



BARTONVILLE COMMUNITY DEVELOPMENT CORPORATION AGENDA

February 08, 2023 at 6:00 PM

Town Hall - 1941 E. Jeter Road, Bartonville, TX 76226

A. CALL MEETING TO ORDER

B. PUBLIC PARTICIPATION

The purpose of this item is to allow citizens an opportunity to address the BCDC Board on issues that are not the subject of a public hearing. Items which require a public hearing will allow citizens or visitors to speak at the time that item is introduced on the agenda. No formal action can be taken by the Board on items that are not posted on the agenda.

C. REGULAR ITEMS

1. Consider approval of the January 11, 2023, meeting minutes.
2. Retail Marketing Analysis - Retail Coach.
3. Discuss and consider approval of a Third Amended and Restated Performance Agreement by and between the Bartonville Community Development Corporation and Cloud 9 Management LLC.
4. Discuss and consider a funding application from Cloud 9 Management LLC.
5. Receive an update on the BCDC Business Survey.
6. Discussion on development activity (new businesses, prospective businesses, expansion of businesses).
7. Discussion on marketing, promotional items, and advertising of local businesses.

D. FUTURE ITEMS

E. ADJOURNMENT

I hereby certify that this Notice of Meeting was posted on the Town Website, and on the bulletin board, at Town Hall of the Town of Bartonville, Texas, a place convenient and readily accessible to the public at all times. Said Notice was posted on the following date and time; and remained posted continuously prior to the scheduled time of said meeting and shall remain posted until meeting is adjourned.

/s/ Tammy Dixon, Town Secretary

Posted: February 3, 2023 at 4:00 PM



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE February 8, 2023

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Consider approval of the January 11, 2023, meeting minutes.

SUMMARY:

This item is to consider approval of the January 11, 2023 meeting minutes.

ATTACHMENTS:

Draft meeting minutes

THE BARTONVILLE COMMUNITY DEVELOPMENT CORPORATION MEETING HELD ON THE 11th DAY OF JANUARY 2023, AT BARONVILLE TOWN HALL, 1941 E. JETER ROAD, BARTONVILLE, TEXAS, AT 6:00P.M.

Item C1.

The Community Development Corporation met in a meeting with the following members present:

Brenda Latham, Chair
Dwain Skrobarcek, Vice Chair
Randy Van Alstine
Jim Langford
Jim Foringer

with the following members absent: Terry Rock and James Kennemer

Also present: Tammy Dixon, Town Secretary.

A. CALL TO ORDER

Chairperson Latham called the meeting to order at 6:00 p.m.

B. PUBLIC PARTICIPATION

There was none.

C. REGULAR ITEMS

1. Consider approval of the December 14, 2022, meeting minutes.

Randy Van Alstine moved to approve the December 14, 2022, meeting minutes. Jim Foringer seconded the motion. The motion carried by vote of 5 to 0.

2. Discussion and possible action regarding the annual BCDC Business Survey.

The board reviewed the survey questions and requested the survey be sent by the end of January and to provide approximately 30 days for businesses to complete.

3. Discussion on development activity (new businesses, prospective businesses, expansion of businesses).

Ms. Dixon stated that Cloud 9's groundbreaking was scheduled for Monday, January 16, 2023, at 4:00 p.m.

4. Discussion on marketing, promotional items, and advertising of local businesses.

No discussion.

D. FUTURE ITEMS

Cell Phone Analysis and Retail Trade Reports by Retail Coach
Business Retention and Expansion (BRE) Discussion
Resources for Businesses

F. ADJOURNMENT

Chairperson Latham adjourned the meeting at 6:26 p.m.

APPROVED this the 8th day of February 2023.

Approved:

Brenda Latham, Chair

Attest:

Tammy Dixon, Town Secretary



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE February 8, 2023

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Retail Marketing Analysis - Retail Coach.

SUMMARY:

Per the Board's request, Retail Coach is providing an updated Retail Marketing Analysis. Mr. Farmer will be presenting the analysis.

ATTACHMENT

Retail Marketing Analysis



The**Retail**Coach®

Community Demographic Profile

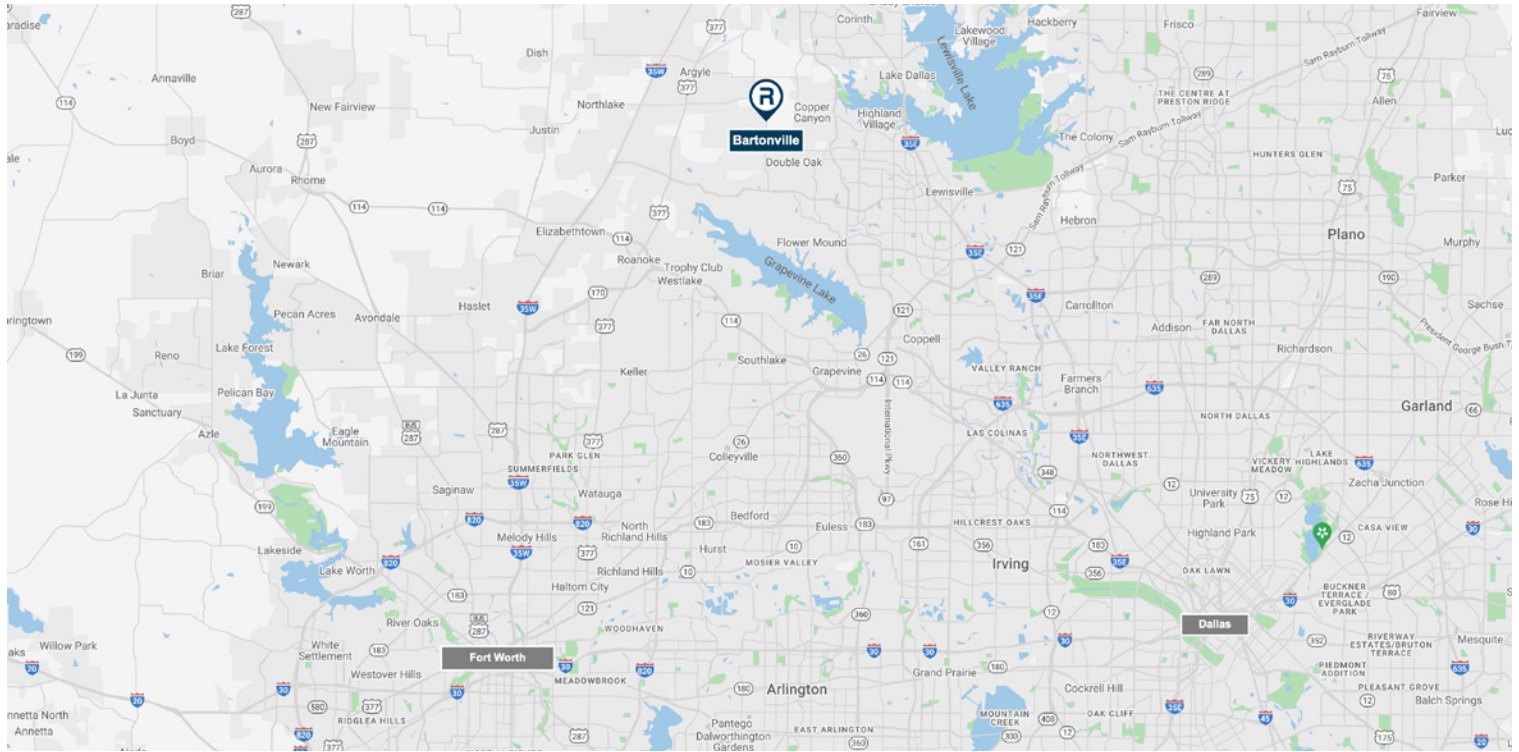
BARTONVILLE, TEXAS

Prepared for Town of Bartonville
January 2023

Community • Demographic Snapshot

Bartonville, Texas

Item C2.



Population

2020	1,725	0 - 9 Years	8.73%
2023	1,879	10 - 17 Years	10.96%
2028	2,041	18 - 24 Years	8.41%

Educational Attainment (%)

Graduate or Professional Degree	12.36%	25 - 34 Years	14.26%
Bachelors Degree	31.61%	35 - 44 Years	8.62%
Associate Degree	8.14%	45 - 54 Years	13.25%
Some College	18.36%	55 - 64 Years	16.87%
High School Graduate (GED)	21.39%	65 and Older	18.89%
Some High School, No Degree	1.55%	Median Age	43.94
Less than 9th Grade	6.59%	Average Age	42.30

Income

Average HH	\$171,048	White	74.03%
Median HH	\$131,385	Black/African American	1.22%
Per Capita	\$56,257	American Indian/Alaskan	1.33%
		Asian	2.45%
		Native Hawaiian/Islander	0.00%
		Other Race	6.12%
		Two or More Races	14.85%
		Hispanic	22.25%

Race Distribution (%)



Tammy Dixon, TRMC, CMC
Town of Bartonville
Town Secretary

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Community • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
Population		
2028 Projection	2,041	
2023 Estimate	1,879	
2020 Census	1,725	
2010 Census	1,367	
Growth 2023 - 2028		8.62%
Growth 2020 - 2023		8.93%
Growth 2010 - 2020		26.19%
2023 Est. Population by Single-Classification Race	1,879	
White Alone	1,391	74.03%
Black or African American Alone	23	1.22%
Amer. Indian and Alaska Native Alone	25	1.33%
Asian Alone	46	2.45%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	115	6.12%
Two or More Races	279	14.85%
2023 Est. Population by Hispanic or Latino Origin	1,879	
Not Hispanic or Latino	1,461	77.75%
Hispanic or Latino	418	22.25%
Mexican	351	83.97%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	67	16.03%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	418	
White Alone	80	19.14%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	7	1.67%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	107	25.60%
Two or More Races	224	53.59%
2023 Est. Pop by Race, Asian Alone, by Category	46	
Chinese, except Taiwanese	6	13.04%
Filipino	1	2.17%
Japanese	0	0.00%
Asian Indian	3	6.52%
Korean	3	6.52%
Vietnamese	9	19.57%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	24	52.17%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	1,879	
Arab	1	0.05%
Czech	19	1.01%
Danish	17	0.91%
Dutch	44	2.34%
English	106	5.64%
French (except Basque)	5	0.27%
French Canadian	1	0.05%
German	285	15.17%
Greek	2	0.11%
Hungarian	1	0.05%
Irish	148	7.88%
Italian	41	2.18%
Lithuanian	10	0.53%
United States or American	89	4.74%
Norwegian	4	0.21%
Polish	20	1.06%
Portuguese	1	0.05%
Russian	6	0.32%
Scottish	18	0.96%
Scotch-Irish	14	0.75%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	19	1.01%
Swiss	0	0.00%
Ukrainian	6	0.32%
Welsh	8	0.43%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	790	42.04%
Ancestry Unclassified	224	11.92%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,278	70.92%
Speak Asian/Pacific Island Language at Home	7	0.39%
Speak IndoEuropean Language at Home	18	1.00%
Speak Spanish at Home	490	27.19%
Speak Other Language at Home	9	0.50%

Community • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Population by Age	1,879	
Age 0 - 4	77	4.10%
Age 5 - 9	87	4.63%
Age 10 - 14	123	6.55%
Age 15 - 17	83	4.42%
Age 18 - 20	72	3.83%
Age 21 - 24	86	4.58%
Age 25 - 34	268	14.26%
Age 35 - 44	162	8.62%
Age 45 - 54	249	13.25%
Age 55 - 64	317	16.87%
Age 65 - 74	224	11.92%
Age 75 - 84	110	5.85%
Age 85 and over	21	1.12%
Age 16 and over	1,565	83.29%
Age 18 and over	1,509	80.31%
Age 21 and over	1,437	76.48%
Age 65 and over	355	18.89%
2023 Est. Median Age		43.94
2023 Est. Average Age		42.30
2023 Est. Population by Sex	1,879	
Male	931	49.55%
Female	948	50.45%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	931	
Age 0 - 4	40	4.30%
Age 5 - 9	46	4.94%
Age 10 - 14	65	6.98%
Age 15 - 17	43	4.62%
Age 18 - 20	37	3.97%
Age 21 - 24	44	4.73%
Age 25 - 34	135	14.50%
Age 35 - 44	73	7.84%
Age 45 - 54	121	13.00%
Age 55 - 64	162	17.40%
Age 65 - 74	105	11.28%
Age 75 - 84	53	5.69%
Age 85 and over	7	0.75%
2023 Est. Median Age, Male		42.73
2023 Est. Average Age, Male		41.50
2023 Est. Female Population by Age	948	
Age 0 - 4	37	3.90%
Age 5 - 9	41	4.33%
Age 10 - 14	58	6.12%
Age 15 - 17	40	4.22%
Age 18 - 20	35	3.69%
Age 21 - 24	42	4.43%
Age 25 - 34	133	14.03%
Age 35 - 44	89	9.39%
Age 45 - 54	128	13.50%
Age 55 - 64	155	16.35%
Age 65 - 74	119	12.55%
Age 75 - 84	57	6.01%
Age 85 and over	14	1.48%
2023 Est. Median Age, Female		44.90
2023 Est. Average Age, Female		43.00

Community • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	395	24.81%
Males, Never Married	259	16.27%
Females, Never Married	136	8.54%
Married, Spouse present	1,013	63.63%
Married, Spouse absent	23	1.44%
Widowed	49	3.08%
Males Widowed	14	0.88%
Females Widowed	35	2.20%
Divorced	112	7.04%
Males Divorced	46	2.89%
Females Divorced	66	4.15%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	89	6.59%
Some High School, no diploma	21	1.55%
High School Graduate (or GED)	289	21.39%
Some College, no degree	248	18.36%
Associate Degree	110	8.14%
Bachelor's Degree	427	31.61%
Master's Degree	126	9.33%
Professional School Degree	14	1.04%
Doctorate Degree	27	2.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	106	43.62%
High School Graduate	92	37.86%
Some College or Associate's Degree	38	15.64%
Bachelor's Degree or Higher	7	2.88%
Households		
2028 Projection	671	
2023 Estimate	618	
2020 Census	565	
2010 Census	452	
Growth 2023 - 2028		8.58%
Growth 2020 - 2023		9.38%
Growth 2010 - 2020		25.00%
2023 Est. Households by Household Type		
Family Households	517	83.66%
Nonfamily Households	101	16.34%
2023 Est. Group Quarters Population		
	0	
2023 Households by Ethnicity, Hispanic/Latino		
	98	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	13	2.10%
Income \$15,000 - \$24,999	72	11.65%
Income \$25,000 - \$34,999	13	2.10%
Income \$35,000 - \$49,999	19	3.07%
Income \$50,000 - \$74,999	67	10.84%
Income \$75,000 - \$99,999	73	11.81%
Income \$100,000 - \$124,999	42	6.80%
Income \$125,000 - \$149,999	39	6.31%
Income \$150,000 - \$199,999	92	14.89%
Income \$200,000 - \$249,999	64	10.36%
Income \$250,000 - \$499,999	81	13.11%
Income \$500,000+	43	6.96%
2023 Est. Average Household Income		
		\$171,048
2023 Est. Median Household Income		
		\$131,385
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$134,816
Black or African American Alone		\$25,000
American Indian and Alaska Native Alone		\$196,650
Asian Alone		\$187,499
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$91,243
Two or More Races		\$190,811
Hispanic or Latino		\$53,312
Not Hispanic or Latino		\$184,860
2023 Est. Family HH Type by Presence of Own Child.		
	517	
Married-Couple Family, own children	220	42.55%
Married-Couple Family, no own children	233	45.07%
Male Householder, own children	9	1.74%
Male Householder, no own children	11	2.13%
Female Householder, own children	22	4.25%
Female Householder, no own children	22	4.25%
2023 Est. Households by Household Size		
	618	
1-person	89	14.40%
2-person	250	40.45%
3-person	91	14.73%
4-person	64	10.36%
5-person	42	6.80%
6-person	4	0.65%
7-or-more-person	78	12.62%
2023 Est. Average Household Size		
		3.04

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Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	618	
Households with 1 or More People under Age 18:	272	44.01%
Married-Couple Family	232	85.29%
Other Family, Male Householder	11	4.04%
Other Family, Female Householder	27	9.93%
Nonfamily, Male Householder	1	0.37%
Nonfamily, Female Householder	1	0.37%
Households with No People under Age 18:	346	
Married-Couple Family	222	64.16%
Other Family, Male Householder	9	2.60%
Other Family, Female Householder	16	4.62%
Nonfamily, Male Householder	54	15.61%
Nonfamily, Female Householder	45	13.01%
2023 Est. Households by Number of Vehicles	618	
No Vehicles	0	0.00%
1 Vehicle	80	12.95%
2 Vehicles	244	39.48%
3 Vehicles	190	30.74%
4 Vehicles	79	12.78%
5 or more Vehicles	25	4.04%
2023 Est. Average Number of Vehicles		2.6
Family Households		
2028 Projection	562	
2023 Estimate	517	
2010 Census	380	
Growth 2023 - 2028		8.70%
Growth 2010 - 2023		36.05%
2023 Est. Families by Poverty Status	517	
2023 Families at or Above Poverty	433	83.75%
2023 Families at or Above Poverty with Children	168	32.50%
2023 Families Below Poverty	84	16.25%
2023 Families Below Poverty with Children	75	14.51%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	943	60.26%
Civilian Labor Force, Unemployed	50	3.19%
Armed Forces	0	0.00%
Not in Labor Force	572	36.55%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	972	
For-Profit Private Workers	665	68.42%
Non-Profit Private Workers	37	3.81%
Local Government Workers	7	0.72%
State Government Workers	21	2.16%
Federal Government Workers	44	4.53%
Self-Employed Workers	189	19.44%
Unpaid Family Workers	9	0.93%
2023 Est. Civ. Employed Pop 16+ by Occupation	972	
Architect/Engineer	14	1.44%
Arts/Entertainment/Sports	11	1.13%
Building Grounds Maintenance	45	4.63%
Business/Financial Operations	56	5.76%
Community/Social Services	19	1.96%
Computer/Mathematical	38	3.91%
Construction/Extraction	24	2.47%
Education/Training/Library	39	4.01%
Farming/Fishing/Forestry	4	0.41%
Food Prep/Serving	125	12.86%
Health Practitioner/Technician	55	5.66%
Healthcare Support	9	0.93%
Maintenance Repair	7	0.72%
Legal	4	0.41%
Life/Physical/Social Science	2	0.21%
Management	206	21.19%
Office/Admin. Support	59	6.07%
Production	51	5.25%
Protective Services	8	0.82%
Sales/Related	113	11.63%
Personal Care/Service	10	1.03%
Transportation/Moving	73	7.51%
2023 Est. Pop 16+ by Occupation Classification	972	
White Collar	616	63.37%
Blue Collar	155	15.95%
Service and Farm	201	20.68%
2023 Est. Workers Age 16+ by Transp. to Work	955	
Drove Alone	723	75.71%
Car Pooled	18	1.88%
Public Transportation	0	0.00%
Walked	58	6.07%
Bicycle	0	0.00%
Other Means	21	2.20%
Worked at Home	135	14.14%

Community • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	183	
15 - 29 Minutes	304	
30 - 44 Minutes	163	
45 - 59 Minutes	80	
60 or more Minutes	70	
2023 Est. Avg Travel Time to Work in Minutes		30
2023 Est. Occupied Housing Units by Tenure	618	
Owner Occupied	552	89.32%
Renter Occupied	66	10.68%
2023 Owner Occ. HUs: Avg. Length of Residence		10.60 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.50 [†]
2023 Est. Owner-Occupied Housing Units by Value	618	
Value Less than \$20,000	48	8.70%
Value \$20,000 - \$39,999	12	2.17%
Value \$40,000 - \$59,999	33	5.98%
Value \$60,000 - \$79,999	3	0.54%
Value \$80,000 - \$99,999	2	0.36%
Value \$100,000 - \$149,999	4	0.73%
Value \$150,000 - \$199,999	3	0.54%
Value \$200,000 - \$299,999	4	0.73%
Value \$300,000 - \$399,999	32	5.80%
Value \$400,000 - \$499,999	47	8.52%
Value \$500,000 - \$749,999	106	19.20%
Value \$750,000 - \$999,999	97	17.57%
Value \$1,000,000 or \$1,499,999	106	19.20%
Value \$1,500,000 or \$1,999,999	28	5.07%
Value \$2,000,000+	27	4.89%
2023 Est. Median All Owner-Occupied Housing Value		\$705,626
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	451	68.96%
1 Unit Attached	4	0.61%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	199	30.43%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	116	17.74%
Housing Units Built 2010 to 2014	53	8.10%
Housing Units Built 2000 to 2009	97	14.83%
Housing Units Built 1990 to 1999	175	26.76%
Housing Units Built 1980 to 1989	111	16.97%
Housing Units Built 1970 to 1979	76	11.62%
Housing Units Built 1960 to 1969	13	1.99%
Housing Units Built 1950 to 1959	4	0.61%
Housing Units Built 1940 to 1949	7	1.07%
Housing Unit Built 1939 or Earlier	2	0.31%
2023 Est. Median Year Structure Built		1996

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**Retail**Coach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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The**Retail**Coach®

Bartonville Town Center Mobile Data Survey

BARTONVILLE, TEXAS

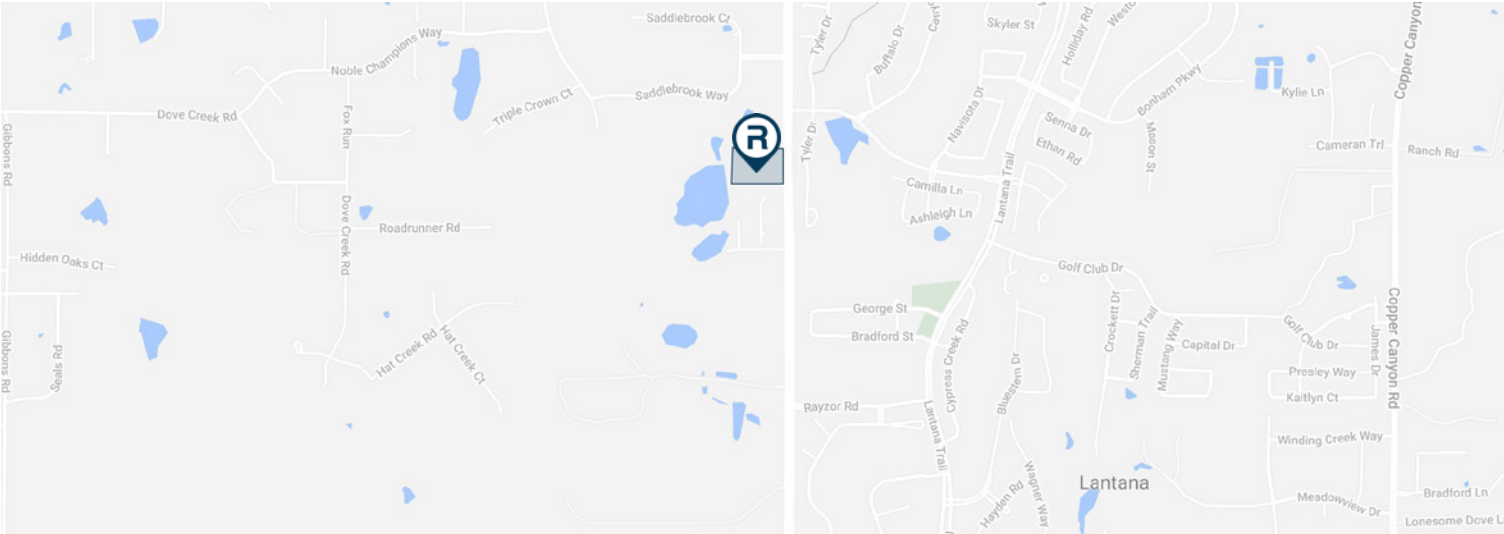


Prepared for Town of Bartonville
January 1, 2022 - December 31, 2022

Bartonville Town Center • Mobile Data Analysis

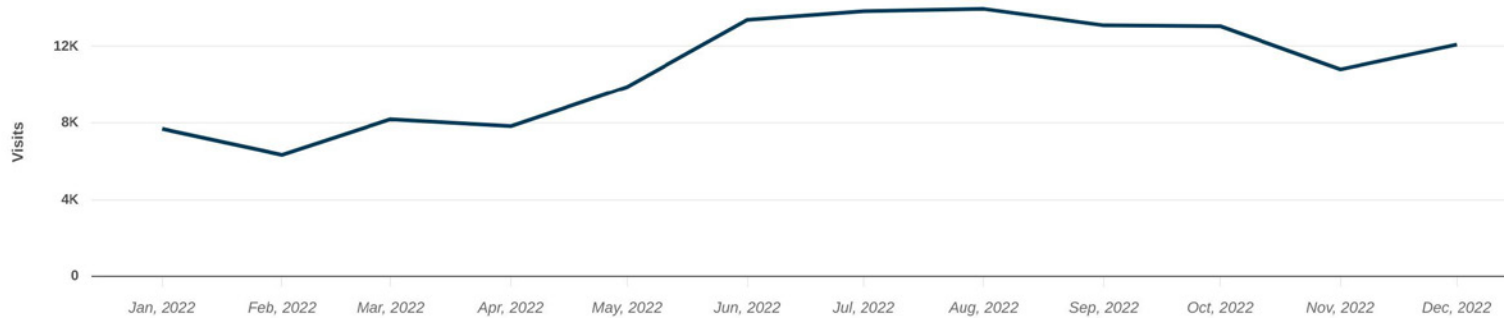
Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.



