

**MINUTES OF THE WORK SESSION
OF THE MAYOR AND BOARD OF ALDERMEN
OF THE CITY OF STARKVILLE, MISSISSIPPI
JANUARY 17, 2025**

Be it remembered that the Mayor and members of the Board of Aldermen met in a Work Session on Friday, January 17, 2025 at 11:00 a.m. in the second-floor conference room of City Hall located at 110 West Main Street, Starkville, MS. Present were Mayor D. Lynn Spruill, Alderwoman Kim Moreland, Alderwoman Sandra Sistrunk, Alderman Mike Brooks and Alderman Henry Vaughn, Sr. City Attorney Berk Huskison and Assistant City Clerk Joanna McLaurin were also present.

Mayor Spruill opened the work session. The work session was properly noticed pursuant to Miss. Code Ann. §25-41-13 and a copy of that notice is included in the minutes. The work session was live streamed on Facebook. The public and media were welcomed and attended. The session is also available for viewing on the City website.

Jennifer Gregory with Retail Strategies gave an update on the retail activity past, present and future.

The Mayor and members of the Board discussed items on the upcoming January 21, 2024 agenda. Department Directors were available to answer questions related to the items. All agenda items were discussed.

SIGNED AND SEALED THIS THE 4TH DAY OF FEBRUARY, 2025.

MAYOR D. LYNN SPRUILL

Attest:

Seal

JOANNA MCLAURIN
ASSISTANT CITY CLERK



retail strategies



Starkville, Mississippi

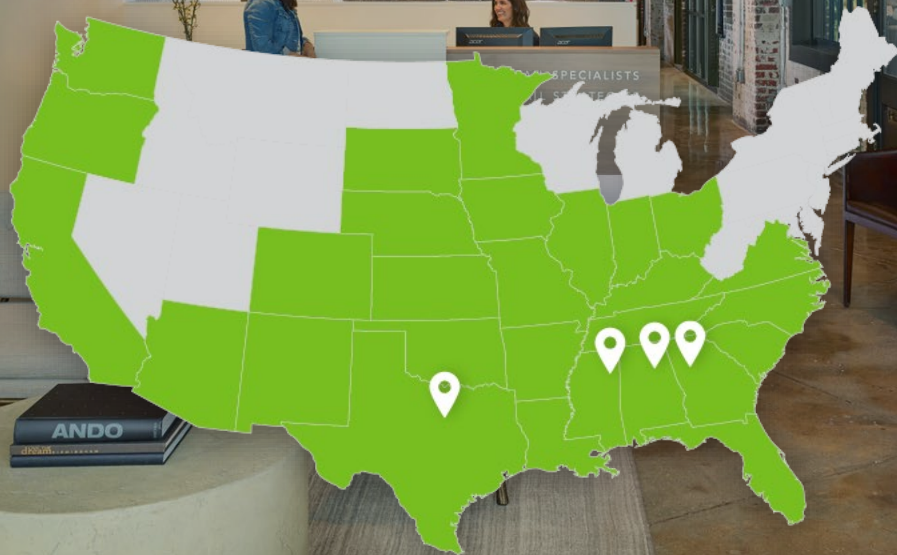
Retail Recruitment Update

Presented by

Jenn Gregory
president
downtown strategies



retail strategies



ONE COMPANY, THREE SERVICES

About Us

Grown from a Commercial Real Estate firm, we focus on community and economic development.

Our team of 65 utilizes expertise and relationships to make public-private partnerships thrive.



