



CASE STUDY

Temecula, California, Goes from Good to Great with Retail Recruitment Analytics

Located in beautiful southern California wine country, Temecula, California, boasts gorgeous scenery, good weather and a family orientated environment perfect for living, working and raising a family. This picture-perfect city has a strong leadership team known for being proactive and driven in their pursuit of excellence. Always pushing the envelope, the City of Temecula approached Buxton with the goal of taking the city from good to great by strengthening its retail development efforts.



A City with a Plan

The City of Temecula has grown according to a well-thought out and sophisticated master plan, and city leadership accomplished every goal set by that plan. The community is thriving, and residents, as well as businesses, are happy. However, city leadership was determined not to be stagnant. Instead, they wanted to take their city from good to great.

"We realized, now that we've reached our goals, we're going to have to take good to great, and to do that we needed a different set of data," said

Maryann Edwards, a Temecula city council member and mayor pro tem at the time of the initial Buxton analysis. "How could we reach that next level? Buxton had the answers for us."

The Next Level

Temecula's partnership with Buxton allowed the city to have better conversations with retailers, helped its existing businesses understand who is spending money and led to better strategic city planning.

PROFILE:

A southern California city with 110,000+ residents

OBJECTIVE:

Taking retail recruitment efforts to the next level

RESULTS:

Temecula has recruited more than 42,000 sq. feet of retail space.

City leaders have especially loved having access to SCOUT, Buxton's online geospatial analytics application, because of the immediate insights it provides, and the psychographic information from the city's resident profile.

"What you have to know is what is in the hearts and minds and the attitudes of the residents that you are serving," said Edwards when describing the benefits of using community psychographics.

Temecula has recruited more than 42,000 sq. feet of retail space that may generate up to \$193,000 per year in sales tax revenue.

The data that Buxton has provided for Temecula has given the city a strategic advantage in recruiting new retailers. As Edwards notes, "really it has helped us reach out and attract those kinds of businesses that we want to see in Temecula," and the city's efforts have paid off.

Using a Buxton-matched list of retailers, the city has been able to recruit the right businesses and can back up the claim that Temecula is a good fit for its target companies. Temecula has already recruited three large retailers, DSW, Total Wine & More and Nestle, and is in talks with many more.

Total efforts resulted in more than 42,000 square feet of committed retail space that could generate \$193,000 in sales tax for Temecula per year.

Temecula continues to use Buxton's list of retailers and is currently expecting four more retailers and restaurants to locate in the city, which could result in 28,500 square feet of new retail space.

Looking Forward

Temecula has gone from good to great, but it is not stopping there. The city is continuing its partnership with Buxton as part of ongoing retail recruitment efforts and beginning to think about new growth opportunities. Temecula is also using a Buxton analysis to better understand the city's visitors and identify how to incorporate visitor insights into economic development strategy.

"We have been so pleased with the type of data that Buxton has provided for us," said Edwards. "I see a long partnership."

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MARYANN EDWARDS
TEMECULA CITY COUNCIL MEMBER

To learn more about how Buxton's consumer insights can take your economic development strategy to the next level, contact us today.