Est. # of Visits	130.1K
Est. # of Customers	48.2K
Visit Frequency	2.72
Average Dwell Time	83 Minutes

Visit Trend

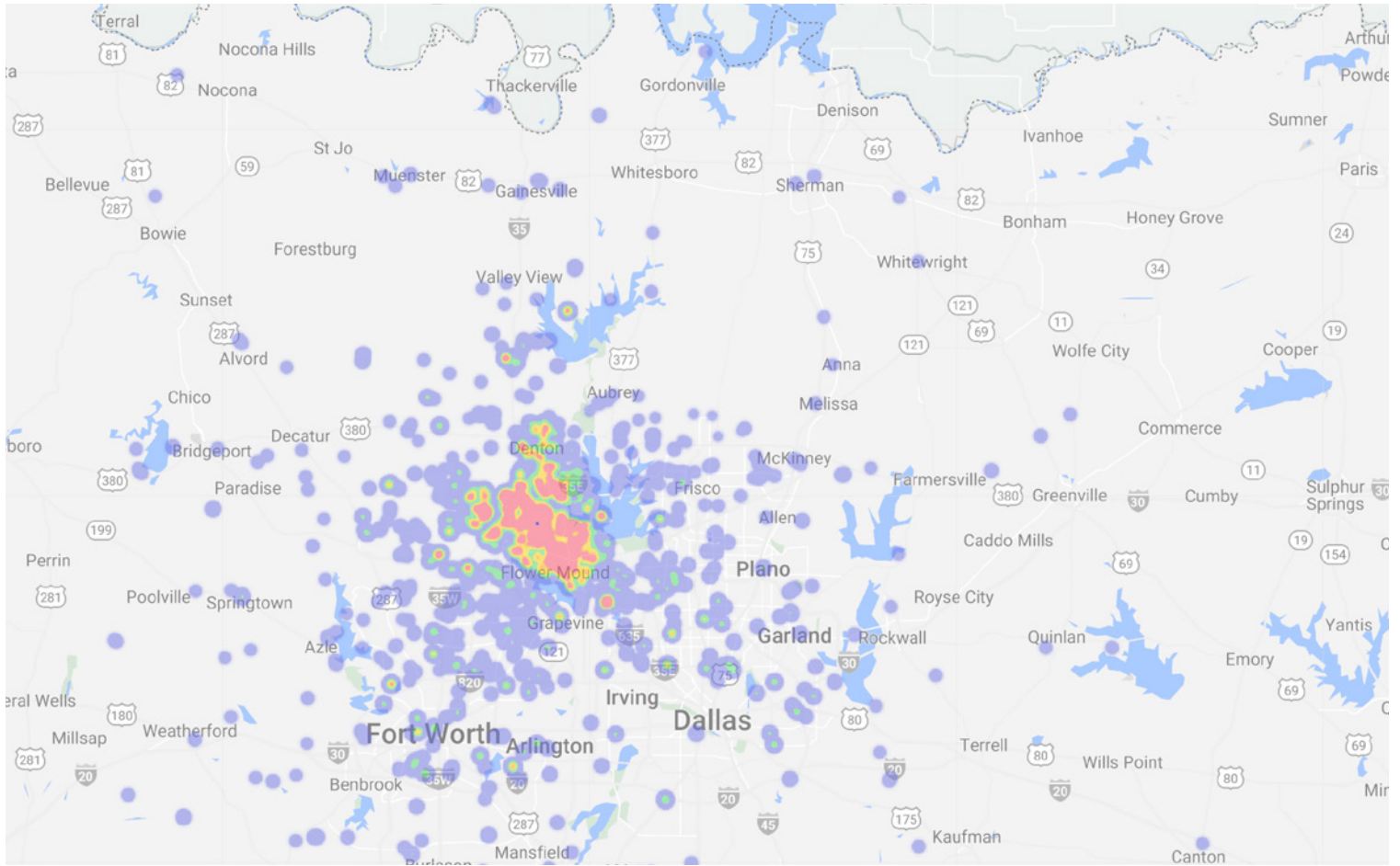


Bartonville Town Center • Mobile Data Analysis

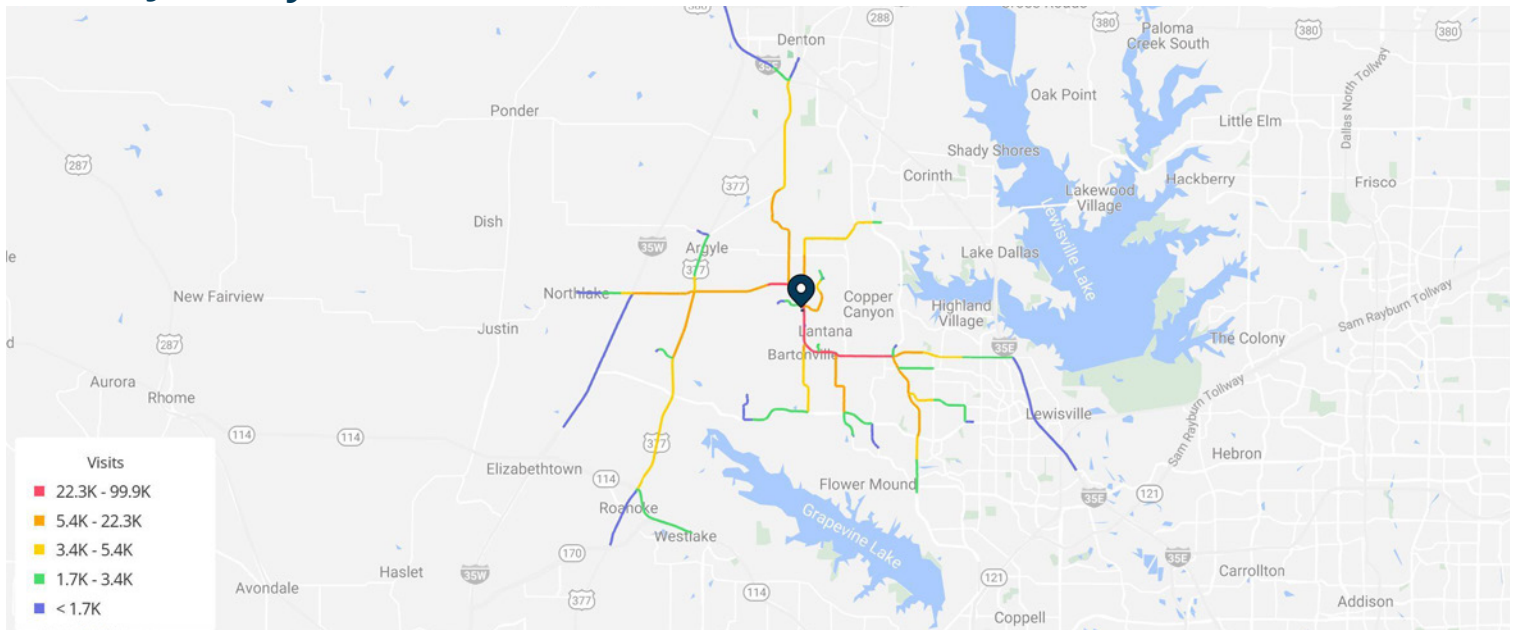
Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

Trade Area - Home Locations



Visitor Journey - Routes

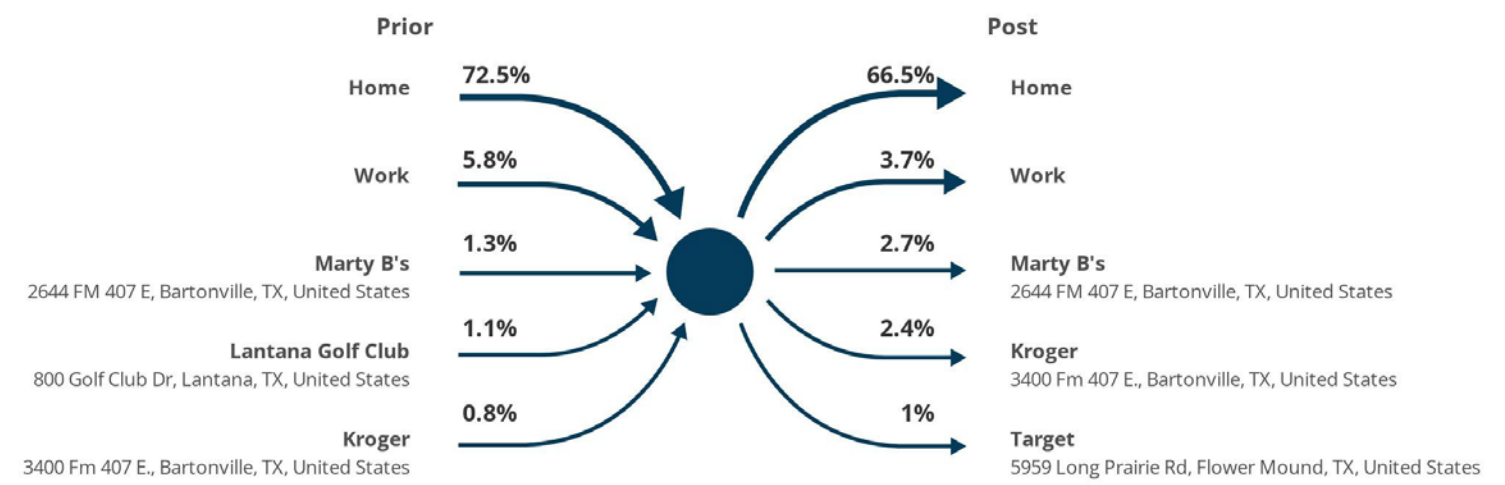


Bartonville Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

Customer Journey



Favorite Places

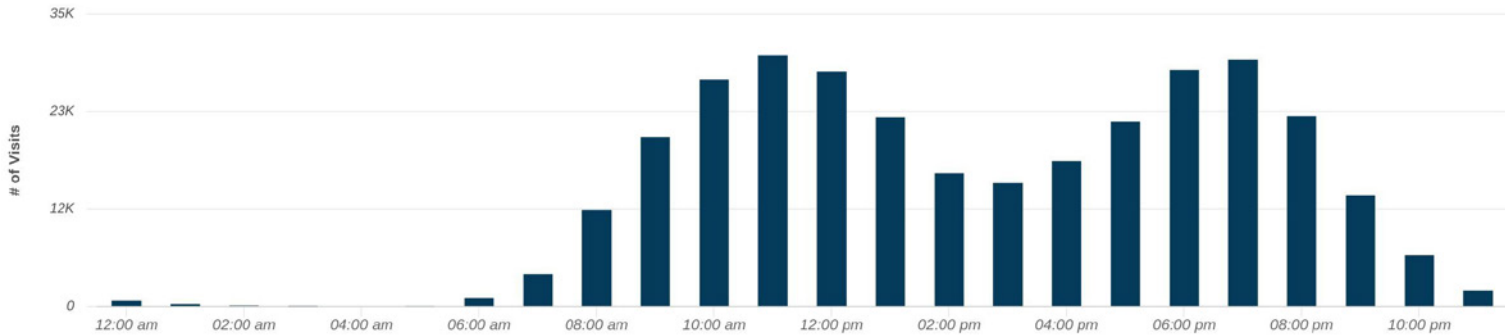
Rank	Name	Distance	Visitors
1	The Shops at Highland Village / 1701 Shoal Creek, Highland Village, TX 75077	3 mi	34.5K (71.5%)
2	The Marketplace at Highland Village / 3076 Justin Rd Highland Village, null, TX 75077	3.3 mi	32.8K (68%)
3	Dallas-Fort Worth International Airport / 2400 Aviation Drive, Dallas, TX 75261	14.5 mi	31.1K (64.5%)
4	Robertson's Creek Shopping Center / 5801 Long Prairie Rd, Flower Mound, TX 75028	3.5 mi	29.5K (61.2%)
5	Highlands Ranch / 6220 Long Prairie Rd, Flower Mound, TX 75028	3.4 mi	28.7K (59.5%)
6	Lantana Town Center / 3600 FM 407 East, Bartonville, TX 76226-9705	1.2 mi	28.4K (58.9%)
7	Highlands Plaza / 3651 Justin Rd, Flower Mound, TX 75028	3.1 mi	28.3K (58.9%)
8	Target / 5959 Long Prairie Rd, Flower Mound, TX 75028	3.3 mi	25.9K (53.8%)
9	Grapevine Mills / 3000 Grapevine Mills Pkwy, Grapevine, TX 76051	10.3 mi	25.1K (52.1%)
10	Marty B's / 2644 FM 407 E, Bartonville, TX 76226	0.1 mi	23.6K (49.1%)

Bartonville Town Center • Mobile Data Analysis

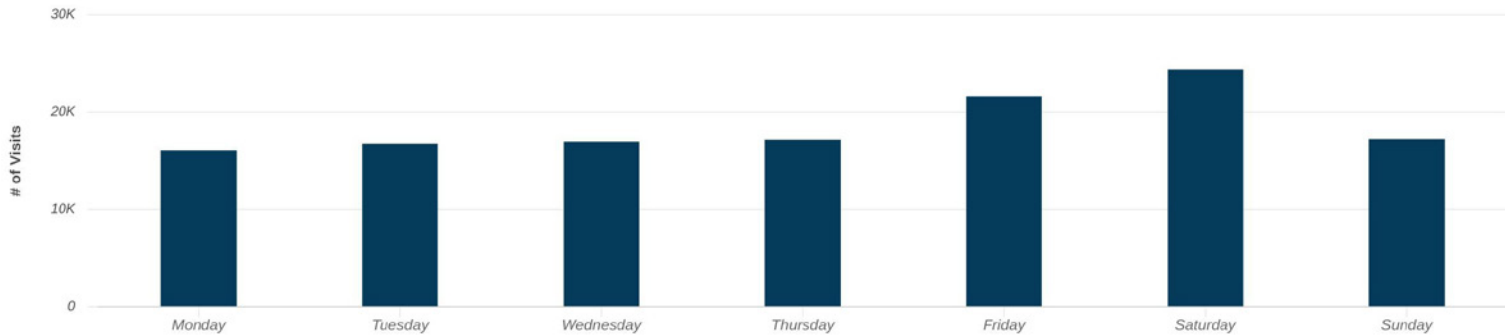
Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

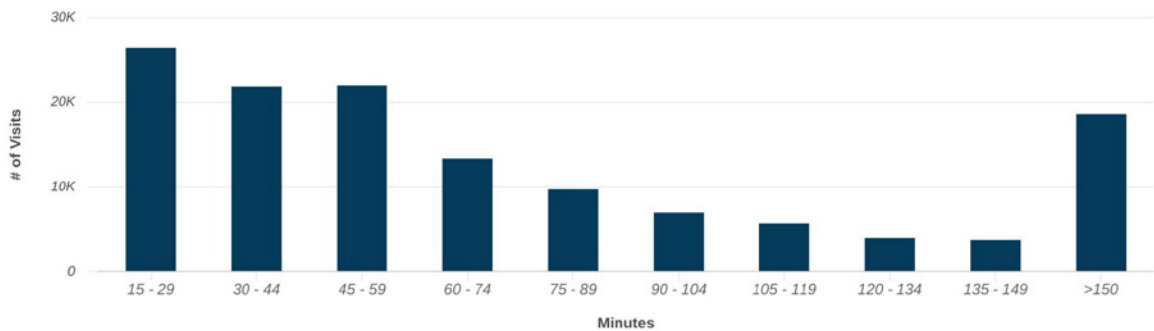
Hourly Visits



Daily Visits



Length of Stay



Average Stay	83 min
Median Stay	57 min

Bartonville Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Argyle	TX	76226	35.23
Flower Mound	TX	75022	7.59
Flower Mound	TX	75028	7.57
Lewisville	TX	75077	7.45
Denton	TX	76210	5.47
Roanoke	TX	76262	2.13
Coppell	TX	75019	1.78
Justin	TX	76247	1.71
Denton	TX	76209	1.19
Lewisville	TX	75067	1.16
Fayetteville	AR	72701	1.02
Denton	TX	76207	1.00
Denton	TX	76201	0.99
Denton	TX	76205	0.83
Sanger	TX	76266	0.72
Denton	TX	76208	0.66
Lake Dallas	TX	75065	0.46
Grapevine	TX	76051	0.42
Valley View	TX	76272	0.36
Decatur	TX	76234	0.34
Jacksonville	NC	28546	0.32
College Station	TX	77840	0.31
Fort Worth	TX	76135	0.30
Coronado	CA	92118	0.30
Southlake	TX	76092	0.28
Krum	TX	76249	0.28
Midlothian	TX	76065	0.28
Lewisville	TX	75057	0.27
Rhome	TX	76078	0.27
Ponder	TX	76259	0.26
Carrollton	TX	75007	0.26
Dallas	TX	75234	0.25
Arlington	TX	76016	0.25
Keller	TX	76244	0.25
Fort Worth	TX	76177	0.22

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Frisco	TX	75034	0.21
Tustin	CA	92780	0.20
The Colony	TX	75056	0.20
Keller	TX	76248	0.19
Fort Worth	TX	76107	0.19
Trabuco Canyon	CA	92679	0.18
Carrollton	TX	75006	0.18
Fort Worth	TX	76131	0.17
Stephenville	TX	76401	0.17
Haslet	TX	76052	0.17
Lahaina	HI	96761	0.16
Waco	TX	76706	0.16
Dallas	TX	75220	0.15
Little Elm	TX	75068	0.15
Aubrey	TX	76227	0.15
Pensacola	FL	32508	0.15
Fort Worth	TX	76137	0.14
Dallas	TX	75225	0.14
Fort Worth	TX	76110	0.13
Waco	TX	76798	0.13
Birmingham	AL	35209	0.13
Edwards	CO	81632	0.13
Stillwater	OK	74078	0.12
Fort Worth	TX	76109	0.11
Fort Worth	TX	76179	0.11
Oak Park	CA	91377	0.11
Dallas	TX	75287	0.11
Dallas	TX	75248	0.11
Dallas	TX	75217	0.11
Austin	TX	78705	0.11
Irving	TX	75062	0.11
Bedford	TX	76021	0.11
Mesquite	TX	75150	0.11
Hurst	TX	76053	0.11
Denver	CO	80226	0.11

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The**Retail**Coach®

Lantana Town Center Mobile Data Survey

BARTONVILLE, TEXAS



Prepared for Town of Bartonville
January 1, 2022 - December 31, 2022

Lantana Town Center • Mobile Data Analysis

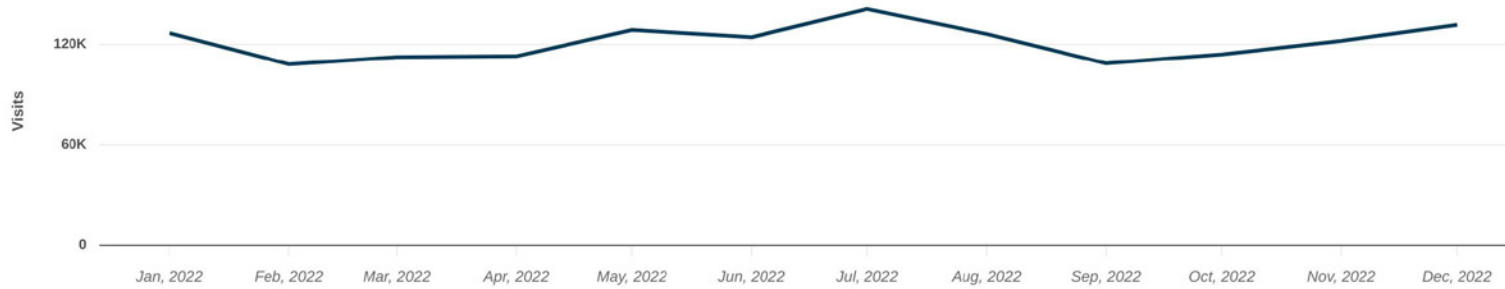
Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.



Est. # of Visits	1.5M
Est. # of Customers	198.8K
Visit Frequency	7.33
Average Dwell Time	47 Minutes

Visit Trend

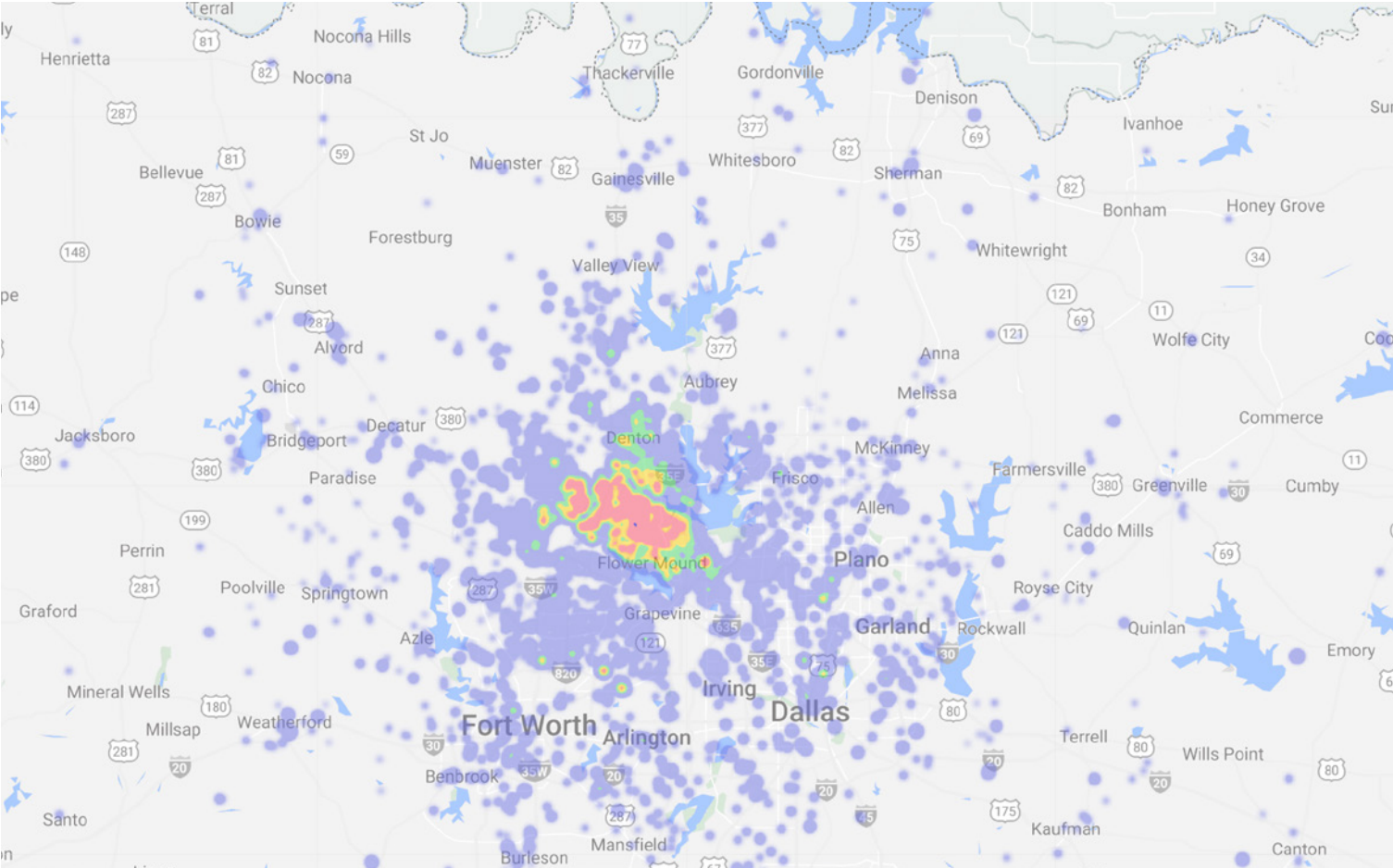


Lantana Town Center • Mobile Data Analysis

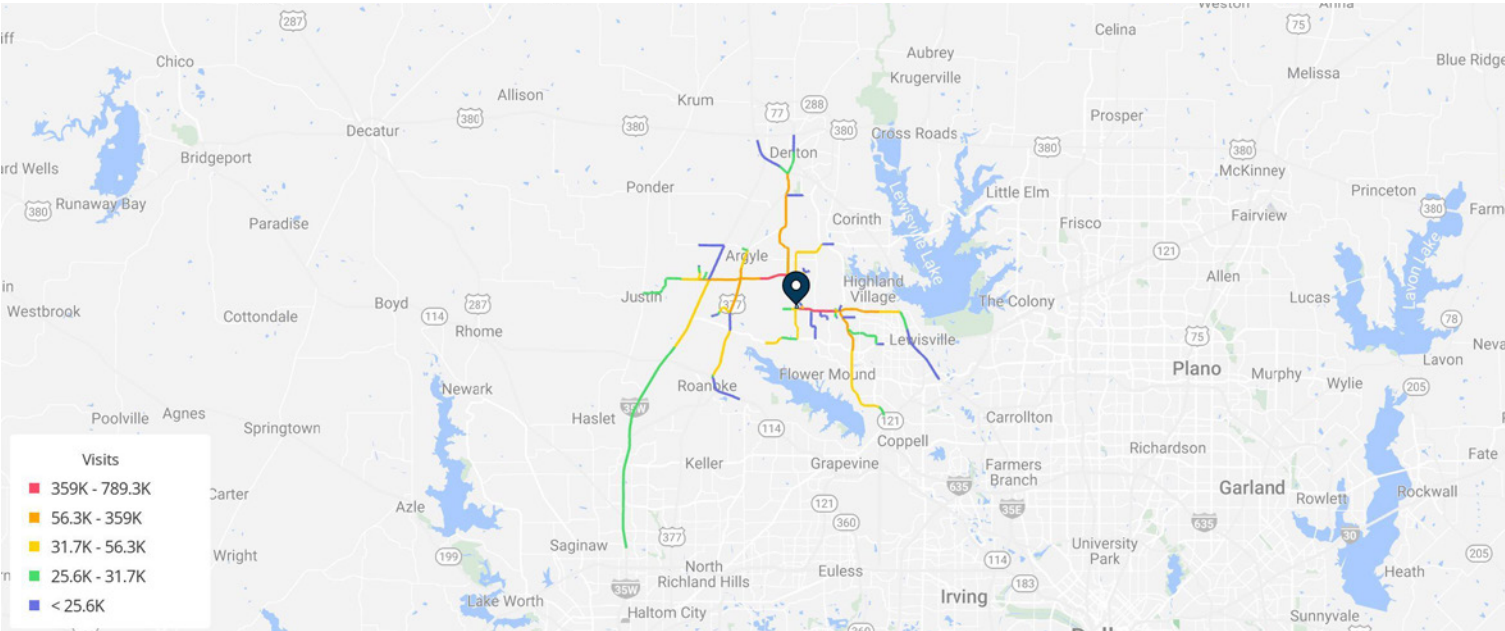
Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

