

PROPOSAL TO THE TOWN OF PALM BEACH FOR THE

RETAIL MARKET ANALYSIS & ECONOMIC DEVELOPMENT STRATEGY

29 JANUARY 2021 INTERVIEW & DISCUSSION

YARD & COMPANY



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We are an urban growth firm that uses place to solve problems through design, experience management and development.



Ken Stapleton
& ASSOCIATES

YOUR TEAM





Palm Beach

WHAT WE KNOW

WHAT WE KNOW GROWING RETAIL VACANCY PROBLEM



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WHAT WE KNOW **STRONG ESTABLISHED BRAND**



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WHAT WE KNOW REFRESH BRAND, EXPAND MARKET SHARE



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WHERE DO WE GO FROM HERE?

LOOK CREATIVELY AT THE
RETAIL AREAS...

**INCLUDE REALISTIC OPTIONS
WITH POSSIBILITIES FOR
IMPLEMENTATION**

THAT FOSTER A DIVERSE
& RESILIENT ECONOMIC
ENVIRONMENT...

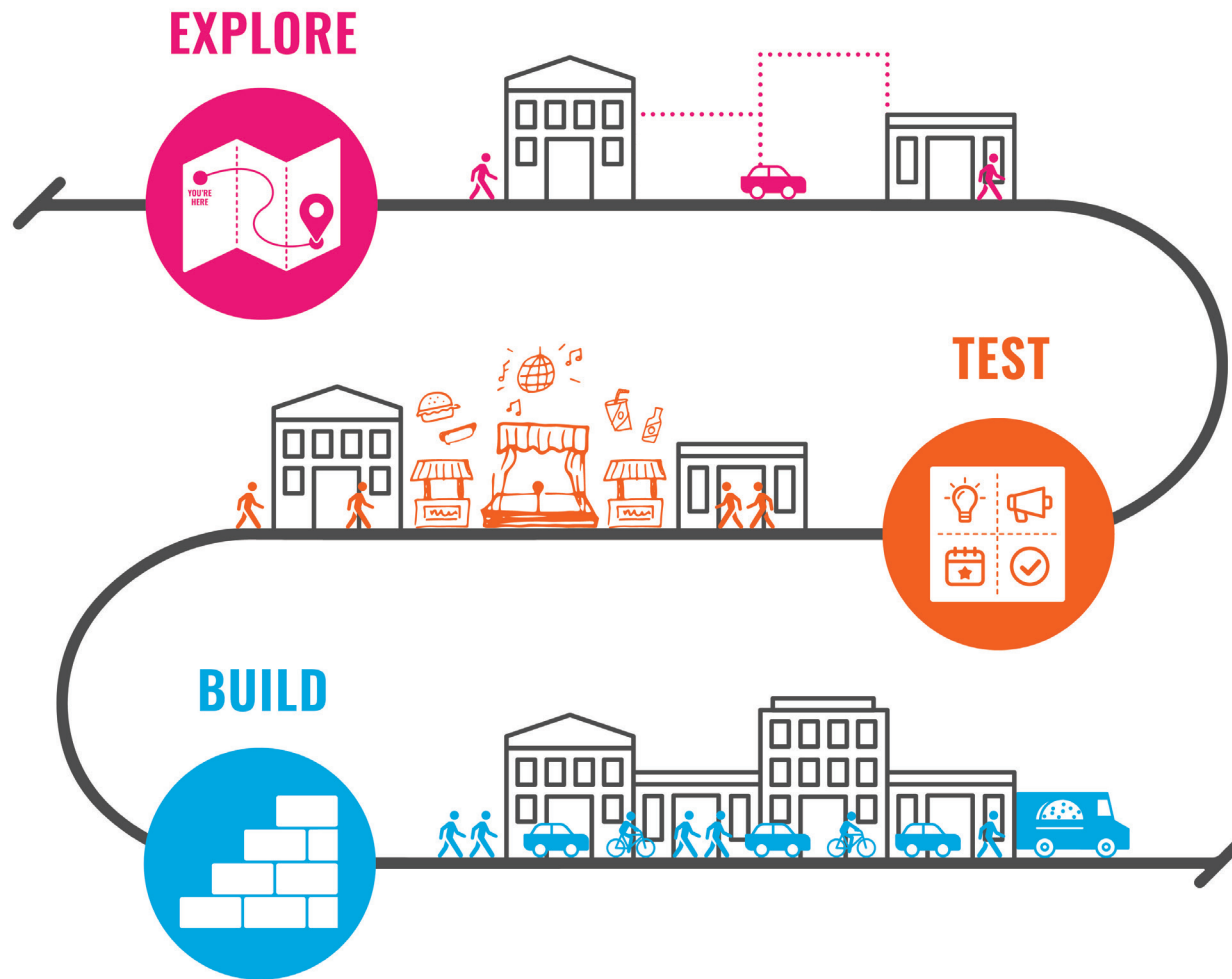
JOB TO BE DONE

1. Utilize data and trends to **better understand the modern audience for Palm Beach**
2. Blend hard and soft data to develop strategies **that focus as much on the next 36 months as the next 10-15 years**
3. Build creative solutions that **link market data with smart and nimble policies and regulations**
4. Use this process to **build a new movement around curated experiences and identity**
5. Establish a strategy for the relationship between **retail and the public realm**

A photograph of a man in a white shirt and dark pants riding a bicycle on a sidewalk. He is holding a camera up to take a picture. The sidewalk is paved with light-colored concrete and has a red-painted curb. To the left of the sidewalk is a large, white building with a red-tiled roof and a prominent bell tower. The building has arched windows and a green and white striped awning over an entrance. A palm tree stands in front of the building. To the right of the sidewalk is a paved road with a red-painted curb. A yellow diamond-shaped pedestrian crossing sign and a yellow rectangular sign with a black arrow pointing right are mounted on a black pole. In the background, there are more palm trees and a clear blue sky with some clouds. A yellow sign with a red stop sign and a pedestrian symbol is visible on the right side of the road.

OUR APPROACH

EXPLORE, TEST, BUILD



PROPOSED PROCESS

EXPLORE (4 WEEKS)

Tasks

- › Establish Project Management Protocol
- › Begin Data Analysis
- › Conduct Focus Group Meetings and Interviews
- › Trip to Focus Area

Deliverables

- › Summary of Understanding
- › Draft Market Report

TEST (6 WEEKS)

Tasks

- › Develop strategy scenarios
- › Consider impact of scenarios

Deliverables

- › Strategy Report
- › Presentation

BUILD (3 WEEKS)

Tasks

- › Refine scenarios
- › Finalize market analysis

Deliverables

- › Final Presentation
- › Final Retail Market Analysis
- › Final Economic Development Strategy

WHY BUILD WITH YARD, MJB + KSA?

› **TRACK RECORD**

Smart, market-based experience within similar contexts

› **LOCAL GLOBAL EXPERTS**

Regional and national experts on similar project types

› **BUILT FOR CREATIVITY**

YARD is built to be nimble, creative and adaptable to project changes

› **POLICY AND PLACEMAKING**

Results in creatively matching policy and placemaking to achieve dramatic shifts in retail and customer interactions with places

› **PROVEN CONSENSUS BUILDING PROCESSES**

Objective and direct, but nuanced approach to communicating solutions

› **BUILT TO IMPLEMENT**

An unparalleled passion for implementation with proven results in a variety of markets

› **THIS IS THE TEAM**

You are looking at the Principals and Co-Founders of our firms and we will be your direct point of contact

THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

YARD & COMPANY

www.buildwithyard.com

@buildwithyard

513.813.8266