



## news release

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### **Donna, Texas Focused on Retail Economic Development** *The city partners with Buxton for customer-driven strategy*

**FORT WORTH, TEXAS, (January xx, 2014)** — The City of Donna, Texas, is focused on developing a thriving retail sector and recently partnered with Fort Worth-based Buxton to develop a targeted retail recruitment and business retention strategy. Buxton's advanced customer analytics and retail expertise will help city leaders identify the retailers that are the best fit for the local community, and provide support for existing local businesses.

"Growing our retail sector not only provides jobs, but also supports the community by keeping sales tax revenue in the City" said Oscar Ramirez, City Manager for the City of Donna. "We look forward to providing more opportunities for our bi-national community to shop and support Donna."

"Donna is taking a strategic approach to retail development," said Lisa Hill-McCay, vice president of Buxton. "We look forward to supporting the City's goals for business recruitment and retention through our best-in-class customer analytics."

By becoming a Buxton client, Donna will have access to SCOUT®, Buxton's proprietary web-based real estate platform, giving city leaders data and information at their fingertips to analyze different areas of the City.

Buxton has worked with more than 650 cities nationwide to implement retail development strategies. Client cities in Texas include Frisco, Huntsville, McGregor and many more.

#### **About Donna, Texas**

The City of Donna is located at the southern tip of Texas, less than twenty minutes from McAllen in Hidalgo County. Donna is home to nearly 16,000 residents, and is known as the "The Heart of the Valley." Residents enjoy downtown shopping, variety of restaurants, and family-friendly activities such as Donna's Corn Maze.

For more information, visit [www.cityofdonna.org](http://www.cityofdonna.org).

#### **About Buxton**

In a world where big data gets a lot of attention, Buxton focuses on providing BIG answers to its clients. Since 1994, Buxton has helped more than 2,000 clients in retail, healthcare, consumer packaged goods and the public sector. We provide answers to business questions around real estate, marketing, and merchandising strategies. Our clients include Applebee's, Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie.

For more information, visit [www.buxtonco.com](http://www.buxtonco.com) or follow us on [Twitter](#).