



PRESS RELEASE

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(Northbrook, Illinois) — The Northbrook Village Board is excited to announce their partnership with The Retail Coach, the nation's premier retail recruitment, market analysis, and development firm, to create a retail recruitment and development strategy that will help drive new businesses to Northbrook.

Village of Northbrook staff met with The Retail Coach team in February to kick off the project. Along with Village staff, The Retail Coach team plans to work with existing property owners, brokers, and developers to identify possible areas of development and redevelopment to encourage national and regional retailers to locate in the community.

First, The Retail Coach team will determine Northbrook's Retail Trade Area, which is defined as the boundary from which Northbrook draws 80-85% of its primary consumers. Then, the team will use cell phone analysis technology to determine where consumers come from to shop and eat in Northbrook.

The Retail Coach will then use that information to create retail profile reports and prepare marketing materials to best represent the community to retailers, restaurants, and developers.

The Retail Coach will also develop a Retail Demand Outlook Analysis to determine which dominant retail categories have the highest prospect for success in Northbrook. The Retail Coach will use retailer matching methodology to identify what retail brands fit the community and then reach out to these prospects on the Village of Northbrook's behalf. This data will be a valuable resource to the newly established Economic Strategy Commission in the Village Northbrook.

"Northbrook has an outstanding culture of innovation and evolution. We also have a dynamic business community that has chosen to invest in Northbrook and is pertinent to our growth as a Village. Working with The Retail Coach will help us continue to be forward-thinking while we plan for the future and position ourselves for success," said Northbrook Village President Kathryn Ciesla.

The Retail Coach team plans to visit Northbrook within the next month for their first on-the-ground visit to the community.

About The Retail Coach

The Retail Coach, founded in 2000, is a national retail consulting, market research and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development strategies to local governments, chambers of commerce, and economic development organizations. The Retail Coach offers a fully customized system of products and services that better enable communities to maximize their retail development potential. Their experience in leading municipalities in over 650 communities in 40+ states will create better, stronger places to live and work.

For more information on The Retail Coach, visit <https://www.theretailcoach.net>

For more information on the Village of Northbrook, visit <https://www.northbrook.il.us/>