



# BUXTON & OSAGE BEACH PARTNERSHIP

## ROADMAP TO RETAIL

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BUXTON & OSAGE BEACH PARTNERSHIP

# CURRENT ENGAGEMENT: RETAIL RECRUITMENT



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## RESULTS

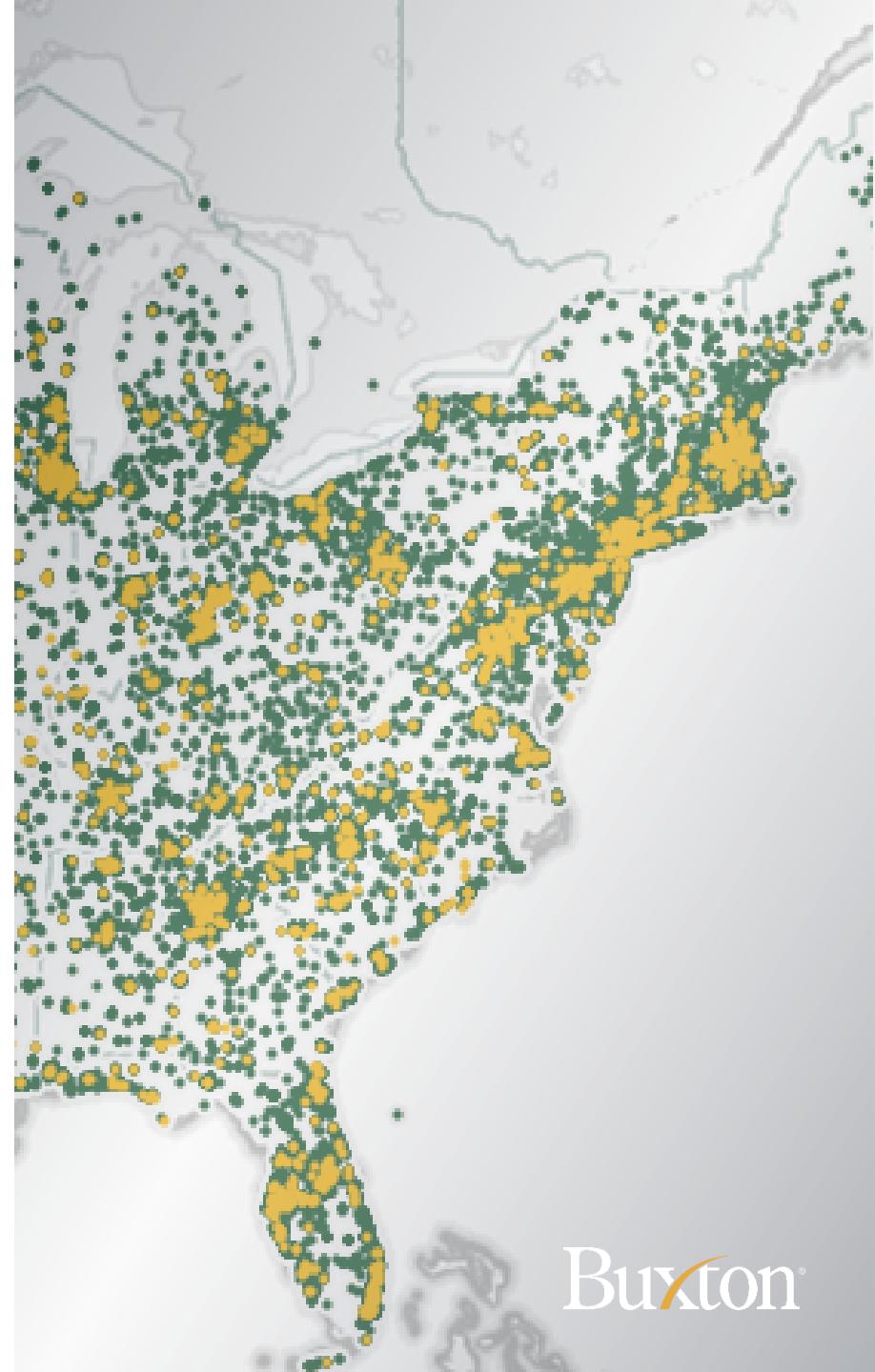
### RETAIL INDUSTRY INFLUENCE

**80,000**

SITES EVALUATED IN  
THE LAST 12 MONTHS

