

**RETAIL ATTRACTIONS, LLC**

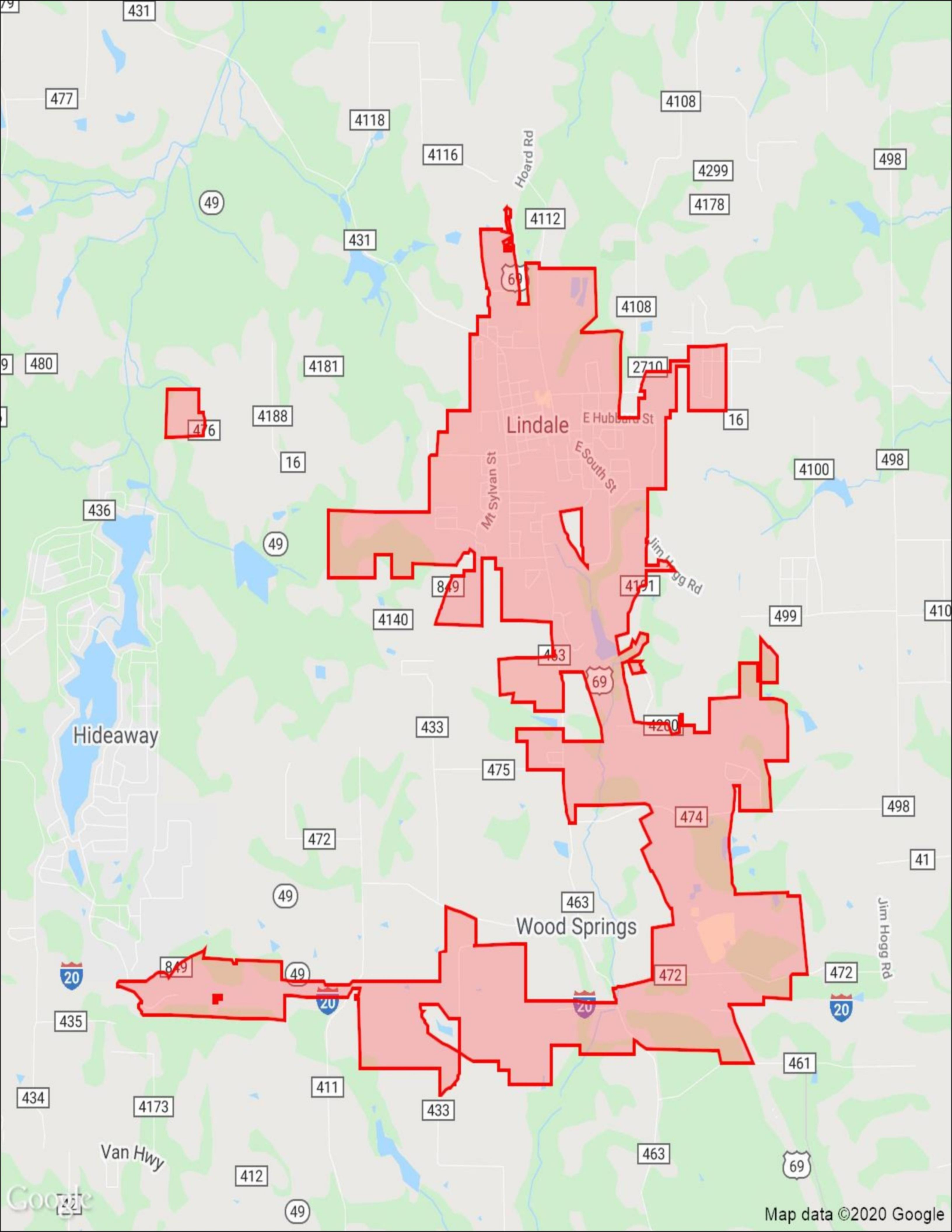
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**Economic Development Consulting**

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***Lindale, Texas***  
***City Limits***

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Lindale

Wood Springs

Hideaway

Van Hwy

Hoard Rd

Mt Sylvan St

E Hubbard St

E South St

Jim Hogg Rd

Jim Hogg Rd

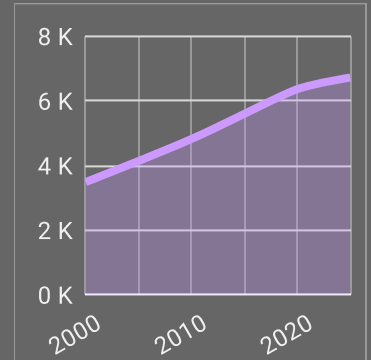
# Demographics

## Lindale, Texas

### City Limits

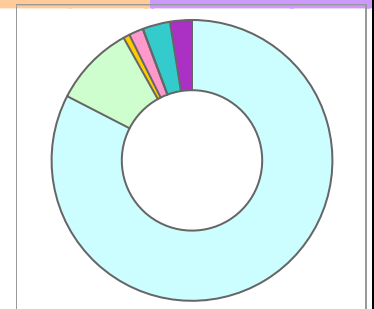
#### Population

Estimated Population (2020)	6,359
Projected Population (2025)	6,718
Census Population (2010)	4,818
Census Population (2000)	3,485
Projected Annual Growth (2020-2025)	359 1.1%
Historical Annual Growth (2010-2020)	1,541 2.4%
Historical Annual Growth (2000-2010)	1,333 3.8%
Estimated Population Density (2020)	1,021 <i>psm</i>
Trade Area Size	6.2 <i>sq mi</i>



#### Race and Ethnicity (2020)

Not Hispanic or Latino Population	5,618	88.3%
White	4,783	85.1%
Black or African American	576	10.3%
American Indian or Alaska Native	32	0.6%
Asian	103	1.8%
Hawaiian or Pacific Islander	2	-
Other Race	-	-
Two or More Races	122	2.2%
Hispanic or Latino Population	741	11.7%
White	467	63.0%
Black or African American	18	2.4%
American Indian or Alaska Native	15	2.0%
Asian	2	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	201	27.1%
Two or More Races	38	5.1%



■ White   
 ■ Black or African American   
 ■ American Indian or Alaska Native   
 ■ Asian   
 ■ Hawaiian or Pacific Islander   
 ■ Other Race   
 ■ 2+ Races

## Lindale, Texas

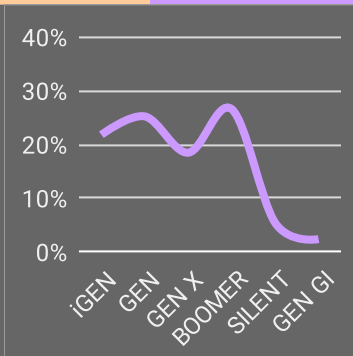
### City Limits

#### Age Distribution (2020)

Age Under 5 Years	440	6.9%
Age 5 to 9 Years	471	7.4%
Age 10 to 14 Years	477	7.5%
Age 15 to 19 Years	408	6.4%
Age 20 to 24 Years	307	4.8%
Age 25 to 29 Years	412	6.5%
Age 30 to 34 Years	478	7.5%
Age 35 to 39 Years	433	6.8%
Age 40 to 44 Years	349	5.5%
Age 45 to 49 Years	394	6.2%
Age 50 to 54 Years	326	5.1%
Age 55 to 59 Years	341	5.4%
Age 60 to 64 Years	371	5.8%
Age 65 to 69 Years	369	5.8%
Age 70 to 74 Years	284	4.5%
Age 75 to 79 Years	209	3.3%
Age 80 to 84 Years	137	2.2%
Age 85 Years or Over	153	2.4%
Median Age	36.2	

