

## **ECONOMIC DEVELOPMENT COMMISSION**

**Thursday, April 5, 2012**

**Blue Conference Room**

**1920 South Germantown Road**

The regular meeting of the Economic Development Commission (EDC) was held Thursday, April 5, 2012, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 5:30 p.m.

**PRESENT:** Jerry Klein, Rocky Janda, Greg Marcom, James King, Donald Robbins, Michael Cody, John Wagner, David Rea, Brian Pecon, and Jim Stock (Mike Harless sat in for Susan Burrow)

**GUESTS:** Melissa Morgan, and Ordis Copeland

**ABSENT:** Susan Burrow, Charles McCraw, and Chris Harrison

**STAFF PRESENT:** Andy Pouncey, Director Economic Community Development, and Marie Burgess, Planner

A quorum for tonight's Economic Development Commission meeting was established.

**MINUTES:** The March 1, 2012 minutes were approved.

### **OLD BUSINESS:**

#### **a) Economic Sustainability Strategic Plan (Performance Measures)**

- 1) Business Development – Promote existing businesses to generate revenues for the City to balance the tax base. Conduct one promotion strategy 4<sup>th</sup> quarter (April – June) and the Business Expo will be on April 24<sup>th</sup>.
- 2) Heart of Germantown – Create a bicycle and pedestrian friendly Environment: There will be a bike to work week in May.
  - i. Farmington Phase II – Work will begin the week of April 23, 2012 from Allenby to Germantown Road.
- 3) Retail Development:
  - i. Visit five businesses each month: None
  - ii. Vesta Home Show will be in Germantown on Forest Hill Irene Road at Saint James Place October 8, 2012.
- 4) Attract new businesses to locate and invest: Tru Temper Sports and Smoke Shop.
- 5) Medical and Healthcare Strategy: There is a major Medical conference meeting with (200 people) in May where they have vendors and booths at U of M Holiday Inn. The medical initiative is about attracting medical business such as physical offices, labs, and electronic medical records.
- 6) Home-based Businesses: The month of March had 14 new business licenses – 3 outside the city limits, 8 home-based and 3 brick and mortar businesses.

### **NEW BUSINESS:**

- a) Economic Development Brand Identity RFQ: We have picked the top three consultants. It has been turned over to the City Administrator for his decision.
- b) Roadway Projects:
  - Wolf River Boulevard Connector
    - Description – Extension of Wolf River Boulevard from Kimbrough Road to Farmington Boulevard, approximately 1.9 miles. Roadway will consist of two travel lanes in each direction with a raised median and dedicated bike lanes on the paved shoulders.
    - Status – Project is currently ahead of schedule and under budget. Bridge subcontractor is driving piles for second bridge and pouring concrete for the superstructure on the first bridge. Contractor has one box

culvert left to construct following stabilization work on former borrow pit. Contractor still has more earthen fill to bring to the project to reach the design subgrade elevations.

- Poplar Avenue and Forest Hill – Irene Road Intersection Modifications
    - Description – Channelized island modifications to permit three eastbound through lanes and protected left turn movements on all four approaches. Project includes installation of video vehicle detection; standard black mast arms, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
    - Status – Project is ahead of schedule and should be completed by the end of May.
  - Forest Hill – Irene Improvements
    - Description – Construction of full width improvements between Poplar Avenue and Village Shops Drive, as well as some curb modifications and tree removal at Forest Hill – Irene Road and Forest Hill Lane.
    - Status - Construction activities started this week.
  - Germantown Road and Methodist Drive Traffic Signal Installation
    - Description – Installation of a traffic signal at this intersection. Installation will include standard black mast arms, radar vehicle detection, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
    - Status – Staff and consultants are currently reviewing equipment submittals to ensure compliance with design.
  - Poplar Avenue and Oakleigh Lane Traffic Signal Installation
    - Description – Installation of a traffic signal at this intersection. Installation will include video vehicle detection, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
    - Status – Consultants are currently reviewing pole submittal to ensure adequate structural capacity.
  - Traffic Signal LED Upgrade
    - Description – Installation of LED signal displays and countdown pedestrian signals at thirteen intersections. This project will complete a previous project.
    - Status – Equipment submittals are approved and contractor is waiting for equipment delivery.
  - Farmington Boulevard Phase II Reconstruction
    - Description – Complete rebuild of roadway, subgrade, and curb and gutter from Allenby Road to Germantown Road. Intersection modifications at Brierbrook Road and Kimbrough Road include video vehicle detection.
    - Status – Preconstruction meeting scheduled for late April.
  - Poplar Avenue Improvements
    - Description – Construction of improvements to widen Poplar Avenue to a seven-lane cross section from Miller Farms Road to Dogwood Road. Project includes intersection modifications to construct protected double left turn lanes for southbound, eastbound, and westbound turns at both Germantown Road and West Farmington Boulevard. Intersection modifications include standard black mast arm installation, video vehicle detection, emergency pre-emption, LED signal displays, and countdown pedestrian signals.
    - Status – Overhead utility relocation is anticipated to be completed by April 20<sup>th</sup>. Traffic signal equipment installation is anticipated to be completed by April 18<sup>th</sup>. Following relocation and payment to MLGW for electrical connections, existing signal equipment will be removed and new signal equipment will be in operation. Curb and gutter work on north side of Poplar is anticipated to be installed in late April/early May. Installation of travel lanes for east and westbound Poplar Avenue will follow curb and gutter installation.
- c) Economic and Community Development (Projects in Progress):
- 1) Solana of Germantown is a retirement community and they have opened an office.
  - 2) Elysium is a residential community.
  - 3) The Enclave Phase 4 wants to record its plat, so another 16 to 17 new houses can be built.

