



retail strategies

SUCCESS

El Campo, TX

Population 11,600

Who



Palais Royale
Taco Bell
Domino's
Stripes
Sears

What



Revitalized shopping center and backfilled vacant space

Timeline

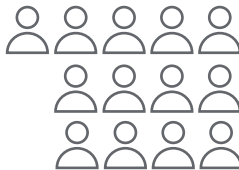


2 years

ESTIMATED JOB CREATION

ESTIMATED ECONOMIC IMPACT

23



\$100,000



THE STORY

Retail Strategies discovered a market gap in jewelry and women's shoes. Working with the local department store to expand and include these lines provided the community with the option to purchase these items locally.

Working with the landlord a deal was struck with Palais Royale expanding into an adjacent 6,000 sq/ft former Blockbuster and the entire center was provided with an updated exterior. The local retailer expanded, the retail area was beautified, vacant retail space was filled, and the city gains tax revenue, convenience, and a better shopping experience .