#### Generation (2020)

iGeneration (Age Under 15 Years)	1,388	21.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,605	25.2%
Gen Xers (Age 35 to 49 Years)	1,176	18.5%
Baby Boomers (Age 50 to 74 Years)	1,691	26.6%
Silent Generation (Age 75 to 84 Years)	346	5.4%
G.I. Generation (Age 85 Years or Over)	153	2.4%



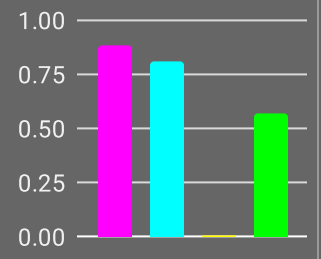
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## Lindale, Texas

### City Limits

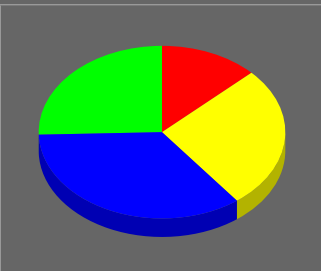
#### Household Type (2020)

Total Households					2,269
Family Households					1,691 74.5%
Family Households with Children					879 52.0%
Family Households No Children					812 48.0%
Non-Family Households					578 25.5%
Non-Family Households with Children					9 1.6%
Non-Family Households No Children					569 98.4%



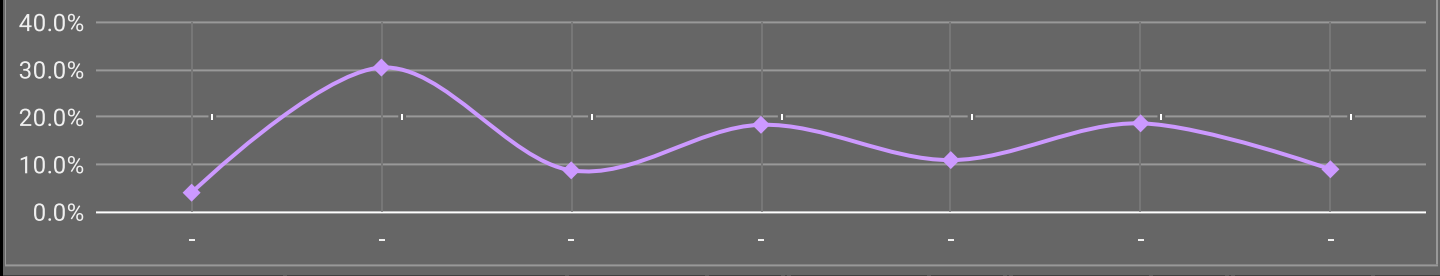
#### Education Attainment (2020)

Elementary or Some High School					550 12.9%
High School Graduate					1,136 26.7%
Some College or Associate Degree					1,487 34.9%
Bachelor or Graduate Degree					1,084 25.5%



#### Household Income (2020)

Estimated Average Household Income					\$71,960
Estimated Median Household Income					\$59,225
HH Income Under \$10,000					91 4.0%
HH Income \$10,000 to \$34,999					690 30.4%
HH Income \$35,000 to \$49,999					198 8.7%
HH Income \$50,000 to \$74,999					416 18.3%
HH Income \$75,000 to \$99,999					247 10.9%
HH Income \$100,000 to \$149,999					423 18.6%
HH Income \$150,000 or More					203 8.9%



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## Lindale, Texas

### City Limits

#### Population

Estimated Population (2020)	6,359	
Projected Population (2025)	6,718	
Census Population (2010)	4,818	
Census Population (2000)	3,485	
Projected Annual Growth (2020-2025)	359	1.1%
Historical Annual Growth (2010-2020)	1,541	3.2%
Historical Annual Growth (2000-2010)	1,333	3.8%
Estimated Population Density (2020)	1,021	psm
Trade Area Size	6.2	sq mi

#### Households

Estimated Households (2020)	2,269	
Projected Households (2025)	2,328	
Census Households (2010)	1,708	
Census Households (2000)	1,294	
Projected Annual Growth (2020-2025)	59	0.5%
Historical Annual Change (2000-2020)	975	3.8%

#### Average Household Income

Estimated Average Household Income (2020)	\$71,960	
Projected Average Household Income (2025)	\$82,143	
Census Average Household Income (2010)	\$52,549	
Census Average Household Income (2000)	\$40,549	
Projected Annual Change (2020-2025)	\$10,183	2.8%
Historical Annual Change (2000-2020)	\$31,411	3.9%

#### Median Household Income

Estimated Median Household Income (2020)	\$59,225	
Projected Median Household Income (2025)	\$68,631	
Census Median Household Income (2010)	\$45,786	
Census Median Household Income (2000)	\$33,438	
Projected Annual Change (2020-2025)	\$9,406	3.2%
Historical Annual Change (2000-2020)	\$25,787	3.9%

#### Per Capita Income

Estimated Per Capita Income (2020)	\$25,791	
Projected Per Capita Income (2025)	\$28,574	
Census Per Capita Income (2010)	\$18,607	
Census Per Capita Income (2000)	\$15,161	
Projected Annual Change (2020-2025)	\$2,783	2.2%
Historical Annual Change (2000-2020)	\$10,630	3.5%
Estimated Average Household Net Worth (2020)	\$453,316	



## Lindale, Texas

### City Limits

#### Race and Ethnicity

Total Population (2020)	6,359	
White (2020)	5,250	82.6%
Black or African American (2020)	594	9.3%
American Indian or Alaska Native (2020)	47	0.7%
Asian (2020)	105	1.7%
Hawaiian or Pacific Islander (2020)	2	-
Other Race (2020)	201	3.2%
Two or More Races (2020)	160	2.5%
Population < 18 (2020)	1,637	25.7%
White Not Hispanic	1,097	67.0%
Black or African American	160	9.8%
Asian	27	1.6%
Other Race Not Hispanic	72	4.4%
Hispanic	281	17.2%
Not Hispanic or Latino Population (2020)	5,618	88.3%
Not Hispanic White	4,783	85.1%
Not Hispanic Black or African American	576	10.3%
Not Hispanic American Indian or Alaska Native	32	0.6%
Not Hispanic Asian	103	1.8%
Not Hispanic Hawaiian or Pacific Islander	2	-
Not Hispanic Other Race	-	-
Not Hispanic Two or More Races	122	2.2%
Hispanic or Latino Population (2020)	741	11.7%
Hispanic White	467	63.0%
Hispanic Black or African American	18	2.4%
Hispanic American Indian or Alaska Native	15	2.0%
Hispanic Asian	2	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	201	27.1%
Hispanic Two or More Races	38	5.1%
Not Hispanic or Latino Population (2010)	4,376	90.8%
Hispanic or Latino Population (2010)	442	9.2%
Not Hispanic or Latino Population (2000)	3,306	94.9%
Hispanic or Latino Population (2000)	179	5.1%
Not Hispanic or Latino Population (2025)	5,861	87.2%
Hispanic or Latino Population (2025)	857	12.8%
Projected Annual Growth (2020-2025)	116	-
Historical Annual Growth (2000-2010)	263	14.7%