Melissa Morgan, Program Manager of TVA Economic Development, made a presentation on Buxton Identifying Customers Reports by TVA. There is a fee to be able to run reports from Buxton (\$15,000) a year. TVA Economic Development has a master subscription with Buxton for a fee of \$3,000 a year.

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## Consumer Propensity Report

### Marketing and Merchandising Intelligence for Local Business

The Consumer Propensity Report (CPR) shows the lifestyle, product, and psychographic likelihood indices for the consumers within the trade area being analyzed. Major retail, restaurant, grocery, and consumer packaged goods firms use this very same information to drive marketing and merchandising decisions.

Each analyzed item is assigned a propensity index score with 100 being average. For example, if the consumers within a trade score a 120 for a given analysis item you know that those consumers are 20% more likely to participate in or purchase that item than the average American household. A propensity index score of 80 would indicate that those consumers would be 20% less likely than the average American household to participate in or purchase that item.

Information is provided for 32 major categories with over 4,800 total line items. Please note that line items are based upon national-level purchasing and lifestyle characteristics. These line items are then correlated to the underlying household characteristics of the consumers within the trade area being analyzed. Some line items may not be necessarily relevant or available currently in your market or region. The index score in these situations serves to indicate the degree to which the consumers would participate in or purchase that item if it were relevant and available. Often this is taken as an opportunity for expansion of a similar brand or concept within the category.

#### CPR Categories

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Apparel	Food: Baking	Home Improvement
Automotive	Food: Condiments	Household Products
Beverages: Alcoholic	Food: Dairy	Lawn and Garden
Beverages: Non-alcoholic	Food: Frozen	Lifestyle Statements
Cable/TV/Radio	Food: General	Medicines/Drugs/Ailments
Cleaning Products	Food: Meat	Pets and Pet Food
Computer/Internet	Food: Snack/Dessert	Print Media
Dining	Health and Beauty	Shopping
Electronics	Hispanic: Spanish Media	Telecom
Entertainment/Leisure	Hispanic: Demographic	Tobacco
Financial Services	Home Furnishings/Appliances	

## TVA ED Retail Development Offerings

### Moving Your Retail Development Forward:

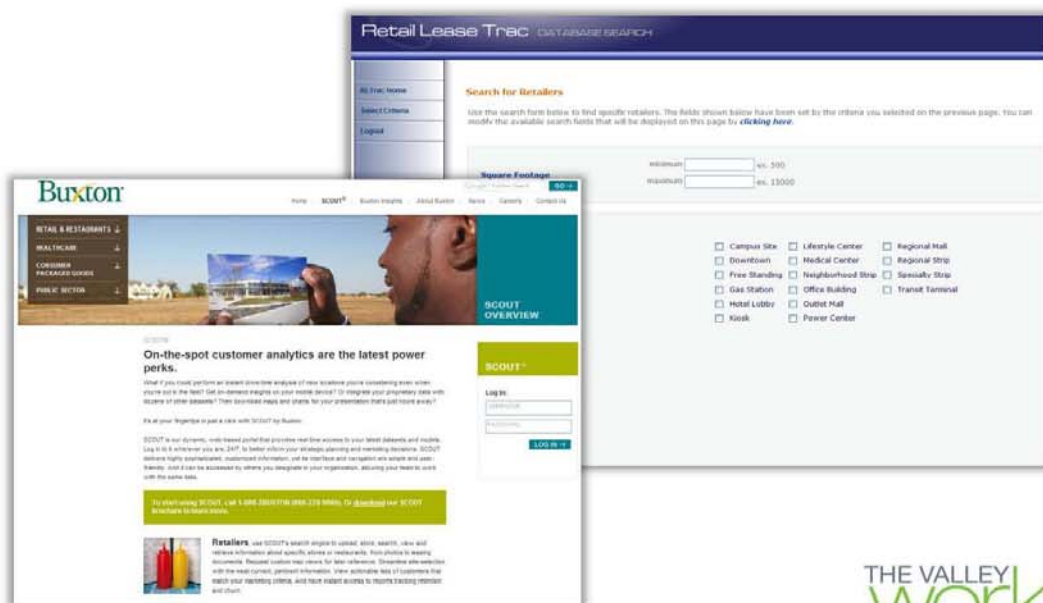
- ▶ Strategy session to assist a community with its retail development program
- ▶ 1 hour

### Getting in the Retail Game:

- ▶ Workshop to aid community leaders in exploring retail development as part of their community's overall economic development strategy
- ▶ 1 hour

### Upping Your Game Plan with Customer Analytics and Insights:

- ▶ Workshop to provide existing community retailers/small businesses with actionable data from Buxton, an industry leader in customer analytics, and marketing trends/best practices from retail/small business resources
- ▶ 1 hour



