



BUXTON IS YOUR  
COMPETITIVE  
ADVANTAGE

- **2014 Retail Recruitment & Retention Solution**
  - Durango, CO

### **City of Durango's objectives are:**

Recruit new retailers and restaurants

Retain existing retailers and restaurants

Understand current retail and restaurant economic condition

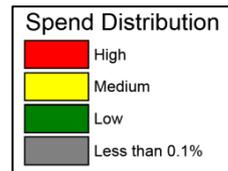
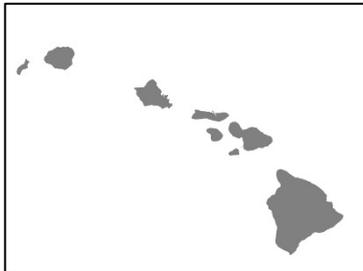
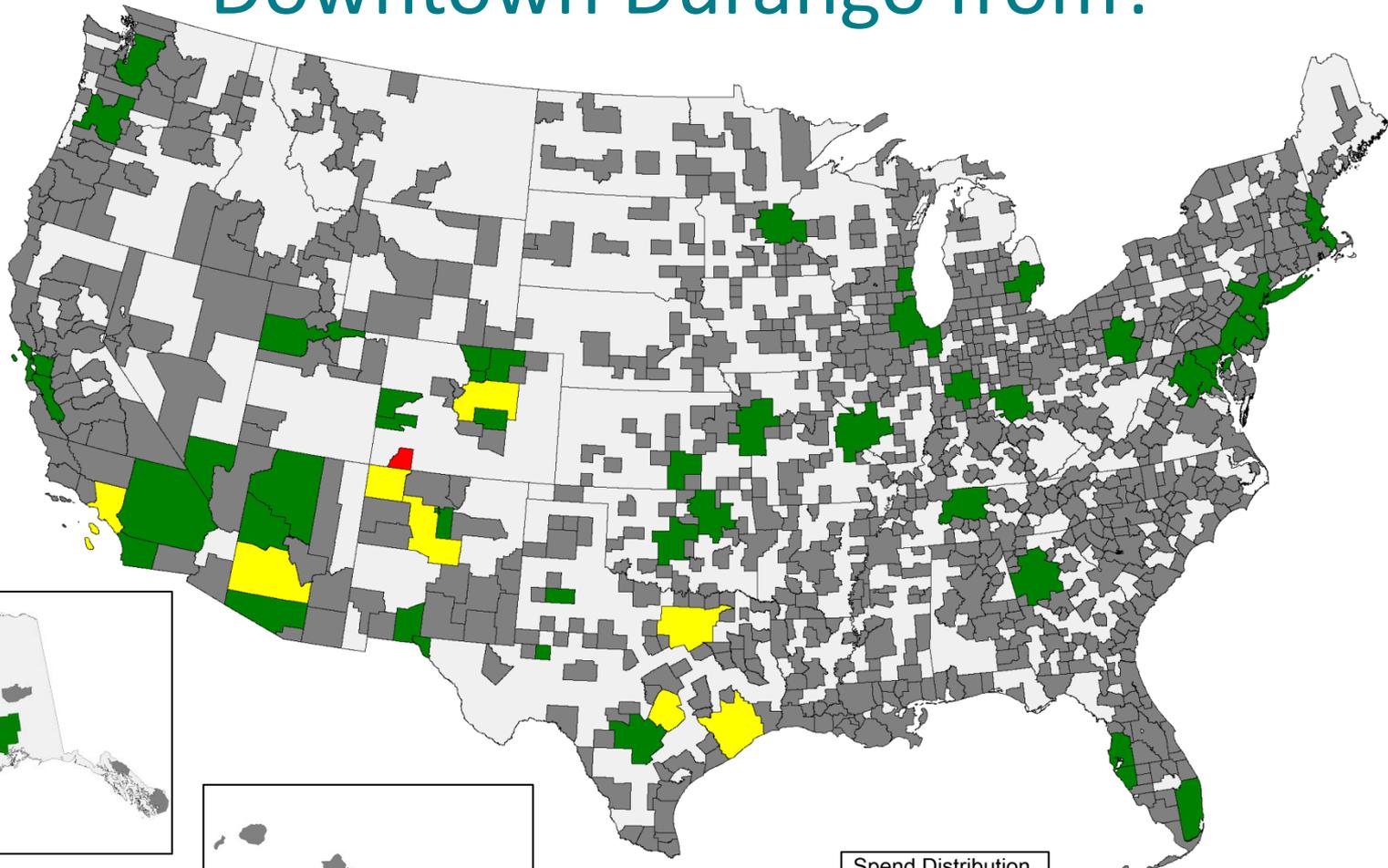
Understand visitor's impact on the local economy and leverage these insights in retail and restaurant recruitment and retention efforts.

### **Buxton solution:**

Buxton's retail recruitment solution identifies specific retailers who seek a market with household purchasing habits just like yours then provides custom pursuit packages for up to 20 of these retailers. This solution is a total marketing strategy that enables community leaders to immediately implement a retail development program targeting new retail growth as well as existing business retention.

The city of Durango, CO will have access to Buxton's unparalleled retail recruitment expertise and will be able to leverage Buxton's exclusive relationship with VISA, the #1 credit card company in the world, to fully understand your community's visitors and their impact to your current and potential retail economic state.

# Where are people who spend money in Downtown Durango from?



# Top Cities by Percent of Overall Spend in La Plata County

Name	Percent of Overall Spend
Durango, CO Micro	46.19%
Denver-Aurora-Broomfield, CO Metro	3.28%
Albuquerque, NM Metro	2.81%
Farmington, NM Metro	2.32%
Phoenix-Mesa-Glendale, AZ Metro	2.16%
Dallas-Fort Worth-Arlington, TX Metro	1.45%
Houston-Sugar Land-Baytown, TX Metro	1.37%

# Who are the people who are spending that money?

Lifestyle Characteristics	Index
Single HOH without kids	330
Telemarketing and Direct mail responsive	178
Reads New York Times daily	146
Hobbies include painting, drawing, sculpting	129
Exercise twice per week	124
<b><i>Over 75,000 individual categories available</i></b>	

# Recommendations

- Nearly half of the spend in La Plata County comes from locals who live in 81301, 81302, 81303, 81326 (Hesperus), 81122 (Bayfield), and 81137 (Ignacio). Don't forget to market to locals!
- The remaining half of the spend in the County comes from many places, but predominantly from the following cities:

# Recommendations

- Denver
- Albuquerque
- Farmington
- Phoenix
- Dallas/Ft. Worth
- Houston
- Consider using your out of area marketing dollars in these communities.

# Recommendations

- This study determined that the most dominant segment of shoppers (from local, out of area and from second homeowners) has the following characteristics that should be considered when trying to reach them.

Lifestyle Characteristics	Index
Single HOH without kids	330
Telemarketing and Direct mail responsive	178
Reads New York Times daily	146
Hobbies include painting, drawing, sculpting	129
Exercise twice per week	124
<b><i>Over 75,000 individual categories available</i></b>	