



**NOTICE OF  
REGULAR MEETING OF THE ECONOMIC DEVELOPMENT CORPORATION  
HICKORY CREEK TOWN HALL  
1075 RONALD REAGAN AVENUE, HICKORY CREEK, TEXAS 75065  
THURSDAY, APRIL 15, 2021, 6:00 PM**

**AGENDA**

**Call to Order**

**Roll Call**

**Pledge of Allegiance to the U.S. And Texas Flags**

**Invocation**

**Items of Community Interest**

Pursuant to Texas Government Code Section 551.0415 the Economic Development Corporation may report on the following: expressions of thanks, congratulations, or condolence; an honorary or salutary recognition of an individual; a reminder about an upcoming event organized or sponsored by the governing body; and announcements involving an imminent threat to the public health and safety of people in the municipality or county that has arisen after the posting of the agenda.

**Public Comment**

This item allows the public an opportunity to address the Economic Development Corporation. To comply with the provisions of the Open Meetings Act, the EDC cannot discuss or take action on items brought before them not posted on the agenda. Please complete a request if you wish to address the board. Comments will be limited to three minutes. Open Forum is for information only. No charges and/or complaints will be heard against any elected official, board member, the Town, or employee of the Town that are prohibited by law.

**Consent Agenda**

Items on the Consent Agenda are considered to be self-explanatory and will be enacted with one motion. No separate discussion of these items will occur unless so requested by at least one member of the Economic Development Corporation.

- [1.](#) March 2021 Financials
- [2.](#) March 2021 Meeting Minutes

## **Regular Agenda**

3. Monthly Performance Data
4. Discussion regarding the updated Retail Trade Area reports.
5. Consider and act on allocating marketing funds to promote restaurants located in Hickory Creek.
6. Discussion regarding future use of EDC owned land located on Ronald Reagan Avenue.

## **Executive Session**

The Economic Development Corporation will convene into executive session pursuant to Texas Government Code Section 551 of the Texas Government Code in accordance with the authority contained in:

7. Section 551.071 and 551.087 to deliberate the offer of a financial or other incentive to a business prospect, and to receive legal advice from EDC attorney.  
  
-Project HUB
8. Section 551.072 - to deliberate the purchase, exchange, lease, or value of real property.
9. Section 551.087 to deliberate the offer of a financial or other incentive to a business prospect.

## **Reconvene into Open Session**

10. Discussion and possible action regarding matters discussed in executive session.

## **Adjournment**

The Economic Development Corporation reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code, Chapter 551.

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact Town Hall at 940-497-2528 or by fax 940-497-3531 so that appropriate arrangements can be made.

I, Kristina Smith, do hereby certify, that this meeting notice was posted on the bulletin board at Town Hall, 1075 Ronald Reagan Avenue, Hickory Creek, Texas on April 12, 2021 at 2:30 p.m.



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Kristina Smith  
Town of Hickory Creek

## Hickory Creek Economic Development Corporation

**Balance Sheet**

As of March 31, 2021

	<u>Mar 31, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Ciera-Economic Development	9,825.00
Logic Economic Development	1,842,324.25
<b>Total Checking/Savings</b>	<u>1,852,149.25</u>
<b>Total Current Assets</b>	1,852,149.25
Fixed Assets	
1070 Ronald Reagan Avenue	875,000.00
8394 S. Stemmons Freeway	241,977.97
SWC of IH-35E and Ventana Drive	361,236.62
<b>Total Fixed Assets</b>	<u>1,478,214.59</u>
<b>TOTAL ASSETS</b>	<u><u>3,330,363.84</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Retained Earnings	3,098,525.78
Net Income	231,838.06
<b>Total Equity</b>	<u>3,330,363.84</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>3,330,363.84</u></u>

Hickory Creek Economic Development Corporation  
**Budget vs. Actual**  
 October 2020 through March 2021

	Oct '20 - Mar 21	Budget	% of Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
3002 Sales Tax Collections	244,832.76	412,500.00	59.4%
3004 Logic Interest	1,136.04	20,000.00	5.7%
3006 Reserve Funds	0.00	74,150.00	0.0%
3008 Mineral Royalties	114.29	0.00	100.0%
3010 Responsive ED Lease	6,000.00	12,000.00	50.0%
<b>Total Income</b>	<b>252,083.09</b>	<b>518,650.00</b>	<b>48.6%</b>
<b>Expense</b>			
<b>Debt Service</b>			
5006 Ronald Reagan Avenue	0.00	46,000.00	0.0%
<b>Total Debt Service</b>	<b>0.00</b>	<b>46,000.00</b>	<b>0.0%</b>
<b>Expense</b>			
4002 Administrative	0.00	10,800.00	0.0%
4004 Attorney	620.00	7,500.00	8.3%
4006 Audit	2,000.00	2,000.00	100.0%
4008 Bank Service Charges	0.00	100.00	0.0%
4010 Dues & Subscriptions	0.00	500.00	0.0%
4012 Engineering	0.00	5,000.00	0.0%
4014 Marketing	17,195.03	44,450.00	38.7%
4018 Park Improvements	0.00	350,000.00	0.0%
4022 Professional Service	0.00	0.00	0.0%
4024 Public Notices/Advertising	0.00	300.00	0.0%
4028 Training	0.00	2,500.00	0.0%
4030 Travel Expense	0.00	2,500.00	0.0%
4032 Infrastructure Improvement	0.00	20,000.00	0.0%
4034 Land Holding Cost	430.00	2,000.00	21.5%
4036 Land Acquisitions	0.00	0.00	0.0%
4038 Incentives	0.00	25,000.00	0.0%
<b>Total Expense</b>	<b>20,245.03</b>	<b>472,650.00</b>	<b>4.3%</b>
<b>Total Expense</b>	<b>20,245.03</b>	<b>518,650.00</b>	<b>3.9%</b>
<b>Net Ordinary Income</b>	<b>231,838.06</b>	<b>0.00</b>	<b>100.0%</b>
<b>Net Income</b>	<b>231,838.06</b>	<b>0.00</b>	<b>100.0%</b>



Hickory Creek Economic Development Corporation  
**Budget vs. Actual**

October 2020 through September 2021

	<u>Oct 20</u>	<u>Nov 20</u>	<u>Dec 20</u>	<u>Jan 21</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3002 Sales Tax Collections	35,361.29	44,093.65	39,515.41	37,899.93
3004 Logic Interest	247.70	207.93	210.20	188.57
3006 Reserve Funds	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	1,000.00	1,000.00	1,000.00	1,000.00
<b>Total Income</b>	<u>36,608.99</u>	<u>45,301.58</u>	<u>40,725.61</u>	<u>39,088.50</u>
<b>Expense</b>				
<b>Debt Service</b>				
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00
<b>Total Debt Service</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Expense</b>				
4002 Administrative	0.00	0.00	0.00	0.00
4004 Attorney	460.00	0.00	0.00	0.00
4006 Audit	0.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00
4014 Marketing	450.00	1,525.00	3,795.03	6,075.00
4018 Park Improvements	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	160.00	270.00	0.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<u>910.00</u>	<u>1,685.00</u>	<u>4,065.03</u>	<u>6,075.00</u>
<b>Total Expense</b>	<u>910.00</u>	<u>1,685.00</u>	<u>4,065.03</u>	<u>6,075.00</u>
<b>Net Ordinary Income</b>	<u>35,698.99</u>	<u>43,616.58</u>	<u>36,660.58</u>	<u>33,013.50</u>
<b>Net Income</b>	<u><u>35,698.99</u></u>	<u><u>43,616.58</u></u>	<u><u>36,660.58</u></u>	<u><u>33,013.50</u></u>

Hickory Creek Economic Development Corporation  
**Budget vs. Actual**

October 2020 through September 2021

	<u>Feb 21</u>	<u>Mar 21</u>	<u>Apr 21</u>	<u>May 21</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3002 Sales Tax Collections	52,405.33	35,557.15	0.00	0.00
3004 Logic Interest	135.88	145.76	0.00	0.00
3006 Reserve Funds	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	114.29	0.00	0.00
3010 Responsive ED Lease	1,000.00	1,000.00	0.00	0.00
<b>Total Income</b>	<u>53,541.21</u>	<u>36,817.20</u>	<u>0.00</u>	<u>0.00</u>
<b>Expense</b>				
<b>Debt Service</b>				
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00
<b>Total Debt Service</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Expense</b>				
4002 Administrative	0.00	0.00	0.00	0.00
4004 Attorney	60.00	100.00	0.00	0.00
4006 Audit	2,000.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00
4014 Marketing	3,425.00	1,925.00	0.00	0.00
4018 Park Improvements	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	0.00	0.00	0.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<u>5,485.00</u>	<u>2,025.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Expense</b>	<u>5,485.00</u>	<u>2,025.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Net Ordinary Income</b>	<u>48,056.21</u>	<u>34,792.20</u>	<u>0.00</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>48,056.21</u></u>	<u><u>34,792.20</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

Hickory Creek Economic Development Corporation  
**Budget vs. Actual**

October 2020 through September 2021

	<u>Jun 21</u>	<u>Jul 21</u>	<u>Aug 21</u>	<u>Sep 21</u>
Ordinary Income/Expense				
Income				
3002 Sales Tax Collections	0.00	0.00	0.00	0.00
3004 Logic Interest	0.00	0.00	0.00	0.00
3006 Reserve Funds	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	0.00	0.00	0.00	0.00
<b>Total Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense				
Debt Service				
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00
<b>Total Debt Service</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense				
4002 Administrative	0.00	0.00	0.00	0.00
4004 Attorney	0.00	0.00	0.00	0.00
4006 Audit	0.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00
4014 Marketing	0.00	0.00	0.00	0.00
4018 Park Improvements	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	0.00	0.00	0.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Expense</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Net Ordinary Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

Hickory Creek Economic Development Corporation  
**Budget vs. Actual**

October 2020 through September 2021

TOTAL

	<u>Oct '20 - Sep 21</u>	<u>Budget</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
3002 Sales Tax Collections	244,832.76	412,500.00
3004 Logic Interest	1,136.04	20,000.00
3006 Reserve Funds	0.00	74,150.00
3008 Mineral Royalties	114.29	0.00
3010 Responsive ED Lease	6,000.00	12,000.00
<b>Total Income</b>	<u>252,083.09</u>	<u>518,650.00</u>
<b>Expense</b>		
<b>Debt Service</b>		
5006 Ronald Reagan Avenue	0.00	46,000.00
<b>Total Debt Service</b>	<u>0.00</u>	<u>46,000.00</u>
<b>Expense</b>		
4002 Administrative	0.00	10,800.00
4004 Attorney	620.00	7,500.00
4006 Audit	2,000.00	2,000.00
4008 Bank Service Charges	0.00	100.00
4010 Dues & Subscriptions	0.00	500.00
4012 Engineering	0.00	5,000.00
4014 Marketing	17,195.03	44,450.00
4018 Park Improvements	0.00	350,000.00
4022 Professional Service	0.00	0.00
4024 Public Notices/Advertising	0.00	300.00
4028 Training	0.00	2,500.00
4030 Travel Expense	0.00	2,500.00
4032 Infrastructure Improvement	0.00	20,000.00
4034 Land Holding Cost	430.00	2,000.00
4036 Land Acquisitions	0.00	0.00
4038 Incentives	0.00	25,000.00
<b>Total Expense</b>	<u>20,245.03</u>	<u>472,650.00</u>
<b>Total Expense</b>	<u>20,245.03</u>	<u>518,650.00</u>
<b>Net Ordinary Income</b>	<u>231,838.06</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>231,838.06</u></u>	<u><u>0.00</u></u>

## Hickory Creek Economic Development Corporation

### March 2021 Detail

04/08/21

Accrual Basis

Type	Date	Num	Name	Amount
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>3002 Sales Tax Collections</b>				
Deposit	03/17/2021			35,557.15
Total 3002 Sales Tax Collections				35,557.15
<b>3004 Logic Interest</b>				
Deposit	03/31/2021		Deposit	145.76
Total 3004 Logic Interest				145.76
<b>3008 Mineral Royalties</b>				
Deposit	03/03/2021			114.29
Total 3008 Mineral Royalties				114.29
<b>3010 Responsive ED Lease</b>				
Deposit	03/03/2021			1,000.00
Total 3010 Responsive ED Lease				1,000.00
Total Income				36,817.20
<b>Expense</b>				
<b>Expense</b>				
<b>4004 Attorney</b>				
Check	03/16/2021	2540	Brown & Hofmeister,...	100.00
Total 4004 Attorney				100.00
<b>4014 Marketing</b>				
Check	03/08/2021	2497	kenneth Wilcox	25.00
Check	03/08/2021	2499	Carol Rudolph	25.00
Check	03/08/2021	2500	Peter Castrichini	25.00
Check	03/08/2021	2501	Kerri Norton	25.00
Check	03/08/2021	2502	Kelly Stone	25.00
Check	03/08/2021	2503	Maurice Lopez	25.00
Check	03/08/2021	2504	Cindy Carroll	25.00
Check	03/08/2021	2505	Randy Gibbons	25.00
Check	03/08/2021	2506	David Balovich	25.00
Check	03/08/2021	2507	Peter Kim	25.00
Check	03/08/2021	2508	Michelle Wrenn	25.00
Check	03/08/2021	2510	Jenny Sydloski	25.00
Check	03/08/2021	2511	Aaron Gomez	25.00
Check	03/08/2021	2512	Mae Bayat	25.00
Check	03/08/2021	2513	Joleen Jorge	25.00
Check	03/08/2021	2514	Nathan Gard	25.00
Check	03/08/2021	2515	Demetris Johnson	25.00
Check	03/16/2021	2516	Freddie Eades	25.00
Check	03/16/2021	2517	Noah Elrod	25.00
Check	03/16/2021	2518	John Dillon	25.00
Check	03/16/2021	2519	Jennifer Kim	25.00
Check	03/16/2021	2520	Paul Pickering	25.00
Check	03/16/2021	2521	Chris Chaudoir	25.00
Check	03/16/2021	2522	John Grosskopf	25.00
Check	03/16/2021	2523	Sherry Majecki	25.00
Check	03/16/2021	2524	Amanda Long	25.00
Check	03/16/2021	2525	Jasan Han	25.00
Check	03/16/2021	2526	Carol Linneman	25.00
Check	03/16/2021	2527	Karen Fry	25.00
Check	03/16/2021	2528	LaDonna Tate	25.00
Check	03/16/2021	2529	Sebastian Astuto	25.00
Check	03/16/2021	2530	Angela Gay	25.00
Check	03/16/2021	2531	Melanie Nippert	25.00
Check	03/16/2021	2532	Jeff Goodman	25.00
Check	03/16/2021	2533	Jeff Hull	25.00
Check	03/16/2021	2534	LaVerne Snider	25.00
Check	03/16/2021	2535	Jackie Walker	25.00
Check	03/16/2021	2536	Kim Krill	25.00

## Hickory Creek Economic Development Corporation

### March 2021 Detail

04/08/21

Accrual Basis

Type	Date	Num	Name	Amount
Check	03/16/2021	2537	Karen Harmon	25.00
Check	03/16/2021	2538	Taylor DeSalvo	25.00
Check	03/16/2021	2539	Stephanie Payne	25.00
Check	03/16/2021	2541	Stacey Scott	25.00
Check	03/16/2021	2542	Young Joon Kim	25.00
Check	03/16/2021	2543	Leo Sanchez	25.00
Check	03/16/2021	2544	Patsy Ramsey	25.00
Check	03/16/2021	2545	Sharon Stewart	25.00
Check	03/16/2021	2546	Lin Attaya	25.00
Check	03/16/2021	2547	Betty Johnson	25.00
Check	03/16/2021	2548	Holly Jones	25.00
Check	03/26/2021	2549	James Smith	25.00
Check	03/26/2021	2550	Cheryl Roemmele	25.00
Check	03/26/2021	2551	Maria I Nater	25.00
Check	03/26/2021	2552	Loretta Hotchkiss	25.00
Check	03/26/2021	2553	Aimee Finch	25.00
Check	03/26/2021	2554	Perry Wicks	25.00
Check	03/26/2021	2555	Rebecca Bedford	25.00
Check	03/26/2021	2556	David Evans	25.00
Check	03/26/2021	2557	Aylleen Rosario	25.00
Check	03/26/2021	2558	Blake Bloomfield	25.00
Check	03/26/2021	2559	Carol Norton	25.00
Check	03/26/2021	2560	Matthew Poycattle	25.00
Check	03/26/2021	2561	Chip Atchison	25.00
Check	03/26/2021	2562	Vergil Camera	25.00
Check	03/26/2021	2563	Billy Cruson	25.00
Check	03/26/2021	2564	Mike Springer	25.00
Check	03/26/2021	2565	Kenneth Bright	25.00
Check	03/26/2021	2566	Robert G. Farris, Sr	25.00
Check	03/26/2021	2567	Victoria Flores	25.00
Check	03/26/2021	2568	Omar Flores	25.00
Check	03/26/2021	2569	Ron Dixon	25.00
Check	03/26/2021	2570	Robert Heare	25.00
Check	03/26/2021	2571	John White	25.00
Check	03/26/2021	2572	Kate Kohl	25.00
Check	03/26/2021	2573	Glen Mutz	25.00
Check	03/26/2021	2574	Toni Sutton	25.00
Check	03/26/2021	2575	Kris Ayala	25.00
Check	03/26/2021	2576	Charlon Dilber	25.00
Total 4014 Marketing				1,925.00
Total Expense				2,025.00
Total Expense				2,025.00
Net Ordinary Income				34,792.20
<b>Net Income</b>				<b>34,792.20</b>



HICKORY CREEK ECONOMIC DEVELOP CORP  
 ATTN KRISTI K ROGERS  
 1075 RONALD REAGAN AVE  
 HICKORY CREEK TX 75065-7633

**MONTHLY STATEMENT OF ACCOUNT**

**ACCOUNT:** 0638012001

**ACCOUNT NAME:** GENERAL FUND

**STATEMENT PERIOD:** 03/01/2021 - 03/31/2021

LOGIC MONTHLY SUMMARY: THE AVERAGE MONTHLY RATE WAS 0.0964%. THE AVERAGE WEIGHTED AVERAGE MATURITY WAS 55 DAYS AND THE NET ASSET VALUE FOR 3/31/21 WAS 1.000103.

**MONTHLY ACTIVITY DETAIL**

TRANSACTION DATE	DESCRIPTION	CONFIRMATION NUMBER	TRANSACTION AMOUNT	BALANCE
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	BEGINNING BALANCE			1,759,386.72
03/24/2021	ACH DEPOSIT	6126987	82,791.77	1,842,178.49
03/31/2021	MONTHLY POSTING	9999888	145.76	1,842,324.25
	ENDING BALANCE			1,842,324.25

**MONTHLY ACCOUNT SUMMARY**

BEGINNING BALANCE	1,759,386.72
TOTAL DEPOSITS	82,791.77
TOTAL WITHDRAWALS	0.00
TOTAL INTEREST	145.76
ENDING BALANCE	1,842,324.25
AVERAGE BALANCE	1,780,752.34

**ACTIVITY SUMMARY (YEAR-TO-DATE)**

ACCOUNT NAME	DEPOSITS	WITHDRAWALS	INTEREST
GENERAL FUND	195,485.73	0.00	470.21

**REGULAR MEETING OF THE ECONOMIC DEVELOPMENT CORPORATION  
REMOTE  
THURSDAY, MARCH 18, 2021**

**MINUTES**

In response to the coronavirus pandemic, effective March 16, 2020, Texas Governor Abbott suspended certain Open Meeting rules to allow meetings of government bodies that are accessible to the public to decrease large groups of people from assembling. The suspension temporarily removes the requirement that government officials and members of the public be physically present at a meeting location.

**Call to Order**

President Prevost called the meeting to order at 6:01 p.m.

**Roll Call**

The following directors were present:

Secretary Nancy Koket

President Nate Prevost

Director Tracee Elrod

Treasurer Lynn Clark

Director Sugene May

Director Christina Pierson

Vice President Bruce Enriquez

Also in attendance were:

John Smith, Town Administrator

Kristina Smith, Administrative Assistant

**Pledge of Allegiance to the U.S. And Texas Flags**

Director Pierson led the pledge of Allegiance to the U.S. and Texas Flags.

**Invocation**

Treasurer Clark led the invocation.

**Items of Community Interest**

Thanks to Tracee Elrod for her five years of service on the Town Council. Congratulations to newly appointed council member, Randy Gibbons.

Congratulations to the three restaurants on Turbeville. Business has remained steady throughout the pandemic and the ice storm.

Thank you to the Town for the jackets board members received as an appreciation gift for serving.



## Hickory Creek Economic Development Corporation

March 18, 2021

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### Public Comment

There was no public comment.

### Consent Agenda

1. January 2021 Meeting Minutes
2. January 2021 Financials
3. February 2021 Financials

Motion made by Director May to approve consent agenda items 1-3, Seconded by Vice President Enriquez.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Director Pierson, Vice President Enriquez. Motion passed unanimously.

### Regular Agenda

4. Monthly Performance Data

Monthly Performance Data discussed.

5. Conduct a public hearing regarding funding a fishing dock in Harbor Lane Park and consider and act on the same.

President Prevost called the public hearing to order at 6:10 p.m. With no one wishing to speak, President Prevost closed the public hearing at 6:10 p.m.

Motion made by Treasurer Clark to approve an expenditure for a fishing dock in Harbor Lane Park in the amount of \$140,000, Seconded by Director Elrod.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Director Pierson, Vice President Enriquez. Motion passed unanimously.

6. Conduct a public hearing regarding funding an equestrian and hike and bike trail in Sycamore Bend and consider and act on the same.

President Prevost called the public hearing to order at 6:14 p.m. With no one wishing to speak, President Prevost closed the public hearing at 6:14 p.m.

Motion made by Treasurer Clark to approve an expenditure in the amount of \$210,000 for an equestrian and hike and bike trail in Sycamore Bend, Seconded by Director May.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Director Pierson, Vice President Enriquez. Motion passed unanimously.

7. Consider and act on a retail economic development contract between the Hickory Creek EDC and The Retail Coach, LLC.

**Hickory Creek Economic Development Corporation**

**March 18, 2021**

**Page 3**

Motion made by Director May to approve \$2300 for The Retail Coach, LLC for marketing funds, Seconded by Secretary Koket.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Director Pierson, Vice President Enriquez. Motion passed unanimously.

8. Consider and act on allocating marketing funds for digital board advertising.

Discussion was held regarding allocating marketing funds for digital board advertising. No action taken.