# Retail Development



Opportunity	Strategy
Define who you are from a retail perspective. Know your community's advantages and understand your challenges. Retailers, developers and/or investors look for stable or improving communities where their risk is minimized, opportunities exist, and profits can be maximized.	
Review Buxton's customer analytics for your community. What does the data say? What can be added from a local angle?	
Make sure community's current retail information (demographics, psychographics, retail leakage/surplus analysis, existing retail mix, traffic counts, current news, contact info) is easy to access.	
Network with existing retailers as often as possible - focus on their needs (customer base, merchandise mix, marketing, unique opportunities) and challenges.	
Understand your area's retail/commercial product inventory. Network with commercial real estate agents, commercial property developers, etc.	
Make sure there is easy access to current information about your community's available commercial/retail properties.	
Join ICSC (International Council of Shopping Centers) for networking and educational opportunities.	
Explore similar-size communities' retail mix.	
Research targeted retailers whose site selection criteria and your community's profile is a match. Who can you "reasonably" expect to attract?	
Develop a profile of each retailer of interest. Identify the real estate site selectors/tenant brokers for targeted retailers. Develop relationships. Understand their retailer-defined trade area and preferred customer profiles. Keep updated on targeted retailers' news and plans.	
Identify potential locations in your community for targeted retailers based on their real estate criteria. Retailers have preferences as to which property type best fits their needs.	
Tailor marketing deliverables - make them visual.	
Take inventory and prioritize vacant retail storefronts - identifying possible uses and marketing opportunities.	
Keep your community in front of targeted retailers so that when they are searching, your community is on their radar screen. Stay in touch regarding new developments - new schools, housing, roadways, hospital expansions, retail openings/closings, company announcements/expansions, etc.	
Explore retail resources - Buxton, Shopping Center Group, LinkedIn (including TVA Retail Development group), retailrocksinthemidsouth.com, Constant Contact, etc.	

# Retail Development



Opportunity	Strategy
Expedite government approvals - demonstrating a "business-friendly" attitude for codes, design guidelines, parking, roadways, etc.	
Set up retail measurement tool.	
Explore possible local incentives	
Give others a way to get engaged such as a Buy Local Program. Community ambassadors count.	
Celebrate successes.	



## Complete Demographic Summary Report

38138 Germantown, 38139 Germantown  
 April 9, 2012

### Population Demographics

	2000		2010		2015		Percent Change	
	Census		Estimate		Projection		1990 to 2000	2010 to 2015
Total Population	37,846		39,283		40,947		17.0%	4.2%
Population Density (Pop/Sq Mi)	1,844.13		1,914.16		1,995.23		17.0%	4.2%
Total Households	13,346		14,210		15,809		27.9%	11.3%

### Population by Gender:

Male	18,479	48.8%	19,067	48.5%	19,770	48.3%	15.8%	3.7%
Female	19,367	51.2%	20,216	51.5%	21,177	51.7%	18.1%	4.8%

### Population by Race/Ethnicity

	2000		2010		2015		Percent Change	
	Census	%	Estimate	%	Projection	%	1990 to 2000	2010 to 2015
White	34,944	92.3%	28,100	71.5%	23,822	58.2%	13.5%	-15.2%
Black	1,043	2.8%	7,894	20.1%	13,324	32.5%	73.1%	68.8%
American Indian or Alaska Native	61	0.2%	92	0.2%	115	0.3%	-2.5%	24.7%
Asian	1,383	3.7%	1,944	5.0%	2,155	5.3%	56.6%	10.8%
Some Other Race	69	0.2%	204	0.5%	269	0.7%	136.8%	31.8%
Two or More Races	346	0.9%	1,049	2.7%	1,263	3.1%		20.4%
Hispanic Ethnicity	424	1.1%	758	1.9%	1,001	2.4%	54.5%	32.1%
Not Hispanic or Latino	37,422	98.9%	38,525	98.1%	39,946	97.6%	16.7%	3.7%

### Population by Age

	2000		2010		2015		Percent Change	
	Census	%	Estimate	%	Projection	%	1990 to 2000	2010 to 2015
0 to 4	1,991	5.3%	2,258	5.8%	2,689	6.6%	2.7%	19.1%
5 to 14	6,226	16.5%	5,675	14.4%	6,075	14.8%	-1.0%	7.1%
15 to 19	3,253	8.6%	3,285	8.4%	3,164	7.7%	18.7%	-3.7%
20 to 24	1,285	3.4%	1,633	4.2%	1,873	4.6%	-4.9%	14.7%
25 to 34	2,716	7.2%	2,731	7.0%	3,181	7.8%	-3.1%	16.5%
35 to 44	6,389	16.9%	5,226	13.3%	4,757	11.6%	-17.5%	-9.0%
45 to 54	8,159	21.6%	8,055	20.5%	7,321	17.9%	54.2%	-9.1%
55 to 64	4,413	11.7%	6,462	16.4%	6,889	16.8%	79.0%	6.6%
65 to 74	2,111	5.6%	2,537	6.5%	3,359	8.2%	68.2%	32.4%
75 to 84	1,085	2.9%	1,067	2.7%	1,273	3.1%	176.6%	19.3%
85+	219	0.6%	354	0.9%	367	0.9%	133.6%	3.5%

