

City of Daleville Retail Goals and Assistance Policy

1. Primarily, it is important to stress that The City of Daleville is "OPEN FOR BUSINESS" and supports strategic development and retail expansion.
2. There are many goals in creating and assisting with opportunities for retail recruitment and development in the City (the "Goals"):

PRIMARY (Any project requesting assistance must meet all of these goals)

- a. Increase **incremental** sales tax revenue. At minimum, the retail establishment must project \$2,000,000 in annual sales or \$150.00 per square foot in floor sales space.
- b. Increase employment and job growth.
- c. Property ownership or lease term of at least five (5) years (preferred) for the end user.

SECONDARY (Any project requesting assistance must meet one or more of these goals)

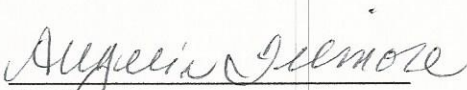
- a. Recruit unique "first to market" retailers
 - b. Eliminate blight and expand retail base in underserved area and communities
 - c. Expansion of hospitality and entertainment venues, districts and zones
 - d. Fill retail spending GAPS in market in an effort to improve quality of life, keep retail dollars in the market, and increase and retain city tax revenue
 - e. Achieve creative and adaptive re-use of vacant or underutilized properties and projects
 - f. Increase property tax base
3. The City has engaged a team of retail real estate professionals and consultants to assist in retail recruitment and with the consideration of any proposal for incentives
 4. No specific form for submission is required, but the City does require that specific economic data and evaluation be supplied in order to adequately evaluate any proposal
 - a. Retailers or developers requesting incentives will be provided a list of the City goals and must provide a narrative describing the project business plan and how such development will address all three of the primary and a minimum of one of the secondary goals.
 - b. If new to market, retailer or developer must provide estimated sales volumes, company financials, and company average sales volumes.
 - c. If existing retailer or developer requesting assistance with expansion or improvement, retailer or developer must provide current sales volumes and projected sales volumes along with the use of the assistance.

- d. Employees: retailer or developer must provide an estimate of total new jobs created and average wages associated with the jobs. If an existing retailer is expanding, retailer or developer must provide current number of employees and projected number of employees with average information.
- S. While any determination will be up to the appropriate City officials, fulfilling the Goals will be the basis for any review and evaluation
- 6. The City has a desire to evaluate each proposal individually, but will make any determinations based upon the best interest of the City and its residents

In order to fill these Goals, the City will evaluate proposals by developers, landlords, tenants and owners to assist in achieving each of these Goals. While the evaluation is a subjective determination by the City on a case by case basis, the ultimate objective is to achieve a win-win-win scenario for the petitioner, the City, and the citizens and guests of the City. The City has hired, created and engaged appropriate personnel and agents to assist in the evaluation process. We seek to achieve every one of the above Goals in reviewing new economic development within the City. All evaluations will not only consider the economic impact of the development, but also achieving the Goals.

Approved and adopted the 20 th day of May, 2015.


Mayor


City Clerk