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## Lindale, Texas

### City Limits

#### Total Age Distribution (2020)

Total Population	6,359	
Age Under 5 Years	440	6.9%
Age 5 to 9 Years	471	7.4%
Age 10 to 14 Years	477	7.5%
Age 15 to 19 Years	408	6.4%
Age 20 to 24 Years	307	4.8%
Age 25 to 29 Years	412	6.5%
Age 30 to 34 Years	478	7.5%
Age 35 to 39 Years	433	6.8%
Age 40 to 44 Years	349	5.5%
Age 45 to 49 Years	394	6.2%
Age 50 to 54 Years	326	5.1%
Age 55 to 59 Years	341	5.4%
Age 60 to 64 Years	371	5.8%
Age 65 to 69 Years	369	5.8%
Age 70 to 74 Years	284	4.5%
Age 75 to 79 Years	209	3.3%
Age 80 to 84 Years	137	2.2%
Age 85 Years or Over	153	2.4%
Median Age	36.2	
Age 19 Years or Less	1,796	28.2%
Age 20 to 64 Years	3,411	53.6%
Age 65 Years or Over	1,152	18.1%

#### Female Age Distribution (2020)

Female Population	3,299	51.9%
Age Under 5 Years	206	6.2%
Age 5 to 9 Years	228	6.9%
Age 10 to 14 Years	222	6.7%
Age 15 to 19 Years	213	6.5%
Age 20 to 24 Years	161	4.9%
Age 25 to 29 Years	223	6.8%
Age 30 to 34 Years	232	7.0%
Age 35 to 39 Years	232	7.0%
Age 40 to 44 Years	179	5.4%
Age 45 to 49 Years	211	6.4%
Age 50 to 54 Years	168	5.1%
Age 55 to 59 Years	181	5.5%
Age 60 to 64 Years	186	5.6%
Age 65 to 69 Years	204	6.2%
Age 70 to 74 Years	146	4.4%
Age 75 to 79 Years	111	3.4%
Age 80 to 84 Years	86	2.6%
Age 85 Years or Over	110	3.3%
Female Median Age	37.5	
Age 19 Years or Less	869	26.3%
Age 20 to 64 Years	1,773	53.7%
Age 65 Years or Over	657	19.9%

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## Lindale, Texas

### City Limits

#### Male Age Distribution (2020)

Male Population	3,060	48.1%
Age Under 5 Years	234	7.6%
Age 5 to 9 Years	243	7.9%
Age 10 to 14 Years	255	8.3%
Age 15 to 19 Years	195	6.4%
Age 20 to 24 Years	146	4.8%
Age 25 to 29 Years	189	6.2%
Age 30 to 34 Years	246	8.0%
Age 35 to 39 Years	201	6.6%
Age 40 to 44 Years	170	5.6%
Age 45 to 49 Years	183	6.0%
Age 50 to 54 Years	158	5.2%
Age 55 to 59 Years	160	5.2%
Age 60 to 64 Years	185	6.0%
Age 65 to 69 Years	165	5.4%
Age 70 to 74 Years	138	4.5%
Age 75 to 79 Years	98	3.2%
Age 80 to 84 Years	51	1.7%
Age 85 Years or Over	43	1.4%
Male Median Age	34.5	
Age 19 Years or Less	927	30.3%
Age 20 to 64 Years	1,638	53.5%
Age 65 Years or Over	495	16.2%

#### Males per 100 Females (2020)

Overall Comparison		
Age Under 5 Years	114	53.2%
Age 5 to 9 Years	107	51.6%
Age 10 to 14 Years	115	-
Age 15 to 19 Years	92	47.8%
Age 20 to 24 Years	91	47.6%
Age 25 to 29 Years	85	45.9%
Age 30 to 34 Years	106	51.5%
Age 35 to 39 Years	87	46.4%
Age 40 to 44 Years	95	48.7%
Age 45 to 49 Years	87	46.4%
Age 50 to 54 Years	94	48.5%
Age 55 to 59 Years	88	46.9%
Age 60 to 64 Years	99	49.9%
Age 65 to 69 Years	81	44.7%
Age 70 to 74 Years	95	48.6%
Age 75 to 79 Years	88	46.9%
Age 80 to 84 Years	59	37.2%
Age 85 Years or Over	39	28.1%
Age 19 Years or Less	107	51.6%
Age 20 to 39 Years	92	48.0%
Age 40 to 64 Years	93	48.1%
Age 65 Years or Over	75	43.0%

## Lindale, Texas

### City Limits

#### Household Type (2020)

Total Households	2,269	
Households with Children	888	39.1%
Average Household Size	2.7	
Household Density per Square Mile	364	
Population Family	5,512	86.7%
Population Non-Family	723	11.4%
Population Group Quarters	124	1.9%
Family Households	1,691	74.5%
Married Couple Households	1,322	78.2%
Other Family Households with Children	369	21.8%
Family Households with Children	879	52.0%
Married Couple with Children	600	68.3%
Other Family Households with Children	279	31.7%
Family Households No Children	812	48.0%
Married Couple No Children	722	88.9%
Other Family Households No Children	90	11.1%
Non-Family Households	578	25.5%
Non-Family Households with Children	9	1.6%
Non-Family Households No Children	569	98.4%
Average Family Household Size	3.3	
Average Family Income	\$84,432	
Median Family Income	\$74,752	
Average Non-Family Household Size	1.3	

#### Marital Status (2020)

Population Age 15 Years or Over	4,971	
Never Married	1,190	23.9%
Currently Married	2,493	50.2%
Previously Married	1,288	25.9%
Separated	163	12.7%
Widowed	355	27.6%
Divorced	770	59.8%

#### Educational Attainment (2020)

Adult Population Age 25 Years or Over	4,257	
Elementary (Grade Level 0 to 8)	197	4.6%
Some High School (Grade Level 9 to 11)	353	8.3%
High School Graduate	1,136	26.7%
Some College	1,276	30.0%
Associate Degree Only	211	5.0%
Bachelor Degree Only	781	18.3%
Graduate Degree	303	7.1%
Any College (Some College or Higher)	2,571	60.4%
College Degree + (Bachelor Degree or Higher)	1,084	25.5%

## Lindale, Texas

### City Limits

#### Housing

Total Housing Units (2020)	2,358	
Total Housing Units (2010)	1,861	
Historical Annual Growth (2010-2020)	497	2.7%
Housing Units Occupied (2020)	2,269	96.2%
Housing Units Owner-Occupied	1,602	70.6%
Housing Units Renter-Occupied	667	29.4%
Housing Units Vacant (2020)	89	3.8%

#### Household Size (2020)

Total Households	2,269	
1 Person Households	485	21.4%
2 Person Households	721	31.8%
3 Person Households	433	19.1%
4 Person Households	354	15.6%
5 Person Households	183	8.1%
6 Person Households	60	2.6%
7 or More Person Households	33	1.5%

#### Household Income Distribution (2020)

HH Income \$200,000 or More	92	4.1%
HH Income \$150,000 to \$199,999	111	4.9%
HH Income \$125,000 to \$149,999	184	8.1%
HH Income \$100,000 to \$124,999	239	10.5%
HH Income \$75,000 to \$99,999	247	10.9%
HH Income \$50,000 to \$74,999	416	18.3%
HH Income \$35,000 to \$49,999	198	8.7%
HH Income \$25,000 to \$34,999	184	8.1%
HH Income \$15,000 to \$24,999	407	17.9%
HH Income \$10,000 to \$14,999	99	4.4%
HH Income Under \$10,000	91	4.0%

