

October 2017




WILMER
Economic Development Corporations
MOVING OPPORTUNITY FORWARD

WILMER, TX

Retail Assessment



TABLE OF CONTENTS

CITY OF WILMER, TEXAS



WHY WILMER_____	4
TRADE AREA MAP_____	5
CITY AERIAL_____	6
POPULATION_____	8
INCOME_____	9
PSYCHOGRAPHICS_____	10
TRAFFIC COUNT_____	12
MAJOR EMPLOYERS_____	13
DEMAND _____	14
PROPERTY 1 (45/MARS)_____	15
PROPERTY 2 (45/JOHNSON)_____	16
PROPERTY 3 (45/PLEASANT RUN)_____	17
PROPERTY 4 (45/BELTLINE)_____	18
PROPERTY 5 (DOWNTOWN)_____	19



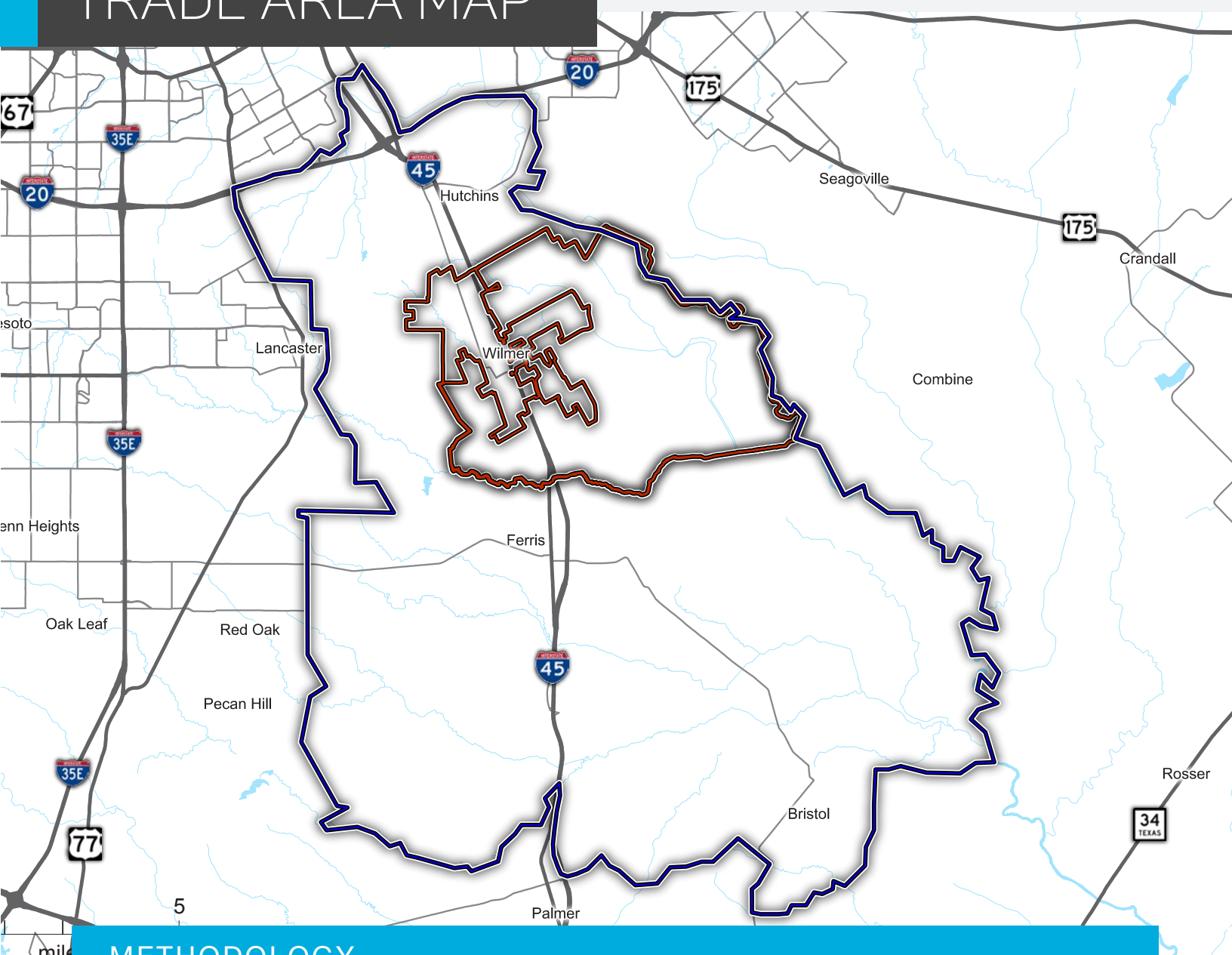
WHY CHOOSE WILMER?

Located a short 15 minute drive from Downtown Dallas and offering easy access to three major interstate highways, Wilmer, Texas is experiencing unprecedented commercial growth. Wilmer's location provides strategic access to Interstate 35, Interstate 45, and Interstate 20. With equally easy access to major regional roadways U.S. 67 and 175, it's a little wonder that Global and U.S. Fortune 500 Companies are choosing to locate their facilities in Wilmer.

The Union Pacific Rail Road's Intermodal Terminal in Wilmer is helping the City become a global destination for logistics and distribution. Wilmer's daytime population and Interstate frontage along interstate 45, creates opportunity for retail, mixed-use, and restaurant uses.

