class client experience and partnership. Their sole purpose is to help you drive success in your community's retail economic development efforts. In addition to preparing custom reports and introductory letters to inform retailers on your match list of the opportunities in your community, Buxton will expand and sharpen your business development focus by incorporating best practices we have discovered through daily work with local governments across the nation. Items to bolster the recruitment strategy will include:

- Provision of updated contacts for retailers
- Issuance of warm-up letters on your behalf to "break the ice" with retailers
- Attendance to conference calls with community and retailers/brokers, when available
- Attendance to ICSC RECon meetings with community and retailers, when available
- Support in recruiting potential opportunities including recommending methods of contact and assisting with prospect calls to matched retailers
- Continued monitoring of progress with retail outreach and advice on how to enhance marketability to retailers

Step 7 – We Provide Business Retention Tools

Buxton will provide reports through SCOUT that can be used to support business retention efforts by helping local business owners to make better business decisions. In addition, Buxton is pleased to offer the City of Maricopa access to LSMx. **LSMx**, which stands for **L**ocal **S**tore **M**arketing powered by Buxton, is a customer acquisition solution designed specifically for small business owners and franchisees. The City of Maricopa can also leverage this tool to support local businesses and entrepreneurs, foster an environment that encourages private-public partnerships, and strengthen the business climate in their community. Upon execution of an LSMx Addendum (provided upon award), the City of Maricopa will have access to 25 complimentary *LSMx monthly subscriptions/license codes to distribute to local retailers, restaurants and service providers.

Solution Deliverables:

- SCOUT Touch access
- Drive time trade area maps
- Retail site assessment
- Retailer-specific marketing packages (for up to twenty (20) retailers)
- Recruitment support
- *LSMx subscriptions (for twenty-five (25) monthly license codes)

Using our SCOUT platform, Buxton will present solution deliverables in an electronic format and through a password-protected website that can be accessed and used to either print or email copies of the reports or other information. The data is updated regularly, and reports can be generated on the fly as needed.

Multi Year Deliverables:

Years 2 and 3 of this agreement will include a Retail Recruitment model refresh, retail marketing packages, full access to SCOUT and SCOUT Touch, and ongoing account management support.

**LSMx deliverables are subject to the City of Maricopa executing the LSMx Addendum and the terms and conditions described therein.*

Scope of Work

Existing Conditions Assessment

Buxton will conduct a retail assessment of the City of Maricopa, AZ, retail trade area and profile the customer's buying habits in the trade area. The results of the assessment will be used to guide the elected officials and staff of the City to make decisions and commitments to grow the City of Maricopa's retail sector. The assessment will take into consideration and include:

- Population and household increases
- Psychographic analysis of households and individuals
- Site setting and configuration
- Existing retail firms and retail trade in the area and region
- Retail leakage/surplus
- Retail development in similar cities
- Market viability
- Retail goals and growth plans for the community
- Platform to customize all reports on the fly

Future Needs/Outreach Scope Work

Buxton will also address the following concerns/issues:

1. Develop trade area analysis focused on drive time analysis to factor in time of day, traffic flows, and street/highway networks
2. Develop profiles of customers in each trade area studied based on psychographic profile which will consider buying habits and lifestyles
3. Assess the retail trade potential of selected sites in the City
4. **Provide a list of national credit tenant retailers that match Maricopa's psychographic profile, and work with staff to narrow preliminary list**
Variance: As a point of clarification for our partnership, please note that Buxton will provide up to twenty (20) retail matches per year, which includes up to sixty (60) retailers over the three-year contract
5. Prepare custom marketing packages for each of the retailers and restaurants identified. Each package shall include:
 - a. Map of retail site and trade area
 - b. Map of potential customers for the retailer
 - c. Retail match report that compares the site's trade area characteristics with the retailer's similar existing and successful locations
 - d. Demographics and psychographic analysis of the trade area
 - e. Explanation of the methodologies used
6. Provide names and contact information of real estate representatives and decision-makers for each of the retailers selected by the City of Maricopa
7. Make other recommendations that may be pertinent
8. Provide a retail leakage/surplus analysis
9. Provide an online trade area database and marketing tool to assist recruitment efforts
10. Provide ongoing support to the City throughout the recruitment process
11. Provide information required to retain and attract high value, high wage jobs by analyzing how the city benchmarks against competing cities
12. Provide information to understand the value of residents, and surrounding households when considered as a workforce
13. Provide information to understand the residents' access to services, retail, healthcare, municipal assets and other attractive amenities for overall quality of life benchmarks

Long-term Partnership

Buxton's ongoing partnership will provide the following benefits:

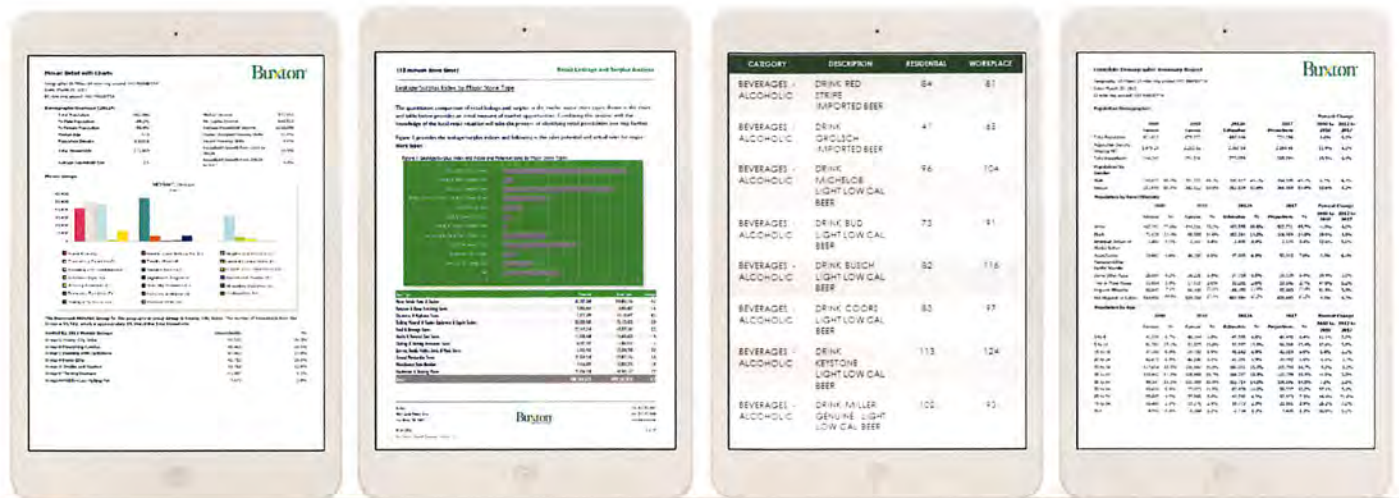
- Long-term Partnership – Unlimited access to consultant staff throughout the duration of the agreement
- Personalized Content – Advance the City of Maricopa's business recruitment program by providing personal guidance from professional staff and ongoing insight into key industry topics via e-newsletter, webcasts, and other interactive tools
- Exclusive Access – Ability to utilize Buxton's data relationships to access data and develop an actionable program to recruit retail
- Web-based Deliverable – Access to a best-in-class online web-mapping platform with the touch of a button. This application allows screen shots, mobility, and ease of use to assist in business growth objectives. See full description of SCOUT Touch under the Scope of Work.
- Tradeshow Support – Access to Buxton's booth at ICSC RECon to help optimize Maricopa's marketing efforts

Access and Use Your Retail Recruitment and Retention Solution via SCOUT Touch

Buxton's Retail Recruitment and Retention solution will allow you to actively recruit retailers to your community and support existing businesses with the push of a button in SCOUT Touch, providing you with crucial information about your community, your trade areas, your residents, and much more. SCOUT is a web-based platform that is accessible on any Windows or iOS enabled device with an Internet connection. It is designed to give decision-makers in your community access to the data and solutions that will assist them in making better business decisions. The Retail Recruitment and Retention solution enables four (4) SCOUT users with the ability to run demographic and trade area profile reports, and view maps and other data elements.

In Buxton's SCOUT Touch you will be able to:

- Identify retail matches
- Run variable reports
- View city limit maps
- See aerial view
- Access split-screen views and Google street view
- Print large-format maps
- Run analytics reports on potential growth for specific retail and other relevant sectors
- Utilize tool with no IT support required
- Access consumer propensity reports
- Run healthcare reports
- View physician intelligence
- Run comparable reports
- Run demographic reports
- Access leakage/surplus reports
- Run analytics reports on housing, medical, employment, expenditures, and demand



**Household & Workforce
Consumer Profiles**

**Retail Supply &
Demand Gap Analysis**

**Consumer
Propensities**

**Demographics
Historical & Projected**

Support local business retention and expansion efforts with reports contained in the SCOUT reporting suite, including but not limited to:

Consumer Propensity Report

Quantifies likelihood of consumers of a given trade area to consume various goods and services or possess certain attitudes and opinions. This report can help local entrepreneurs, business owners and store managers better optimize their merchandise/product offerings or their local marketing strategies.

Retail Leakage and Surplus Report

Quantifies the potential surplus or leakage in a trade area. This guide can help businesses understand how well the retail needs of residents are being met, uncover unmet demand and opportunities, and measure the difference between actual and potential retail sales.

Create Profiles Report

Profiles a specific trade area to determine the likes/dislikes, spending behavior, and marketing preferences of the households and workers within that geography. This report can help local businesses evaluate a market's retail potential or enhance marketing efforts.

Count Base Daytime Population Report

Examines the workforce in the study area and provides a count of the workforce population by industry. This report allows retail and restaurant owners to gain insights about how the population in the trade area differs during work hours so local businesses can cater to different types of workers.

Gain insight into healthcare demand by major diagnostic code, physician specialty, physician setting, DRG, and payment source by current year or 5-year projections, including but not limited to the following health care reports:

Major Diagnostic Codes

This output measures healthcare demand based on the major diagnostic categories (MDC), which are determined by dividing all possible principal diagnoses into 25 mutually exclusive diagnosis areas. The diagnoses in each MDC correspond to a single organ system or causation and, in general, are associated with a particular medical specialty.



Physician Intelligence Report

This report provides a count of physicians in your trade area to provide insight on the current supply of healthcare within a given market. This data can be used to determine whether there are gaps between the healthcare being provided and what the population needs.



Physician Office Visits by Physician Specialty

This output measures the estimated number of healthcare cases based on the type of physician specialty. These physician specialties include:

- Cardiovascular Disease
- Dermatology
- General Surgery
- General and Family Medicine
- Internal Medicine
- Neurology
- Obstetrics/Gynecology
- Ophthalmology
- Orthopedic Surgery
- Otolaryngology
- Pediatric
- Psychiatry
- Urology
- All Other Visits

SCOUT Technical Requirements

SCOUT can be accessed at the following URL: www.buxtonco.com

SCOUT is a web-based application accessible on any desktop, laptop, or mobile tablet device that has an Internet connection. When operating SCOUT, Buxton's recommended hardware configuration is 4-core CPU, 4 GB RAM (or higher). Examples include most modern-day laptops or desktops purchased within the last 3 years, iPad Pro 2017 or newer, Microsoft Surface Pro 2 or newer, or Samsung Galaxy Tab S3. The recommended browser for accessing SCOUT is the latest version of Chrome.

Buxton's Helpdesk

(1-817-332-3681) is available during normal office hours (8:00 AM-5:30 PM CST, excluding weekends and public holidays). Buxton's Helpdesk team will be available to support all educational, functional, and technical inquiries and will respond to all requests within twenty-four (24) hours of submission.

Buxton's Helpdesk

Monday – Friday: 8:00 am – 5:30 pm CST

1-817-332-3681

Preparatory Steps for Project Kick-off

To effectively initiate this project, we request that you provide the following:

1. Project Liaisons

Please designate a primary point of contact from your community to coordinate with the Buxton team. The Buxton project team will serve as your day-to-day point of contact to ensure you are educated and informed as we are moving through the analytics process to determine which retailers are the best fit for your community.

2. Community Information and Reports

- Logo (vector file – request from your ad agency and/or printer)
- Addresses and descriptive information for the specified sites that will be evaluated
- List of planned retail, commercial or mixed use developments (either proposed or in development)
- List of major, national or regional retailers that have closed, left or moved from the community

3. Project Launch

A conference call with your representatives and the Buxton project team will officially launch the project. The project launch will occur when:

1. An agreement is executed
2. The initial payment is received, and
3. The Community Information and Reports are received

Project Timeline



SUBSTITUTE W-9 FORM

Attachment A is attached hereto.

ATTACHMENT A
SUBSTITUTE W-9 FORM

PART I: Company Information:

1. Name (as shown on Income Tax Return): Buxton Company
2. Business Name (if different than above): Buxton
3. DUNS #: 869430652
4. Federal employer identification number (or SSN): 75-2541014
5. Type of organization (check one):

☐ Individual/Sole Proprietor	☐ Limited Liability Company*
☒ Corporation	*Choose the tax classification
☐ Partnership	☐ Disregarded Entity
☐ Other: _____	☐ Corporation
	☐ Partnership
6. Order Address: 2651 South Polaris Drive, Fort Worth, Texas 76137
 (Order address) (City) (State) (Zip code)
7. Remittance address (if different than above): _____
 (Remittance address) (City) (State) (Zip code)
8. Contact person for bid invitations: Cody Howell
9. Phone Number: (817) 332-3681 Fax Number: (817) 332-3686
10. Email address of contact person: CHowell@buxtonco.com
11. Applicant is a (check one):

☐ Factory Representative	☐ Jobber
☐ Manufacturer	☐ Authorized distributor
☐ Retail dealer	☐ Contractor
☒ Consultant	☐ Other: _____
12. Indicate if the business is registered as a minority or woman-owned company.
☐ Minority-owned ☐ Woman-owned ☒ Not Applicable
13. How long has the company been in business? 23 years
14. Does applicant currently hold a valid business license issued by the City of Maricopa?
☐ Yes ☒ No

ATTACHMENT A (CONT'D)
SUBSTITUTE W-9 FORM

PART II: COMMODITY OR SERVICE DESCRIPTION

1. Commodity/Service description (*this section must be completed*):
Consulting and analytics services

PART III: APPLICANT TERMS & CERTIFICATION

Terms:

The City of Maricopa may take up to 30 calendar days after the receipt of vendor's invoice to render payment unless other arrangements are made through a written contract. Applicant's signature below signifies acceptance of those terms.