#### Household Vehicles (2020)

Households 0 Vehicles Available	51	2.2%
Households 1 Vehicle Available	822	36.2%
Households 2 Vehicles Available	830	36.6%
Households 3 or More Vehicles Available	566	24.9%
Total Vehicles Available	4,534	
Average Vehicles per Household	2.0	
Owner-Occupied Household Vehicles	3,512	77.5%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	1,022	22.5%
Average Vehicles per Renter-Occupied Household	1.5	

#### Travel Time (2020)

Worker Base Age 16 years or Over	2,880	
Travel to Work in 14 Minutes or Less	676	23.5%
Travel to Work in 15 to 29 Minutes	795	27.6%
Travel to Work in 30 to 59 Minutes	1,046	36.3%
Travel to Work in 60 Minutes or More	84	2.9%
Work at Home	106	3.7%
Average Minutes Travel to Work	23.8	

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## Lindale, Texas

### City Limits

#### Transportation To Work (2020)

Worker Base Age 16 years or Over	2,880	
Drive to Work Alone	2,572	89.3%
Drive to Work in Carpool	155	5.4%
Travel to Work by Public Transportation	11	0.4%
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	7	0.2%
Other Means	29	1.0%
Work at Home	106	3.7%

#### Daytime Demographics (2020)

Total Businesses	447	
Total Employees	4,394	
Company Headquarter Businesses	-	-
Company Headquarter Employees	-	-
Employee Population per Business	9.8	to 1
Residential Population per Business	14.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	6,585	

#### Labor Force

Labor Population Age 16 Years or Over (2020)	4,889	
Labor Force Total Males (2020)	2,290	46.8%
Male Civilian Employed	1,497	65.4%
Male Civilian Unemployed	12	0.5%
Males in Armed Forces	-	-
Males Not in Labor Force	781	34.1%
Labor Force Total Females (2020)	2,599	53.2%
Female Civilian Employed	1,201	46.2%
Female Civilian Unemployed	39	1.5%
Females in Armed Forces	-	-
Females Not in Labor Force	1,359	52.3%
Unemployment Rate	51	1.0%

#### Occupation (2020)

Occupation Population Age 16 Years or Over	2,698	
Occupation Total Males	1,497	55.5%
Occupation Total Females	1,201	44.5%
Management, Business, Financial Operations	396	14.7%
Professional, Related	716	26.5%
Service	419	15.5%
Sales, Office	607	22.5%
Farming, Fishing, Forestry	7	0.3%
Construction, Extraction, Maintenance	237	8.8%
Production, Transport, Material Moving	316	11.7%
White Collar Workers	1,719	63.7%
Blue Collar Workers	979	36.3%

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## Lindale, Texas

### City Limits

#### Units In Structure (2020)

Total Units	1,708	
1 Detached Unit	1,852	108.4%
1 Attached Unit	47	2.8%
2 Units	43	2.5%
3 to 4 Units	49	2.9%
5 to 9 Units	94	5.5%
10 to 19 Units	20	1.2%
20 to 49 Units	12	0.7%
50 or More Units	8	0.5%
Mobile Home or Trailer	141	8.3%
Other Structure	2	0.1%

#### Homes Built By Year (2020)

Homes Built 2014 or later	150	6.4%
Homes Built 2010 to 2013	90	3.8%
Homes Built 2000 to 2009	520	22.1%
Homes Built 1990 to 1999	409	17.3%
Homes Built 1980 to 1989	327	13.9%
Homes Built 1970 to 1979	350	14.8%
Homes Built 1960 to 1969	137	5.8%
Homes Built 1950 to 1959	153	6.5%
Homes Built 1940 to 1949	72	3.1%
Homes Built Before 1939	62	2.6%
Median Age of Homes	29.3	yrs

#### Home Values (2020)

Owner Specified Housing Units	1,188	
Home Values \$1,000,000 or More	2	0.2%
Home Values \$750,000 to \$999,999	11	0.9%
Home Values \$500,000 to \$749,999	40	3.4%
Home Values \$400,000 to \$499,999	93	7.8%
Home Values \$300,000 to \$399,999	39	3.3%
Home Values \$250,000 to \$299,999	87	7.3%
Home Values \$200,000 to \$249,999	169	14.2%
Home Values \$175,000 to \$199,999	175	14.7%
Home Values \$150,000 to \$174,999	234	19.7%
Home Values \$125,000 to \$149,999	269	22.6%
Home Values \$100,000 to \$124,999	222	18.7%
Home Values \$90,000 to \$99,999	73	6.1%
Home Values \$80,000 to \$89,999	7	0.6%
Home Values \$70,000 to \$79,999	41	3.5%
Home Values \$60,000 to \$69,999	36	3.0%
Home Values \$50,000 to \$59,999	13	1.1%
Home Values \$35,000 to \$49,999	50	4.2%
Home Values \$25,000 to \$34,999	25	2.1%
Home Values \$10,000 to \$24,999	9	0.8%
Home Values Under \$10,000	4	0.3%
Owner-Occupied Median Home Value	\$155,448	
Renter-Occupied Median Rent	\$815	

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## Lindale, Texas

### City Limits

#### Total Annual Consumer Expenditure (2020)

Total Household Expenditure	\$127.09 M
Total Non-Retail Expenditure	\$66.87 M
Total Retail Expenditure	\$60.22 M
Apparel	\$4.44 M
Contributions	\$4.04 M
Education	\$3.61 M
Entertainment	\$7.12 M
Food and Beverages	\$18.88 M
Furnishings and Equipment	\$4.42 M
Gifts	\$3.01 M
Health Care	\$10.94 M
Household Operations	\$4.97 M
Miscellaneous Expenses	\$2.39 M
Personal Care	\$1.71 M
Personal Insurance	\$874.38 K
Reading	\$275.18 K
Shelter	\$26.71 M
Tobacco	\$807.45 K
Transportation	\$23.27 M
Utilities	\$9.62 M

#### Monthly Household Consumer Expenditure (2020)

Total Household Expenditure	\$4,668	
Total Non-Retail Expenditure	\$2,456	52.6%
Total Retail Expenditures	\$2,212	47.4%
Apparel	\$163	3.5%
Contributions	\$148	3.2%
Education	\$133	2.8%
Entertainment	\$262	5.6%
Food and Beverages	\$693	14.9%
Furnishings and Equipment	\$162	3.5%
Gifts	\$110	2.4%
Health Care	\$402	8.6%
Household Operations	\$182	3.9%
Miscellaneous Expenses	\$88	1.9%
Personal Care	\$63	1.3%
Personal Insurance	\$32	0.7%
Reading	\$10	0.2%
Shelter	\$981	21.0%
Tobacco	\$30	0.6%
Transportation	\$855	18.3%
Utilities	\$353	7.6%

