

CITY OF CARROLLTON

Department of Economic Development

Retail Consultant Proposals Comparison

October 14, 2015

CONSULTANT	COST CONTRACT TERM	HQ LOCATION	RESPONSIVENESS TO RFP	PRIORITY ACTION ITEMS	FLEXIBILITY/ ADAPTABILITY	DELIVERABLES	TEXAS CLIENTS
Buxton *	\$150,000 Total ** \$50,000 Annually + Expenses 3 Years	Fort Worth	Minimal	Market Analysis Sub-Market Analysis Gap Analysis Prospect Identification Retailer Introductions	None One Size Fits All	Trade Area Profile Drive-Times Site Assessment Match List Marketing Packages Retailer Intros	DFW Area Texas
Retail Coach	\$50,000 Total + \$2,000 Expenses 1 Year	Tupelo, MS	Partial	Market Analysis Sub-Market Analysis Gap Analysis Prospect Identification	Partial	Trade Area Profile Stakeholder Sessions Site Assessment GIS Mapping Marketing Packages	Cleveland Sunnyvale Georgetown San Saba
Catalyst	\$44,300 Total + 1,800 Expenses 1 Year	Dallas	Maximum	Market Analysis Sub-Market Analysis Gap Analysis Council Feedback Session Competitive Analysis	Total	Trade Area Profile Retail Center Analysis Sub-Market Analysis ½ Day Workshop Retail Strategy Implementation	Richardson Grapevine Plano Colleyville Sugar Land

* The City of Carrollton currently subscribes to Buxton's on-line data base, demographic, and mapping tool under an annual contract costing \$20,000.

** If selected, Buxton would prorate the current contract and roll it into the new contract at \$50,000 per/year for 3 years.