



CITY OF
San Fernando
Historic & Visionary

NEWS RELEASE

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City to Host Retail Opportunities Workshop on March 9 *Public Forum to Reveal San Fernando's Retail Trade Potential*

The City of San Fernando will host a community workshop on March 9 to discuss how it can grow and attract retail development that is appropriate for the community, and in line with regional demand.

The workshop starts at 6 p.m. in the community meeting room at San Fernando City Hall, 117 Macneil St.

"There's a lot of analysis that retailers do when locating to a community," said Mayor Steven Veres. "This workshop will shed light on how national retailers think when locating to a site, and what San Fernando can do to attract and retain them."

The workshop and its community dialogue will be led by Buxton Company Representative, Lisa Hill. The Buxton Company is the industry leader in customer analytics and site selection working with communities on retention, attraction and the promotion of commercial businesses. Among the discussion topics:

- In demand retail types and product categories.
- Retailer trends and location strategies in today's economy.
- Density demand of customers and market viability.
- Pro-active selling to the retailer: The importance of a retail development strategy.

"Growing our retail sector is critical for San Fernando," added Veres. "New retail adds to our local sales tax base. It stops the leakage of retail sales tax dollars to other communities. And it satisfies our residents desire to shop and dine within their community."

The workshop is part of a series of upcoming economic development study sessions focused on growing revenues, enhancing commercial districts and strategizing the City's long-term economic viability.

For more information, call (818) 898-1201.

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