9. Discussion regarding a special election to be held on May 1, 2021 to submit a proposition on decreasing the sales and use tax of one-half (1/2) to one-fourth (1/4) of one percent for the benefit of the Type B Economic Development.

The town council passed an ordinance in January to hold a special election on May 1, 2021. Voters will vote on a proposition to decrease the sales tax dedicated to economic development from ½ percent to ¼ percent and adopt of a local sales and use tax at the rate of 1 ½ percent. The local sales and use tax revenues the town receives are utilized for general operating costs. Reallocating a portion of the dedicated sales tax for economic development will contribute to increasing costs, for example, the contract with the City of Corinth for fire services will increase \$300,000 in October 2021. If voters vote against the proposition, sales tax allocation will remain the same.

**Adjournment**

Motion made by Secretary Koket to adjourn the meeting, Seconded by Director May.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Director Pierson, Vice President Enriquez. Motion passed unanimously.

The meeting adjourned at 7:00 p.m.

APPROVED:

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Nate Prevost, President  
Hickory Creek Economic Development Corporation

**Hickory Creek Economic Development Corporation**  
**March 18, 2021**  
**Page 4**

ATTEST:

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Nancy Koket, Secretary  
Hickory Creek Economic Development Corporation

Hickory Creek  
2020-2021 Sales Tax Tracker

Month	Net Payment This Period	Comparable Period Last year	% change		Current YTD	Prior YTD	% Change
Jan-20	\$146,268.35	\$122,392.45	<b>19.50%</b>		\$146,268.35	\$122,392.45	<b>19.50%</b>
Feb-20	\$199,848.16	\$173,393.47	<b>15.25%</b>		\$346,116.51	\$295,785.92	<b>17.01%</b>
Mar-20	\$122,403.94	\$106,730.94	<b>14.68%</b>		\$468,520.45	\$402,516.86	<b>16.39%</b>
Apr-20	\$121,612.50	\$110,696.08	<b>9.86%</b>		\$590,132.95	\$513,212.94	<b>14.98%</b>
May-20	\$162,992.28	\$157,686.38	<b>3.36%</b>		\$753,125.23	\$670,899.32	<b>12.25%</b>
Jun-20	\$142,030.05	\$119,919.77	<b>18.43%</b>		\$895,155.28	\$790,819.09	<b>13.19%</b>
Jul-20	\$148,708.11	\$125,432.28	<b>18.55%</b>		\$1,043,863.39	\$916,251.37	<b>13.92%</b>
Aug-20	\$181,493.37	\$155,114.82	<b>17.00%</b>		\$1,225,356.76	\$1,071,366.19	<b>14.37%</b>
Sep-20	\$138,146.45	\$137,575.83	<b>0.41%</b>		\$1,363,503.21	\$1,208,942.02	<b>12.78%</b>
Oct-20	\$141,445.17	\$127,511.32	<b>10.92%</b>		\$1,504,948.38	\$1,336,453.34	<b>12.60%</b>
Nov-20	\$176,374.59	\$196,484.25	<b>-10.23%</b>		\$1,681,322.97	\$1,532,937.59	<b>9.67%</b>
Dec-20	\$158,061.62	\$133,429.68	<b>18.46%</b>		\$1,839,384.59	\$1,666,367.27	<b>10.38%</b>
Jan-21	\$151,599.73	\$146,268.35	<b>3.64%</b>		\$151,599.73	\$146,268.35	<b>3.64%</b>
Feb-21	\$209,621.30	\$199,848.16	<b>4.89%</b>		\$361,221.03	\$346,116.51	<b>4.36%</b>
Mar-21	\$142,228.61	\$122,403.94	<b>16.19%</b>		\$503,449.64	\$468,520.45	<b>7.45%</b>
Apr-21	\$135,699.22	\$121,612.50	<b>11.58%</b>		\$639,148.86	\$590,132.95	<b>8.30%</b>



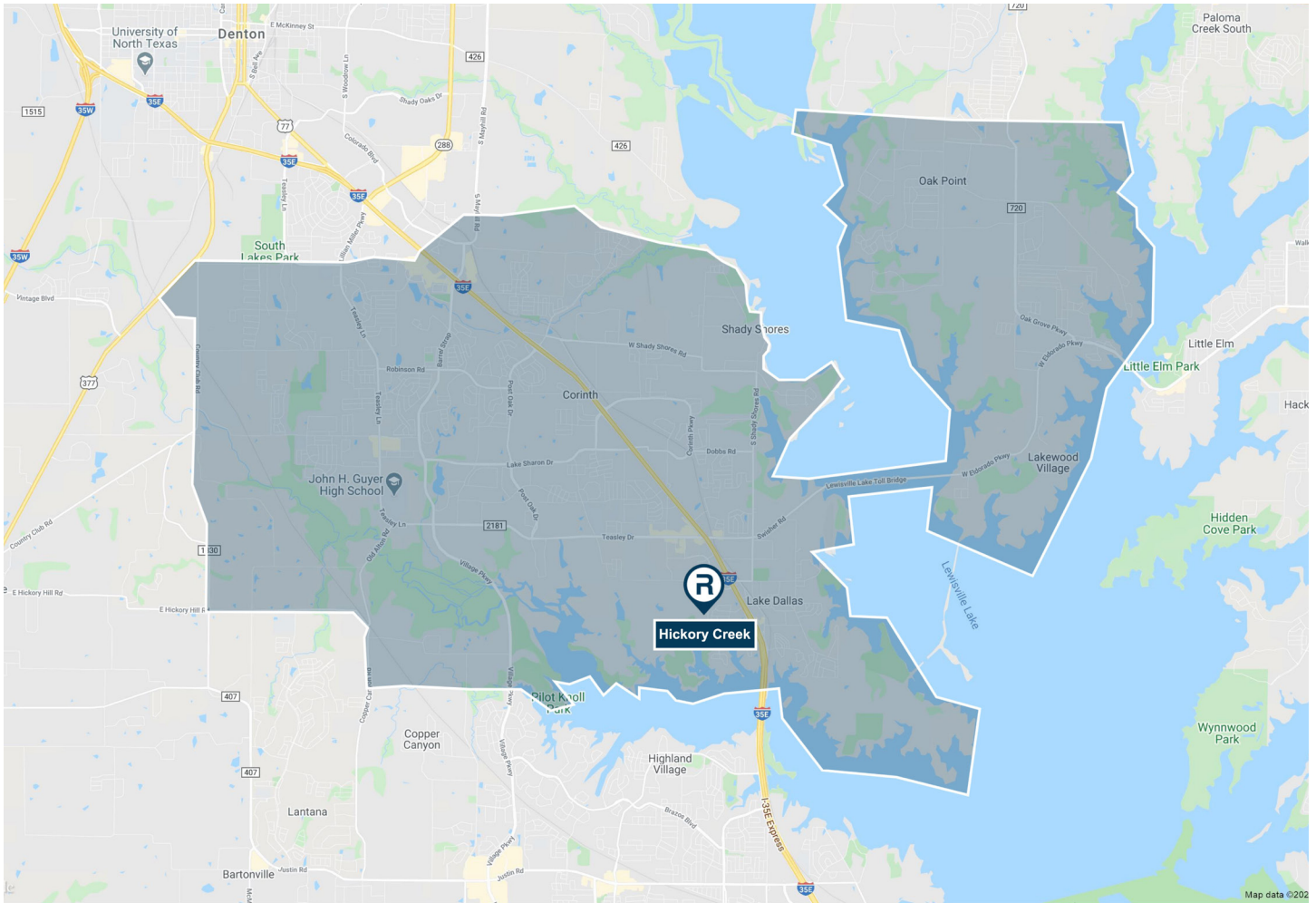
The**Retail**Coach®

# Retail Trade Area Demographic Profile

HICKORY CREEK, TEXAS

Prepared for Hickory Creek Economic Development Corporation  
March 2021

# Retail Trade Area



Prepared for:



**HICKORY  
CREEK TX**

**Hickory Creek Economic Development Corporation**

John M. Smith

Town Administrator

1075 Ronald Reagan Avenue  
Hickory Creek, Texas 75065

Phone 940.497.2528  
john.smith@hickorycreek-tx.gov  
www.hickorycreek-tx.gov



# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	96,925	
2021 Estimate	88,559	
2010 Census	65,087	
2000 Census	35,234	
Growth 2021 - 2026		9.45%
Growth 2010 - 2021		36.06%
Growth 2000 - 2010		84.73%
<b>2021 Est. Population by Single-Classification Race</b>	<b>88,559</b>	
White Alone	66,837	75.47%
Black or African American Alone	7,275	8.22%
Amer. Indian and Alaska Native Alone	735	0.83%
Asian Alone	3,910	4.42%
Native Hawaiian and Other Pacific Island Alone	85	0.10%
Some Other Race Alone	6,413	7.24%
Two or More Races	3,303	3.73%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>88,559</b>	
Not Hispanic or Latino	69,068	77.99%
Hispanic or Latino	19,491	22.01%
Mexican	15,268	78.33%
Puerto Rican	563	2.89%
Cuban	172	0.88%
All Other Hispanic or Latino	3,488	17.90%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>19,491</b>	
White Alone	11,440	58.69%
Black or African American Alone	170	0.87%
American Indian and Alaska Native Alone	235	1.21%
Asian Alone	40	0.21%
Native Hawaiian and Other Pacific Islander Alone	4	0.02%
Some Other Race Alone	6,307	32.36%
Two or More Races	1,295	6.64%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,910</b>	
Chinese, except Taiwanese	754	19.28%
Filipino	575	14.71%
Japanese	111	2.84%
Asian Indian	882	22.56%
Korean	813	20.79%
Vietnamese	287	7.34%
Cambodian	59	1.51%
Hmong	0	0.00%
Laotian	6	0.15%
Thai	22	0.56%
All Other Asian Races Including 2+ Category	400	10.23%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>88,559</b>	
Arab	270	0.31%
Czech	290	0.33%
Danish	375	0.42%
Dutch	878	0.99%
English	7,170	8.10%
French (except Basque)	1,741	1.97%
French Canadian	185	0.21%
German	9,302	10.50%
Greek	102	0.12%
Hungarian	331	0.37%
Irish	7,684	8.68%
Italian	2,309	2.61%
Lithuanian	71	0.08%
United States or American	4,839	5.46%
Norwegian	751	0.85%
Polish	1,835	2.07%
Portuguese	255	0.29%
Russian	212	0.24%
Scottish	1,882	2.13%
Scotch-Irish	845	0.95%
Slovak	34	0.04%
Subsaharan African	540	0.61%
Swedish	745	0.84%
Swiss	233	0.26%
Ukrainian	102	0.12%
Welsh	565	0.64%
West Indian (except Hisp. groups)	129	0.15%
Other ancestries	29,681	33.52%
Ancestry Unclassified	15,201	17.17%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	65,602	78.96%
Speak Asian/Pacific Island Language at Home	1,406	1.69%
Speak IndoEuropean Language at Home	1,447	1.74%
Speak Spanish at Home	14,237	17.14%
Speak Other Language at Home	395	0.48%

# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>88,559</b>	
Age 0 - 4	5,471	6.18%
Age 5 - 9	5,749	6.49%
Age 10 - 14	6,303	7.12%
Age 15 - 17	4,048	4.57%
Age 18 - 20	3,460	3.91%
Age 21 - 24	4,067	4.59%
Age 25 - 34	11,646	13.15%
Age 35 - 44	12,600	14.23%
Age 45 - 54	13,761	15.54%
Age 55 - 64	10,704	12.09%
Age 65 - 74	6,649	7.51%
Age 75 - 84	3,214	3.63%
Age 85 and over	886	1.00%
Age 16 and over	69,708	78.71%
Age 18 and over	66,988	75.64%
Age 21 and over	63,528	71.74%
Age 65 and over	10,749	12.14%
2021 Est. Median Age		37.89
2021 Est. Average Age		37.74
<b>2021 Est. Population by Sex</b>	<b>88,559</b>	
Male	43,698	49.34%
Female	44,861	50.66%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>43,698</b>	
Age 0 - 4	2,799	6.41%
Age 5 - 9	2,931	6.71%
Age 10 - 14	3,234	7.40%
Age 15 - 17	2,063	4.72%
Age 18 - 20	1,775	4.06%
Age 21 - 24	2,065	4.73%
Age 25 - 34	5,812	13.30%
Age 35 - 44	6,092	13.94%
Age 45 - 54	6,755	15.46%
Age 55 - 64	5,353	12.25%
Age 65 - 74	3,083	7.06%
Age 75 - 84	1,417	3.24%
Age 85 and over	320	0.73%
2021 Est. Median Age, Male		36.97
2021 Est. Average Age, Male		37.01
<b>2021 Est. Female Population by Age</b>	<b>44,861</b>	
Age 0 - 4	2,672	5.96%
Age 5 - 9	2,818	6.28%
Age 10 - 14	3,070	6.84%
Age 15 - 17	1,985	4.43%
Age 18 - 20	1,684	3.75%
Age 21 - 24	2,003	4.47%
Age 25 - 34	5,834	13.01%
Age 35 - 44	6,508	14.51%
Age 45 - 54	7,006	15.62%
Age 55 - 64	5,351	11.93%
Age 65 - 74	3,566	7.95%
Age 75 - 84	1,797	4.01%
Age 85 and over	567	1.26%
2021 Est. Median Age, Female		38.74
2021 Est. Average Age, Female		38.45



# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	18,965	26.70%
Males, Never Married	9,641	13.57%
Females, Never Married	9,324	13.13%
Married, Spouse present	39,711	55.90%
Married, Spouse absent	2,121	2.99%
Widowed	3,100	4.36%
Males Widowed	910	1.28%
Females Widowed	2,190	3.08%
Divorced	7,139	10.05%
Males Divorced	3,201	4.51%
Females Divorced	3,938	5.54%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,853	3.1%
Some High School, no diploma	2,282	3.8%
High School Graduate (or GED)	11,082	18.6%
Some College, no degree	15,041	25.3%
Associate Degree	4,585	7.7%
Bachelor's Degree	16,497	27.7%
Master's Degree	6,073	10.2%
Professional School Degree	1,051	1.8%
Doctorate Degree	999	1.7%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,414	22.89%
High School Graduate	2,569	24.36%
Some College or Associate's Degree	3,172	30.08%
Bachelor's Degree or Higher	2,391	22.67%
<b>Households</b>		
2026 Projection	32,449	
2021 Estimate	29,737	
2010 Census	22,111	
2000 Census	12,073	
Growth 2021 - 2026		9.12%
Growth 2010 - 2021		34.49%
Growth 2000 - 2010		83.14%
<b>2021 Est. Households by Household Type</b>	<b>29,737</b>	
Family Households	22,964	77.22%
Nonfamily Households	6,773	22.78%
2021 Est. Group Quarters Population	692	
2021 Households by Ethnicity, Hispanic/Latino	4,813	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>29,737</b>	
Income < \$15,000	1,292	4.35%
Income \$15,000 - \$24,999	981	3.30%
Income \$25,000 - \$34,999	1,101	3.70%
Income \$35,000 - \$49,999	2,199	7.40%
Income \$50,000 - \$74,999	3,925	13.20%
Income \$75,000 - \$99,999	4,235	14.24%
Income \$100,000 - \$124,999	3,928	13.21%
Income \$125,000 - \$149,999	3,190	10.73%
Income \$150,000 - \$199,999	4,149	13.95%
Income \$200,000 - \$249,999	2,127	7.15%
Income \$250,000 - \$499,999	1,893	6.37%
Income \$500,000+	719	2.42%
2021 Est. Average Household Income		\$131,558
2021 Est. Median Household Income		\$106,938
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$109,179
Black or African American Alone		\$98,142
American Indian and Alaska Native Alone		\$81,600
Asian Alone		\$111,124
Native Hawaiian and Other Pacific Islander Alone		\$31,078
Some Other Race Alone		\$98,416
Two or More Races		\$106,799
Hispanic or Latino		\$87,395
Not Hispanic or Latino		\$111,342
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>22,964</b>	
Married-Couple Family, own children	9,964	43.39%
Married-Couple Family, no own children	9,033	39.33%
Male Householder, own children	652	2.84%
Male Householder, no own children	570	2.48%
Female Householder, own children	1,666	7.26%
Female Householder, no own children	1,080	4.70%
<b>2021 Est. Households by Household Size</b>	<b>29,737</b>	
1-person	4,959	16.68%
2-person	9,168	30.83%
3-person	5,658	19.03%
4-person	5,339	17.95%
5-person	2,811	9.45%
6-person	1,141	3.84%
7-or-more-person	660	2.22%
2021 Est. Average Household Size		2.95

# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>29,737</b>	
Households with 1 or More People under Age 18:	13,269	44.62%
Married-Couple Family	10,478	78.97%
Other Family, Male Householder	768	5.79%
Other Family, Female Householder	1,929	14.54%
Nonfamily, Male Householder	71	0.54%
Nonfamily, Female Householder	22	0.17%
<b>Households with No People under Age 18:</b>	<b>16,469</b>	<b>55.38%</b>
Married-Couple Family	8,517	51.72%
Other Family, Male Householder	452	2.75%
Other Family, Female Householder	820	4.98%
Nonfamily, Male Householder	3,215	19.52%
Nonfamily, Female Householder	3,465	21.04%
<b>2021 Est. Households by Number of Vehicles</b>	<b>29,737</b>	
No Vehicles	379	1.28%
1 Vehicle	5,884	19.79%
2 Vehicles	14,319	48.15%
3 Vehicles	5,835	19.62%
4 Vehicles	2,568	8.64%
5 or more Vehicles	753	2.53%
2021 Est. Average Number of Vehicles		2.24
<b>Family Households</b>		
2026 Projection	25,046	
2021 Estimate	22,965	
2010 Census	17,109	
2000 Census	9,778	
Growth 2021 - 2026		9.06%
Growth 2010 - 2021		34.23%
Growth 2000 - 2010		74.97%
<b>2021 Est. Families by Poverty Status</b>	<b>22,965</b>	
2021 Families at or Above Poverty	22,043	95.99%
2021 Families at or Above Poverty with Children	10,519	45.81%
2021 Families Below Poverty	922	4.02%
2021 Families Below Poverty with Children	523	2.28%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>69,708</b>	
Civilian Labor Force, Employed	46,999	67.42%
Civilian Labor Force, Unemployed	2,339	3.36%
Armed Forces	12	0.02%
Not in Labor Force	20,358	29.21%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>46,707</b>	
For-Profit Private Workers	32,898	70.44%
Non-Profit Private Workers	2,831	6.06%
Local Government Workers	864	1.85%
State Government Workers	2,287	4.90%
Federal Government Workers	3,024	6.47%
Self-Employed Workers	4,746	10.16%
Unpaid Family Workers	57	0.12%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>46,707</b>	
Architect/Engineer	883	1.89%
Arts/Entertainment/Sports	762	1.63%
Building Grounds Maintenance	1,303	2.79%
Business/Financial Operations	3,334	7.14%
Community/Social Services	766	1.64%
Computer/Mathematical	2,159	4.62%
Construction/Extraction	1,968	4.21%
Education/Training/Library	3,751	8.03%
Farming/Fishing/Forestry	52	0.11%
Food Prep/Serving	1,756	3.76%
Health Practitioner/Technician	2,271	4.86%
Healthcare Support	870	1.86%
Maintenance Repair	1,552	3.32%
Legal	468	1.00%
Life/Physical/Social Science	184	0.39%
Management	6,451	13.81%
Office/Admin. Support	5,059	10.83%
Production	1,809	3.87%
Protective Services	960	2.06%
Sales/Related	5,908	12.65%
Personal Care/Service	1,089	2.33%
Transportation/Moving	3,353	7.18%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>46,707</b>	
White Collar	31,995	68.50%
Blue Collar	8,682	18.59%
Service and Farm	6,031	12.91%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>45,836</b>	
Drove Alone	38,467	83.92%
Car Pooled	3,202	6.99%
Public Transportation	336	0.73%
Walked	290	0.63%
Bicycle	44	0.10%
Other Means	332	0.72%
Worked at Home	3,166	6.91%

# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,175	
15 - 29 Minutes	15,567	
30 - 44 Minutes	10,147	
45 - 59 Minutes	5,338	
60 or more Minutes	4,706	
2021 Est. Avg Travel Time to Work in Minutes		33
<b>2021 Est. Occupied Housing Units by Tenure</b>	29,737	
Owner Occupied	24,057	80.90%
Renter Occupied	5,680	19.10%
2021 Owner Occ. HUs: Avg. Length of Residence		11.34
2021 Renter Occ. HUs: Avg. Length of Residence		4.93
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>29,737</b>	
Value Less than \$20,000	731	3.04%
Value \$20,000 - \$39,999	318	1.32%
Value \$40,000 - \$59,999	111	0.46%
Value \$60,000 - \$79,999	197	0.82%
Value \$80,000 - \$99,999	172	0.72%
Value \$100,000 - \$149,999	796	3.31%
Value \$150,000 - \$199,999	2,076	8.63%
Value \$200,000 - \$299,999	7,080	29.43%
Value \$300,000 - \$399,999	6,277	26.09%
Value \$400,000 - \$499,999	3,496	14.53%
Value \$500,000 - \$749,999	1,859	7.73%
Value \$750,000 - \$999,999	557	2.32%
Value \$1,000,000 or \$1,499,999	247	1.03%
Value \$1,500,000 or \$1,999,999	81	0.34%
Value \$2,000,000+	60	0.25%
2021 Est. Median All Owner-Occupied Housing Value		\$307,920
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	25,592	82.53%
1 Unit Attached	312	1.01%
2 Units	77	0.25%
3 or 4 Units	517	1.67%
5 to 19 Units	1,287	4.15%
20 to 49 Units	449	1.45%
50 or More Units	511	1.65%
Mobile Home or Trailer	2,170	7.00%
Boat, RV, Van, etc.	96	0.31%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,499	20.96%
Housing Units Built 2010 to 2014	1,360	4.39%
Housing Units Built 2000 to 2009	11,274	36.36%
Housing Units Built 1990 to 1999	5,903	19.04%
Housing Units Built 1980 to 1989	3,275	10.56%
Housing Units Built 1970 to 1979	1,481	4.78%
Housing Units Built 1960 to 1969	758	2.44%
Housing Units Built 1950 to 1959	241	0.78%
Housing Units Built 1940 to 1949	114	0.37%
Housing Unit Built 1939 or Earlier	107	0.35%
2021 Est. Median Year Structure Built		2003