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# **Crime Risk Profile**

<b>CRIME RISK PROFILE</b>	
<b>Lindale, Texas</b>	<b>City Limits</b>
<b>Demographics</b>	
Population	6,359
Census Population	4,818
Households	2,269
Average Household Income	\$71,960
Median Household Income	\$59,225
Per Capita Income	\$25,791
<b>Total Crime</b>	
Crime Index	90
Crime Level	Average
<b>Personal Crime</b>	
Crime Index	70
Crime Level	Below Average
<b>Murder</b>	
Crime Index	17
Crime Level	Very Low
<b>Rape</b>	
Crime Index	139
Crime Level	Above Average
<b>Robbery</b>	
Crime Index	22
Crime Level	Very Low
<b>Assault</b>	
Crime Index	80
Crime Level	Below Average
<b>Property Crime</b>	
Crime Index	94
Crime Level	Average
<b>Burglary</b>	
Crime Index	108
Crime Level	Average
<b>Larceny</b>	
Crime Index	97
Crime Level	Average
<b>Motor Vehicle Theft</b>	
Crime Index	41
Crime Level	Low Risk

\* Crime Index: 100 = National Average Adjusted for Population

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

## OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

### **Vehicle and Parts Dealers**

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

### **Furniture and Home Furnishings Stores**

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

### **Electronics and Appliance Stores**

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

### **Building Materials and Garden Supply Stores**

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

### **Food and Beverage Stores**

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

### **Health and Personal Care Stores**

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

### **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

### **Clothing and Clothing Accessories Stores**

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

### **Sporting Goods and Hobby Stores**

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

### **General Merchandise Stores**

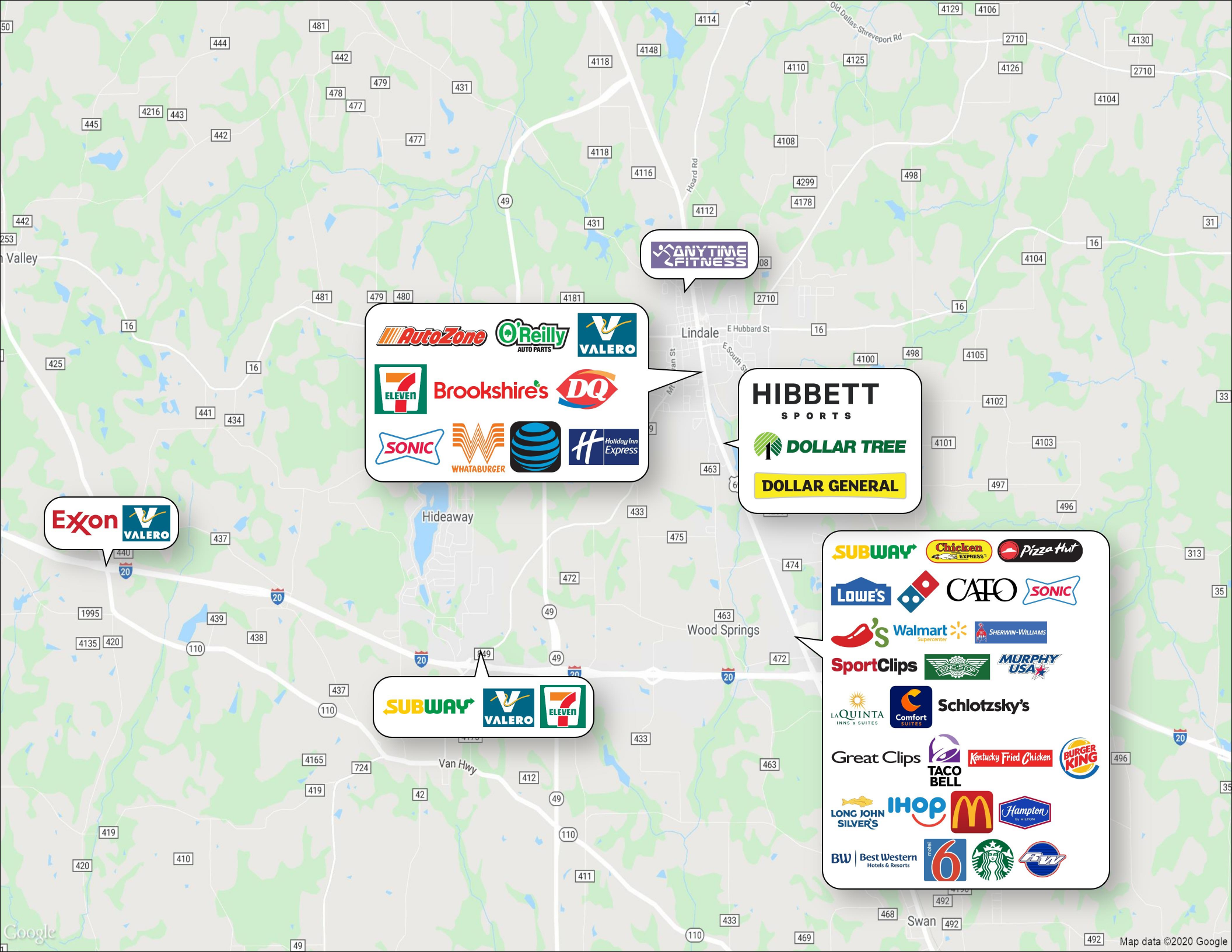
Department stores and other general merchandise stores

### **Miscellaneous Store Retailers**

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

### **Foodservice and Drinking Places**

Full-service restaurants, limited service eating places, special foodservices, taverns and bars



**ANYTIME FITNESS**

**AutoZone** **O'Reilly AUTO PARTS** **VALERO**

**7-ELEVEN** **Brookshire's** **DQ**

**SONIC** **WHATABURGER** **AT&T** **Holiday Inn Express**

**HIBBETT SPORTS**

**DOLLAR TREE**

**DOLLAR GENERAL**

**Exxon VALERO**

**SUBWAY** **VALERO** **7-ELEVEN**

**SUBWAY** **Chicken EXPRESS** **Pizza Hut**

**LOWE'S** **Domino's** **CATF** **SONIC**

**Pepperoni's** **Walmart Supercenter** **SHERWIN-WILLIAMS**

**SportClips** **WING-STOP** **MURPHY USA**

**LA QUINTA INNS & SUITES** **Comfort SUITES** **Schlotzsky's**

**Great Clips** **TACO BELL** **Kentucky Fried Chicken** **BURGER KING**

**LONG JOHN SILVER'S** **IHop** **McDonald's** **Hampton by Hilton**

**BW Best Western Hotels & Resorts** **6** **Starbucks** **Firehouse Subs**



## RETAIL GAP EXPANDED REPORT

### Lindale, Texas

### City Limits

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$2.7 M / \$845.28 K	69
Men's Clothing Stores	\$95.5 K / \$5	100
Women's Clothing Stores	\$413.25 K / \$532.98 K	-22
Children's, Infants' Clothing Stores	\$181.38 K / \$-11	100
Family Clothing Stores	\$1.1 M / \$5	100
Clothing Accessory Stores	\$88.22 K / \$-7	100
Other Apparel Stores	\$134.21 K / \$138.19 K	-3
Shoe Stores	\$456.89 K / \$-7	100
Jewelry Stores	\$208.05 K / \$174.11 K	16
Luggage Stores	\$17.47 K / \$8	100
<b>Furniture, Home Furnishings Stores</b>	\$1.31 M / \$2	100
Furniture Stores	\$806.11 K / \$-9	100
Floor Covering Stores	\$137.84 K / \$6	100
Other Home Furnishing Stores	\$367.85 K / \$5	100
<b>Electronics, Appliance Stores</b>	\$1 M / \$100.77 K	90
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$3.24 M / \$11.95 M	-73
Home Centers	\$1.53 M / \$1.03 M	32
Paint, Wallpaper Stores	\$111.82 K / \$141.99 K	-21
Hardware Stores	\$140.09 K / \$98.51 K	30
Other Building Materials Stores	\$1.08 M / \$1.08 M	0
Outdoor Power Equipment Stores	\$51.51 K / \$-8	100
Nursery, Garden Stores	\$333.23 K / \$9.6 M	-97
<b>Food, Beverage Stores</b>	\$8.89 M / \$11.74 M	-24
Grocery Stores	\$7.95 M / \$11.47 M	-31
Convenience Stores	\$307.56 K / \$195.65 K	36
Meat Markets	\$91.42 K / \$-10	100
Fish, Seafood Markets	\$33.15 K / \$-11	100
Fruit, Vegetable Markets	\$55.89 K / \$8	100
Other Specialty Food Markets	\$95.46 K / \$67.58 K	29
Liquor Stores	\$358.43 K / \$3	100