retail strategies



retail recruitment



downtown strategies



small business support

RETAIL STRATEGIES

About Us

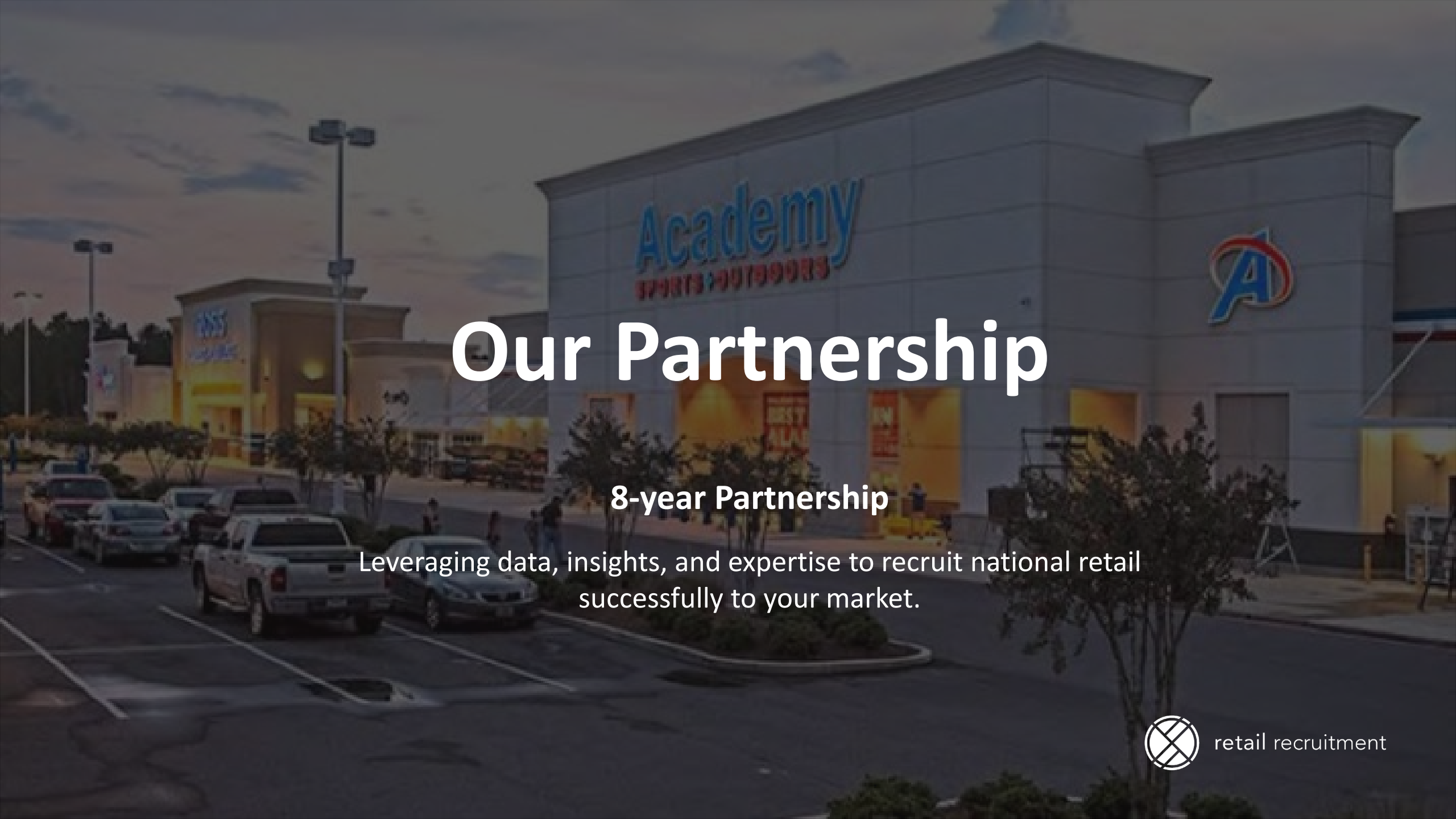


Jenn Gregory

President, Downtown Strategies
Retail Strategies

jgregory@retailstrategies.com



A photograph of an Academy Sports & Outdoors retail store at dusk. The building is a large, modern structure with a light-colored facade. The 'Academy SPORTS & OUTDOORS' logo is prominently displayed on the upper part of the building. To the right, there is a large stylized 'A' logo with a red and blue design. The store's entrance is brightly lit, and several cars are parked in the lot in front. The sky is dark with some clouds, and the overall scene is dimly lit, emphasizing the store's lights.