Under Penalties of perjury, I certify that:

1. The number shown on this form is my correct federal employer identification number.
2. I am not subject to backup withholding because of failure to report interest and dividend income.
3. I am a U.S. person (including a U.S. resident alien).
(NOTE: You must cross out item 2. above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return).
4. The following business ownership classifications are applicable:
Disadvantaged Business Enterprise Ownership Classification (Select One Only):

☐ 1 Non-Small/Non-Minority/Non-Disabled	☐ 8 Small Business/Disabled Owner
☐ 2 Small Business (Per ARS §41-1001.14)	☐ 9 Minority Woman Owned Business
☐ 3 Minority Owned Business [Per 15 CFR §1400.1(a)]	☐ 10 Disabled-Minority Owned Business
☐ 4 Woman Owned Business	☐ 11 Disabled-Woman Owned Business
☐ 5 Owned By Disabled Individual (Per ARS §41-1492.5)	☐ 12 Small Business/Minority-Woman Owned
☐ 6 Small Business/Minority Owned	☐ 13 Small Business/Disabled-Minority Owned
☐ 7 Small Business/Woman Owned	☐ 14 Small Business/Disabled-Minority-Woman Owned

"The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding."

David Glover

Name (*Please print*)
Chief Financial Officer

Title (*Please print*)



Signature

01/17/2018

Date

PARTICIPATION IF BOYCOTT OF ISRAEL

Attachment B is attached hereto.

ATTACHMENT B
PARTICIPATION IF BOYCOTT OF ISRAEL

	Participation if Boycott of Israel		State of Arizona State Procurement Office 100 N 15th Ave., Suite 201 Phoenix, AZ 85007
		PAGE	
		OF 1	

All materials submitted as part of a response to a solicitation are subject to Arizona public records law and will be disclosed if there is an appropriate public records request at the time of or after the award of the contract. Recently legislation has been enacted to prohibit the state from contracting with companies currently engaged in a boycott of Israel. To ensure compliance with A.R.S. §35-393.01 This form must be completed and returned with the response to the solicitation and any supporting information to assist the State in making its determination of compliance.

As defined by A.R.S. §35-393.01:

1. "Boycott" means engaging in a refusal to deal, terminating business activities or performing other actions that are intended to limit commercial relations with Israel or with persons or entities doing business in Israel or in territories controlled by Israel, if those actions are taken either:
 - (a) In compliance with or adherence to calls for a boycott of Israel other than those boycotts to which 50 United States Code section 4607(c) applies.
 - (b) In a manner that discriminates on the basis of nationality, national origin or religion and that is not based on a valid business reason.
2. "Company" means a sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, limited liability company or other entity or business association, and includes a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate.
3. "Direct holdings" means all publicly traded securities of a company that are held directly by the state treasurer or a retirement system in an actively managed account or fund in which the retirement system owns all shares or interests.
4. "Indirect holdings" means all securities of a company that are held in an account or fund, including a mutual fund, that is managed by one or more persons who are not employed by the state treasurer or a retirement system, if the state treasurer or retirement system owns shares or interests either:
 - (a) together with other investors that are not subject to this section.
 - (b) that are held in an index fund.
5. "Public entity" means this State, a political subdivision of this STATE or an agency, board, commission or department of this state or a political subdivision of this state.
6. "Public fund" means the state treasurer or a retirement system.
7. "Restricted companies" means companies that boycott Israel.
8. "Retirement system" means a retirement plan or system that is established by or pursuant to title 38.

All offerors must select one of the following:

☒ My company does not participate in, and agrees not to participate in during the term of the contract a boycott of Israel in accordance with A.R.S. §35-393.01. I understand that my entire response will become public record in accordance with A.A.C. R2-7-C317.

☐ My company does participate in a boycott of Israel as defined by A.R.S. §35-393.01. :

By submitting this response, proposer agrees to indemnify and hold the State, its agents and employees, harmless from any claims or causes of action relating to the State's action based upon reliance on the above representations, including the payment of all costs and attorney fees incurred by the State in defending such an action.

Buxton Company

Company Name

2651 South Polaris Drive

Address

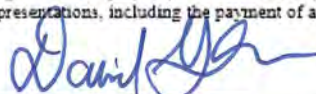
Fort Worth, Texas 76137

City

State

Zip

SFO Form 202 - State Boycott Affidavit



Signature of Person Authorized to Sign

David Glover

Printed Name

Chief Financial Officer

Title

HOUSE BILL 2617

Exhibit B is attached hereto.

EXHIBIT A
HOUSE BILL 2617/CHAPTER 46
Senate Engrossed House Bill

State of Arizona House of Representatives Fifty-second Legislature Second Regular Session 2016

AN ACT

**AMENDING TITLE 35, CHAPTER 2, ARIZONA REVISED STATUTES, BY ADDING ARTICLE 9;
RELATING TO PUBLIC CONTRACTS AND INVESTMENTS.**

Senate Engrossed House Bill

State of Arizona
House of Representatives
Fifty-second Legislature
Second Regular Session
2016

CHAPTER 46
HOUSE BILL 2617

AN ACT

**AMENDING TITLE 35, CHAPTER 2, ARIZONA REVISED STATUTES, BY ADDING ARTICLE 9;
RELATING TO PUBLIC CONTRACTS AND INVESTMENTS.**

(TEXT OF BILL BEGINS ON NEXT PAGE)

EXHIBIT A (CONT'D)
HOUSE BILL 2617/CHAPTER 46
Senate Engrossed House Bill

1 Be it enacted by the Legislature of the State of Arizona:
2 Section 1. Title 35, chapter 2, Arizona Revised Statutes, is amended
3 by adding article 9, to read:
4 ARTICLE 9. ISRAEL BOYCOTT DIVESTMENTS
5 35-393. Definitions
6 IN THIS ARTICLE, UNLESS THE CONTEXT OTHERWISE REQUIRES:
7 1. "BOYCOTT" MEANS ENGAGING IN A REFUSAL TO DEAL, TERMINATING BUSINESS
8 ACTIVITIES OR PERFORMING OTHER ACTIONS THAT ARE INTENDED TO LIMIT COMMERCIAL
9 RELATIONS WITH ISRAEL OR WITH PERSONS OR ENTITIES DOING BUSINESS IN ISRAEL OR
10 IN TERRITORIES CONTROLLED BY ISRAEL, IF THOSE ACTIONS ARE TAKEN EITHER:
11 (a) IN COMPLIANCE WITH OR ADHERENCE TO CALLS FOR A BOYCOTT OF ISRAEL
12 OTHER THAN THOSE BOYCOTTS TO WHICH 50 UNITED STATES CODE SECTION 4607(c)
13 APPLIES.
14 (b) IN A MANNER THAT DISCRIMINATES ON THE BASIS OF NATIONALITY,
15 NATIONAL ORIGIN OR RELIGION AND THAT IS NOT BASED ON A VALID BUSINESS REASON.
16 2. "COMPANY" MEANS A SOLE PROPRIETORSHIP, ORGANIZATION, ASSOCIATION,
17 CORPORATION, PARTNERSHIP, JOINT VENTURE, LIMITED PARTNERSHIP, LIMITED
18 LIABILITY PARTNERSHIP, LIMITED LIABILITY COMPANY OR OTHER ENTITY OR BUSINESS
19 ASSOCIATION, AND INCLUDES A WHOLLY OWNED SUBSIDIARY, MAJORITY-OWNED
20 SUBSIDIARY, PARENT COMPANY OR AFFILIATE.
21 3. "DIRECT HOLDINGS" MEANS ALL PUBLICLY TRADED SECURITIES OF A COMPANY
22 THAT ARE HELD DIRECTLY BY THE STATE TREASURER OR A RETIREMENT SYSTEM IN AN
23 ACTIVELY MANAGED ACCOUNT OR FUND IN WHICH THE RETIREMENT SYSTEM OWNS ALL
24 SHARES OR INTERESTS.
25 4. "INDIRECT HOLDINGS" MEANS ALL SECURITIES OF A COMPANY THAT ARE HELD
26 IN AN ACCOUNT OR FUND, INCLUDING A MUTUAL FUND, THAT IS MANAGED BY ONE OR
27 MORE PERSONS WHO ARE NOT EMPLOYED BY THE STATE TREASURER OR A RETIREMENT
28 SYSTEM, IF THE STATE TREASURER OR RETIREMENT SYSTEM OWNS SHARES OR INTERESTS
29 EITHER:
30 (a) TOGETHER WITH OTHER INVESTORS THAT ARE NOT SUBJECT TO THIS
31 SECTION.
32 (b) THAT ARE HELD IN AN INDEX FUND.
33 5. "PUBLIC ENTITY" MEANS THIS STATE, A POLITICAL SUBDIVISION OF THIS
34 STATE OR AN AGENCY, BOARD, COMMISSION OR DEPARTMENT OF THIS STATE OR A
35 POLITICAL SUBDIVISION OF THIS STATE.
36 6. "PUBLIC FUND" MEANS THE STATE TREASURER OR A RETIREMENT SYSTEM.
37 7. "RESTRICTED COMPANIES" MEANS COMPANIES THAT BOYCOTT ISRAEL.
38 8. "RETIREMENT SYSTEM" MEANS A RETIREMENT PLAN OR SYSTEM THAT IS
39 ESTABLISHED BY OR PURSUANT TO TITLE 38.
40 35-393.01. Contracting; procurement; investment; prohibitions
41 A. A PUBLIC ENTITY MAY NOT ENTER INTO A CONTRACT WITH A COMPANY TO
42 ACQUIRE OR DISPOSE OF SERVICES, SUPPLIES, INFORMATION TECHNOLOGY OR
43 CONSTRUCTION UNLESS THE CONTRACT INCLUDES A WRITTEN CERTIFICATION THAT THE
44 COMPANY IS NOT CURRENTLY ENGAGED IN, AND AGREES FOR THE DURATION OF THE
45 CONTRACT TO NOT ENGAGE IN, A BOYCOTT OF ISRAEL.

EXHIBIT A (CONT'D)
HOUSE BILL 2617/CHAPTER 46
Senate Engrossed House Bill

1 B. A PUBLIC ENTITY MAY NOT ADOPT A PROCUREMENT, INVESTMENT OR OTHER
2 POLICY THAT HAS THE EFFECT OF INDUCING OR REQUIRING A PERSON OR COMPANY TO
3 BOYCOTT ISRAEL.

4 35-393.02. Investment; restricted companies list; notice;
5 immunity; exception

6 A. ON OR BEFORE APRIL 1 OF EACH YEAR, EACH PUBLIC FUND SHALL PREPARE A
7 LIST OF RESTRICTED COMPANIES AND SHALL PROVIDE A COPY OF THE LIST ON REQUEST.

8 B. IN PREPARING THE LIST OF RESTRICTED COMPANIES, THE PUBLIC FUND MAY
9 CONSIDER AT LEAST THE FOLLOWING:

10 1. PUBLICLY AVAILABLE INFORMATION, INCLUDING INFORMATION PROVIDED BY
11 NONPROFIT ORGANIZATIONS, RESEARCH FIRMS AND GOVERNMENT ENTITIES.

12 2. INFORMATION PREPARED BY AN INDEPENDENT RESEARCH FIRM RETAINED BY
13 THE PUBLIC FUND.

14 3. A STATEMENT BY A COMPANY THAT IT IS PARTICIPATING IN A BOYCOTT OF
15 ISRAEL OR THAT IT HAS TAKEN A BOYCOTT ACTION AT THE REQUEST OF, IN COMPLIANCE
16 WITH OR IN FURTHERANCE OF CALLS FOR A BOYCOTT OF ISRAEL.

17 C. THE PUBLIC FUND SHALL NOTIFY EACH COMPANY THAT IS INCLUDED ON THE
18 LIST OF RESTRICTED COMPANIES THAT THE COMPANY IS SUBJECT TO DIVESTMENT BY THE
19 STATE TREASURER AND THE RETIREMENT SYSTEMS.

20 D. IF A COMPANY THAT RECEIVES NOTICE PURSUANT TO SUBSECTION C OF THIS
21 SECTION SUBMITS A WRITTEN CERTIFICATION TO THE PUBLIC FUND THAT IT HAS CEASED
22 ITS BOYCOTT OF ISRAEL AND WILL NOT ENGAGE IN A BOYCOTT OF ISRAEL FOR THE
23 PERIOD OF TIME THAT THE STATE TREASURER OR A RETIREMENT SYSTEM INVESTS IN THE
24 COMPANY, THE PUBLIC FUND SHALL REMOVE THE COMPANY FROM THE RESTRICTED LIST.

