

SCHULENBURG, TEXAS

Market Guide

City Contact Information

Tami Walker
City Administrator/City Secretary
City of Schulenburg

t.walker@schulenburgtx.org

(979) 743-4126 (office)
(979) 743-4398 (fax)

Peer Analysis

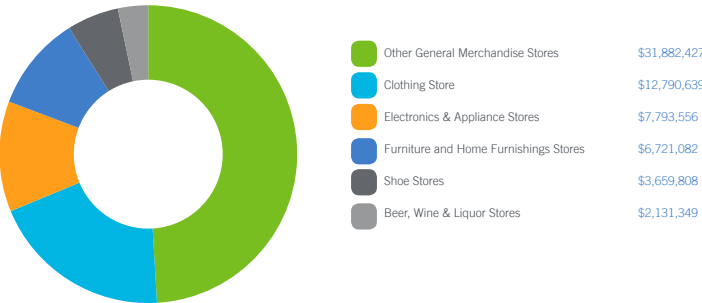
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Breckenridge, TX	3215 W Walker St
Eastland, TX	1371 E Main St
Yoakum, TX	304 W Grand Ave
Caldwell, TX	403 W Highway 21
Bowie, TX	1500 Highway 59 N
Fairfield, TX	300 W Commerce St

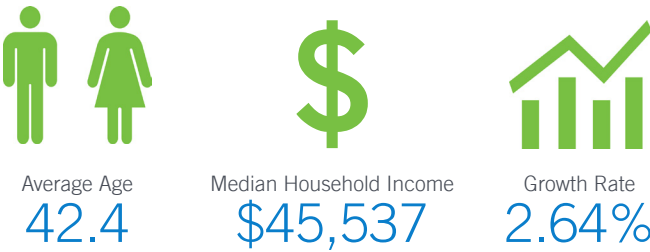
GAP Analysis \$64,978,861 (Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.

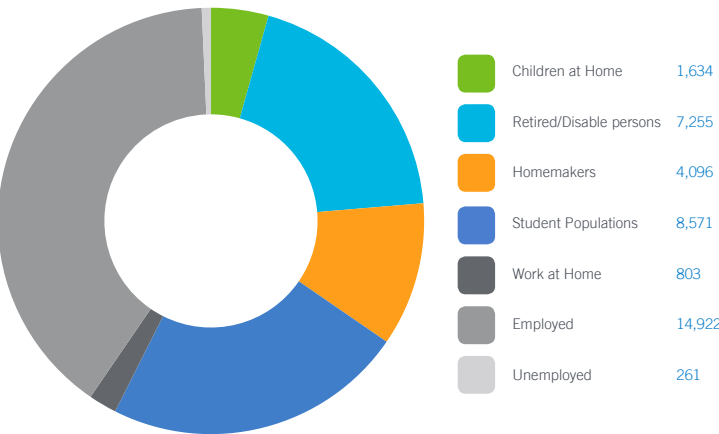


Demographics

(10-Minute Drive Time)



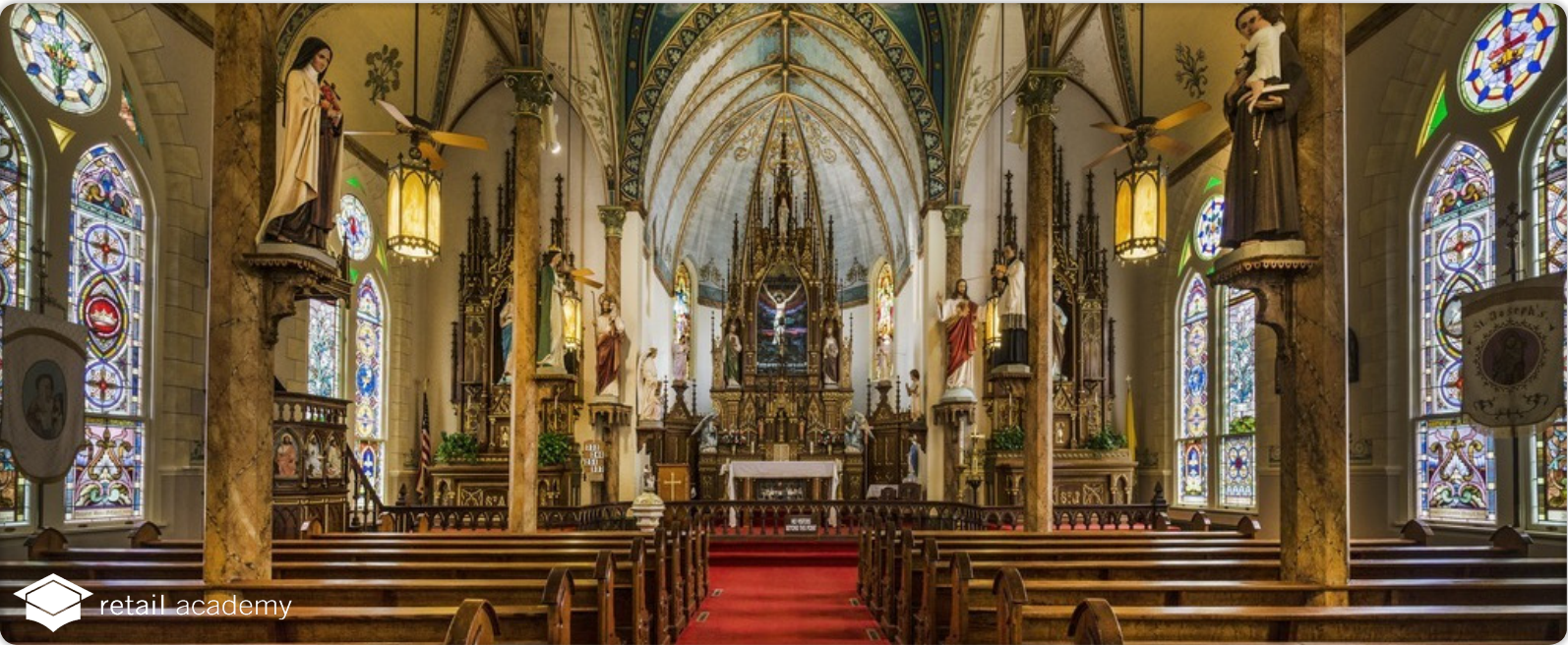
Daytime Population 37,542 (Custom Trade Area)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	3,646	4,441	10,143
Daytime Population	4,655	5,089	9,865
Median HH Income	\$41,488	\$43,546	\$50,263
Number of Households	1,427	1,763	4,133

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	3,339	6,172	11,130
Daytime Population	4,494	8,063	11,674
Median HH Income	\$41,183	\$45,537	\$48,297
Number of Households	1,298	2,451	4,460

*Source: STI PopStats

