



# BUXTON & OSAGE BEACH PARTNERSHIP

## ROADMAP TO RETAIL

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**Buxton**<sup>®</sup>

# CURRENT ENGAGEMENT: RETAIL RECRUITMENT



## RESULTS

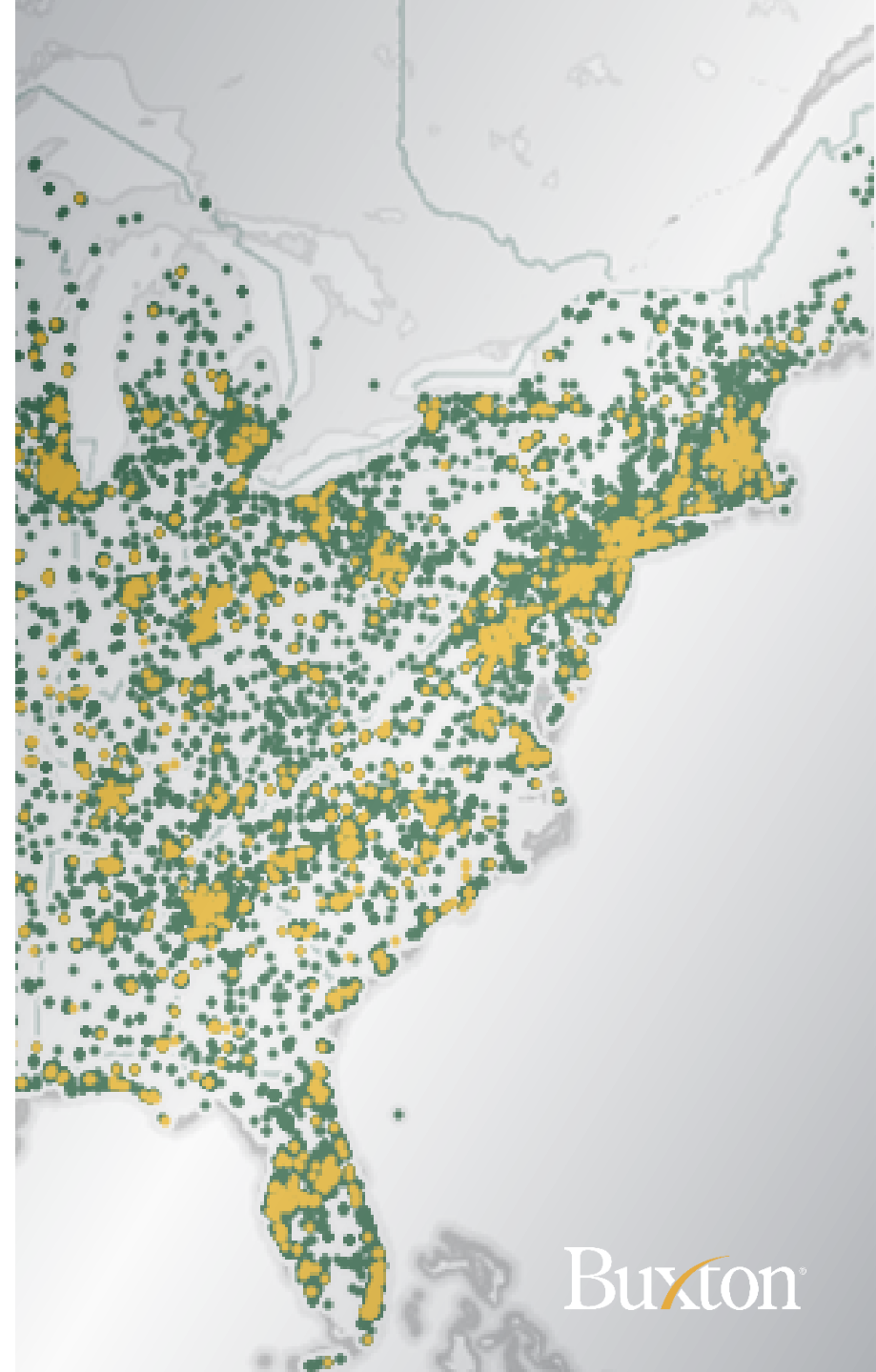
# RETAIL INDUSTRY INFLUENCE

**80,000**

SITES EVALUATED IN  
THE LAST 12 MONTHS

**7,500**

STORES OPENED IN  
THE LAST 12 MONTHS



## RESULTS

# PUBLIC SECTOR INFLUENCE

# 850+ CLIENTS



# 45+ MILLION

SQUARE FEET OF RETAIL RECRUITED



# PARTNERSHIP TO DATE



THINK LIKE A RETAILER