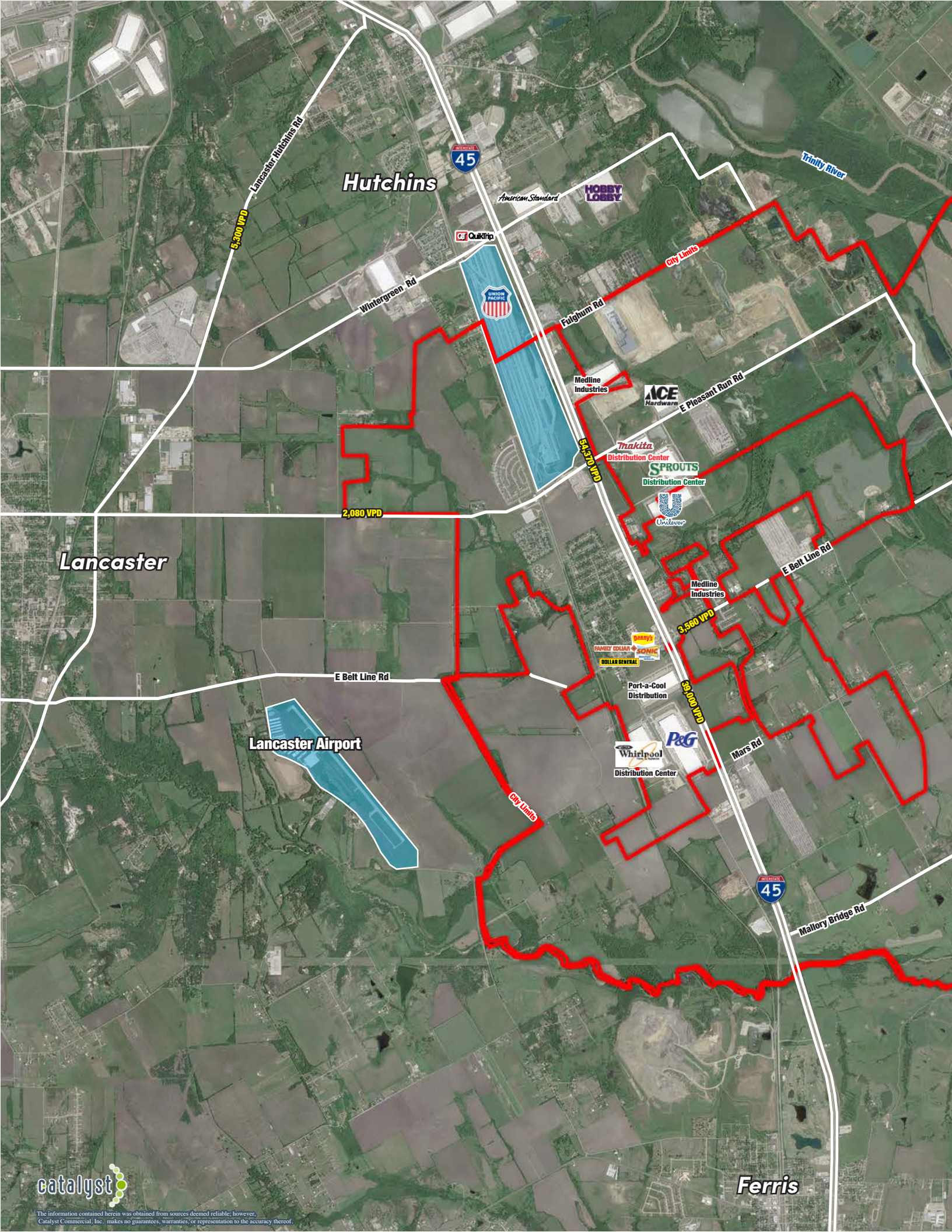


TRADE AREA MAP



METHODOLOGY

Wilmer's Primary Trade Area (PTA) encompasses the Interstate 45 corridor from Interstate 20 to the north, and Palmer to the south. This area includes portions of Lancaster, Ferris, and southern Dallas. The Trinity River forms the eastern boundary for a majority of the eastern extents. Within the PTA, the 2017 population is 26,431 and expected to grow to over 29,000 over the next ten years. This represents a growth rate of 4.5%. The median household income of the PTA is \$50,052, while the average household income is \$62,337.



