



## retail strategies

Thank you for attending the Tennessee Department of Economic and Community Development (TNECD) sponsored webinar, as part of the TN Retail Academy program.

TNECD has partnered with Retail Strategies to deliver the Sales Tax Loss Forecasting during COVID-19. The demonstration of the new, free tool designed for Tennessee communities is a financial modeling forecast for sales tax revenue changes and job vulnerability in your specific market due to COVID-19.

The tool was designed so community leaders can input their local information (tax rates/ % sales by category / dates businesses closed) and to help plan the budget.

SALES IMPACT TOOL: <https://public.tableau.com/profile/charlene.capps#!/vizhome/COVID-19SalesTaxImpactAssessment/Dashboard1?publish=yes>

JOB VULNERABILITY TOOL:  
<https://public.tableau.com/profile/charlene.capps#!/vizhome/JobVulnerabilityIndex/Dashboard2?publish=yes>

Additional Free Resources:

Percentage of Increase or Decrease per Category of Retail:

<https://www.placer.ai/covid-19/> (for instance, you can see foot traffic for Dollar General in TN is up by 52% and increase General Merchandise variable to 152% of average sales)

Date of Foot Traffic Drop:

<https://public.tableau.com/profile/susanne.hagen#!/vizhome/SocialDistancingScoreboard/SocialDistancingScoreboard>

Foot Traffic Tracker by County by Industry Type:

<https://www.google.com/covid19/mobility/>

Examples of other communities incentive programs: <https://www.retailstrategies.com/resources/#articles>

Webinar for small businesses to sell online and more here: <https://www.retailstrategies.com/webinar/>

Retail Academy Event, Recording and Slide Deck here:

<https://www.retailstrategies.com/retailacademy/events/tennessee-2020/> (webinar tab)

Keep up the great work in your communities! Contact me if I can help with any of your needs.

Lacy Beasley

President

Retail Strategies | cell 615.330.7987

retailstrategies.com

Please send your questions, comments and feedback to: [lacy@retailstrategies.com](mailto:lacy@retailstrategies.com).