**7,500**

STORES OPENED IN  
THE LAST 12 MONTHS



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## RESULTS

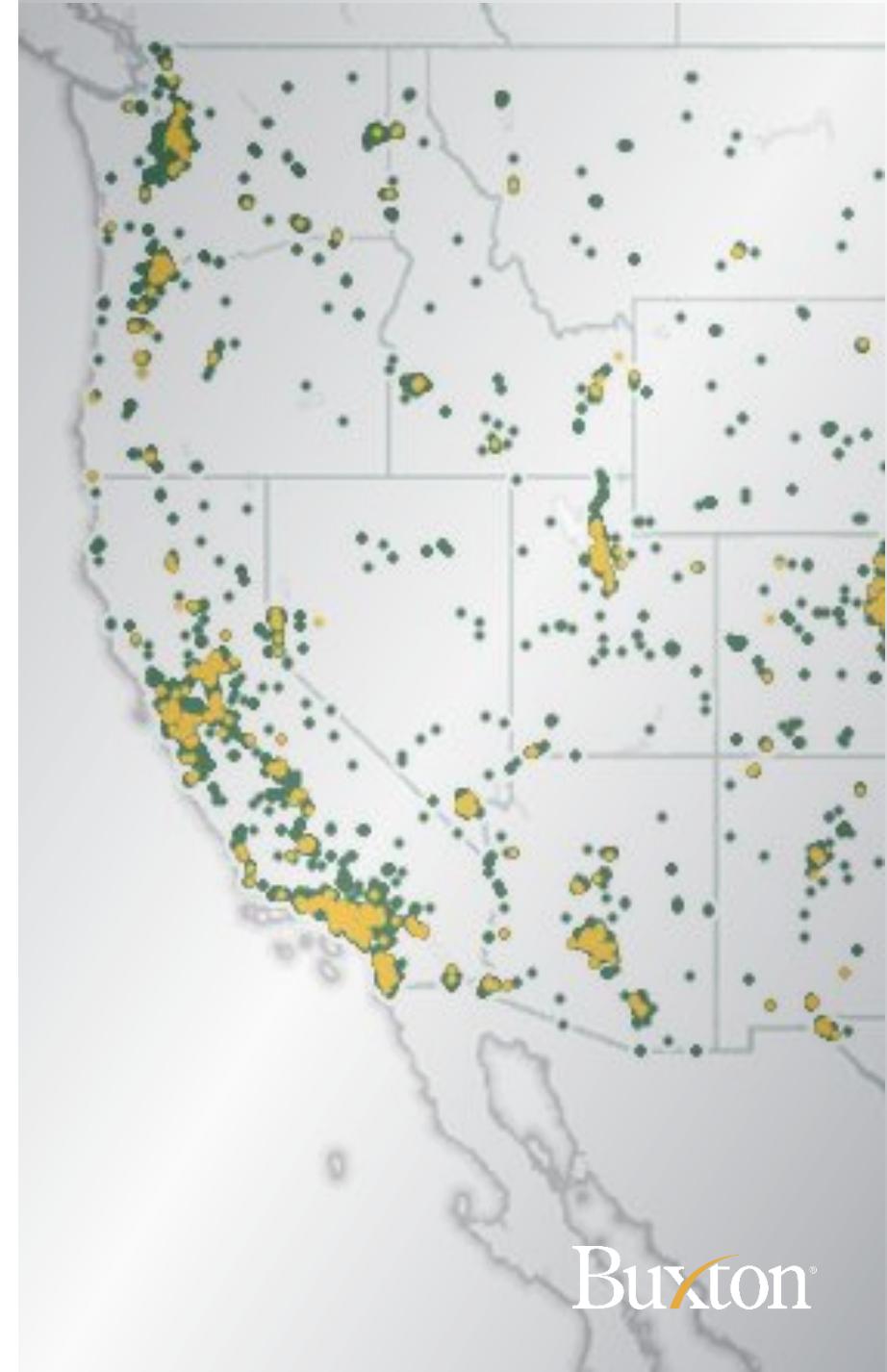
### PUBLIC SECTOR INFLUENCE

**850+ CLIENTS**



**45+ MILLION**

SQUARE FEET OF RETAIL RECRUITED



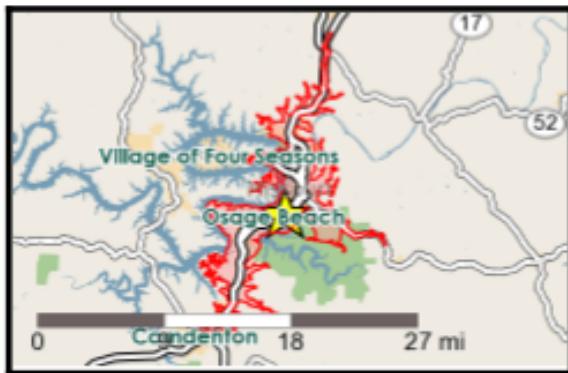
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# PARTNERSHIP TO DATE

THINK LIKE A RETAILER