Seagoville



WILMER

Economic Development Corporations

MOVING OPPORTUNITY FORWARD

Wilmer

E Beat Line Rd

Mallory Bridge Rd

Timothy River

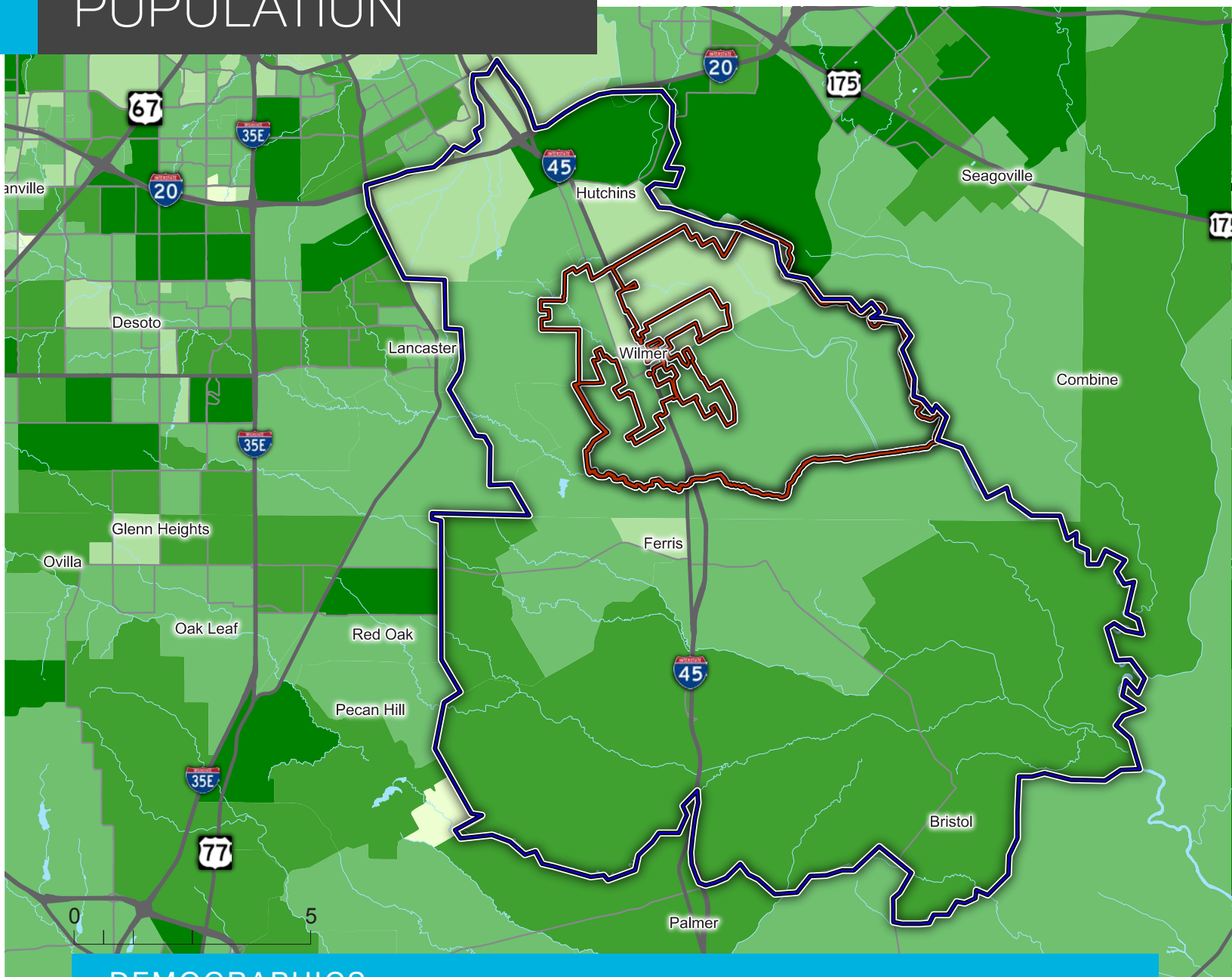
City Limits

Timothy River



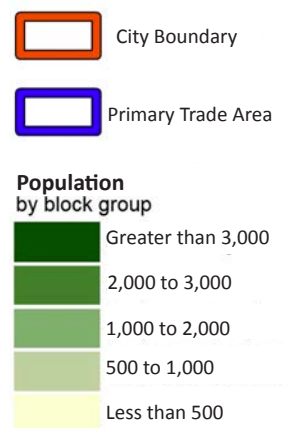
2 Miles

POPULATION

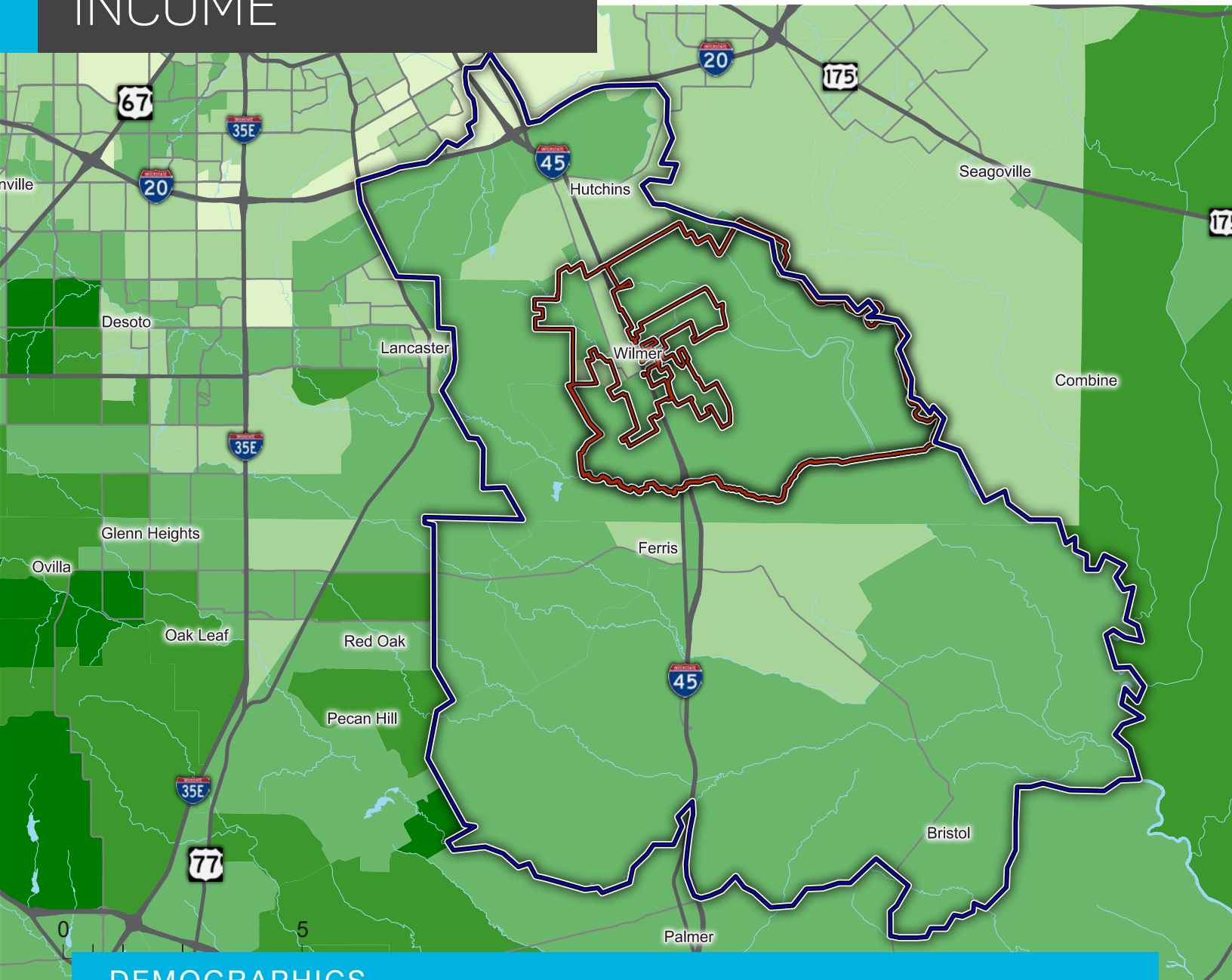


DEMOGRAPHICS

	1 mile	3 miles	5 miles	PTA
2017 Population	1,275	4,447	19,143	26,431
2022 Population	1,384	4,751	20,069	27,619
% Growth 2017 - 2022	8.5%	6.8%	4.8%	4.5%
Workplace Employees	245	1,667	8,850	8,384
Households	432	1,413	5,807	7,655