### Median Age:

Total Population	41.1	43.2	42.8
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### Households by Income

	2000		2010		2015		Percent Change	
	Census	%	Estimate	%	Projection	%	1990 to 2000	2010 to 2015
\$0 - \$15,000	412	3.1%	313	2.2%	331	2.1%	18.3%	5.8%
\$15,000 - \$24,999	431	3.2%	317	2.2%	298	1.9%	-22.2%	-6.0%
\$25,000 - \$34,999	612	4.6%	485	3.4%	516	3.3%	-1.3%	6.3%
\$35,000 - \$49,999	1,170	8.8%	896	6.3%	917	5.8%	-4.7%	2.3%
\$50,000 - \$74,999	2,406	18.0%	1,895	13.3%	1,982	12.5%	104.8%	4.5%
\$75,000 - \$99,999	2,111	15.8%	1,926	13.6%	2,050	13.0%	4.9%	6.4%
\$100,000 - \$149,999	2,994	22.4%	3,715	26.1%	4,270	27.0%	95.6%	15.0%
\$150,000 +	3,209	24.0%	4,662	32.8%	5,446	34.4%	188.7%	16.8%
Average Hhld Income	\$124,144		\$150,767		\$154,485		42.4%	2.5%
Median Hhld Income	\$93,980		\$117,261		\$122,344		33.6%	4.3%
Per Capita Income	\$43,778		\$55,467		\$60,595		54.5%	9.2%

### Employment and Business

	2000		2010		2015		Percent Change	
	Census		Estimate		Projection		1990 to 2000	2010 to 2015
Age 16 + Population	28,809		30,548		31,393		22.6%	2.8%
In Labor Force	19,769	68.6%	20,808	68.1%	21,260	67.7%	17.5%	2.2%
Employed	19,348	97.9%	19,935	95.8%	20,312	95.5%	17.9%	1.9%
Unemployed	376	1.9%	832	4.0%	905	4.3%	2.3%	8.9%
In Armed Forces	45	0.2%	42	0.2%	42	0.2%	18.6%	0.4%
Not In Labor Force	9,040	31.4%	9,739	31.9%	10,133	32.3%	35.4%	4.0%
Number of Employees (Daytime Pop)			21,087					
Number of Establishments			1,822					

### Housing Units

	2000		2010		2015		Percent Change	
	Census	%	Estimate	%	Projection	%	1990 to 2000	2010 to 2015
Owner Occupied	11,629	83.9%	11,855	73.6%	12,933	72.0%	24.1%	9.1%
Renter Occupied	1,717	12.4%	2,355	14.6%	2,876	16.0%	61.4%	22.2%
Vacant	516	3.7%	1,906	11.8%	2,148	12.0%	11.7%	12.7%
Total Housing Units	13,861		16,116		17,957		27.2%	11.4%

### Vehicles Available

	2000		2010		2015		Percent Change	
	Census	%	Estimate	%	Projection	%	1990 to 2000	2010 to 2015
0 Vehicles Available	175	1.3%	275	1.9%	302	1.9%	140.2%	10.1%
1 Vehicle Available	2,607	19.5%	3,432	24.2%	4,142	26.2%	85.6%	20.7%
2+ Vehicles Available	10,564	79.2%	10,504	73.9%	11,365	71.9%	13.9%	8.2%
Average Vehicles Per Household	2.00		2.20		2.40		-9.7%	11.8%