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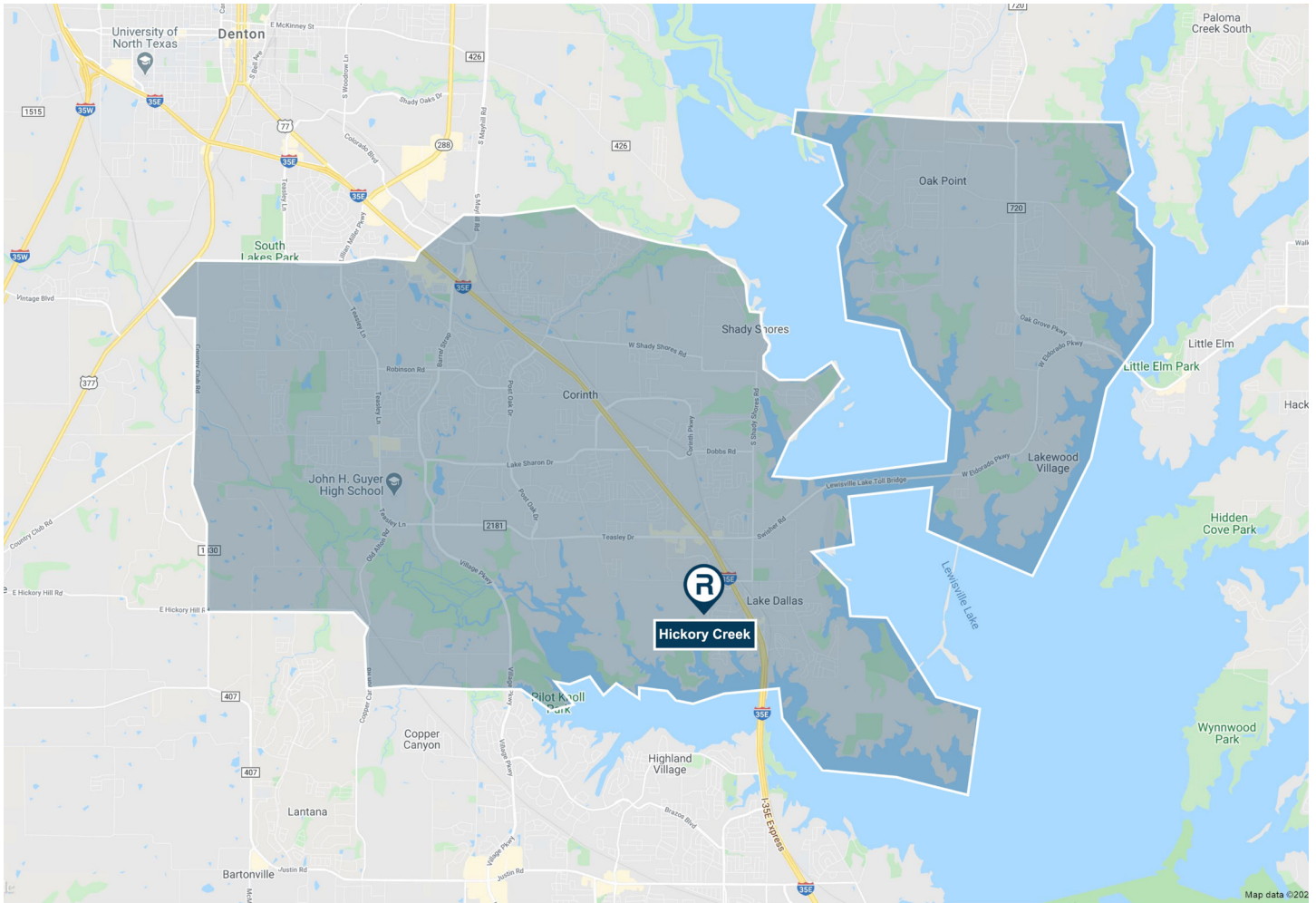
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# Retail Trade Area Retail Demand Outlook

HICKORY CREEK, TEXAS

Prepared for Hickory Creek Economic Development Corporation  
March 2021

# Retail Trade Area



Prepared for:



**Hickory Creek Economic Development Corporation**

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Town Administrator

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# Retail Trade Area • Retail Demand Outlook

Hickory Creek, Texas

NAICS	DESCRIPTION	2021 DEMAND	2026 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$999,267,634	\$1,218,095,855	\$218,828,221	4.04%
441	Motor vehicle and parts dealers	\$215,436,788	\$275,102,462	\$59,665,674	5.01%
4411	Automobile dealers	\$192,810,887	\$246,072,663	\$53,261,775	5.00%
4412	Other motor vehicle dealers	\$6,465,737	\$8,349,908	\$1,884,171	5.25%
4413	Automotive parts, accessories, and tire stores	\$16,160,164	\$20,679,891	\$4,519,727	5.06%
442	Furniture and home furnishings stores	\$11,275,734	\$12,115,638	\$839,905	1.45%
4421	Furniture stores	\$7,256,515	\$7,786,689	\$530,174	1.42%
4422	Home furnishings stores	\$4,019,218	\$4,328,949	\$309,731	1.50%
443	Electronics and appliance stores	\$19,035,707	\$23,704,366	\$4,668,659	4.48%
443141	Household appliance stores	\$4,821,395	\$5,830,802	\$1,009,407	3.88%
443142	Electronics stores	\$14,214,312	\$17,873,564	\$3,659,252	4.69%
444	Building material and garden equipment and supplies dealers	\$53,345,783	\$62,827,477	\$9,481,694	3.33%
4441	Building material and supplies dealers	\$47,132,719	\$55,493,860	\$8,361,141	3.32%
44411	Home centers	\$27,095,890	\$31,914,496	\$4,818,606	3.33%
44412	Paint and wallpaper stores	\$1,739,694	\$2,047,904	\$308,210	3.32%
44413	Hardware stores	\$4,511,721	\$5,288,154	\$776,433	3.23%
44419	Other building material dealers	\$13,785,414	\$16,243,305	\$2,457,891	3.34%
4442	Lawn and garden equipment and supplies stores	\$6,213,064	\$7,333,617	\$1,120,553	3.37%
44421	Outdoor power equipment stores	\$1,169,308	\$1,367,093	\$197,786	3.17%
44422	Nursery, garden center, and farm supply stores	\$5,043,756	\$5,966,524	\$922,768	3.42%
445	Food and beverage stores	\$144,190,722	\$164,090,026	\$19,899,303	2.62%
4451	Grocery stores	\$133,729,158	\$152,084,724	\$18,355,566	2.61%
44511	Supermarkets and other grocery (except convenience) stores	\$128,398,243	\$146,018,383	\$17,620,140	2.61%
44512	Convenience stores	\$5,330,915	\$6,066,341	\$735,426	2.62%
4452	Specialty food stores	\$4,021,075	\$4,507,557	\$486,482	2.31%
4453	Beer, wine, and liquor stores	\$6,440,490	\$7,497,745	\$1,057,255	3.09%
446	Health and personal care stores	\$23,472,165	\$29,397,629	\$5,925,464	4.60%
44611	Pharmacies and drug stores	\$17,994,898	\$22,466,129	\$4,471,231	4.54%
44612	Cosmetics, beauty supplies, and perfume stores	\$1,069,446	\$1,385,063	\$315,617	5.31%
44613	Optical goods stores	\$3,419,602	\$4,298,481	\$878,879	4.68%
44619	Other health and personal care stores	\$988,219	\$1,247,956	\$259,737	4.78%
447	Gasoline stations	\$79,960,265	\$108,118,637	\$28,158,372	6.22%



# Retail Trade Area • Retail Demand Outlook

Hickory Creek, Texas

NAICS	DESCRIPTION	2021 DEMAND	2026 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$32,153,202	\$35,472,572	\$3,319,371	1.98%
4481	Clothing stores	\$23,593,025	\$25,830,891	\$2,237,866	1.83%
44811	Men's clothing stores	\$977,197	\$1,068,806	\$91,609	1.81%
44812	Women's clothing stores	\$4,063,313	\$4,443,779	\$380,466	1.81%
44813	Children's and infants' clothing stores	\$1,434,648	\$1,560,717	\$126,069	1.70%
44814	Family clothing stores	\$14,674,956	\$16,085,020	\$1,410,064	1.85%
44815	Clothing accessories stores	\$747,951	\$822,579	\$74,628	1.92%
44819	Other clothing stores	\$1,694,960	\$1,849,989	\$155,029	1.77%
4482	Shoe stores	\$6,604,293	\$7,404,689	\$800,397	2.31%
4483	Jewelry, luggage, and leather goods stores	\$1,955,884	\$2,236,993	\$281,109	2.72%
44831	Jewelry stores	\$1,433,817	\$1,661,050	\$227,233	2.99%
44832	Luggage and leather goods stores	\$522,067	\$575,942	\$53,876	1.98%
451	Sporting goods, hobby, musical instrument, and book stores	\$12,565,066	\$15,423,943	\$2,858,877	4.19%
4511	Sporting goods, hobby, and musical instrument stores	\$9,701,435	\$12,227,263	\$2,525,828	4.74%
45111	Sporting goods stores	\$5,922,643	\$7,598,239	\$1,675,597	5.11%
45112	Hobby, toy, and game stores	\$1,907,218	\$2,210,287	\$303,069	2.99%
45113	Sewing, needlework, and piece goods stores	\$318,338	\$362,832	\$44,494	2.65%
45114	Musical instrument and supplies stores	\$1,553,236	\$2,055,904	\$502,668	5.77%
4512	Book stores and news dealers	\$2,863,630	\$3,196,680	\$333,050	2.22%
452	General merchandise stores	\$127,748,189	\$149,268,467	\$21,520,278	3.16%
4522	Department stores	\$8,593,869	\$9,850,780	\$1,256,911	2.77%
4523	Other general merchandise stores	\$119,154,320	\$139,417,687	\$20,263,367	3.19%
453	Miscellaneous store retailers	\$19,039,103	\$22,378,781	\$3,339,678	3.29%
4531	Florists	\$648,556	\$754,470	\$105,914	3.07%
4532	Office supplies, stationery, and gift stores	\$3,946,510	\$4,457,466	\$510,956	2.46%
45321	Office supplies and stationery stores	\$1,411,897	\$1,604,255	\$192,358	2.59%
45322	Gift, novelty, and souvenir stores	\$2,534,613	\$2,853,211	\$318,598	2.40%
4533	Used merchandise stores	\$3,601,658	\$4,211,957	\$610,298	3.18%
4539	Other miscellaneous store retailers	\$10,842,379	\$12,954,888	\$2,112,509	3.62%
45391	Pet and pet supplies stores	\$4,073,520	\$5,285,366	\$1,211,847	5.35%
45399	All other miscellaneous store retailers	\$6,768,859	\$7,669,522	\$900,663	2.53%
454	Non-store retailers	\$123,187,782	\$146,087,956	\$22,900,174	3.47%
722	Food services and drinking places	\$137,857,128	\$174,107,901	\$36,250,773	4.78%
7223	Special food services	\$9,642,755	\$12,195,005	\$2,552,250	4.81%
7224	Drinking places (alcoholic beverages)	\$3,366,007	\$4,033,919	\$667,912	3.69%
7225	Restaurants and other eating places	\$124,848,366	\$157,878,977	\$33,030,611	4.81%
722511	Full-service restaurants	\$59,002,393	\$74,321,404	\$15,319,011	4.72%
722513	Limited-service restaurants	\$55,861,778	\$70,917,226	\$15,055,447	4.89%
722514	Cafeterias, grill buffets, and buffets	\$1,422,407	\$1,806,048	\$383,641	4.89%
722515	Snack and nonalcoholic beverage bars	\$8,561,788	\$10,834,300	\$2,272,512	4.82%

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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.



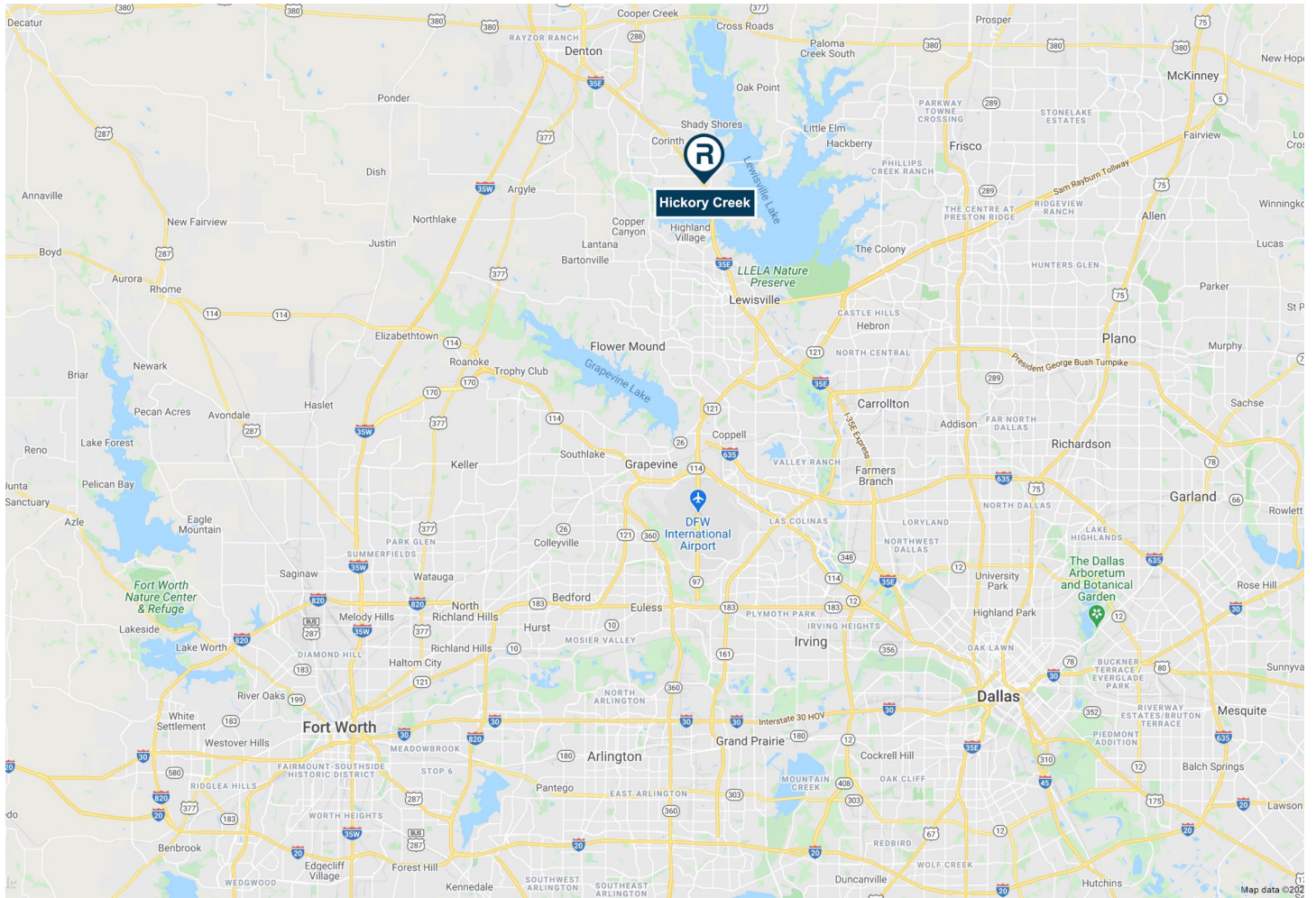
The**Retail**Coach®

# Community Workplace Population

HICKORY CREEK, TEXAS

Prepared for Hickory Creek Economic Development Corporation  
March 2021

# Community



Prepared for:



# HICKORY CREEK TX

**Hickory Creek Economic Development Corporation**

John M. Smith

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1075 Ronald Reagan Avenue  
Hickory Creek, Texas 75065

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# Community • Workplace Population

Hickory Creek, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>64</b>	<b>359</b>	<b>6</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>0</b>	<b>0</b>	<b>0</b>
111: Crop Production	0	0	0
112: Animal Production and Aquaculture	0	0	0
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	0	0	0
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>0</b>	<b>0</b>	<b>0</b>
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
<b>22: Utilities</b>	<b>0</b>	<b>0</b>	<b>0</b>
221: Utilities	0	0	0
<b>23: Construction</b>	<b>10</b>	<b>38</b>	<b>4</b>
236: Construction of Buildings	4	15	4
237: Heavy and Civil Engineering Construction	0	0	0
238: Specialty Trade Contractors	6	23	4
<b>31: Manufacturing</b>	<b>0</b>	<b>0</b>	<b>0</b>
311: Food Manufacturing	0	0	0
312: Beverage and Tobacco Product Manufacturing	0	0	0
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
<b>32: Manufacturing</b>	<b>0</b>	<b>0</b>	<b>0</b>
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	0	0	0
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	0	0	0
326: Plastics and Rubber Products Manufacturing	0	0	0
327: Nonmetallic Mineral Product Manufacturing	0	0	0

# Community • Workplace Population

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<b>33: Manufacturing</b>	<b>0</b>	<b>0</b>	<b>0</b>
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	0	0	0
333: Machinery Manufacturing	0	0	0
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	0	0	0
337: Furniture and Related Product Manufacturing	0	0	0
339: Miscellaneous Manufacturing	0	0	0
<b>42: Wholesale Trade</b>	<b>0</b>	<b>0</b>	<b>0</b>
423: Merchant Wholesalers, Durable Goods	0	0	0
424: Merchant Wholesalers, Nondurable Goods	0	0	0
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
<b>44: Retail Trade</b>	<b>2</b>	<b>7</b>	<b>4</b>
441: Motor Vehicle and Parts Dealers	0	0	0
442: Furniture and Home Furnishings Stores	1	2	2
443: Electronics and Appliance Stores	0	0	0
444: Building Material and Garden Equipment and Supplies Dealers	0	0	0
445: Food and Beverage Stores	0	0	0
446: Health and Personal Care Stores	0	0	0
447: Gasoline Stations	1	5	5
448: Clothing and Clothing Accessories Stores	0	0	0
<b>45: Retail Trade</b>	<b>4</b>	<b>10</b>	<b>3</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	0	0	0
452: General Merchandise Stores	2	4	2
453: Miscellaneous Store Retailers	1	3	3
454: Nonstore Retailers	1	3	3
<b>48: Transportation and Warehousing</b>	<b>2</b>	<b>4</b>	<b>2</b>
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	1	2	2
485: Transit and Ground Passenger Transportation	0	0	0
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	1	2	2
488: Support Activities for Transportation	0	0	0
<b>49: Transportation and Warehousing</b>	<b>0</b>	<b>0</b>	<b>0</b>
491: Postal Service	0	0	0
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	0	0	0



# Community • Workplace Population

Hickory Creek, Texas

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<b>51: Information</b>	<b>1</b>	<b>4</b>	<b>4</b>
511: Publishing Industries (except Internet)	0	0	0
512: Motion Picture and Sound Recording Industries	0	0	0
515: Broadcasting (except Internet)	0	0	0
517: Telecommunications	1	4	4
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	0	0	0
<b>52: Finance and Insurance</b>	<b>6</b>	<b>9</b>	<b>2</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	4	5	1
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	1	2	2
524: Insurance Carriers and Related Activities	1	2	2
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
<b>53: Real Estate and Rental and Leasing</b>	<b>5</b>	<b>16</b>	<b>3</b>
531: Real Estate	4	13	3
532: Rental and Leasing Services	1	3	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
<b>54: Professional, Scientific, and Technical Services</b>	<b>8</b>	<b>29</b>	<b>4</b>
541: Professional, Scientific, and Technical Services	8	29	4
<b>55: Management of Companies and Enterprises</b>	<b>0</b>	<b>0</b>	<b>0</b>
551: Management of Companies and Enterprises	0	0	0
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>1</b>	<b>12</b>	<b>12</b>
561: Administrative and Support Services	1	12	12
562: Waste Management and Remediation Services	0	0	0
<b>61: Educational Services</b>	<b>2</b>	<b>100</b>	<b>50</b>
611: Educational Services	2	100	50
<b>62: Health Care and Social Assistance</b>	<b>1</b>	<b>17</b>	<b>17</b>
621: Ambulatory Health Care Services	0	0	0
622: Hospitals	0	0	0
623: Nursing and Residential Care Facilities	0	0	0
624: Social Assistance	1	17	17



# Community • Workplace Population

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<b>71: Arts, Entertainment, and Recreation</b>	<b>0</b>	<b>0</b>	<b>0</b>
711: Performing Arts, Spectator Sports, and Related Industries	0	0	0
712: Museums, Historical Sites, and Similar Institutions	0	0	0
713: Amusement, Gambling, and Recreation Industries	0	0	0
<b>72: Accommodation and Food Services</b>	<b>2</b>	<b>52</b>	<b>26</b>
721: Accommodation	0	0	0
<b>722: Food Services and Drinking Places</b>	<b>2</b>	<b>52</b>	<b>26</b>
<b>81: Other Services (except Public Administration)</b>	<b>5</b>	<b>21</b>	<b>4</b>
811: Repair and Maintenance	2	15	8
812: Personal and Laundry Services	2	3	2
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	1	3	3
<b>92: Public Administration</b>	<b>4</b>	<b>40</b>	<b>10</b>
921: Executive, Legislative, and Other General Government Support	3	28	9
922: Justice, Public Order, and Safety Activities	1	12	12
923: Administration of Human Resource Programs	0	0	0
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	0	0	0
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
<b>99: Unassigned</b>	<b>11</b>	<b>0</b>	<b>0</b>
999: Unassigned	11	0	0