25 E. EACH PUBLIC FUND SHALL:

26 1. SELL, REDEEM, DIVEST OR WITHDRAW ALL DIRECT HOLDINGS OF A
27 RESTRICTED COMPANY FROM THE ASSETS UNDER ITS MANAGEMENT IN AN ORDERLY AND
28 FIDUCIALLY RESPONSIBLE MANNER WITHIN THREE MONTHS AFTER PREPARING THE LIST OF
29 RESTRICTED COMPANIES PURSUANT TO SUBSECTION A OF THIS SECTION. ON OR BEFORE
30 AUGUST 1 OF EACH YEAR, THE STATE TREASURER AND EACH RETIREMENT SYSTEM SHALL
31 POST ON THEIR WEBSITES A LIST OF INVESTMENTS THAT ARE SOLD, REDEEMED,
32 DIVESTED OR WITHDRAWN PURSUANT TO THIS PARAGRAPH.

33 2. NOT ACQUIRE SECURITIES OF A RESTRICTED COMPANY AS PART OF ITS
34 DIRECT HOLDINGS.

35 3. REQUEST THAT MANAGERS OF ITS INDIRECT HOLDINGS CONSIDER SELLING,
36 REDEEMING, DIVESTING OR WITHDRAWING HOLDINGS OF A RESTRICTED COMPANY FROM THE
37 ASSETS UNDER ITS MANAGEMENT.

38 F. WITH RESPECT TO ANY ACTION PERFORMED PURSUANT TO THIS SECTION, THE
39 STATE TREASURER, EACH RETIREMENT SYSTEM AND ANY PERSON ACTING ON BEHALF OF
40 THE STATE TREASURER OR THE RETIREMENT SYSTEM:

41 1. ARE EXEMPT FROM ANY CONFLICTING STATUTORY OR COMMON LAW OBLIGATION
42 OR FIDUCIARY DUTIES WITH RESPECT TO CHOICE OF ASSET MANAGERS, INVESTMENT
43 FUNDS OR INVESTMENTS.

44 2. ARE SUBJECT TO TITLE 12, CHAPTER 7, ARTICLE 2 REGARDING IMMUNITY
45 FOR ACTS AND OMISSIONS.

EXHIBIT A (CONT'D)
HOUSE BILL 2617/CHAPTER 46
Senate Engrossed House Bill

1 3. ARE INDEMNIFIED AND HELD HARMLESS BY THIS STATE FROM CLAIMS,
2 DEMANDS, SUITS, ACTIONS, DAMAGES, JUDGMENTS, COSTS, CHARGES AND EXPENSES,
3 INCLUDING ATTORNEY FEES, AND AGAINST ALL LIABILITY, LOSSES AND DAMAGES
4 BECAUSE OF A DECISION TO SELL, REDEEM, DIVEST OR WITHDRAW HOLDINGS OF A
5 RESTRICTED COMPANY MADE PURSUANT TO THIS SECTION.

6 G. THIS SECTION DOES NOT APPLY TO INVESTMENTS THAT ARE MADE BY THE
7 STATE TREASURER PURSUANT TO SECTION 35-314.01.

8 35-393.03. Severability

9 IF ANY PROVISION OF THIS ARTICLE OR ITS APPLICATION TO ANY PERSON OR
10 CIRCUMSTANCE IS HELD INVALID, THE INVALIDITY DOES NOT AFFECT ANY OTHER
11 PROVISION OR APPLICATION OF THIS ARTICLE THAT CAN BE GIVEN EFFECT WITHOUT THE
12 INVALID PROVISION OR APPLICATION, AND TO THIS END THE PROVISIONS OF THIS
13 ARTICLE ARE SEVERABLE.

14 Sec. 2. Legislative findings

15 A. Boycotts and related tactics have become a tool of economic warfare
16 that threaten the sovereignty and security of key allies and trade partners
17 of the United States.

18 B. The state of Israel is the most prominent target of such boycott
19 activity, beginning with the Arab League Boycott adopted in 1945, even before
20 Israel's declaration of independence as the reestablished national state of
21 the Jewish people.

22 C. Companies that refuse to deal with United States trade partners
23 such as Israel, or entities that do business with or in such countries, make
24 discriminatory decisions on the basis of national origin that impair those
25 companies' commercial soundness.

26 D. It is the public policy of the United States, as enshrined in
27 several federal acts, including 50 United States Code section 4607, to oppose
28 such boycotts, and Congress has concluded as a matter of national trade
29 policy that cooperation with Israel materially benefits United States
30 companies and improves American competitiveness.

31 E. Israel in particular is known for its dynamic and innovative
32 approach in many business sectors, and a company's decision to discriminate
33 against Israel, Israeli entities or entities that do business with Israel or
34 in Israel is an unsound business practice making the company an unduly risky
35 contracting partner or vehicle for investment.

36 F. This state seeks to implement Congress's announced policy of
37 "examining a company's promotion or compliance with unsanctioned boycotts,
38 divestment from, or sanctions against Israel as part of its consideration in
39 awarding grants and contracts and supports the divestment of State assets
40 from companies that support or promote actions to boycott, divest from, or
41 sanction Israel."

APPROVED BY THE GOVERNOR MARCH 17, 2016.

- 3 -

FILED IN THE OFFICE OF THE SECRETARY OF STATE MARCH 18, 2016.

REFERENCES

We would love for you to contact our references to gain insight into our performance, reputation and why Buxton is the industry leader in helping city governments leverage consumer analytics to maximize their retail potential. The following references are current Arizona municipal clients and pertain to projects of comparable nature as described herein that have been completed since January 2015.

Reference #1: Flagstaff, AZ

- Contact Person: David McIntire, Community Investment Director
- Address: 211 W Aspen Ave, Flagstaff, AZ 86001
- Email: dmcintire@flagstaffaz.gov
- Phone Number: (928) 213-2907
- Scope of Work: Retail recruitment and visitor analysis in Flagstaff, AZ (2011 – present)

Reference #2: Prescott, AZ

- Contact Person: Wendy Bridges, Economic Development Coordinator
- Address: 201 South Cortez Street, Prescott, AZ 86303
- Email: wendy.bridges@prescott-az.gov
- Phone Number: (928) 777-1204
- Scope of Work: Retail recruitment analysis in Prescott, AZ (2017 – present)

Reference #3: Somerton, AZ

- Contact Person: Hector Tapia, Economic Development Director/City Manager
- Address: 143 N. State Ave, Somerton, AZ 85350
- Email: hecortapia@somertonaz.gov
- Phone Number: (928) 722-7390
- Scope of Work: Retail recruitment analysis in Somerton, AZ (2016 – present)

Samples:

Our marketing materials encapsulate the results of our analysis and highlight the potential for a specific retailer to establish a successful location in your city. While we cannot provide client-specific samples out of respect for our clients' privacy, the following samples are de-identified representations of two (2) reports included in our Retail Recruitment and Retention Solution. We have also provided a sample Leakage Report, which has been tailored to the City of Maricopa to illustrate the surplus and leakage in your trade area. Please note that all documentation included in Appendix A is confidential and proprietary information not authorized for public release.

1. Appendix A-1: Maricopa Leakage Report
2. Appendix A-2: Market Overview
3. Appendix A-3: Pursuit Package

DISCLOSURES OF CONFLICT OF INTEREST

Buxton affirms that no conflicts of interest exist as defined by Arizona Revised Statutes, Title 38, Chapter 3, Article 8.

CONFIDENTIAL INFORMATION STATEMENT

All documentation included in Appendix A is confidential and proprietary information not authorized for public release.

TERM, FEES, AND DELIVERY

Buxton is an annual fee-based service provider, rather than an hourly contractor. The chart below shows the total fee summary to be invoiced on an annual basis and includes all phases of the solution, including market analysis, retail recruitment services, regular progress updates, trade show support, twenty (20) marketing packages, yearly license for unlimited access to solutions through SCOUT, SCOUT technical support and unlimited access to consultant staff throughout the duration of the agreement. Buxton does not pass along travel costs to our clients, so no additional travel fees will be incurred.

Annual Fee	\$50,000
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Agreement Term	Three (3) Years
-----------------------	------------------------

Year 1 Fee (50% invoiced upon execution of this agreement; 50% invoiced upon targeted retailer identification)	\$50,000
--	----------

Year 2 Fee (Invoiced 1 st anniversary of this agreement)	\$50,000
--	----------

Year 3 Fee (Invoiced 2 nd anniversary of this agreement)	\$50,000
--	----------

Delivery	The City of Maricopa, AZ will have access to retail match lists and marketing packages within sixty (60) business days of execution.
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Your SCOUT access will be enabled within ten (10) business days of the execution of this agreement. The City of Maricopa, AZ will have access to retail match lists and marketing packages within sixty (60) business days of execution. The initial term of this agreement is for three (3) years with services invoiced annually. However, the parties agree that this agreement is subject to the appropriation or non-appropriation of funds each year by the City of Maricopa. If the City of Maricopa does not appropriate funds for any annual term of this agreement, the City of Maricopa shall notify Buxton in writing of such non-appropriation at least sixty (60) days in advance of a yearly renewal, and the agreement between the City of Maricopa and Buxton shall be cancelled. If the City of Maricopa cancels services prior to the expiration of the initial term, the City of Maricopa will be invoiced 10% of the total remaining balance. All service fees associated with this agreement are due in net thirty (30) days of the date of the invoice. Execution of this agreement will act as full consent that Buxton may include the City of Maricopa on its client list and in presentations and public relations efforts. Additionally, Buxton may issue a press release announcing the City of Maricopa as a client. When doing so, Buxton will not reveal information that is confidential and proprietary to the City of Maricopa.

Buxton	City of Maricopa, AZ
Signature	Signature
Printed Name	Printed Name
Title	Title
Date	Date
Primary point of contact for invoice receipt	Primary point of contact
Name:	Name:
Phone:	Phone:
Email:	Email:
Preferred Method of Receipt: Email OR U.S. Mail	

APPENDIX A

Please see the following sample reports included in our Retail Recruitment and Retention solution. All documentation included in this section is confidential and proprietary information not authorized for public release.

- 1. Appendix A-1: Maricopa Leakage Report**
- 2. Appendix A-2: Market Overview**
- 3. Appendix A-3: Pursuit Package**



Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between estimated and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.
.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.
1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and estimated sales for major store types.

Figure 1. Leakage/Surplus Index and Estimated and Potential Sales by Major Store Types



Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	159,546,128	2,798,608	0.0
Furniture & Home Furnishing Stores	17,816,939	212,261	0.0
Electronics & Appliance Stores	16,115,654	1,150,765	0.0
Building Material & Garden Equipment & Supply Dealers	35,955,049	810,767	0.0
Food & Beverage Stores	86,048,885	86,276,100	1.0
Health & Personal Care Stores	41,482,401	7,340,481	0.2
Clothing & Clothing Accessories Stores	28,686,262	1,284,430	0.0
Sporting Goods, Hobby, Book, & Music Stores	14,212,891	505,667	0.0
General Merchandise Stores	90,860,119	14,110,067	0.2
Miscellaneous Store Retailers	18,488,440	3,517,790	0.2
Foodservice & Drinking Places	71,465,522	18,348,575	0.3
Total	580,678,290	136,355,511	0.2

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Automotive Dealers	135,908,562	0	0.0
Other Motor Vehicle Dealers	9,132,222	0	0.0
Automotive Parts, Accessories, & Tire Stores	14,505,344	2,798,608	0.2
Total Motor Vehicle Parts & Dealers	159,546,128	2,798,608	0.0

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Furniture & Home Furnishing Stores



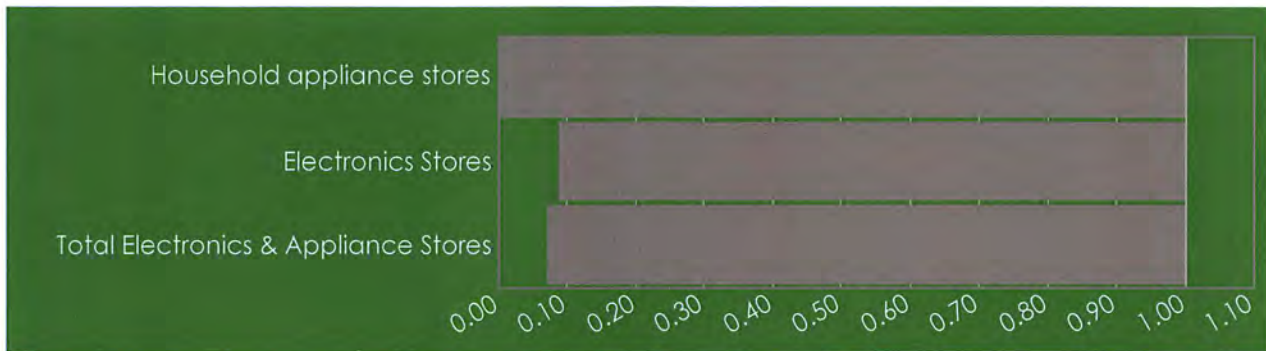
Store Type	Potential	Estimated Sales	Surplus/Leakage
Furniture Stores	11,263,684	15,483	0.0
Home Furnishing Stores	6,553,255	196,778	0.0
Total Furniture & Home Furnishing Stores	17,816,939	212,261	0.0

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Household appliance stores	3,012,435	589	0.0
Electronics Stores	13,103,219	1,150,176	0.0
Total Electronics & Appliance Stores	16,115,654	1,150,765	0.0