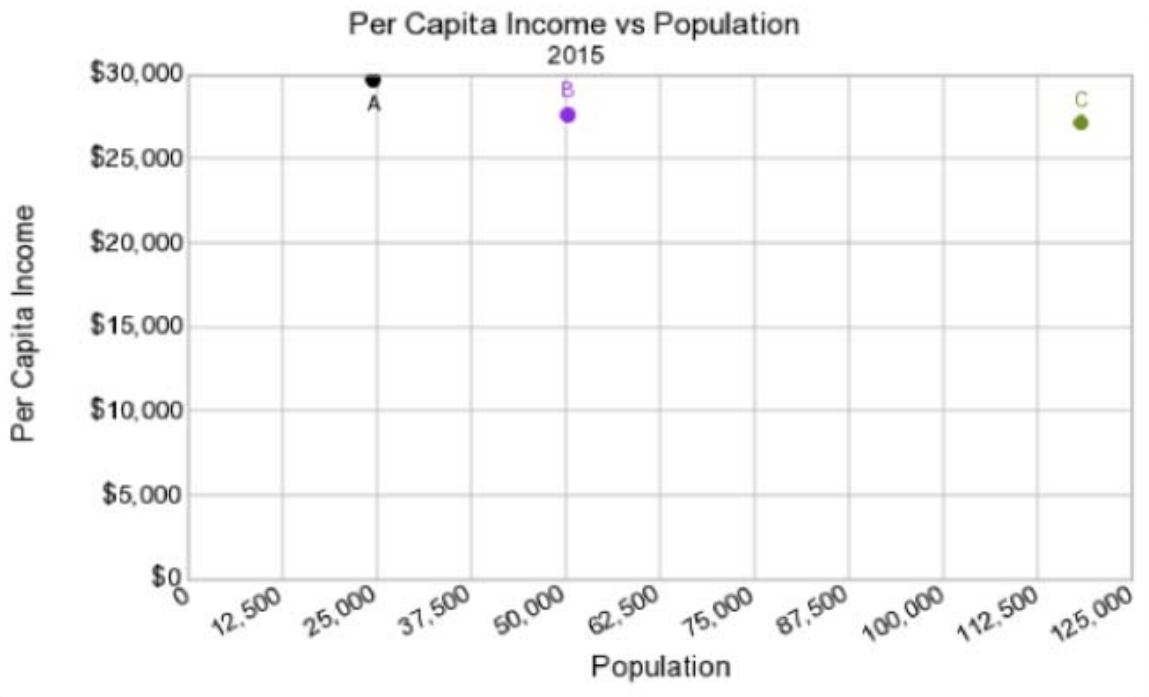
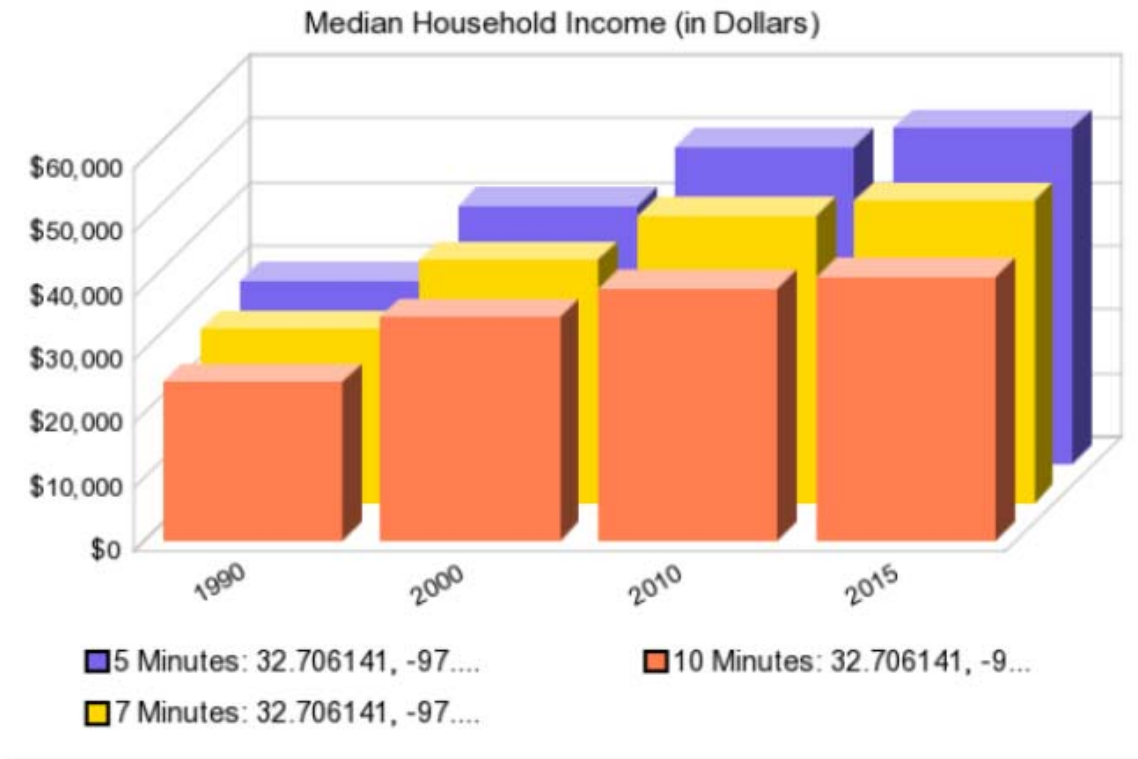
### Marital Status