INCOME



DEMOGRAPHICS

	1 mile	3 miles	5 miles	PTA
Median HH Income	\$37,507	\$41,184	\$46,821	\$50,052
Average HH Income	\$42,951	\$50,036	\$56,245	\$62,337
% HHs w/ Income less than \$25,000	36%	29%	24%	24%
% HHs w/ Income \$25,000 - \$50,000	29%	29%	29%	26%
% HHs w/ Income \$50,000 - \$75,000	19%	21%	21%	22%
% HHs w/ Income \$75,000 - \$100,000	12%	11%	13%	12%
% HHs w/ Income \$100,000 or greater	4%	9%	12%	17%


 City Boundary


 Primary Trade Area


Median Household Income by block group

 \$100,000 or greater

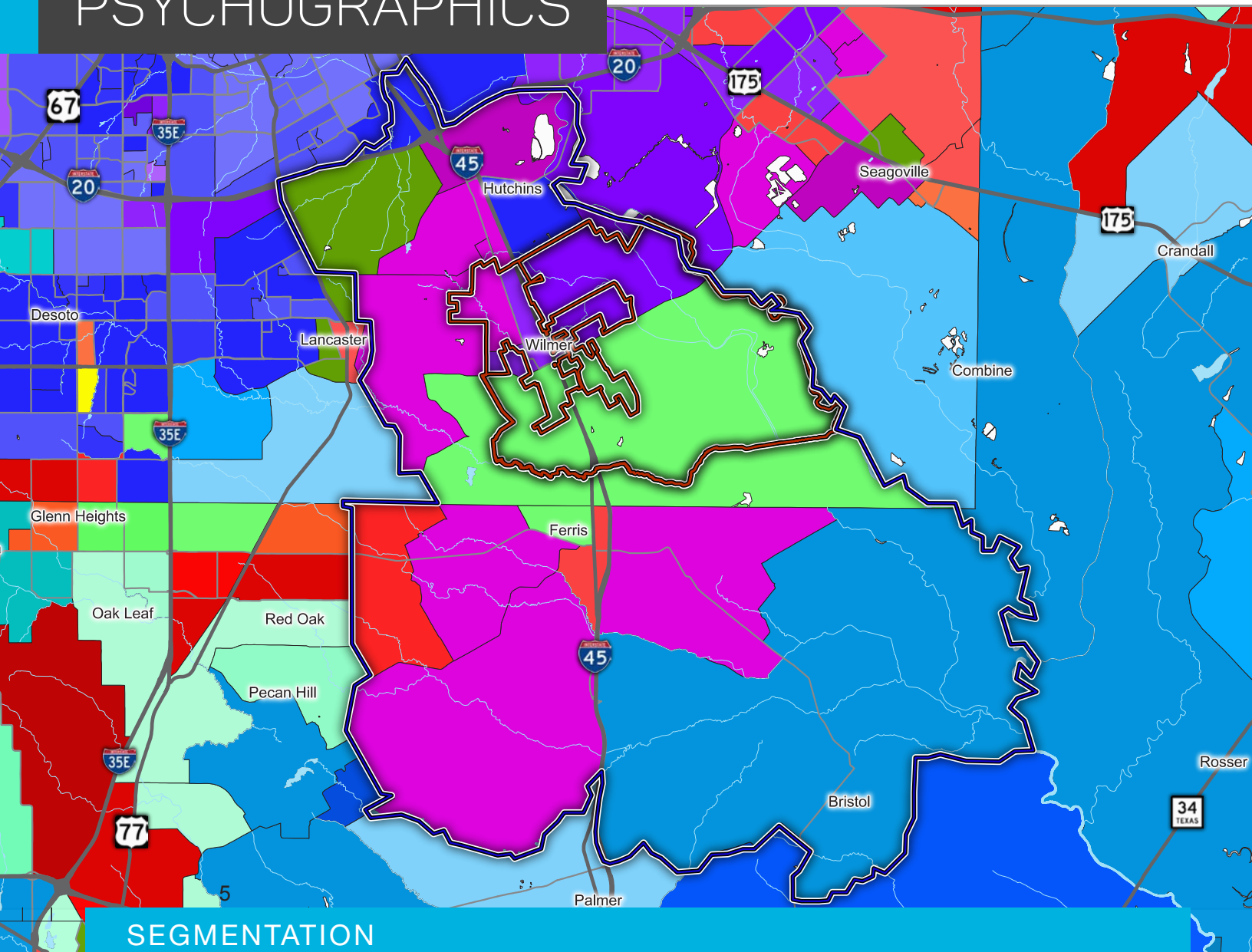
 \$75,000 to \$100,000

 \$50,000 to \$75,000

 \$25,000 to \$50,000

 less than \$25,000

PSYCHOGRAPHICS



SEGMENTATION

Crème de La Crème

- Empire Builders
- Grand Masters
- Marquis Class
- American Knights
- Urban Squires
- Regents

Urban Cliff Climbers

- Charmed Life
- Sitting Pretty
- Kindred Spirit
- Middle of the Road
- White Collar Status
- Blue Collar Starts

Urban Cliff Dwellers

- Social Whirls
- Managing Business
- Nest Builders
- Gainfully Employed
- Strapped

