



DATE: September 10, 2020

TO: EDC Board

FROM: Paul Chavez, EDC Director

RE: **Monthly Activities for August 2020**

My action items over the past 30 days include:

Week of August 3

- Follow up with local Seabrook Business on their incentive request. Company has submitted a complete incentive application requesting incentives for the improvement to their site as they wish to expand
- Finalize advertisements and eBlasts for September ads
- Retail Live conference call on updates to tradeshow to be held in September
- Follow up with Pelican Plaza and Miramar Shopping Center on prospects
- EDC website review and updates

Week of August 10

- Follow up with restaurant prospect with two independent developers
- Follow up with EDC website review
- BAHEP prospect review meeting
- Follow up incentive review meeting with business applicant on their incentive application
- Follow up with REDNews on our ads for September
- Follow up with Retail Live tradeshow prospect list

Week of August 17

- Follow up with Retail Live Tradeshow in September
- Data development and meeting review for potential mixed-use development
- Meeting with Bay Area Design and Landscape
- Meeting to review social media content
- Economic Alliance Board meeting
- Conference Call will Retail Strategies on prospects
- Submit reviews and score sheet on proposals for the Livable Centers Grant
- Joint City Council and Planning and Zoning meeting on Thursday
- HREDA meeting on Friday

Week of August 24

- Hurricane Laura preparedness and virtual meetings cancelled due to meeting organizers
- Meeting with owner of The Backyard to discuss current business plans and expansion plans

- Discussion with Photojenic Inc. Studios on their potential move / new site requirements
- Quick training session with Retail Live on upcoming virtual tradeshow
- The Houston Economics Club online webinar presentation on Friday

Week of August 31

- Send out notices to retail brokers in Seabrook on requirements of prospects at Retail Live tradeshow
- Review economic development social media plans with Pat
- Web site meeting with Civic Plus
- Interviews with consultants for Livable Centers grant
- Retail Live Tradeshow on Thursday
- Monthly SH146 conference call
- EDC agenda conference call

SEABROOK ECONOMIC DEVELOPMENT CORPORATION -- 2019-2020 BUDGET

EXPENSES	BUDGET													PROJECTED	TOTAL	REMAINING
		10/31/2019	11/30/2019	12/31/2019	1/31/2020	2/28/2020	3/31/2020	4/30/2020	5/31/2020	6/30/2020	7/31/2020	8/31/2020	9/30/2020			
4010 - Office Supplies	150	0	0	47	0	0	0	103	0	0	0	0	0	0	150	0
5010 - Advertising	82,000	0	2,799	2,348	16	11,445	0	1,512	0	0	0	5,769	2,200	26,089	55,911	
5020 - Dues & Subscriptions	1,240	0	1,596	120	0	40	0	0	0	0	0	0	0	1,756	-516	
5030 - Services	5,675	0	0	0	0	0	0	2,611	0	0	0	155	0	2,767	2,908	
5182 - Trail Maintenance	30,000	0	0	0	0	0	0	2,003	0	0	4,880	1,510	25,553	33,946	-3,946	
5215 - Engineering / GIS	5,000	0	0	0	0	0	0	493	0	0	0	0	0	493	4,507	
5220 - Legal	36,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	0	
5227 - Consulting	103,558	10,000	45,000	0	5,000	0	0	5,000	0	0	5,000	0	0	70,000	33,558	
5300 - Training & Conferences	21,500	178	139	2,062	292	51	157	0	0	305	295	0	2,000	5,479	16,021	
5465 - Misc Expenses	1,000	9	7	61	7	33	33	87	188	11	44	109	0	590	410	
5617 - Economic Development Projects	346,000	0	0	0	0	0	0	0	479,970	60,500	0	0	0	540,470	-194,470	
5620 - Econ Dev Incentive Program	500,000	0	0	0	5,076	0	34,250	0	0	0	0	0	0	39,326	440,025	
Sales Tax Refund - Asparagus Group 0160		0	0	1,534	2,685	1,822	0	0	0	0	0	5,109	0	11,150		
Sales Tax Refund - Merloaded 0164		0	278	313	394	353	0	402	554	435	408	388	0	3,525		
Sales Tax Refund - Mario's Pizza 0138		0	0	644	636	1,214	0	0	1,749	512	607	613	0	5,975		
6250 - Administrative Services	242,293	20,191	20,191	20,191	20,191	20,191	20,191	20,191	20,191	20,191	20,191	20,191	20,191	242,293	0	
6255 - Transfer to Enterprise Fund Project	198,878	16,573	16,573	16,573	16,573	16,573	16,573	16,573	16,573	16,573	16,573	16,573	16,573	198,877	1	
	\$1,573,294	\$49,951	\$89,305	\$44,402	50,155	\$51,333	\$74,204	\$51,573	\$519,923	\$100,580	\$49,984	\$47,307	\$69,517	\$1,198,234	\$375,060	

