

**WEDA** Retail Network

**OPEN**



Community

**Retail Network**

Programs

Improving Quality of Life  
Through Smart Retail Development



[wedaconnect.com](http://wedaconnect.com)

# RetailNetwork Programs



## Introduction

*Industry follows retail and retail follows industry.*

Use WEDA Retail Marketing to grow your retail base, local tax revenues and local employment.

“Retail attraction is considered an economic development impact.” This is a phrase that has been gaining recognition around the country. Retail provides jobs and tax revenue in communities. Industries, including manufacturing, distribution, and R&D, look for communities that have a vibrant economy for relocation. They appreciate not having to bare the burden of all of the city’s taxes themselves. WEDA’s Retail Network (WRN) and marketing tools can provide your community with current data about decision-makers at thousands of retail companies along with all of the tools to market to these companies effectively.

As you already know, knowing who to call is vital. Not only can it can save time you exhausting hours of research, it can save you money by getting businesses on the ground quicker. The sooner the doors open, the sooner you can capture sales tax and real estate revenues. Not only is this a benefit, it will also provide local citizens with gainful employment which will enhance the local economy.

WEDA’s retail marketing tools are powerful, complete, and affordable for every city and town.

## PART 1: OVERVIEW OF THE WEDA RETAIL MARKETING TOOLS

### Objective:

Our goal is to provide you with a complete toolbox of resources for finding and attracting retail businesses to your area.

### Description:

WRN is a vast database of information regarding the country’s most aggressive and sought after retail companies. While cities can access this database separately, WEDA adds the advantage of providing a complete staple of resources and tools to bring retail businesses to you quickly and easily.

### Target Contact Activity:

WEDA can provide a Retail Market Report to find the right targets, a WRN report of those targets, and complete marketing tools and efforts to bring those contacts to your community.

### Key Pivot Points:

- True retail market area
- Targeted retail businesses
- Detailed contact of companies
- Email and/or telephone outreach
- Social and traditional media blitz





## PART 2: WEDA RETAIL RESOURCES AVAILABLE TO YOU

### Step One: Market Planning

- Research market area report for your area
- Discover where retail sales bleeding is occurring
- Decide on target retail categories
- Create unique value propositions for retailers in chosen categories
- Explore possible incentives and promotions that might be available

### Step Two: WEDA Retail Network Reporting

- Create WRN report of specific targeted retail categories
- Restrict search by market size, location, and desired neighbors
- Download report

### Step Three: Direct Marketing

- Create a marketing flyer for each category
- Email or call contacts with unique value proposition
- Follow-up reporting to EDC, Chamber and/or Board



### WRN RETAIL PROGRAM FLOWCHART



# RetailNetwork Programs



## WEDA Retail Marketing Advantages

WEDA Retail Marketing provides massive convenience to your community's retail expansion efforts:

- Detailed retail market analysis of your community
- Up-to-date contact information for thousands of retail companies via WRN

- ✓ Name
- ✓ Address
- ✓ Phone
- ✓ Email

### Detailed company data provided, including:

- ✓ Retail category
  - ✓ Desired demographics
  - ✓ Square footage requirements
  - ✓ Desired facility type
  - ✓ 12, 24, and 48-month state-by-state expansion plans
- Email marketing campaign creation and maintenance
  - Telephone contact with company representatives
  - Social media marketing program, including Facebook, Twitter, LinkedIn and more
  - Full contact with retail companies on behalf of your community



**A single medium-sized steak house is worth over \$250,000 in annual local tax revenue.**

### Summary

Retail can provide your community with a quality of life that helps draw and maintain quality industry. WEDA's Retail Network Marketing programs can do everything from supplying detailed list of data to handling your direct marketing to targeted retailers.

If your community is interested in further developing its retail sector, WEDA's Retail Network is your first step to landing that next valuable retailer.