Trade Area - Home Locations



Visitor Journey - Routes

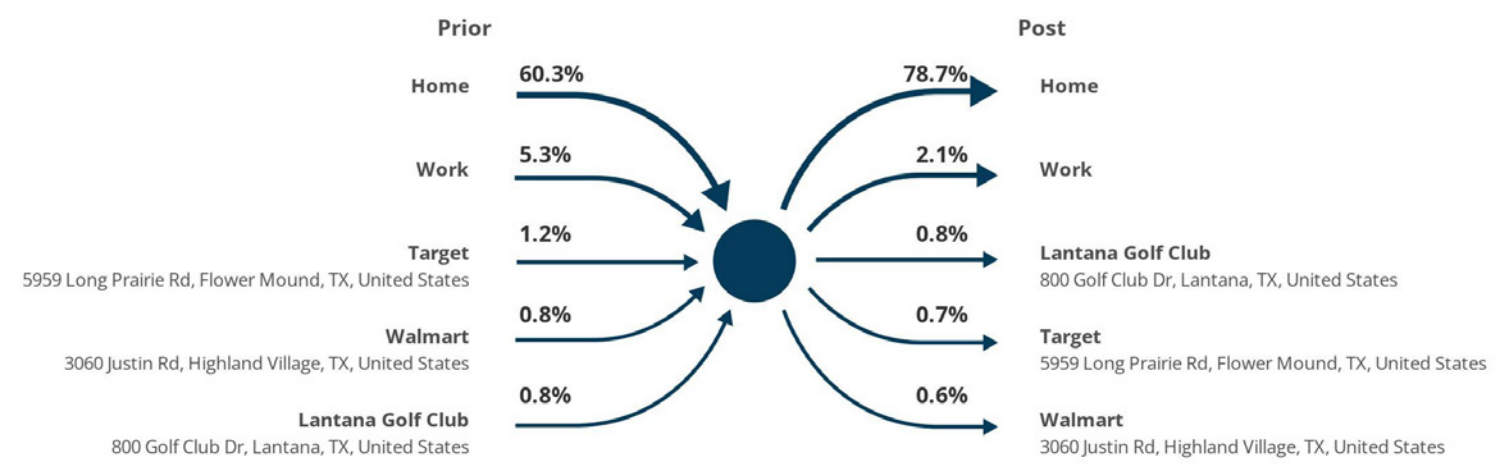


Lantana Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

Customer Journey



Favorite Places

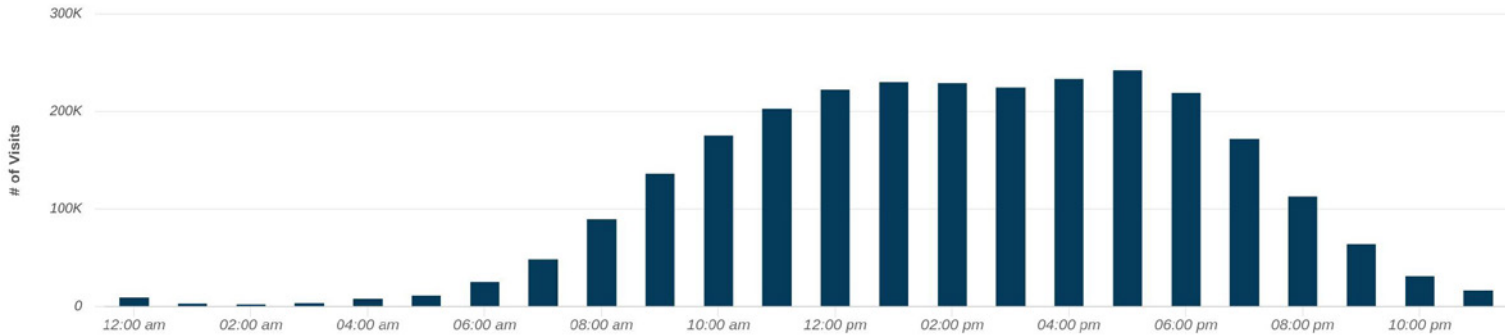
Rank	Name	Distance	Visitors
1	The Marketplace at Highland Village / 3076 Justin Rd Highland Village, null, TX 75077	2.9 mi	122.9K (61.8%)
2	The Shops at Highland Village / 1701 Shoal Creek, Highland Village, TX 75077	2.6 mi	122K (61.4%)
3	Robertson's Creek Shopping Center / 5801 Long Prairie Rd, Flower Mound, TX 75028	2.8 mi	107.4K (54.1%)
4	Dallas-Fort Worth International Airport / 2400 Aviation Drive, Dallas, TX 75261	13.3 mi	107.2K (53.9%)
5	Highlands Ranch / 6220 Long Prairie Rd, Flower Mound, TX 75028	2.8 mi	97.6K (49.1%)
6	Target / 5959 Long Prairie Rd, Flower Mound, TX 75028	2.7 mi	94.6K (47.6%)
7	Grapevine Mills / 3000 Grapevine Mills Pkwy, Grapevine, TX 76051	9.2 mi	87.4K (43.9%)
8	Highlands Plaza / 3651 Justin Rd, Flower Mound, TX 75028	2.5 mi	85.9K (43.2%)
9	Walmart / 3060 Justin Rd, Highland Village, TX 75077	3 mi	78.4K (39.5%)
10	Grandscape / 5752 Grandscape Blvd, The Colony, TX 75056	15.4 mi	68.1K (34.2%)

Lantana Town Center • Mobile Data Analysis

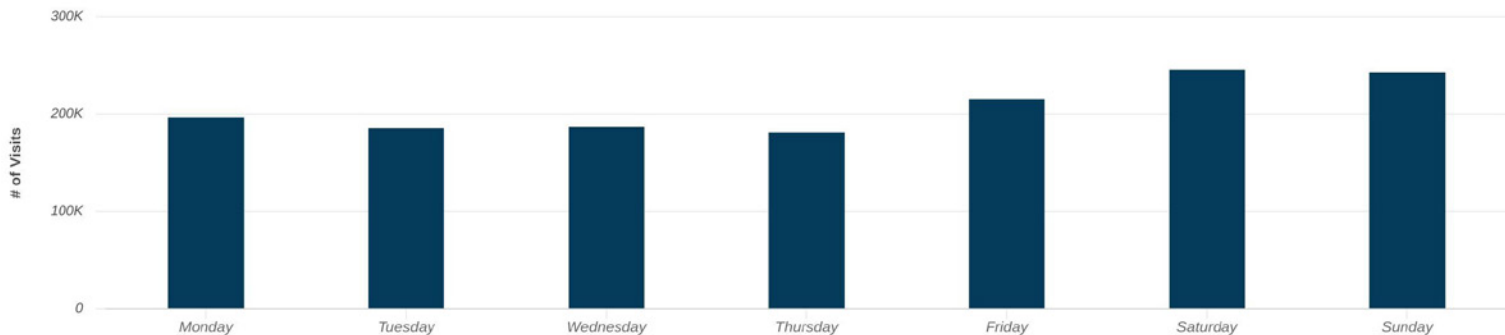
Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

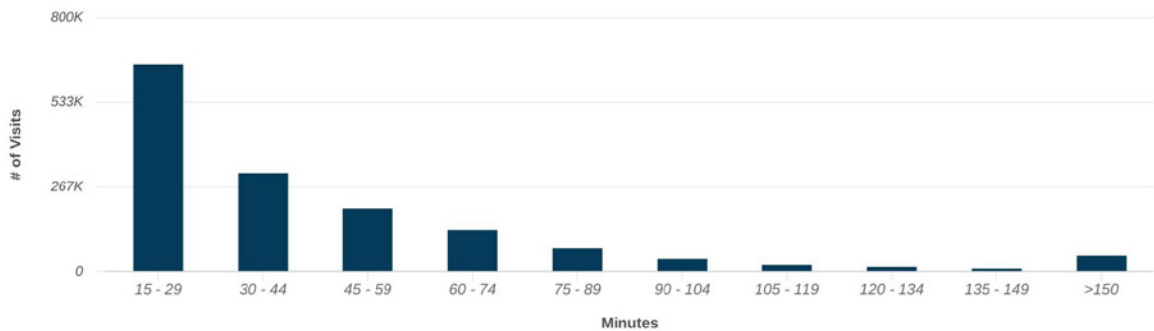
Hourly Visits



Daily Visits



Length of Stay



Average Stay	47 min
Median Stay	35 min

Lantana Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Argyle	TX	76226	41.96
Lewisville	TX	75077	10.27
Flower Mound	TX	75028	5.71
Flower Mound	TX	75022	4.88
Denton	TX	76210	3.28
Roanoke	TX	76262	3.05
Justin	TX	76247	2.64
Denton	TX	76207	1.86
Lewisville	TX	75067	1.62
Denton	TX	76209	0.80
Denton	TX	76201	0.74
Fayetteville	AR	72701	0.63
Ponder	TX	76259	0.57
Denton	TX	76208	0.50
Denton	TX	76205	0.48
Sanger	TX	76266	0.40
Lake Dallas	TX	75065	0.37
Hurst	TX	76054	0.32
Keller	TX	76244	0.31
Fort Worth	TX	76137	0.28
College Station	TX	77840	0.28
Hurst	TX	76053	0.26
Decatur	TX	76234	0.25
Dallas	TX	75248	0.24
Krum	TX	76249	0.24
Grapevine	TX	76051	0.23
Haslet	TX	76052	0.23
Stephenville	TX	76402	0.22
Little Elm	TX	75068	0.20
Dallas	TX	75206	0.20
San Marcos	TX	78666	0.19
Lewisville	TX	75057	0.18
Coppell	TX	75019	0.18
Norman	OK	73072	0.17
Richardson	TX	75080	0.16

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Waco	TX	76706	0.15
Frisco	TX	75034	0.15
Houston	TX	77019	0.14
Lubbock	TX	79406	0.14
Aubrey	TX	76227	0.13
Southlake	TX	76092	0.13
Lubbock	TX	79416	0.13
Fort Worth	TX	76179	0.12
Rhome	TX	76078	0.12
Colleyville	TX	76034	0.12
Coronado	CA	92118	0.12
Fort Worth	TX	76148	0.12
Keller	TX	76248	0.12
Mesquite	TX	75150	0.12
Hillsboro	OR	97124	0.11
Carrollton	TX	75007	0.10
Savannah	GA	31401	0.10
Dallas	TX	75234	0.10
Santa Clara	CA	95053	0.10
Stillwater	OK	74078	0.10
Stillwater	OK	74074	0.10
Rancho Santa Margarita	CA	92688	0.10
Bryson	TX	76427	0.10
Columbus	OH	43210	0.10
Gainesville	TX	76240	0.09
Dallas	TX	75287	0.09
College Station	TX	77845	0.09
Fort Worth	TX	76164	0.09
Norman	OK	73069	0.09
Abilene	TX	79601	0.09
Denver	CO	80226	0.09
Tyler	TX	75701	0.09
Gainesville	GA	30506	0.09
Ina	IL	62846	0.08
Weatherford	TX	76086	0.08

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The**Retail**Coach®

Marty B's Mobile Data Survey

BARTONVILLE, TEXAS



Prepared for Town of Bartonville
January 1, 2022 - December 31, 2022

Marty B's • Mobile Data Analysis

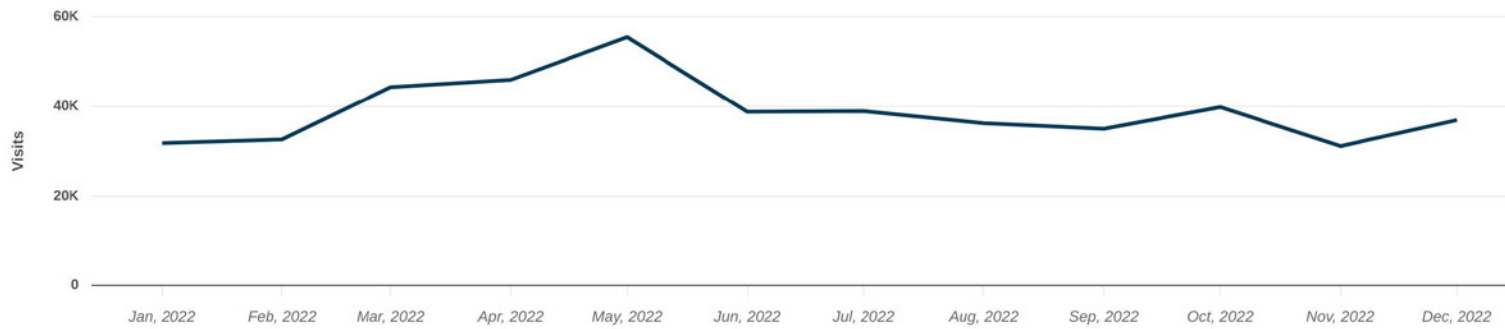
Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

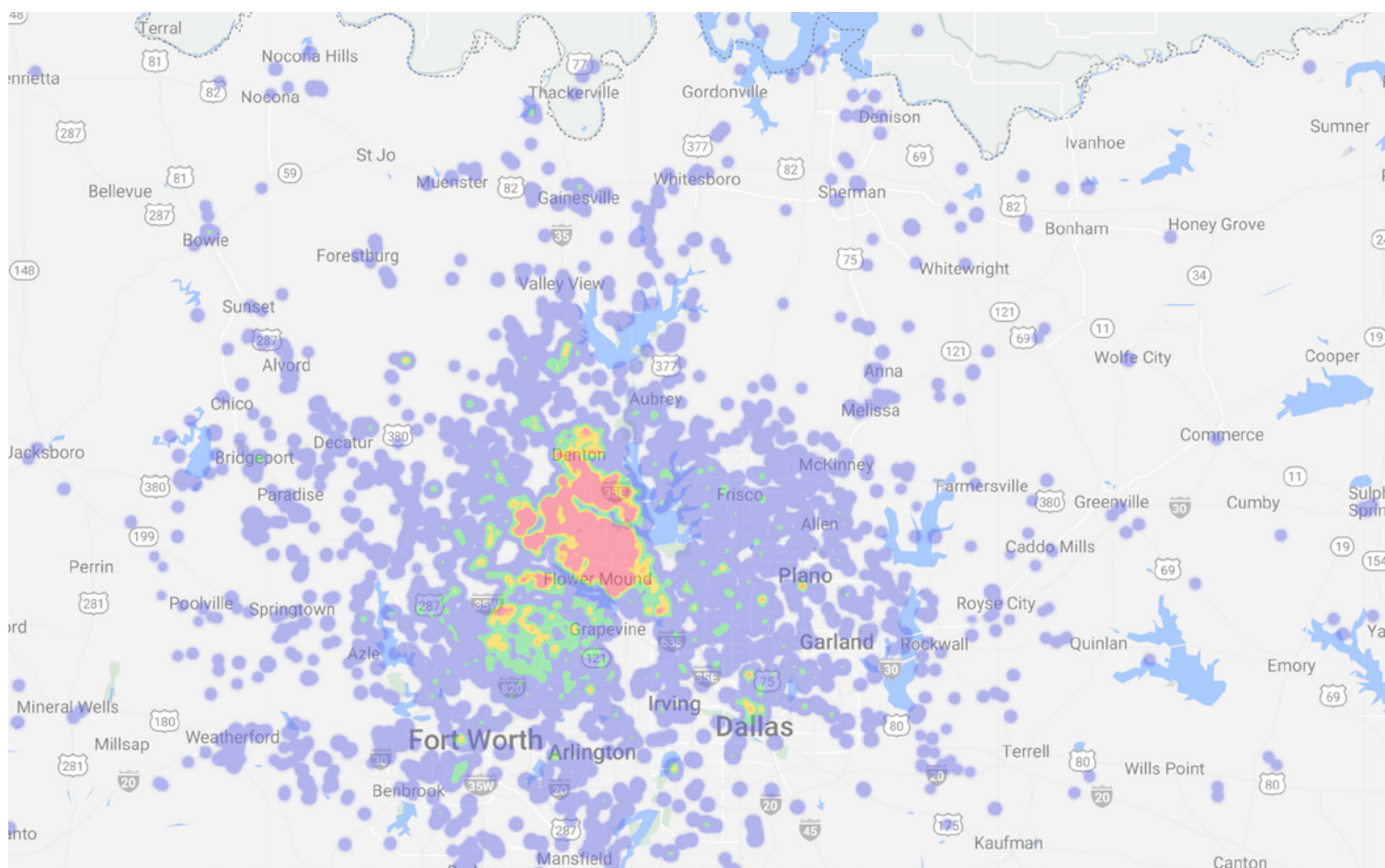


Est. # of Visits	466.8K
Est. # of Customers	227K
Visit Frequency	2.06
Average Dwell Time	93 Minutes