REVENUE													PROJECTED	TOTAL	DELTA
	10/31/2019	11/30/2019	12/31/2019	1/31/2020	2/28/2020	3/31/2020	4/30/2020	5/31/2020	6/30/2020	7/31/2020	8/31/2020	9/30/2020			
7100 - Sales Tax *	835,000	70,670	112,486	75,508	64,639	98,863	72,637	59,523	88,354	72,426	82,987	102,112	43,715	943,922	-108,922
9510 - Interest Income	15,000	4,634	3,962	3,986	3,958	3,721	2,509	1,120	634	452	46	1	1,086	26,107	-11,107
9520 - Other Income	1,000	0	0	300	0	0	0	0	300	0	0	0	187	787	213
	\$851,000	\$75,304	\$116,448	\$79,794	\$68,597	\$102,584	\$75,146	\$60,643	\$89,288	\$72,878	\$83,033	\$102,113	\$44,988	\$970,815	-\$119,815
TOTAL PROFIT / (LOSS)	-\$722,294	\$25,353	\$27,143	\$35,392	\$18,442	\$51,251	\$72,637	\$9,070	-\$430,635	-\$27,702	\$33,049	\$54,806	-\$24,529	-\$155,723	

* Sales tax figures are from two months prior of posting date.
e.g. - October sales tax revenues were generated in August

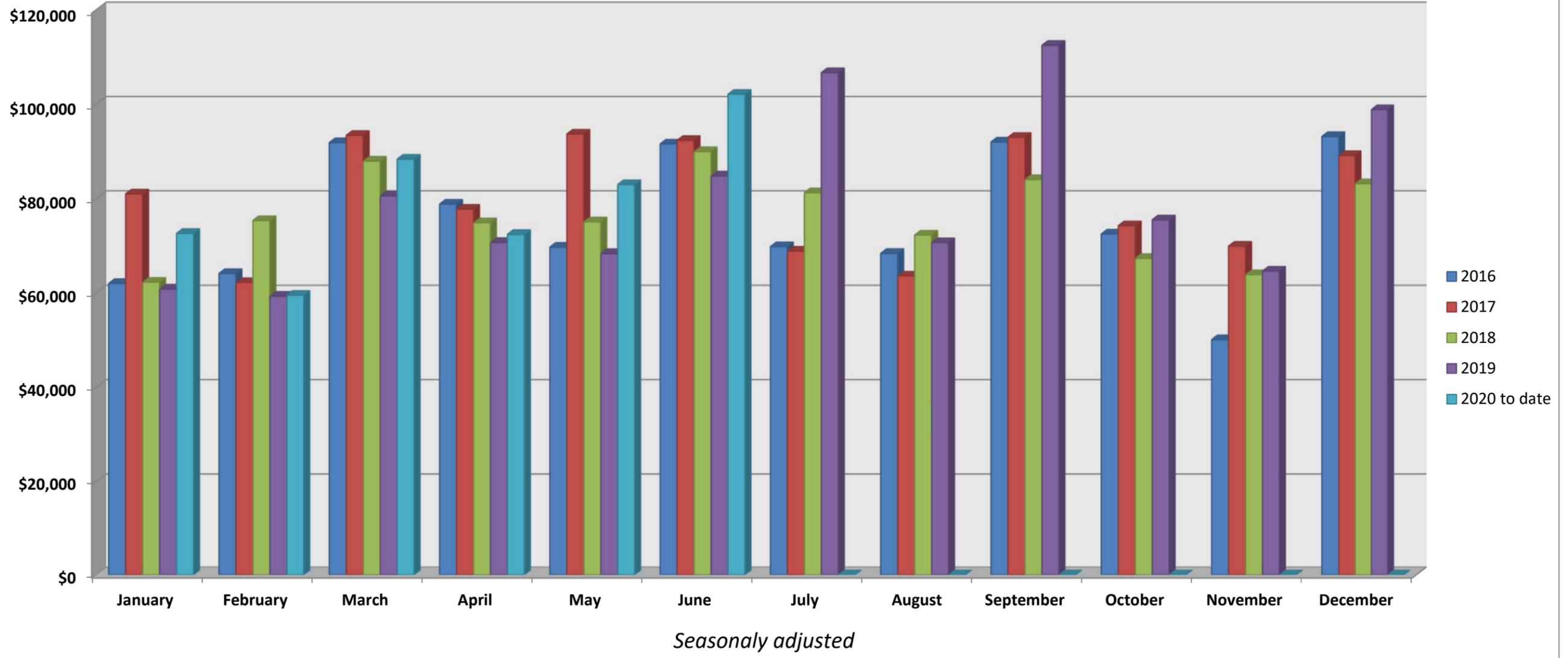
FUND BALANCE
Cash In Bank plus TEXPOOL / Unrestricted and Emergency Reserve