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Home Centers	18,096,485	0	0.0
Paint and Wallpaper Stores	818,171	0	0.0
Hardware Stores	2,949,498	247,109	0.0
Other Building Material Dealers	8,244,351	547,552	0.0
Outdoor Power Equipment Stores	807,284	0	0.0
Nursery, garden center, & farm supply stores	5,039,260	16,106	0.0
Total Building Material & Garden Equipment & Supply Dealers	35,955,049	810,767	0.0

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Food & Beverage Stores

Store Type	Potential	Estimated Sales	Surplus/Leakage
Supermarkets and Other Grocery (except Convenience) Stores	72,688,238	84,481,675	1.2
Convenience Stores	2,960,087	1,699,880	0.6
Specialty Food Stores	2,871,545	94,545	0.0
Beer, Wine, & Liquor Stores	7,529,015	0	0.0
Total Food & Beverage Stores	86,048,885	86,276,100	1.0

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Pharmacies and Drug Stores	34,545,392	6,442,867	0.2
Cosmetics, Beauty Supplies and Perfume Stores	2,516,718	96,600	0.0
Optical Goods Stores	1,646,462	801,014	0.5
Other Health and Personal Care Stores	2,773,829	0	0.0
Total Health & Personal Care Stores	41,482,401	7,340,481	0.2

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Clothing & Clothing Accessories Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Mens Clothing Stores	1,073,586	0	0.0
Womens Clothing Stores	4,562,654	0	0.0
Childrens and Infants Clothing Stores	1,545,128	43,783	0.0
Family Clothing Stores	11,716,629	692,012	0.0
Clothing Accessories Stores	942,702	0	0.0
Other Clothing Stores	1,389,547	134,165	0.0
Shoe Stores	4,553,320	0	0.0
Jewelry Stores	2,533,867	414,470	0.2
Luggage & Leather Goods Stores	368,829	0	0.0
Total Clothing & Clothing Accessories Stores	28,686,262	1,284,430	0.0

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



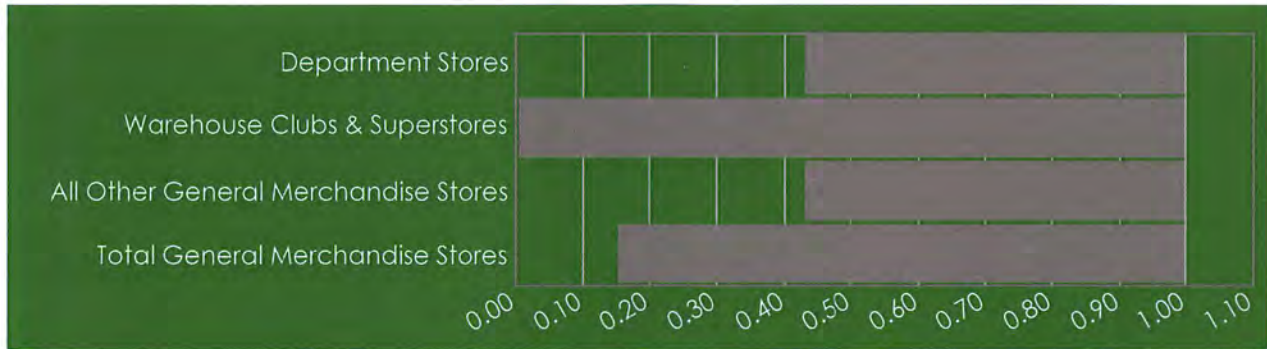
Store Type	Potential	Estimated Sales	Surplus/Leakage
Sporting Goods Stores	8,503,487	317,608	0.0
Hobby, Toy, and Game Stores	2,770,301	42,733	0.0
Sewing, Needlework, and Piece Goods Stores	375,274	0	0.0
Musical Instrument and Supplies Stores	591,085	79,906	0.1
Book Stores	1,512,035	65,420	0.0
News Dealers and Newsstands	460,709	0	0.0
Total Sporting Goods, Hobby, Book, & Music Stores	14,212,891	505,667	0.0

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of General Merchandise Stores



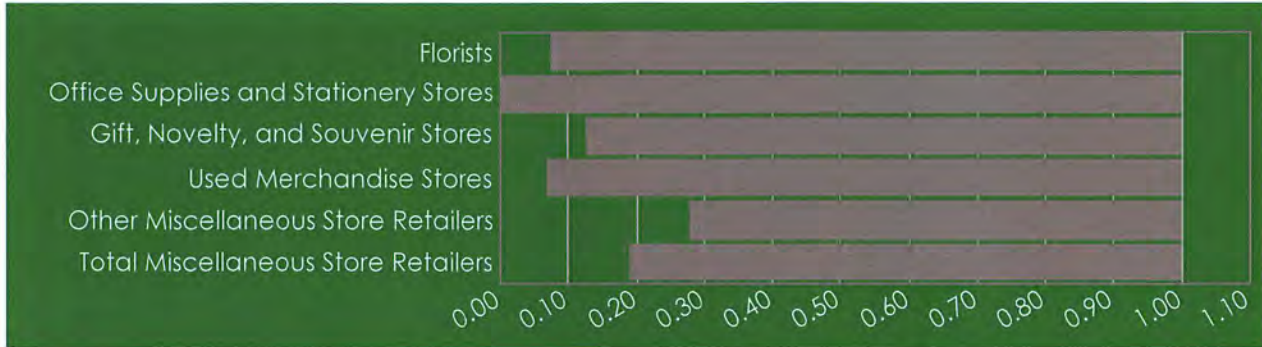
Store Type	Potential	Estimated Sales	Surplus/Leakage
Department Stores	22,379,791	9,694,932	0.4
Warehouse Clubs & Superstores	58,846,888	264,873	0.0
All Other General Merchandise Stores	9,633,440	4,150,262	0.4
Total General Merchandise Stores	90,860,119	14,110,067	0.2

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging compellor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Miscellaneous Store Retailers

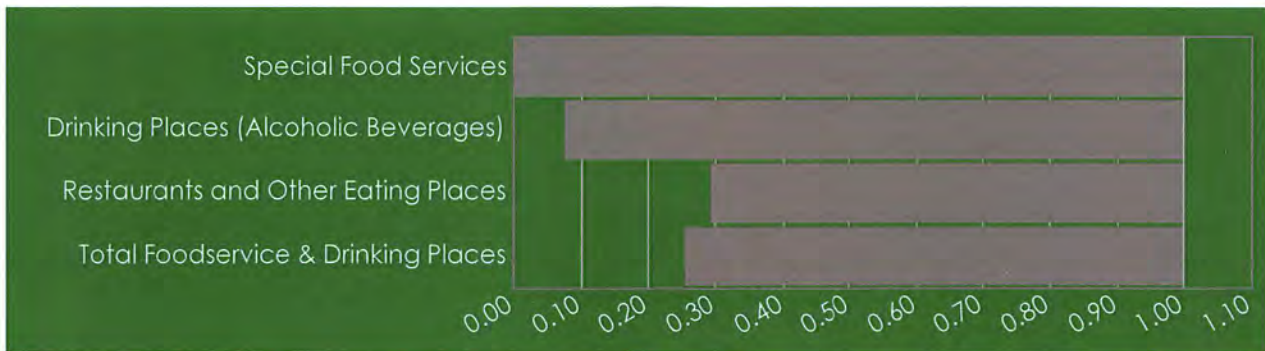


Store Type	Potential	Estimated Sales	Surplus/Leakage
Florists	697,324	51,277	0.0
Office Supplies and Stationery Stores	2,147,546	0	0.0
Gift, Novelty, and Souvenir Stores	2,482,934	312,057	0.1
Used Merchandise Stores	2,385,931	161,372	0.0
Other Miscellaneous Store Retailers	10,774,705	2,993,084	0.3
Total Miscellaneous Store Retailers	18,488,440	3,517,790	0.2

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Retail Leakage and Surplus Analysis

Maricopa

Sub-Categories of Foodservice & Drinking Places

Store Type	Potential	Estimated Sales	Surplus/Leakage
Special Food Services	6,941,816	0	0.0
Drinking Places (Alcoholic Beverages)	3,252,166	250,133	0.0
Restaurants and Other Eating Places	61,271,540	18,098,442	0.3
Total Foodservice & Drinking Places	71,465,522	18,348,575	0.3

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current Year CAPE (Census Area Projections & Estimates) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The CAPE (Census Area Projections & Estimates) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the CAPE Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.

APPENDIX A-2

123 Main St
City, State

Market Overview





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Summary 1

Trade Area Overview 1

Trade Area Map..... 3

Household Density Map..... 4

Population Map 5

Household Income Map 6

Traffic Map 7

Contact Information 8

CONFIDENTIAL - Not approved for public release





Summary

This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of City, State. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in City.

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Segmentation Guide](#).

10-Minute Drive-Time Overview



Demographic Highlights

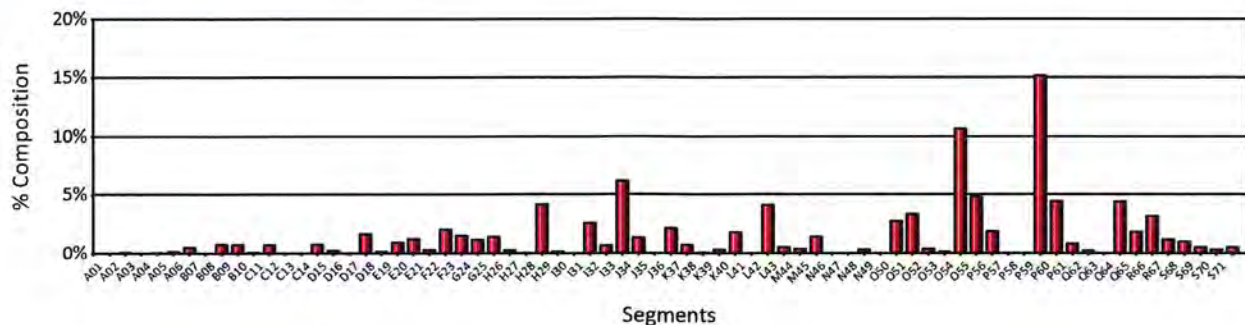
Population (Pop):	118,948	Pop Growth ('00 - '10):	20.9%
Workplace Pop:	137,351	Proj Growth ('15 - '20):	6.0%
Households (HH):	40,543	HH Growth ('00 - '10):	26.3%
Avg HH Income:	\$62,025	Proj Growth ('15 - '20):	7.6%

Top Household Segments

P59: Expanding Horizons

O54: Striving Single Scene

I33: Balance & Harmony





123 Main St, City, State 12345

15-Minute Drive-Time Overview

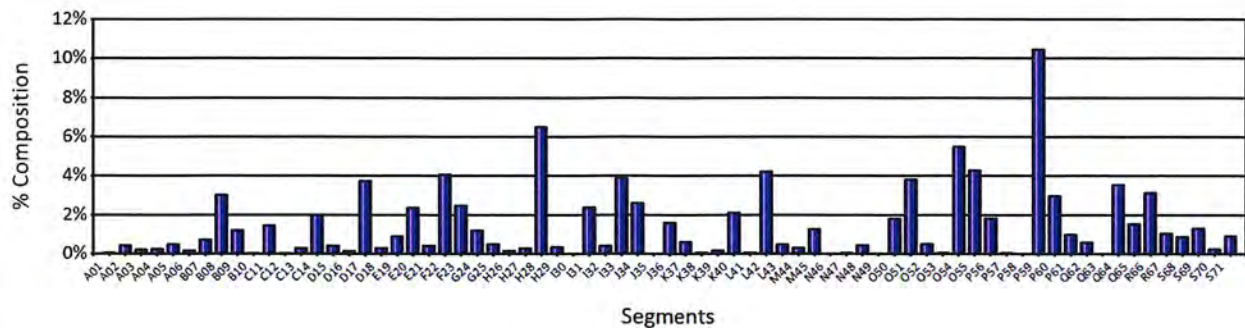


Demographic Highlights

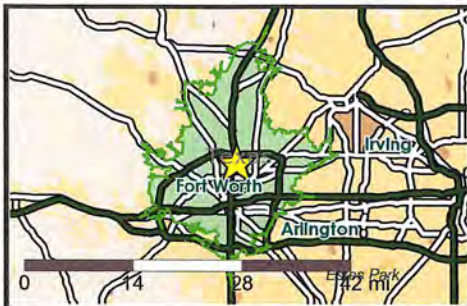
Population (Pop):	439,613	Pop Growth ('00 - '10):	26.3%
Workplace Pop:	302,776	Proj Growth ('15 - '20):	8.5%
Households (HH):	152,370	HH Growth ('00 - '10):	26.3%
Avg HH Income:	\$67,619	Proj Growth ('15 - '20):	8.9%