Our Partnership

8-year Partnership

Leveraging data, insights, and expertise to recruit national retail successfully to your market.



retail recruitment



retail recruitment

SCOPE OF SERVICES

Retail Recruitment



DISCOVER

Data Analysis

The Discovery Phase starts with a data analysis. The first step is to understand who your consumers are, not just your constituents. Utilizing mobile data, we can uncover where people are coming from and what is their buying power.

Real Estate Analysis

Every retail site in your market will be catalogued by your team at Retail Strategies; shopping centers needing to be backfilled, open land ready for development, or under-utilized retail space all will be assessed by a licensed real estate professional



CONNECT

Retail Recruitment Plan

Based off your data, real estate assets, community input and retail trends, we will develop a Retail Recruitment Plan with specific restaurant, grocery, home improvement, entertainment, and hospitality targets.



ADVANCE

National Recruitment and Representation

This is where the rubber meets the road. Winters will receive a dedicated team that will implement the Retail Recruitment Strategy by connecting with retailers, brokers, property owners, tenant reps and any other industry players to get new retail to open in your market.

An aerial photograph of a modern, single-story retail building with a light-colored facade and dark roof. The building features large glass windows and doors. To the left, a sign for 'ACE Hardware' is visible. The foreground shows a large, dark asphalt parking lot with white parking lines and several cars parked. The background is filled with lush green trees under a clear sky. A large, white, sans-serif text overlay is centered over the building.

Recruitment Update

Trends, Strategies, and Traction in your Market.



Sampling of

Average Sales per Unit



\$9.4 million



\$5.4 million



\$3.7 million



\$3.6 million



\$2.3 million



\$1.9 million



\$1.9 million



\$1.7 million



\$1.3 million



\$1.2 million

Retail Trends

- Customer Experience through Innovation
- Robotics & AI
- Refreshment of Physical Stores [size & design]
- Marketing Focus to Acquire Customers
- More Relocations & Renovations than New Store Expansion
- Focus on Secondary and Tertiary Markets
- Millennials Expect Convenience
- Adaptations for Aging Populations

