

**MINUTES OF THE WORK SESSION
OF THE MAYOR AND BOARD OF ALDERMEN
OF THE CITY OF STARKVILLE, MISSISSIPPI
January 30, 2026**

Be it remembered that the Mayor and members of the Board of Aldermen met in a Work Session on Friday, January 30, 2026 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 Lynn Spruill, Alderwoman Kim Moreland, Alderwoman Sandra Sistrunk, Alderman Kyle Skinner, Alderman William Pochop, Alderman Roy A.' Perkins and Alderman Henry Vaughn, Sr. City Attorney Berk Huskison and 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 and Jeremy Murdoch gave a presentation on retail strategies on the retail activity in Starkville.

The Mayor and members of the Board discussed items on the upcoming February 3, 2026 agenda. Department Directors were available to answer questions related to the items. All agenda items were discussed.

Mayor Spruill closed the work session

SIGNED AND SEALED THIS THE 17TH DAY OF FEBRUARY , 2026.

MAYOR D. LYNN SPRUILL

Attest:

Seal

JOANNA MCLAURIN, CITY CLERK



WORK SESSION

CITY OF STARKVILLE, MISSISSIPPI

January 30, 2026

11:00 a.m.

- A. CALL THE WORK SESSION TO ORDER**
- B. UPDATE FROM JENNIFER GREGORY AND JEREMY MURDOCH OF RETAIL STRATEGIES ON THE RETAIL ACTIVITY IN STARKVILLE**
- C. DISCUSSION OF THE AGENDA ITEMS FOR THE FEBRUARY 3, 2026, MEETING OF THE BOARD OF ALDERMEN FOR THE CITY OF STARKVILLE.**
- D. ADJOURN MEETING**



Starkville, Mississippi

Retail Recruitment Update

City of Starkville
January 29, 2026

Presented by
Jenn Gregory
president
downtown strategies

Jeremy Murdock
community development specialist
downtown strategies

RETAIL STRATEGIES

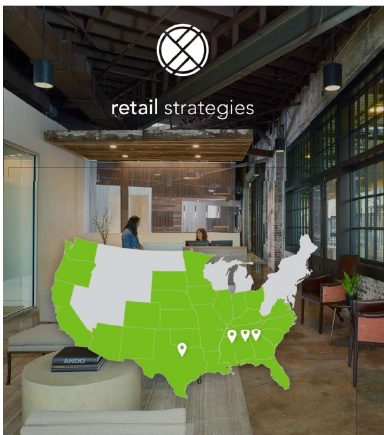
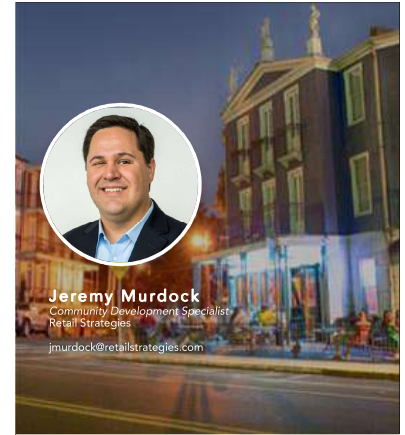
About Us



Jenn Gregory
President, Downtown Strategies
Retail Strategies
jgregory@retailstrategies.com



Jeremy Murdock
Community Development Specialist
Retail Strategies
jmurdock@retailstrategies.com



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 70 utilizes expertise and relationships to make public-private partnerships thrive.



retail strategies



retail recruitment



downtown strategies



small business support



Extension of City Hall

Our Role

NEEDS:

Every city has the goal to increase tax revenue and job creation, often through new businesses. A combination of these goals increases the quality of life for citizens, spurring on more growth.

CHALLENGES:

Communities have challenges to overcome, such as finding enough time, building a network, the collateral and resources, and the specific experience needed in the retail industry.

