

Texas Municipal League Presents

Positioning Your Community for Retail: Bringing Retail to Underserved Markets

Friday, December 11, 2009
Austin Marriott North at Round Rock



These days, even the most successful development organizations are facing new and unexpected challenges. Traditional retail development programs are no longer sufficient to meet the demands of an uncertain marketplace. This workshop will help YOU map out solutions and will provide relevant methods and tools needed to maximize retail opportunities in uncertain times.

Positioning Your Community for Retail:

Friday, December 11, 2009 • Austin

Agenda

8:00 – 8:30 a.m.	Registration
8:30 – 8:45 a.m.	Welcome and Introductions
8:45 – 9:15 a.m.	Retail Development Dynamics and Trends Chas Stoker, Territory Business Manager, Buxton
9:15 – 10:00 a.m.	Removing Barriers that Hinder Retail Development Corbett Howard, Economic Development President, City of Celina
10:00 – 10:15 a.m.	Break
10:15 – 10:45 a.m.	Overcoming the Challenges of Reusing Vacant Buildings Bill Shelton, Partner, Buxton
10:45 – 11:45 a.m.	Mastering the Public/Private Partnership David Wallace, CEO, Wallace Bajjali Development Partners, LP
11:45 a.m. – 1:00 p.m.	Lunch
1:00 – 1:30 p.m.	Retail Development—Tools and Techniques: Business Retention and Expansion and Ethnic Consumers Insight Chas Stoker, Territory Business Manager, Buxton
1:30 – 2:15 p.m.	Executing Your Marketing Strategy Jessica Herrera, Economic Development Specialist, City of El Paso; and Victor Venegas, Economic Development Coordinator, City of El Paso
2:15 – 2:45 p.m.	Retail Development: Success Strategies Bill Shelton, Partner, Buxton; and Chas Stoker, Territory Business Manager, Buxton
2:45 – 3:00 p.m.	Questions and Answers

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Bringing Retail to Underserved Markets

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General Information

Registration Fee: The registration fee for the workshop is **\$195**. **IF YOU REGISTER ONLINE, THE REGISTRATION FEE IS \$155!** The registration fee includes lunch, refreshments, and handouts.

Confirmations/Badges: Workshop confirmations and badges will be mailed in advance. Name badges are required for admittance to the workshop. PLEASE REMEMBER TO BRING YOUR BADGE TO THE WORKSHOP.

Cancellation and Substitution Policy: If you are registered and cannot attend, we encourage you to send a substitute. If you cannot send a substitute, a \$45 cancellation fee will be assessed if written cancellation is received by **December 1**. **No refunds will be honored after December 1.**

Workshop Location: The workshop will be held at the Austin Marriott North Hotel, located at 2600 La Frontera Boulevard in Round Rock. The hotel has extended a room rate of \$109 single/double until **November 29**. Call the Austin Marriott North Hotel at 512-733-6767 or 800-865-0546 and refer to the **TML Workshop** room block to make reservations.

Special Accommodations: Please let us know on the registration form if you need special accommodations of any kind; we want to help. In order to respond to any special requests, we would appreciate as much advance notice as possible.

Continuing Education Credit: Elected officials (mayors and councilmembers) can earn up to six Texas Municipal League Institute (TMLI) credits for attending this workshop. CEU forms will be available on site. For more information about the TMLI program, visit www.tml.org and click on "Training," or call 512-231-7400.

Questions: Please contact the TML Program Development Department at 512-231-7400 or retail@tml.org.



Texas Municipal League Presents Positioning Your Community for Retail: Bringing Retail to Underserved Markets Registration

(Please copy this form as needed.)

Your registration will not be processed until payment is received.

THREE WAYS TO REGISTER:

- (1) Register online with credit card at: www.tml.org (click on "Training")
- (2) Fax this form with credit card payment to:
512-231-7495
- (3) Mail this form with payment to:
TML Administrative Services
1821 Rutherford Lane, Suite 400
Austin, TX 78754-5128

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Questions: Please contact the TML Program Development Department at 512-231-7400 or retail@tml.org.

Your badge/confirmation will be mailed to you in advance; please bring it with you to the workshop. If an e-mail address is provided, you will also receive an e-mail confirmation.

Please type or print the information requested. (If you need additional forms, please copy this form.)

Full Name: _____
Badge Name: _____
Title: _____
City/Organization: _____
Mailing Address: _____
City/State/Zip: _____
Phone: (____) _____ Fax: (____) _____ E-Mail: _____

I require the following special accommodations: _____

Registration other than online \$195
 Registration online \$155
Total Enclosed \$ _____

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CREDIT CARD PAYMENTS:

MasterCard Visa Am Ex Discover

Cardholder's Name (Please Print) _____

Acct # _____

Signature _____

Exp. Date _____

FOR TML OFFICE USE ONLY:

Business Check _____ \$ _____

Personal Check _____ \$ _____

Total \$ _____

Batch No. _____

Id # _____