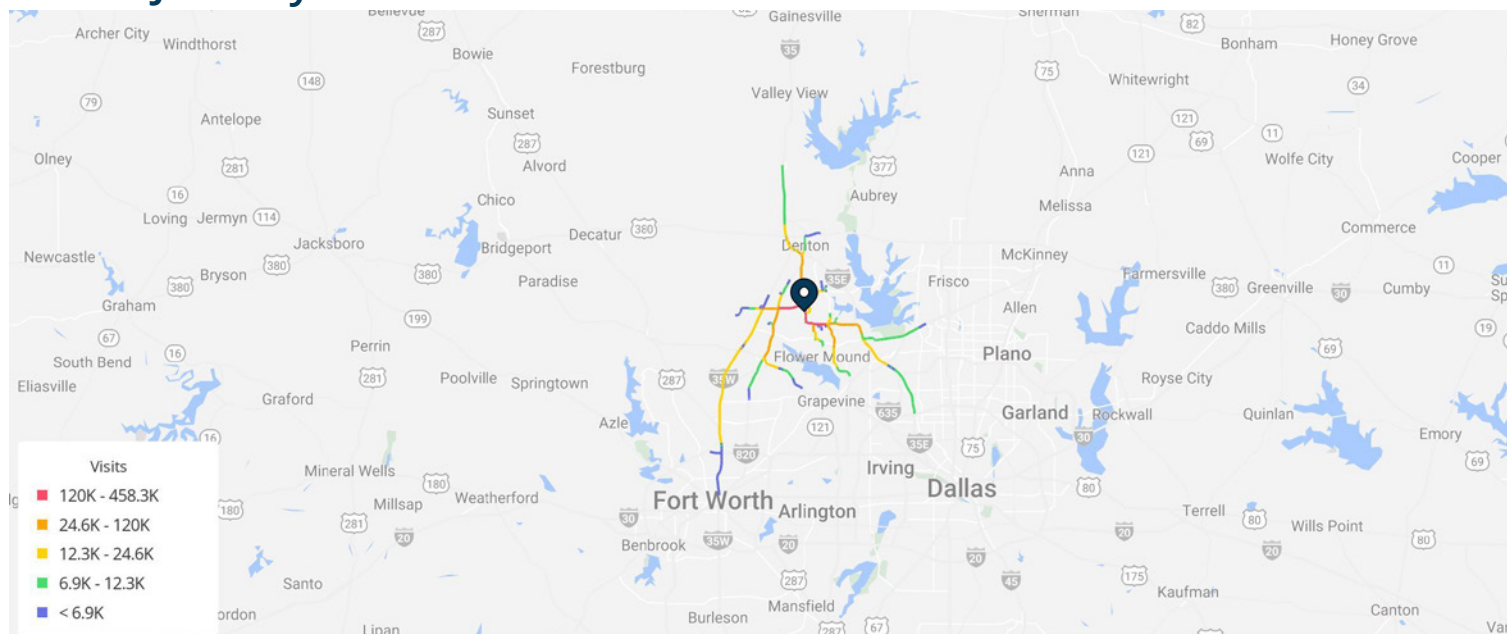
Visit Trend



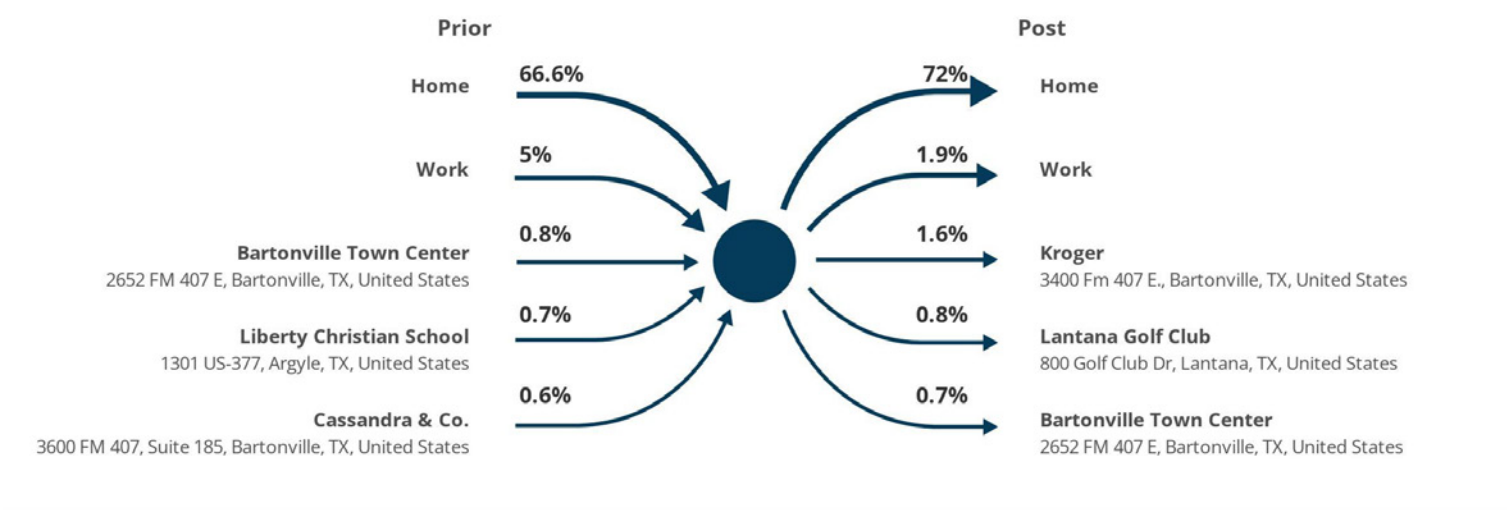
Trade Area - Home Locations



Visitor Journey - Routes



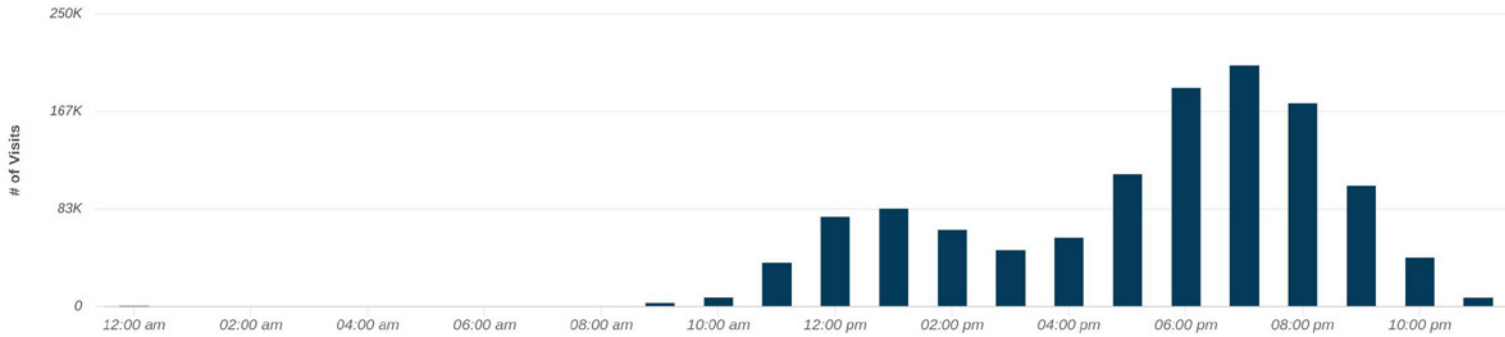
Customer Journey



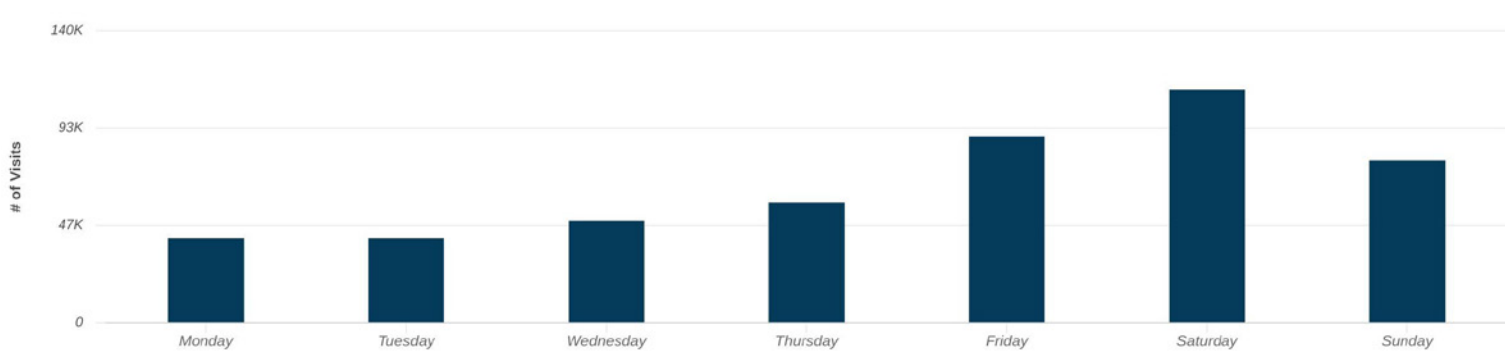
Favorite Places

Rank	Name	Distance	Visitors
1	Dallas-Fort Worth International Airport / 2400 Aviation Drive, Dallas, TX 75261	14.4 mi	142.1K (62.6%)
2	The Shops at Highland Village / 1701 Shoal Creek, Highland Village, TX 75077	3 mi	111.1K (48.9%)
3	The Marketplace at Highland Village / 3076 Justin Rd Highland Village, null, TX 75077	3.2 mi	99.4K (43.8%)
4	Grandscape / 5752 Grandscape Blvd, The Colony, TX 75056	15.6 mi	93K (41%)
5	Robertson's Creek Shopping Center / 5801 Long Prairie Rd, Flower Mound, TX 75028	3.4 mi	91.3K (40.2%)
6	Grapevine Mills / 3000 Grapevine Mills Pkwy, Grapevine, TX 76051	10.2 mi	89.3K (39.3%)
7	Highlands Ranch / 6220 Long Prairie Rd, Flower Mound, TX 75028	3.3 mi	83.9K (37%)
8	Target / 5959 Long Prairie Rd, Flower Mound, TX 75028	3.3 mi	81.3K (35.8%)
9	Highlands Plaza / 3651 Justin Rd, Flower Mound, TX 75028	3 mi	78.1K (34.4%)
10	Fort Worth Stockyards Station / 140 E Exchange Ave, Fort Worth, TX 76164	24.3 mi	70.8K (31.2%)

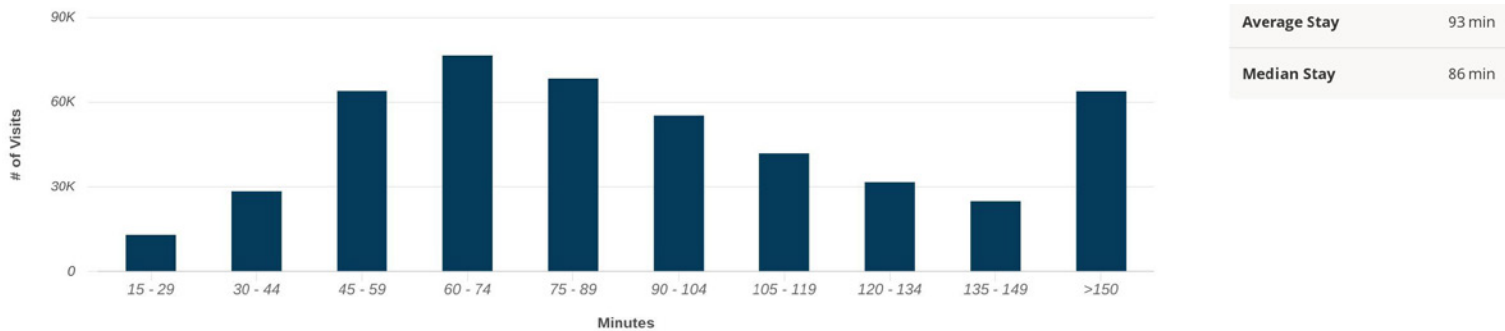
Hourly Visits



Daily Visits



Length of Stay



Marty B's • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

Item C2.

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Argyle	TX	76226	17.76
Flower Mound	TX	75028	8.12
Lewisville	TX	75077	8.01
Denton	TX	76210	6.16
Flower Mound	TX	75022	5.33
Roanoke	TX	76262	3.50
Keller	TX	76244	1.48
Justin	TX	76247	1.48
Denton	TX	76208	1.26
Lewisville	TX	75067	1.19
Denton	TX	76205	1.15
Keller	TX	76248	0.99
Lake Dallas	TX	75065	0.95
Denton	TX	76209	0.85
Denton	TX	76201	0.84
Sanger	TX	76266	0.79
Coppell	TX	75019	0.74
Denton	TX	76207	0.73
Grapevine	TX	76051	0.70
Southlake	TX	76092	0.69
Fort Worth	TX	76179	0.49
Haslet	TX	76052	0.48
Krum	TX	76249	0.46
Aubrey	TX	76227	0.44
Frisco	TX	75034	0.43
Fayetteville	AR	72701	0.42
Decatur	TX	76234	0.41
Ponder	TX	76259	0.41
Colleyville	TX	76034	0.41
Little Elm	TX	75068	0.37
North Richland Hills	TX	76182	0.36
Fort Worth	TX	76137	0.31
The Colony	TX	75056	0.27
Lewisville	TX	75057	0.26
Gainesville	TX	76240	0.25

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Rhome	TX	76078	0.25
Fort Worth	TX	76131	0.24
Bedford	TX	76021	0.23
Dallas	TX	75204	0.22
Carrollton	TX	75007	0.22
North Richland Hills	TX	76180	0.21
Dallas	TX	75219	0.21
Carrollton	TX	75010	0.20
Valley View	TX	76272	0.20
Dallas	TX	75234	0.19
Fort Worth	TX	76177	0.19
Middletown	OH	45044	0.19
Dallas	TX	75248	0.18
Frisco	TX	75035	0.18
College Station	TX	77840	0.18
Azle	TX	76020	0.18
Euless	TX	76040	0.17
Plano	TX	75074	0.17
Allen	TX	75002	0.16
Fort Worth	TX	76148	0.16
Euless	TX	76039	0.16
Carrollton	TX	75006	0.16
Fort Worth	TX	76107	0.16
Bridgeport	TX	76426	0.15
McKinney	TX	75070	0.15
Fort Worth	TX	76109	0.14
Plano	TX	75024	0.14
Dallas	TX	75225	0.13
Burleson	TX	76028	0.13
Plano	TX	75093	0.12
Dallas	TX	75205	0.12
Scottsdale	AZ	85251	0.12
Lubbock	TX	79416	0.12
Norman	OK	73069	0.12
Grand Prairie	TX	75050	0.11

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The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

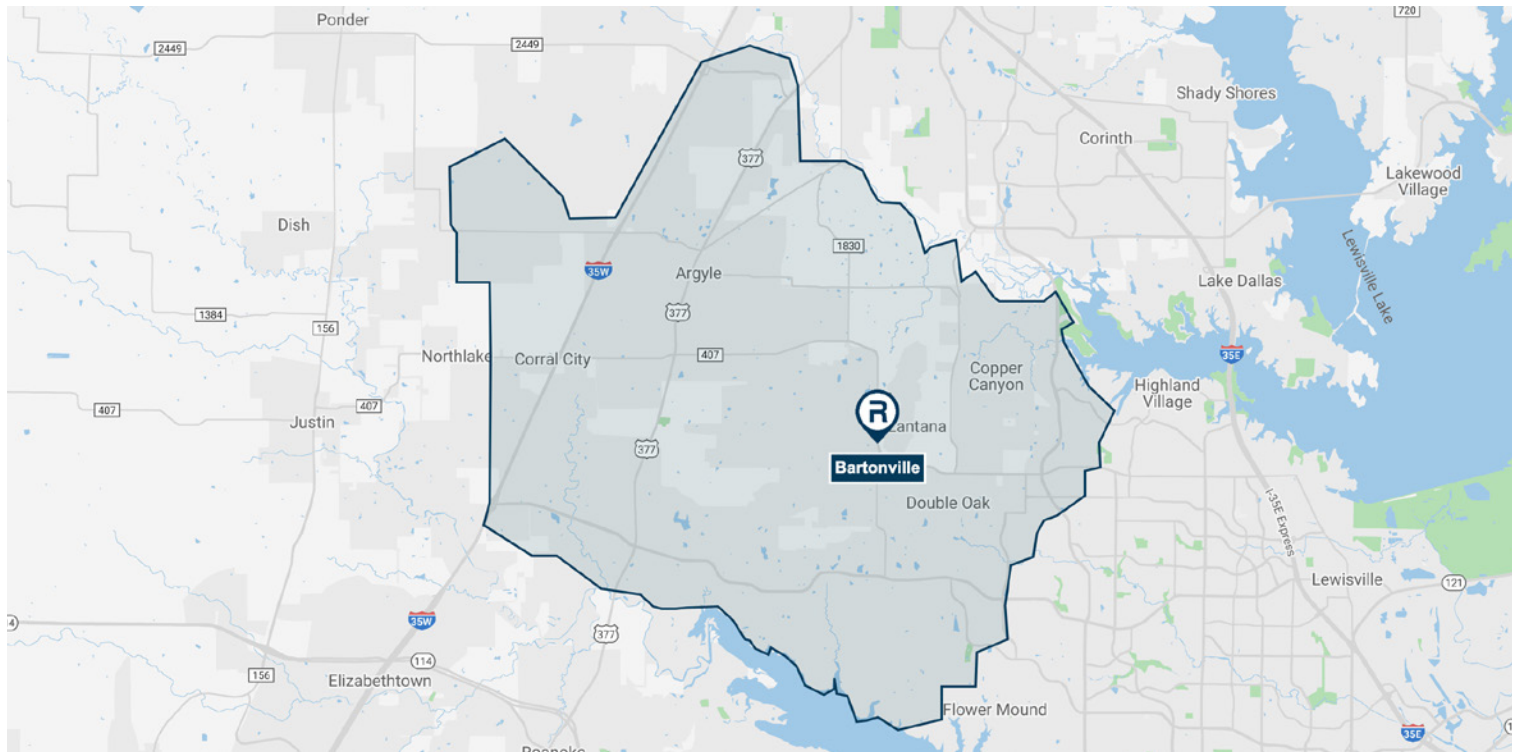
BARTONVILLE, TEXAS

Prepared for Town of Bartonville
January 2023

Primary Retail Trade Area • Demographic Snapshot

Bartonville, Texas

Item C2.



Population

2020	67,651	0 - 9 Years	10.83%
2023	73,786	10 - 17 Years	11.15%
2028	81,527	18 - 24 Years	7.85%

Educational Attainment (%)

Graduate or Professional Degree	17.86%	25 - 34 Years	11.84%
Bachelors Degree	40.90%	35 - 44 Years	10.78%
Associate Degree	6.58%	45 - 54 Years	14.61%
Some College	18.98%	55 - 64 Years	15.23%
High School Graduate (GED)	12.70%	65 and Older	17.73%
Some High School, No Degree	1.60%	Median Age	42.90
Less than 9th Grade	1.37%	Average Age	41.16

Income

Average HH	\$209,384	White	76.31%
Median HH	\$162,915	Black/African American	3.23%
Per Capita	\$69,627	American Indian/Alaskan	0.61%
		Asian	7.65%
		Native Hawaiian/Islander	0.07%
		Other Race	2.42%
		Two or More Races	9.72%
		Hispanic	11.06%



Tammy Dixon, TRMC, CMC
Town of Bartonville
Town Secretary

1941 East Jeter Road
Bartonville, Texas 76226

Phone 817.693.5280
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Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
Population		
2028 Projection	81,527	
2023 Estimate	73,786	
2020 Census	67,651	
2010 Census	44,397	
Growth 2023 - 2028		10.49%
Growth 2020 - 2023		9.07%
Growth 2010 - 2020		52.38%
2023 Est. Population by Single-Classification Race	73,786	
White Alone	56,307	76.31%
Black or African American Alone	2,383	3.23%
Amer. Indian and Alaska Native Alone	448	0.61%
Asian Alone	5,644	7.65%
Native Hawaiian and Other Pacific Island Alone	50	0.07%
Some Other Race Alone	1,784	2.42%
Two or More Races	7,170	9.72%
2023 Est. Population by Hispanic or Latino Origin	73,786	
Not Hispanic or Latino	65,622	88.94%
Hispanic or Latino	8,164	11.06%
Mexican	5,847	71.62%
Puerto Rican	354	4.34%
Cuban	307	3.76%
All Other Hispanic or Latino	1,656	20.28%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	8,164	
White Alone	2,055	25.17%
Black or African American Alone	62	0.76%
American Indian and Alaska Native Alone	157	1.92%
Asian Alone	40	0.49%
Native Hawaiian and Other Pacific Islander Alone	10	0.12%
Some Other Race Alone	1,531	18.75%
Two or More Races	4,310	52.79%
2023 Est. Pop by Race, Asian Alone, by Category	5,644	
Chinese, except Taiwanese	1,318	23.35%
Filipino	214	3.79%
Japanese	205	3.63%
Asian Indian	2,681	47.50%
Korean	594	10.53%
Vietnamese	158	2.80%
Cambodian	4	0.07%
Hmong	0	0.00%
Laotian	8	0.14%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	461	8.17%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	73,786	
Arab	16	0.02%
Czech	414	0.56%
Danish	378	0.51%
Dutch	610	0.83%
English	8,049	10.91%
French (except Basque)	1,259	1.71%
French Canadian	172	0.23%
German	10,654	14.44%
Greek	118	0.16%
Hungarian	187	0.25%
Irish	7,613	10.32%
Italian	2,610	3.54%
Lithuanian	140	0.19%
United States or American	4,030	5.46%
Norwegian	853	1.16%
Polish	1,192	1.62%
Portuguese	195	0.26%
Russian	183	0.25%
Scottish	1,813	2.46%
Scotch-Irish	1,294	1.75%
Slovak	47	0.06%
Subsaharan African	250	0.34%
Swedish	933	1.26%
Swiss	74	0.10%
Ukrainian	63	0.09%
Welsh	539	0.73%
West Indian (except Hisp. groups)	82	0.11%
Other ancestries	18,272	24.76%
Ancestry Unclassified	11,747	15.92%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	61,671	87.92%
Speak Asian/Pacific Island Language at Home	1,412	2.01%
Speak IndoEuropean Language at Home	2,450	3.49%
Speak Spanish at Home	4,415	6.29%
Speak Other Language at Home	200	0.28%

Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Population by Age	73,786	
Age 0 - 4	3,638	4.93%
Age 5 - 9	4,351	5.90%
Age 10 - 14	5,311	7.20%
Age 15 - 17	2,915	3.95%
Age 18 - 20	2,564	3.48%
Age 21 - 24	3,226	4.37%
Age 25 - 34	8,738	11.84%
Age 35 - 44	7,952	10.78%
Age 45 - 54	10,778	14.61%
Age 55 - 64	11,234	15.23%
Age 65 - 74	8,485	11.50%
Age 75 - 84	3,787	5.13%
Age 85 and over	808	1.09%
Age 16 and over	59,530	80.68%
Age 18 and over	57,571	78.02%
Age 21 and over	55,007	74.55%
Age 65 and over	13,079	17.73%
2023 Est. Median Age		42.90
2023 Est. Average Age		41.16
2023 Est. Population by Sex	73,786	
Male	36,384	49.31%
Female	37,402	50.69%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	36,384	
Age 0 - 4	1,835	5.04%
Age 5 - 9	2,238	6.15%
Age 10 - 14	2,717	7.47%
Age 15 - 17	1,513	4.16%
Age 18 - 20	1,343	3.69%
Age 21 - 24	1,675	4.60%
Age 25 - 34	4,356	11.97%
Age 35 - 44	3,803	10.45%
Age 45 - 54	5,242	14.41%
Age 55 - 64	5,454	14.99%
Age 65 - 74	4,048	11.13%
Age 75 - 84	1,836	5.05%
Age 85 and over	326	0.90%
2023 Est. Median Age, Male		41.81
2023 Est. Average Age, Male		40.59
2023 Est. Female Population by Age	37,402	
Age 0 - 4	1,803	4.82%
Age 5 - 9	2,113	5.65%
Age 10 - 14	2,595	6.94%
Age 15 - 17	1,401	3.75%
Age 18 - 20	1,221	3.27%
Age 21 - 24	1,551	4.15%
Age 25 - 34	4,383	11.72%
Age 35 - 44	4,149	11.09%
Age 45 - 54	5,536	14.80%
Age 55 - 64	5,780	15.45%
Age 65 - 74	4,437	11.86%
Age 75 - 84	1,951	5.22%
Age 85 and over	482	1.29%
2023 Est. Median Age, Female		43.87
2023 Est. Average Age, Female		41.72

Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	13,091	21.64%
Males, Never Married	6,820	11.28%
Females, Never Married	6,271	10.37%
Married, Spouse present	40,605	67.13%
Married, Spouse absent	1,397	2.31%
Widowed	1,950	3.22%
Males Widowed	332	0.55%
Females Widowed	1,618	2.67%
Divorced	3,443	5.69%
Males Divorced	1,578	2.61%
Females Divorced	1,865	3.08%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	709	1.37%
Some High School, no diploma	831	1.60%
High School Graduate (or GED)	6,578	12.70%
Some College, no degree	9,829	18.98%
Associate Degree	3,406	6.58%
Bachelor's Degree	21,179	40.90%
Master's Degree	7,302	14.10%
Professional School Degree	1,108	2.14%
Doctorate Degree	839	1.62%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	766	17.79%
High School Graduate	548	12.73%
Some College or Associate's Degree	1,021	23.71%
Bachelor's Degree or Higher	1,971	45.77%
Households		
2028 Projection	27,008	
2023 Estimate	24,471	
2020 Census	22,464	
2010 Census	14,545	
Growth 2023 - 2028		10.37%
Growth 2020 - 2023		8.93%
Growth 2010 - 2020		54.45%
2023 Est. Households by Household Type		
Family Households	20,971	85.70%
Nonfamily Households	3,500	14.30%
2023 Est. Group Quarters Population	196	
2023 Households by Ethnicity, Hispanic/Latino	1,885	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	490	2.00%
Income \$15,000 - \$24,999	462	1.89%
Income \$25,000 - \$34,999	634	2.59%
Income \$35,000 - \$49,999	813	3.32%
Income \$50,000 - \$74,999	1,857	7.59%
Income \$75,000 - \$99,999	2,248	9.19%
Income \$100,000 - \$124,999	2,274	9.29%
Income \$125,000 - \$149,999	2,332	9.53%
Income \$150,000 - \$199,999	3,988	16.30%
Income \$200,000 - \$249,999	2,845	11.63%
Income \$250,000 - \$499,999	3,855	15.75%
Income \$500,000+	2,672	10.92%
2023 Est. Average Household Income		\$209,384
2023 Est. Median Household Income		\$162,915
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$188,656
Black or African American Alone		\$147,886
American Indian and Alaska Native Alone		\$186,470
Asian Alone		\$191,599
Native Hawaiian and Other Pacific Islander Alone		\$57,716
Some Other Race Alone		\$116,998
Two or More Races		\$193,208
Hispanic or Latino		\$132,258
Not Hispanic or Latino		\$189,519
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	9,792	46.69%
Married-Couple Family, no own children	9,308	44.39%
Male Householder, own children	309	1.47%
Male Householder, no own children	299	1.43%
Female Householder, own children	716	3.41%
Female Householder, no own children	547	2.61%
2023 Est. Households by Household Size		
1-person	2,897	11.84%
2-person	9,267	37.87%
3-person	4,322	17.66%
4-person	5,033	20.57%
5-person	1,671	6.83%
6-person	1,007	4.12%
7-or-more-person	273	1.12%
2023 Est. Average Household Size		3.01

Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	24,471	
Households with 1 or More People under Age 18:	11,311	46.22%
Married-Couple Family	10,106	89.35%
Other Family, Male Householder	360	3.18%
Other Family, Female Householder	815	7.20%
Nonfamily, Male Householder	18	0.16%
Nonfamily, Female Householder	12	0.11%
Households with No People under Age 18:	13,160	
Married-Couple Family	8,992	68.33%
Other Family, Male Householder	247	1.88%
Other Family, Female Householder	453	3.44%
Nonfamily, Male Householder	1,592	12.10%
Nonfamily, Female Householder	1,876	14.26%
2023 Est. Households by Number of Vehicles	24,471	
No Vehicles	167	0.68%
1 Vehicle	3,010	12.30%
2 Vehicles	12,922	52.81%
3 Vehicles	5,889	24.07%
4 Vehicles	1,718	7.02%
5 or more Vehicles	766	3.13%
2023 Est. Average Number of Vehicles		2.4
Family Households		
2028 Projection	23,110	
2023 Estimate	20,971	
2010 Census	12,639	
Growth 2023 - 2028		10.20%
Growth 2010 - 2023		65.92%
2023 Est. Families by Poverty Status	20,971	
2023 Families at or Above Poverty	20,407	97.31%
2023 Families at or Above Poverty with Children	9,732	46.41%
2023 Families Below Poverty	564	2.69%
2023 Families Below Poverty with Children	395	1.88%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	37,722	63.37%
Civilian Labor Force, Unemployed	1,148	1.93%
Armed Forces	52	0.09%
Not in Labor Force	20,608	34.62%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	37,937	
For-Profit Private Workers	26,802	70.65%
Non-Profit Private Workers	2,053	5.41%
Local Government Workers	910	2.40%
State Government Workers	1,028	2.71%
Federal Government Workers	2,545	6.71%
Self-Employed Workers	4,540	11.97%
Unpaid Family Workers	58	0.15%
2023 Est. Civ. Employed Pop 16+ by Occupation	37,937	
Architect/Engineer	692	1.82%
Arts/Entertainment/Sports	649	1.71%
Building Grounds Maintenance	544	1.43%
Business/Financial Operations	3,022	7.97%
Community/Social Services	557	1.47%
Computer/Mathematical	2,023	5.33%
Construction/Extraction	517	1.36%
Education/Training/Library	2,422	6.38%
Farming/Fishing/Forestry	58	0.15%
Food Prep/Serving	1,468	3.87%
Health Practitioner/Technician	2,169	5.72%
Healthcare Support	400	1.05%
Maintenance Repair	876	2.31%
Legal	350	0.92%
Life/Physical/Social Science	224	0.59%
Management	8,451	22.28%
Office/Admin. Support	3,471	9.15%
Production	804	2.12%
Protective Services	706	1.86%
Sales/Related	4,902	12.92%
Personal Care/Service	1,096	2.89%
Transportation/Moving	2,538	6.69%
2023 Est. Pop 16+ by Occupation Classification	37,937	
White Collar	28,931	76.26%
Blue Collar	4,734	12.48%
Service and Farm	4,271	11.26%
2023 Est. Workers Age 16+ by Transp. to Work	37,528	
Drove Alone	28,793	76.72%
Car Pooled	2,325	6.20%
Public Transportation	64	0.17%
Walked	282	0.75%
Bicycle	14	0.04%
Other Means	621	1.65%
Worked at Home	5,428	14.46%

Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,837	
15 - 29 Minutes	10,690	
30 - 44 Minutes	8,551	
45 - 59 Minutes	4,708	
60 or more Minutes	2,304	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	24,471	
Owner Occupied	22,569	92.23%
Renter Occupied	1,901	7.77%
2023 Owner Occ. HUs: Avg. Length of Residence		9.75 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.47 [†]
2023 Est. Owner-Occupied Housing Units by Value	24,471	
Value Less than \$20,000	217	0.96%
Value \$20,000 - \$39,999	88	0.39%
Value \$40,000 - \$59,999	133	0.59%
Value \$60,000 - \$79,999	35	0.16%
Value \$80,000 - \$99,999	43	0.19%
Value \$100,000 - \$149,999	140	0.62%
Value \$150,000 - \$199,999	132	0.58%
Value \$200,000 - \$299,999	1,015	4.50%
Value \$300,000 - \$399,999	3,277	14.52%
Value \$400,000 - \$499,999	4,496	19.92%
Value \$500,000 - \$749,999	7,595	33.65%
Value \$750,000 - \$999,999	3,322	14.72%
Value \$1,000,000 or \$1,499,999	1,511	6.70%
Value \$1,500,000 or \$1,999,999	340	1.51%
Value \$2,000,000+	225	1.00%
2023 Est. Median All Owner-Occupied Housing Value		\$544,552
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	24,141	95.05%
1 Unit Attached	225	0.89%
2 Units	15	0.06%
3 or 4 Units	16	0.06%
5 to 19 Units	9	0.04%
20 to 49 Units	162	0.64%
50 or More Units	134	0.53%
Mobile Home or Trailer	698	2.75%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,534	29.66%
Housing Units Built 2010 to 2014	1,585	6.24%
Housing Units Built 2000 to 2009	8,649	34.05%
Housing Units Built 1990 to 1999	3,572	14.06%
Housing Units Built 1980 to 1989	2,527	9.95%
Housing Units Built 1970 to 1979	1,062	4.18%
Housing Units Built 1960 to 1969	220	0.87%
Housing Units Built 1950 to 1959	114	0.45%
Housing Units Built 1940 to 1949	83	0.33%
Housing Unit Built 1939 or Earlier	55	0.22%
2023 Est. Median Year Structure Built		2006

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**Retail**Coach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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The**Retail**Coach®

Primary Retail Trade Area Retail Demand Outlook

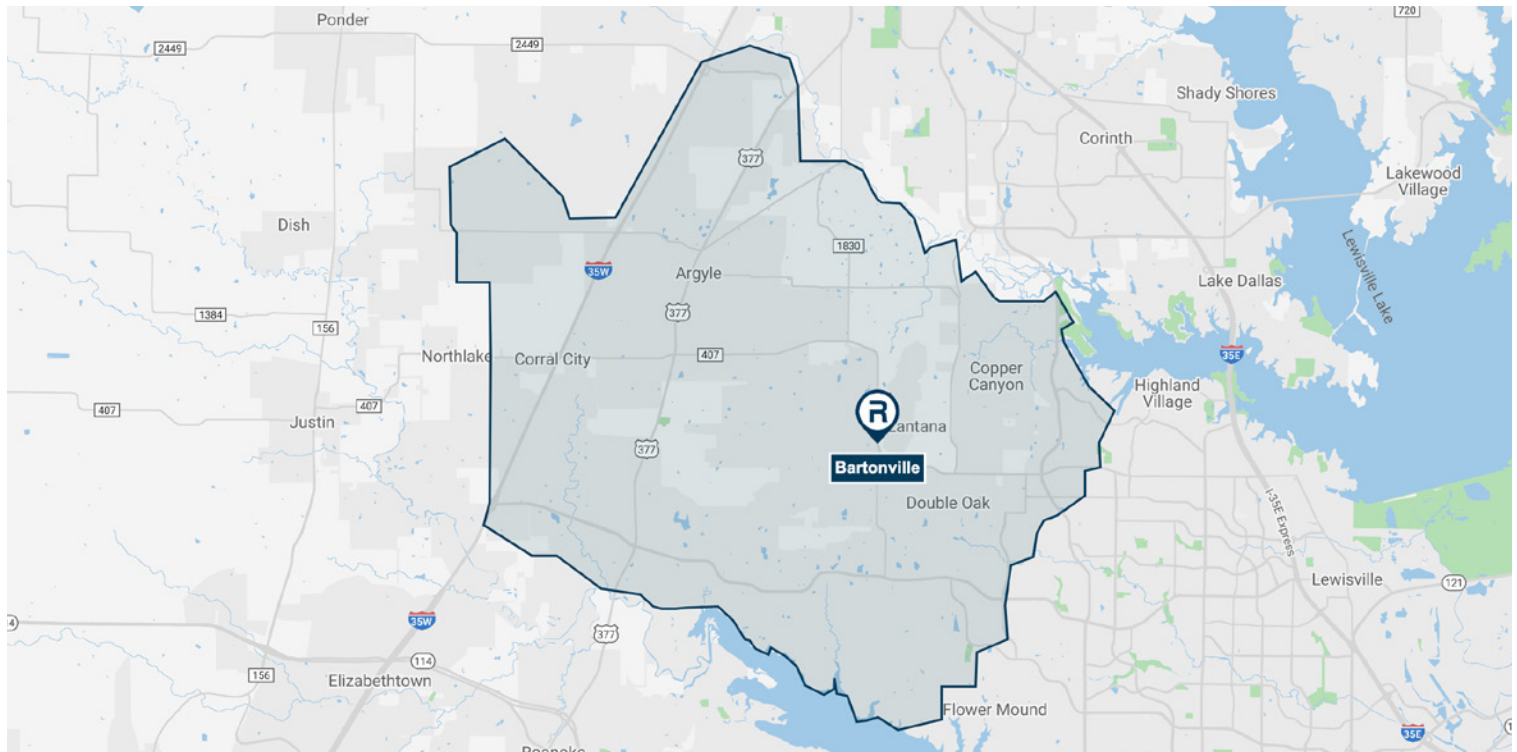
BARTONVILLE, TEXAS

Prepared for Town of Bartonville
January 2023

Primary Retail Trade Area • Demographic Snapshot

Bartonville, Texas

Item C2.



Population

2020	67,651	0 - 9 Years	10.83%
2023	73,786	10 - 17 Years	11.15%
2028	81,527	18 - 24 Years	7.85%

Educational Attainment (%)

Graduate or Professional Degree	17.86%	25 - 34 Years	11.84%
Bachelors Degree	40.90%	35 - 44 Years	10.78%
Associate Degree	6.58%	45 - 54 Years	14.61%
Some College	18.98%	55 - 64 Years	15.23%
High School Graduate (GED)	12.70%	65 and Older	17.73%
Some High School, No Degree	1.60%	Median Age	42.90
Less than 9th Grade	1.37%	Average Age	41.16

Income

Average HH	\$209,384
Median HH	\$162,915
Per Capita	\$69,627

Age

0 - 9 Years	10.83%
10 - 17 Years	11.15%
18 - 24 Years	7.85%
25 - 34 Years	11.84%
35 - 44 Years	10.78%
45 - 54 Years	14.61%
55 - 64 Years	15.23%
65 and Older	17.73%
Median Age	42.90
Average Age	41.16

Race Distribution (%)

White	76.31%
Black/African American	3.23%
American Indian/Alaskan	0.61%
Asian	7.65%
Native Hawaiian/Islander	0.07%
Other Race	2.42%
Two or More Races	9.72%
Hispanic	11.06%



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Primary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

Item C2.

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$1,049,261,254	\$1,355,855,469	\$306,594,215	5.26%
441	Motor vehicle and parts dealers	\$234,727,248	\$334,580,761	\$99,853,514	7.35%
4411	Automobile dealers	\$210,945,307	\$303,393,885	\$92,448,578	7.54%
4412	Other motor vehicle dealers	\$9,957,743	\$15,028,436	\$5,070,693	8.58%
4413	Automotive parts, accessories, and tire stores	\$13,824,198	\$16,158,441	\$2,334,243	3.17%
442	Furniture and home furnishings stores	\$11,364,943	\$15,570,021	\$4,205,078	6.50%
4421	Furniture stores	\$7,418,927	\$10,338,135	\$2,919,209	6.86%
4422	Home furnishings stores	\$3,946,016	\$5,231,886	\$1,285,870	5.80%
443	Electronics and appliance stores	\$16,854,704	\$20,419,712	\$3,565,008	3.91%
443141	Household appliance stores	\$3,493,580	\$4,212,640	\$719,060	3.81%
443142	Electronics stores	\$13,361,124	\$16,207,072	\$2,845,948	3.94%
444	Building material and garden equipment and supplies dealers	\$73,473,601	\$88,286,429	\$14,812,828	3.74%
4441	Building material and supplies dealers	\$65,724,020	\$78,634,797	\$12,910,778	3.65%
44411	Home centers	\$36,316,359	\$43,467,478	\$7,151,119	3.66%
44412	Paint and wallpaper stores	\$2,831,259	\$4,320,839	\$1,489,580	8.82%
44413	Hardware stores	\$5,395,251	\$6,413,771	\$1,018,520	3.52%
44419	Other building material dealers	\$21,181,151	\$24,432,709	\$3,251,559	2.90%
4442	Lawn and garden equipment and supplies stores	\$7,749,582	\$9,651,632	\$1,902,050	4.49%
44421	Outdoor power equipment stores	\$1,569,709	\$1,971,695	\$401,985	4.67%
44422	Nursery, garden center, and farm supply stores	\$6,179,872	\$7,679,937	\$1,500,065	4.44%
445	Food and beverage stores	\$151,024,583	\$196,445,470	\$45,420,887	5.40%
4451	Grocery stores	\$136,818,533	\$177,879,242	\$41,060,709	5.39%
44511	Supermarkets and other grocery (except convenience) stores	\$131,067,251	\$170,560,499	\$39,493,247	5.41%
44512	Convenience stores	\$5,751,282	\$7,318,744	\$1,567,462	4.94%
4452	Specialty food stores	\$4,168,814	\$5,444,178	\$1,275,364	5.48%
4453	Beer, wine, and liquor stores	\$10,037,236	\$13,122,050	\$3,084,814	5.51%
446	Health and personal care stores	\$29,794,648	\$33,950,681	\$4,156,033	2.65%
44611	Pharmacies and drug stores	\$21,571,565	\$25,814,696	\$4,243,130	3.66%
44612	Cosmetics, beauty supplies, and perfume stores	\$1,449,068	\$1,739,688	\$290,620	3.72%
44613	Optical goods stores	\$5,563,587	\$4,953,102	-\$610,484	-2.30%
44619	Other health and personal care stores	\$1,210,428	\$1,443,195	\$232,767	3.58%
447	Gasoline stations	\$100,055,994	\$128,533,958	\$28,477,964	5.14%

Primary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

Item C2.

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$30,055,453	\$34,324,006	\$4,268,553	2.69%
4481	Clothing stores	\$19,613,215	\$22,081,983	\$2,468,767	2.40%
44811	Men's clothing stores	\$508,535	\$550,429	\$41,893	1.60%
44812	Women's clothing stores	\$2,851,715	\$3,046,624	\$194,908	1.33%
44813	Children's and infants' clothing stores	\$2,612,546	\$3,091,854	\$479,308	3.43%
44814	Family clothing stores	\$11,603,427	\$13,254,563	\$1,651,137	2.70%
44815	Clothing accessories stores	\$699,328	\$751,599	\$52,271	1.45%
44819	Other clothing stores	\$1,337,665	\$1,386,914	\$49,250	0.73%
4482	Shoe stores	\$4,247,823	\$5,173,625	\$925,802	4.02%
4483	Jewelry, luggage, and leather goods stores	\$6,194,414	\$7,068,398	\$873,984	2.67%
44831	Jewelry stores	\$4,580,771	\$5,276,156	\$695,385	2.87%
44832	Luggage and leather goods stores	\$1,613,643	\$1,792,242	\$178,599	2.12%
451	Sporting goods, hobby, musical instrument, and book stores	\$18,117,675	\$23,573,076	\$5,455,401	5.41%
4511	Sporting goods, hobby, and musical instrument stores	\$13,196,600	\$16,692,029	\$3,495,429	4.81%
45111	Sporting goods stores	\$8,023,638	\$10,324,981	\$2,301,344	5.17%
45112	Hobby, toy, and game stores	\$3,743,352	\$4,646,798	\$903,446	4.42%
45113	Sewing, needlework, and piece goods stores	\$575,587	\$741,581	\$165,994	5.20%
45114	Musical instrument and supplies stores	\$854,024	\$978,669	\$124,645	2.76%
4512	Book stores and news dealers	\$4,921,075	\$6,881,048	\$1,959,973	6.93%
452	General merchandise stores	\$113,725,386	\$142,423,317	\$28,697,930	4.60%
4522	Department stores	\$9,474,138	\$10,795,512	\$1,321,373	2.65%
4523	Other general merchandise stores	\$104,251,248	\$131,627,805	\$27,376,557	4.77%
453	Miscellaneous store retailers	\$17,031,023	\$20,955,991	\$3,924,968	4.23%
4531	Florists	\$837,369	\$1,054,672	\$217,303	4.72%
4532	Office supplies, stationery, and gift stores	\$2,709,957	\$3,390,304	\$680,347	4.58%
45321	Office supplies and stationery stores	\$1,308,040	\$1,685,190	\$377,150	5.20%
45322	Gift, novelty, and souvenir stores	\$1,401,917	\$1,705,114	\$303,197	3.99%
4533	Used merchandise stores	\$2,477,055	\$2,856,812	\$379,757	2.89%
4539	Other miscellaneous store retailers	\$11,006,642	\$13,654,203	\$2,647,560	4.41%
45391	Pet and pet supplies stores	\$4,011,975	\$5,311,702	\$1,299,727	5.77%
45399	All other miscellaneous store retailers	\$6,994,667	\$8,342,501	\$1,347,834	3.59%
454	Non-store retailers	\$144,182,443	\$176,148,904	\$31,966,461	4.09%
722	Food services and drinking places	\$108,853,553	\$140,643,143	\$31,789,589	5.26%
7223	Special food services	\$7,253,098	\$9,248,864	\$1,995,766	4.98%
7224	Drinking places (alcoholic beverages)	\$2,288,022	\$2,844,523	\$556,501	4.45%
7225	Restaurants and other eating places	\$99,312,433	\$128,549,755	\$29,237,323	5.30%
722511	Full-service restaurants	\$47,203,530	\$60,915,920	\$13,712,390	5.23%
722513	Limited-service restaurants	\$44,165,875	\$57,322,209	\$13,156,334	5.35%
722514	Cafeterias, grill buffets, and buffets	\$1,126,797	\$1,462,572	\$335,776	5.35%
722515	Snack and nonalcoholic beverage bars	\$6,816,231	\$8,849,054	\$2,032,823	5.36%

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**Retail**Coach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

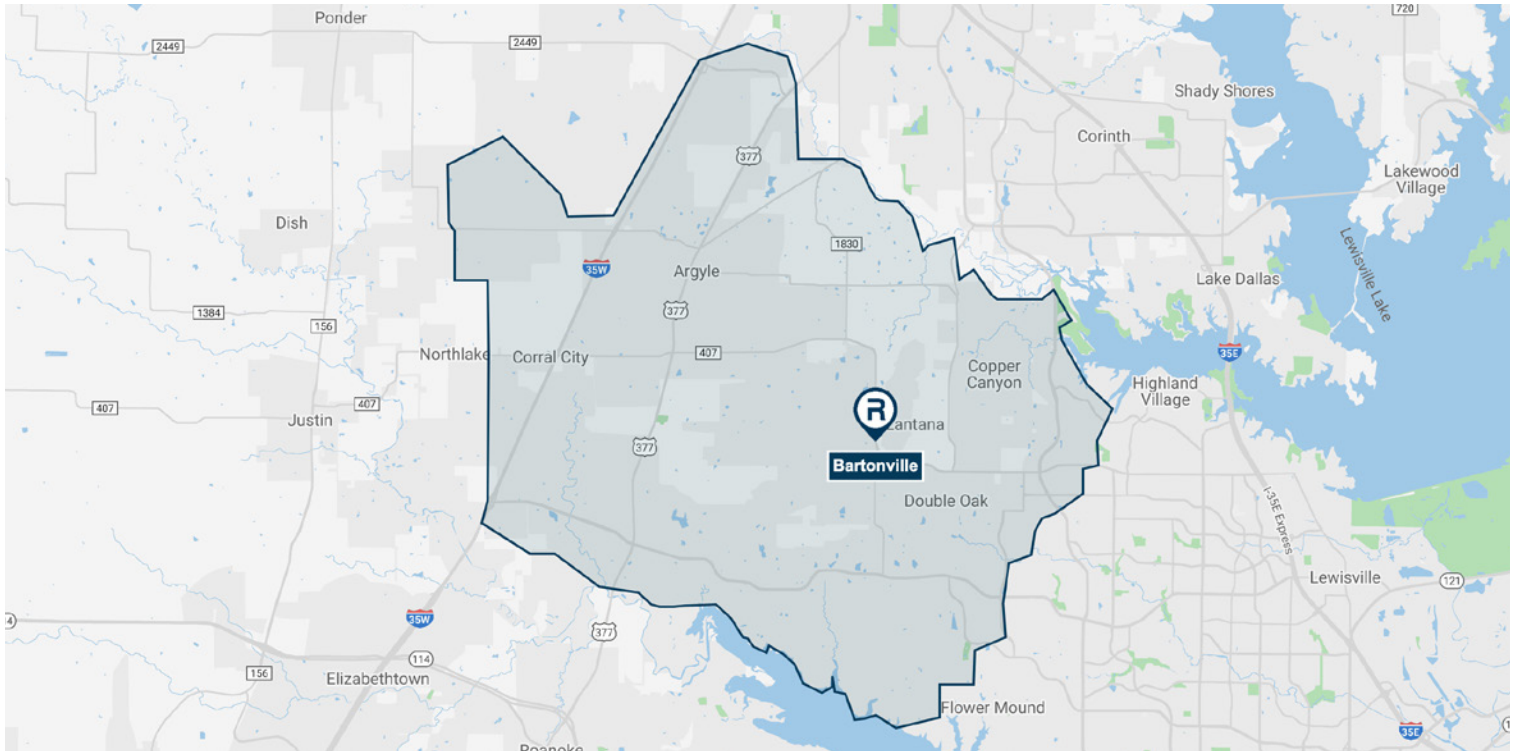
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* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

Primary Retail Trade Area • Retail Market Profile

Bartonville, Texas

Item C2.



Population

2020	67,651	0 - 9 Years	10.83%
2023	73,786	10 - 17 Years	11.15%
2028	81,527	18 - 24 Years	7.85%

Educational Attainment (%)

Graduate or Professional Degree	17.86%	25 - 34 Years	11.84%
Bachelors Degree	40.90%	35 - 44 Years	10.78%
Associate Degree	6.58%	45 - 54 Years	14.61%
Some College	18.98%	55 - 64 Years	15.23%
High School Graduate (GED)	12.70%	65 and Older	17.73%
Some High School, No Degree	1.60%	Median Age	42.90
Less than 9th Grade	1.37%	Average Age	41.16

Income

Average HH	\$209,384	White	76.31%
Median HH	\$162,915	Black/African American	3.23%
Per Capita	\$69,627	American Indian/Alaskan	0.61%
		Asian	7.65%
		Native Hawaiian/Islander	0.07%
		Other Race	2.42%
		Two or More Races	9.72%
		Hispanic	11.06%



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Bartonville, Texas

Area Retail

Map of Lantana, FL, showing retail locations. The map highlights several businesses: Valero, Tractor Supply Co., Subway, 7-Eleven, AT&T, Dutch Bros, FAS, Firestone, Kroger, Dickey's, Domino's, Starbucks, Supercuts, and Great Clips. The map also shows major roads like US 407 and Copper Canyon Rd, and nearby areas like Copper Canyon and Double Oak.

The map displays the state of Texas with major cities and highways. A red pin marks the location of Bartonville, which is highlighted with a blue circle. Bartonville is situated in the north-central part of the state, near the border with Oklahoma. The map shows the following cities and locations:

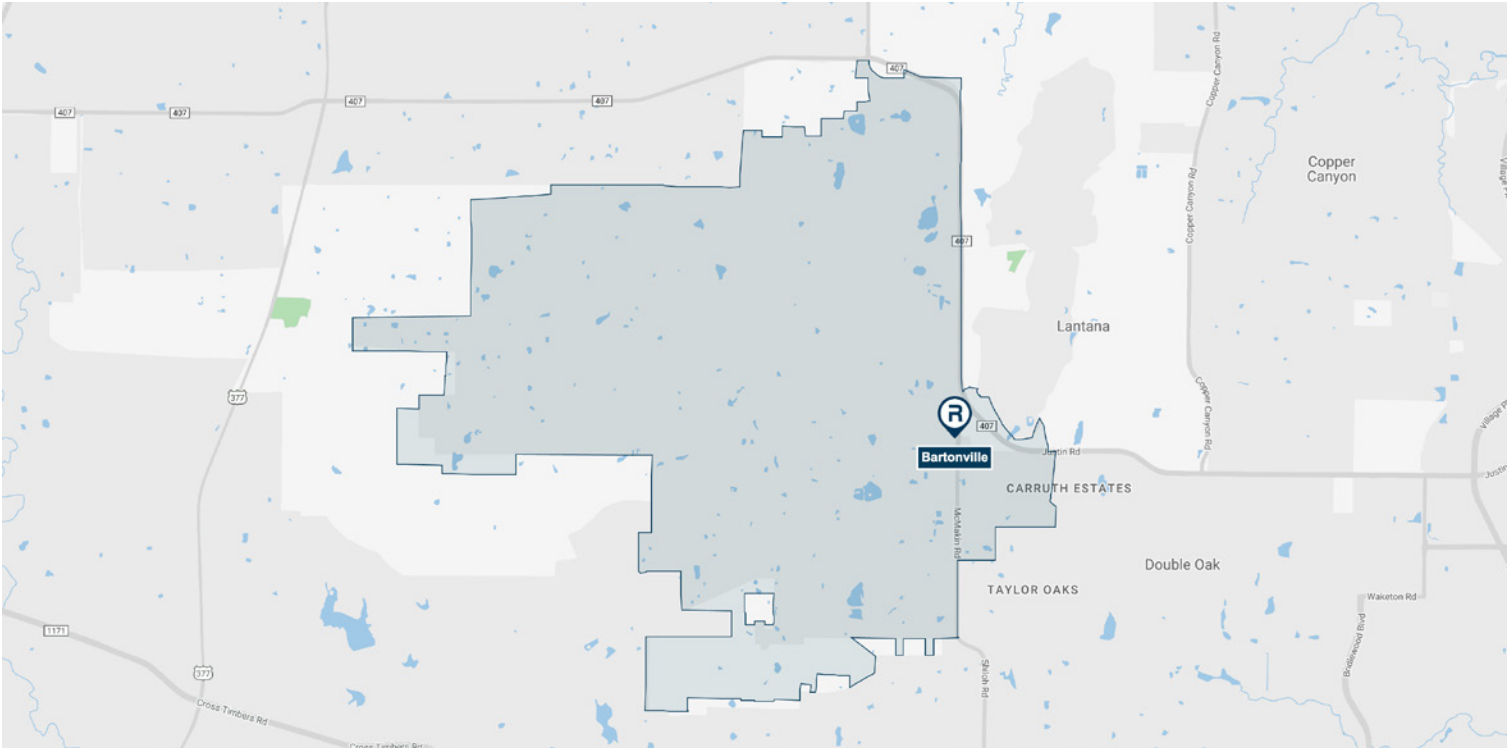
- Fort Worth** (bottom left)
- Dallas** (bottom right)
- Arlington** (bottom center)
- Irving** (center right)
- Grand Prairie** (center right)
- Plano** (top right)
- Richardson** (center right)
- Carrollton** (center right)
- Hebron** (center right)
- Flower Mound** (center)
- Grapevine** (center)
- Southlake** (center)
- Keller** (center)
- Watauga** (center)
- North Richland Hills** (center)
- Richland Hills** (center)
- Haltom City** (center)
- Woodhaven** (center)
- Meadowbrook** (center)
- Pantego** (bottom center)
- East Arlington** (bottom center)
- Mountain Creek** (bottom right)
- Oak Cliff** (bottom right)
- Cockrell Hill** (bottom right)
- Grand Prairie** (center right)
- Irving** (center right)
- Northwest Dallas** (center right)
- Las Colinas** (center right)
- Valley Ranch** (center right)
- Farmers Branch** (center right)
- Carrollton** (center right)
- Hebron** (center right)
- Flower Mound** (center)
- Grapevine** (center)
- Southlake** (center)
- Keller** (center)
- Watauga** (center)
- North Richland Hills** (center)
- Richland Hills** (center)
- Haltom City** (center)
- Woodhaven** (center)
- Meadowbrook** (center)
- Pantego** (bottom center)
- East Arlington** (bottom center)
- Mountain Creek** (bottom right)
- Oak Cliff** (bottom right)
- Cockrell Hill** (bottom right)

The map also shows major highways (Interstates 30, 35, 37, 40, 45, 55, 67, 75, 80, 82, 84, 86, 89, 90, 94, 96, 97, 99, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 7

Community • Retail Market Profile

Bartonville, Texas

Item C2.



