



retail strategies

RECON 2018



3 DAYS

31,220
ATTENDEES

1,200
EXHIBITORS

1,000,000
SQUARE FEET



The annual **ICSC Las Vegas RECon** convention is the largest gathering of real estate professionals in the world. Retail Strategies secures a 30 x 55 foot booth every year to conduct hundreds of meetings with retailers, developers, and brokers on behalf of our clients. Many of these are high-level meetings producing high-level results with timely follow up.

Inside is a brief synopsis of our efforts on behalf of your community. This list is merely a peak inside some of those meetings and will give you some insight into what we are working on for you.



As well as deal making, our team is very involved with ICSC and other retail organizations. We have **THREE** employees serving as ICSC volunteer leadership committee members in addition to other retail and economic development committees we serve on.

We are proud to be seen as industry leaders to elevate the conversation on the importance of public-private partnerships for retail real estate.



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RECON 2018



60+
RETAILERS

35+
DEVELOPERS

20+
BROKERS

MORE THAN 120 MEETINGS IN 3 DAYS

28 TEAM
MEMBERS

345 TOPGOLF
GUESTS

100+
EVENTS





EAST RIDGE, TN

Jordan and I had a very busy and productive RECon this year. Over the course of three days, we met with over 120 individuals that represented an array of retailers, development firms, and property owners.

We are still following up from most of these interactions. We have included summaries of our efforts during the conference below:



- We talked to the listing agent and owner of the **East Ridge Center**. Food City used them for leverage for their new location in Georgia. They are now looking to lease the space. They have also leased the Flea Market space to an antique dealer. The Family Dollar space could be available for a better tenant. We have shared several retail prospects with them.
- **A regional electronics and appliance store** continues to review the East Ridge Center. We have talked to their broker and connected them with the center's listing agent.
- Several developers explored the opportunity for a **discount supermarket** on a site in East Ridge, but the asking price for the site kills any possible deal.
- **A national mobile store** is not very active at the moment, according to their broker. We have shared several spaces with them over the past few years.
- **A seafood fast-food seafood restaurant and burger and shake restaurant** remain prospects for East Ridge. We met with both real estate teams and discussed sites in the market.
- **A national family restaurant chain** said they do not have an active franchisee. Corporate thinks they may have a new franchisee that would take a look at the market soon, though.
- We shared a **regional wings and grill restaurant** with the brokers for Jordan Crossing. We have helped this restaurant locate in similar communities.
- **A fast-casual taco shop** has passed on East Ridge. They want to be closer to downtown Chattanooga.



- We met with a **driving range and entertainment concept** at RECon. When we mentioned possible incentives, they expressed interest. We have followed up about site opportunities and the city's contact information.
- The franchisee for a **national hair salon chain** is working with a developer on a site in the market. We previously have been recruiting them to fill a space in several existing strip centers in the market.
- **A regional burger and shake restaurant** now has an eastern TN franchisee. We have sent several opportunities to their tenant reps to review.
- **A regional fast-food burger chain** has toured the market again with its brokers and corporate real estate team. They are really pushing for a site in East Ridge.
- We have connected the broker for a **national sandwich restaurant** with several property owners in the market. Corporate has told us before they would consider East Ridge.
- We briefly discussed East Ridge with two **national entertainment concepts**. Although they did not express immediate interest, they said they will follow up with their feedback.
- **A national deli restaurant** is another prospect we have shared with property owners and brokers in East Ridge. We recently talked to their franchisee who had interest in Chattanooga cities.
- **A full-service seafood restaurant** remains interested in Jordan Crossing but are moving slow.
- **A fast-casual Mexican restaurant** is another prospect we have talked to corporate several times and sent possible sites.
- A representative for a **national shoe store** said they are not interested in East Ridge due to its proximity to Chattanooga. They prefer more rural markets.
- We have put a **tanning salon** and the owner of the Food Lion center in contact to help fill their remaining vacant spaces.



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- A corporate representative for a **national apparel store** said he would take a look at sites in East Ridge. He said he's reviewed the market before but would consider it further.
- **A regional supermarket chain** is expanding in eastern and central TN. We have talked to their corporate real estate team, as well as shared their information with property owners and brokers.
- The franchisee for a **small-format gym** passed on East Ridge. Corporate had told us they liked the market, so we are reaching out to them to find out what the deal is.
- We continue to talk to the franchisees and corporate team for a **national chicken restaurant**. They remain a likely restaurant to land in East Ridge.
- **The Phantom Fireworks site** remains our top priority. We haven't been able to connect with the owners recently. We have shared the opportunity with numerous developers.
- We have remained in contact with the owner of the **Marco's Pizza strip center** and shared dozens of retail prospects.
- The developers who had the **site adjacent to Waffle House** under contract have dropped it. They could not find a retailer to sell or lease to that would work financially for them.
- **Brixmor**, the owners of East Ridge Crossing, still have several small spaces available. We met with them at RECon and discussed a couple of prospects that they could go after.
- We are closely monitoring the **Rite Aid** site by Walgreen's. We have not seen it on a closure list yet. There are several developers that we talk to that would be interested in the site if it becomes available.