# RETAIL TRADE AREA SNAPSHOT

## 15-Minute Drive-Time Overview

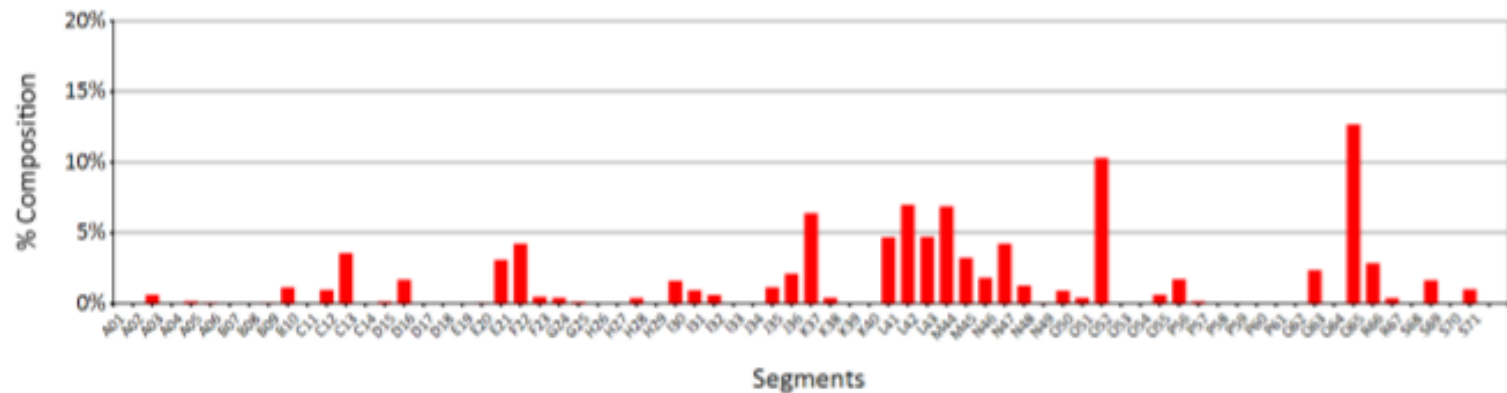


## Demographic Highlights

Population (Pop): 9,718	Pop Growth ('00 - '10): 15.6%
Workplace Pop: 6,304	Proj Growth ('18 - '23): 6.0%
Households (HH): 4,487	HH Growth ('00 - '10): 18.9%
Avg HH Income: \$79,429	Proj Growth ('18 - '23): 7.5%

## Top Household Segments

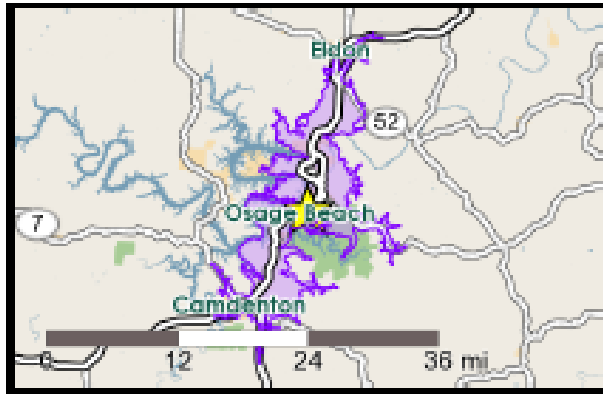
Q64: Town Elders      Q51: Digital Dependents      L41: Booming and Consuming