Seasoned Urban Dwellers

- Gray Eminence
- Fall Years
- Still in the Game

Thriving Alone

- Gurus
- Wizards
- Apprentices

Going it Alone

- Hard Act to Follow
- SM seeks SF
- Solo Acts
- Down But Not Out

Struggling Alone

- Urban Moms
- Apron Strings
- Solemn Widows

Single in the Suburbs

- Educated Earners
- Suburban Singles
- Hard Hats/Hair Nets

Married in the Suburbs

- Bonds and Babies
- Great Generations
- Couples with Capital
- Kith and Kin
- Sublime Suburbia

Retired in the Suburbs

- Stocks and Scholars
- Marmalade and Money
- Stately Suburbs

Living with Nature

- Country Villas
- Pastoral Vistas
- Terra Firma
- Stock in Trade
- Rough and Ready
- The Outback
- Cornucopia

Working With Nature

- Land Barons
- Fertile Acres
- Breadbasket
- Farmers Circle
- Crops and Tractors

Harlem Gateway

- Harlem Gentry
- East Side
- Upper East Side
- Lower East Side
- Between Jobs

Espaniola

- Anos de Quincenera
- Los Padres
- Los Novios
- Los Padrinos
- Los Solteros
- Los Trabajadores

Specialties

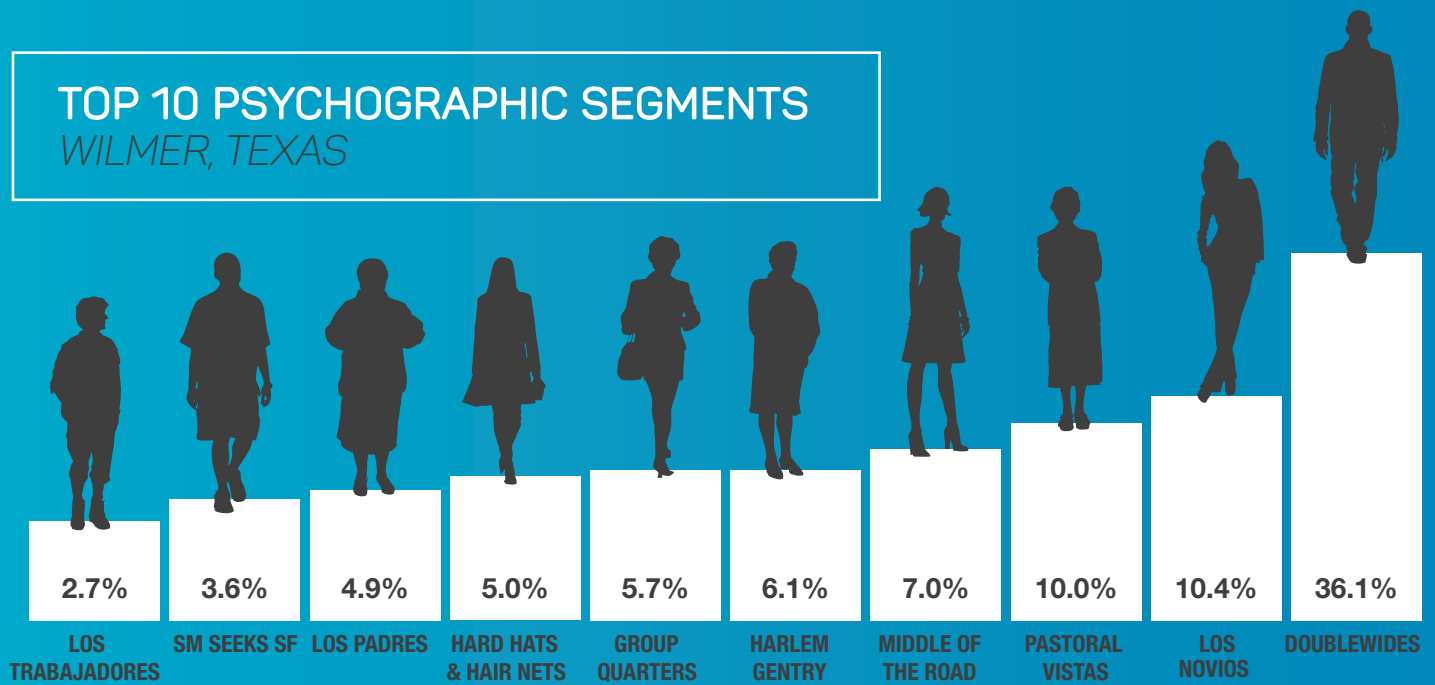
- Golden Heritage
- East Meets West
- Group Quarters
- Doublewides
- Centurions
- Legacy Years
- Collegian

Unspecified

- Unspecified

TOP 10 PSYCHOGRAPHIC SEGMENTS

WILMER, TEXAS



1

DOUBLEWIDES

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks. In fact, many people chose this lifestyle as a preference for several reasons, including mobility and low-cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high-\$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher-than-average level of income from public assistance, many others are hardworking Americans, with a higher-than-average representation in several manual-labor blue-collar occupations, including farming/fishing/forestry (nearly three-times-average), construction (75-percent-above average), repair services (over-50-percent-above-average), transportation (50-percent above-average), and production (nearly 50-percent-above average). These occupations are a reflection of the residents' low educational achievements: There is an over-50-percent average number of people with less-than high-school educations. However, 25-percent-above-average have high school degrees.

2

LOS NOVIOS

Los Novios neighborhoods are neighborhoods with the highest percentage of married-with-children households. So their Spanish name, which means "newlyweds" is a perfect fit. What's more the median-age range of residents is in the lowest category — 20s and low-30s. Fittingly, these areas rank highest in children under six at nearly 75 percent-above-average. But they also have a 50-percent-higher-than-average level of kids six- to 13-years-old. While many of the residents are married, there are also above-average levels of single-parent households: with the highest level (interestingly) in single-male-with-children at over 75-percent-above average. The highly urban Los Novios areas share several demographics with their fellow Espaniola segments, including a high percent of residents without high-school educations (three-times-the national-average); median household incomes too broad to classify without misleading market researchers; and high rankings on income from public assistance (three-times-above-average). However, the residents also rank at an average level of income from their predominantly blue-collar jobs.