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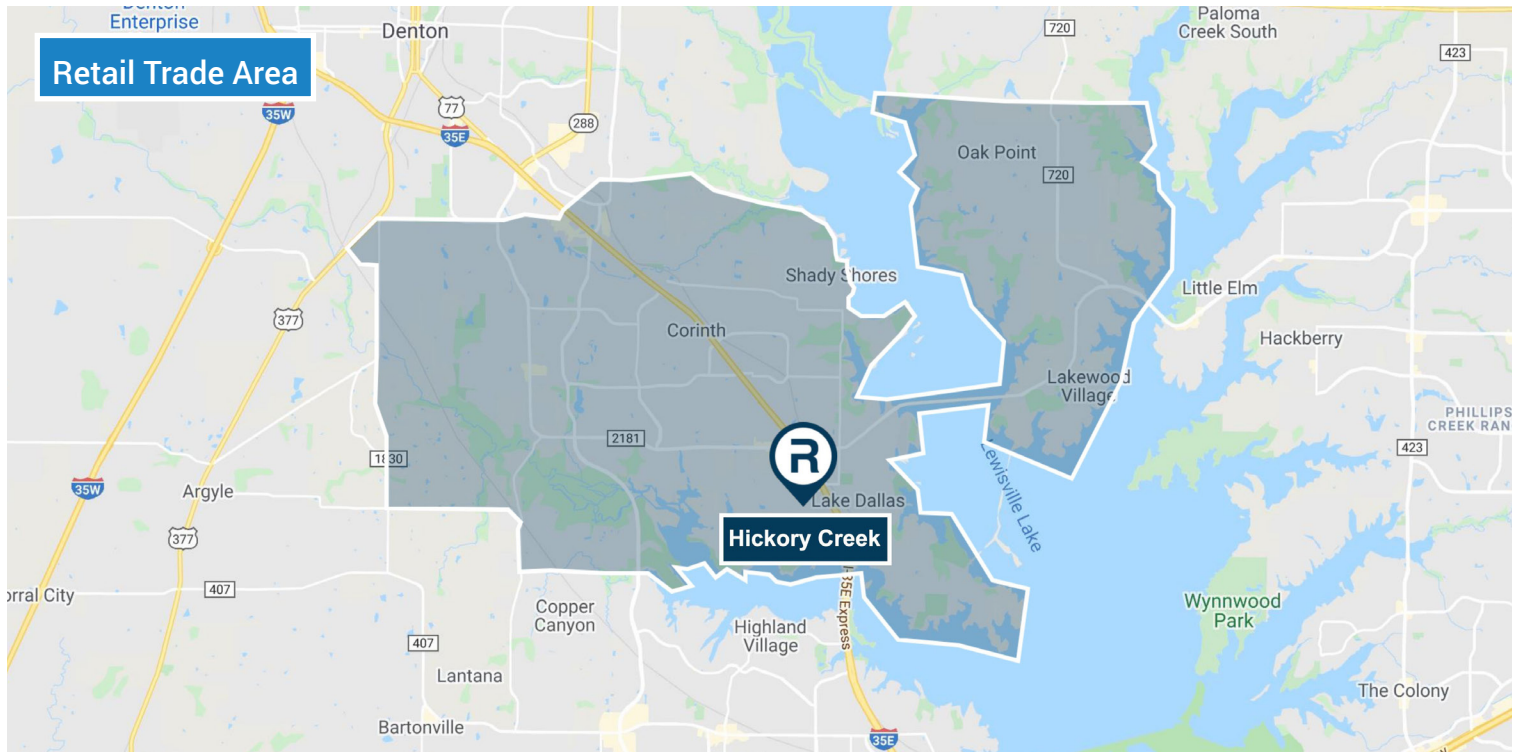
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# Retail Trade Area • Retail Market Profile

Hickory Creek, Texas



## Population

2010	65,087
2021	88,559
2026	96,925

## Educational Attainment (%)

Graduate or Professional Degree	13.7%
Bachelors Degree	27.7%
Associate Degree	7.7%
Some College	25.3%
High School Graduate (GED)	18.6%
Some High School, No Degree	3.8%
Less than 9th Grade	3.1%

## Income

Average HH	\$131,558
Median HH	\$106,938
Per Capita	\$44,523

## Age

0 - 9 Years	12.67%
10 - 17 Years	11.69%
18 - 24 Years	8.50%
25 - 34 Years	13.15%
35 - 44 Years	14.23%
45 - 54 Years	15.54%
55 - 64 Years	12.09%
65 and Older	12.14%
Median Age	37.89
Average Age	37.74

## Race Distribution (%)

White	75.47%
Black/African American	8.22%
American Indian/Alaskan	0.83%
Asian	4.42%
Native Hawaiian/Islander	0.10%
Other Race	7.24%
Two or More Races	3.73%
Hispanic	22.01%



**John M. Smith**  
Hickory Creek Economic Development  
Corporation  
Town Administrator

1075 Ronald Reagan Avenue  
Hickory Creek, Texas 75065

Phone 940.497.2528  
john.smith@hickorycreek-tx.gov  
www.hickorycreek-tx.gov

**Aaron Farmer**  
The Retail Coach, LLC  
President

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



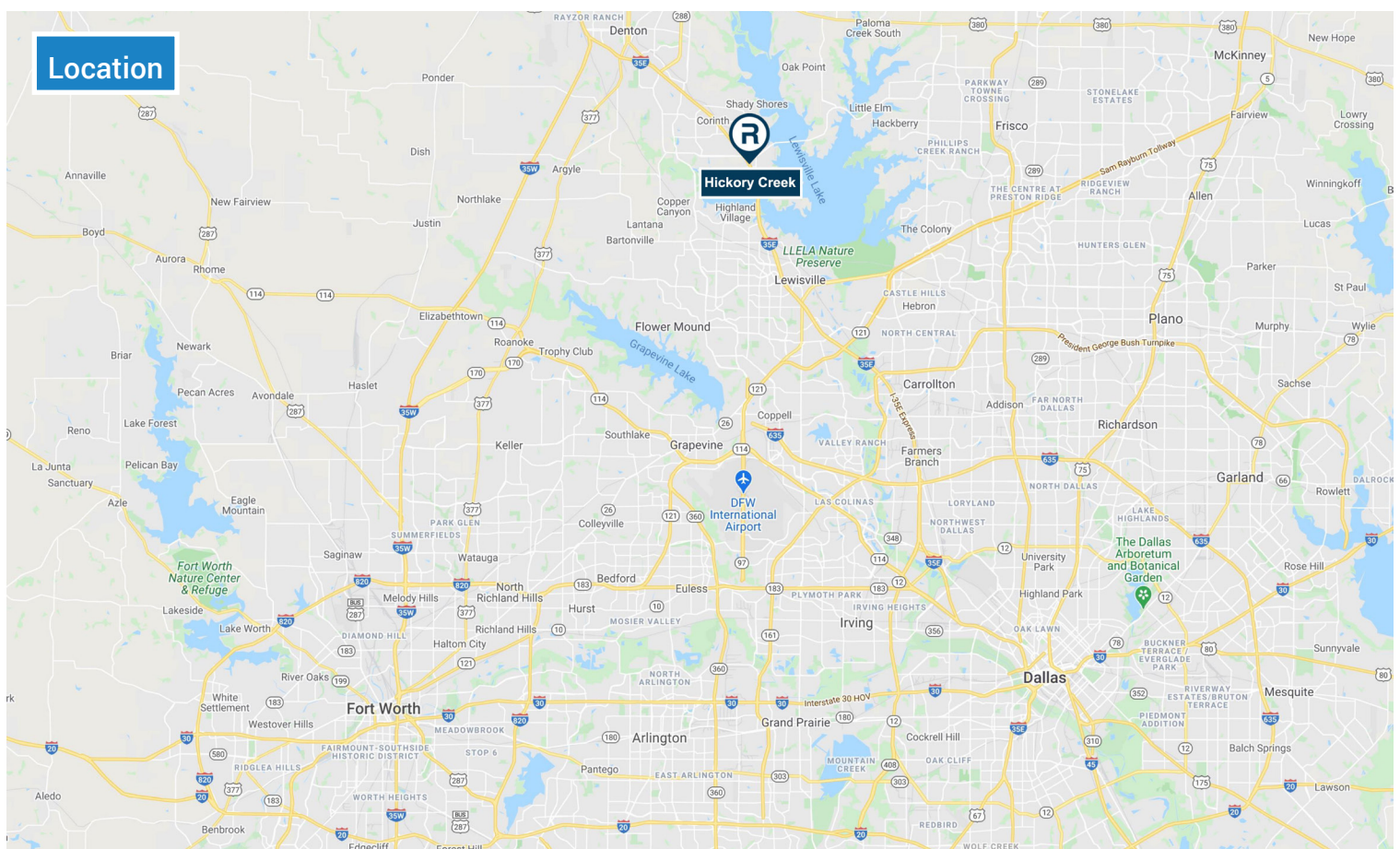
PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | theretailcoach.net

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 thereof. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.



# Retail Trade Area • Retail Market Profile

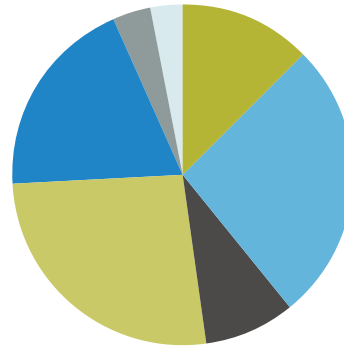
Hickory Creek, Texas





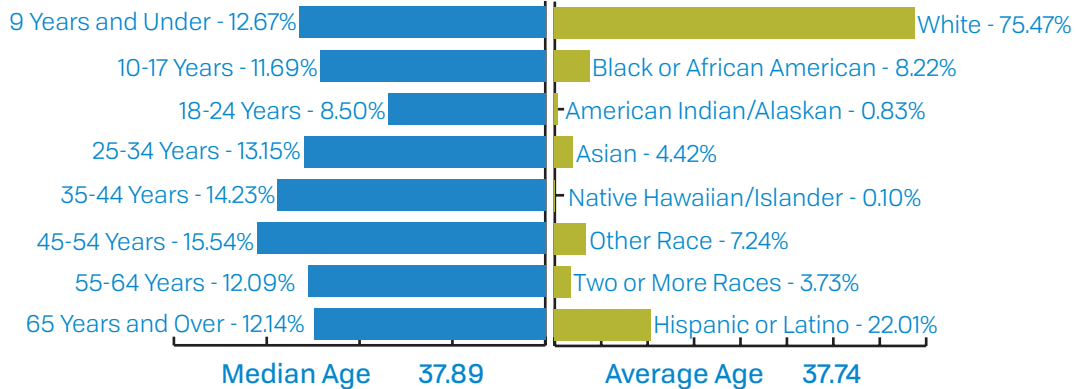
# TOWN OF HICKORY CREEK TEXAS

**POPULATION**  
**88,559**  
2021 Estimated Retail Trade Area Population



Graduate or Professional	13.7%
Bachelor's Degree	27.7%
Associate Degree	7.7%
Some College, No Degree	25.3%
High School Graduate	18.6%
Some High School, No Degree	3.8%
Less than 9th Grade	3.1%

## AGE DISTRIBUTION AND RACE



## HOUSEHOLD INCOME

**AVERAGE HOUSEHOLD INCOME**

**\$ 1 3 1 , 5 5 8**

**MEDIAN HOUSEHOLD INCOME**

**\$ 1 0 6 , 9 3 8**

**PER CAPITA INCOME**

**\$ 4 4 , 5 2 3**

## DEMAND OUTLOOK IN HICKORY CREEK

### Clothing & Accessory Stores

Retail Demand = \$32,153,202

### Sporting Goods Stores

Retail Demand = \$5,922,643

### Food Service & Drinking Places

Retail Demand = \$137,857,128

2021 Demand	\$999,267,634
2026 Demand	\$1,218,095,855
Growth	\$ 218,828,221

Hickory Creek Economic Development Corporation

John M. Smith

Town Administrator

1075 Ronald Regan Avenue

Hickory Creek, Texas 75065

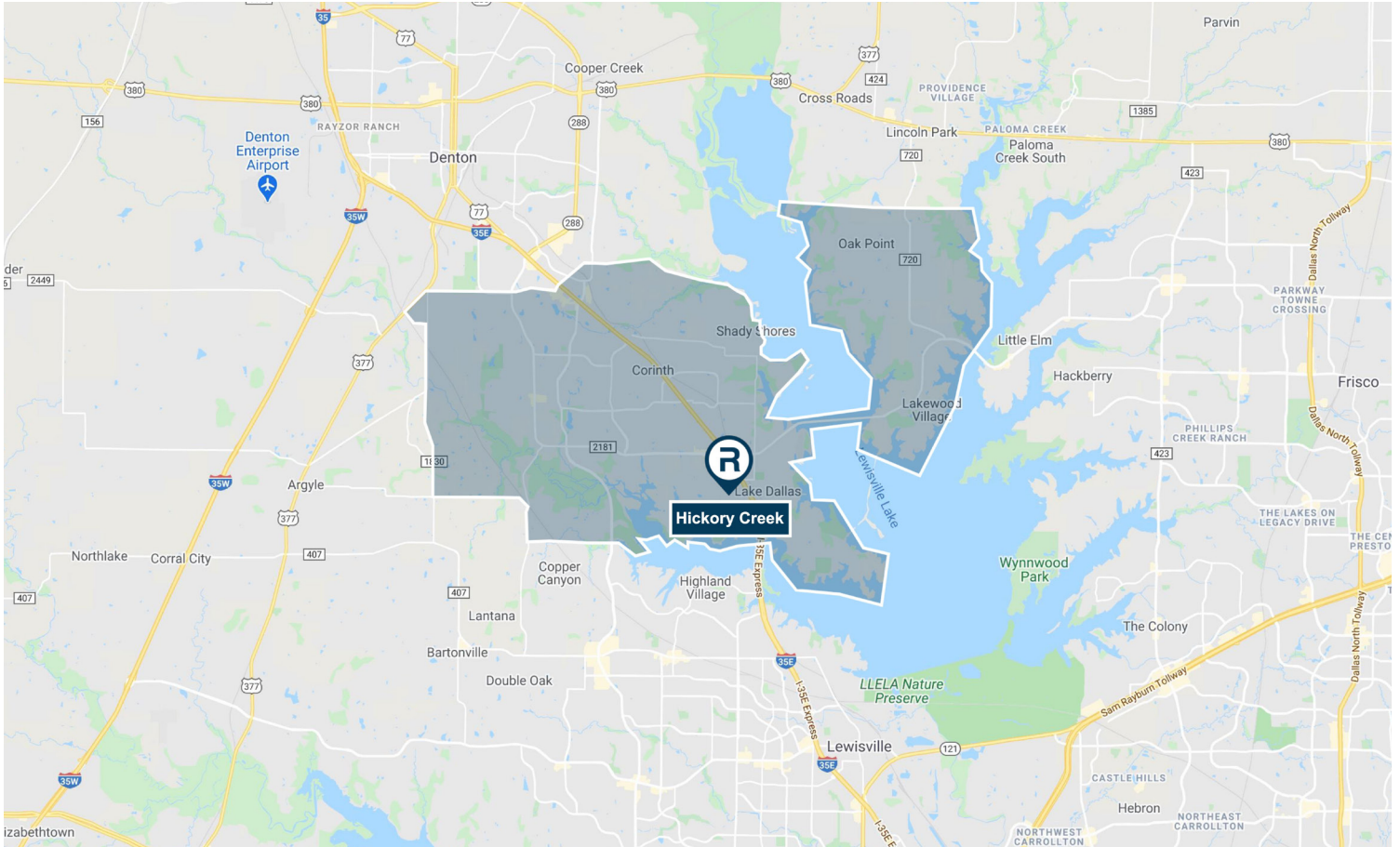
Phone: 940.497.2528

John.Smith@hickorycreek-tx.gov

www.hickorycreek-tx.gov



# RETAIL TRADE AREA



# EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.





The **Retail** Coach<sup>®</sup>

# Hickory Creek Crossing Mobile Data Survey

HICKORY CREEK, TEXAS

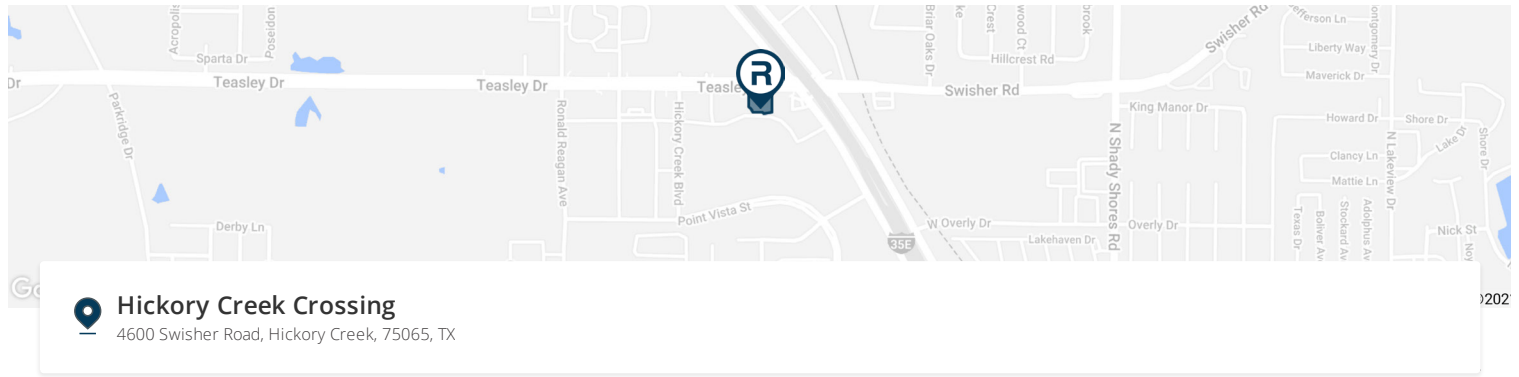


Prepared for Hickory Creek Economic Development Corporation  
03.01.2020 - 02.28.2021



# Hickory Creek Crossing • Mobile Data Analysis

Hickory Creek, Texas



## Metrics

Est. # of Customers

Est. # of Visits

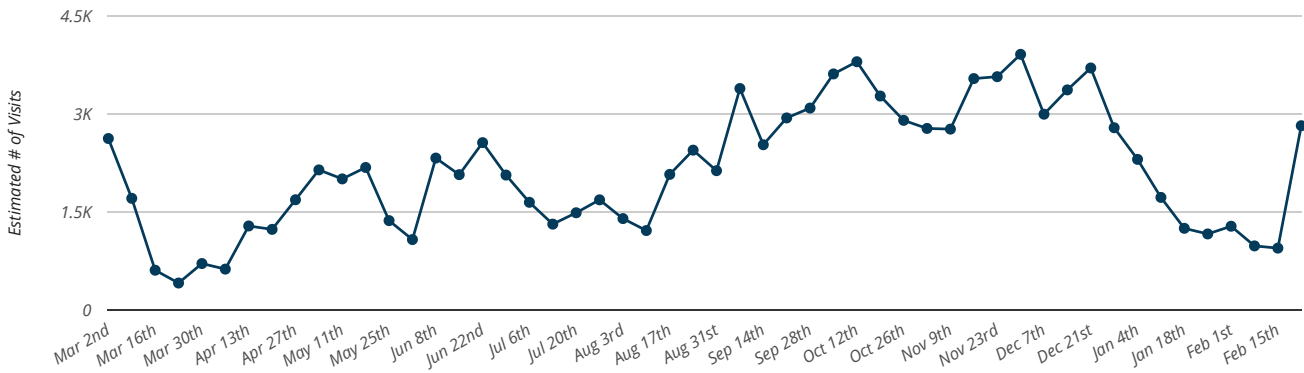
**Hickory Creek Crossing**

**49.3K**

**111.7K**

## Visits Trend

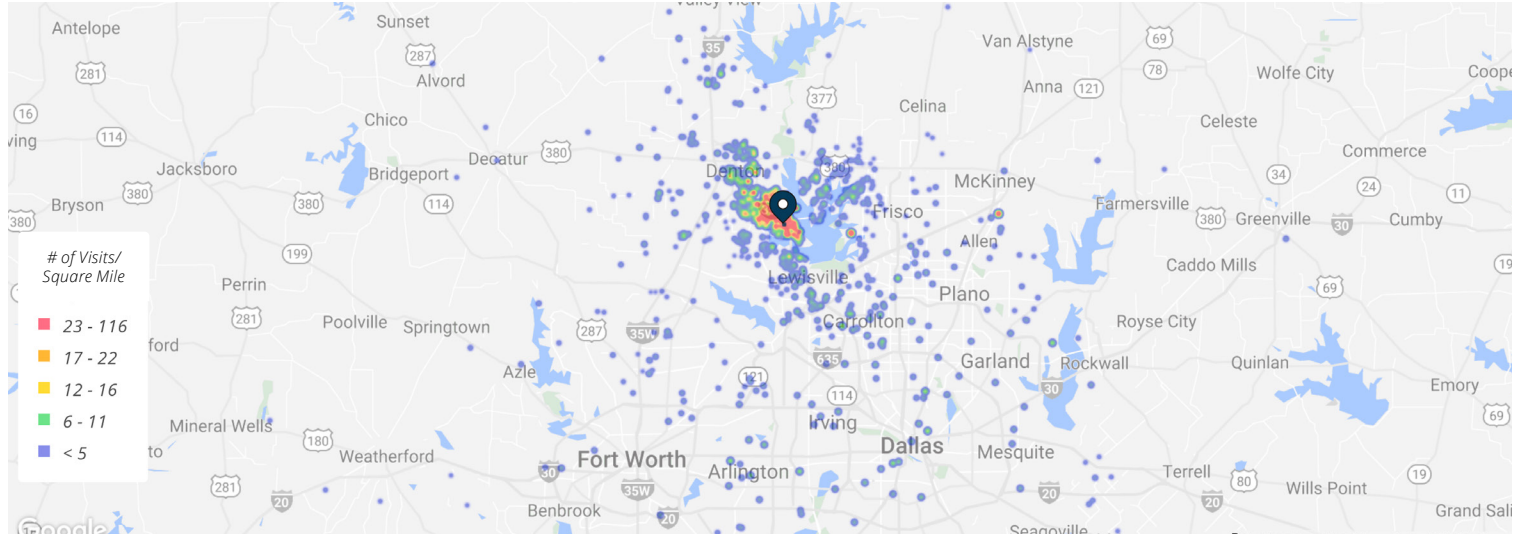
● Hickory Creek Crossing / Swisher Road



# Hickory Creek Crossing • Mobile Data Analysis

Hickory Creek, Texas

## Trade Area - Home Locations



## Typical Customer Persona

### Hickory Creek Crossing



Ethnicity White

Income \$75K - \$100K

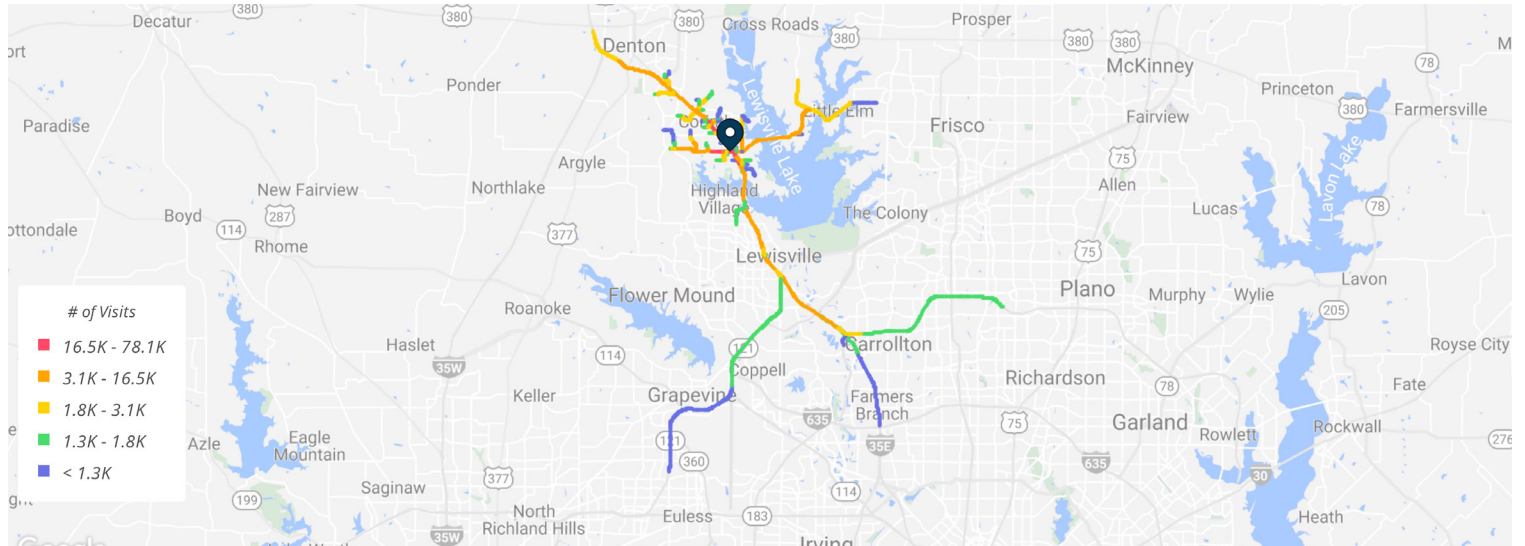
## Favorite Places

Place	Customers
1 Walmart Supercenter / Hickory Creek Blvd	28.9K (58.6%)
2 Kensington Square / Fm 2181 Ste 256	27.5K (55.7%)
3 Rayzor Ranch Marketplace / W University Dr	23.6K (47.9%)
4 The Marketplace at Highland Village / Justin Rd	22.2K (45%)
5 The Shops at Highland Village / Shoal Creek	21K (42.5%)