	10/31/2019	11/30/2019	12/31/2019	1/31/2020	2/28/2020	3/31/2020	4/30/2020	5/31/2020	6/30/2020	7/31/2020	8/31/2020	9/30/2020
FUND BALANCE	\$2,875,729	\$2,896,134	\$2,931,181	\$2,939,749	\$2,987,941	\$2,990,029	\$3,005,316	\$2,567,274	\$2,541,850	\$2,571,328	\$2,611,173	PROJECTED \$2,511,076

6255 - Transfer to Enterprise Fund Project - water tank relocation project

Sales Tax Rebates 20,649

SEDC Sales Tax Revenue 2016 - 2020 to date



**RETAIL LIVE TRADESHOW
EDC DIRECTOR'S REPORT**



DATE: September 10, 2020

TO: EDC Board

FROM: Paul Chavez, EDC Director

Retail Live – Virtual Tradeshow September 3, 2020

Overall, I found this show to be an interesting and somewhat beneficial experience. The way the meetings were conducted was good, but there wasn't enough time to really chat with the company rep to find out more about their plans and objectives. Sometimes, meetings were cut off by the moderators without notice... which is something the tradeshow organizers mentioned would be addressed at the next event.

My meetings with Chase Bank, Torchy's, and Jersey Mike's were cancelled due to the company either not showing up or leaving early. Below are my notes from each of the meetings.

Tiff's Treats – no plans for additional sites in Clear Lake. Usually likes stores 12 to 20 miles apart in condensed areas. Pearland (west of 288), Spring, Conroe and Cinco Ranch are next areas for expansion. Seeking sites in Central Business Districts.

Mike Harris. mharris@cookiedelivery.com

Chipotle – mainly looking at college areas and power retail centers.

Samuel Chee (schee@chipotle.com) will forward our info to Lisa Burby (our area's rep) so we can review the new Repsdoprh Town Center with Lisa on a potential opportunity.

Tropical Smoothie Café – seeking areas with concentrations of lunch crowds (11am to 4pm) and centers with synergy of restaurants. **Seabrook is a viable market for them.** If a franchisee approached them about a site in Seabrook – they would be supportive of the move.

Melissa Tinsley (mtinsley@tropicalsmoothie.com)

UPS Store – Our area is an open territory. Open to site recommendations and franchisees.

Randy Davis (tx168@theupsstore.com)

Raceway (diesel fuel station) – 25k cars per day, corner site, traffic light. Morning side of drive preferred, servicing diesel for big trucks. Daniel McKinney.

Dunkin Brands – currently looking at two sites in Seabrook: Seabrook Town Center and Miramar Shopping Center (corner of El Mar and SH146).

Samantha Jupe (Samantha.jupe@dunkinbrands.com) and Zach (our area rep) are working our internal details of each site before progressing.

Smoothie King – currently looking at the area. Need a franchisee. 30,000 people in 7 min drive time. Drive through site preferred. Dense, retail centers, ideally next to fitness center.

Andrea Witt (andrea.witt@smoothieking.com)

Battle Rifle Coffee – Rep had a strong interest in Clear Lake – especially with the tourist numbers, but also seeking high number of SH146 morning side traffic counts. Interested in new retail sites on SH146, but not until 2022.

Jennifer Frank (jennifer@seg-re.com)

**RETAIL LIVE TRADESHOW
RETAIL STRATEGIES REPORT**



Retail Recruitment Updates

CONFIDENTIAL

-Dunkin' Donuts: We spoke with Samantha Jupe, who previously said that their former franchisees for the Houston areas were not looking specifically at Seabrook. She told us at the conference that they would start to look at sites along Bayport Boulevard and potentially look to make something work if the location made sense for them and matched their criteria.

-Great Clips: Cyndi Swendner said that there is a gap for them in Seabrook and that they would potentially look to put a new location in here. She said that the issue they have run into previously is that their competition limits a lot of the spaces there that they would like to look into, but they would like to find a spot for them to go.

-RaceTrac/Raceway: We spoke with Daniel McKinney, who said that their primary focus at this point is in the DFW area. He said that they occasionally will do something in the Houston area still, but they are wanting to focus on growth and new deals further north at this point.