NEEDS

Network

Time

Resources

Experience

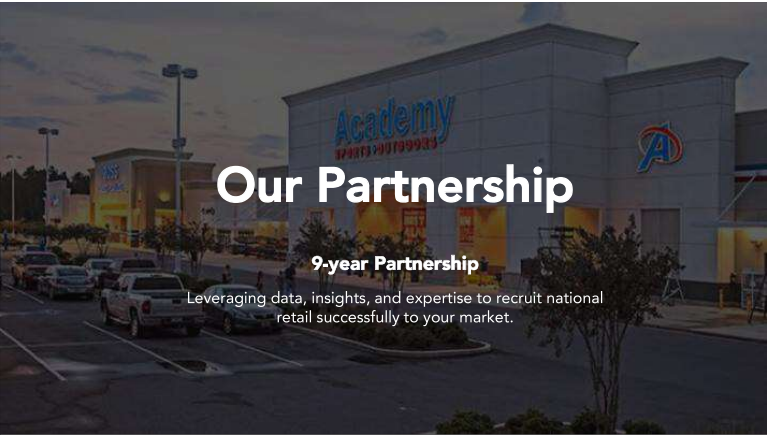
Tax Revenue

Job Creation

Quality of Life

New Business

GOALS



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.

CONNECT

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.

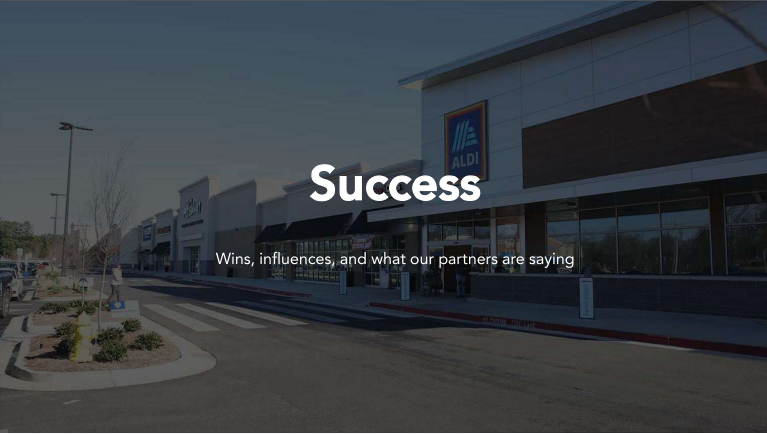
ADVANCE

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.

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.



Client Success: Our Wins & Influences



Annual Average Earnings per location



Testimonials



“

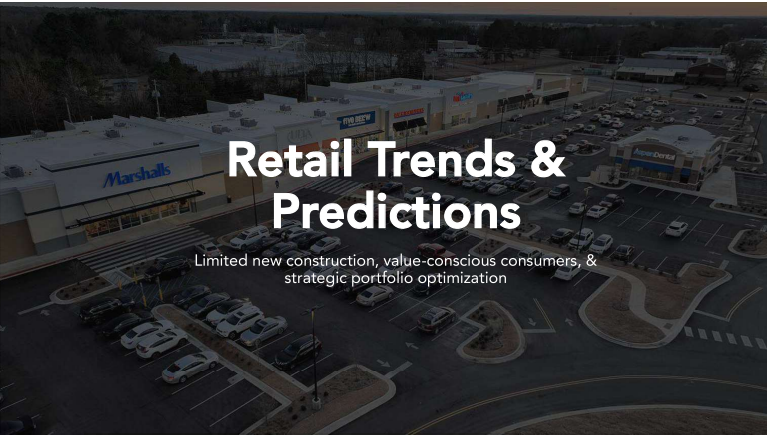
We have a great relationship with Retail Strategies. Over the past 3 years, their team constantly approached us with new market opportunities putting Starkville at the top of our list for new store opportunities when we were ready to begin growing in Mississippi.”

Erik Schwitz
Crawford Square Real Estate Advisors
Tenant Rep for Jack's Family Restaurants

“

I commend the efforts that Retail Strategies has provided our development. Not only did they help with the incentive package, but they have been instrumental in sharing intel and leads in order to fill the shopping center with the tenants that project to bring \$35 million +/- annual sales per year. Outparcel outreach continues to be a large part of their assistance to our team.”