# RETAIL TRADE AREA SNAPSHOT

## 15-Minute Drive-Time Overview

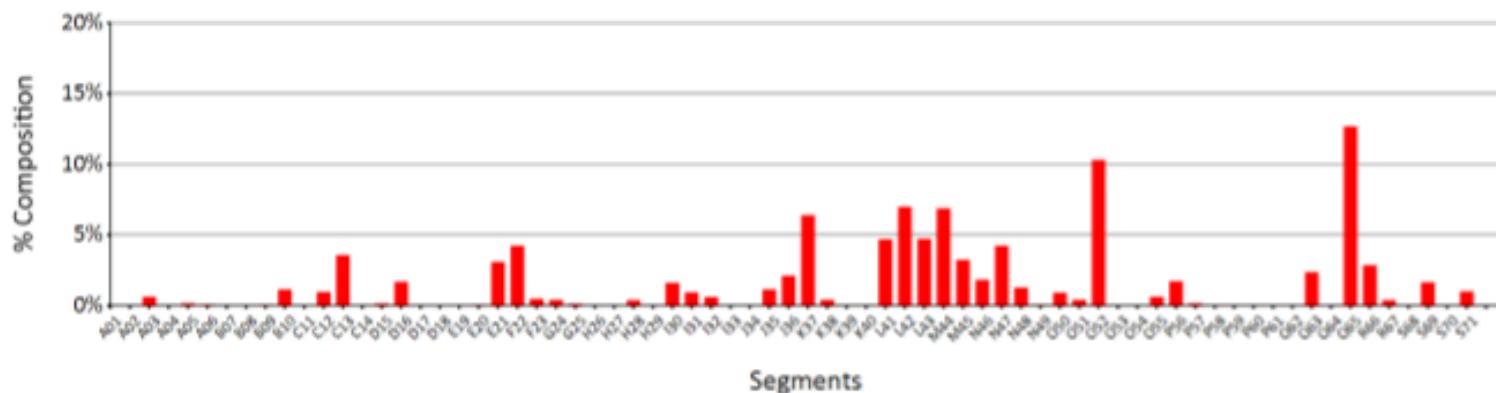


### Demographic Highlights

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      O51: Digital Dependents      L41: Booming and Consuming

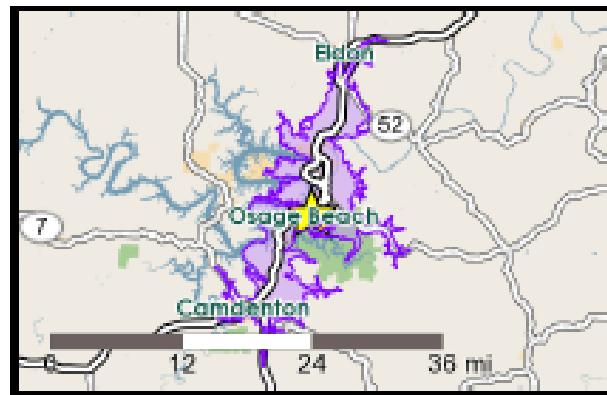


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# RETAIL TRADE AREA SNAPSHOT

