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Retail Coach to recruit business to Huntley

HUNTLEY — The Retail Coach, a retail recruitment, market analysis and development firm, recently announced a partnership with the village of Huntley. The firm will create a retail recruitment and development strategy to drive new businesses to the community.

“We look forward to their team introducing the village to new retailers, restaurants and developers that are a good fit for the village.” Mayor Tim Hoeft said in a news release. “We are also excited for The Retail Coach to share insights and tools with our existing small businesses to support their continued success in the community.”

The first step in the process will be to determine Huntley’s Retail Trade Area.

This is the boundary from which Huntley draws 80% to 85% of its primary consumers.

Cellphone analysis technology will then be used to determine where people are coming from to eat and shop in Huntley.