Top Household Segments

P59: Expanding Horizons H28: Everyday Moderates O54: Striving Single Scene



20-Minute Drive-Time Overview

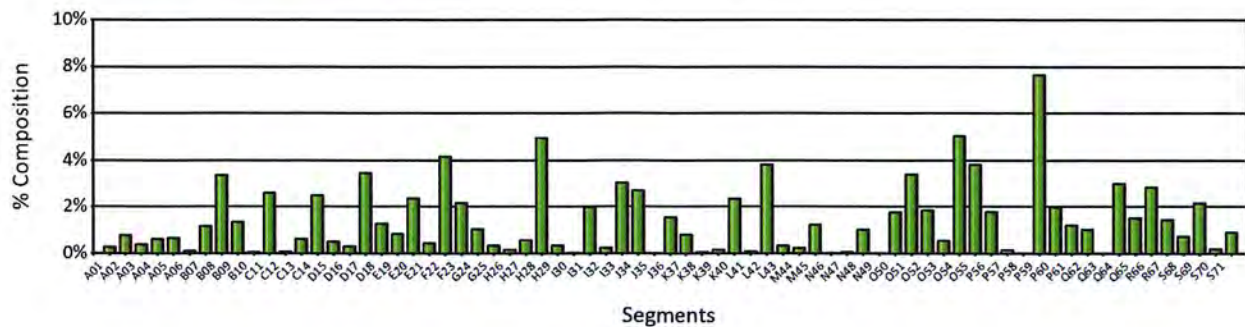


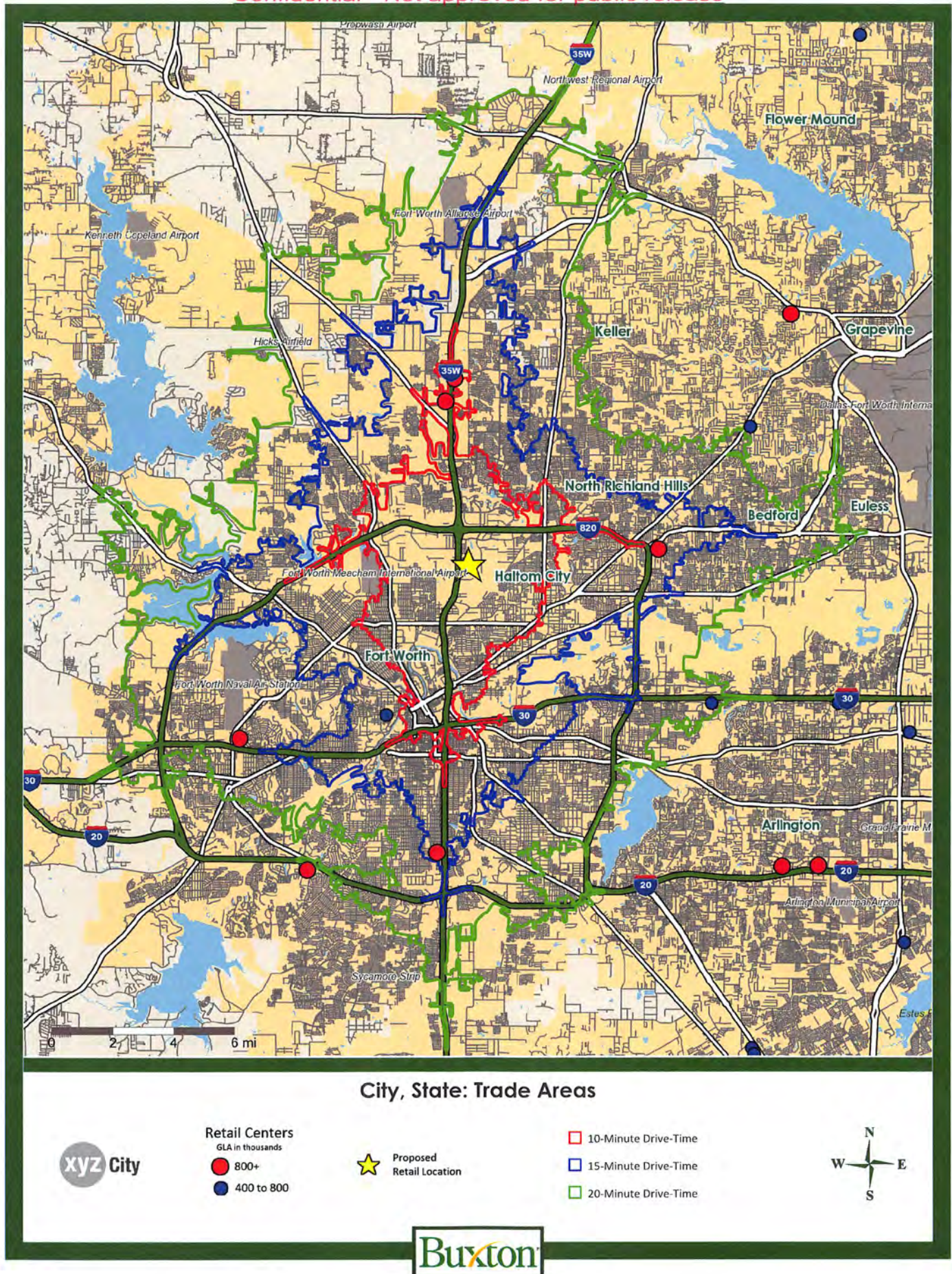
Demographic Highlights

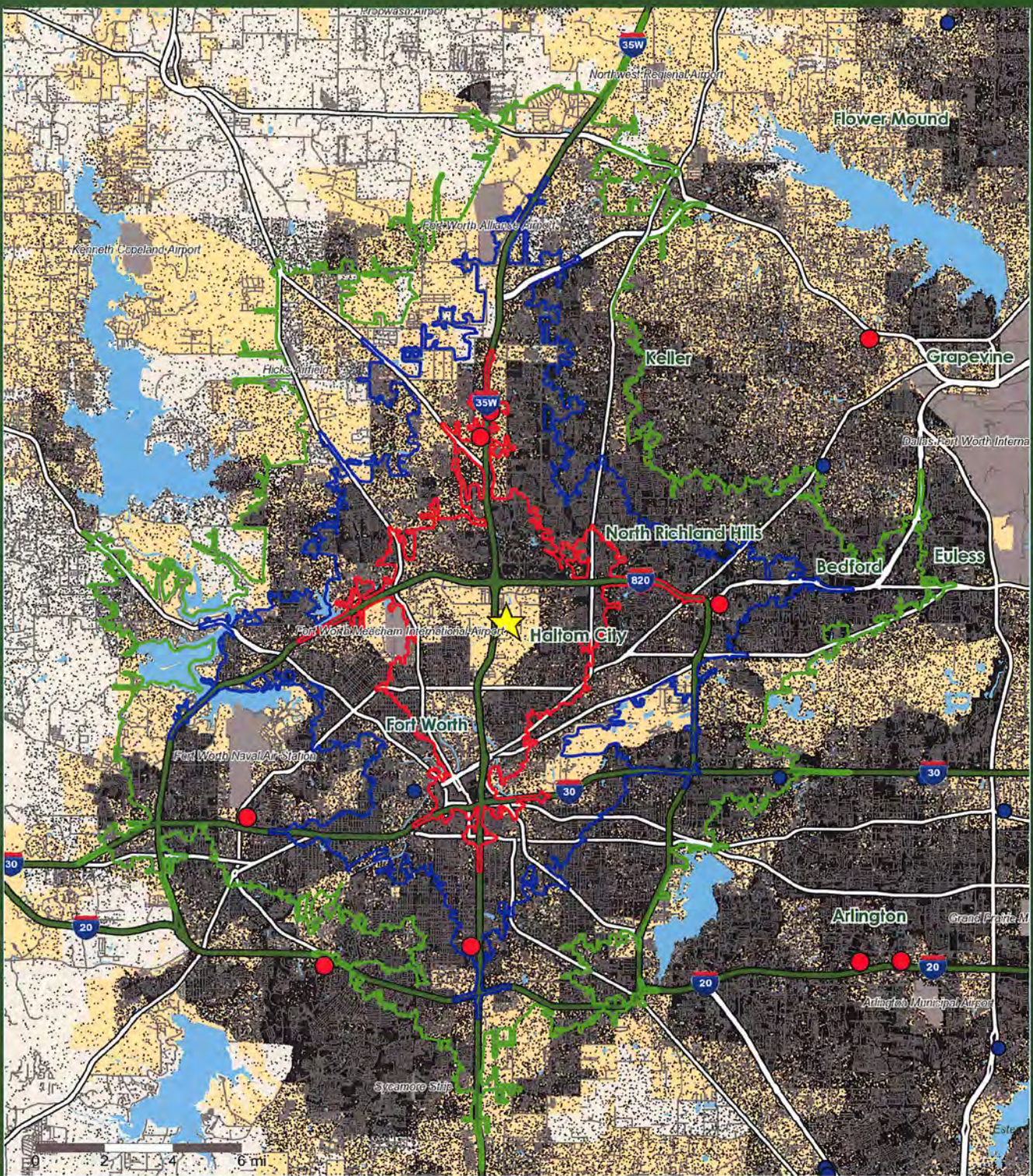
Population (Pop):	902,067	Pop Growth ('00 - '10):	24.8%
Workplace Pop:	495,384	Proj Growth ('15 - '20):	7.9%
Households (HH):	321,546	HH Growth ('00 - '10):	23.1%
Avg HH Income:	\$70,779	Proj Growth ('15 - '20):	8.2%

