

PRESS RELEASE
FOR IMMEDIATE RELEASE



Contact:

Aaron Farmer, President, The Retail Coach

Phone: 662-844-2155 | Email: afarmer@theretailcoach.net

**Karl Warwick, Village Administrator,
Village of Lake Villa**

Phone: 847.356.6100 | Email: kwarwick@lake-villa.org



Lake Villa, Illinois. The Village of Lake Villa recently announced a new partnership with The Retail Coach, the nation's top retail recruitment and development strategy firm, to expand retail development opportunities. Members of The Retail Coach Team were in Lake Villa in August, reviewing the existing retail market and potential retail sites to kick off the partnership.

The Retail Coach's first step in this process will be to determine the retail trade area, which is the defined boundary from which Lake Villa draws 80% to 85% of its primary consumers. Using that information, the team will create retail profile reports and prepare marketing tools to represent the community to retailers, restaurants, and developers.

The Retail Coach will capitalize on the qualities of the surrounding area to encourage national and regional retailers to locate to Lake Villa. The Retail Coach will also focus on working with existing retailers and restaurants in Lake Villa to better understand their consumers and identify possible areas for expansion.

Mayor James McDonald stated that, "the Village will benefit from this partnership, as they offer a fully customized system of services that will better enable Lake Villa to maximize their retail development potential."

The Retail Coach will also work closely with property owners to identify site opportunities for new retail development. "The first question a retailer or developer asks is what sites are available in the community and we need to be ready to provide these sites to prospects", said, Aaron Farmer, President of The Retail Coach.

"We are excited about this new partnership, with The Retail Coach, to help bring new retail development to Lake Villa. The Retail Coach has the relationships with the retailers, brokers, and developers that are needed to make Lake Villa an even better place to live and work. We will, collectively, focus on all commercial areas of the community, including Downtown Lake Villa", stated Mayor James McDonald.

About The Village of Lake Villa, Illinois

The Village of Lake Villa is part of the Chicago metropolitan area and is located about 50 miles north of Chicago. Originally settled as a resort town where the affluent and many tourists came to relax. Lake Villa today is a vibrant, diverse community with a growing business community. For more information on the Village of Lake Villa, visit www.lake-villa.org.

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. For more information on The Retail Coach, visit www.theretailcoach.net.