-Tiff's Treats: Mike Harris was the contact on the call, and he said that currently they are looking for sites all over Texas. He said that they are primarily delivery, so their model was not hurt much due to Covid. The issue he had with Seabrook is that they have a Webster location, which he said would overlap their current requirement of a 12 minute delivery drive time, but did ask us to keep in touch on it as they continue to expand and down the road, that could be altered a bit.

-Smoothie King: We've talked with Andrea Witt about Seabrook multiple times and she has said that they would look at the area, but would need an active franchisee first. She confirmed this in our meeting at RetailLive and once again said that they would be willing to discuss with someone looking to open a franchise.

-Chipotle: We spoke to Sam Chee about their expansion plans. He said that Chipotle is wanting to aggressively expand throughout Texas due to the high potential they see in the state. We asked him specifically about Seabrook and the Houston area and he said that their only main criteria they were really targeting were sites with 2,200 SF – 2,500 SF and that they must have a drive-thru. He wouldn't get too much more specific with markets, but kept saying if it met their needs and was in Texas, they would review it.

-Planet Fitness: Jennifer Annello said they are growing in all 50 states, based on the desires of the franchisees. Send any sites to Jennifer and she will connect with with her franchisees. 18k-20k sf 2nd generation preferred. Grocery anchored.

Retail Strategies is the most trusted partner when recruiting businesses.



SEABROOK, TX

Christopher Bontrager, Portfolio Director
205-534-4916
cbontrager@retailstrategies.com



Retail Recruitment Updates

CONFIDENTIAL

-Taco Deli-Currently in Austin, Dallas, and Houston. Wants to build out the metros before expanding into secondary but are getting close. 1,500-2,500 sf with outside seating. 2nd gen preferred. Density requirements 30k-35k employees within a mile.

-Black Rifle Coffee Company: Black Rifle Coffee is a veteran owned and operated company. We spoke with Jennifer Frank, who said that they are currently mainly targeting San Antonio and DFW for new locations but asked us to keep in touch on Seabrook. She said that while they are only focused on those 2 major areas currently, they have had a massive amount of franchisee inquiries and plan to start expanding heavily in the Houston area around mid-2022 and would like to talk more then.

No shows

iFly

Jersey Mike's

Stanton Optical

Chase Bank

Pacific Dental

Torchys

HTeao

Inspire Brands

Retail Strategies is the most trusted partner when recruiting businesses.



SEABROOK, TX

Christopher Bontrager, Portfolio Director

205-534-4916

cbontrager@retailstrategies.com

**RETAIL STRATEGIES
YEAR 1 EXECUTIVE SUMMARY**



Executive Summary

Year 1 Snapshot

- The discovery phase completed in the first 90 days of the engagement.
- Over 20 properties were identified and inventoried as current and/or long-term retail opportunities within the city limits. The property catalog is updated in real time as well as annually through an anniversary audit. (See page two for addresses)
- Over 100 retail prospects were identified using peer analysis, gap analysis, retailer expansion plans, and general industry intuition. Of the retailers identified, over 40 percent have produced feedback thus far. (See page 3 for the prospect list)
- We are having continued conversations with 21 retailers on the initial prospect list that have expressed interest in learning more about Seabrook for potential new locations.
- Retail City Site Created to provide digital platform for prospective retailers and developers.
- Since the initial engagement Seabrook has been represented at 3 retailer conferences with full reports being provided.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Real Estate

Current properties in the database that were identified during the boots on the ground tour as well as throughout the year through outreach and with collaboration of Seabrook staff

2900 Nasa Pkwy
3100 Nasa Pkwy
3659 Nasa Pkwy
4614 E Nasa Pkwy
4650 Nasa Road 1
605 Kirby Road
2124 Bayport Blvd
1908 Hialeah Drive
2818 Bayport Blvd
2230 Repsdorph Rd
2606 Vermillion Dr
1614 Loch Lake Drive
2110 Seabrook Cir
5735 Bayport Blvd

3300 Texas 146
Hwy 146 & Red Bluff Rd
1902 Bayport Blvd
1209 2nd St
2100 Nasa Pkwy
1913 E Nasa Pkwy
2320 Nasa Road 1
1900 El Mar Ln
2100 Bayport Blvd
2100 Bayport Blvd
3100 Nasa Pkwy
2622 Nasa Pkwy
1305 Anders Ave
2104 7th St

