

**City Manager's Report**  
**February 28, 2012 City Council Meeting**  
**Prepared by:** M. Cleve Morris  
**Item #:** 3.1



**Subject:** Presentation by Lisa Hill of the Buxton Company

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**Discussion:** Lisa Hill of the Buxton Company will make a presentation regarding the Buxton Program. A printout of the PowerPoint presentation is attached for the Council's reference.

**Cost:** None at this time.


**Budget Impact:** None.

**Recommendation:** Review Presentation and Direct Staff to Bring Back Process to Use the Buxton Program.

A handwritten signature in purple ink, appearing to read "M. Cleve Morris", is written over a horizontal line.

**M. Cleve Morris, City Manager**

## Power of Consumer Analytics- Business Retention



**Buxton**  
Partnership Community

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## City's Goals

Placerville's Purpose

To identify consumers who best fit the market trade area, understand leakage/surplus and become a proactive partner to local businesses.

Application

Placerville can now focus resources on complementing current retail climate and help local businesses make strategic product decisions.

Success is insight.

## Our Clients


- Retail Clients – 2,000+
  - FedEx Corporate
  - new balance
  - ISLANDS Fine Burgers & Drinks
  - SALLY'S
  - LOWE'S
  - HEB
  - BOSS
  - SEVEN
- Community Clients – 650+
  - DENTON
  - Marton
  - SHORELINE
  - SAN JOSE
  - CITY OF ORLANDO
  - Atlanta
  - San Diego
- Healthcare Clients – 350+
  - FLORIDA HOSPITAL
  - Texas Health Resources
  - Concentra
  - Quest Diagnostics
  - Connetix Aesthetics

Success is insight.

## Our Clients




Success is insight.



- What is CommunityID?
- Business Retention/Attraction
  - Target marketing program that matches the specific concepts to the buying habits and lifestyles of the consumers living in specific trade areas
  - Provide market intelligence to local business owners for sustainable growth
- Unique Program
  - Is the only program of its kind that can *factually* identify what products resonate well with core consumers

Success is insight.



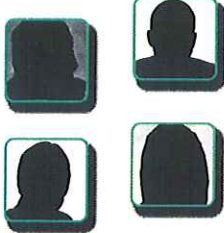
## Key Steps in Strategy Development

- Defining Trade Area
- Identifying and Profiling Customers
- Understanding Retail Potential
- Retail Leakage/Surplus Report
- Consumer Propensity Report

Success is insight.

### Buxton Empowers Cities/Local Businesses With Answers

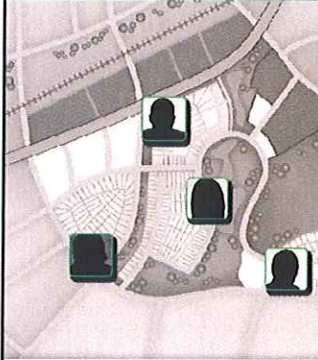
- Who your citizens are
- Where they are
- What they require
- How their needs change over time



Success is insight.

### Demographics

- Age
- Sex
- Race
- Income
- Education




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### Identify & Profile Customers

#### Demographics

	Customer One	Customer Two
Age:	40 Year Old Male	44 Year Old Male
Income:	\$72,000 Income	\$68,000 Income
Marital Status:	Married	Married
Kids:	2 Children	3 Children
Education:	Post-graduate degree	College Graduate




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### Identify & Profile Customers

#### Psychographic Profile


	Customer One	Customer Two
Owns:	Powerboat	Recreational Vehicle
Eats:	Cheesecake Factory	Chili's Grill & Bar
Reads:	Barron's	Field & Stream
Watches:	PGA Tour	Country Music TV
Drives:	BMW 5 Series	Dodge Ram
Drinks:	White Wine	Bud Light



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### Identifying and Profiling Customers

For retailers: It's Customers, Not People




Customers are identified based on psychographic characteristics which include:

- Lifestyles
- Purchase Behavior
- Media Habits

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### Tom King (37)

- Moved in 6 months ago.
- Wife Nora (35)
- Children - (9), (6)
- \$95K household income
- Donor private foundations
- Independent conservative
- Company medical plan
- Shops at Barnes & Noble
- Dines at Pei Wei
- 75,000+ variables



Success is insight.

**Angela Hernandez(62)**

- 35 year resident
- Widowed grandmother
- Fixed income with CD's
- Donor to religious organizations
- Middle of the road democrat
- Medicare
- Shops at Target
- Dines at Wendy's
- 75,000+ Variables

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	Tom King	Angela Hernandez
Total Annual Category Spending	\$16,424	\$6,735
Grocery	\$5,197	\$2,880
Retail/Services	\$7,443	\$2,663
Restaurant	\$3,784	\$1,192

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	Tom King	Angela Hernandez
<b>Parks and Recreation</b>		
Golf		X
Archievs	✓	X
Jogging/Walking	✓	X
Ford watching		
<b>Library</b>	X	✓
Best Sellers		
Internet Access at Home	✓	✓
E-book Reader		
<b>Tennis</b>	✓	X
Mass Transit Use		
Avg. Commute + 30 Minutes	X	✓
		X

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### Buxton's Core Competency

Providing household level insights.

That means we know each of your citizens:

- Life Stage
- Finance
- Attitude
- Behavior

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Category	Impact	Value
Annual Household Income	Increasing	\$1,700
Median Age	Younger	29 Years
Home Ownership	Decreasing	0.50%
Marriage	Decreasing	2.30%
Presence of Children	Increasing	3.50%
Educuity	Developing	

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### Information Gathering

- Segmentation
- Credit Cards
- Reward Cards
- Subscriptions
- Mail Order
- Warranty Cards
- Motor Vehicle Information
- Telechecks

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### Psychographic Segmentation

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### Identify & Profile Customers

- For retailers: It's Customers, Not People

Now, customers can be identified based on:

- Lifestyles
- Purchase Behavior
- Media Habits

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### Define Your Trade Area

	City Limits	8 Mile Ring	15 Min. Drive Time
Population	9,947	15,715	25,583
Retail Potential	\$450 million	\$750 million	\$1 billion
Restaurant Sales	\$41 million	\$64 million	\$100 million

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### Define Your Trade Area

- Retail Leakage/Surplus Analysis answers:

- Dollars Leaving
- Retail Sector Strengths
- Retail Opportunities

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### Match Customers to Retailers

- Consumers Present in Trade Area
- Retailer Compared to Trade Area

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### Remember: Customers, Not People

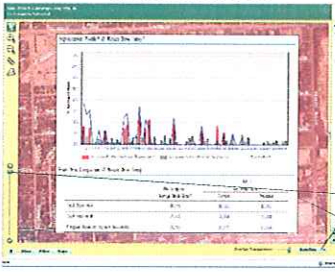
<p>Trade Area "A"</p> <p>Total Households: 20,087</p> <p>Morton's Customers: 15,443</p>	<p>Trade Area "B"</p> <p>Total Households: 46,540</p> <p>Morton's Customers: 15,940</p>
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### CommunityID SCOUT 2.0

Market your community using SCOUT's dynamic online tools



Enter SCOUT together with your target retailer

- Click to show your site
- Click to show your trade area
- Click to show the retailer's dominant segment households
- Click to show Google aerial map
- Click to show zoomed in aerial map
- Click Match Report to show the retailer you are their target market


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### Executing Your CommunityID® Strategy

Using Buxton to stay current

- Client E-newsletter
- SCOUT-online interface with Buxton
- Webcasts
- ICSC support
- Client Services
- Additional retailer matches and refreshes

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Success is insight.