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Retail and Real Estate Training

Retail Academy Denver

Wednesday, March 3, 2027 | 9am to 3pm

Every community wants more retail, but successful recruitment starts long before a retailer visits your city.

In one day, Retail Academy gives your team the market data, real estate insight and strategy to start recruiting with confidence in 2027, plus materials built specifically for your community.

Market Data	Prospect List
Consumer spending and retail leakage that show how many dollars are leaving your community.	A targeted list of expanding retail and restaurant brands that fit your market.

Site Assessment	Recruitment Strategy
A review of your key assets, from vacant centers to development-ready land.	A marketing guide and plan ready to share with brokers, developers and council.

What you bring home

- Data you can use in council presentations and budget conversations the next week
- A ready-to-share marketing guide for your top sites
- A prioritized list of brands to start contacting
- A clear first-90-days action plan

What your community gains

- A team that understands how retailers, developers and brokers make site decisions
- A repeatable recruitment process you can run every year instead of a one-time report
- Confidence marketing your sites in broker meetings and at trade shows
- Retail spending and sales tax kept in your community instead of leaking to neighbors

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Who should attend

Retail Academy is built for the people who bring new businesses to their community and the leaders who support them. Economic development professionals, city and county managers, DDA and Main Street directors, chamber leaders and elected officials will all leave with a clearer picture of how retailers, developers and brokers make decisions.

The investment

In a single session, your team gains the data, real estate insight and strategy that would otherwise take months to assemble, including a prospect list, site assessment and marketing guide built for your community. Every retailer you land keeps more spending and sales tax revenue at home.

"Retail Academy was incredibly beneficial for our team. The consumer spending data and understanding of our commercial real estate properties gave us a strong foundation for executing our retail recruitment plan and a much deeper understanding of how retailers, developers, and brokers make decisions."

Emily Fay, Business Development Manager
Town of Erie, Colorado

March 3

Denver, Colorado

Reserve your seat
Register by February 1

Speakers



Elliott Cook



Madeline Farr