THINK LIKE A RETAILER

# RETAIL TRADE AREA SNAPSHOT

## 20-Minute Drive-Time Overview



### Demographic Highlights

Population (Pop): 20,890

Workplace Pop: 10,712

Households (HH): 8,950

Avg HH Income: \$74,425

Pop Growth ('00 - '10): 16.5%

Proj Growth ('18 - '23): 6.2%

HH Growth ('00 - '10): 18.8%

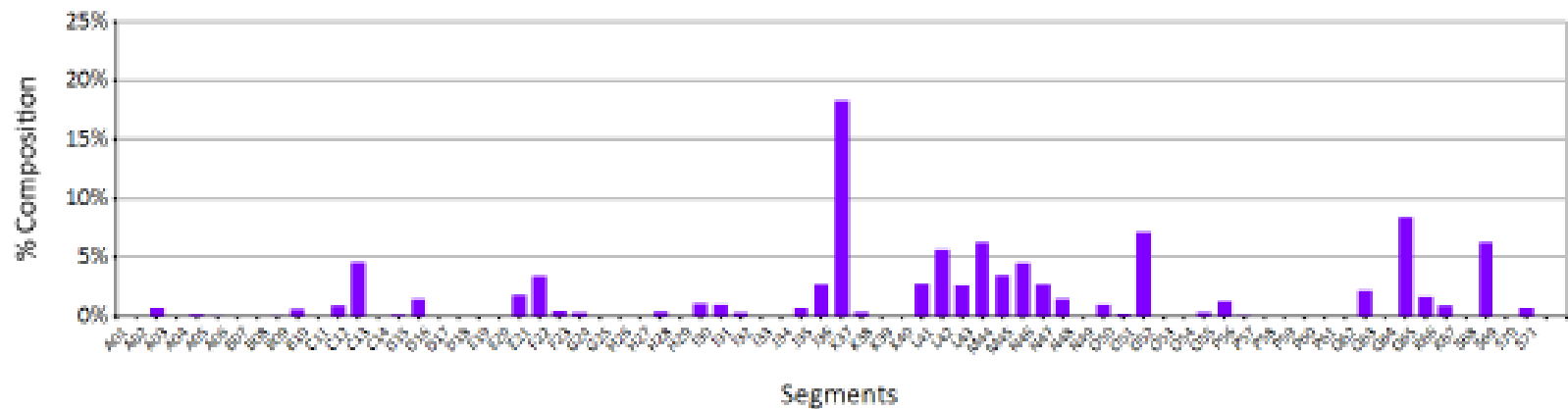
Proj Growth ('18 - '23): 7.5%

### Top Household Segments

J36: Settled and Sensible

Q64: Town Elders

O51: Digital Dependents



THINK LIKE A RETAILER

# RETAIL TRADE AREA SNAPSHOT

## 25-Minute Drive-Time Overview



## Demographic Highlights

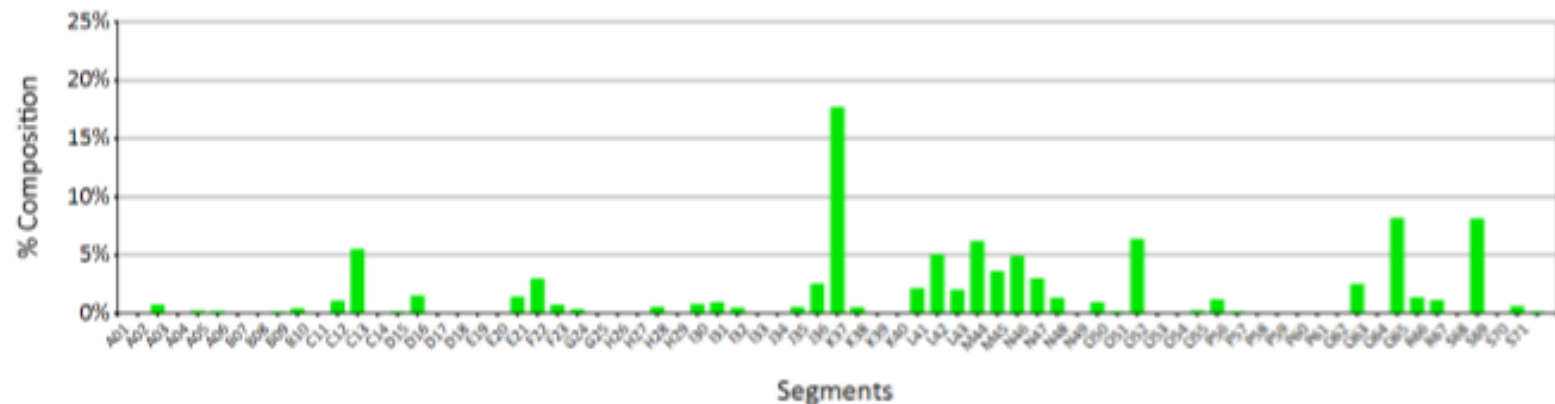
Population (Pop):	34,693	Pop Growth ('00 - '10):	14.7%
Workplace Pop:	16,315	Proj Growth ('18 - '23):	5.7%
Households (HH):	14,627	HH Growth ('00 - '10):	16.1%
Avg HH Income:	\$70,806	Proj Growth ('18 - '23):	6.9%

