

2019 Year-In-Review

- 76 New Businesses (~5.5% increase over 2018)
 - 14 Restaurant
 - 30 Retail
 - 32 Office



Cafe Sicilia

Lisa's LEMONADE

- 13 Expansions/Relocations



- Business Closures
 - Record of 30 closures or relocations outside of Keller in 2019
 - 14 of which are already occupied (47%)

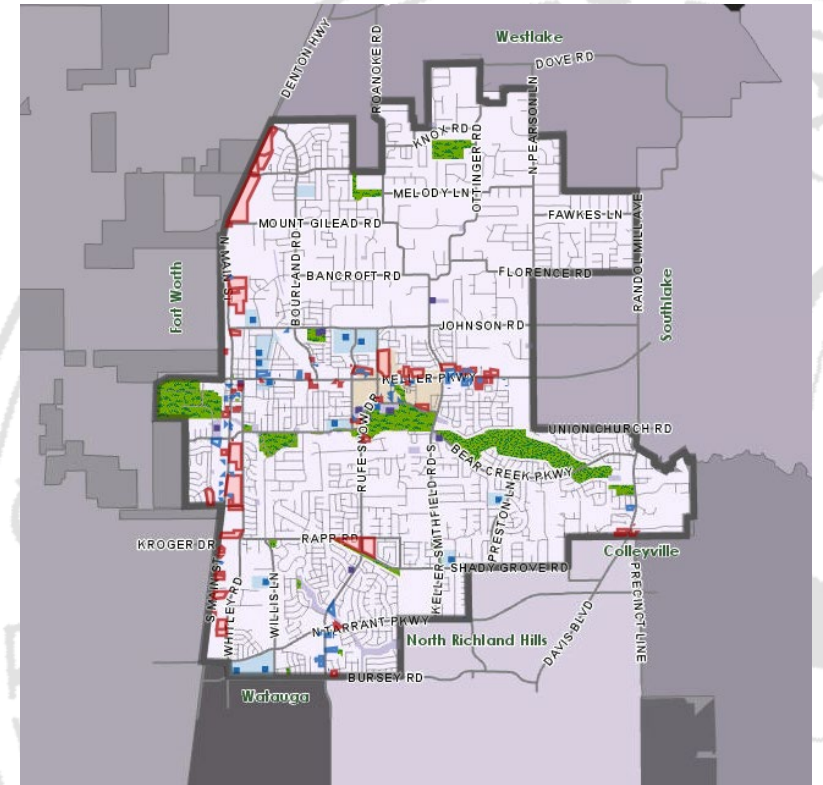
2019 Year-In-Review

- Small Business Week
 - Scavenger Hunt
 - 5th year event
 - 24 participating businesses
 - Facebook Reach on promotion: 6,330
- Small Business Saturday
 - Keep It In Keller BINGO
 - 1st year event
 - 24 participating businesses
 - Facebook Reach on promotion: 20,238



2019 Year-In-Review

- Commercial Property GIS Layer
 - <http://keller.maps.arcgis.com/apps/opsdashboard/index.html#/13b932cd4c3b45248bb85dc6b2878f6a>
- Shopping & Dining Guide
 - 5,000 copies printed in September 2019
- Façade Improvement Grants
 - 4 grants awarded, totaling \$19,150
 - \$14,150 have been closed out



Questions?

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The Retail Apocalypse Myth

- Consumers look for convenience, value or experience
 - 41% willing to pay extra for same day delivery; 23% even more for 3-hour delivery*
 - Exceptional value show growth over peers
 - 75% millennials prefer to spend money on experiences over material items (25% of US population are millennials)
- Retail has reinvented itself through history
 - Closures are often a result of outdated financial growth models; over expansion and under-investing
 - We are in another round of reinvention