2025



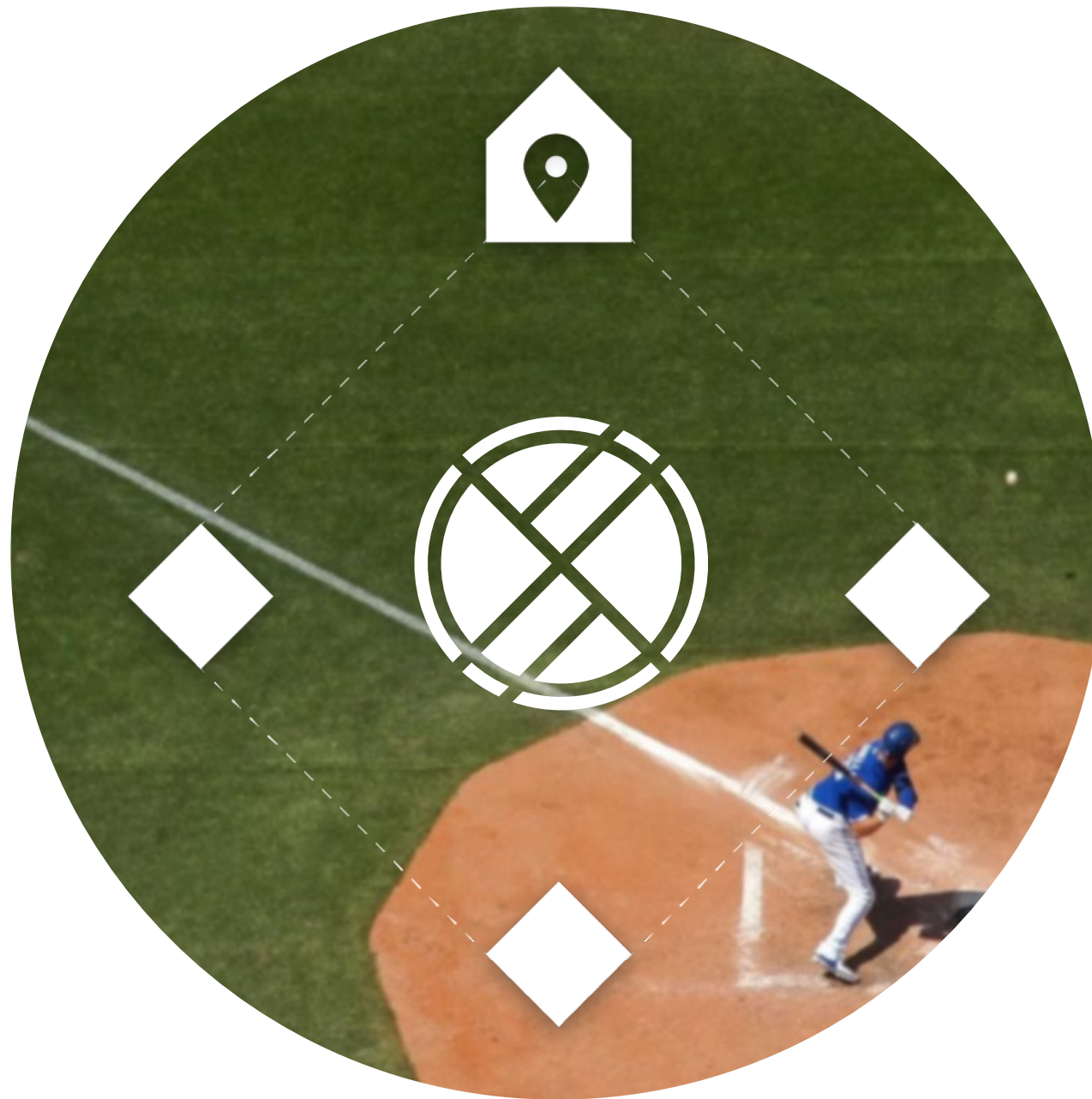


CONNECT

Home Run Real Estate

Universal Site Metrics

- Parking
- Traffic
- Co-tenancy
- Signage
- Ingress / Egress



2025 Strategies & Traction

- **35 retailers currently interested in the market**
 - Real estate drives these decisions
- **Shifting focus to property owners, while maintaining retailer relationships**
 - Team making outreach to property owners on key corridors
- **Hospitality, residential, coffee, & QSR users**
- **Higher & better use opportunities**
- **Downtown redevelopment opportunities**



An aerial night photograph of a sports complex. The complex features several baseball fields with green grass and brown dirt bases, arranged around a central paved area with a small building. The entire facility is surrounded by a dense forest. The text "Next Steps" is overlaid in large white font in the center of the image.

Next Steps

Partnership Renewal

Contract for next 3-years will renew 2/1/25

Questions?



WORK SESSION

CITY OF STARKVILLE, MISSISSIPPI

JANUARY 17, 2025

11:00 a.m.

- A. CALL THE WORK SESSION TO ORDER**
- B. UPDATE FROM JENNIFER GREGORY OF RETAIL STRATEGIES ON THE RETAIL ACTIVITY PAST, PRESENT AND FUTURE.**
- C. DISCUSSION OF THE AGENDA ITEMS FOR THE JANUARY 21, 2025, MEETING OF THE BOARD OF ALDERMEN FOR THE CITY OF STARKVILLE.**
- D. ADJOURN MEETING**



**THERE WILL BE A WORK SESSION OF THE
MAYOR AND BOARD OF ALDERMEN ON
FRIDAY, JANUARY 17, 2025.**

**AT 11:00 AM IN THE STARKVILLE CITY HALL
LOCATED AT 110 WEST MAIN STREET
IN THE SECOND FLOOR CONFERENCE ROOM**

The public and media are invited to attend.

The City of Starkville is accessible to persons with disabilities. Please call the ADA Coordinator at (662) 323-2525 ext. 3119, in advance for any services requested.