



**ECONOMIC
DEVELOPMENT
CORPORATION**

MEMORANDUM

To: Mayor Donna Dodgen
Seguin City Council

CC: Steve Parker, City Manager
Andy Quittner, City Attorney

From: Josh Schneuker Director of Economic Development / SEDC Executive Director
Lindsay Dennis, Deputy Director of Economic Development

Date: May 2, 2023

Subject: Seguin Retail Market Overview and Activity Update

Overview

Aaron Farmer, President of The Retail Coach will provide a presentation on retail site selection and the Seguin Retail Market. Mr. Farmer will provide City Council with an overview on factors that influence site selection in the retail industry. He will also touch on retail related data pertinent to the Seguin market and will also provide an update on recent market activity.

About The Retail Coach

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 their unique Retail 360® process, The Retail Coach offers a fully customized system of products and services that better enable communities to maximize their retail development potential. The City of Seguin contracts with The Retail Coach to supplement and enhance our Retail Recruitment Efforts.

About Aaron Farmer, President of The Retail Coach



Aaron Farmer brings to The Retail Coach knowledge of the most current research on retail and marketing trends. Prior to joining The Retail Coach, Mr. Farmer was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises. Mr. Farmer's expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Mr. Farmer holds a degree in Marketing from The Mays Business School at Texas A&M University and an MBA from Texas A&M University – Commerce.