Population		Age	
2020	1,725	0 - 9 Years	8.73%
2023	1,879	10 - 17 Years	10.96%
2028	2,041	18 - 24 Years	8.41%
Educational Attainment (%)		25 - 34 Years	14.26%
Graduate or Professional Degree	12.36%	35 - 44 Years	8.62%
Bachelors Degree	31.61%	45 - 54 Years	13.25%
Associate Degree	8.14%	55 - 64 Years	16.87%
Some College	18.36%	65 and Older	18.89%
High School Graduate (GED)	21.39%	Median Age	43.94
Some High School, No Degree	1.55%	Average Age	42.30
Less than 9th Grade	6.59%	Race Distribution (%)	
Income		White	74.03%
Average HH	\$171,048	Black/African American	1.22%
Median HH	\$131,385	American Indian/Alaskan	1.33%
Per Capita	\$56,257	Asian	2.45%
		Native Hawaiian/Islander	0.00%
		Other Race	6.12%
		Two or More Races	14.85%
		Hispanic	22.25%



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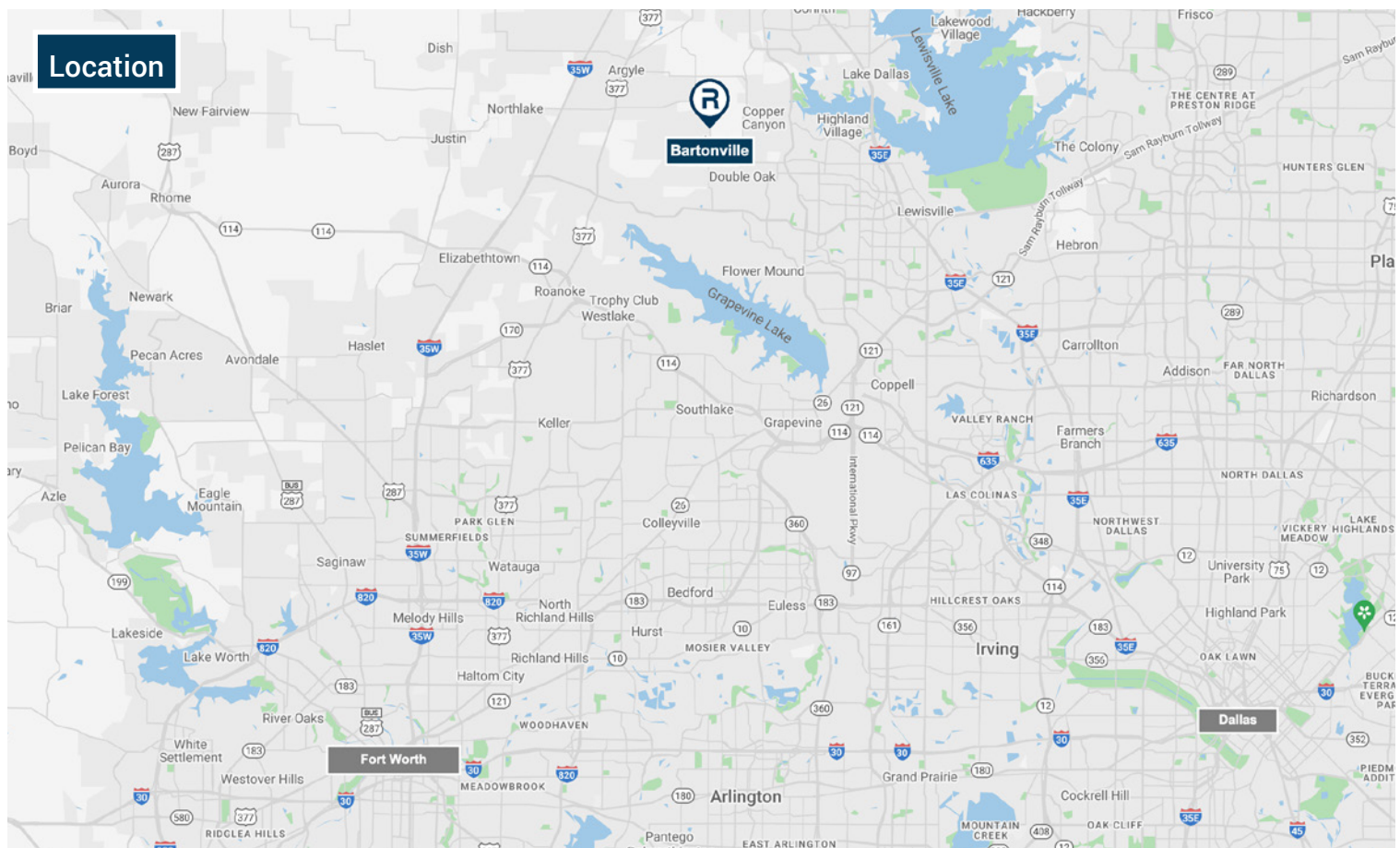
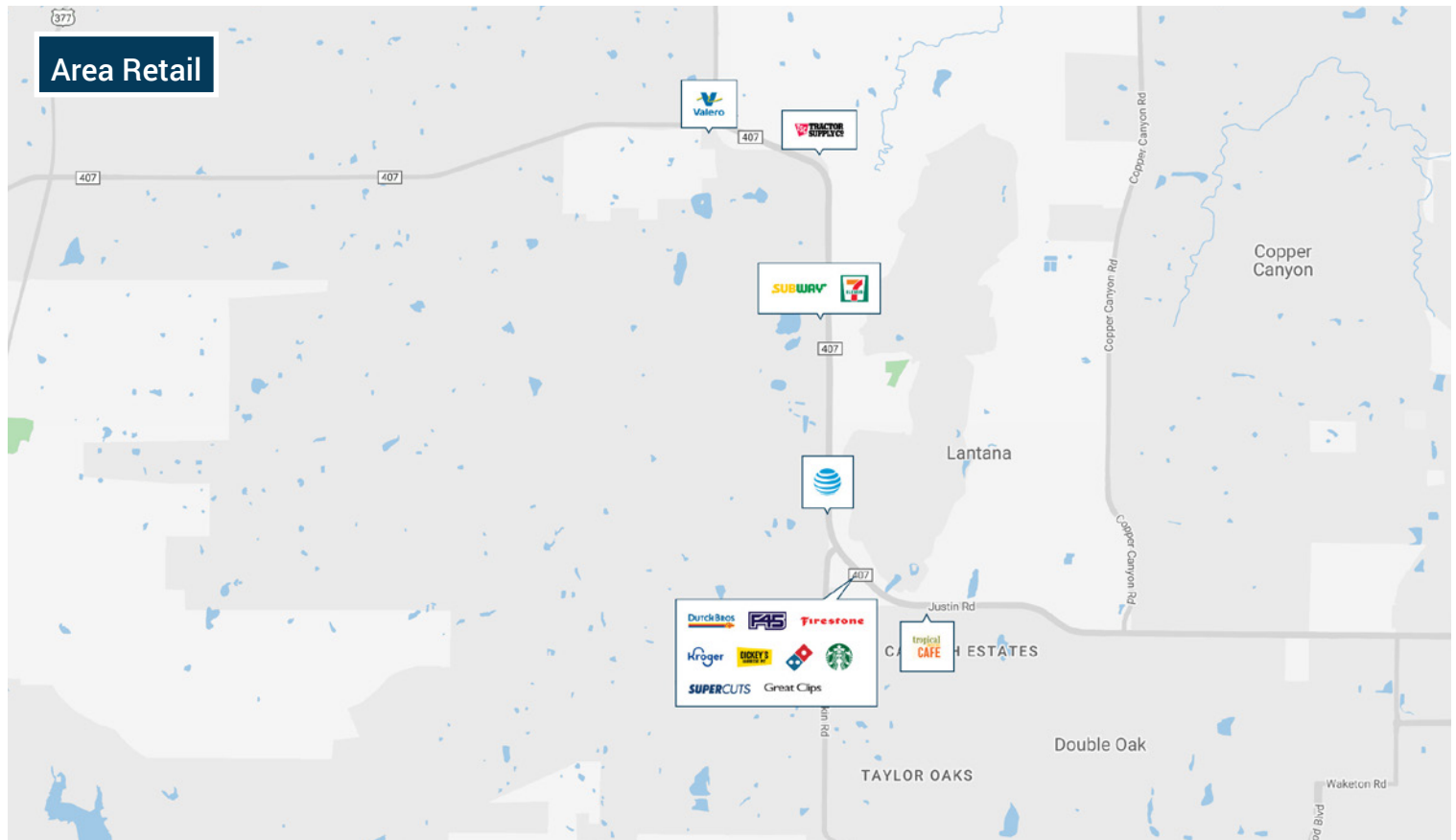
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Community • Retail Market Profile

Bartonville, Texas

Item C2.





The**Retail**Coach®

Secondary Retail Trade Area Demographic Profile

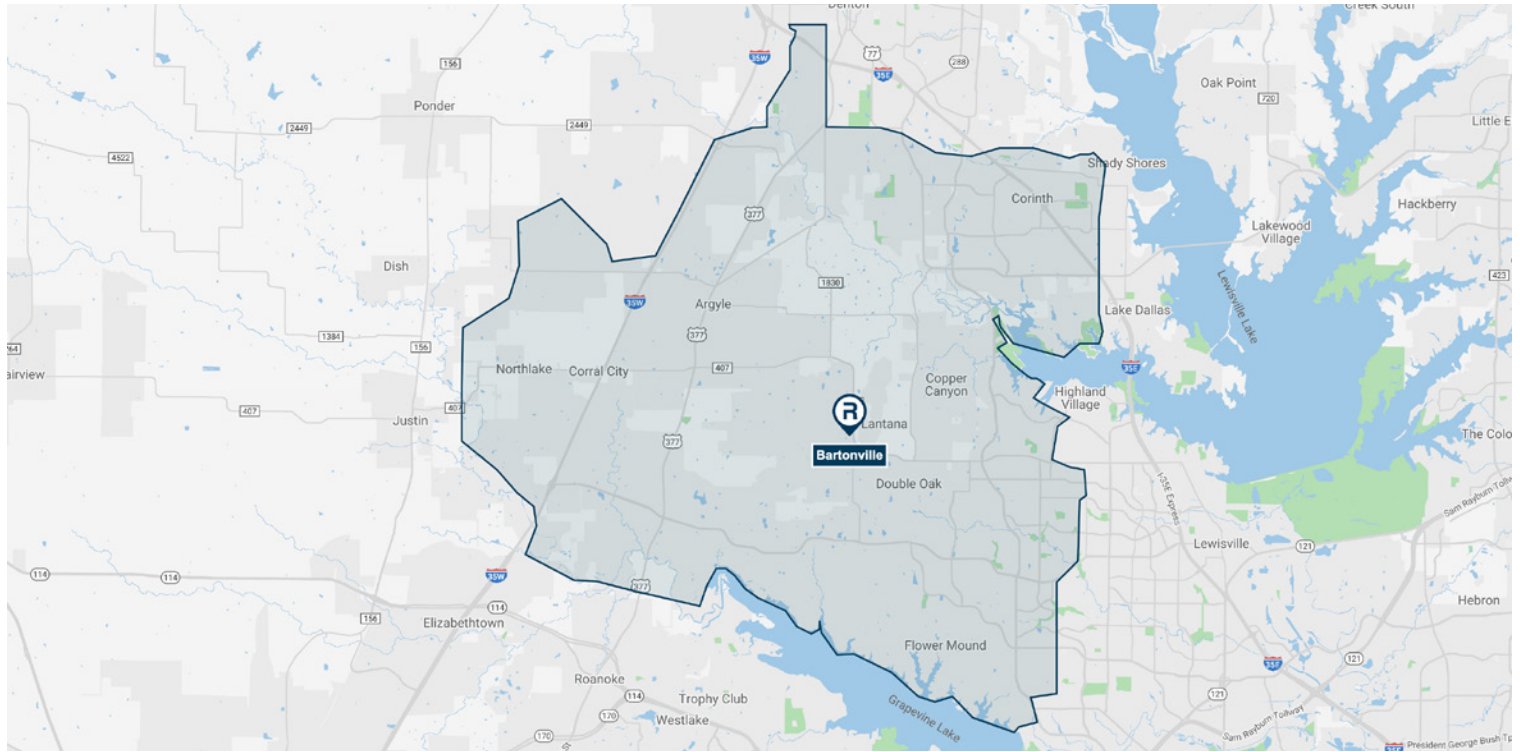
BARTONVILLE, TEXAS

Prepared for Town of Bartonville
January 2023

Secondary Retail Trade Area • Demographic Snapshot

Bartonville, Texas

Item C2.



Population

2020	171,963	0 - 9 Years	10.97%
2023	183,660	10 - 17 Years	11.41%
2028	197,777	18 - 24 Years	9.15%

Educational Attainment (%)

Graduate or Professional Degree	17.54%	25 - 34 Years	12.48%
Bachelors Degree	36.45%	35 - 44 Years	12.28%
Associate Degree	7.19%	45 - 54 Years	15.08%
Some College	20.03%	55 - 64 Years	14.00%
High School Graduate (GED)	14.04%	65 and Older	14.64%
Some High School, No Degree	2.75%	Median Age	40.01
Less than 9th Grade	2.00%	Average Age	39.50

Income

Average HH	\$180,327	White	70.05%
Median HH	\$138,448	Black/African American	5.08%
Per Capita	\$62,152	American Indian/Alaskan	0.67%
		Asian	9.22%
		Native Hawaiian/Islander	0.09%
		Other Race	4.01%
		Two or More Races	10.89%
		Hispanic	14.69%

Age

0 - 9 Years	10.97%
10 - 17 Years	11.41%
18 - 24 Years	9.15%
25 - 34 Years	12.48%
35 - 44 Years	12.28%
45 - 54 Years	15.08%
55 - 64 Years	14.00%
65 and Older	14.64%
Median Age	40.01
Average Age	39.50

Race Distribution (%)

White	70.05%
Black/African American	5.08%
American Indian/Alaskan	0.67%
Asian	9.22%
Native Hawaiian/Islander	0.09%
Other Race	4.01%
Two or More Races	10.89%
Hispanic	14.69%



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Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
Population		
2028 Projection	197,777	
2023 Estimate	183,660	
2020 Census	171,963	
2010 Census	134,621	
Growth 2023 - 2028		7.69%
Growth 2020 - 2023		6.80%
Growth 2010 - 2020		27.74%
2023 Est. Population by Single-Classification Race	183,660	
White Alone	128,660	70.05%
Black or African American Alone	9,329	5.08%
Amer. Indian and Alaska Native Alone	1,223	0.67%
Asian Alone	16,932	9.22%
Native Hawaiian and Other Pacific Island Alone	160	0.09%
Some Other Race Alone	7,363	4.01%
Two or More Races	19,992	10.89%
2023 Est. Population by Hispanic or Latino Origin	183,660	
Not Hispanic or Latino	156,681	85.31%
Hispanic or Latino	26,979	14.69%
Mexican	18,780	69.61%
Puerto Rican	983	3.64%
Cuban	721	2.67%
All Other Hispanic or Latino	6,494	24.07%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	26,979	
White Alone	6,941	25.73%
Black or African American Alone	281	1.04%
American Indian and Alaska Native Alone	529	1.96%
Asian Alone	144	0.53%
Native Hawaiian and Other Pacific Islander Alone	22	0.08%
Some Other Race Alone	6,677	24.75%
Two or More Races	12,386	45.91%
2023 Est. Pop by Race, Asian Alone, by Category	16,932	
Chinese, except Taiwanese	3,306	19.52%
Filipino	1,030	6.08%
Japanese	377	2.23%
Asian Indian	6,968	41.15%
Korean	2,858	16.88%
Vietnamese	665	3.93%
Cambodian	74	0.44%
Hmong	2	0.01%
Laotian	8	0.05%
Thai	32	0.19%
All Other Asian Races Including 2+ Category	1,612	9.52%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	183,660	
Arab	86	0.05%
Czech	760	0.41%
Danish	886	0.48%
Dutch	1,802	0.98%
English	18,580	10.12%
French (except Basque)	3,359	1.83%
French Canadian	678	0.37%
German	23,465	12.78%
Greek	284	0.16%
Hungarian	575	0.31%
Irish	15,713	8.56%
Italian	6,199	3.37%
Lithuanian	338	0.18%
United States or American	9,294	5.06%
Norwegian	2,464	1.34%
Polish	3,244	1.77%
Portuguese	494	0.27%
Russian	552	0.30%
Scottish	4,132	2.25%
Scotch-Irish	2,386	1.30%
Slovak	148	0.08%
Subsaharan African	1,435	0.78%
Swedish	2,032	1.11%
Swiss	380	0.21%
Ukrainian	200	0.11%
Welsh	1,219	0.66%
West Indian (except Hisp. groups)	326	0.18%
Other ancestries	52,147	28.39%
Ancestry Unclassified	30,484	16.60%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	146,724	84.08%
Speak Asian/Pacific Island Language at Home	6,651	3.81%
Speak IndoEuropean Language at Home	5,516	3.16%
Speak Spanish at Home	14,469	8.29%
Speak Other Language at Home	1,144	0.66%

Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Population by Age	183,660	
Age 0 - 4	9,157	4.99%
Age 5 - 9	10,986	5.98%
Age 10 - 14	13,309	7.25%
Age 15 - 17	7,652	4.17%
Age 18 - 20	7,815	4.25%
Age 21 - 24	8,990	4.89%
Age 25 - 34	22,915	12.48%
Age 35 - 44	22,554	12.28%
Age 45 - 54	27,693	15.08%
Age 55 - 64	25,707	14.00%
Age 65 - 74	17,369	9.46%
Age 75 - 84	7,665	4.17%
Age 85 and over	1,849	1.01%
Age 16 and over	147,699	80.42%
Age 18 and over	142,557	77.62%
Age 21 and over	134,742	73.36%
Age 65 and over	26,883	14.64%
2023 Est. Median Age		40.01
2023 Est. Average Age		39.50
2023 Est. Population by Sex	183,660	
Male	90,685	49.38%
Female	92,974	50.62%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	90,685	
Age 0 - 4	4,659	5.14%
Age 5 - 9	5,636	6.21%
Age 10 - 14	6,774	7.47%
Age 15 - 17	3,948	4.35%
Age 18 - 20	4,052	4.47%
Age 21 - 24	4,656	5.13%
Age 25 - 34	11,611	12.80%
Age 35 - 44	10,674	11.77%
Age 45 - 54	13,544	14.94%
Age 55 - 64	12,593	13.89%
Age 65 - 74	8,267	9.12%
Age 75 - 84	3,571	3.94%
Age 85 and over	701	0.77%
2023 Est. Median Age, Male		38.82
2023 Est. Average Age, Male		38.85
2023 Est. Female Population by Age	92,974	
Age 0 - 4	4,498	4.84%
Age 5 - 9	5,350	5.75%
Age 10 - 14	6,535	7.03%
Age 15 - 17	3,704	3.98%
Age 18 - 20	3,763	4.05%
Age 21 - 24	4,335	4.66%
Age 25 - 34	11,304	12.16%
Age 35 - 44	11,880	12.78%
Age 45 - 54	14,149	15.22%
Age 55 - 64	13,114	14.11%
Age 65 - 74	9,102	9.79%
Age 75 - 84	4,094	4.40%
Age 85 and over	1,148	1.24%
2023 Est. Median Age, Female		41.05
2023 Est. Average Age, Female		40.13

Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	39,772	26.48%
Males, Never Married	21,020	13.99%
Females, Never Married	18,752	12.48%
Married, Spouse present	89,462	59.56%
Married, Spouse absent	4,322	2.88%
Widowed	4,796	3.19%
Males Widowed	1,021	0.68%
Females Widowed	3,775	2.51%
Divorced	11,857	7.89%
Males Divorced	5,293	3.52%
Females Divorced	6,564	4.37%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,515	2.00%
Some High School, no diploma	3,459	2.75%
High School Graduate (or GED)	17,652	14.04%
Some College, no degree	25,194	20.03%
Associate Degree	9,038	7.19%
Bachelor's Degree	45,832	36.45%
Master's Degree	17,201	13.68%
Professional School Degree	2,663	2.12%
Doctorate Degree	2,198	1.75%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,119	21.99%
High School Graduate	2,284	16.10%
Some College or Associate's Degree	3,433	24.21%
Bachelor's Degree or Higher	5,347	37.70%
Households		
2028 Projection	67,595	
2023 Estimate	62,621	
2020 Census	58,502	
2010 Census	44,289	
Growth 2023 - 2028		7.94%
Growth 2020 - 2023		7.04%
Growth 2010 - 2020		32.09%
2023 Est. Households by Household Type		
Family Households	51,250	81.84%
Nonfamily Households	11,372	18.16%
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	1,971	
2023 Households by Ethnicity, Hispanic/Latino		
2023 Households by Ethnicity, Hispanic/Latino	6,642	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	1,779	2.84%
Income \$15,000 - \$24,999	1,287	2.06%
Income \$25,000 - \$34,999	1,597	2.55%
Income \$35,000 - \$49,999	2,708	4.32%
Income \$50,000 - \$74,999	7,166	11.44%
Income \$75,000 - \$99,999	7,060	11.27%
Income \$100,000 - \$124,999	6,310	10.08%
Income \$125,000 - \$149,999	6,209	9.91%
Income \$150,000 - \$199,999	9,813	15.67%
Income \$200,000 - \$249,999	6,225	9.94%
Income \$250,000 - \$499,999	7,657	12.23%
Income \$500,000+	4,812	7.68%
2023 Est. Average Household Income		
2023 Est. Average Household Income		\$180,327
2023 Est. Median Household Income		
2023 Est. Median Household Income		\$138,448
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$143,234
Black or African American Alone		\$106,860
American Indian and Alaska Native Alone		\$100,000
Asian Alone		\$144,743
Native Hawaiian and Other Pacific Islander Alone		\$68,154
Some Other Race Alone		\$116,845
Two or More Races		\$126,583
Hispanic or Latino		\$110,933
Not Hispanic or Latino		\$141,963
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	51,250	
Married-Couple Family, no own children	24,210	47.24%
Male Householder, own children	20,624	40.24%
Male Householder, no own children	1,035	2.02%
Female Householder, own children	907	1.77%
Female Householder, no own children	2,751	5.37%
Female Householder, no own children	1,724	3.36%
2023 Est. Households by Household Size		
1-person	62,621	
2-person	8,873	14.17%
3-person	22,961	36.67%
4-person	11,271	18.00%
5-person	12,389	19.78%
6-person	4,546	7.26%
7-or-more-person	1,860	2.97%
7-or-more-person	719	1.15%
2023 Est. Average Household Size		
2023 Est. Average Household Size		2.90

Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

Item C2.