Top Household Segments

P59: Expanding Horizons O54: Striving Single Scene H28: Everyday Moderates







City, State: Household Density



Retail Centers

GLA in thousands

- 800+
- 400 to 800



Proposed
Retail Location

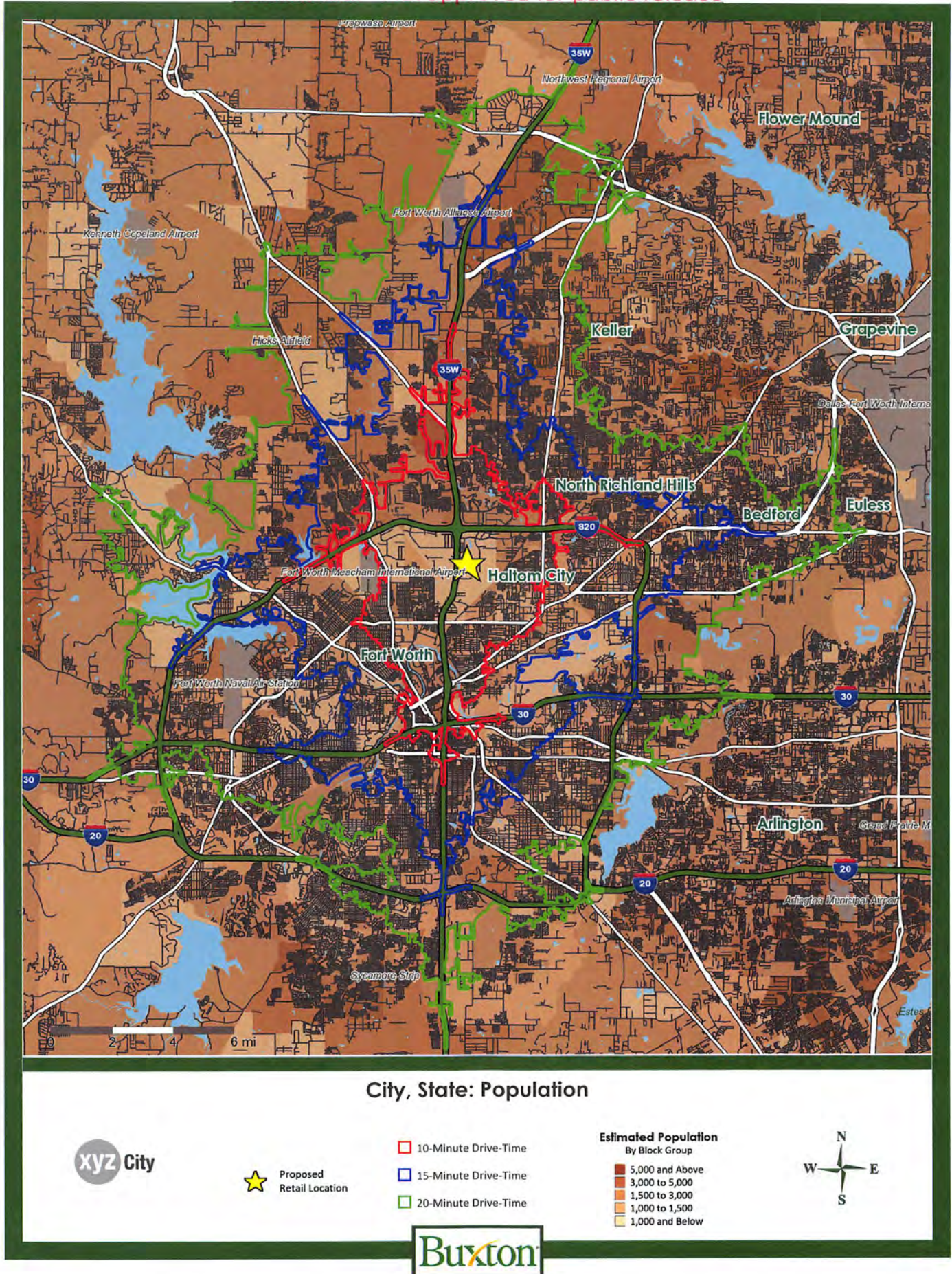
10-Minute Drive-Time

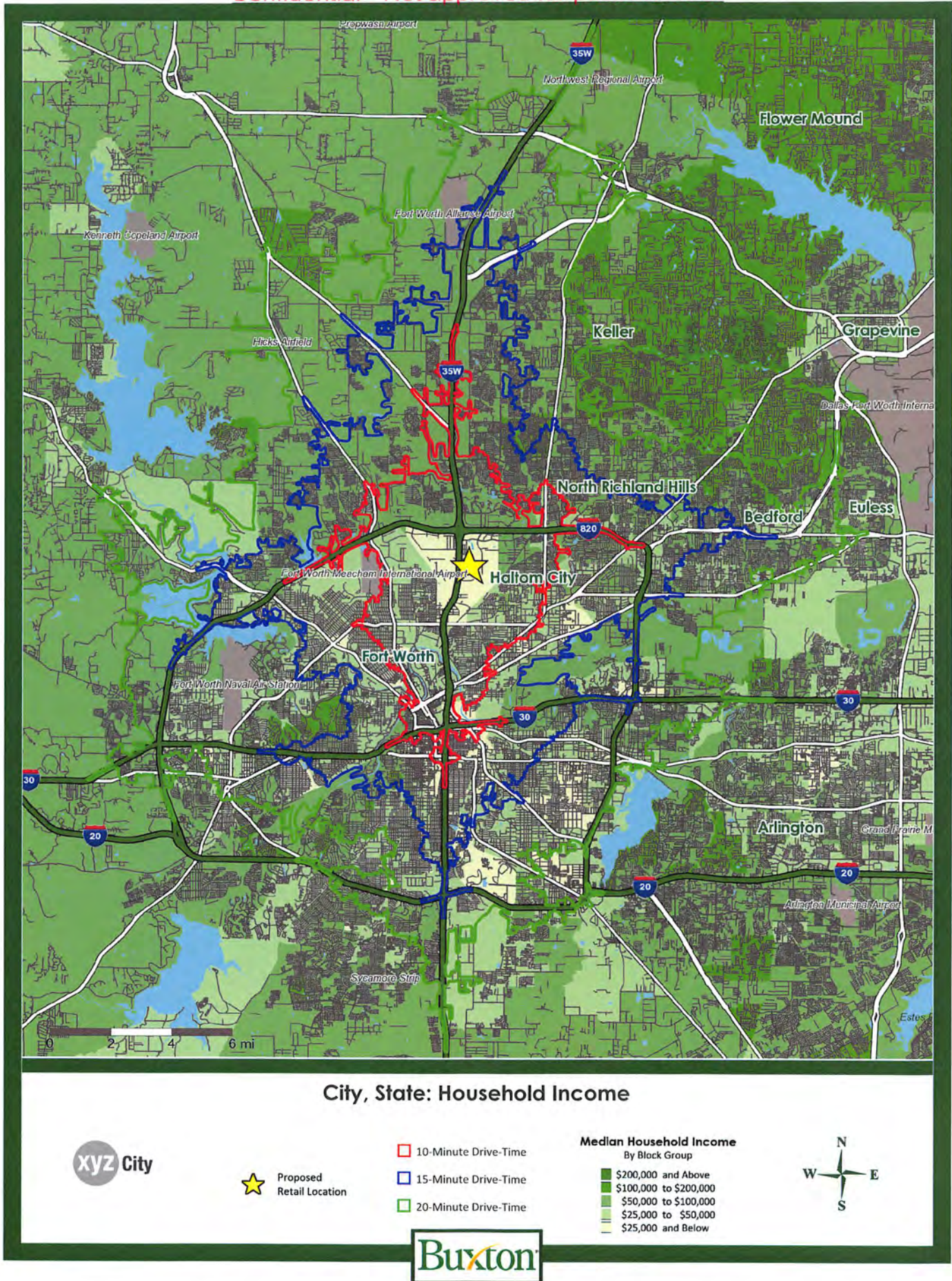
15-Minute Drive-Time

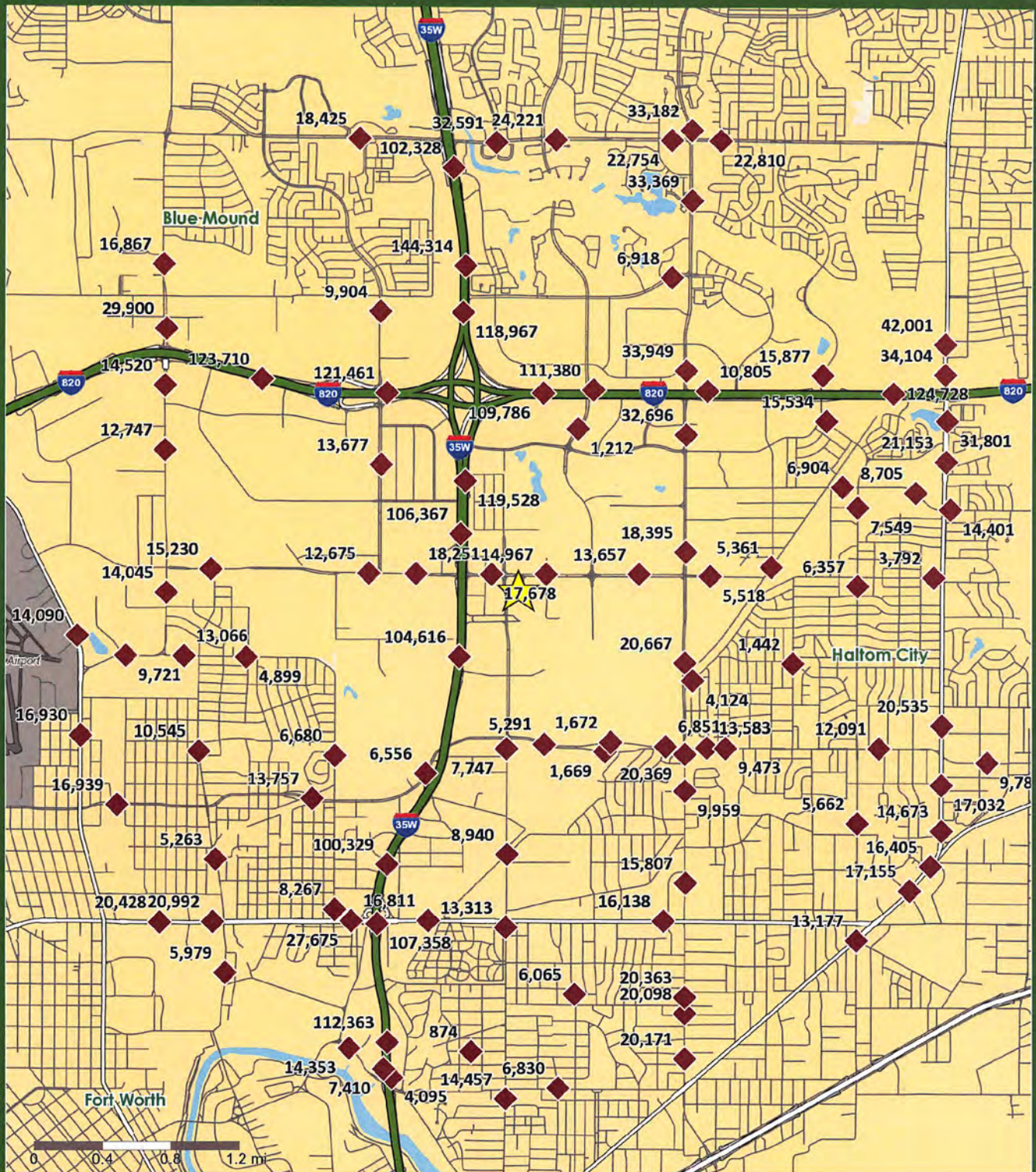
20-Minute Drive-Time

1 Dot = 1 Household









City, State: Traffic Counts

xyz City



Proposed
Retail Location



Average Daily
Traffic Volume



Buxton



Contact Information

For further inquiry on the real estate opportunity at this site, please contact:

Contact Name
Contact Position Title
Address
City, State, Zip
Phone
Email
Website

About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

Cody Howell
Vice President and General Manager - Public Sector Solutions
chowell@buxtonco.com

Buxton Company
817.332.3681 - buxton@buxtonco.com
2651 S Polaris Dr, Fort Worth, TX 76137





Anywhere, USA

As A Location For

XYZ Retailer





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For a complete copy of this report, please contact Buxton.

For a complete copy of this report, please contact Buxton.

For a complete copy of this report, please contact Buxton.





Executive Summary

On behalf of the XYZ City, Buxton has conducted a study to determine the viability of a site as a potential location for XYZ Retailer. Buxton, based in Fort Worth, Texas, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC and Anthropologie, as well as many other national retailers and restaurants.

This report is intended to demonstrate the viability of Anywhere as a location for consideration by XYZ Retailer. Further, it is meant to serve as a foundation for discussion between representatives of the XYZ City and XYZ Retailer.

Determination of Anywhere's Potential as a Location for XYZ Retailer

Buxton assessed five key groups of variables pertinent for retail site selection in markets where XYZ Retailer currently has locations and compared the results with characteristics present in the study site's retail trade area. This allows Buxton to qualify XYZ Retailer as a match.

The five groups of variables mentioned are as follows:

- **Customer Presence** - this metric identifies if there is a high presence of XYZ Retailer preferred customers living and working within the trade area.
- **Demographic** - highly specific demographic information pertaining to XYZ Retailer's concept is evaluated to ensure the best type of customer is present in the trade area.
- **Competitive Presence** - businesses of similar concept to XYZ Retailer are considered competitors and evaluated in terms of proximity and market share.
- **Area Draw** - proximity to factors within a marketplace known to cause increased traffic volumes are measured. These include but are not limited to Large Retail Centers, Healthcare Facilities, Universities, Schools, etc.
- **Accessibility** - the trade area and proposed retail site are evaluated for known road size, traffic volumes, and proximity to major thoroughfares.

Based on the results comparing the trade area of the potential site with XYZ Retailer's existing store network, this site is well situated to provide an opportunity for XYZ Retailer's expansion plans.

This report encapsulates the results of Buxton's analysis and details the potential for XYZ Retailer to establish a successful location in Anywhere.

For additional questions pertaining to the contents of this report, or for more information about the site analyzed, please contact:

John Doe
City Manager- XYZ City
817.123.4567
jdoe@xyzcity.gov





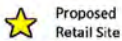
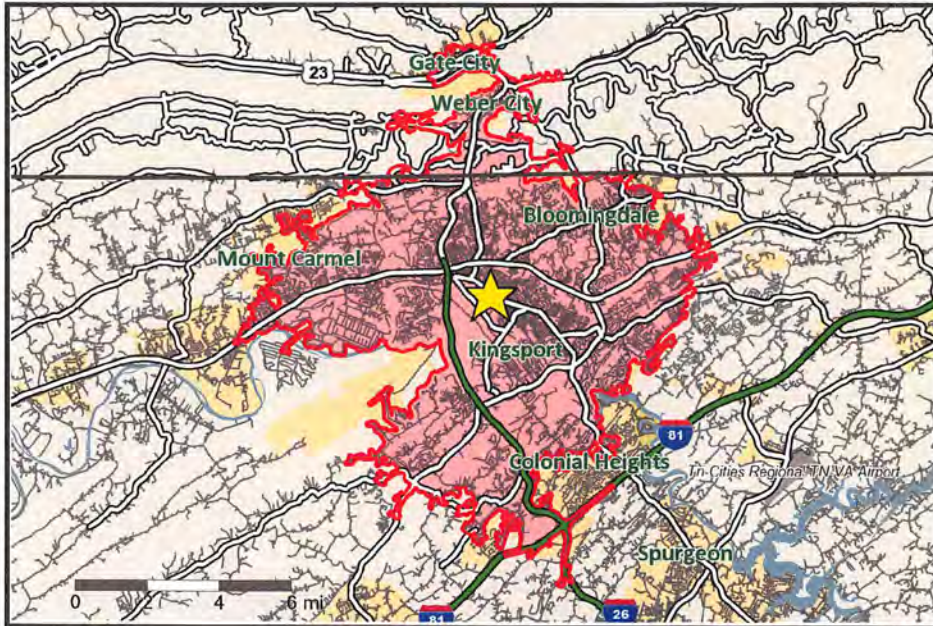
XYZ City

XYZ Retailer

Site Address: 123 Main Street,
Anywhere, USA

Latitude: 36.546748
Longitude: -82.560034

BUDS: Suburban (3)
Trade Area: 15 Minutes

Proposed
Retail Site15 Minute
Trade AreaExisting
Location

Trade Area Snapshot

Population (Pop): 70,939
Workplace Pop: 47,325

Households (HH): 31,109
Median HH Income: \$36,514

Pop Growth ('00 - '10): 1.8%
Proj Growth ('13 - '18): 0.1%

HH Growth ('00 - '10): 2.9%
Proj Growth ('13 - '18): 1.1%

Median Age: 43.8
Per Capita Income: \$23,101

Proposed Site Scores

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
XYZ City	XYZ City	USA	102	87	118	108	119

Scores Of Most Comparable XYZ Retailer Locations

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
1300 CENTRAL PARK BLVD	FREDERICKSBURG	VA	96	99	153	96	119
407 W COLISEUM BLVD	FORT WAYNE	IN	100	103	190	123	121
5300 RIVERSIDE DR	CLEVELAND	OH	97	94	161	97	88
5935 CANAL RD	VALLEY VIEW	OH	97	93	177	119	82
3220 MID AMERICA DR	COUNCIL BLUFFS	IA	99	93	105	88	72
5150 LIBERTY AVE	VERMILION	OH	97	96	90	107	125





123 Main Street, Anywhere, USA 12345

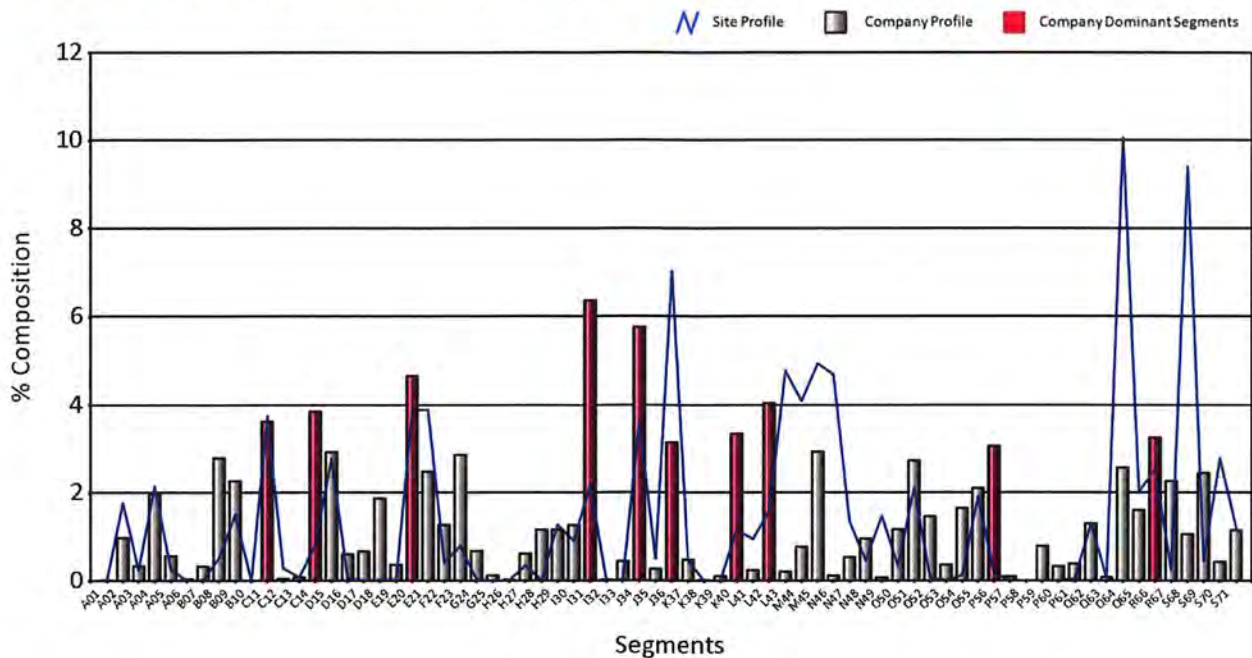
Customer Psychographic Representation

Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are compared to the segments found within the trade areas of XYZ Retailer locations of similar markets to the study site.

