Sedalia Retail – One Stop

* Tell your story
* Make it easy
* Collect, collaborate and communicate
* Assess, analyze and apply
* Make it easy
* Tell your story again

Sedalia Overview

* Population – 21,387
* “Sedalia” Population – 32,000
* Primary Market Area Population – 49,752
* Untold population story – traffic
* Highest retail pull factor in West Central Region
  * Ten Counties – 1.07 draw – 240,000+
  * Net commuting pattern
  * $1.3 billion in sales in region
Sedalia Overview

* $250,000,000 in construction valuation since 2007
* $30,000,000 in downtown area
* Rebuilding Cycle
  * Traditional Market Center
  * Decline
  * Refocus
  * Growth

City of Sedalia

* Fractured approach to recruit retail
* Chamber of Commerce
* Economic Development
* Downtown
* City
* 2011
  ✓ City retail summit of partners
  ✓ City becomes focal point of retail development
  ✓ Teams built based on location, issues and needs
“One-Stop”

- Mission: to facilitate the ease of opening and sustaining business in Sedalia
- Efficient, fast and practical
- Assess barriers and overcome through collaborative assessment and decision making
- DRC – Development Review Committee
  - City (Public Works, Community Development, Administration)
  - Infrastructure Providers - based on trust and relationship building
  - Weekly
- Hallmark - communication
- Incentives – open to creative use of economic development tools - PILOT, TIF, CID – define gap and determine viability for city

“One-Stop” Process

- Initial Communication with Developer
- DRC Meeting
  - Fast Track – one to two weeks
    - Outline plan deficiencies up front
    - Resolve issues through collaboration
- Field Inspections
- Certificate of Occupancy
New Challenges

- Traffic
- Coordination between developers on west
- East side development (CVS – rooftops)
- Mom & Pop shops – not developing retail entrepreneur (Chamber)
- Stormwater requirements

Examples

- Developers
  - First success leads to the next project – relationship building
  - Repeat developers
- New Additions
  - Menards, CVS, AT&T, Holiday Inn, Tractor Supply, Steak-n-Shake
  - Colton’s, Freddy’s, Panera, Dairy Queen, Casey’s, Hurricane Bay, Advance Auto
- Reinvestment
  - Automotive Sector
    - GM, Toyota, Chrysler, Ford
- Residential
  - Winchester Meadows, Deer Brook Villas, Cromwell Court
- Upcoming – three national restaurants, six national retailers
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Questions and Answers