



**Update:**  
**Retail Recruitment  
& Development Plan**

# Retail Recruitment & Development Plan

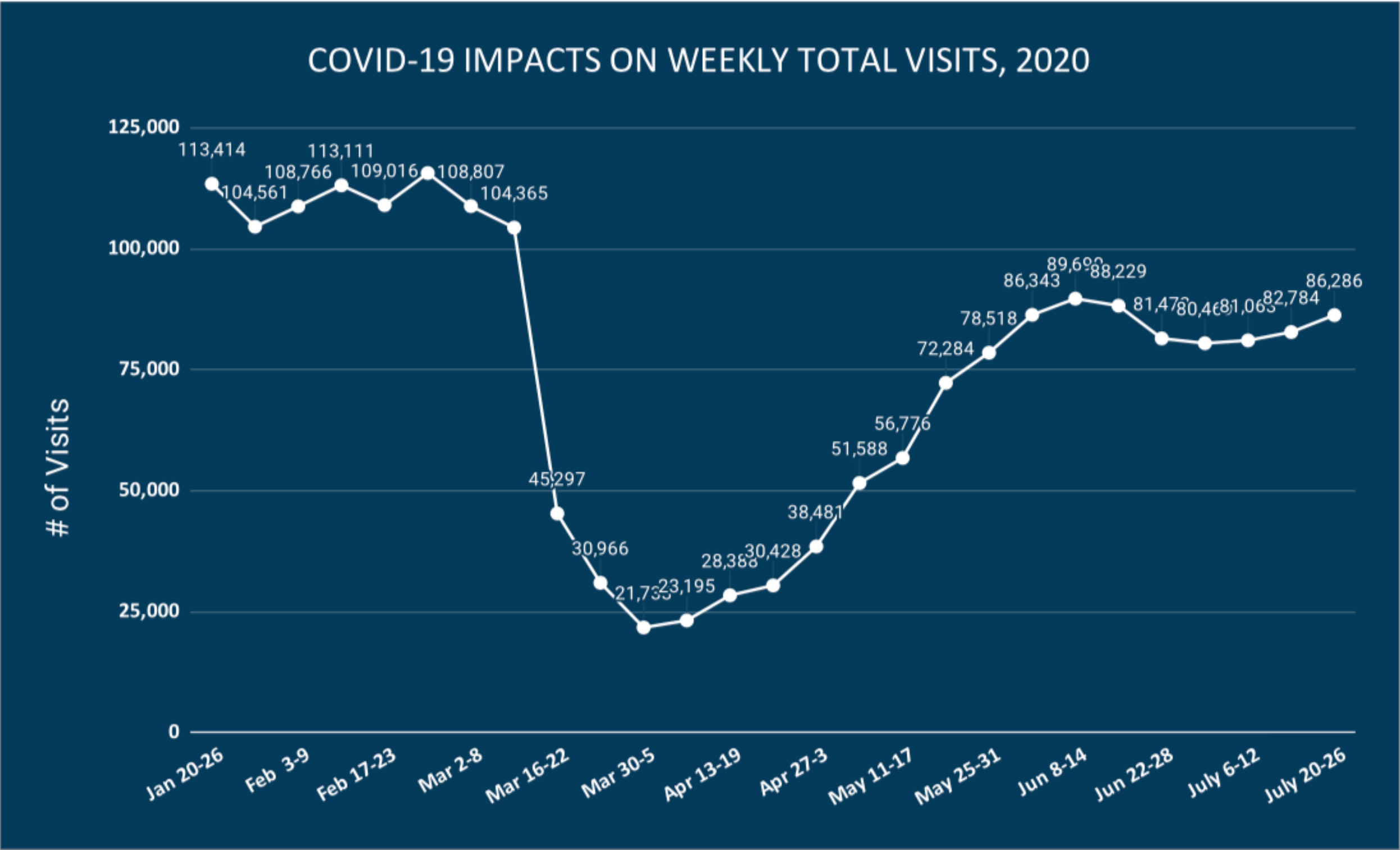
Scope of Work & Progress to Date

1. **Analyze the Bee Cave Retail Market**
2. **COVID-19 Retail Impact Analyses**
3. **Determine Retail Opportunities**
4. **Identify Development & Redevelopment Opportunities**
5. **Identify Retailers & Developers for Recruitment**
6. **Marketing & Branding**
7. **Recruiting Retailers & Developers**
8. **Ongoing Coaching & Support**