Any segment that represents at least 3 percent of a retailer's average profile is considered a dominant segment. These are the most represented households within the average XYZ Retailer trade area.

For more information regarding Mosaic Segmentation, please visit:
www.experian.com/marketing-services/consumer-segmentation.html

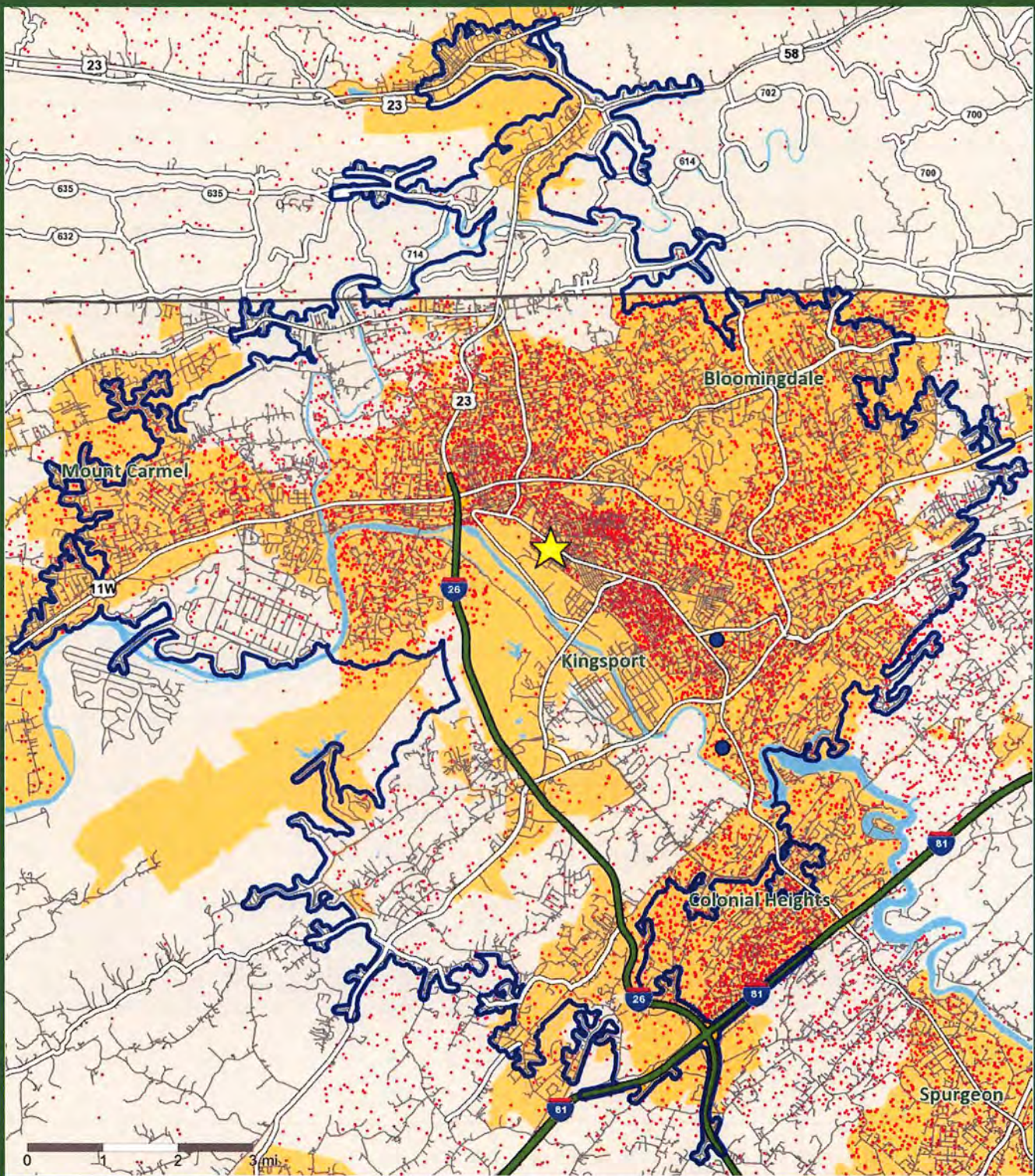
Segmentation Profile (15 Minute Drive Time)



Trade Area Comparison (15 Minute Drive Time)

	XYZ Retailer Average Trade Area	Anywhere, USA Site Trade Area
Total Households	86,838	31,109
Total Population	215,319	70,939
Core Dominant Segments	38,751	8,317





Anywhere, USA: XYZ Retailer Dominant Segment Density

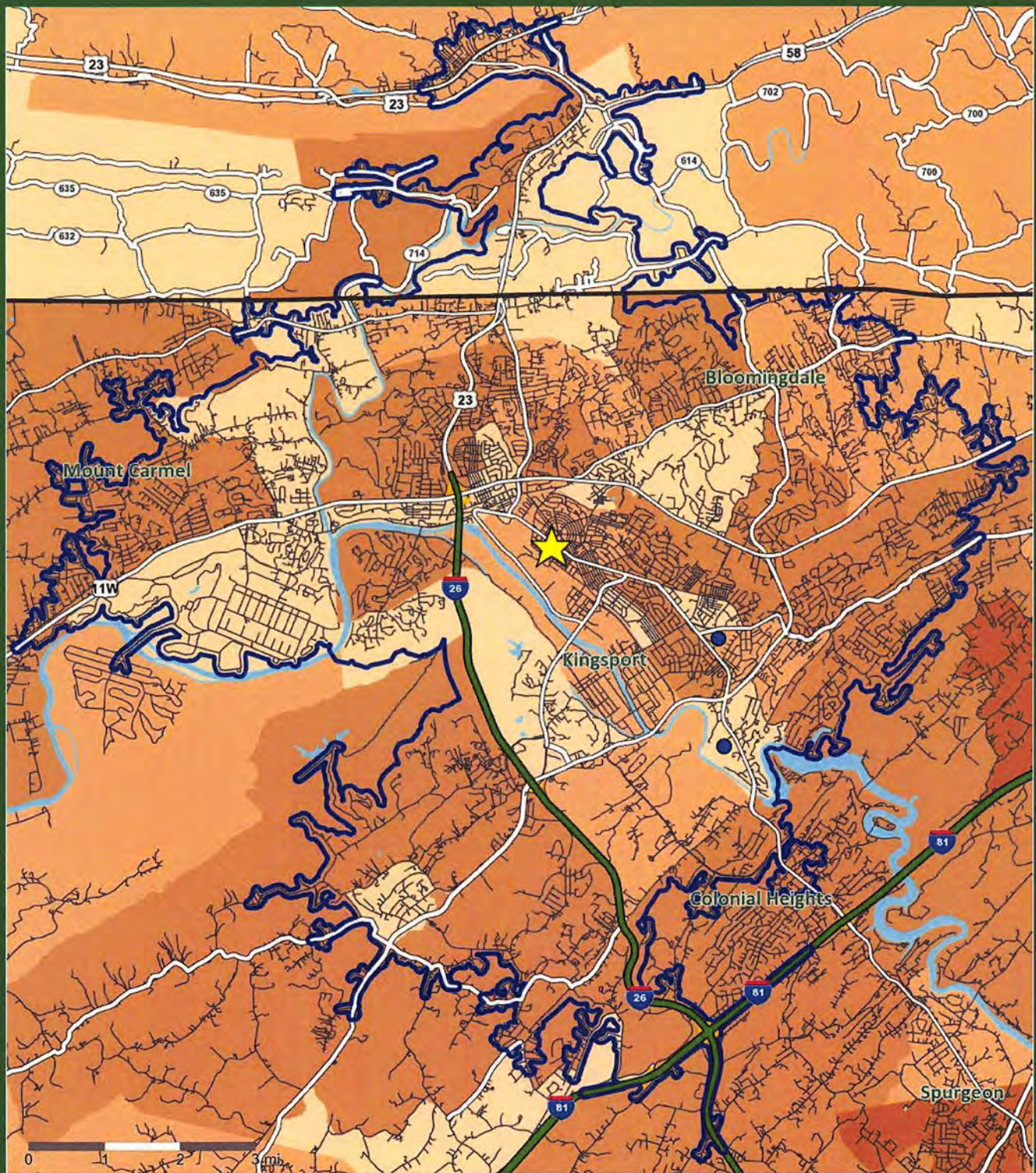


Retail Centers
GLA in thousands
● 800+
● 400 to 800

★ Proposed Retail Location
□ 15 Minute Trade Area

Dominant Segment Households
1 Dot = 1 Household





Anywhere, USA: Population

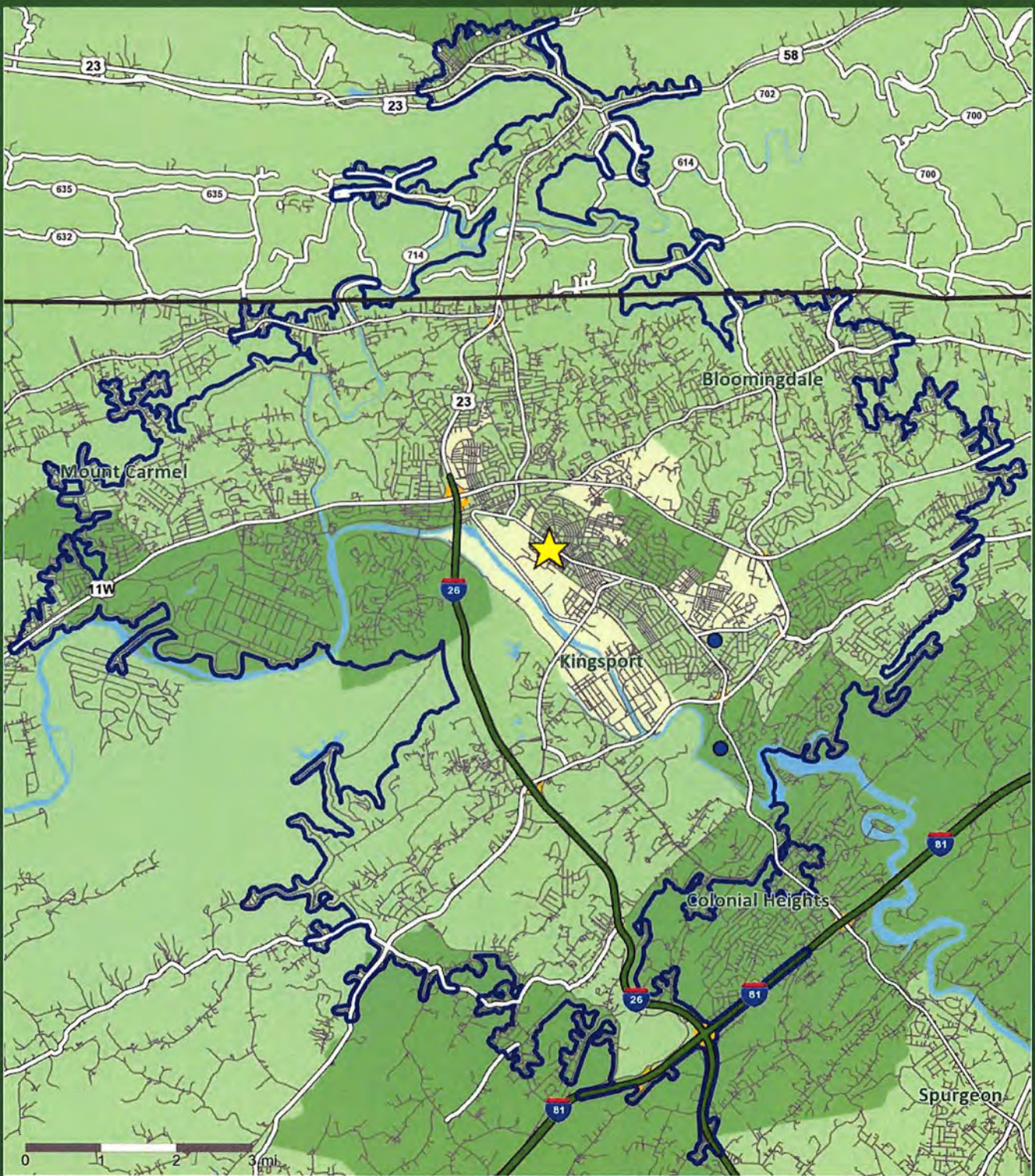


Retail Centers
GLA in thousands
● 800+
● 400 to 800

★ Proposed Retail Location
□ 15 Minute Trade Area

Estimated Population (2013)
By Block Group
■ 5,000 and Above
■ 3,000 to 5,000
■ 1,500 to 3,000
■ 1,000 to 1,500
■ 1,000 and Below