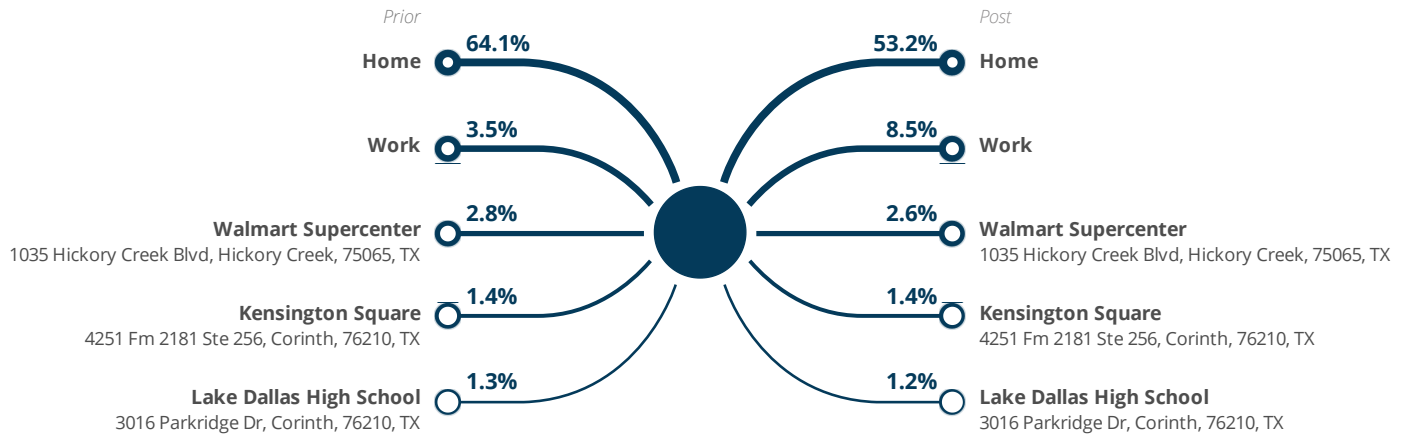
# Hickory Creek Crossing • Mobile Data Analysis

Hickory Creek, Texas

## Customer Journey



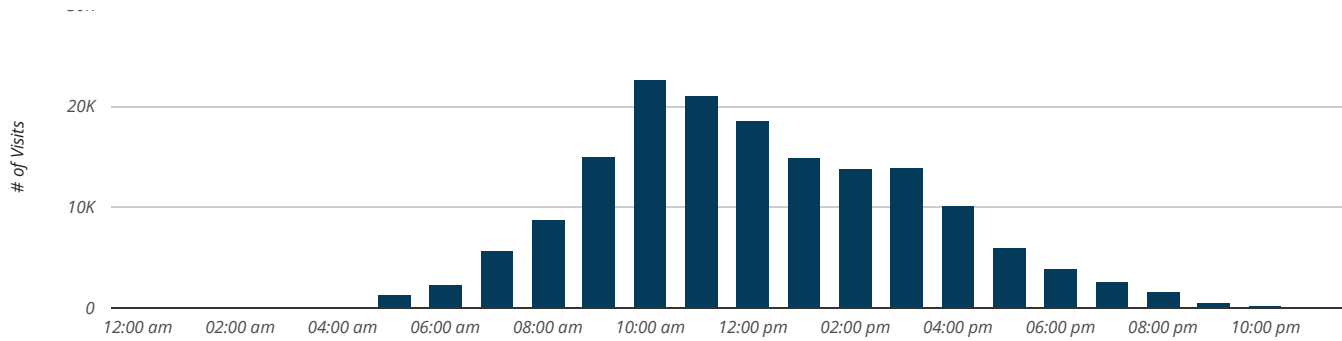
### Hickory Creek Crossing / Swisher Road



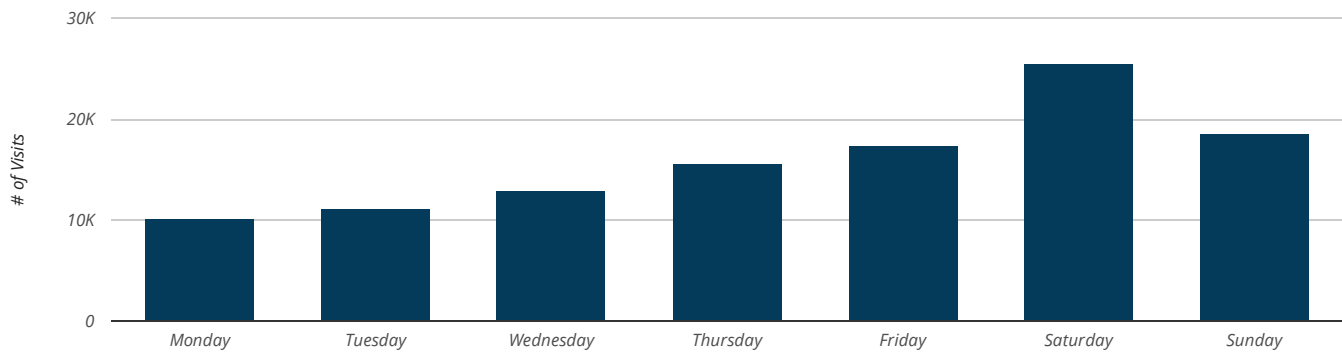
# Hickory Creek Crossing • Mobile Data Analysis

Hickory Creek, Texas

## Hourly Visits



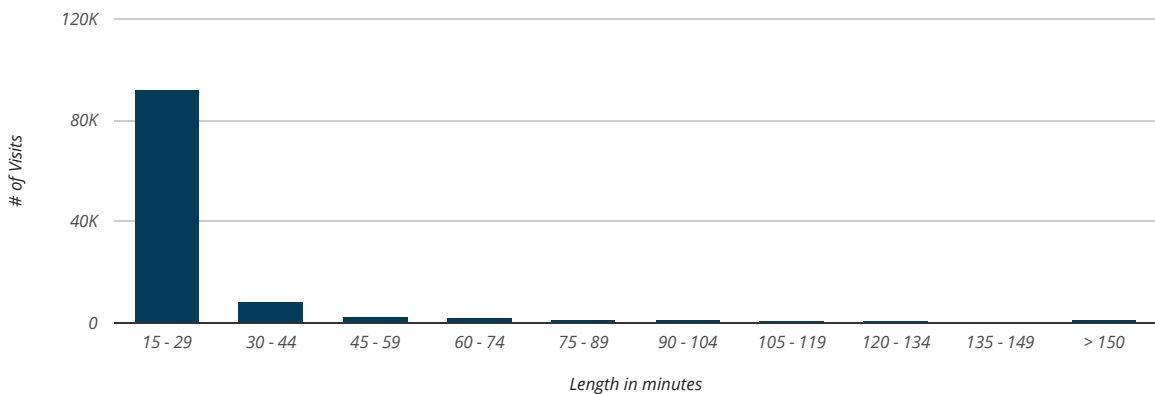
## Daily Visits



## Length of Stay

Average Stay

**28 Min**



# Hickory Creek Crossing • Mobile Data Analysis

Hickory Creek, Texas

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Denton	TX	76210	19.88
Lake Dallas	TX	75065	11.36
Denton	TX	76208	10.25
Little Elm	TX	75068	3.90
Denton	TX	76209	3.13
Denton	TX	76205	2.94
Lewisville	TX	75067	1.95
Lewisville	TX	75077	1.77
Denton	TX	76201	1.61
Aubrey	TX	76227	1.51
Argyle	TX	76226	1.48
Lewisville	TX	75057	1.22
Sanger	TX	76266	1.05
Carrollton	TX	75006	0.93
Denton	TX	76207	0.76
The Colony	TX	75056	0.74
Gainesville	TX	76240	0.68
Carrollton	TX	75007	0.65
Frisco	TX	75034	0.62
Ponder	TX	76259	0.61
Dallas	TX	75208	0.61
Krum	TX	76249	0.58
Carrollton	TX	75010	0.55
Dallas	TX	75211	0.55
Arlington	TX	76012	0.50
Plano	TX	75024	0.49
Dallas	TX	75287	0.49
Keller	TX	76244	0.49
Dallas	TX	75246	0.48
Arlington	TX	76006	0.44
Coppell	TX	75019	0.41
Plano	TX	75093	0.36
Waco	TX	76706	0.36
Euless	TX	76039	0.35
Addison	TX	75001	0.35

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Flower Mound	TX	75028	0.33
Irving	TX	75061	0.33
McKinney	TX	75069	0.33
Dallas	TX	75234	0.32
Craig	AK	99921	0.31
Austin	TX	78705	0.30
Clearwater	FL	33756	0.30
Allen	TX	75002	0.29
Dallas	TX	75229	0.28
Hollywood	FL	33027	0.25
Dallas	TX	75216	0.25
Forney	TX	75126	0.25
Lafayette	CO	80026	0.25
Desoto	TX	75115	0.24
Grapevine	TX	76051	0.24
Irving	TX	75062	0.24
Edmond	OK	73013	0.24
Dallas	TX	75238	0.24
Arlington	TX	76013	0.24
Decatur	TX	76234	0.22
Dallas	TX	75204	0.21
Houston	TX	77004	0.21
Irving	TX	75060	0.21
North Richland Hills	TX	76180	0.20
Denver	CO	80209	0.20
Colleyville	TX	76034	0.20
Bedford	TX	76021	0.20
Big Spring	TX	79720	0.20
Upper Marlboro	MD	20772	0.20
Dallas	TX	75248	0.20
Frisco	TX	75035	0.19
Grand Prairie	TX	75052	0.19
Boise	ID	83705	0.19
Dallas	TX	75201	0.19
Justin	TX	76247	0.19

# About The Retail Coach®

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The **Retail**Coach®

## ACKNOWLEDGMENTS

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The**Retail**Coach<sup>®</sup>

# Hickory Creek Restaurant Cluster Mobile Data Survey

HICKORY CREEK, TEXAS

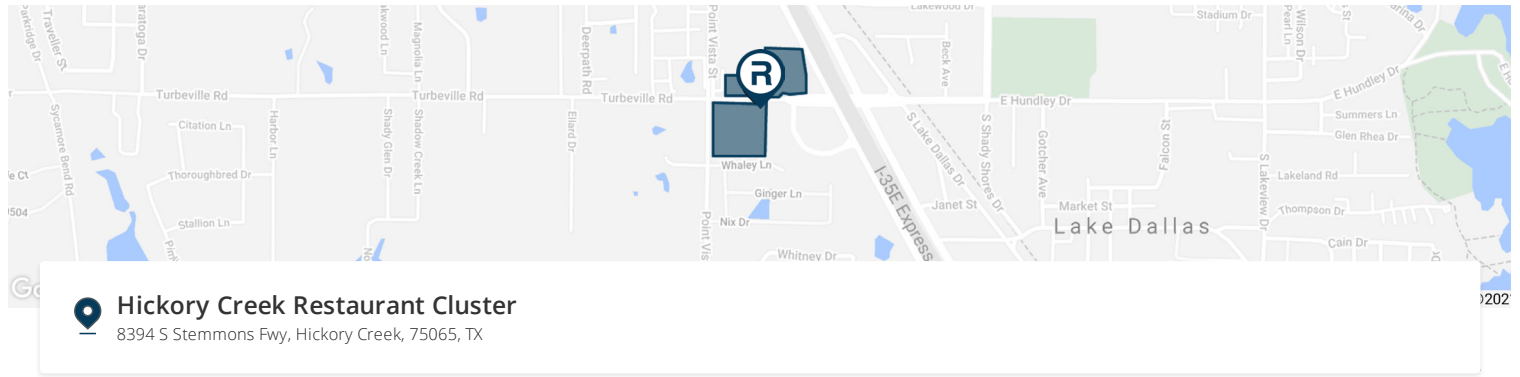


Prepared for Hickory Creek Economic Development Corporation  
03.01.2020 - 02.28.2021



# Hickory Creek Restaurant Cluster • Mobile Data Analysis

Hickory Creek, Texas



## Metrics

Est. # of Customers

Est. # of Visits

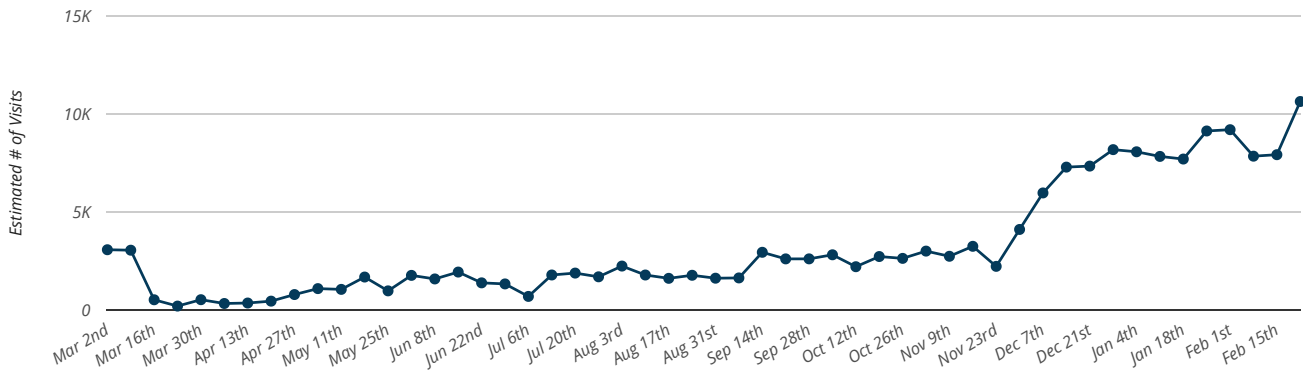
**Hickory Creek Restaurant Cluster**

**65.2K**

**170.1K**

## Visits Trend

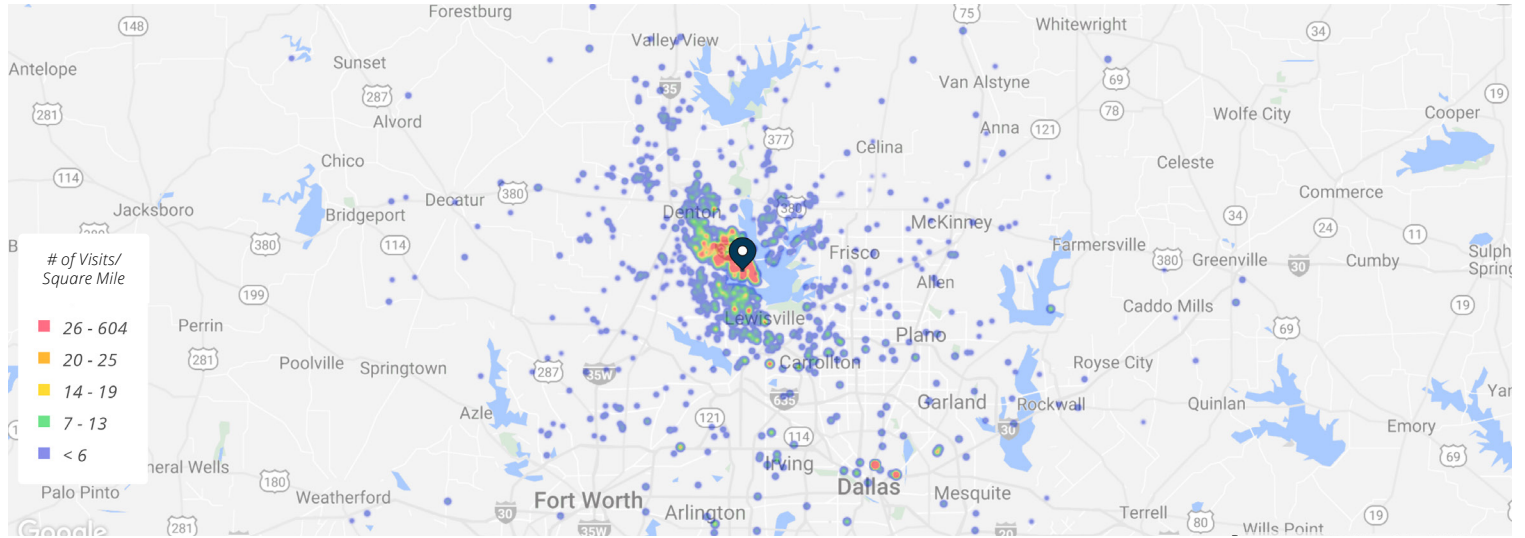
● Hickory Creek Restaurant Cluster / S Stemmons Fwy



# Hickory Creek Restaurant Cluster • Mobile Data Analysis

Hickory Creek, Texas

## Trade Area - Home Locations



## Typical Customer Persona

### Hickory Creek Restaurant Cluster



Ethnicity **White**

Income **\$75K - \$100K**

## Favorite Places

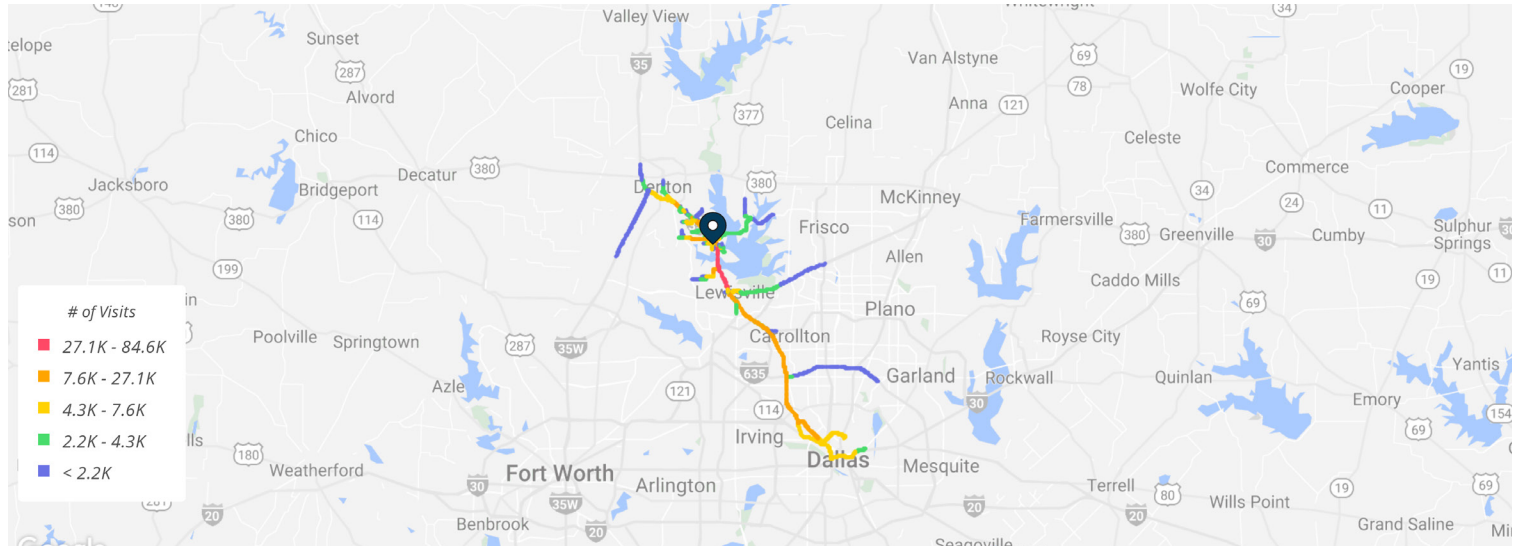
Place	Customers
1 <b>Kensington Square</b> / Fm 2181 Ste 256	32.8K (50.3%)
2 <b>Walmart Supercenter</b> / Hickory Creek Blvd	31.6K (48.5%)
3 <b>The Marketplace at Highland Village</b> / Justin Rd	31.6K (48.4%)
4 <b>The Shops at Highland Village</b> / Shoal Creek	31.4K (48.1%)
5 <b>Rayzor Ranch Marketplace</b> / W University Dr	30.6K (47%)