Jeff Howell
Rise Partners
Leasing Firm for Garan Development



Retail Trends

- National Retailers Expanding to Smaller Markets
- Historically Low Vacancy Rates (4.7% nationally)
- Small-Format & Curated Store Concepts
- Value & Discount Retailers Outperforming
- Experience-Driven Retail Spaces
- Adaptive Reuse & Mixed-Use Development
- Store Closures Creating Real Estate Opportunities

2025



2026 Retail Predictions

- Limited new construction creating supply shortage
- Value & discount retailers outperforming – consumer spending growth slowing to 1.5%
- Tariffs expected to boost inflation
- AI investment reshapes retail operations



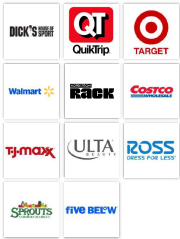
Recruitment Update

Trends, Strategies, and Traction in your Market.

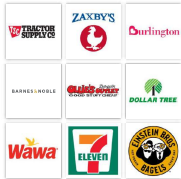
2026

Continued Selective Growth

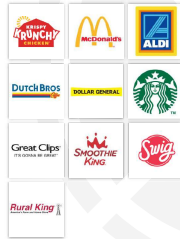
1-50 New Stores



51-100 New Stores



101+ New Stores



<https://www.nnn.com/top-500-restaurants/top-100-top-10-chains-and-companies>

Prospects & Site Criteria

Retail Category

Appropriate Retailer



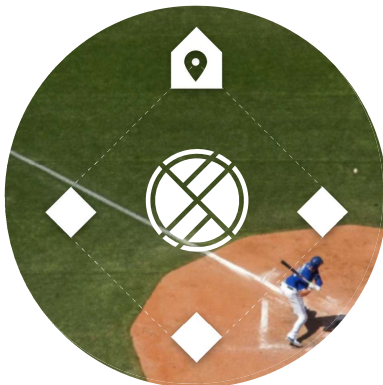
Food & Beverage

Demographic Radius Ring Requirement:	3
Minimum Population Requirement:	9,000
Household Income Requirement:	\$65,000
Traffic Count:	20,000 VPD
Number of SF or AC:	1,100 SF
Location Comments:	Standard "Vanilla" shell with improvements. Morning side of roadway, drive-thru window preferred. Free standing, shared pad, or end cap located in mix use "major tenant" community shopping center with national or regional tenant.

Home Run Real Estate

Universal Site Metrics

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



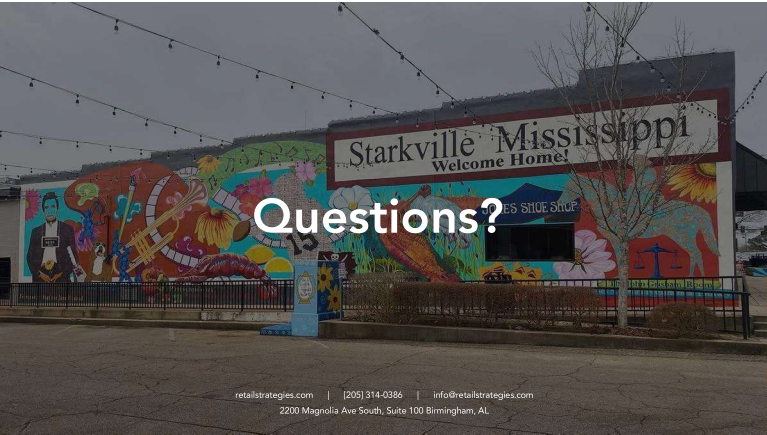
Starkville, Mississippi

Retail Recruitment Update

2026 Strategies & Traction

- 30 retailers currently interested in the Starkville market
 - Real estate drives these decisions
- Shifting focus to property owners, while maintaining retailer relationships
 - Team making outreach to property owners on key corridors
 - Working closely with commercial real estate brokers in Starkville
- Hospitality, residential, coffee, & QSR users
- Higher & better use opportunities
- Downtown redevelopment opportunities
- Highway 182 & Highway 25 (Cornerstone) focus areas







**THERE WILL BE A WORK SESSION OF THE
MAYOR AND BOARD OF ALDERMEN ON
FRIDAY, JANUARY 30, 2026**

**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.