## 20-Minute Drive-Time Overview



### Demographic Highlights

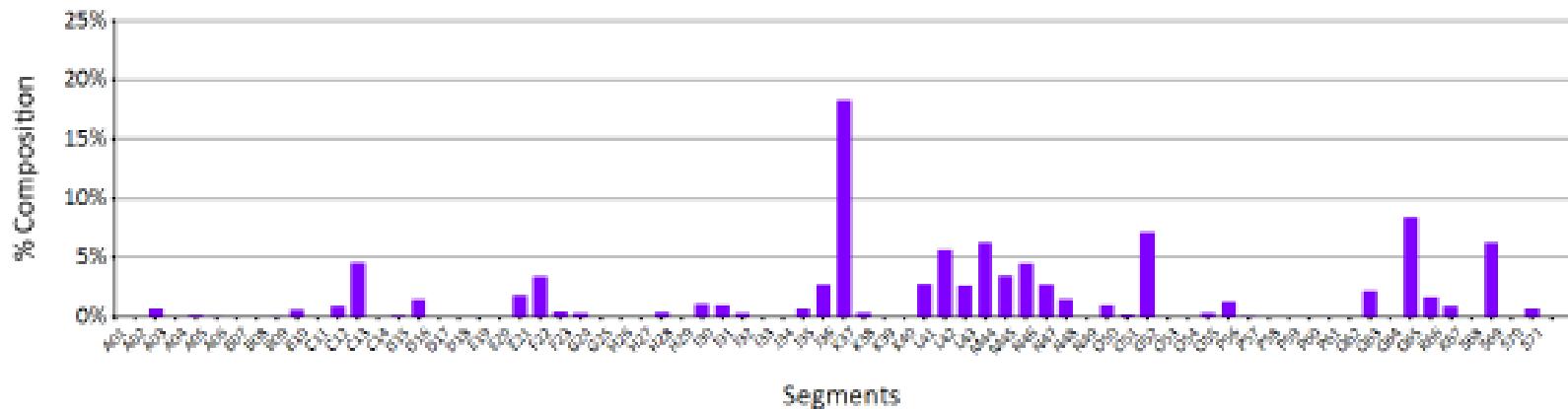
Population (Pop): 20,890	Pop Growth ('00 - '10): 16.5%
Workplace Pop: 10,712	Proj Growth ('18 - '23): 6.2%
Households (HH): 8,950	HH Growth ('00 - '10): 18.8%
Avg HH Income: \$74,425	Proj Growth ('18 - '23): 7.5%

### Top Household Segments

J36: Settled and Sensible

Q64: Town Elders

O51: Digital Dependents

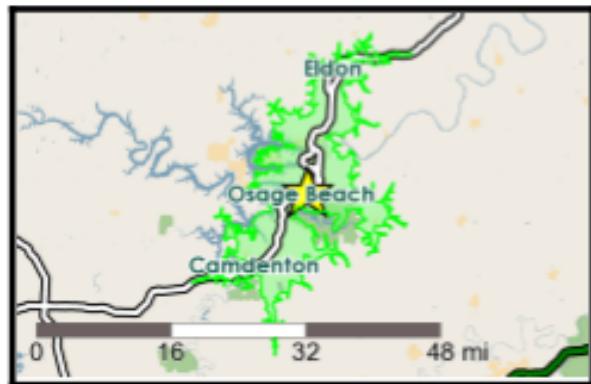


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# RETAIL TRADE AREA SNAPSHOT