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Prospect List

Aaron's
Academy Sports + Outdoors
Ace Hardware
Advance Auto Parts
Albertsons
Arby's
Ashley Furniture HomeStore
Aspen Dental
Batteries Plus Bulbs
Benjamin Moore
Big Lots
Black Bear Diner
Boot Barn
Brookshire Brothers
Buffalo Wild Wings
Carter's
Central Market
Checkers / Rally's
Chicken Express
Chipotle Mexican Grill
Church's Chicken
Chuy's
Cicis
Cold Stone Creamery
Cost Cutters
Culver's
Daylight Donuts
Dollar Tree
Dunkin' Donuts
Dutch Bros. Coffee

Einstein Brothers
Famous Footwear
Freddy's Frozen Custard
Gamestop
Golden Chick
Gold's Gym
Goodyear Auto Service Centers
Harbor Freight Tools
H-E-B
Hibbett Sports
Hobby Lobby
HomeGoods
Huddle House
Jamba Juice
Jason's Deli
Jersey Mike's
Jiffy Lube
Jo-Ann Fabric and Crafts
KFC
Kilwin's Chocolates & Ice Cream
Kohl's
Little Caesars
LongHorn Steakhouse
McAlister's Deli
Midas
Napa Auto Parts
Northern Tool + Equipment
Old Navy
Olive Garden
Orangetheory Fitness

Outback Steakhouse
Panda Express
Panera Bread
Pearle Vision
Pei Wei Asian Diner
Potbelly Sandwich Works
RaceTrac
Red Lobster
Rent-A-Center
Schlotzsky's
Shoe Carnival
Shoe Show
Smoothie King
Starbucks
T.J. Maxx
Taco Bell
Taco Casa
TCBY
Texas Roadhouse
Tire Pros
True Value Hardware
Urban Air Trampoline Park
Velvet Taco
Visionworks
Voodoo Doughnut
Whataburger
Which Wich
Zaxby's
Zoës Kitchen

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Discovery Phase

I. DISCOVERY PHASE SUMMARY

Items listed in this section were completed during the initial 90 days of our partnership. All research and reports identified here were included in the Retail Recruitment Plan; published via the Basecamp online platform.

ANALYTICAL & QUANTITATIVE RESEARCH

Trade area identification:

- 5, 10, 15 Mile Radius Ring
- 10,20,30 Minute Drive Time
- Custom Boundary Geographies – Hand drawn trade area based on cellular tracking data, surrounding competitive areas, and real estate intuition

Demographic reports ran and analyzed for the geographic trade area

- Consumer attitude & behavior analysis
- Tapestry Segmentation

Distance tolerance / Void analysis Mapping & aerial imagery:

Competitive Market Aerial

- Thematic Demographic Mapping
- Market Retail Competitor Aerial

Peer market comparison report

Retail gap analysis report

IN-MARKET REAL ESTATE ANALYSIS “BOOTS ON THE GROUND”: In-market real estate analysis completed by Retail Strategies real estate team

- Identified new development, re-development, and higher & better use opportunities
- Boots on the ground visit conducted with Paul Chavez
- Completed assessment of existing retail real estate landscape
- Completed analysis of tenant mixture of shopping centers & retail corridors

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Discovery Phase

PROPERTY CATALOG & PROSPECT LIST:

Property catalog created of retail real estate opportunities

- Over 20 properties were identified and inventoried as current and/or long-term retail opportunities within the city limits
 - Database of properties is continually updated and provided to the EDC.
- Retail Strategies began outreach efforts to local brokers and/or property owners associated with identified properties.

Retail recruitment prospect list created

- Over 100 retail prospects were identified using peer analysis, gap analysis, retailer expansion plans, and general industry intuition
 - Of the initial prospects, we have received feedback from 40 percent of the retailers that were identified on the initial prospect list.
 - As with the property database, the prospect list is refreshed regularly as retailers in the industry expand and contract.

CUSTOM MARKETING MATERIALS

- Custom marketing guide created and approved by primary point of contact.
- Custom aerials created for specific properties.

STRATEGIC RETAIL RECRUITMENT PLAN

Retail Recruitment Plan was completed and presented to Paul Chavez and Pat Patel in person at city hall.

RETAIL CITY SITE

The City's retail website was created upon completion of the recruitment plan and was delivered to the EDC for review before being launched. The website will undergo an annual review for content and technical upgrades.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Real Estate Feedback

II. PROSPECTING & SCOPE OF WORK HIGHLIGHTS

The following section summarizes our ongoing retail recruitment efforts, local connections made, and research value.

LOCAL OUTREACH

Miramar Center Space (Former Palais Royal): Marshall Henry confirmed that this space is being divided for Dollar Tree to go into. He said that the remaining 10,000 SF is still available and is \$250,000 (\$25/SF).