**Basic Demographic Comparison Chart**

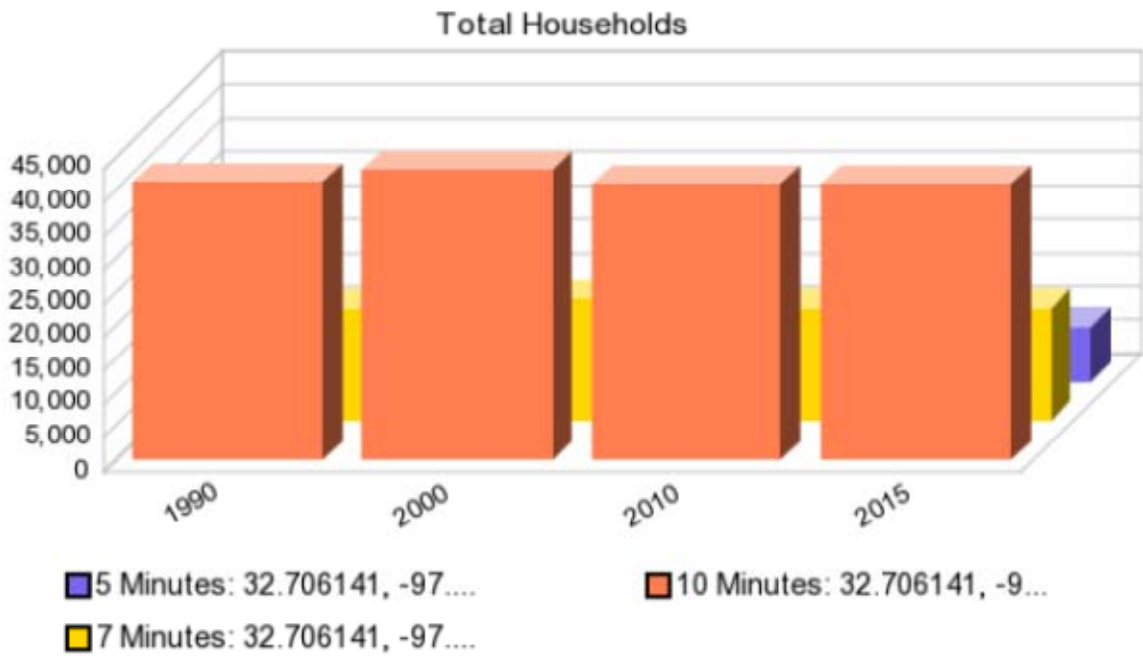
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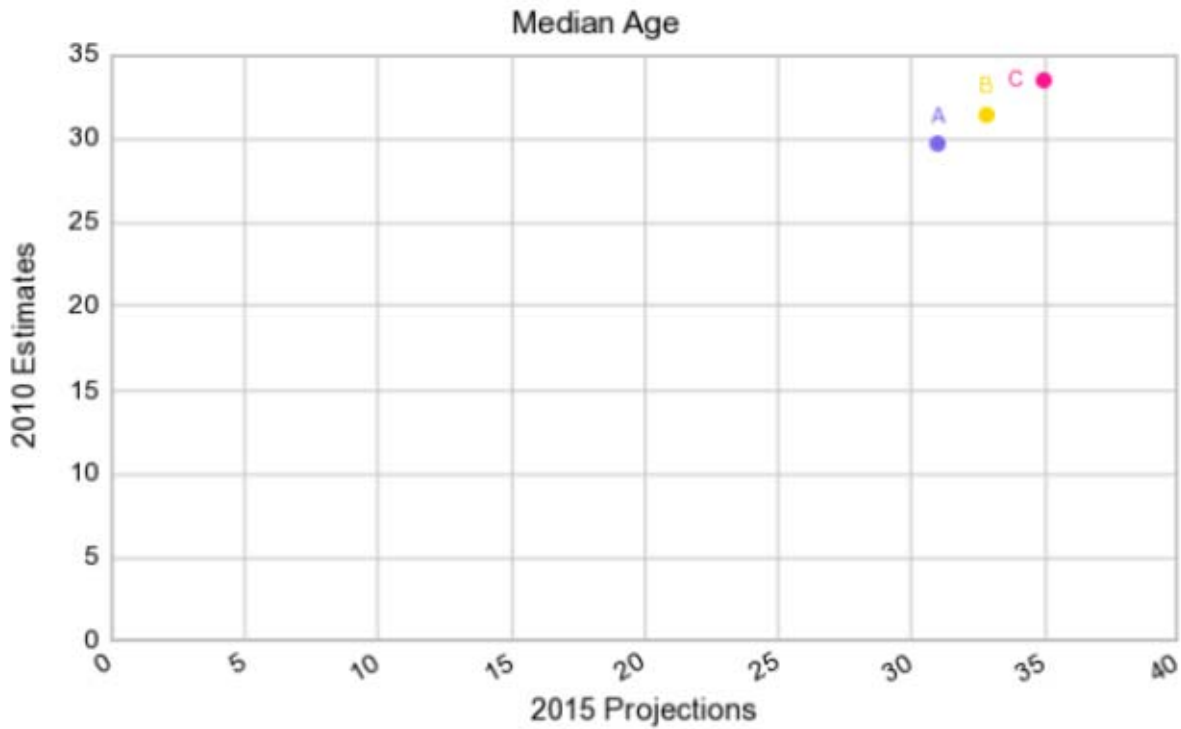