3

PASTORAL VISTAS

Pastoral Vistas neighborhoods rank at just over-50-percent-higher-than-average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self-employment income. If you put two-and-two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down. Other above-average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue-collar. The residents rank in at 25-percent-above-average in high-school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above-average in the married- couple category and in children above six and under 17.

4

MIDDLE OF THE ROAD

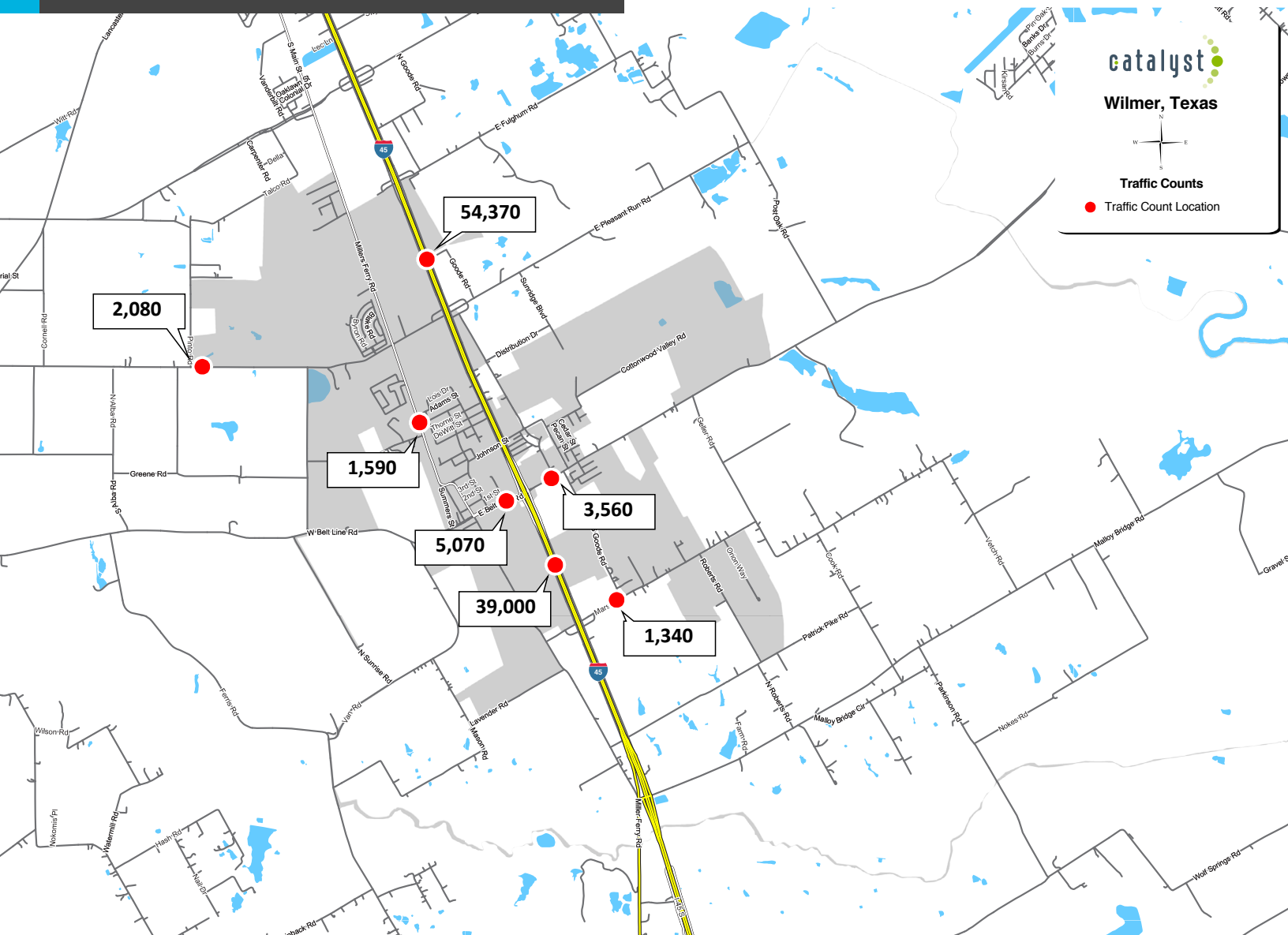
If you're looking for higher-than-average earners in the nation's blue-collar occupations, you're in the right neighborhood. Middle of the Road areas are a cross-section of America's heartland, but in an urban setting. Middle of the Road sectors are one of two blue-collar segments within the Urban Cliff Climbers category. While lower-than-the-national-average in white-collar workers, these areas have an above-average percent of people employed in construction, repair services, production, and transportation. These jobs give these married-with-children 20- to 30-year-olds an average annual income of between \$40,000 to \$50,000 — a relatively good income level, owing to a strong work ethic. And with their good incomes, they can probably be found playing as hard as they work.

5

HARLEM GENTRY

African Americans in the U.S. are working in a wide range of occupations, including over 31,000 physicians, nearly 34,000 lawyers, over 26,000 chief executives, and 1,500 legislators. You are likely to find many of these white-collar workers living in the highly urban Harlem Gentry neighborhoods. These market segments are predominately home to well-off 30- something African Americans, who are married with some children of all ages. However, they also have a 50-percent-above-average level of households with single mothers. Their median annual income range is in the \$50,000s and \$60,000s, earned largely through salaries. These segments rank the lowest among the five Harlem Gateway segments on income from public assistance, though they are still slightly higher-than-the-national-average on this measurement. Along with a relatively high percent of white-collar jobs, these segments also show many blue-collar workers mixed in. Across the board these areas have an average percent of high-school and a below-average standing on college-education. Two occupations have a particularly strong showing: healthcare support services and protective services (both are over 50-percent-above-average). Other areas ranking above-average are transportation, office administration, and building maintenance.