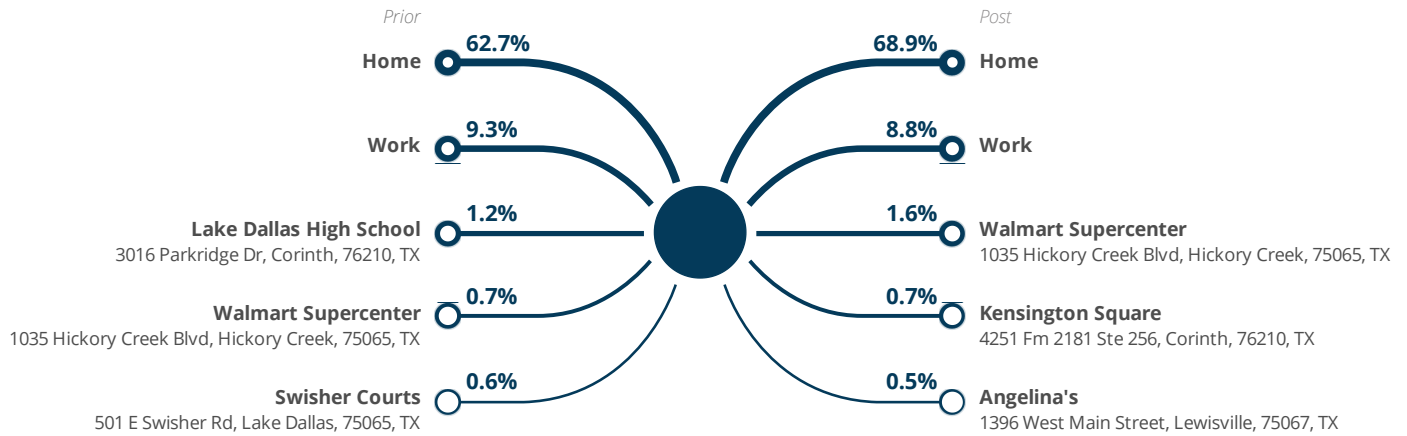
# Hickory Creek Restaurant Cluster • Mobile Data Analysis

Hickory Creek, Texas

## Customer Journey



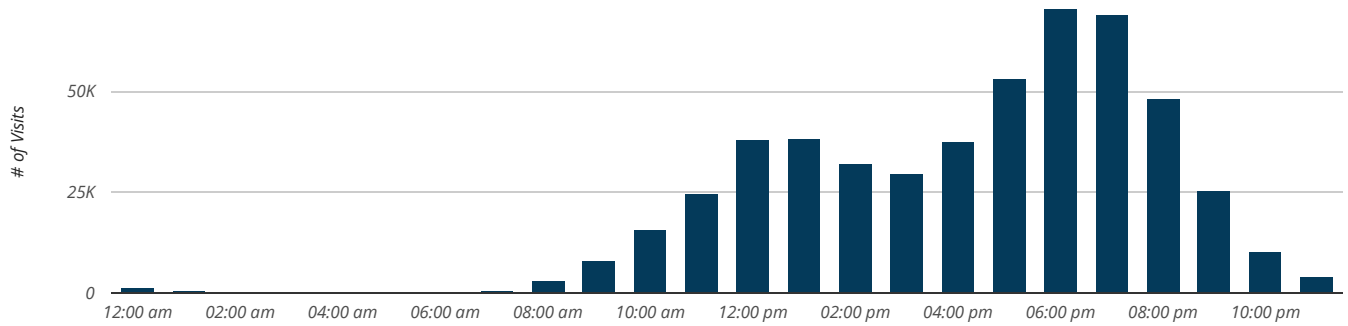
Hickory Creek Restaurant Cluster / S Stemmons Fwy



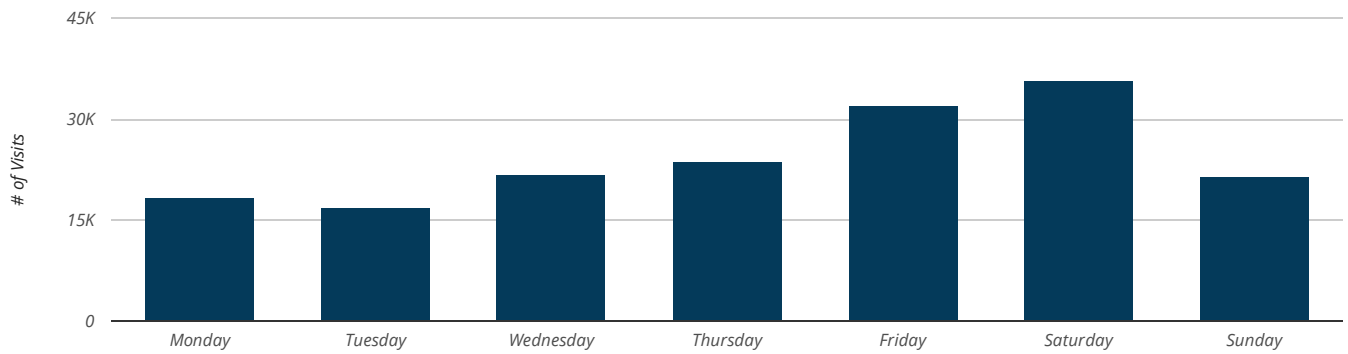
# Hickory Creek Restaurant Cluster • Mobile Data Analysis

Hickory Creek, Texas

## Hourly Visits



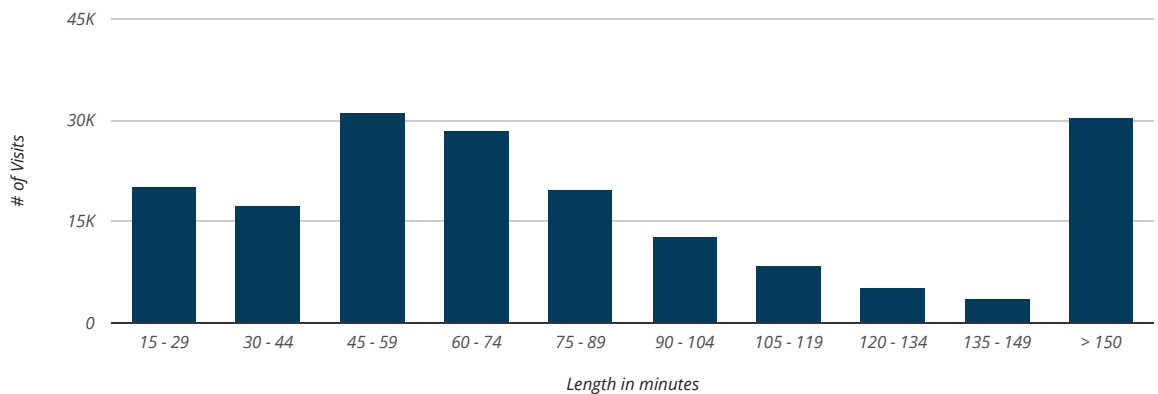
## Daily Visits



## Length of Stay

Average Stay

**102 Min**



# Hickory Creek Restaurant Cluster • Mobile Data Analysis

Hickory Creek, Texas

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Denton	TX	76210	21.28
Lake Dallas	TX	75065	11.52
Denton	TX	76208	8.79
Lewisville	TX	75077	6.56
Denton	TX	76205	2.79
Flower Mound	TX	75028	2.68
Little Elm	TX	75068	2.33
Lewisville	TX	75067	2.06
Argyle	TX	76226	1.90
Denton	TX	76209	1.79
Aubrey	TX	76227	1.53
Sanger	TX	76266	1.19
Lewisville	TX	75057	1.17
Denton	TX	76201	1.06
Krum	TX	76249	1.04
Carrollton	TX	75007	0.97
The Colony	TX	75056	0.93
Denton	TX	76207	0.81
Dallas	TX	75207	0.70
Carrollton	TX	75006	0.67
Dallas	TX	75287	0.63
Dallas	TX	75204	0.57
Flower Mound	TX	75022	0.44
Dallas	TX	75223	0.44
Grapevine	TX	76051	0.42
Gainesville	TX	76240	0.39
Irving	TX	75061	0.37
Carrollton	TX	75010	0.35
Decatur	TX	76234	0.33
Frisco	TX	75034	0.31
Arlington	TX	76018	0.29
Irving	TX	75060	0.29
McKinney	TX	75069	0.26
Dallas	TX	75224	0.26
Bedford	TX	76022	0.25

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Valley View	TX	76272	0.24
San Marcos	TX	78666	0.24
Dallas	TX	75229	0.24
Plano	TX	75024	0.23
Ponder	TX	76259	0.23
Dallas	TX	75219	0.23
Arlington	TX	76010	0.22
Minneapolis	MN	55404	0.22
Fort Worth	TX	76137	0.22
Pasadena	TX	77502	0.21
Dallas	TX	75228	0.20
Grand Prairie	TX	75052	0.19
Irving	TX	75062	0.19
Fort Worth	TX	76112	0.19
Irving	TX	75038	0.19
Garland	TX	75044	0.18
Plano	TX	75074	0.18
Wylie	TX	75098	0.18
Justin	TX	76247	0.17
Fort Worth	TX	76179	0.17
Keller	TX	76244	0.16
Euless	TX	76039	0.16
Irving	TX	75063	0.16
Plano	TX	75023	0.16
Bowie	TX	76230	0.15
Addison	TX	75001	0.15
Frisco	TX	75035	0.15
Chicago	IL	60612	0.14
Denver	CO	80246	0.14
Houston	TX	77022	0.14
Richardson	TX	75080	0.14
Grand Prairie	TX	75050	0.14
Desoto	TX	75115	0.14
Cherokee	NC	28719	0.14
Pilot Point	TX	76258	0.14

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The **Retail**Coach®

# McDonald's Mobile Data Survey

HICKORY CREEK, TEXAS

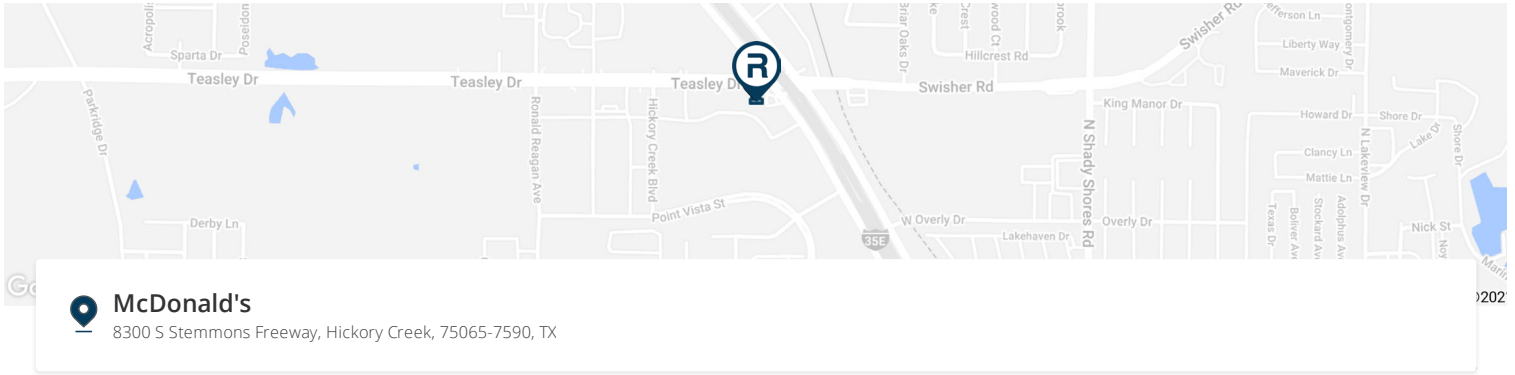


Prepared for Hickory Creek Economic Development Corporation  
03.01.2020 - 02.28.2021



# McDonald's • Mobile Data Analysis

Hickory Creek, Texas



## Metrics

Est. # of Customers

Est. # of Visits

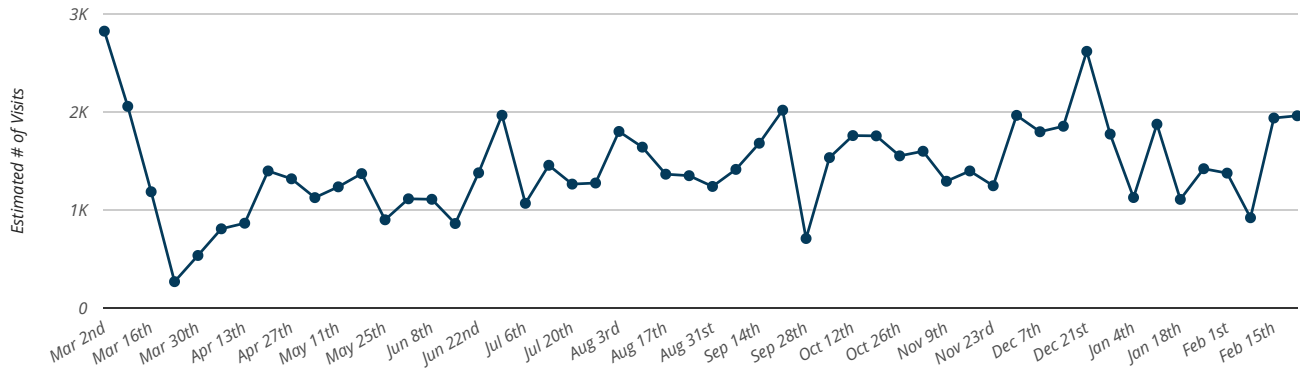
**McDonald's**

**42.1K**

**75.2K**

## Visits Trend

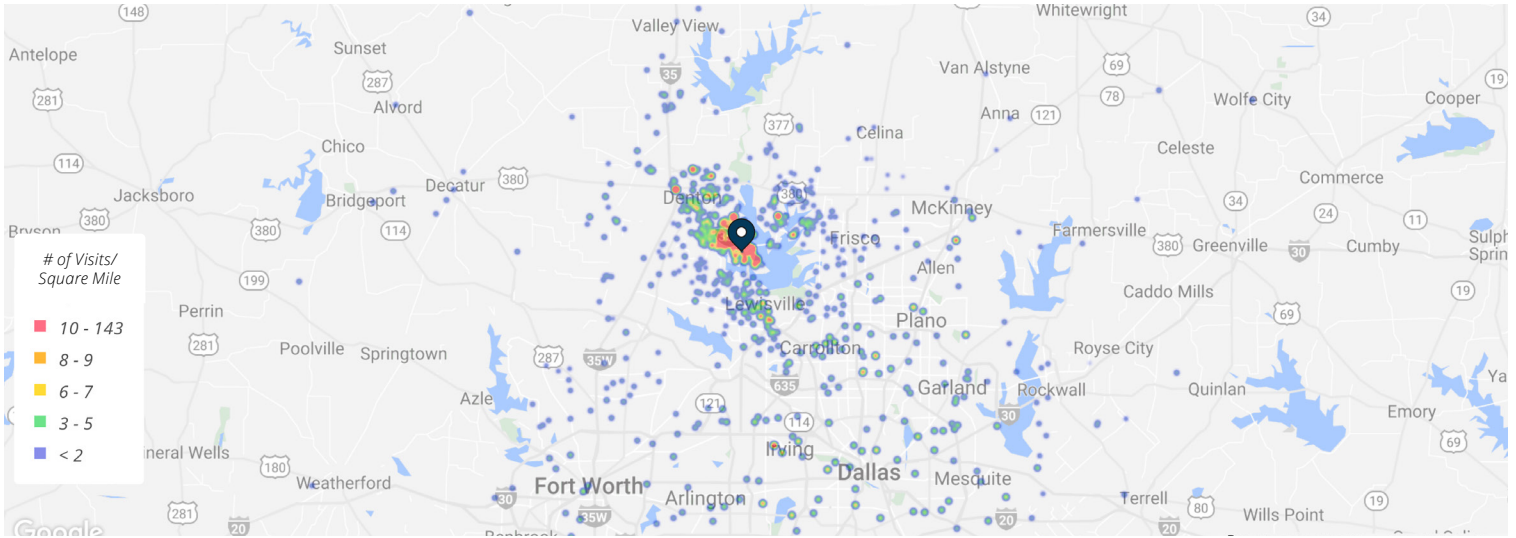
● McDonald's / S Stemmons Freeway



# McDonald's • Mobile Data Analysis

Hickory Creek, Texas

## Trade Area - Home Locations



## Typical Customer Persona

*McDonald's*



Ethnicity	White
Income	\$75K - \$100K

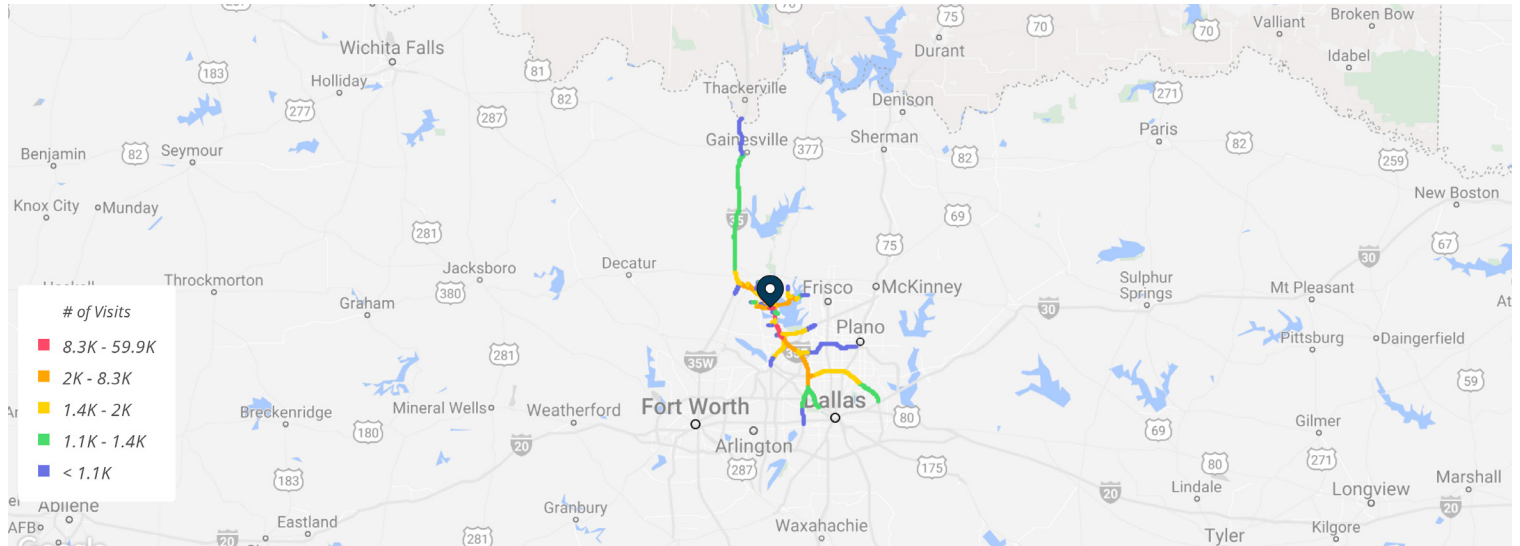
## Favorite Places

Place	Customers
1 <b>Kensington Square</b> / Fm 2181 Ste 256	20.2K (47.9%)
2 <b>Walmart Supercenter</b> / Hickory Creek Blvd	19.9K (47.2%)
3 <b>Rayzor Ranch Marketplace</b> / W University Dr	17.3K (41.2%)
4 <b>Buc-ee's</b> / S Interstate 35 E	15K (35.6%)
5 <b>Grapevine Mills</b> / Grapevine Mills Pkwy	13.7K (32.5%)