2.8 Acres on E Nasa Pkwy: We spoke to Greg Hall who said they are asking \$12/SF for the property. He said that number could also be negotiable. He said that the main issue they've been having is that the dimensions of the property make it a bit awkward but the good part is that there is both frontage and access on the main road, but also on the north side of the lot. Because of this, there could be retail in the front and space for storage or deliveries in the back.

1305 Anders Ave: Faron Daigle was out of the office but told us that he would send more information over as soon as he was able to. He did say that the property was currently tied up in probate because one of the owners recently passed away. He did not have more information readily available but asked us to reach back out when he was back at work.

Lakeside Shopping Center: This center has got 3,200 SF available in the front. The current rate is \$1.25/SF plus the NNN cost for leasing in the center. There is also a 7,000 SF warehouse in the back.

2818 Bayport Blvd: Daniel Henn said that the lot is +/-31,265 SF and they are asking \$721,625 for it. He said that it was previously a residential lot, and because of that has never had any type of environmental study done on it as far as he knows. He said that he thinks the space would be good for fast food or a coffee shop.

Seabrook Town Center: John Boswell told us that there are two pads still available. He said that only the back pads were, but was not sure they would be as attractive to retailers because of their low visibility and access.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Real Estate Feedback

3300 US Hwy 146: Derek Hughes spoke with us about this lot and told us that it's right around 0.98 acres. It will be one of the newest and largest retail spots in Seabrook. He said that they are currently asking \$25/SF and said that they are 1 LOI from being ready to go vertical with it. He said that they would like a full service or possibly a quick service restaurant to fill the space there. They already have utilities and grease traps to support the infrastructure and would like something that has a patio or some type of outdoor seating. He said that it is listed for sale, but if the opportunity is right, they will look at ground leasing. There are cross easements all over the property and it provides great access to the property.

Pad near Kroger: We reached out multiple times to Shaffer Braun and have yet to hear back. The information on the property has it listed as 0.82 acres (35,840 SF) currently for sale or ground lease but the sales price must be discussed on the phone. The lot can have buildings up to +/- 7,000 SF.

2104 W 7th Street: We have had continuing conversations with Mr. Patel in regards to the property adjacent to the Springhill Suites. He has also called me in regards to the performance of the hotel. Nothing has changed in regards to the status of the site other than that they are willing to sell it to any restaurant or retailer at the point as long as it is not another hotel. As for the performance of the hotel, Mr. Patel has let us know that they are starting to see an uptick in occupancy. They are currently at 30% occupancy on average.

Seabrook Center: Brantly Minor told us that they currently have 9,000 contiguous SF of vacancy on the ground floor of this center (which could be divided individually or used fully). He said that the pizza restaurant on the first floor is doing very well as well. On the second floor, there is an additional 4,000 to 5,000 SF (also contiguous). At the time we spoke with him, he was travelling and couldn't remember the exact pricing for leases.

Pads at Miramar Center: Marshall Henry spoke with us and told us that they were still asking \$25/SF, but that the number is negotiable. He said that the lots are both about 20,000 SF.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Retailer Feedback

OVERVIEW OF RETAIL RECRUITMENT PROGRESS:

*Identified over 100 national retailers from 10 categories that are both in expansion mode and looking for markets similar to Seabrook

Shoe Carnival: Stephen Tou told us that they were not looking at Seabrook for expansion right now.

Kilwin's Chocolates & Ice Cream: We have had multiple conversations with Jeff Hall who has told us that Kilwin's would be very interested in looking at Seabrook. He said that it seemed to match exactly what they were looking for in new markets and asked us to send sites over. We first were able to make contact in early June and he said he and Steve Titus would both be out of office until mid June before they were able to respond. Jeff has recently gotten to us and let us know that would prefer to be on the boardwalk.

H-E-B: Blair Golden said that they were not looking to expand into Seabrook right now.

KFC: Matt Reed told us that the franchisee for this area was not currently looking to open any new locations but if that changed, they would let us know.

Hibbett Sports: Sam Killian spoke with us for a while about the market and the old Hibbett store there. He said that it had closed down due to underperformance. He said that Hibbett's target moving forward for expansion are more urban places to focus more on their sporting apparel.

Hobby Lobby: Scott Nelson told us that Seabrook was too small of a market for them to expand to.

Little Caesar's: We spoke to Shawn Quinn who referred us to Jeff Lockwood. Jeff said that this was a corporate market so they were not looking at finding franchisees. He said that right now, they didn't have plans to expand here, but if they did, it would be a corporate store and he would let us know.

Jamba Juice: Matt Mehring told us that they were not looking here right now. He said that they had other markets in the area that they would like to look into first before they could make Seabrook work.