## RETAIL GAP EXPANDED REPORT

### Lindale, Texas

### City Limits

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$2.17 M / \$3.41 M	-36
Pharmacy, Drug Stores	\$1.82 M / \$3.01 M	-40
Cosmetics, Beauty Stores	\$106.19 K / \$-8	100
Optical Goods Stores	\$121.39 K / \$149.8 K	-19
Other Health, Personal Care Stores	\$124.36 K / \$252.22 K	-51
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$1.01 M / \$784.41 K	22
Sporting Goods Stores	\$550.96 K / \$784.4 K	-30
Hobby, Toy, Game Stores	\$160.37 K / \$-3	100
Sewing, Needlecraft Stores	\$49.42 K / \$8	100
Musical Instrument Stores	\$46.47 K / \$11	100
Book Stores	\$199.65 K / \$-5	100
<b>General Merchandise Stores</b>	\$8.66 M / \$7.32 M	15
Department Stores	\$2.23 M / \$4.02 M	-45
Warehouse Superstores	\$5.59 M / \$6	100
Other General Merchandise Stores	\$846.16 K / \$3.31 M	-74
<b>Miscellaneous Store Retailers</b>	\$1.17 M / \$483.84 K	59
Florists	\$41.52 K / \$153.38 K	-73
Office, Stationary Stores	\$116.04 K / \$6	100
Gift, Souvenir Stores	\$141.4 K / \$-3	100
Used Merchandise Stores	\$80.44 K / \$42.38 K	47
Pet, Pet Supply Stores	\$474.02 K / \$256.11 K	46
Art Dealers	\$38.21 K / \$-7	100
Mobile Home Dealers	\$70.04 K / \$-4	100
Other Miscellaneous Retail Stores	\$211.45 K / \$31.98 K	85
<b>Non-Store Retailers</b>	\$3.96 M / \$563.06 K	86
Mail Order, Catalog Stores	\$3.28 M / \$-11	100
Vending Machines	\$91.87 K / \$-2	100
Fuel Dealers	\$328.71 K / \$563.07 K	-42
Other Direct Selling Establishments	\$252.86 K / \$10	100

## RETAIL GAP EXPANDED REPORT

### Lindale, Texas

### City Limits

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$7.58 M / \$11.68 M	-35
Hotels, Other Travel Accommodations	\$416.29 K / \$216.95 K	48
RV Parks	\$4.33 K / \$50.13 K	-91
Rooming, Boarding Houses	\$2.95 K / \$11	100
Full Service Restaurants	\$3.91 M / \$5.51 M	-29
Limited Service Restaurants	\$2.6 M / \$5.95 M	-56
Special Food Services, Catering	\$659.01 K / -	100
Drinking Places	\$187.19 K / \$141.1 K	25
<b>Gasoline Stations</b>	\$6.5 M / \$12.52 M	-48
<b>Motor Vehicle, Parts Dealers</b>	\$11.85 M / \$3.26 M	72
New Car Dealers	\$9.09 M / \$6	100
Used Car Dealers	\$939.68 K / \$525.74 K	44
Recreational Vehicle Dealers	\$187.74 K / \$11	100
Motorcycle, Boat Dealers	\$408.33 K / \$4	100
Auto Parts, Accessories	\$729.28 K / \$2.48 M	-71
Tire Dealers	\$487.61 K / \$259.46 K	47
2020 Population		6,359
2025 Population		6,718
% Population Change 2020-2025		5.6%
2020 Adult Population Age 18+		4,720
2020 Population Male		3,060
2020 Population Female		3,299
2020 Households		2,269
2020 Median Household Income		59,225
2020 Average Household Income		71,960



# **RETAIL POTENTIAL**



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

**RETAIL POTENTIAL PROFILE**

<b>Lindale, Texas</b>	<b>City Limits</b>
2020 Population	6,359
2025 Population	6,718
% Population Change 2010-2020	32.0%
2020 Adult Population Age 18+	\$4,720
2020 Population Male	\$3,060
2020 Population Female	\$3,299
2020 Households	\$2,269
2020 Median Household Income	\$59,225
2020 Average Household Income	\$71,960
<b>Clothing, Clothing Accessories Stores</b>	<b>\$2.7 M</b>
Men's Clothing Stores	\$95.5 K
Women's Clothing Stores	\$413.25 K
Children's, Infants' Clothing Stores	\$181.38 K
Family Clothing Stores	\$1.1 M
Clothing Accessory Stores	\$88.22 K
Other Apparel Stores	\$134.21 K
Shoe Stores	\$456.89 K
Jewelry Stores	\$208.05 K
Luggage Stores	\$17.47 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$1.31 M</b>
Furniture Stores	\$806.11 K
Floor Covering Stores	\$137.84 K
Other Home Furnishing Stores	\$367.85 K
<b>Electronics, Appliance Stores</b>	<b>\$1 M</b>
<b>Gasoline Stations</b>	<b>\$6.5 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$3.24 M</b>
Home Centers	\$1.53 M
Paint, Wallpaper Stores	\$111.82 K
Hardware Stores	\$140.09 K
Other Building Materials Stores	\$1.08 M
Outdoor Power Equipment Stores	\$51.51 K
Nursery, Garden Stores	\$333.23 K
<b>Food, Beverage Stores</b>	<b>\$8.89 M</b>
Grocery Stores	\$7.95 M
Convenience Stores	\$307.56 K
Meat Markets	\$91.42 K
Fish, Seafood Markets	\$33.15 K
Fruit, Vegetable Markets	\$55.89 K
Other Specialty Food Markets	\$95.46 K
Liquor Stores	\$358.43 K