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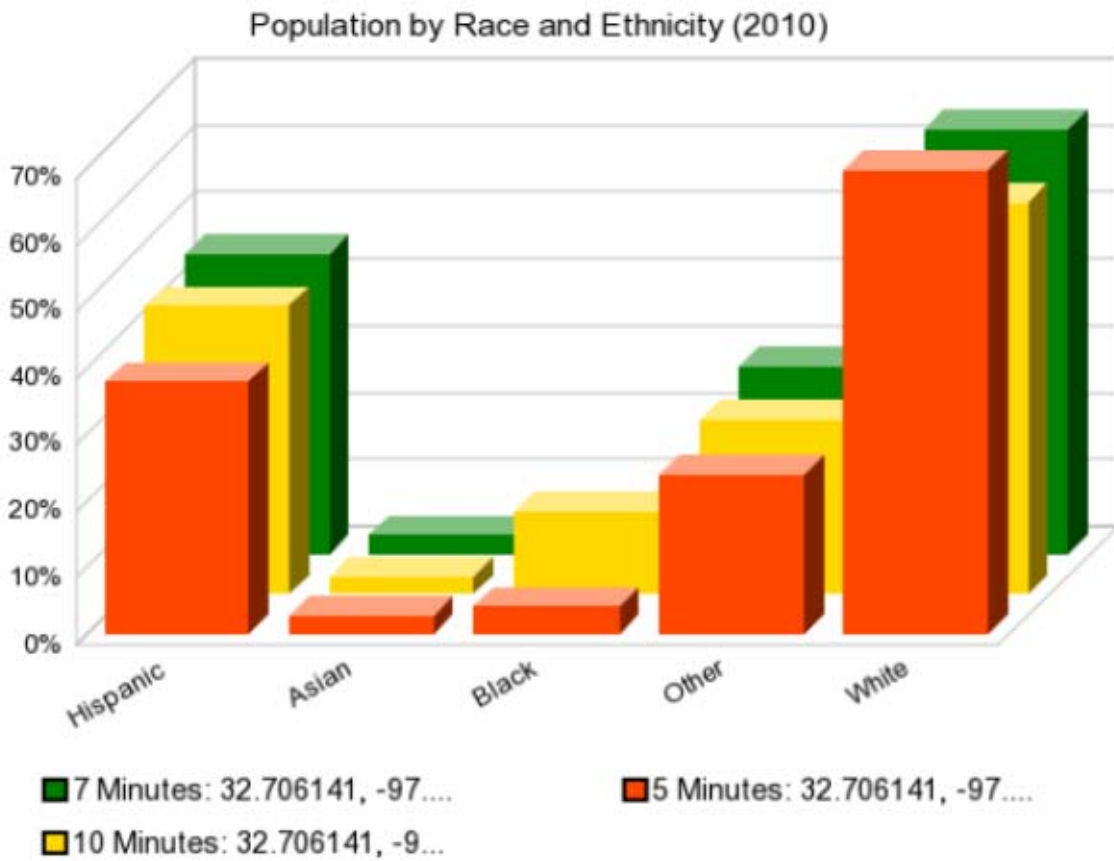


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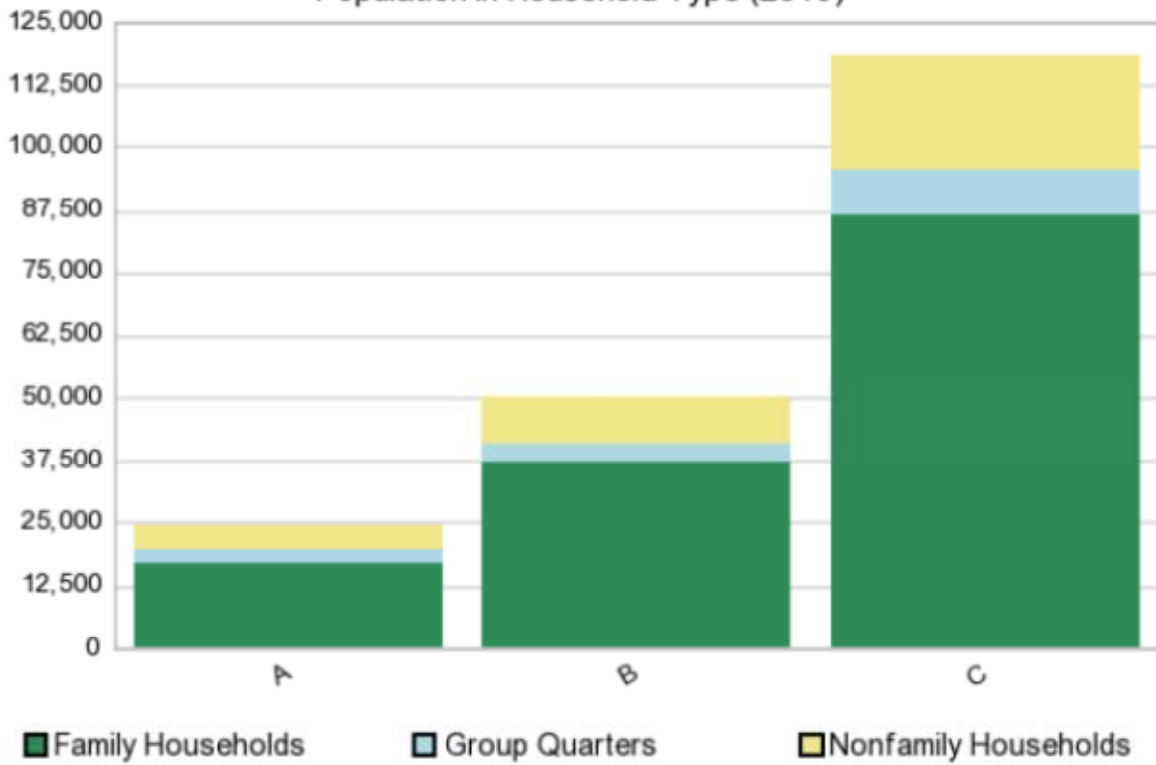




