



# PRESS RELEASE

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## **Lancaster Hires Retail Recruitment Firm, The Retail Coach**

**Lancaster, TX** – The City of Lancaster has hired The Retail Coach, a retail recruitment firm with offices in Tupelo, Mississippi and Austin, Texas, to help recruit retailers, restaurants, and developers to the community.

The Retail Coach's process begins with determining the retail trade area, or the area where 85% of Lancaster's consumers are coming from. Using this information, The Retail Coach team will construct a gap analysis to highlight retail categories missing or lacking in the city of Lancaster. The gap analysis, along with demographic reports for the community and retail trade area, help the team construct a list of targeted retailers and restaurants that would be a good fit in Lancaster. On behalf of the City of Lancaster, The Retail Coach will reach out to the retailers, restaurants, and developers.

Other focuses of the partnership include a focus on the revitalization of Lancaster's Historic Town Square, as well as the redevelopment of existing shopping centers in Lancaster.

The Retail Coach will also represent Lancaster at upcoming industry trade shows throughout the country. The first of these events is Retail Live! that will be taking place August 18th in Austin, Texas.

"We are very excited about working with the City of Lancaster. Lancaster is located in a perfect spot to capitalize on the retail growth happening in the DFW Metroplex. This growth, coupled with the traffic counts on Interstate 35 East, makes Lancaster an attractive market for both retailers and developers," said Aaron Farmer, Senior Vice President for The Retail Coach.

For more information on The Retail Coach, visit [www.theretailcoach.net](http://www.theretailcoach.net).

The City of Lancaster invites you to "like" the City on [Facebook.com/CityofLancasterTX](https://www.facebook.com/CityofLancasterTX), follow us at [Twitter.com/Lancaster\\_TX](https://twitter.com/Lancaster_TX) or register for weekly e-mail alerts regarding upcoming events on our website at [www.lancaster-tx.com](http://www.lancaster-tx.com) by clicking on "Notify Me".

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