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## RETAIL POTENTIAL PROFILE

### Lindale, Texas

### City Limits

<b>Health, Personal Care Stores</b>	\$2.17 M
Pharmacy, Drug Stores	\$1.82 M
Cosmetics, Beauty Stores	\$106.19 K
Optical Goods Stores	\$121.39 K
Other Health, Personal Care Stores	\$124.36 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$1.01 M
Sporting Goods Stores	\$550.96 K
Hobby, Toy, Game Stores	\$160.37 K
Sewing, Needlecraft Stores	\$49.42 K
Musical Instrument Stores	\$46.47 K
Book Stores	\$199.65 K
<b>General Merchandise Stores</b>	\$8.66 M
Department Stores	\$2.23 M
Warehouse Superstores	\$5.59 M
Other General Merchandise Stores	\$846.16 K
<b>Miscellaneous Store Retailers</b>	\$1.17 M
Florists	\$41.52 K
Office, Stationary Stores	\$116.04 K
Gift, Souvenir Stores	\$141.4 K
Used Merchandise Stores	\$80.44 K
Pet, Pet Supply Stores	\$474.02 K
Art Dealers	\$38.21 K
Mobile Home Dealers	\$70.04 K
Other Miscellaneous Retail Stores	\$211.45 K
<b>Non-Store Retailers</b>	\$3.96 M
Mail Order, Catalog Stores	\$3.28 M
Vending Machines	\$91.87 K
Fuel Dealers	\$328.71 K
Other Direct Selling Establishments	\$252.86 K
<b>Accommodation, Food Services</b>	\$7.77 M
Hotels, Other Travel Accommodations	\$416.29 K
RV Parks	\$4.33 K
Rooming, Boarding Houses	\$2.95 K
Full Service Restaurants	\$3.91 M
Limited Service Restaurants	\$2.6 M
Special Food Services, Catering	\$659.01 K
Drinking Places	\$187.19 K
<b>Motor Vehicle, Parts Dealers</b>	\$11.85 M
New Car Dealers	\$9.09 M
Used Car Dealers	\$939.68 K
Recreational Vehicle Dealers	\$187.74 K
Motorcycle, Boat Dealers	\$408.33 K
Auto Parts, Accessories	\$729.28 K
Tire Dealers	\$487.61 K

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## **INCOME SUMMARY**

## INCOME SUMMARY REPORT

Lindale, Texas

City Limits

### Population

Estimated Population (2020)	6,359	
Projected Population (2025)	6,718	
Census Population (2010)	4,818	
Census Population (2000)	3,485	
<i>Projected Annual Growth (2020 to 2025)</i>	359	1.1%
<i>Historical Annual Growth (2010 to 2020)</i>	1,541	2.4%
<i>Historical Annual Growth (2000 to 2010)</i>	1,333	3.8%

### Households

Estimated Households (2020)	2,269	
Projected Households (2025)	2,328	
Census Households (2010)	1,708	
Census Households (2000)	1,294	
<i>Projected Annual Growth (2020 to 2025)</i>	59	0.5%
<i>Historical Annual Growth (2010 to 2020)</i>	561	3.3%
<i>Historical Annual Growth (2000 to 2010)</i>	414	3.2%

### Average Household Income

Estimated Average Household Income (2020)	\$71,960	
Projected Average Household Income (2025)	\$82,143	
Census Average Household Income (2010)	\$52,549	
Census Average Household Income (2000)	\$40,549	
<i>Projected Annual Growth (2020 to 2025)</i>	\$10,183	2.8%
<i>Historical Annual Growth (2010 to 2020)</i>	\$19,411	3.7%
<i>Historical Annual Growth (2000 to 2010)</i>	\$12,000	3.0%

### Median Household Income

Estimated Median Household Income (2020)	\$59,225	
Projected Median Household Income (2025)	\$68,631	
Census Median Household Income (2010)	\$45,786	
Census Median Household Income (2000)	\$33,438	
<i>Projected Annual Growth (2020 to 2025)</i>	\$9,406	3.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$13,439	2.9%
<i>Historical Annual Growth (2000 to 2010)</i>	\$12,348	3.7%

### Per Capita Income

Estimated Per Capita Income (2020)	\$25,791	
Projected Per Capita Income (2025)	\$28,574	
Census Per Capita Income (2010)	\$18,607	
Census Per Capita Income (2000)	\$15,161	
<i>Projected Annual Growth (2020 to 2025)</i>	\$2,783	2.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,184	3.9%
<i>Historical Annual Growth (2000 to 2010)</i>	\$3,446	2.3%

### Other Income

Estimated Families (2020)	1,691
Estimated Average Family Income (2020)	\$84,432
Estimated Median Family Income (2020)	\$74,752
Estimated Average Household Net Worth (2020)	\$453,316

# **Void Analysis**

# MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In Lindale	Locations In Lindale
<b>City Limits</b>			
<b>Auto Parts Tires</b>			
AutoZone		1	1
O'Reilly		1	1
<b>Banks</b>			
First Community Bank		1	1
<b>Banks Minor</b>			
Bank		9	9
<b>Clothing Apparel</b>			
Cato		1	1
<b>Convenience Stores</b>			
7-Eleven		1	1
Exxon		1	1
Murphy USA		1	1
RaceWay		1	1
Valero		1	1
<b>Discount Department Stores</b>			
Wal-Mart Supercenter		1	1
<b>Dollar Stores</b>			
Dollar General		1	1
Dollar Tree		1	1
<b>Education</b>			
Day Care		3	3
High School		1	1
PK - 8		4	4
PK - 8 (Private)		1	1
<b>Fitness</b>			

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# MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In Lindale	Locations In Lindale
<b>City Limits</b>			
Anytime Fitness		1	1
<b>Grocery Stores</b>			
Brookshire's		1	1
<b>Health Beauty</b>			
Great Clips		1	1
Sport Clips		1	1
<b>Health Care</b>			
Anesthesiology		1	1
Cardiac Electrophysiology		1	1
Cardiovascular Disease		1	1
Chiropractic		2	2
Clinical Psychologist		1	1
Family Practice		5	5
Internal Medicine		1	1
Interventional Cardiology		1	1
Nurse Practitioner		3	3
Ophthalmology		1	1
Optometry		1	1
Orthopedic Surgery		1	1
Physician Assistant		1	1
Podiatry		2	2
Sleep Laboratory and Medicine		1	1
<b>Home Improvement</b>			
Lowe's		1	1
Sherwin-Williams		1	1
<b>Hotels</b>			

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# MERCHANT VOID ANALYSIS



<b>Lindale, Texas</b>	<b>Closest Location</b>	<b>Locations In Lindale</b>	<b>Locations In Lindale</b>
<b>City Limits</b>			
Americas Best Value Inn		1	1
Best Western Hotels		1	1
Comfort Suites		1	1
Hampton Inn		1	1
Holiday Inn Express		1	1
La Quinta Inn & Suites		1	1
Motel 6		1	1
<b>Restaurants Casual</b>			
Chili's		1	1
Cracker Barrel		1	1
IHOP		1	1
<b>Restaurants Coffee Donuts</b>			
Starbucks		1	1
<b>Restaurants Fast Food Major</b>			
Burger King		1	1
Dairy Queen		1	1
KFC		1	1
McDonald's		1	1
Sonic		2	2
Taco Bell		1	1
<b>Restaurants Fast Food Minor</b>			
Chicken Express		1	1
Long John Silver's		1	1
Whataburger		1	1
Wing Stop		1	1
<b>Restaurants Pizza</b>			

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# MERCHANT VOID ANALYSIS



<b>Lindale, Texas</b>			
<b>City Limits</b>	<b>Closest Location</b>	<b>Locations In Lindale</b>	<b>Locations In Lindale</b>
Domino's Pizza		1	1
Pizza Hut		1	1
<b>Restaurants Sandwich</b>			
Schlotzsky's Deli		1	1
Subway		3	3
<b>Sporting Goods</b>			
Hibbett Sports		1	1
<b>Wireless Stores</b>			
AT&T		1	1
<b>Worship</b>			
Baptist		1	1

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Retail Attractions is an economic development consulting firm specializing in market research, creating effective incentive packages, and retail recruiting. Our firm believes healthy economic development is a process. Retail Attractions partners with our clients in a coordinated and strategic course of action resulting in extraordinary results. Retail Attractions believes smart, successful retail development is a vital part of a community's economic development program. We leverage our national network of relationships and our proven expertise to bring retailers, developers, landowners, and communities together to grow new retail business...one relationship at a time. We collaborate with our client cities to achieve their community goals through retail development. Far beyond concentric rings, drive times, or just another bound report; we develop actionable information and make sure the right people have access to it. In short, we make a difference for your community.