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	62,621	
Households with 1 or More People under Age 18:	29,411	46.97%
Married-Couple Family	25,033	85.11%
Other Family, Male Householder	1,180	4.01%
Other Family, Female Householder	3,098	10.53%
Nonfamily, Male Householder	76	0.26%
Nonfamily, Female Householder	25	0.09%
Households with No People under Age 18:	33,210	
Married-Couple Family	19,795	59.61%
Other Family, Male Householder	762	2.29%
Other Family, Female Householder	1,390	4.19%
Nonfamily, Male Householder	5,401	16.26%
Nonfamily, Female Householder	5,862	17.65%
2023 Est. Households by Number of Vehicles	62,621	
No Vehicles	686	1.10%
1 Vehicle	11,127	17.77%
2 Vehicles	30,852	49.27%
3 Vehicles	14,028	22.40%
4 Vehicles	4,302	6.87%
5 or more Vehicles	1,628	2.60%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	55,330	
2023 Estimate	51,250	
2010 Census	36,154	
Growth 2023 - 2028		7.96%
Growth 2010 - 2023		41.76%
2023 Est. Families by Poverty Status	51,250	
2023 Families at or Above Poverty	49,955	97.47%
2023 Families at or Above Poverty with Children	24,607	48.01%
2023 Families Below Poverty	1,295	2.53%
2023 Families Below Poverty with Children	895	1.75%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	98,290	66.55%
Civilian Labor Force, Unemployed	3,316	2.25%
Armed Forces	85	0.06%
Not in Labor Force	46,008	31.15%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	98,662	
For-Profit Private Workers	70,753	71.71%
Non-Profit Private Workers	5,568	5.64%
Local Government Workers	1,838	1.86%
State Government Workers	3,612	3.66%
Federal Government Workers	6,883	6.98%
Self-Employed Workers	9,812	9.95%
Unpaid Family Workers	195	0.20%
2023 Est. Civ. Employed Pop 16+ by Occupation	98,662	
Architect/Engineer	1,900	1.93%
Arts/Entertainment/Sports	1,807	1.83%
Building Grounds Maintenance	1,628	1.65%
Business/Financial Operations	8,140	8.25%
Community/Social Services	1,482	1.50%
Computer/Mathematical	5,669	5.75%
Construction/Extraction	1,897	1.92%
Education/Training/Library	7,522	7.62%
Farming/Fishing/Forestry	167	0.17%
Food Prep/Serving	4,151	4.21%
Health Practitioner/Technician	5,559	5.63%
Healthcare Support	1,492	1.51%
Maintenance Repair	2,346	2.38%
Legal	753	0.76%
Life/Physical/Social Science	573	0.58%
Management	17,969	18.21%
Office/Admin. Support	10,416	10.56%
Production	2,432	2.46%
Protective Services	1,902	1.93%
Sales/Related	12,257	12.42%
Personal Care/Service	2,503	2.54%
Transportation/Moving	6,097	6.18%
2023 Est. Pop 16+ by Occupation Classification	98,662	
White Collar	74,047	75.05%
Blue Collar	12,771	12.94%
Service and Farm	11,844	12.01%
2023 Est. Workers Age 16+ by Transp. to Work	97,561	
Drove Alone	78,143	80.10%
Car Pooled	5,931	6.08%
Public Transportation	289	0.30%
Walked	877	0.90%
Bicycle	79	0.08%
Other Means	1,250	1.28%
Worked at Home	10,992	11.27%

Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,704	
15 - 29 Minutes	29,348	
30 - 44 Minutes	23,125	
45 - 59 Minutes	10,289	
60 or more Minutes	6,143	
2023 Est. Avg Travel Time to Work in Minutes		32
2023 Est. Occupied Housing Units by Tenure	62,621	
Owner Occupied	51,729	82.61%
Renter Occupied	10,893	17.39%
2023 Owner Occ. HUs: Avg. Length of Residence		11.28 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.44 [†]
2023 Est. Owner-Occupied Housing Units by Value	62,621	
Value Less than \$20,000	796	1.54%
Value \$20,000 - \$39,999	367	0.71%
Value \$40,000 - \$59,999	219	0.42%
Value \$60,000 - \$79,999	194	0.38%
Value \$80,000 - \$99,999	137	0.27%
Value \$100,000 - \$149,999	426	0.82%
Value \$150,000 - \$199,999	893	1.73%
Value \$200,000 - \$299,999	5,895	11.40%
Value \$300,000 - \$399,999	11,078	21.42%
Value \$400,000 - \$499,999	10,806	20.89%
Value \$500,000 - \$749,999	13,249	25.61%
Value \$750,000 - \$999,999	4,841	9.36%
Value \$1,000,000 or \$1,499,999	2,078	4.02%
Value \$1,500,000 or \$1,999,999	453	0.88%
Value \$2,000,000+	295	0.57%
2023 Est. Median All Owner-Occupied Housing Value		\$452,104
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	56,250	86.52%
1 Unit Attached	810	1.25%
2 Units	242	0.37%
3 or 4 Units	734	1.13%
5 to 19 Units	2,491	3.83%
20 to 49 Units	1,207	1.86%
50 or More Units	1,322	2.03%
Mobile Home or Trailer	1,911	2.94%
Boat, RV, Van, etc.	47	0.07%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	13,598	20.92%
Housing Units Built 2010 to 2014	3,145	4.84%
Housing Units Built 2000 to 2009	18,967	29.17%
Housing Units Built 1990 to 1999	16,059	24.70%
Housing Units Built 1980 to 1989	8,638	13.29%
Housing Units Built 1970 to 1979	2,679	4.12%
Housing Units Built 1960 to 1969	1,099	1.69%
Housing Units Built 1950 to 1959	375	0.58%
Housing Units Built 1940 to 1949	323	0.50%
Housing Unit Built 1939 or Earlier	130	0.20%
2023 Est. Median Year Structure Built		2002

[†] Years

About The Retail Coach®

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Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**Retail**Coach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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Secondary Retail Trade Area Retail Demand Outlook

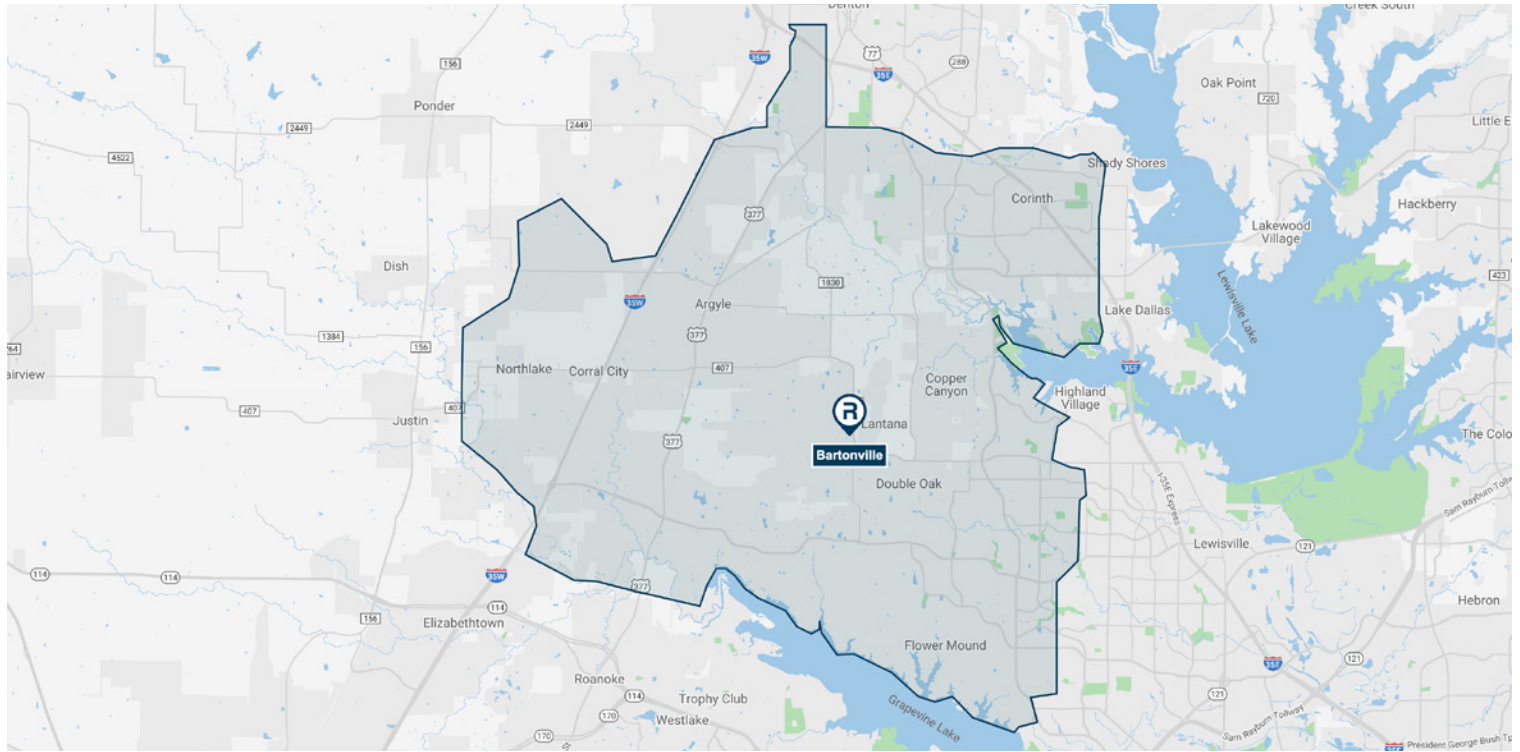
BARTONVILLE, TEXAS

Prepared for Town of Bartonville
January 2023

Secondary Retail Trade Area • Demographic Snapshot

Bartonville, Texas

Item C2.



Population

2020	171,963	0 - 9 Years	10.97%
2023	183,660	10 - 17 Years	11.41%
2028	197,777	18 - 24 Years	9.15%

Educational Attainment (%)

Graduate or Professional Degree	17.54%	25 - 34 Years	12.48%
Bachelors Degree	36.45%	35 - 44 Years	12.28%
Associate Degree	7.19%	45 - 54 Years	15.08%
Some College	20.03%	55 - 64 Years	14.00%
High School Graduate (GED)	14.04%	65 and Older	14.64%
Some High School, No Degree	2.75%	Median Age	40.01
Less than 9th Grade	2.00%	Average Age	39.50

Income

Average HH	\$180,327	White	70.05%
Median HH	\$138,448	Black/African American	5.08%
Per Capita	\$62,152	American Indian/Alaskan	0.67%
		Asian	9.22%
		Native Hawaiian/Islander	0.09%
		Other Race	4.01%
		Two or More Races	10.89%
		Hispanic	14.69%

Age

0 - 9 Years	10.97%
10 - 17 Years	11.41%
18 - 24 Years	9.15%
25 - 34 Years	12.48%
35 - 44 Years	12.28%
45 - 54 Years	15.08%
55 - 64 Years	14.00%
65 and Older	14.64%
Median Age	40.01
Average Age	39.50

Race Distribution (%)

White	70.05%
Black/African American	5.08%
American Indian/Alaskan	0.67%
Asian	9.22%
Native Hawaiian/Islander	0.09%
Other Race	4.01%
Two or More Races	10.89%
Hispanic	14.69%



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Secondary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

Item C2.

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$2,395,677,357	\$3,014,551,738	\$618,874,381	4.70%
441	Motor vehicle and parts dealers	\$538,068,459	\$740,440,476	\$202,372,016	6.59%
4411	Automobile dealers	\$484,715,718	\$671,492,295	\$186,776,577	6.74%
4412	Other motor vehicle dealers	\$22,515,828	\$32,916,570	\$10,400,743	7.89%
4413	Automotive parts, accessories, and tire stores	\$30,836,914	\$36,031,611	\$5,194,697	3.16%
442	Furniture and home furnishings stores	\$25,811,500	\$34,325,196	\$8,513,697	5.87%
4421	Furniture stores	\$16,872,883	\$22,797,739	\$5,924,856	6.20%
4422	Home furnishings stores	\$8,938,617	\$11,527,458	\$2,588,841	5.22%
443	Electronics and appliance stores	\$38,491,615	\$45,646,415	\$7,154,800	3.47%
443141	Household appliance stores	\$7,948,574	\$9,395,225	\$1,446,651	3.40%
443142	Electronics stores	\$30,543,041	\$36,251,190	\$5,708,150	3.49%
444	Building material and garden equipment and supplies dealers	\$164,911,614	\$196,086,408	\$31,174,795	3.52%
4441	Building material and supplies dealers	\$147,434,649	\$174,688,038	\$27,253,389	3.45%
44411	Home centers	\$81,547,161	\$96,606,088	\$15,058,926	3.45%
44412	Paint and wallpaper stores	\$6,375,526	\$9,422,385	\$3,046,859	8.13%
44413	Hardware stores	\$12,104,258	\$14,251,712	\$2,147,454	3.32%
44419	Other building material dealers	\$47,407,703	\$54,407,853	\$7,000,150	2.79%
4442	Lawn and garden equipment and supplies stores	\$17,476,965	\$21,398,370	\$3,921,405	4.13%
44421	Outdoor power equipment stores	\$3,539,100	\$4,367,463	\$828,363	4.30%
44422	Nursery, garden center, and farm supply stores	\$13,937,865	\$17,030,907	\$3,093,042	4.09%
445	Food and beverage stores	\$345,957,459	\$436,275,235	\$90,317,776	4.75%
4451	Grocery stores	\$313,528,832	\$395,142,013	\$81,613,182	4.74%
44511	Supermarkets and other grocery (except convenience) stores	\$300,334,927	\$378,847,691	\$78,512,764	4.75%
44512	Convenience stores	\$13,193,905	\$16,294,322	\$3,100,418	4.31%
4452	Specialty food stores	\$9,554,315	\$12,093,219	\$2,538,904	4.83%
4453	Beer, wine, and liquor stores	\$22,874,312	\$29,040,002	\$6,165,690	4.89%
446	Health and personal care stores	\$67,082,989	\$75,672,363	\$8,589,373	2.44%
44611	Pharmacies and drug stores	\$49,147,680	\$57,544,318	\$8,396,638	3.20%
44612	Cosmetics, beauty supplies, and perfume stores	\$3,299,921	\$3,875,303	\$575,382	3.27%
44613	Optical goods stores	\$11,878,251	\$11,036,424	-\$841,827	-1.46%
44619	Other health and personal care stores	\$2,757,137	\$3,216,318	\$459,180	3.13%
447	Gasoline stations	\$229,806,118	\$289,008,486	\$59,202,368	4.69%

Secondary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

Item C2.

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$68,938,307	\$76,277,576	\$7,339,270	2.04%
4481	Clothing stores	\$45,051,939	\$49,046,244	\$3,994,306	1.71%
44811	Men's clothing stores	\$1,164,273	\$1,220,212	\$55,939	0.94%
44812	Women's clothing stores	\$6,516,307	\$6,764,560	\$248,254	0.75%
44813	Children's and infants' clothing stores	\$6,077,282	\$6,880,931	\$803,650	2.52%
44814	Family clothing stores	\$26,636,344	\$29,432,198	\$2,795,854	2.02%
44815	Clothing accessories stores	\$1,600,426	\$1,667,599	\$67,173	0.83%
44819	Other clothing stores	\$3,057,308	\$3,080,744	\$23,436	0.15%
4482	Shoe stores	\$9,776,622	\$11,492,210	\$1,715,588	3.29%
4483	Jewelry, luggage, and leather goods stores	\$14,109,746	\$15,739,122	\$1,629,376	2.21%
44831	Jewelry stores	\$10,412,184	\$11,760,796	\$1,348,613	2.47%
44832	Luggage and leather goods stores	\$3,697,562	\$3,978,326	\$280,764	1.47%
451	Sporting goods, hobby, musical instrument, and book stores	\$41,466,739	\$52,148,818	\$10,682,078	4.69%
4511	Sporting goods, hobby, and musical instrument stores	\$30,140,233	\$36,809,411	\$6,669,177	4.08%
45111	Sporting goods stores	\$18,277,636	\$22,644,037	\$4,366,401	4.38%
45112	Hobby, toy, and game stores	\$8,599,425	\$10,349,935	\$1,750,510	3.78%
45113	Sewing, needlework, and piece goods stores	\$1,308,372	\$1,620,661	\$312,289	4.37%
45114	Musical instrument and supplies stores	\$1,954,800	\$2,194,778	\$239,978	2.34%
4512	Book stores and news dealers	\$11,326,506	\$15,339,407	\$4,012,901	6.25%
452	General merchandise stores	\$260,052,664	\$316,764,858	\$56,712,195	4.02%
4522	Department stores	\$21,753,471	\$23,980,209	\$2,226,738	1.97%
4523	Other general merchandise stores	\$238,299,192	\$292,784,649	\$54,485,456	4.20%
453	Miscellaneous store retailers	\$38,819,314	\$46,730,583	\$7,911,269	3.78%
4531	Florists	\$1,888,507	\$2,335,994	\$447,487	4.34%
4532	Office supplies, stationery, and gift stores	\$6,160,903	\$7,541,459	\$1,380,556	4.13%
45321	Office supplies and stationery stores	\$2,983,791	\$3,743,851	\$760,061	4.64%
45322	Gift, novelty, and souvenir stores	\$3,177,112	\$3,797,608	\$620,496	3.63%
4533	Used merchandise stores	\$5,671,209	\$6,390,401	\$719,192	2.42%
4539	Other miscellaneous store retailers	\$25,098,695	\$30,462,728	\$5,364,034	3.95%
45391	Pet and pet supplies stores	\$9,127,399	\$11,826,561	\$2,699,162	5.32%
45399	All other miscellaneous store retailers	\$15,971,296	\$18,636,168	\$2,664,872	3.13%
454	Non-store retailers	\$328,296,204	\$392,105,481	\$63,809,277	3.62%
722	Food services and drinking places	\$247,974,376	\$313,069,843	\$65,095,467	4.77%
7223	Special food services	\$16,475,734	\$20,573,383	\$4,097,649	4.54%
7224	Drinking places (alcoholic beverages)	\$5,152,901	\$6,301,498	\$1,148,597	4.11%
7225	Restaurants and other eating places	\$226,345,741	\$286,194,962	\$59,849,221	4.80%
722511	Full-service restaurants	\$107,483,637	\$135,573,374	\$28,089,737	4.75%
722513	Limited-service restaurants	\$100,740,680	\$127,658,766	\$26,918,086	4.85%
722514	Cafeterias, grill buffets, and buffets	\$2,570,196	\$3,257,250	\$687,054	4.85%
722515	Snack and nonalcoholic beverage bars	\$15,551,228	\$19,705,571	\$4,154,344	4.85%

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Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**Retail**Coach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

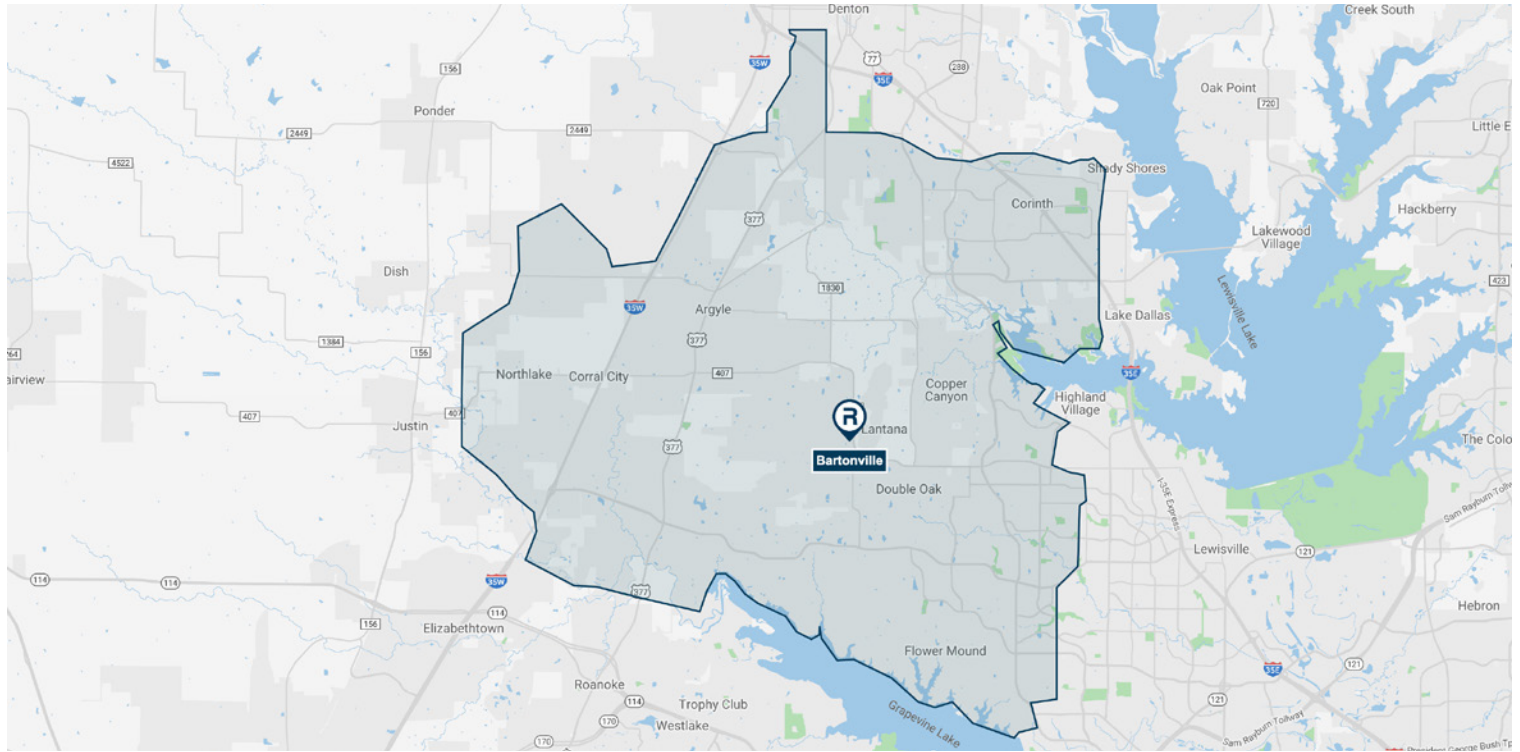
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

Secondary Retail Trade Area • Retail Market Profile

Bartonville, Texas

Item C2.



Population

2020	171,963	0 - 9 Years	10.97%
2023	183,660	10 - 17 Years	11.41%
2028	197,777	18 - 24 Years	9.15%

Educational Attainment (%)

Graduate or Professional Degree	17.54%	25 - 34 Years	12.48%
Bachelors Degree	36.45%	35 - 44 Years	12.28%
Associate Degree	7.19%	45 - 54 Years	15.08%
Some College	20.03%	55 - 64 Years	14.00%
High School Graduate (GED)	14.04%	65 and Older	14.64%
Some High School, No Degree	2.75%	Median Age	40.01
Less than 9th Grade	2.00%	Average Age	39.50

Income

Average HH	\$180,327	White	70.05%
Median HH	\$138,448	Black/African American	5.08%
Per Capita	\$62,152	American Indian/Alaskan	0.67%
		Asian	9.22%
		Native Hawaiian/Islander	0.09%
		Other Race	4.01%
		Two or More Races	10.89%
		Hispanic	14.69%



Tammy Dixon, TRMC, CMC
Town of Bartonville
Town Secretary

1941 East Jeter Road
Bartonville, Texas 76226

Phone 817.693.5280
tdixon@townofbartonville.com
www.townofbartonville.com

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



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The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy of the information. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

Bartonville, Texas

Area Retail

Valero

TRACTOR SUPPLY CO

407

SUBWAY

7

407

AT&T

407

Justin Rd

Dutch Bros

F45

Firestone

Kroger

DICKY'S

DOMINO'S

STARBUCKS

SUPERCUTS

Great Clips

tropical CAFE

ESTATES

Copper Canyon Rd

Lantana

Double Oak

A map of North Texas highlighting the location of Bartonville. A red pin marks Bartonville, which is situated north of Fort Worth and west of Dallas. Major highways like I-35W, I-820, and I-635 are shown. Other cities labeled include Irving, Arlington, and various suburbs like Grapevine and Carrollton. The map uses a color-coded system where green indicates urban areas, blue indicates water bodies, and grey indicates major roads.



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE February 8, 2023

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Discuss and consider approval of a Third Amended and Restated Performance Agreement by and between the Bartonville Community Development Corporation and Cloud 9 Management LLC.

SUMMARY:

A Performance Agreement between the Board and Cloud 9 Management LLC (Kim Cloud) was approved in April 2019, and amended the agreement in 2020 and 2021, to provide financial assistance for the construction of Cloud 9 Salon and Spa. The agreement provided a total incentive of \$32,000. \$16,000 was paid in accordance of the agreement and the remaining \$16,000 was to paid within 30 days after the issuance of a Certificate of Occupancy (April 2023).

Due to required architectural design changes, project cost negotiations and cost of materials, the groundbreaking of the project was delayed to January of 2023.

The Board attorney has drafted an amended agreement extending all of the dates by one additional year.

ATTACHMENTS:

1. Request from Kim Cloud
2. Draft amended agreement

KIM CLOUD CLOUD 9 SALON AND SPA

7160 Justin Rd Lantana Texas 76226 | 972-317-4384 | kim@cloud9salon.com

January 24, 2023

Town Of Bartonville

Dear Town of Bartonville and Bartonville Community Development Corporation,

Cloud 9 Salon and Spa is seeking an amendment for the construction completion date of our Development Corporation Funds. In our second amendment we received an approval for a construction completion date of April 16, 2019.

Due to required architectural design changes, project cost negotiations and cost of materials we experienced a delay in our groundbreaking date.

We officially broke ground on January 16th and are excited to have a projected completion date for December 2023.

We are requesting an extension for our completion deadline from the Bartonville Community Development Corporation. The requested date is February 1, 2024.

Thank you and we look so forward to doing business in Bartonville Texas!