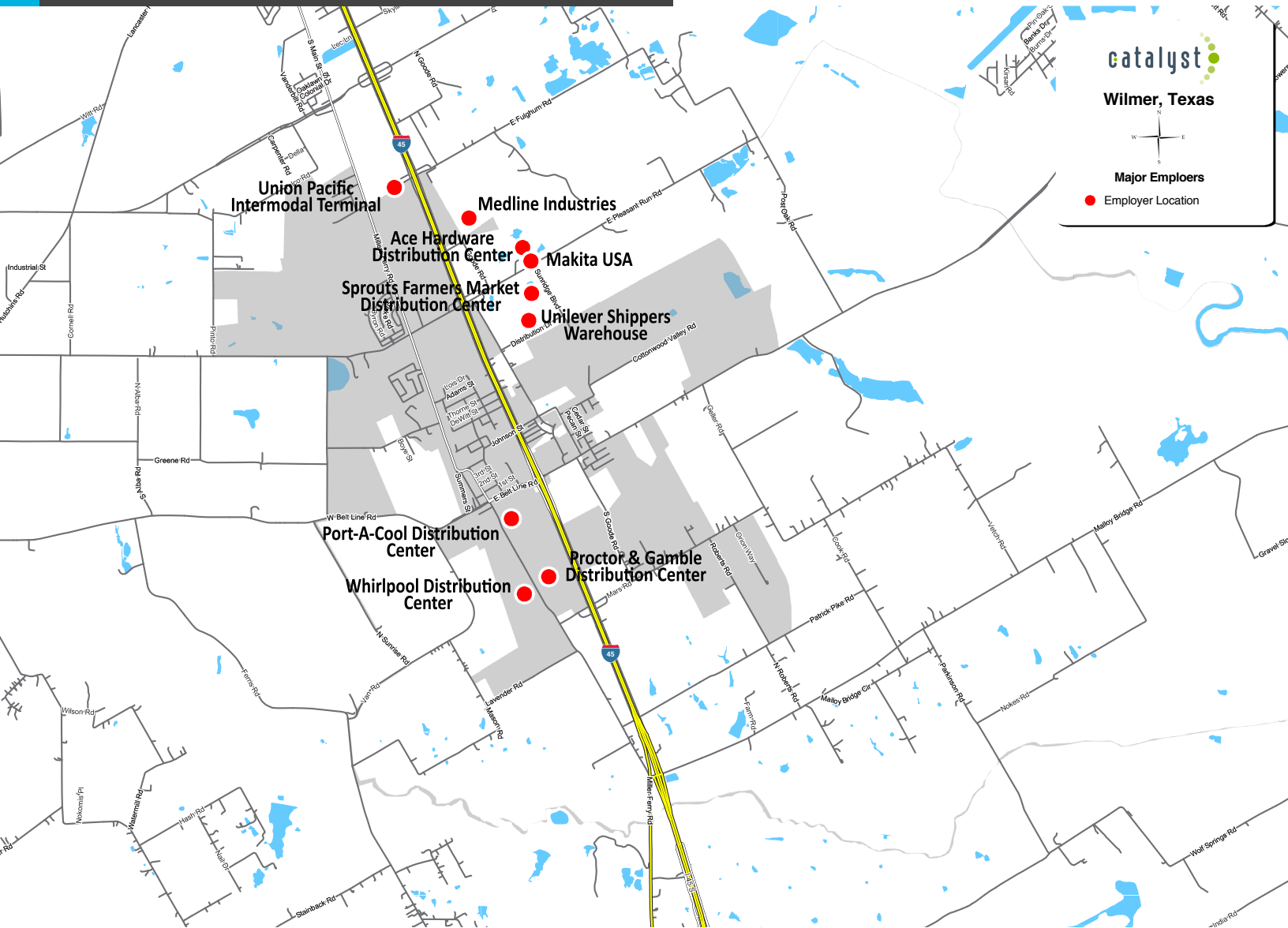
TRAFFIC COUNTS



TRAFFIC COUNTS

LOCATIONS	COUNTS	SOURCE
Interstate 45 - North of E Pleasant Run Rd	54,370	Costar
E Pleasant Run Rd - East of Pinto Rd	2,080	Costar
E Belt Line Rd - West of Wilmer Heights Dr	3,560	Costar
E Belt Line Rd - West of Interstate 45	5,070	Costar
Interstate 45 - South of Dalport Pkwy	39,000	Costar
Mars Rd - West of S Goode Rd	1,340	Costar
Millers Ferry Rd - South of Adams St	1,590	Costar

MAJOR EMPLOYERS



MAJOR EMPLOYERS

EMPLOYER	EMPLOYEES	ADDRESS
Proctor & Gamble Distribution Center	425	1500 Miller Ferry Rd, Wilmer, TX
Unilever Shippers Warehouse	160	201 Sunridge Blvd, Wilmer, TX
Union Pacific	130	1550 Fulghum Rd, Hutchins, TX
Whirlpool Distribution Center	130	500 Miller Ferry Rd, Wilmer, TX
Ace Hardware Distribution Center	90	1101 E Pleasant Run Rd, Wilmer, TX
Sprouts Farmers Market Distribution Center	90	101 Sunridge Blvd, Wilmer, TX
Medline Industries	65	1 Medline Dr, Wilmer, TX
Makita USA	55	901 E Pleasant Run Rd, Wilmer, TX
Port-A-Cool Distribution Center	18	201 I-45BL, Wilmer, TX

DEMAND

Potential Supportable Retail Square Footage By Retail Category

(Note: Residential-generated retail demand only takes into account the *unmet* retail demand by retail category)

