

DEALMAKING GUIDE

Prepare Your Community for Retail Opportunities

Why Retail?

There's **opportunity** in retail.

In 2023, there were a total of 114,593 shopping centers in the U.S. representing over 7.5 billion square feet of gross leasable area, which is 40% of total U.S. retail leasable area. (Source: CoStar Realty Information Inc.)

There's **money** in retail.

In 2023, sales in the U.S. Marketplaces Industry topped \$8.7 trillion or roughly 32% of U.S. GDP. (Source: U.S. Census Bureau, U.S. Bureau of Economic Analysis, ICSC Research)

There's **community** in retail.

In 2023, the U.S. Marketplaces Industry supported over 32 million jobs and generated more than \$492 billion in sales taxes, a critical source of revenue for community services. (Source: Bureau of Labor Statistics, U.S. Census Bureau and ICSC Research)



What Is a Dealmaking Event?

ICSC dealmaking events, designed to facilitate deals and connections across all aspects of retail real estate, are a prime opportunity to expand your professional network. Dealmaking showfloors feature exhibitor booths, tables and/or kiosks. Professionals walk the dealmaking floor to network, explore new business opportunities, make connections and on-the-spot deals.

Advancing Retail in Communities

More retail development deals happen at ICSC dealmaking events than in any other forum. That's because ICSC has:

- Over 100+ annual dealmaking events
- A vast member network that includes owners, developers, managers, investors, retailers, brokers and public officials
- Discounted rate for public sector membership



Community Advancement

Public-private partnerships are often the reason that projects break ground. They create an environment of collaboration between two partners, and this mutual buy-in of a project lends itself to enhanced productivity and success.

For more information about ICSC's dealmaking events, visit www.ICSC.com/events.



Three Steps to Dealmaking Success for Communities



1. Make Appointments in Advance

- Make and confirm appointments before attending a dealmaking event
- Overscheduling is better than under-scheduling: Meet with as many developers, brokers and retail contacts as possible
- Use ICSC.com to view attending companies and identify and research possible partners: Many retailers have specific site selection criteria
- Have permission to market specific opportunity sites from the property owner



2. Know the Specifics

Use technology (invest in an iPad or similar device) and/or bring one-page, leave-behind fact sheets to market your sites. No matter your method, memorize and include the following information (don't forget to include your contact information):

- Location of the development site in relation to the available population
- Access provided by the existing public transportation, street and highway infrastructure
- Traffic counts on adjacent streets and nearby arterial thoroughfares and highways
- Use ICSC's MARKETPLACES IQ platform to acquire recent trade area data on your community. (Access your community trade area data at ICSC's MARKETPLACES IQ.)
- Permitting process and development timelines
- Population within the primary trade area (cultural diversity, households owned vs. rented, average household income, spendable income, etc.)
- Major employers or large institutions in the trade area
- Any other community-specific information that might attract development
- Available incentives, financial and otherwise
- Activity generators that attract customers and drive traffic to area



3. Package Your Community

- Prepare an "elevator pitch": You'll typically have 5–10 minutes to make an impression
- Present your website data in a visual way: Know what information your targets seek and make it easy for them to find
- Pick the top five most active sites to market that are ready for development
- Consider exhibiting your community at dealmaking forums or other events