Einstein Bros. Bagels: David Simmons told us that, right now, all expansion plans are on hold.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Retailer Feedback

Chuy's: Jon Jamison told us that Chuy's was not looking into Seabrook at this time.

Smoothie King: Andrea Witt spoke with us and told us that she really liked Seabrook for a Smoothie King location but the issue they were having was that there is no franchisee for the market. She told us to send along anyone we may know who would be interested in becoming one.

Checkers/Rally's: Stephanie Grant told us that they were not looking in this area at this point.

Cost Cutters: Jack Burgher spoke with us and told us that they would be interested in Seabrook but most of the real estate team has been temporarily furloughed due to the pandemic.

McAlister's Deli: Matt Mehring told us that they were not looking here right now. He said that they had other markets in the area that they would like to look into first before they could make Seabrook work.

Famous Footwear: Andrew Ross told us that Seabrook was not a target market for them at this point.

Buffalo Wild Wings: Glenn Remus told us prior to the quarantine that he had a franchisee that had interest in a potential location in Seabrook. Because of the lockdown, they have slowed that plan because he says financing could be tight for them but did ask us to keep in touch on it and check back in a month or two.

Hooters: Per Paul's request we have done research into the status of the Hooters due to the pandemic. We were told by corporate that the store is one of their high performers and averages \$48k-\$60k a week during normal times so there is no plan to close the location. Since the gradual lift of the pandemic shutdown, the sales are improving and were up 18% as of 6/10/20 and only down 16% overall for the year. As for the rumored expansion, there wont be anything an time soon due to the pandemic but also another store being added in Fort Worth.

Dunkin' Donuts: We are continually having conversations with Samantha Jupe who told us at Red River that they would like to be in Seabrook. They were hoping to open 60 new locations around the Houston area. We sent the pad sites in front of the Miramar Center and the pad in front of Kroger but have not been able to reach her for feedback on them.

Schlotzsky's: Matt Mehring told us that they were not looking here right now. He said that they had other markets in the area that they would like to look into first before they could make Seabrook work.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Retailer Feedback

Academy Sports + Outdoors: Scott Espensen told us that they were not currently looking at Seabrook for a new location.

Panda Express: Laura Lund told us that while they are not actively looking to expand into Seabrook, they would be willing to look at opening a location if the right site were to come along. She asked us to keep them up to date on sites in the market and they would review them as they come. We forwarded the pad sites at Miramar & the site next to Springhill Suites but she said they would have to pass for now.

Taco Bell: Matt Reed told us that they have been wanting to get into Seabrook for a while and would like to see any sites. He said they just haven't found the right spot yet. He said that they were trying to make an off market property work currently, although couldn't say where until it worked out.

Freddy's Frozen Custard: John LaRue said that they were still on hold for expansion at this point, but that could change quickly once things return to normal so stay in touch.

GameStop: We were told at RetailLive Austin that they would like to open a location in Seabrook and to send sites to them. Since then, we have had little luck reaching the contacts there but are still making attempts.

Gold's Gym: Craig Sherwood told us that they are not expanding at the moment.

Goodyear Auto Service Center: We spoke to Bill Lakios who told us that currently, they were not looking at Seabrook.

Starbucks: We spoke with Lasater Miller who told us that they would be interested in opening a location in Seabrook. We initially sent him the property next to the Springhill Suites because his only concern was the roadwork plans were holding up Starbucks actually making a move. He said that what was important to them was catching the traffic off of the main highway through town so this site wouldn't work. We followed up with the Miramar Center Pads and have not heard feedback through him yet. We also reached out to Tasha Brown with Starbucks recently, who we sent the same pads to and she said that she would check with their director for this area and let us know their thoughts once she spoke with them.

Carter's: Dave Fazio told us that they did not have any plans to expand into Seabrook at this time but would let us know if that changed.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Retailer Feedback

Arby's: We have been in discussions with Michael Dee for quite a while who has continually said they would be very interested in looking more into Seabrook. He said they would like to see either freestanding buildings or endcaps with drive thru options, but that they want to review sites. We sent over the pad sites in front of the Miramar Center for them to review and the pad site in front of Kroger on 146. Michael Dee just changed territories, so we are trying to reach the proper contact, Jon Brannin for an update on the previous interest.

Albertson's: We have been told by Joe Rollins that they are not looking at Seabrook for expansion at this time.

Boot Barn: Prior to the Coronavirus shutdown, Rachel Farris told us that Seabrook would be of interest to them. They went into a holding pattern during quarantine and have since gotten a new real estate director and she would need to check with them first. She did tell us that at this point, they are still being very hesitant on starting any new deals until things were much clearer but asked us to stay in touch.

