



RETAIL ATTRACTION AND DEVELOPMENT

FEBRUARY 20, 2025 – THE ALUMNI CENTER, AUBURN UNIVERSITY

10:00 - 10:15 **WELCOME AND PARTICIPANT INTRODUCTIONS**

10:15 - 11:30 **FUNDAMENTALS OF RETAIL ATTRACTION AND DEVELOPMENT**

Elliott Cook
Director of Real Estate for the Retail Academy
Retail Strategies

11:30 12:15 **NETWORKING LUNCH AND OPEN FORUM**

GEDI will provide participants with a casual lunch on site. Participants will also have an opportunity to respond to the opening session and share any thoughts or questions they have related to the course topic.

12:15 - 1:05 **RETAIL DEVELOPMENT: THE PROCESS AND PLAYERS**

Elliott Cook will take participants through a realistic timeline of the retail development process, from concept to store openings. He will also discuss the roles of EACH player in the process and “who’s who” in Alabama retail development.

1:05 - 1:15 **BREAK**

1:15 - 2:30 **PANEL: RETAIL DEVELOPMENT FROM THE FRONT LINES**

Susan Eller - Retail & Workforce Development Manager, Cullman Economic Development Agency
Ann Harper – Economic Development Director, City of Millbrook
Jake Whaley, CCIM - Vice President, AllSouth Corporation

2:30 - 2:45 **BREAK**

2:45 - 3:45 **MAKING THE PITCH**

Elliott Cook will lead the class in an interactive “retail pitch” exercise. Participants will look at example properties, identify their unique attributes, and develop a pitch to market the sites to retailers or developers.

3:45 - 4:00 **WRAP UP AND ADJOURN**

CONTACT DETAILS

Amelia Hall Stehouwer | (334) 844-5394 | amelia@auburn.edu