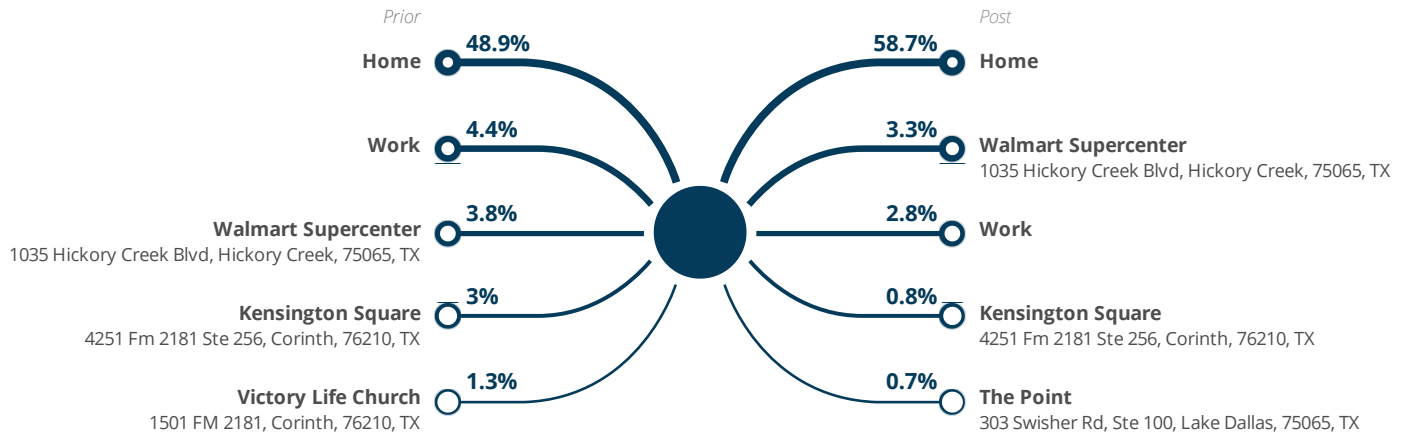
# McDonald's • Mobile Data Analysis

Hickory Creek, Texas

## Customer Journey



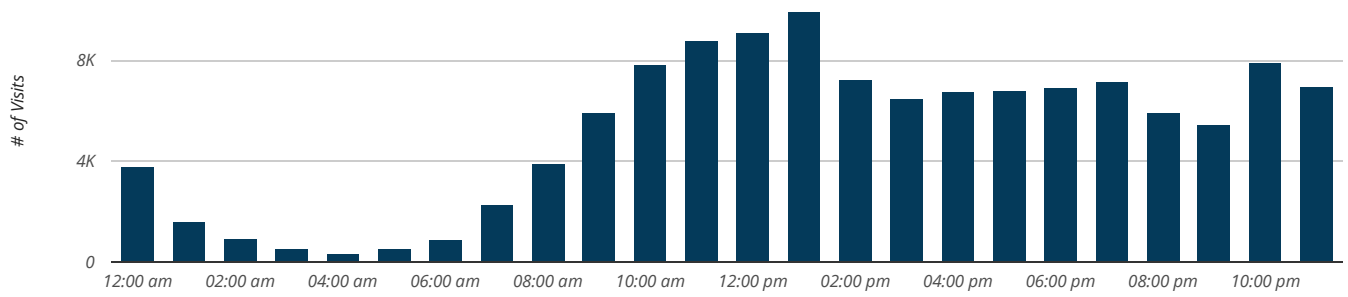
McDonald's / S Stemmons Freeway



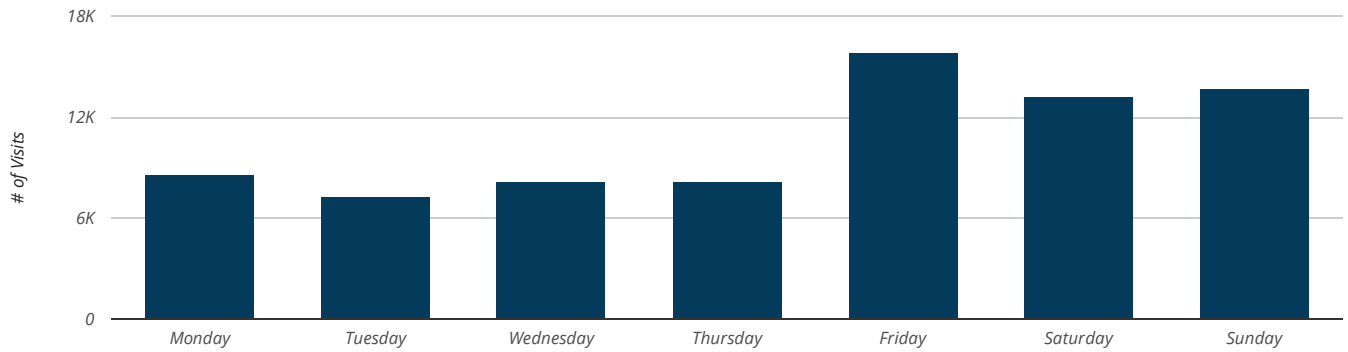
# McDonald's • Mobile Data Analysis

Hickory Creek, Texas

## Hourly Visits



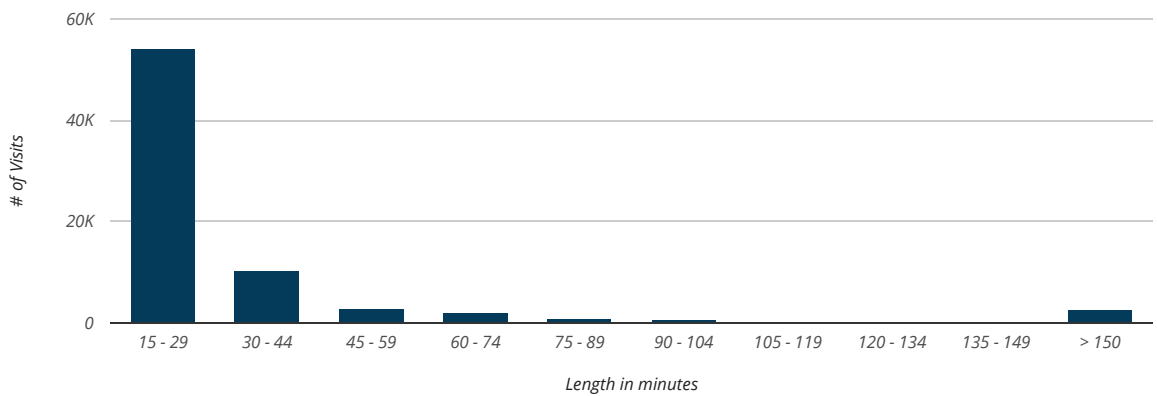
## Daily Visits



## Length of Stay

Average Stay

**39 Min**



# McDonald's • Mobile Data Analysis

Hickory Creek, Texas

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Denton	TX	76210	14.49
Lake Dallas	TX	75065	10.87
Denton	TX	76208	8.35
Lewisville	TX	75067	2.92
Denton	TX	76209	2.12
Little Elm	TX	75068	2.08
Denton	TX	76205	1.94
Denton	TX	76207	1.93
Lewisville	TX	75077	1.75
Carrollton	TX	75006	1.36
Aubrey	TX	76227	1.25
Irving	TX	75061	1.15
Argyle	TX	76226	0.91
The Colony	TX	75056	0.87
Dallas	TX	75217	0.85
Dallas	TX	75248	0.83
Denton	TX	76201	0.83
Dallas	TX	75211	0.82
Gainesville	TX	76240	0.77
Dallas	TX	75228	0.76
Dallas	TX	75212	0.76
Dallas	TX	75240	0.74
Flower Mound	TX	75028	0.73
Lewisville	TX	75057	0.73
Sanger	TX	76266	0.71
Frisco	TX	75034	0.70
Dallas	TX	75287	0.69
Coppell	TX	75019	0.57
McKinney	TX	75069	0.54
Garland	TX	75043	0.49
Krum	TX	76249	0.48
Euless	TX	76039	0.47
Ponder	TX	76259	0.46
Garland	TX	75040	0.40
Arlington	TX	76010	0.37

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Duncanville	TX	75116	0.37
Arlington	TX	76018	0.36
Dallas	TX	75224	0.35
Houston	TX	77022	0.34
Dallas	TX	75218	0.34
Fort Worth	TX	76102	0.33
Silver City	NM	88061	0.33
Arlington	TX	76002	0.33
Plano	TX	75024	0.32
La Mesa	NM	88044	0.32
Dallas	TX	75234	0.32
Garland	TX	75041	0.32
Houston	TX	77080	0.30
Richardson	TX	75082	0.30
Grand Prairie	TX	75051	0.29
Kansas City	MO	64134	0.29
Plano	TX	75093	0.28
Dallas	TX	75253	0.28
Irving	TX	75038	0.28
Dallas	TX	75243	0.28
American Fork	UT	84003	0.28
Oklahoma City	OK	73119	0.28
Justin	TX	76247	0.27
Dallas	TX	75254	0.26
Rockwall	TX	75032	0.26
Dallas	TX	75216	0.26
Dallas	TX	75219	0.26
Irving	TX	75062	0.26
Irving	TX	75060	0.25
Flower Mound	TX	75022	0.24
Grand Prairie	TX	75050	0.24
Keller	TX	76244	0.23
Valley View	TX	76272	0.23
Tucson	AZ	85712	0.23
Dallas	TX	75220	0.22

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The **Retail**Coach®

# Walmart Mobile Data Survey

HICKORY CREEK, TEXAS

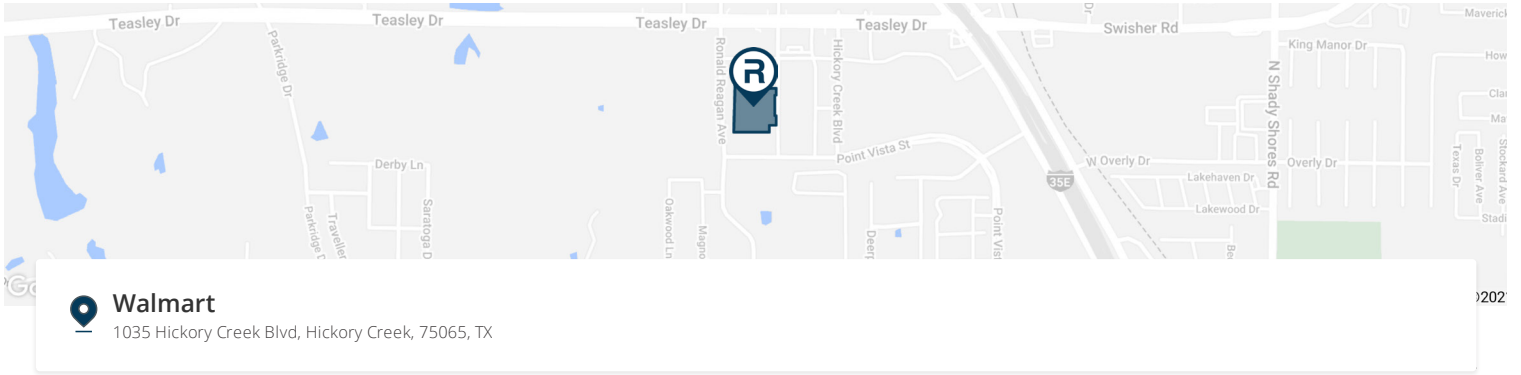


Prepared for Hickory Creek Economic Development Corporation  
03.01.2020 - 02.28.2021



# Walmart • Mobile Data Analysis

Hickory Creek, Texas



## Metrics

Est. # of Customers

Est. # of Visits

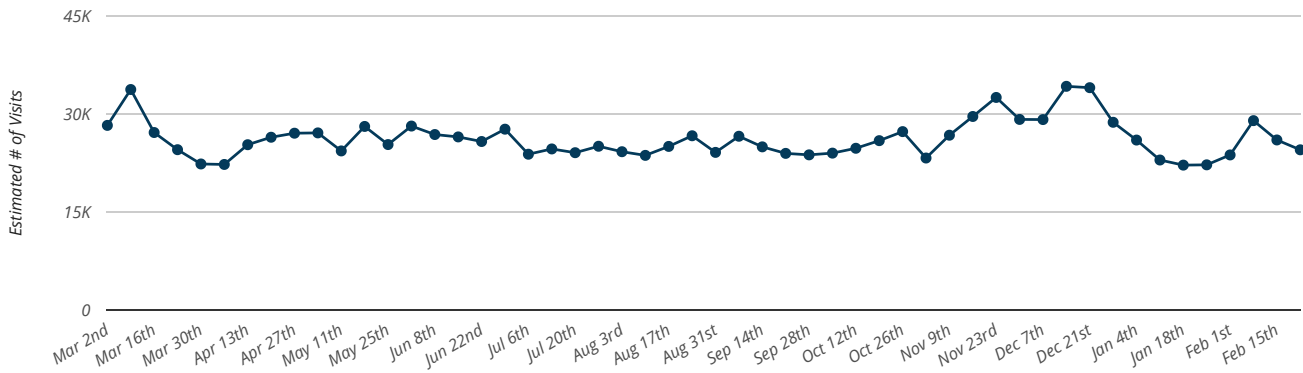
**Walmart**

**173K**

**1.37M**

## Visits Trend

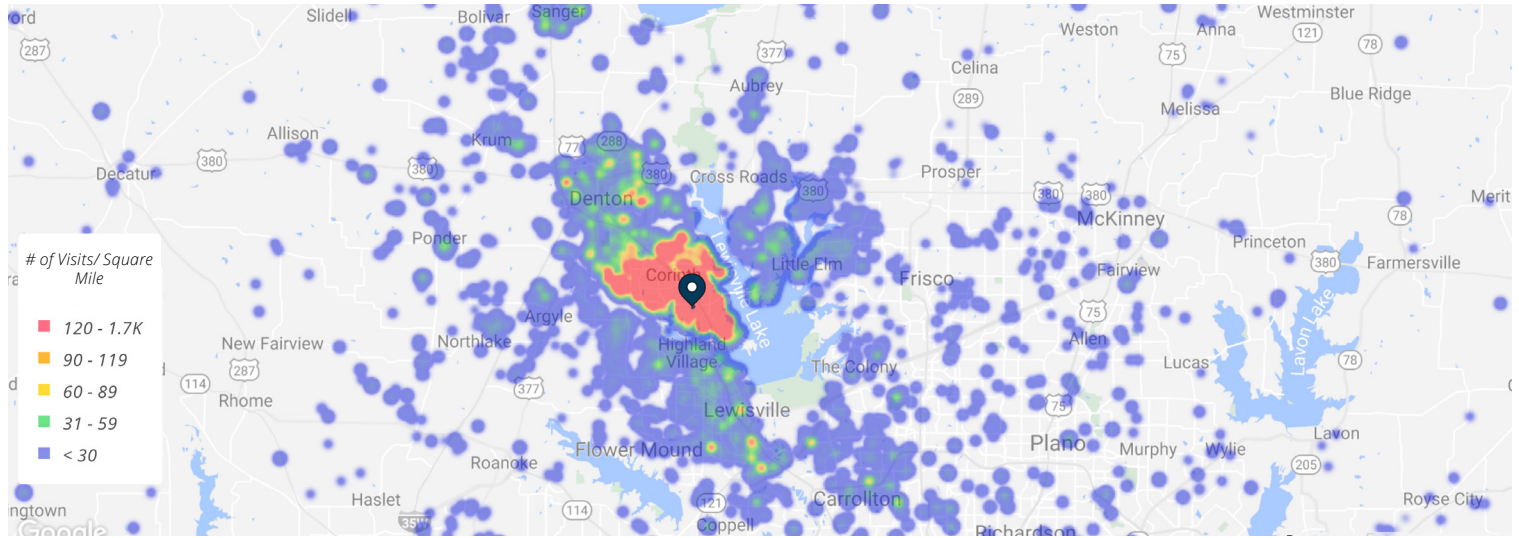
● Walmart / Hickory Creek Blvd



# Walmart • Mobile Data Analysis

Hickory Creek, Texas

## Trade Area - Home Locations



## Typical Customer Persona

Walmart



Ethnicity White

Income \$75K - \$100K

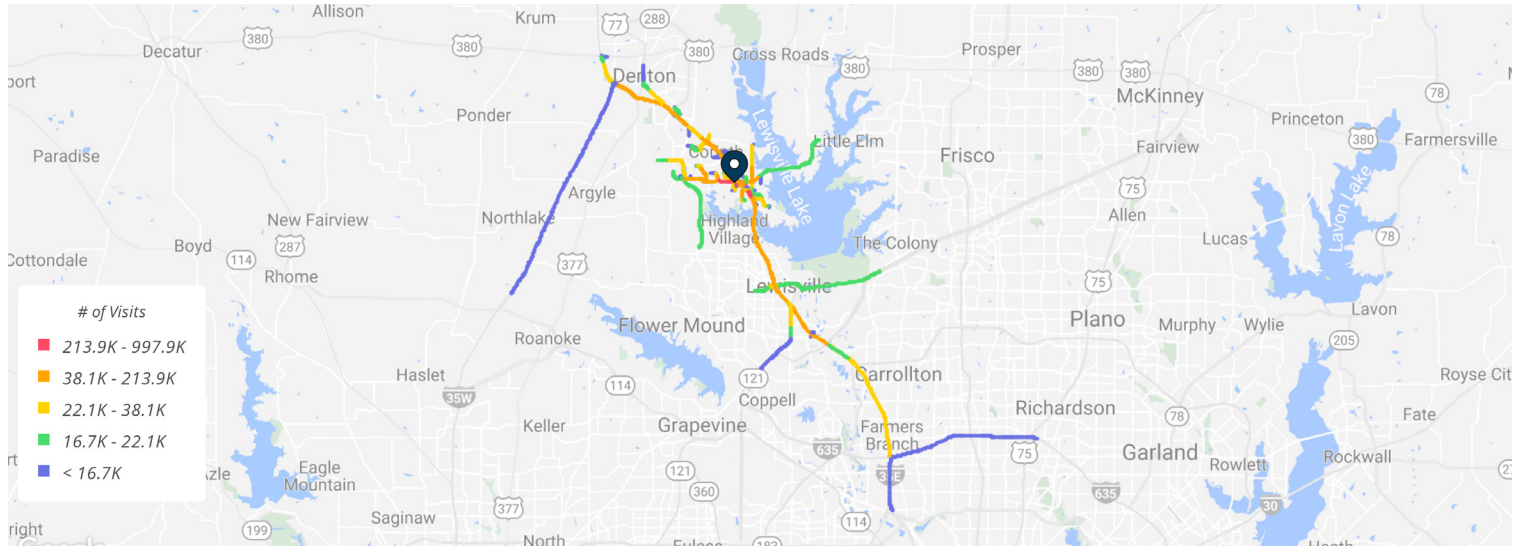
## Favorite Places

Place	Customers
1 Rayzor Ranch Marketplace / W University Dr	84K (48.6%)
2 Kensington Square / Fm 2181 Ste 256	80.1K (46.3%)
3 The Marketplace at Highland Village / Justin Rd	68K (39.3%)
4 Golden Triangle Mall / S I-35e	59.2K (34.3%)
5 The Shops at Highland Village / Shoal Creek	55.7K (32.2%)

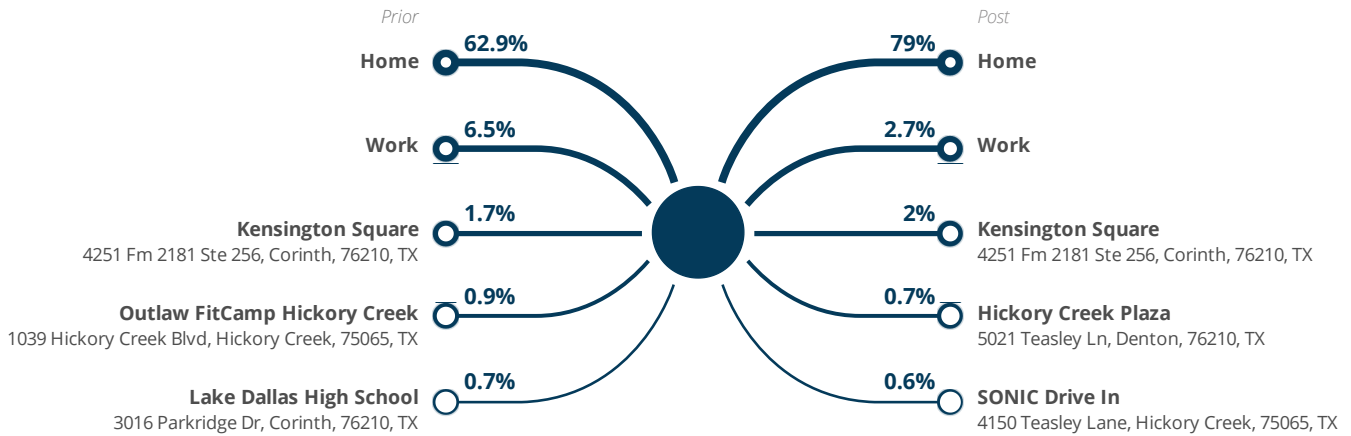
# Walmart • Mobile Data Analysis

Hickory Creek, Texas

## Customer Journey



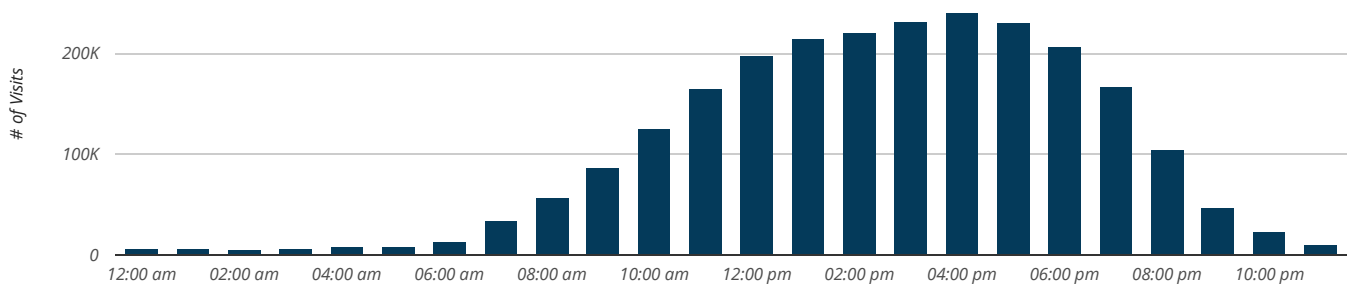
### Walmart / Hickory Creek Blvd



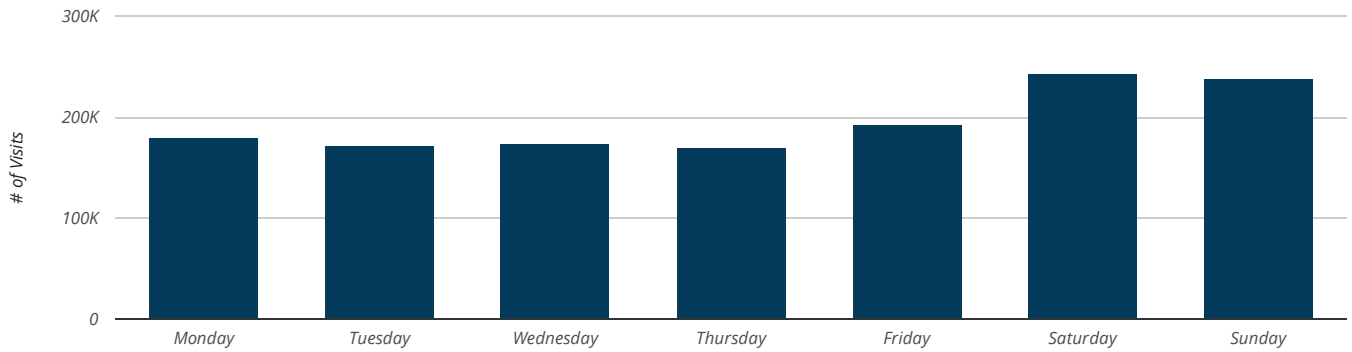
# Walmart • Mobile Data Analysis

Hickory Creek, Texas

## Hourly Visits



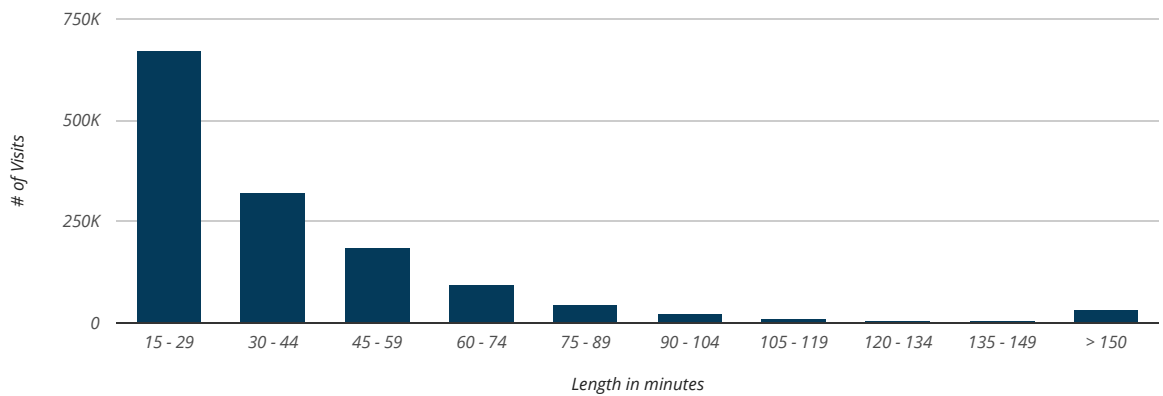
## Daily Visits



## Length of Stay

Average Stay

**44 Min**



# Walmart • Mobile Data Analysis

Hickory Creek, Texas

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Denton	TX	76210	22.10
Denton	TX	76208	8.14
Lake Dallas	TX	75065	8.07
Lewisville	TX	75077	3.03
Little Elm	TX	75068	3.02
Denton	TX	76209	2.97
Lewisville	TX	75067	2.86
Denton	TX	76205	2.74
Argyle	TX	76226	1.72
Denton	TX	76201	1.62
Sanger	TX	76266	1.60
Lewisville	TX	75057	1.36
Aubrey	TX	76227	1.21
Cedar Hill	TX	75104	1.07
Denton	TX	76207	0.96
Flower Mound	TX	75028	0.87
Carrollton	TX	75006	0.70
Krum	TX	76249	0.64
Carrollton	TX	75007	0.49
Ponder	TX	76259	0.49
Irving	TX	75062	0.40
Gainesville	TX	76240	0.36
Irving	TX	75061	0.35
Dallas	TX	75287	0.34
Justin	TX	76247	0.32
The Colony	TX	75056	0.32
Valley View	TX	76272	0.31
Dallas	TX	75234	0.31
Dallas	TX	75227	0.31
Pilot Point	TX	76258	0.29
Dallas	TX	75211	0.28
Frisco	TX	75034	0.27
Carrollton	TX	75010	0.27
Flower Mound	TX	75022	0.27
Arlington	TX	76010	0.26