Category	NAICS	Workforce	Commuter	Residential	Total
Auto Parts, Accessories & Tire Stores	4413	-	405	-	405
Furniture Stores	4421	-	-	6,589	6,589
Home Furnishings Stores	4422	-	-	2,375	2,375
Electronics & Appliance Stores	4431	1,440	510	12,897	14,847
Bldg Material & Supplies Dealers	4441	-	-	2,810	2,810
Lawn & Garden Equip & Supply Stores	4442	-	-	1,081	1,081
Grocery Stores	4451	3,011	1,449	27,190	31,651
Specialty Food Stores	4452	-	-	10,726	10,726
Beer, Wine & Liquor Stores	4453	-	-	-	-
Health & Personal Care Stores	446,4461	5,810	510	17,038	23,358
Gasoline Stations	447,4471	10,876	6,749	-	17,625
Clothing Stores	4481	1,084	556	6,686	8,326
Shoe Stores	4482	1,490	1,020	4,379	6,889
Jewelry, Luggage & Leather Goods Stores	4483	1,135	486	3,459	5,080
Sporting Goods/Hobby/Musical Instr Stores	4511	646	510	5,828	6,983
Book, Periodical & Music Stores	4512	-	-	2,016	2,016
Department Stores Excluding Leased Depts.	4521	1,937	510	57,357	59,804
Other General Merchandise Stores	4529	8,939	765	12,127	21,831
Florists	4531	-	-	-	-
Office Supplies, Stationery & Gift Stores	4532	2,185	510	-	2,695
Used Merchandise Stores	4533	-	-	-	-
Other Miscellaneous Store Retailers	4539	-	-	-	-
Full-Service Restaurants	7221	2,839	858	8,915	12,612
Limited-Service Eating Places	7222	3,824	1,215	-	5,039
Special Food Services	7223	-	-	288	288
Drinking Places - Alcoholic Beverages	7224	-	-	1,473	1,473
Total Demand (SF)		45,216	16,052	183,233	244,502

PROPERTY 1



DEMOGRAPHICS

	1 mile	3 miles	5 miles	PTA
2017 Population	103	4,523	15,270	26,431
2022 Population	107	4,797	16,137	27,619
% Growth 2017 - 2022	4.2%	6.1%	5.7%	4.5%
Workplace Employees	44	1,488	6,288	8,384
Households	36	1,469	4,809	7,655

PROPERTY 2



DEMOGRAPHICS

	1 mile	3 miles	5 miles	PTA
2017 Population	1,154	4,383	18,420	26,431
2022 Population	1,253	4,687	19,290	27,619
% Growth 2017 - 2022	8.6%	6.9%	4.7%	4.5%
Workplace Employees	221	1,618	8,529	8,384
Households	390	1,398	5,562	7,655

PROPERTY 3



DEMOGRAPHICS

	1 mile	3 miles	5 miles	PTA
2017 Population	1,306	6,643	24,309	26,431
2022 Population	1,423	6,957	25,189	27,619
% Growth 2017 - 2022	8.9%	4.7%	3.6%	4.5%
Workplace Employees	236	3,327	10,668	8,384
Households	386	2,010	7,239	7,655

PROPERTY 4



DEMOGRAPHICS

	1 mile	3 miles	5 miles	PTA
2017 Population	1,154	4,383	18,420	26,431
2022 Population	1,253	4,687	19,290	27,619
% Growth 2017 - 2022	8.6%	6.9%	4.7%	4.5%
Workplace Employees	221	1,618	8,529	8,384
Households	390	1,398	5,562	7,655

PROPERTY 5



DEMOGRAPHICS

	1 mile	3 miles	5 miles	PTA
2017 Population	1,275	4,447	19,143	26,431
2022 Population	1,384	4,751	20,069	27,619
% Growth 2017 - 2022	8.5%	6.8%	4.8%	4.5%
Workplace Employees	245	1,667	8,850	8,384
Households	432	1,413	5,807	7,655

WILMER PTA DEMOGRAPHICS

PTA Demographic Summary

POPULATION

2010 Population	24,696
2017 Population	26,431
2022 Population	27,619
2027 Population	29,201
% Growth 2017 - 2022	4.5%
% Growth 2010 - 2017	7.0%

HOUSEHOLDS

2010 Households	7,103
2017 Households	7,655
Persons Per Household	3.0
% Proj Household Growth 2017 - 2022	4.9%
% Household Growth 2010 - 2017	7.8%

DAYTIME EMPLOYMENT

Workplace Establishments	334
Workplace Employees	8,384

RACE

% White	38.8%
% Black	20.3%
% Asian	.2%
% Hispanic	39.1%
% Other	1.6%

HOUSING

% Renter Occupied Housing Unit	24.9%
% Owner Occupied Housing Units	75.1%

INCOME

2017 Median Household Income	\$50,052
2017 Average Household Income	\$62,337

Less than \$25,000	1,810
\$25,000 to \$50,000	2,002
\$50,000 to \$75,000	1,655
\$75,000 to \$100,000	919
\$100,000 to \$200,000	1,018
\$200,000 to \$500,000	239
\$500,000 or Greater	11

WILMER PTA DEMOGRAPHICS

COLLEGE EDUCATION

Educational Base - Age 25 +	16,795
Less than 9th Grade	12.9%
Some High School	15.8%
High School or GED	33.7%
Some College	22.8%
Associates Degree	4.4%
Bachelors Degree	7.3%
Masters Degree	1.9%
Professional Degree	.9%
Doctorate Degree	.1%

AGE

Median Age Female	37.5
Median Age Male	35.6
Median Age - Both	36.7

Generation Z (Ages 0 - 18)	24.8%
Millennials (Ages 18 - 34)	26.4%
Generation X (Ages 35 - 54)	26.9%
Baby Boomers (55 - 74)	18.4%
Silent Generation (Ages 75+)	3.6%



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