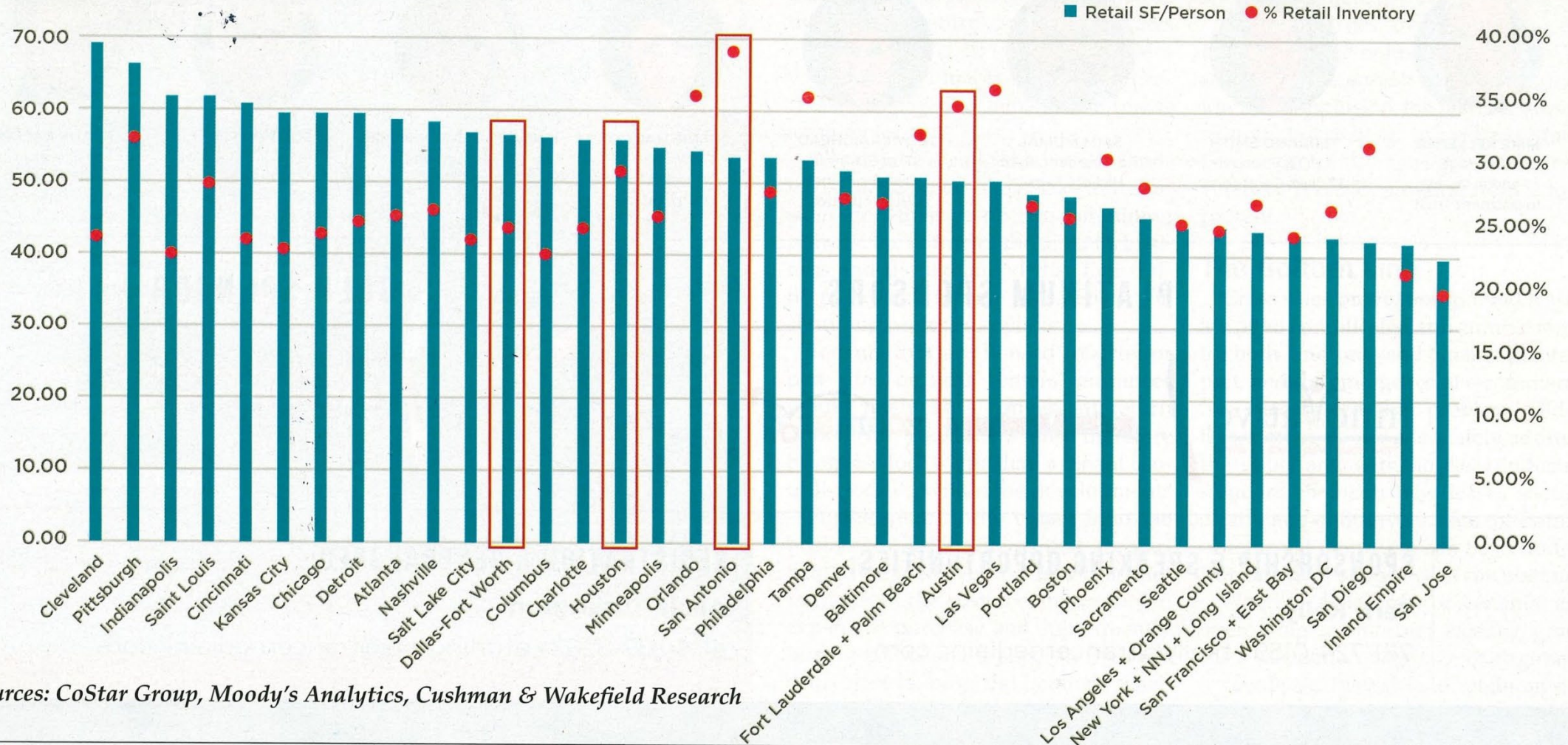
Source: Texas Real Estate Business

The Retail Apocalypse Myth

- DFW has 25% of commercial inventory is retail space
- DFW has 56.5 square feet of retail space per person
- Chicago is the only city with over 7 m. people that ranked above DFW for retail space pp
- Retail accounts for 11% of Texas jobs (15.7% of new jobs added this year)
- Texas retail sales are at an all-time high of \$550B – 3.6% higher than 2018 and 35% higher than 2010

Source: Texas Real Estate Business

RETAIL SPACE PER PERSON & PERCENT RETAIL INVENTORY BY METRO



The Retail Apocalypse Myth

- Keller has 44% of commercial inventory is retail space
- Keller has 52.65 square feet of retail space per person
- Retail accounts for 14.18% of Keller jobs (1% increase over 2018)
- Keller retail sales are at an all-time high of \$5,227,058 – 3.3% higher than 2018 and 12.6% higher than 2017

The Retail Apocalypse Myth

- 2014-19 experiential retail includes:
 - Smoking Axes
 - Children's Playstreet Museum
 - Moviehouse & Eatery
 - Shannon's Brewery
 - Pickled Picasso
 - Painting with a Twist
 - Two Brothers Winery
- 2020 focus continues on experiential retail
 - Distillery with Tasting Room
 - Packaged Liquor Store with experiential flair
 - Indoor Skydiving
 - Escape Room
 - Food Hall

Questions?

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2020 Looking Forward

- Business Closures
 - Fortified Solutions (closed January 2020)
 - Radio Shack (closing soon)
- Opening Soon
 - Hampton Inn & Suites
 - Everest Rehabilitation Hospital
- What's Coming
 - Altus – Regional headquarters
 - IHOP
 - Panera Bread (pending SUP)
 - Harmonson Boutique Hotel (pending SUP)
 - Creekside Vet expansion (pending SUP)
 - Chapps Burgers expansion



2020 Looking Forward

- Small Business Week
 - Scavenger Hunt
- KLIK Bingo
 - Small Business Saturday Kick-Off
 - Plus additional dates throughout the year
- Shopping & Dining Guide
 - Moving publication to the Spring
- Change of Focus
 - Print Advertising → Increased Scouting
- Broker's Luncheon
 - Continue city tour
 - Maintain GIS link with CRE

 **KEEP IT  N KELLER**

B	I	N	G	O
Hoola Hoops	The Lost Cajun	Nikko Blu Designs	Lavender Hill Spa	Rush Bowls
Sno DASH Frozen Treats	The Social Rose	Swanky Chic Boutique	Summer Moon Coffee	Frios Gourmet Pops
Made by Sue	Roscoe's Smokehouse		Your CBD Store	Palios Pizza
The Poppin' Shop	Bear Creek Running Co.		The Cove Gifts inside Jabos Ace Hardware	Jason's Deli
Radio Shack	Café Sicilia	Empire Toys	The Station Patio Icehouse	CBD American Shaman

2020 Looking Forward

- Keller Citizen's Academy
 - Adults and Keller High School Students
- Actively pursue development on city-owned properties
 - 541 Keller Pkwy
 - 114 West Vine St
- Experiential Retail
- Recession-resistant business development
- Old Town Keller TIRZ

New Leads from KEDB?



Questions?

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