



PRESS RELEASE

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Village of Weston Launches Project to Expand Retail Choices

Weston, WI (July, 11th, 2014) – As an active community with earning power and room to grow, the residents of Weston, Wisconsin, are eager to enhance their quality of life with new retail choices.

“Weston has a high population of families and young professionals who are younger than the state average and earn more than the average income for Marathon County,” said Weston Village Administrator Daniel Guild. “We believe we are positioned to increase our local shopping opportunities.”

To achieve this goal, the Village has partnered with The Retail Coach, a national retail recruitment and development consulting firm.

“The Retail Coach is working with us to develop a solid plan for national franchise retail recruitments that is driven by market-based data,” explained Guild. “We will also benefit from The Retail Coach’s nationwide reputation and networks with these corporations and their site selectors.”

On-the-Ground Research

The Retail Coach has already begun research that includes a Retail Trade Area determination and Retail Gap/Opportunity Analysis.

“We will be updating Weston’s strong demographics and also doing psychographic research that further defines the consumer base in terms of lifestyles, values and product preferences,” said Aaron Farmer, Vice President of The Retail Coach. “This information is very important to site selectors and brings even more power to Weston’s competitive advantages.”

Those factors include an eastern entrance for the urban metro area and Marathon County. “Weston also has the advantage of attractive locations from both greenfield development and brownfield redevelopments throughout the community,” said Farmer.

Retail Trade Area

An accurate Retail Trade Area is the foundational tool for positioning Weston for successful retail expansion. The Retail Trade Area is where retailers derive approximately 85% of their business. The Secondary Retail Trade Area is where retailers derive the remainder of their business.”

Additionally, The Retail Gap/Opportunity Analysis will highlight which of 52 retail categories in Weston are exhibiting deficiencies or leakages. A leakage occurs when residents shop in surrounding communities instead of their own hometown.

Drawing upon results from this market research, The Retail Coach will work with the Village to develop a Retail Economic Development Plan that identified the regional and national retailers most likely to succeed in the community. The Retail Coach will initiate the recruitment process, and continue to reach out on behalf of Weston over the next 12 months during the coaching phase.

Workshop for Existing Businesses

“Retail coaching is a service that is unique to our firm because we know from experience that recruitment success requires tenacity and patience,” said Farmer. “We become vested in our client communities, and remain available to Weston leaders on a long-term basis to continue to share expertise and advice.”

All of The Retail Coach’s findings and strategies will also be presented to local businesses during a free workshop that will be announced in the near future.

“With a better understanding of the spending patterns and purchasing behaviors of consumers, we can help current owners and managers better target their marketing and offer more of the products that Weston visitors and residents want,” said Farmer.

The Retail Coach has assisted over 250 communities throughout the U.S. during the past 15 years. For more information about The Retail Coach, contact Farmer at 662.231.0608 or visit www.theretailcoach.net.

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About The Retail Coach

The Retail Coach is a national retail consulting, market research and development firm that combines strategy, technology and The Retail Coach is a national retail consulting, market research and development firm that combines strategy, technology and creative expertise to develop and deliver high-impact retail recruitment and development strategies to local governments, chambers of commerce and economic development organizations. Through its unique process, The Retail Coach offers a fully-customized system of products and services that better enable communities to maximize their retail development potential.

About the Village of Weston

The Village of Weston is a community of 15,000 people located in Marathon County at the center of the State of Wisconsin. Building on a diverse portfolio of growing and successful local industries focused primarily in manufacturing and healthcare, the Village of Weston has been one of the fastest growing communities in Wisconsin over the past decade.