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Bedford	TX	76021	0.25
Dallas	TX	75217	0.25
Decatur	TX	76234	0.23
Irving	TX	75063	0.23
College Station	TX	77840	0.23
Addison	TX	75001	0.23
Coppell	TX	75019	0.23
Irving	TX	75060	0.22
Grapevine	TX	76051	0.22
Allen	TX	75002	0.22
Roanoke	TX	76262	0.21
Plano	TX	75093	0.20
Grand Prairie	TX	75051	0.20
Dallas	TX	75208	0.19
Frisco	TX	75035	0.19
Dallas	TX	75248	0.18
Dallas	TX	75220	0.18
Keller	TX	76244	0.18
Fort Worth	TX	76137	0.18
Mesquite	TX	75150	0.18
Hammond	LA	70402	0.18
Arlington	TX	76001	0.17
Garland	TX	75043	0.17
McKinney	TX	75070	0.17
Fort Worth	TX	76119	0.17
Dallas	TX	75219	0.16
Garland	TX	75044	0.15
Dallas	TX	75201	0.14
Euless	TX	76039	0.14
Dallas	TX	75204	0.13
Keller	TX	76248	0.13
San Marcos	TX	78666	0.13
McKinney	TX	75069	0.13
North Richland Hills	TX	76180	0.13
Mesquite	TX	75149	0.12

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# Whataburger Mobile Data Survey

HICKORY CREEK, TEXAS

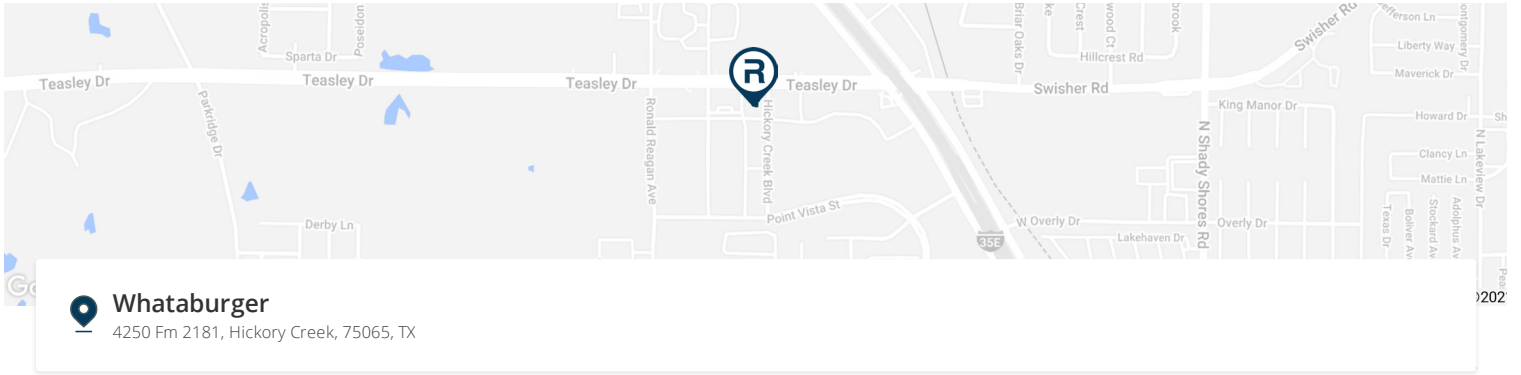


Prepared for Hickory Creek Economic Development Corporation  
03.01.2020 - 02.28.2021



# Whataburger • Mobile Data Analysis

Hickory Creek, Texas



## Metrics

Est. # of Customers

Est. # of Visits

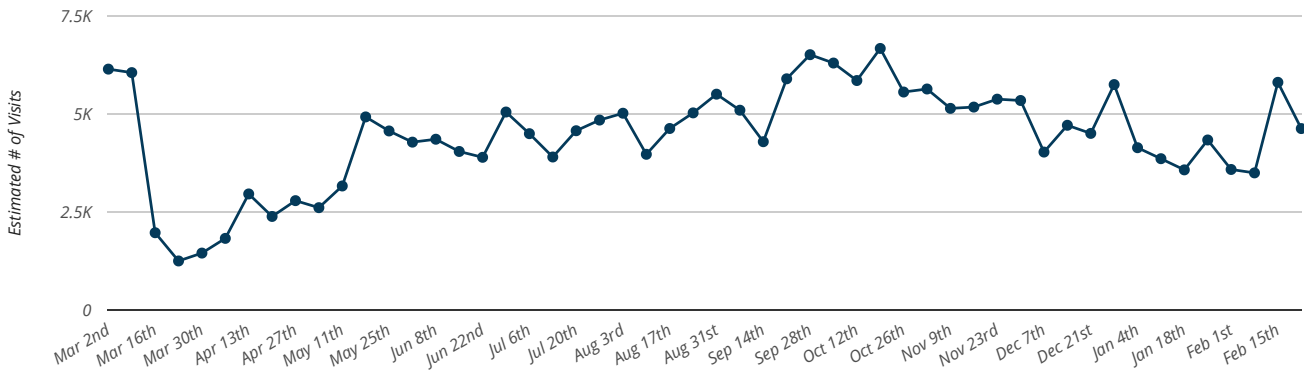
**Whataburger**

**89.1K**

**232.3K**

## Visits Trend

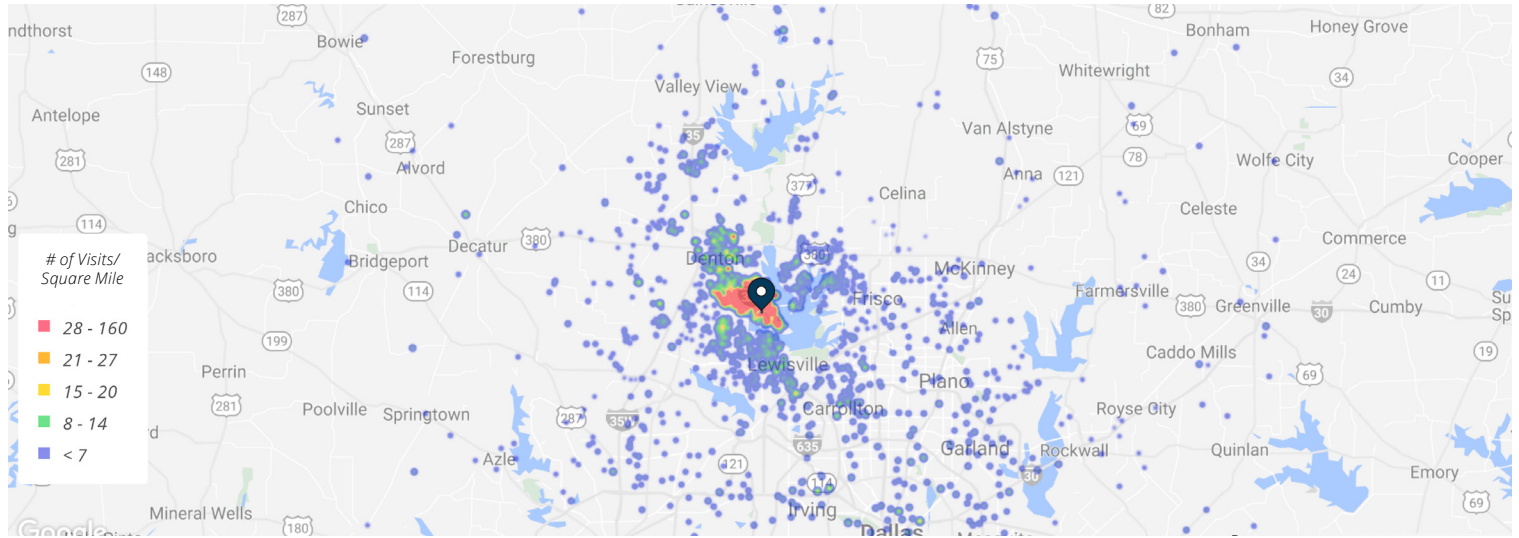
● Whataburger / Fm 2181



# Whataburger • Mobile Data Analysis


Hickory Creek, Texas

## Trade Area - Home Locations



## Typical Customer Persona

**Whataburger**



Ethnicity **White**

Income **\$75K - \$100K**

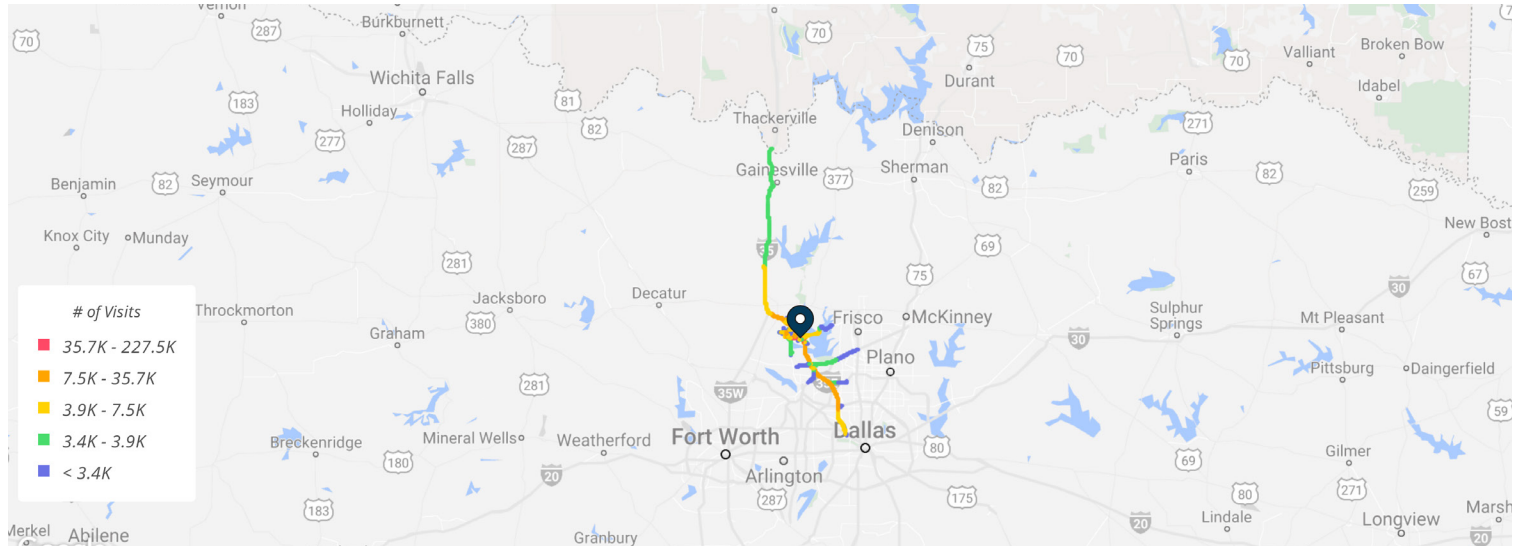
## Favorite Places

Place	Customers
1 <b>Walmart Supercenter</b> / Hickory Creek Blvd	44.3K (49.8%)
2 <b>Kensington Square</b> / Fm 2181 Ste 256	43.9K (49.3%)
3 <b>Rayzor Ranch Marketplace</b> / W University Dr	38.4K (43.1%)
4 <b>The Marketplace at Highland Village</b> / Justin Rd	36.2K (40.6%)
5 <b>The Shops at Highland Village</b> / Shoal Creek	34K (38.2%)

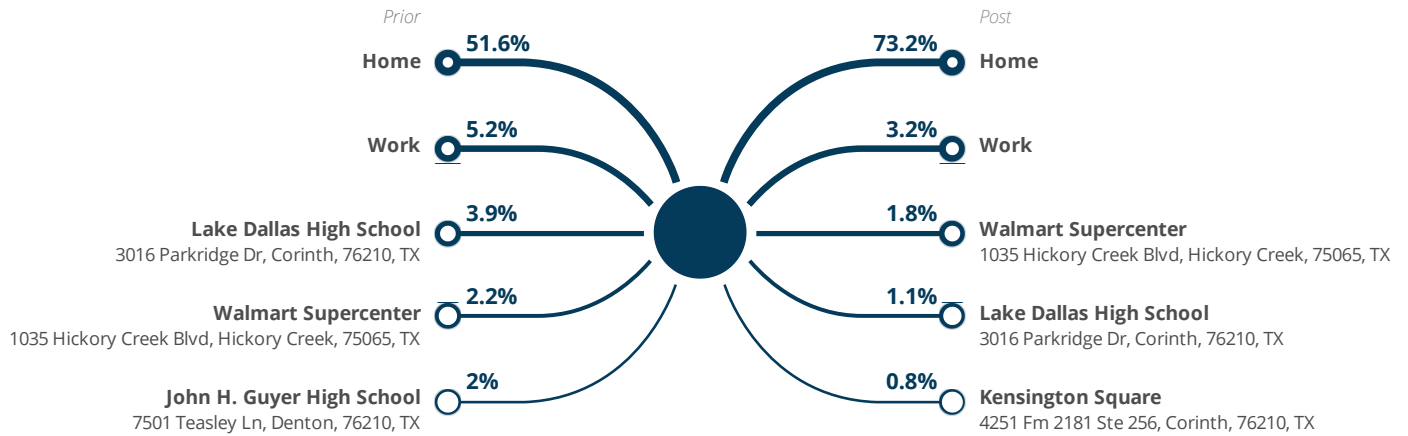
# Whataburger • Mobile Data Analysis

Hickory Creek, Texas

## Customer Journey



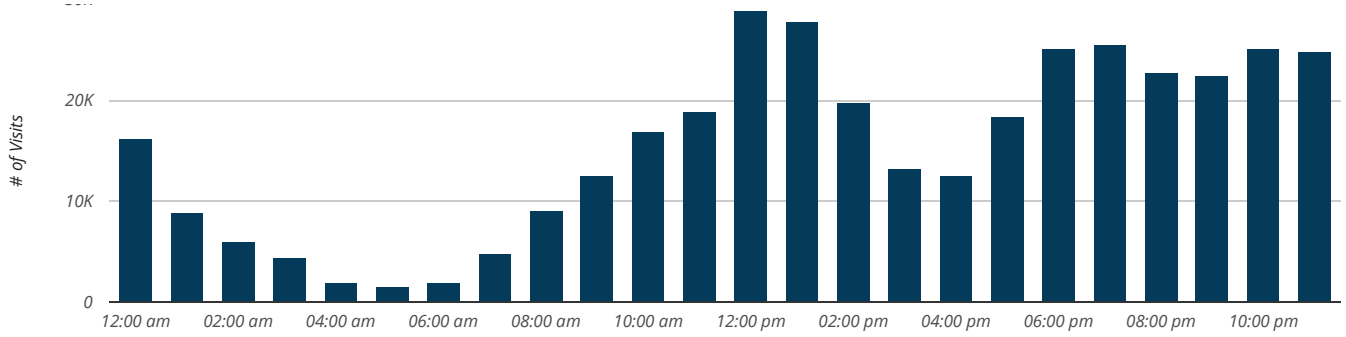
Whataburger / Fm 2181



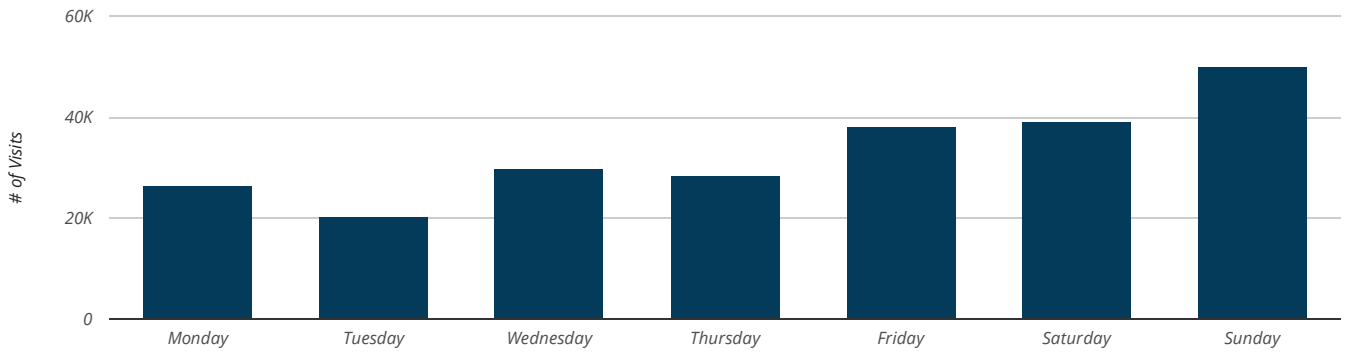
# Whataburger • Mobile Data Analysis

Hickory Creek, Texas

## Hourly Visits



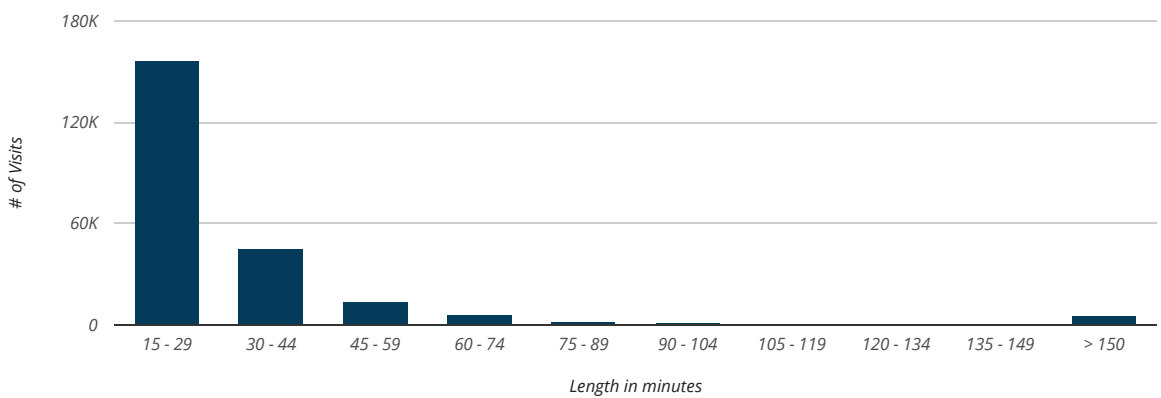
## Daily Visits



## Length of Stay

Average Stay

**35 Min**



# Whataburger • Mobile Data Analysis

Hickory Creek, Texas

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Denton	TX	76210	23.28
Lake Dallas	TX	75065	8.92
Denton	TX	76208	8.14
Little Elm	TX	75068	2.92
Argyle	TX	76226	2.44
Lewisville	TX	75077	2.05
Lewisville	TX	75067	1.97
Denton	TX	76209	1.67
Denton	TX	76205	1.62
Sanger	TX	76266	1.45
Denton	TX	76201	1.05
Flower Mound	TX	75028	1.02
Aubrey	TX	76227	0.96
Carrollton	TX	75006	0.72
Krum	TX	76249	0.69
Denton	TX	76207	0.69
Lewisville	TX	75057	0.65
Frisco	TX	75034	0.60
Carrollton	TX	75007	0.53
Gainesville	TX	76240	0.46
Carrollton	TX	75010	0.46
Flower Mound	TX	75022	0.42
The Colony	TX	75056	0.39
Arlington	TX	76012	0.37
Justin	TX	76247	0.34
Irving	TX	75061	0.34
McKinney	TX	75070	0.32
Dallas	TX	75217	0.32
Dallas	TX	75212	0.32
Garland	TX	75044	0.30
Arlington	TX	76010	0.29
Garland	TX	75040	0.28
Mesquite	TX	75150	0.28
Arlington	TX	76018	0.28
Irving	TX	75062	0.27

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Ponder	TX	76259	0.26
Keller	TX	76244	0.25
Coppell	TX	75019	0.25
Roanoke	TX	76262	0.24
Valley View	TX	76272	0.24
Grand Prairie	TX	75052	0.24
Plano	TX	75093	0.24
Garland	TX	75043	0.23
Allen	TX	75013	0.22
Dallas	TX	75216	0.22
Garland	TX	75042	0.22
Dallas	TX	75243	0.22
Collinsville	TX	76233	0.21
Dallas	TX	75210	0.21
Washington	DC	20007	0.21
Dallas	TX	75218	0.21
Plano	TX	75074	0.21
Frisco	TX	75035	0.20
Dallas	TX	75234	0.20
Dallas	TX	75224	0.20
Grapevine	TX	76051	0.19
Cedar Hill	TX	75104	0.19
Yuma	AZ	85364	0.19
Longview	TX	75602	0.18
Pilot Point	TX	76258	0.18
Dallas	TX	75287	0.18
Dallas	TX	75208	0.18
Grand Prairie	TX	75051	0.18
Mesquite	TX	75181	0.18
Waxahachie	TX	75165	0.17
Dallas	TX	75204	0.17
Fort Worth	TX	76137	0.17
Dallas	TX	75240	0.17
Wichita Falls	TX	76310	0.17
College Station	TX	77840	0.17

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