Sincerely,



**Kim Cloud
Cloud 9 Salon and Spa**

~~SECOND~~THIRD AMENDED AND RESTATED PERFORMANCE AGREEMENT

This **~~SECOND~~THIRD AMENDED AND RESTATED PERFORMANCE AGREEMENT** between ***CLOUD 9 MANAGEMENT, LLC***, a Texas limited liability company (hereinafter referred to as the “Developer”), and the ***BARTONVILLE COMMUNITY DEVELOPMENT CORPORATION***, a Texas non-profit corporation (hereinafter referred to as the “BCDC”), is made and executed on the following recitals, terms and conditions.

WHEREAS, BCDC is an economic development corporation operating pursuant to Chapter 505 of the Texas Local Government Code, as amended (also referred to as the “Act”), and the Texas Non-Profit Corporation Act, as codified in the Texas Business Organizations Code, as amended; and

WHEREAS, on or about April 16, 2019, the Developer and BCDC approved and executed an original Performance Agreement concerning financial assistance for the construction of Qualified Expenditures (as defined herein) to be made to the Property generally located at 2660 F.M. 407, Town of Bartonville, Texas; and

WHEREAS, on or about December 9, 2020, the Developer and BCDC approved and executed an Amended and Restated Performance Agreement concerning financial assistance for the construction of Qualified Expenditures (as defined herein) to be made to the Property generally located at 2660 F.M. 407, Town of Bartonville, Texas; and

WHEREAS, the parties desire to amend the Amended and Restated Performance Agreement with this **~~Second~~Third** Amended and Restated Performance Agreement to amend certain dates within the Agreement.

NOW, THEREFORE, for and in consideration of the agreements contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the BCDC and Developer agree as follows:

SECTION 1. FINDINGS INCORPORATED.

The foregoing recitals are hereby incorporated into the body of this Agreement and shall be considered part of the mutual covenants, consideration and promises that bind the parties.

SECTION 2. TERM.

This Agreement shall be effective as of the Effective Date, as defined herein, and shall continue thereafter until **March 31, ~~2029~~2028**, unless terminated sooner under the provisions hereof.

SECTION 3. DEFINITIONS.

The following words shall have the following meanings when used in this Agreement.

- (a) **Act.** The word “Act” means Chapters 501 to 505 of the Texas Local Government Code, as amended.
- (b) **Agreement.** The word “Agreement” means this ~~Second~~Third Amended and Restated Performance Agreement, together with all exhibits and schedules attached to this ~~Second~~Third Amended and Restated Performance Agreement from time to time, if any.
- (c) **BCDC.** The term “BCDC” means the Bartonville Community Development Corporation, a Texas non-profit corporation, its successors and assigns, whose corporate address for the purposes of this Agreement is 1941 East Jeter Road, Bartonville, Texas 76226.
- (d) **Developer.** The word “Developer” means Cloud 9 Management, LLC, a Texas limited liability company, and its successors and assigns, whose address for the purposes of this Agreement is 1651 F.M. 407, Flower Mound, Texas 75028.
- (e) **Effective Date.** The words “Effective Date” mean the date of the latter to execute this Agreement by and between the Developer and the BCDC.
- (f) **Event of Default.** The words “Event of Default” mean and include any of the Events of Default set forth below in the section entitled “Events of Default.”
- (g) **Full-Time Equivalent Employment Positions.** The words “Full-Time Equivalent Employment Position” or “Full-Time Equivalent Employment Positions” mean and include a job requiring a minimum of One Thousand Nine Hundred Twenty (1,920) hours of work averaged over a twelve (12) month period.
- (h) **Property.** The word “Property” means Lot 1R - 4, Block A of the Denkman Plaza Addition, an addition to the Town of Bartonville, Denton County, Texas, and generally located at 2660 F.M. 407, Bartonville, Texas.
- (i) **Qualified Expenditures.** The words “Qualified Expenditures” mean those expenditures consisting of construction of a minimum 8,000 square foot hair salon establishment located on the Property, and Property acquisition costs, and those expenses which otherwise meet the definition of “project” as that term is defined by Sections 501.103 and 505.158 of the Act, and the definition of “cost” as that term is defined by Section 501.152 of the Act.
- (j) **Related Documents.** The words “Related Documents” mean and include without limitation all promissory notes, loan agreements, and all other instruments and documents, whether now or hereafter existing, executed in connection with this Agreement.
- (k) **Term.** The word “Term” means the term of this Agreement as specified in Section 2 of this Agreement.

SECTION 4. AFFIRMATIVE COVENANTS OF DEVELOPER.

Developer covenants and agrees with BCDC that, while this Agreement is in effect, it shall comply with the following terms and conditions:

- (a) **Qualified Expenditures.** Developer covenants and agrees to submit to the BCDC invoices, receipts, or other documentation in a form acceptable to the BCDC for the Qualified Expenditures made to the Property in a minimum amount of **Two Million Five Hundred Thousand and No/100 Dollars (\$2,500,000.00)** by **April 1, ~~2024~~2023**.
- (b) **Certificate of Occupancy.** Developer covenants and agrees to obtain or cause to be obtained by **April 1, ~~2024~~2023**, a Certificate of Occupancy from the Town of Bartonville, Texas, for a minimum of 8,000 square feet of hair salon, retail space located on the Property.
- (c) **Operate Cloud 9 Establishment.** Developer covenants and agrees by **April 1, ~~2024~~2023**, and during the Term of this Agreement to keep open to the general public the Cloud 9 Hair Salon Establishment located on the Property.
- (d) **Job Creation and Retention.** Developer covenants and agrees by **April 1, ~~2024~~2023**, and during the Term of this Agreement to employ and maintain a minimum of thirty-five (35) Full-Time Equivalent Employment Positions working at the Property. Developer covenants and agrees beginning on **April 1, ~~2025~~2024**, and during the Term of this Agreement, Developer shall deliver to BCDC an annual compliance verification signed by a duly authorized representative of Developer that shall certify the number of Full-Time Equivalent Employment Positions, and shall disclose and certify the average wage for all Full-Time Equivalent Employment Positions (the "Annual Compliance Verification"). The Developer covenants and agrees beginning on **April 1, ~~2025~~2024**, and annually thereafter during the Term of this Agreement, there will be a total of four (4) Annual Compliance Verifications due and submitted to the BCDC covering the Full-Time Equivalent Employment Positions created and maintained during the Term of this Agreement. All Annual Compliance Verifications shall include quarterly IRS 941 returns, or Texas Workforce Commission Employer Quarterly Reports.
- (e) **Performance.** Developer agrees to perform and comply with all terms, conditions, and provisions set forth in this Agreement and in all other instruments and agreements between Developer and BCDC.

SECTION 5. AFFIRMATIVE COVENANTS OF BCDC.

BCDC covenants and agrees with Developer that, while this Agreement is in effect, it shall comply with the following terms and conditions:

- (a) **Reimbursement for Qualified Expenditures.** BCDC covenants and agrees to submit reimbursement for Qualified Expenditures made by the Developer pursuant to Section 4(a) of this Agreement, in the amount not to exceed **Thirty-Two Thousand and No/100 Dollars (\$32,000.00)** as follows:
- (1) **Sixteen Thousand and No/100 Dollars (\$16,000.00)** was previously paid to the Developer or about June 26, 2019; and
 - (2) **Sixteen Thousand and No/100 Dollars (\$16,000.00)** paid to Developer within thirty (30) days of Developer's receipt of the Certificate of Occupancy consistent with Section 4(b) of this Agreement.
- (b) **Performance.** BCDC agrees to perform and comply with all terms, conditions, and provisions set forth in this Agreement and in all other instruments and agreements between Developer and BCDC.

SECTION 6. CESSATION OF ADVANCES.

If BCDC has made any commitment to make any financial assistance to Developer, whether under this Agreement or under any other agreement, BCDC shall have no obligation to advance or disburse financial assistance if: (i) Developer becomes insolvent, files a petition in bankruptcy or similar proceedings, or is adjudged bankrupt; or (ii) an Event of Default occurs.

SECTION 7. EVENTS OF DEFAULT.

Each of the following shall constitute an Event of Default under this Agreement:

- (a) **General Event of Default.** Failure of Developer or BCDC to comply with or to perform any other term, obligation, covenant or condition contained in this Agreement, or failure of Developer or BCDC to comply with or to perform any other term, obligation, covenant or condition contained in any other agreement by and between Developer and BCDC is an Event of Default.
- (b) **False Statements.** Any warranty, representation, or statement made or furnished to the BCDC by or on behalf of Developer under this Agreement that is false or misleading in any material respect, either now or at the time made or furnished is an Event of Default.
- (c) **Insolvency.** Developer's insolvency, appointment of receiver for any part of Developer's property, any assignment for the benefit of creditors of Developer, any type of creditor workout for Developer, or the commencement of any proceeding under any bankruptcy or insolvency laws by or against Developer is an Event of Default.

- (d) **Ad Valorem Taxes.** Developer allows its ad valorem taxes owed to the Town of Bartonville, Texas, to become delinquent and fails to timely and properly follow the legal procedures for protest and/or contest of such taxes and to cure such failure within thirty (30) days after written notice thereof from BCDC and/or Denton County Central Appraisal District is an Event of Default.

SECTION 8. EFFECT OF AN EVENT OF DEFAULT.

In the event of default under Section 7 of this Agreement, the non-defaulting party shall give written notice to the other party of any default, and the defaulting party shall have thirty (30) days to cure said default. Should said default remain uncured as of the last day of the applicable cure period, and the non-defaulting party is not otherwise in default, the non-defaulting party shall have the right to immediately terminate this Agreement, enforce specific performance as appropriate, or maintain a cause of action for damages caused by the event(s) of default. In the event, Developer defaults and is unable or unwilling to cure said default within the prescribed time period, the amounts provided by BCDC to Developer pursuant to Section 5(a) of this Agreement shall become immediately due and payable by Developer to BCDC as follows:

- (a) Event of Default occurs from the Effective Date through **March 31, ~~2025~~2024**, repay **Thirty-Two Thousand and No/100 Dollars (\$32,000.00)** or as much as has been advanced to Developer by BCDC;
- (b) Event of Default occurs from **April 1, ~~2025~~2024**, to **March 31, ~~2026~~2025**, repay **Twenty-Five Thousand Six Hundred and No/100 Dollars (\$25,600.00)**;
- (c) Event of Default occurs from **April 1, ~~2026~~2025**, to **March 31, ~~2027~~2026**, repay **Nineteen Thousand Two Hundred and No/100 Dollars (\$19,200.00)**;
- (d) Event of Default occurs from **April 1, ~~2027~~2026**, to **March 31, ~~2028~~2027**, repay **Twelve Thousand Eight Hundred and No/100 Dollars (\$12,800.00)**; and
- (e) Event of Default occurs from **April 1, ~~2028~~2027**, to **March 31, ~~2029~~2028**, repay **Six Thousand Four Hundred and No/100 Dollars (\$6,400.00)**.

SECTION 9. INDEMNIFICATION.

TO THE EXTENT ALLOWED BY LAW, EACH PARTY AGREES TO RELEASE, DEFEND, INDEMNIFY, AND HOLD HARMLESS THE OTHER (AND ITS OFFICERS, AGENTS, AND EMPLOYEES) FROM AND AGAINST ALL CLAIMS OR CAUSES OF ACTION FOR INJURIES (INCLUDING DEATH), PROPERTY DAMAGES (INCLUDING LOSS OF USE), AND ANY OTHER LOSSES, DEMAND, SUITS, JUDGMENTS AND COSTS, INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES, IN ANY WAY ARISING OUT OF, RELATED TO OR RESULTING FROM

ITS PERFORMANCE UNDER THIS AGREEMENT, OR CAUSED BY ITS NEGLIGENT ACTS OR OMISSIONS (OR THOSE OF ITS RESPECTIVE OFFICERS, AGENTS, EMPLOYEES, OR ANY OTHER THIRD PARTIES FOR WHOM IT IS LEGALLY RESPONSIBLE) IN CONNECTION WITH PERFORMING THIS AGREEMENT.

SECTION 10. MISCELLANEOUS PROVISIONS.

The following miscellaneous provisions are a part of this Agreement:

- (a) **Amendments.** This Agreement, together with any Related Documents, constitutes the entire understanding and agreement of the parties as to the matters set forth in this Agreement. No alteration of or amendment to this Agreement shall be effective unless given in writing and signed by the party or parties sought to be charged or bound by the alteration or amendment.
- (b) **Applicable Law and Venue.** This Agreement shall be governed by and construed in accordance with the laws of the State of Texas, and all obligations of the parties created hereunder are performable in Denton County, Texas. Venue for any action arising under this Agreement shall lie in the state district courts of Denton County, Texas.
- (c) **Assignment.** This Agreement may not be assigned without the express written consent of the other party.
- (d) **Binding Obligation.** This Agreement shall become a binding obligation on the signatories upon execution by all signatories hereto. Developer warrants and represents that the individual or individuals executing this Agreement on behalf of Developer has full authority to execute this Agreement and bind Developer to the same. BCDC warrants and represents that the individual executing this Agreement on its behalf has full authority to execute this Agreement and bind it to the same.
- (e) **Caption Headings.** Caption headings in this Agreement are for convenience purposes only and are not to be used to interpret or define the provisions of the Agreement.
- (f) **Counterparts.** This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which shall constitute one and the same document.
- (g) **Notices.** Any notice or other communication required or permitted by this Agreement (hereinafter referred to as the “Notice”) is effective when in writing and (i) personally delivered either by facsimile (with electronic information and a mailed copy to follow) or by hand or (ii) three (3) days after notice is deposited with the U.S. Postal Service, postage prepaid, certified with return receipt requested, and addressed as follows:

if to Developer:

Cloud 9 Management, LLC
1651 F.M. 407
Flower Mound, Texas 75028
Attn: Kim Cloud
Telephone: 214-415-4806

if to BCDC:

Bartonville Community Development Corporation
1941 East Jeter Road
Bartonville, Texas 76226
Attn: Tammy Dixon
Telephone: (817) 693-5280

- (h) **Severability.** If a court of competent jurisdiction finds any provision of this Agreement to be invalid or unenforceable as to any person or circumstance, such finding shall not render that provision invalid or unenforceable as to any other persons or circumstances. If feasible, any such offending provision shall be deemed to be modified to be within the limits of enforceability or validity; however, if the offending provision cannot be so modified, it shall be stricken and all other provisions of this Agreement in all other respects shall remain valid and enforceable.
- (i) **Time is of the Essence.** Time is of the essence in the performance of this Agreement.
- (j) **Undocumented Workers.** Developer certifies that the Developer does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. If during the Term of this Agreement, Developer is convicted of a violation under 8 U.S.C. § 1324a(f), Developer shall repay the amount of the public subsidy provided under this Agreement plus interest, at the rate of eight percent (8%), not later than the 120th day after the date the BCDC notifies Developer of the violation.

[The Remainder of this Page Intentionally Left Blank]

DEVELOPER ACKNOWLEDGES HAVING READ ALL THE PROVISIONS OF THIS ~~SECOND~~THIRD AMENDED AND RESTATED PERFORMANCE AGREEMENT, AND DEVELOPER AGREES TO ITS TERMS. THIS ~~SECOND~~THIRD AMENDED AND RESTATED PERFORMANCE AGREEMENT IS EFFECTIVE AS OF THE EFFECTIVE DATE AS DEFINED HEREIN.

BCDC:

***BARTONVILLE COMMUNITY
DEVELOPMENT CORPORATION,***
a Texas non-profit corporation

By: _____

Dwain Skrobarcek, Chair

Date Signed: _____

STATE OF TEXAS

§

§

COUNTY OF DENTON

§

This instrument was acknowledged before me on the _____ day of _____, ~~2023~~2024, by Dwain Skrobarcek, Chair of the Bartonville Community Development Corporation, a Texas non-profit corporation, on behalf of said Texas corporation.

Notary Public, State of Texas

DEVELOPER:

CLOUD 9 MANAGEMENT, LLC,
A Texas limited liability company,

By: _____

Name: Kim Cloud, Member

Date Signed: _____

STATE OF TEXAS

§

§

COUNTY OF DENTON

§

This instrument was acknowledged before me on the _____ day of _____, ~~2023~~2024, by Kim Cloud, Member of Cloud 9 Management, LLC, a Texas limited liability company, on behalf of said Texas company.

Notary Public, State of Texas



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE February 8, 2023

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Discuss and consider a funding application from Cloud 9 Management LLC.

SUMMARY:

A new funding application has been submitted by Cloud 9 requesting additional assistance for their project.

ATTACHMENTS:

1. Funding Application

BARTONVILLE COMMUNITY DEVELOPMENT CORPORATION FUNDING APPLICATION

STATE OF TEXAS §

KNOW ALL BY THESE PRESENTS:

COUNTY OF DENTON §

PART 1 - APPLICANT INFORMATION

Application Date:

1/23/2023

Company Name:

Cloud 9 Salon & Spa

Address:

7160 Justin Rd #200 Lantana Tx 76226

Representative for Application:

Kim Cloud

Local address:

Town:

State:

ZIP Code:

Phone Number: 912 317 4384

State of Incorporation: Tx

Years In Town:

(1.5)

Lantana

Total Employees in Town:

43

(18)

Flower Mound

(7)

Highland Village

(7)

Lewisville

PART 2 - PROJECT INFORMATION

Location Address:

2660 Justin Rd Bartonville Tx 76226

Legal Description:

Lot 1 D Block A

Project Description:

☒ New Construction☐ Expansion

Section A - Economic Development Type of Facility

☐ Manufacturing☐ Distribution☐ Service Center☐ Restaurant☒ Described as Salon/Retail

PART 3 - ECONOMIC INFORMATION

Construction Estimate:

4.7 million

Start Date:

1/16/2023

Amount Requested:

\$60,000

Permanent Job Creation:

PART 4 - NARRATIVE

1. Introduction of Business:

Attached

2. Name(s) of chief officers or owners:

Attached

3. Reasons for seeking economic development incentive:

Attached

4. State how the project will benefit the Town of Bartonville:

Attached

5. Describe the Project:

Attached

6. Describe the types and numbers of jobs to be generated and provide information on current level of employment including: (a) current payroll; and (b) breakdown of current payroll by zip code. Attach a copy of the business's most recent filing with the Texas Workforce Commission or other supporting documentation that can be used to determine actual employment level at the time of application.

Attached

7. List any other governmental assistance/incentives being requested or already approved for the project from sources other than the BCDC.

None

8. List any competition or similar businesses in the area.

Attached

UNDOCUMENTED WORKER CERTIFICATION

Item C4.


Chapter 2264, Subchapter A, Texas Government Code requires that any public agency or economic development corporation shall require a business that submits an application to receive a public subsidy to include a statement certifying that the business does not and will not knowingly employ an undocumented worker. The Company certifies that its operation within Bexar County, Texas does not and will not knowingly employ an undocumented worker, as defined in Chapter 2264, Subchapter A, Texas Government Code, as amended (the "Act").

Pursuant to the Act, if the Company is convicted of a violation under 8 U.S.C. Section 1324a (f), after receiving any public subsidy, the Company shall promptly give the County written notice of such violation and the Company shall repay the amount of the payment with interest, at a rate of 6.75% per annum not later than the 120th day after the date the Company notifies the County of this violation.

AUTHORIZATION AND CERTIFICATION

I am the authorized representative for the Company for the purpose of filing this application. I understand that this application is a government record as defined in Chapter 37 of the Texas Penal Code. The information contained in this application is true and correct to the best of my knowledge and belief. I hereby certify and affirm that the Company I represent is in good standing under the laws of the state in which the company, partnership, or sole proprietorship was organized and or operates and that no delinquent taxes are owed to the State of Texas or any political subdivision or entity thereof.

Authorized Official

Authorized Signature:	<i>Kim Chad Skedmore</i>
Name:	Kim Chad Skedmore
Title:	owner
Telephone:	214 415 4806
E-Mail:	KimD.Chad@gsalon.com
Given under my hand and seal of office this <u>24</u> day of <u>January</u> 20 <u>23</u> .	
<i>Jessyca Lynne Hyde</i> Notary Public, State of Texas	
My commission expires:	10/12/2026

BARTONVILLE COMMUNITY DEVELOPMENT CORPORATION**POLICIES AND GUIDELINES FOR FUNDING****ACKNOWLEDGEMENT OF RECEIPT**


APPLICANT: Kim Cloud Skidmore
COMPANY NAME: Cloud 9 Salon: SPA
ADDRESS: 7160 Justin Rd #200 Lantana Texas 76226
PHONE NUMBER: 214 415 4806

Signature: Kim Cloud Skidmore

APPLICANT: Chris Skidmore
COMPANY NAME:
ADDRESS: Same
PHONE NUMBER: 940-391 4503

Signature: Chris Skidmore

PROPERTY OWNER/LANDLORD: Nathan Dean
ADDRESS: 890 Terrace Dr LANTANA, TX 76226
PHONE NUMBER: 214 415 6140

Signature: 

Sign, date and return this acknowledgement page to the BCDC. Please retain the guidelines and criteria for your records.

1. Introduction of Business

Cloud 9 Salon and Spa was created in 1992 and had an original location in Lewisville. After several expansions, in 2005, we bought land in Flower Mound, and built a 8300 sq ft building. We housed our salon and spa there for almost 20 years with a team of 30 stylist, 11 aestheticians, and 4 nail techs. There was a full staff of 10 employees that managed the front desk and housekeeping. Cloud 9 employs two managers for the day-to-day operations. In 2018 we purchased land in Bartonville to move our business west where we believed growth could be substantial for the business and the entire team.

In order to move forward with our building plan, we sold our Flower Mound building moved to a temporary “pop up” location in Lantana on May 1st, 2022. This move has exploded our growth and although we are sharing space (this pop up has 4100 sq ft) we have obtained over 3500 new clients since our opening date!

Cloud 9 also brings a tremendous amount of philanthropy to the community. We established Cloud 9 Charities almost 24 years ago and have reached over \$3 million in proceeds that stay in Denton County. We operate a program called Bedtime Rescue where we provide temporary housing to the homeless families in crisis.

We look forward to being part of the community in the Town of Bartonville.

2. Name of Owners

Kim Cloud Skidmore and Christopher Skidmore 95%
Nathan Dean 5%

3. Reason for seeking Economic Development Incentive-

Cloud 9 Salon and Spa is excited to have broken ground in Bartonville and look forward to the frontage location on 407 and the expansion of growth for the salon and for the additional retail tenants in our building.

The cost for this project has grown substantially since 2018 and will exceed over \$4.7 million for the 15,700 sq ft building. We are eager to begin operations and bring new traffic to Bartonville. The economic incentives will help us with the engineering, design and building costs.

4. State how the project will benefit the Town of Bartonville

Cloud 9 will benefit the Town of Bartonville with its 130,000 existing clients and its additional retail space in the building. As a salon and spa, we see over 30,000 clients annually, which computes to over 200 clients per day. The average client spends \$140. We have a large

professional salon brand retail presence and the average ticket for product sales is \$72.

sell over \$37,500 in gift cards annually. Our presence in Bartonville will increase sales tax, property tax, and payroll tax.

In summary, Cloud 9 Salon and Spa will house over 65 stylists, technicians, and front desk members that have established clientele. The new location will create at least 10 new job positions, many of which will be full time employees increasing the payroll tax being paid to the Town of Bartonville. The new location will increase the sales tax paid to Bartonville based on the retail sales of the salon and spa. In addition, many of the self-employed team members also retail products themselves and pay sales tax. The salon will also increase the property taxes paid to The Town of Bartonville.

The reputation of Cloud 9 as an employer and a philanthropist would be an asset to the community. Our existing client base and employees will be coming from other cities to shop, eat and enjoy the entertainment in Bartonville.

5. Describe the Project

The building is a two story beautifully designed bright open concept salon with an elegant spa located on both the first and second floor. There is an additional 5000 sq ft available for retail tenants that provide a fun shopping experience for our many clients and the community each day.

6. Describe the types and numbers of jobs to be generated and provide information current level of employment including current payroll and to be generated and provide information on current payroll and current payroll by zip codes. Attach copy of most recent filing with the Texas Workforce Commission.

We currently have 44 people working at Cloud 9 Salon and Spa. We will be hiring 15-20 new professionals. We presently have a payroll of \$10,000 per month for technicians, front desk and housekeeping employees. We expect these numbers to increase by 20% , in fact since 2018 our payroll has increased over 50%.

The Cloud 9 team also has self-employed professionals that lease space to conduct their business. (See attached spreadsheet)

7. None

8. List any Competition or similar businesses in the area.

Ramon's Hair Design

Supercuts

Envy Nails & Spa Bartonville

There are several salons currently located in Bartonville and Lantana. The difference in Cloud 9 Salon and Spa and these competitors is the size of our business, the number of years in business, and the number of team members, employees and clients we have.

We believe in the importance of giving back to the community. Cloud 9 Charities has been established since 2001 has raised over \$3.7 million dollars for local children and families in need.



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE February 8, 2023

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Receive an update on the BCDC Business Survey

SUMMARY:

This item is to provide an update on the Business Survey.

ATTACHMENTS:

N/A