

WAXAHACHIE USES BUXTON ANALYTICS AND PARTNERSHIP WITH DEVELOPER TO SPUR RETAIL DEVELOPMENT

The city of Waxahachie, Texas, had a challenge. City leaders wanted to recruit additional retail and restaurants to support their growing community, located approximately 30 miles south of downtown Dallas, but retailers kept saying the city's population was too small.



Waxahachie believed its true retail trade area was larger than the population living within city limits, but needed third party validation to present a convincing case.

CLIENT:

- Waxahachie, TX

POPULATION:

- Approximately 33,000

CHALLENGE:

- Validating retail trade area

Partnering with Buxton for Objective Analysis

The city turned to customer analytics firm Buxton to analyze the trade area and determine its retail potential.

“We knew [Buxton is] well respected by retailers,” notes Waxahachie Economic Development Coordinator Cassandra Carroll, explaining that the city wished to work with someone retailers trusted.

Working with Buxton provides Waxahachie with information that retailers trust.

Partnering with Buxton gave the city the trade area confirmation it sought, as well as a retail “match list” of retailers and restaurants that would be a good fit for the community. Waxahachie used the match list to develop its own wish list of retailers to pursue.

Partnering with a Developer to Attract Retailers

While Waxahachie was in the process of pursuing retailers using Buxton's match reports, Hunt Properties, Inc. approached the city in November of 2014 and expressed interest in building a new retail development.

Waxahachie provided Hunt with all the information it had access to through its partnership with Buxton, including the retail match list, wish list, and trade area consumer demographics/psychographics. Hunt welcomed the information, and even remarked that they wished every community could provide this type of data.

With retail goals clearly defined, Waxahachie and Hunt began courting retailers for the new Waxahachie Marketplace. Hunt handled the majority of retailer outreach while Waxahachie continued retailer conversations that were already in process.

The Vision Becomes Reality

The retail recruitment process for Waxahachie Marketplace moved quickly, with eight retailers confirmed by the summer of 2015. Academy will anchor the 19.32 acre development, which will boast 227,000 sq. ft. of retail space. McAlister's Deli,

Kirkland's, T.J. Maxx, Hancock Fabrics, Five Below and Ulta will join Academy in opening their first Waxahachie locations, and Tuesday Morning will relocate an existing store – at double the current square footage – to the development.

With Buxton's help, Waxahachie Marketplace has successfully recruited these retail clients:



Waxahachie continues to use Buxton's analytics to support its economic development initiatives. Whether running market comparisons for retailers the city would like to attract, or understanding the potential for a senior independent living development, the city has found Buxton's analytics to be a helpful tool.

To learn more about how Buxton's analytics can support your retail development efforts, contact us today.