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News Release

Immediate Release:

Watertown, S.D.
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Watertown Sponsors Third Buxton Retail Study

WATERTOWN, S.D. – Focus Watertown, the Watertown Area Chamber of Commerce and the city of Watertown are again sponsoring a retail study to be completed by Texas-based consulting firm, Buxton. This is third Buxton study to be completed by Watertown.

The Buxton Study is a psycho-demographic study of the retail market in the Watertown area. It tracks spending habits and projects sectors of future growth and demand based on population demographics.

Study communities are then able to choose from a list of retail establishments matching their community demographics on which they will receive business-specific research. In 2007 Watertown chose IHOP as one of its four match businesses. That winter IHOP contacted Watertown and were immediately provided with up-to-date retail demographic information which also was specifically targeted at IHOP. IHOP is now part of the Watertown community.

According to Focus Watertown President Craig Atkins, the IHOP move is evidence of the importance of being well prepared as a community. Focus Watertown is not usually involved in retail development. However Focus Watertown has been one of the partners funding the Buxton Study because of its long-term implications toward making Watertown more attractive to industry.

Buxton is an industry leader in customer analysis and retail site selection technology. Buxton uses demographics, psychographics, drive time analysis, and lifestyle characteristics for research purposes. The study will give local retailers more information about their customers; information that can be used as a marketing tool.

Results are expected in by the end of 2010. For more information on Buxton, go to <http://www.buxtonco.com>.

Focus Watertown is a non-profit economic development organization funded by public and private investors with the mission of increasing job opportunity and the property tax base of Watertown.

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