## 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%

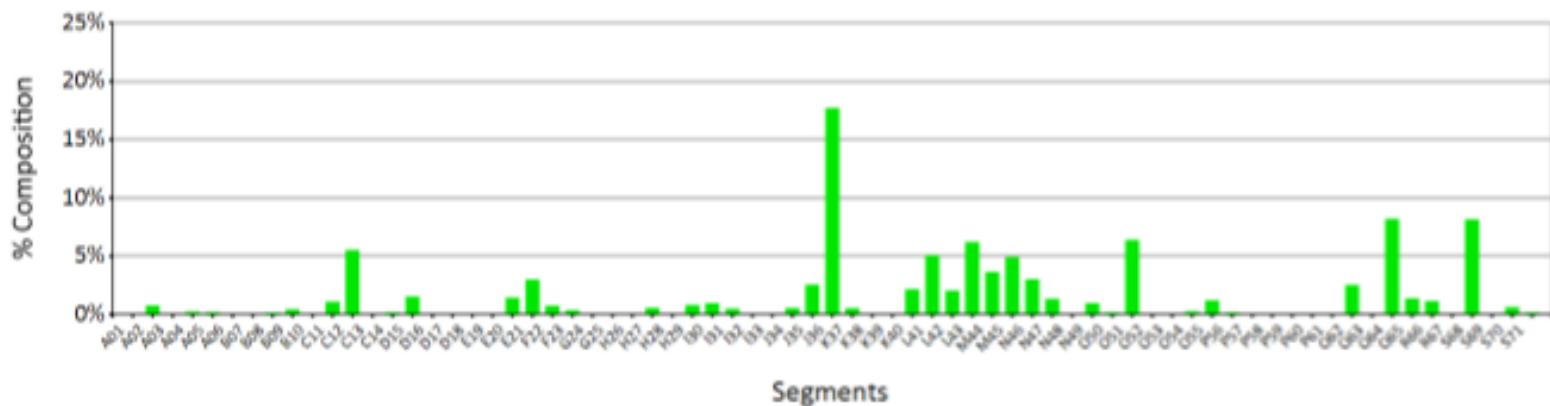
Avg HH Income: \$70,806

Proj Growth ('18 - '23): 6.9%

### Top Household Segments

J36: Settled and Sensible

Q64: Town Elders S68: Small Town Shallow Pockets



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BEST BUY

LATEST ACTIVITY: None

BEVMO!

LATEST ACTIVITY: None

BUFFALO WILD WINGS

LATEST ACTIVITY: None

BURLINGTON

LATEST ACTIVITY: Positive

CHIPOTLE

LATEST ACTIVITY: None

Deli Delicious™

DELI DELICIOUS

LATEST ACTIVITY: None

DICK'S

DICK'S SPORTING GOODS

LATEST ACTIVITY: None

DICKEY'S

BARBECUE PIT

DICKEY'S BARBECUE PIT

LATEST ACTIVITY: None

DUTCH BROS

DUTCH BROS COFFEE

LATEST ACTIVITY: None

Farmer Boys

FARMER BOYS

LATEST ACTIVITY: None

# IDENTIFIED YOUR STRONGEST RETAIL MATCHES

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

Raley's

RALEY'S

MEN'S WEARHOUSE

LATEST ACTIVITY: None

MICHAELS

LATEST ACTIVITY: None

MARSHALLS

OLD NAVY

LATEST ACTIVITY: None

Panera

PANERA BREAD

LATEST ACTIVITY: None

Party City

DISCOUNT PARTY SUPER STORE

PARTY CITY

LATEST ACTIVITY: None

Perko's

PERKOS CAFE

LATEST ACTIVITY: None

PETSMART

PETSMART

LATEST ACTIVITY: None

RACK ROOM

RACK ROOM SHOES

LATEST ACTIVITY: None

RED ROBIN

BURGERS

RED WING

SHOES

REGAL

CINEMAS

ROCKIN' JUMP

ROCKIN' JUMP

ROSS

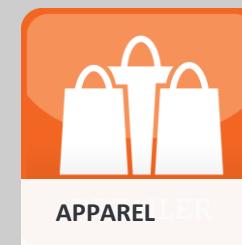
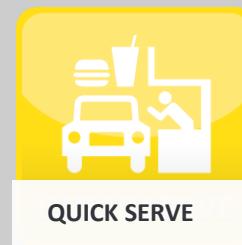
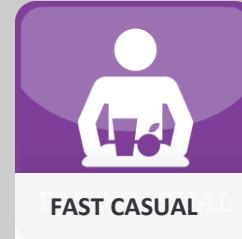
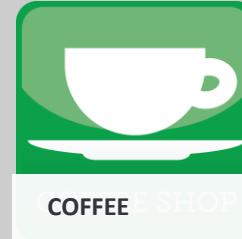
APPAREL

## 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



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# 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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