The truth is that anyone or any competent firm can pull demographics for a location based on a radius or a drive time. What makes us different is our custom approach to developing a community's trade area. We evaluate the existing retail options nearby, physical barriers to traffic, natural existing shopping patterns, and the potential draw of new shopping opportunities to develop a customer trade area for each community we serve. Your trade area is prepared by a seasoned retail recruitment professional based on criteria we know is important to the audience who will be receiving the finished marketing materials. We integrate demographic data with data we develop from other sources to create a complete picture of a community...one that will resonate with developers, brokers, and retailers. We work with a community to prepare materials and get them in the hands of interested parties rather than merely deliver data that then the community has to send out on its own. We also recognize that "one size does not fit all" when it comes to trade areas. Some sites may be perfect for grocery stores, with a more localized trade area, while others may support a regional draw. If your community has unique opportunities that require more than one trade area, we deliver what you need rather than forcing your community into our "standard offering."

Retail Attractions sends our custom marketing material, developed for each city based on the unique characteristics and demographic indicators for that city, to our network of developers, brokers, and retailers. In addition, we contact retailers through our accurate, proprietary database to make sure they are aware of the opportunities in your city that match their specs.

We have extensive knowledge of various types of incentives, and their practical application, and the experience to work with city staff to develop a framework for evaluating opportunities and providing creative incentives that result in win-win scenarios for both the public and private sector. Beyond merely a list of incentive possibilities. Retail Attractions serves as an ongoing advisor to the city staff, helping to construct incentives that make sense for the city, meet developer's needs and truly encourage new business development.

Retail Attractions understands municipal government and the interplay of political, financial, and regulatory environments. We also understand how development works and what site selectors, developers, and retail tenants need to see, hear, and feel from a potential location to move forward. Retail Attractions features a team of research and marketing professionals who assist retail recruiters in developing the necessary data and marketing materials to prove the case for investment in your community. Since beginning Retail Attractions, we have helped our clients launch millions of square feet of retail and reap the associated benefits of additional city revenue, plus new goods and services for citizens, and increasing the quality of life in the community.



## RICKEY HAYES, PRINCIPAL

Prior to founding Retail Attractions, LLC, while working in municipal economic development, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with over half of a billion dollars in total value, resulting in a city sales tax and ad valorem based more than triple what it had been. Rickey has developed an extensive personal network of relationships in the area of government relations, retail, restaurant and land development, real estate and site selection, leasing and tenanting, engineering and creative financing and incentives to expedite the success of public/private partnerships for development projects.

Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. He is a member of International Council of Shopping Centers (ICSC). Rickey and his wife, Wendy, live in Owasso, Oklahoma and have four children and four grandchildren.

## MICAH HAYES, CITY DATA/RESEARCH

Micah has been employed by Retail Attractions since the inception and is responsible for the collection of data on our client cities. Micah resides in Austin, Texas.

Sara Stephens

Administrative Assistant/Retail Contacts/Office Manager

Ronald Cates

General Counsel

Robert Nichols

IT/Website & Data Protection

Ted Turner

Sales Tax, Data & Forecasting

Beth Nichols

Graphic Arts/Deliverables/Marketing



## **Our Approach**

Just as every city has distinctive characteristics, every consulting project is unique. Retail Attractions employs proven strategies to achieve economic development and growth in your community. We offer three tiers of contract service in addition to project-based and short-term engagements, allowing us to tailor our services to each client community's individual needs. Unlike "cookie-cutter" approaches to retail development that return little more than a bound document, collaborating with Retail Attractions means you gain an experienced, dedicated staff who will work diligently on your behalf to grow your city. In addition to our tiered services under contract, additional services such as municipal web site development (for the city overall or specifically for economic development), experienced city and economic development PR efforts, and public meetings/input process management are available as well. These types of services either may be included in the contract for an additional cost or may be utilized on a project / as-needed basis by a client city for an additional estimated cost.

## **Market Assessment**

Retail Attractions uses data from a variety of sources to accurately portray the trade area, retail potential and opportunities within a market. Retail Attractions combines physical observation, data-driven research and information, retail site selection methodologies and competitive analysis with personal experience and a reputation for finding the right sites for the right retail boxes to create our market assessment reports. Retail Attractions uses a variety of methodologies in our market analysis and summary's including traffic count data, census blocks, heat maps, void analysis, concentric rings, drive times, and custom trade area polygons.

## **Retail Recruitment**

Our relationships with our clients do not end when we deliver our market assessment report. We promote and actively recruit for our clients throughout the term of their contracts through mail, email, web, phone and personal contacts in our comprehensive nationwide contact database. Our diligent pursuit of development for your community assures your community will be on the radar of appropriate national retailers.

## **The Benefits**

Employing Retail Attractions to fulfill the city's need for an economic development professional allows the city to conserve resources that would otherwise be spent for no direct gain including insurance, employment taxes and other benefits. The city can reap the benefit of utilizing an experienced, successful economic development professional without incurring the expense of a fulltime exempt employee. Retail Attractions is intimately familiar with development dynamics and can bring our experience, network and concentrated approach to bear immediately on behalf of the city. No valuable time is lost through a "learning the process" or "learning the area" acclimation period. Commercial development often feels painfully slow when observing the process from the outside. From initial interest in a site to doors open for business is often an 18 to 24 month process. Retail Attractions will be with you every step of the way to help your community reach its maximum retail potential.

Retail Attractions compiles data from a number of sources including Nielsen-Claritas, Environics, Applied Geographic Solutions (AGS), REGIS, the client City, various state agencies, the US Census Bureau, the US Economic Survey and information from the US Bureau of Labor and other sources plus local data and statistics. The primary sources for the demographic information included in this report are Nielsen-Claritas, Environics, Pop Stats, ESRI, US Postal data, SiteReports and Applied Geographic Solutions (AGS) and REGIS, Regis Radis Sandbox.

Both Nielsen-Claritas and AGS pull data from public and private sources and apply their proprietary algorithm to determine demographic projections and estimates. Retail Attractions has carefully analyzed the resulting statistics and determined the algorithms that best represent the client community and trade area.

Nielsen-Claritas and AGS are highly respected data providers in the retail industry, and both sources calculate estimates for the current year and projections for five years in the future. Both companies produce data at varying geographic levels including national, state, county, city/town, zip code, and block group. These estimates and projections on a defined population can be analyzed according to population characteristics such as age, sex, race, ethnicity, income, education, occupation, housing or rate of growth.

The demographic data contained in this report comes from all of our data sources, and the opportunity gap data comes primarily from Nielsen-Claritas Retail Market Power™ (RMP). The RMP data allows the comparison of supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level.

Neilson has relaunched and reformatted all the Claritas data in a new and improved platform. Retail Attractions has recently collaborated with PiinPoint, a New York data company with some of the most unique retail data and market information available to provide a client's with another source of valuable market data and information.

We will be happy to discuss or answer any questions regarding the data used in this report.