## Top Household Segments

J36: Settled and Sensible

Q64: Town Elders

S68: Small Town Shallow Pockets

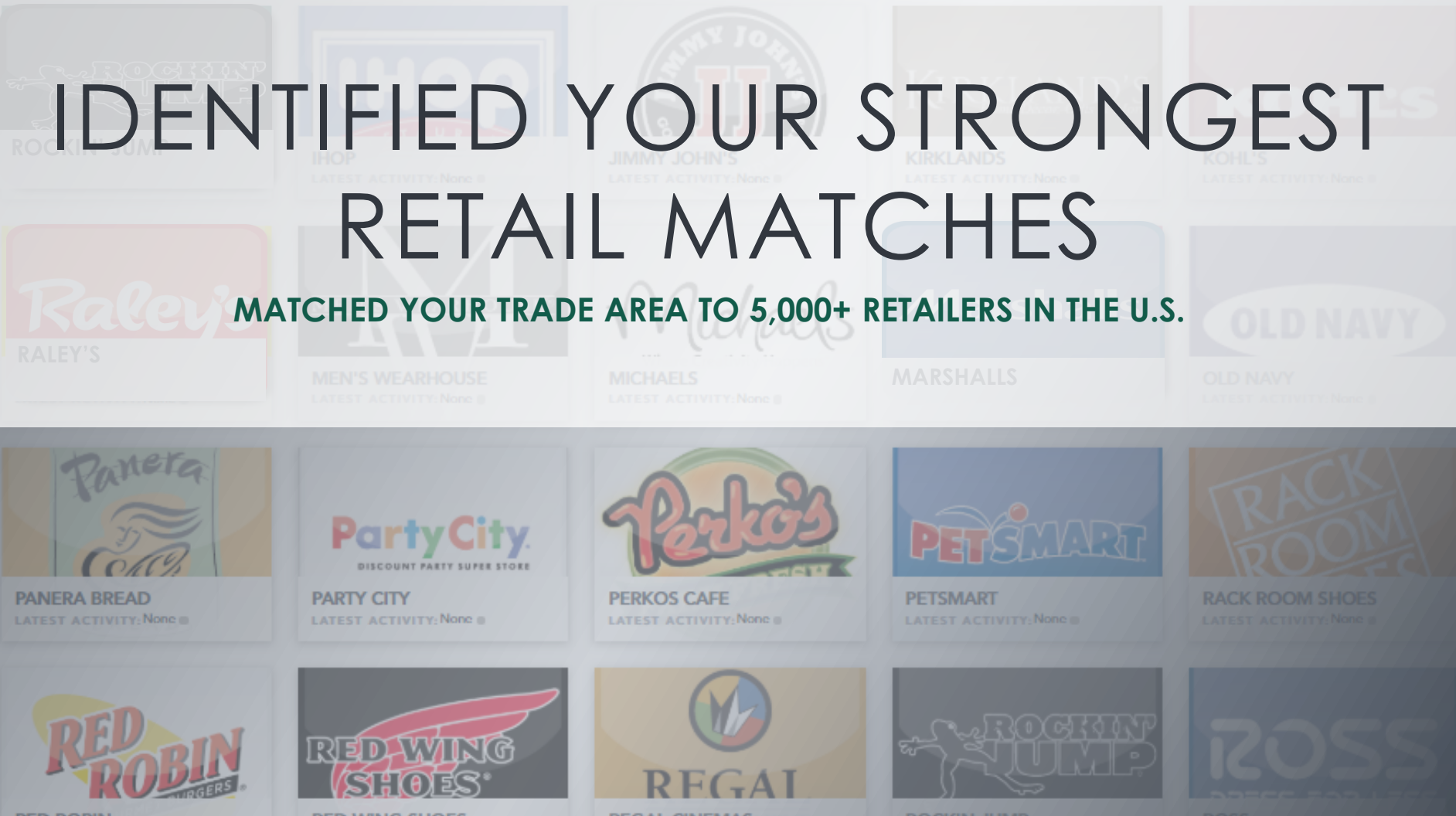






# IDENTIFIED YOUR STRONGEST RETAIL MATCHES

MATCHED YOUR TRADE AREA TO 5,000+ RETAILERS IN THE U.S.