Black Bear Diner: Steve Bowler told us that they are currently on hold for any new site expansions for the next 12 months unless something drastically changes.

Golden Chick: We were told by Monty Whitehurst that Golden Chick would be interested in opening a location in Seabrook. They are looking to open 30 new locations in the Houston area over the next couple of years. We have forwarded the pad sites at the Miramar Center & the Kroger Pad Site. Monty has not provided feedback as of yet. He has been tougher to get a hold of during the pandemic.

Chicken Express: Andy Edwards told us to go ahead and send over any sites in the area and they would be interested in reviewing it for new locations. We sent over the sites in front of the Miramar Center as well as the site adjacent to the Springhill Suites.

Jo Ann Fabrics: Dave Stukalin told us that all expansion plans were on hold for Jo Ann at this point.

Whataburger: Scott Gardner told us that they are not looking at Seabrook right now, but he told us he would keep in touch if that were to change.

TCBY: Paul Correale told us that Seabrook would be very high on their list if they were able to find a franchisee for the market. He asked us to send along anyone who might be interested in becoming one.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Retailer Feedback

Potbelly Sandwich Works: Scott Gardner told us that they laid off their entire real estate staff earlier in the year so they are not expanding.

Jersey Mikes: Lasater Miller told us that they would be very interested in seeing sites here for Jersey Mike's. He asked us to send them along to him so that he could review them with his team. He initially said the main concern was the road work so they would like a site with minimal impact from that so we sent him the lot adjacent to the Springhill Suites and he said that it was not easy enough access to the main highway for them. He wants to capture the traffic on 146 but to send more sites, we followed up with the pad sites at Miramar Seabrook Center vacancies and have not received feedback from him yet.

Which Wich: Which Wich is not expanding at all according to their brokers.

RESEARCH & MARKETING MATERIALS

Custom marketing materials updated for conference representation

- Research, property catalog, and retail prospect list maintenance
- Retail industry trend reports posted to Basecamp
- City provided complimentary access to webinars focusing on the latest trends with regards to retail and real estate
- Over 15 demographic and research reports have been created
- Report updates are completed periodically as well as on demand

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



COVID-19 Support

COVID-19 SUPPORT AND INDUSTRY UPDATE

Trends:

The pandemic has placed a damper on the industry as a whole but depending on the brand in question, some are contracting, and some are expanding despite the state of the economy. The trend is that retailers that have fared well during the pandemic are continuing to expand. These are brands in the general merchandise sector as well as the quick service restaurant sector. General merchandisers are of course faring well during the pandemic due to carrying the necessities for staying at home and working at home. The general merchandise sector has seen boosts as high as 20% in sales in some areas. Quick Service Restaurants are faring well due to having drive-thru capabilities, so much so that brands without traditional drive-thrus are starting to look at building new stores with drive-thrus.

Business Retention:

During the pandemic, we have added support for local businesses to our efforts to support our client communities. Retention of the existing businesses of course is the most important thing a community can focus on during a time of crisis. We have created a database of community and business resources in order to share best practices with the communities. Best practices including shop local campaigns, curbside pick up strategies, local business marketing, and online shopping optimization for local retailers. All of these materials have been provided via the Basecamp platform.

YEAR 2 SCOPE OF WORK

In year 2 of the contract, the Retail Strategies team will continue to work the initial prospect list that was identified for the City of Seabrook as well as make adjustments to the list according to expansion and retraction of retailers in the industry. At the beginning of every year on the anniversary date, a review is conducted that includes the retail prospect list as well as the real estate opportunities database.

All demographic data and marketing materials will be refreshed in order to reflect the latest data and all previous leads will be continually worked until a location decision is made.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com



Conferences

CONFERENCES

The pandemic has disrupted the conference slate for the near future but the host organizations are starting to adjust in order to accommodate.

ICSC: has announced that all conferences in 2020 will now be virtual. The New York conference in December has now become the primary conference for the year due to the cancellation of the Las Vegas RECon conference that was supposed to take place in May of 2020

Retail Live Austin: has also been replaced by a virtual version of itself. The virtual version of the conference will take place in the beginning of September.

The plan for both organizations is to return the 2021 conferences back to normal in person conferences and this will start with the ICSC Dallas conference in January (Exact dates have yet to be announced).

Virtual Conferences: The virtual conferences are set up through virtual chatrooms and waiting rooms for video conferencing. The individuals are required to request meetings from the desired individuals and then will be placed in private virtual meeting rooms with said individuals.

SEABROOK, TX

CHRISTOPHER BONTRAGER

PORTFOLIO DIRECTOR

205.534.4916

cbontrager@retailstrategies.com