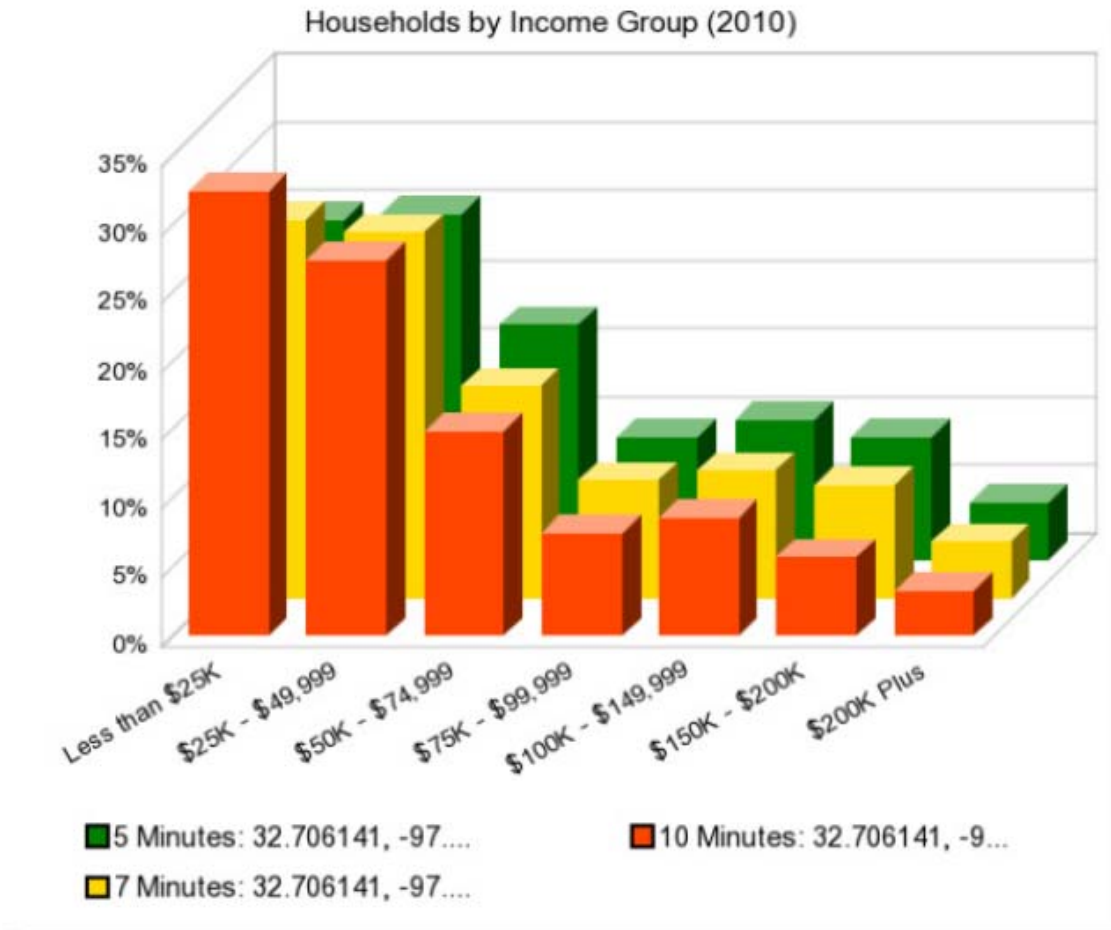
A: 5 Minutes: 32.706141, -97.3... B: 7 Minutes: 32.706141, -97.3... C: 10 Minutes: 32.706141, -97.3...



Population in Household Type (2010)



A: 5 Minutes: 32.706141, -97.3... B: 7 Minutes: 32.706141, -97.3... C: 10 Minutes: 32.706141, -97....



Consumer Expenditure 2010 Detail:Total Expenditure:Apparel	5 Minutes: 32.706141, -97.360428	7 Minutes: 32.706141, -97.360428	10 Minutes: 32.706141, -97.360428
Total Boys	\$1,190,277.92	\$2,334,817.64	\$5,273,889.43
Total Footwear	\$3,737,715.94	\$7,296,036.64	\$16,992,330.65
Total Girls	\$1,613,459.36	\$3,146,040.49	\$7,071,549.83
Total Infants	\$1,080,013.63	\$2,096,712.31	\$4,728,185.45
Total Men	\$4,608,961.15	\$8,889,485.42	\$20,063,236.55
Total Services and Accessories	\$4,062,130.42	\$7,836,928.12	\$17,268,381.51
Total Women	\$8,158,388.61	\$15,747,450.66	\$35,621,040.94
<b>Consumer Expenditure 2010 Detail:Total Expenditure:Apparel:Men</b>	<b>5 Minutes: 32.706141, -97.360428</b>	<b>7 Minutes: 32.706141, -97.360428</b>	<b>10 Minutes: 32.706141, -97.360428</b>
Coats and Jackets	\$480,307.33	\$926,371.90	\$2,091,335.96
Shirts	\$713,832.44	\$1,376,831.57	\$3,107,485.40
Sweaters and Vests	\$187,520.76	\$361,562.68	\$815,499.17
Total Pants and Shorts	\$974,914.54	\$1,880,452.30	\$4,244,031.24
Total Suits and Sportcoats	\$1,511,224.59	\$2,915,022.40	\$6,580,930.63

**ADJOURNMENT:**

There being no further business, the meeting was adjourned. The next meeting will be May 3, 2012.