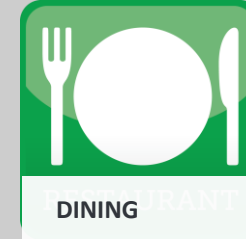
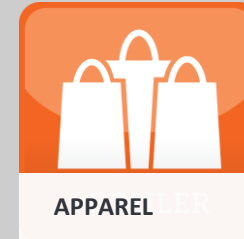
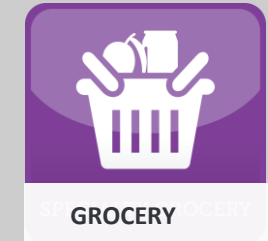
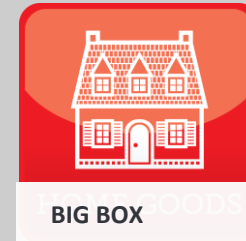
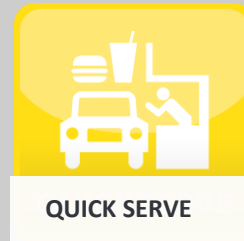
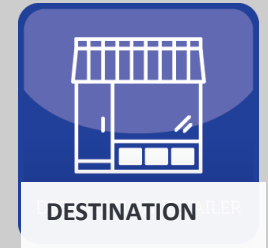
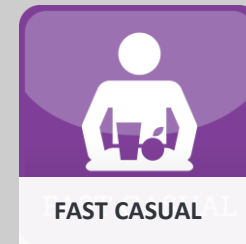
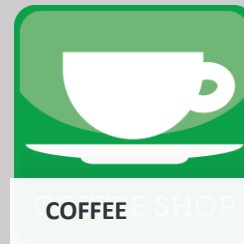


## RETAIL SUPPORT

# OSAGE BEACH, MO

## RETAIL RECRUITMENT & RETENTION

- Buxton has developed a long-term marketing program and strategy for retail recruitment
- Identified the best fit retail matches for pursuit
- Provided marketing materials tailored for each retailer
- Assistance with ongoing market intelligence for existing business owners, developers and brokers



## ONGOING PARTNERSHIP

# OSAGE BEACH, MO

## RECRUITMENT & RETENTION

- Ongoing efforts focused on current and future development of retail recruitment and retention in Osage Beach

## LONG-TERM RESULTS:

- Increased Tax Revenue
- Improved Quality Life
- Retain Business



Buxton®



# MOBILE ANALYTICS

**BUXTON UTILIZED MOBILE GPS USER DATA TO IDENTIFY VISITOR HOME LOCATIONS**

# OSAGE BEACH VISITORS

## MOBILE ANALYSIS

- Buxton utilized mobile GPS user data to identify devices that have appeared within the study area
- Over 191,506 Mobile Pings were captured within the study area
- Over 10,000 home locations were identified

## TOP 10 CBSA's for City Visitors

1. St. Louis, MO-IL Metro – 22.03%
2. Kansas City, MO-KS Metro – 9.49%
3. Jefferson City, MO Metro – 5.62%
4. Springfield, MO Metro – 4.43%
5. Columbia, MO Metro – 3.40%
6. Chicago-Naperville-Elgin, IL-IN-WI Metro – 2.45%
7. Fort Leonard Wood, MO Micro – 1.92%
8. Lebanon, MO Micro – 1.80%
9. Omaha-Council Bluffs, NE-IA Metro – 1.22%
10. Des Moines-West Des Moines, IA Metro – 1.07%

## TRI-COUNTY VISITORS

### MOBILE ANALYSIS

- Buxton utilized mobile GPS user data to identify devices that have appeared within the study area
- Over 191,506 Mobile Pings were captured within the study area
- Over 10,000 home locations were identified

### TOP 10 CBSA's for Tri-County Visitors

1. **St. Louis, MO-IL Metro – 21.89%**
2. **Kansas City, MO-KS Metro – 14.58%**
3. **Jefferson City, MO Metro – 5.67%**
4. **Springfield, MO Metro – 5.42%**
5. **Columbia, MO Metro – 3.51%**
6. **Chicago-Naperville-Elgin, IL-IN-WI Metro – 2.55%**
7. **Fort Leonard Wood, MO Micro – 1.58%**
8. **Lebanon, MO Micro – 1.48%**
9. **Omaha-Council Bluffs, NE-IA Metro – 1.35%**
10. **Des Moines-West Des Moines, IA Metro – 1.17%**



## SECOND HOMEOWNERS

### MOBILE ANALYSIS

- Buxton utilized mobile GPS user data to identify devices that have appeared within the study area
- Over 191,506 Mobile Pings were captured within the study area
- Over 10,000 home locations were identified

### TOP 10 CBSA's for Second Homeowners

1. **St. Louis, MO-IL Metro – 21.44%**
2. **Kansas City, MO-KS Metro – 5.98%**
3. **Chicago-Naperville-Elgin, IL-IN-WI Metro – 4.04%**
4. **Cape Coral-Fort Myers, FL Metro – 2.11%**
5. **Jefferson City, MO Metro – 1.93%**
6. **Omaha-Council Bluffs, NE-IA Metro - 1.76%**
7. **Peoria, IL Metro – 1.58%**
8. **Columbia, MO Metro – 1.23%**
9. **Cedar Rapids, IA Metro – 1.05%**
10. **Dallas-Fort Worth-Arlington, TX Metro – 1.05%**



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