Anywhere, USA: Household Income

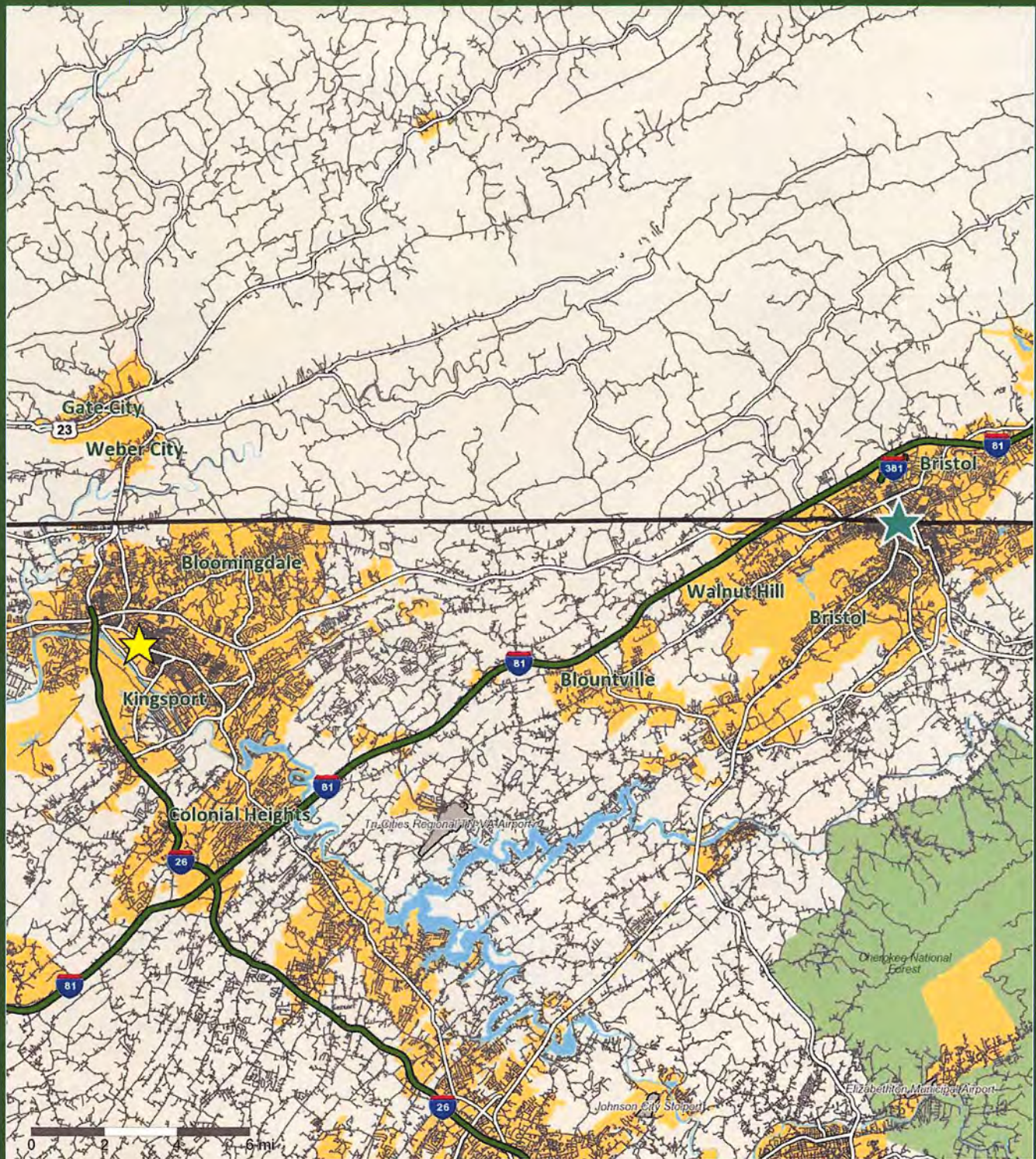


Retail Centers
GLA in thousands
● 800+
● 400 to 800

★ Proposed Retail Location
□ 15 Minute Trade Area

Median Household Income
By Block Group
■ \$200,000 and Above
■ \$100,000 to \$200,000
■ \$50,000 to \$100,000
■ \$25,000 to \$50,000
■ \$25,000 and Below





Anywhere, USA: Nearest Existing XYZ Retailer

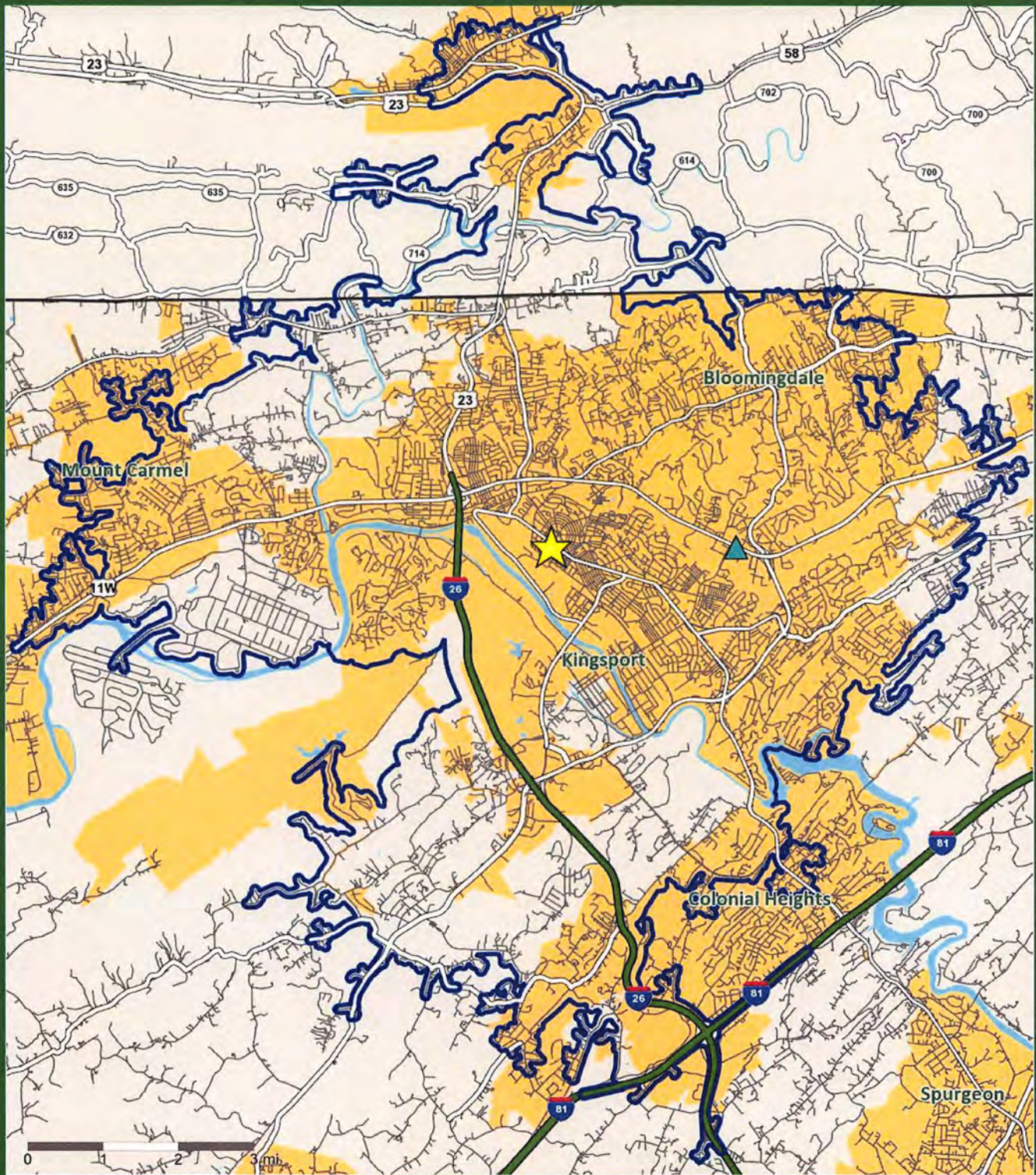


-  Proposed Retail Location
-  Nearest Existing Location
-  Other Existing Location

Nearest Existing:

629 STATE ST,
BRISTOL, VA 42401
27.4 miles (drive distance)





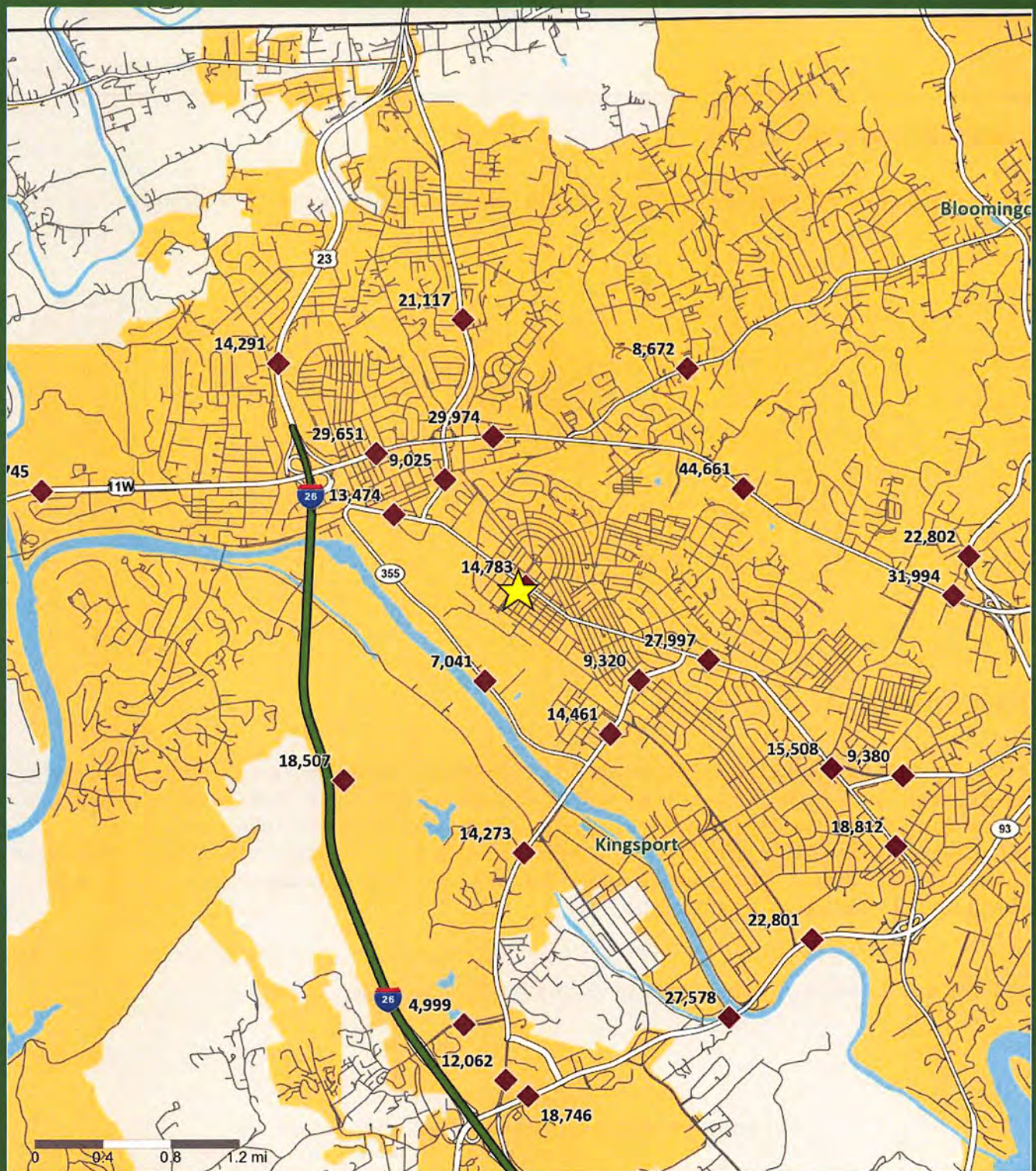
Anywhere, USA: XYZ Retailer Competition



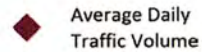
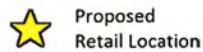
-  Proposed Retail Location
-  15 Minute Trade Area
-  Existing Location

-  Competitor 1
-  Competitor 2
-  Competitor 3





Anywhere, USA: Traffic Counts





Contact Information

For further inquiry on the real estate opportunity for XYZ Retailer at this site location, please contact:

John Doe
City Manager- XYZ City
817.123.4567
jdoe@xyzcity.gov

About Buxton

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