# COVID-19 Impact Analysis

Tacking the impact of COVID-19 on shopping centers in Bee Cave

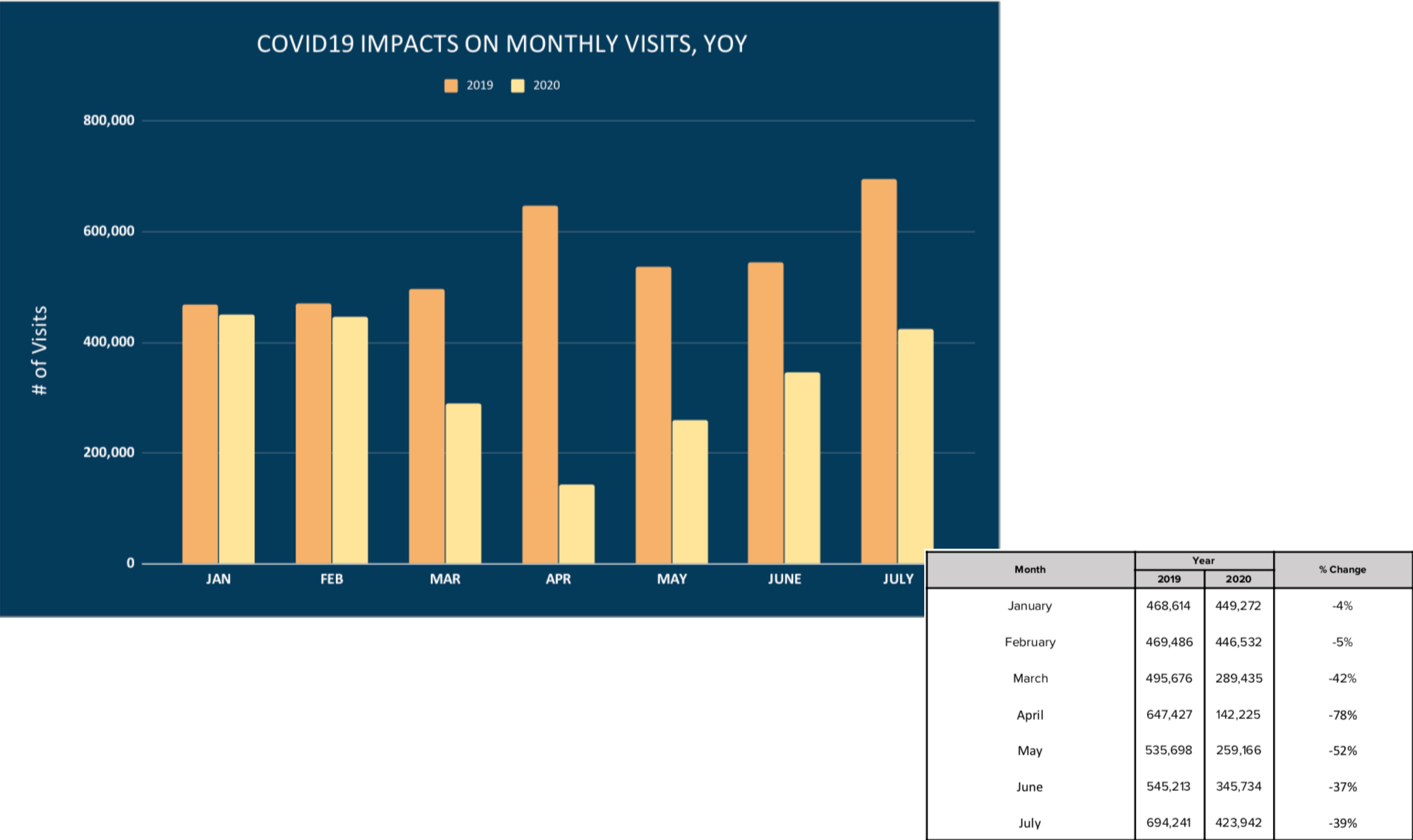
## Shopping Centers



# COVID-19 Impact Analysis

Tacking the impact of COVID-19 on shopping centers in Bee Cave

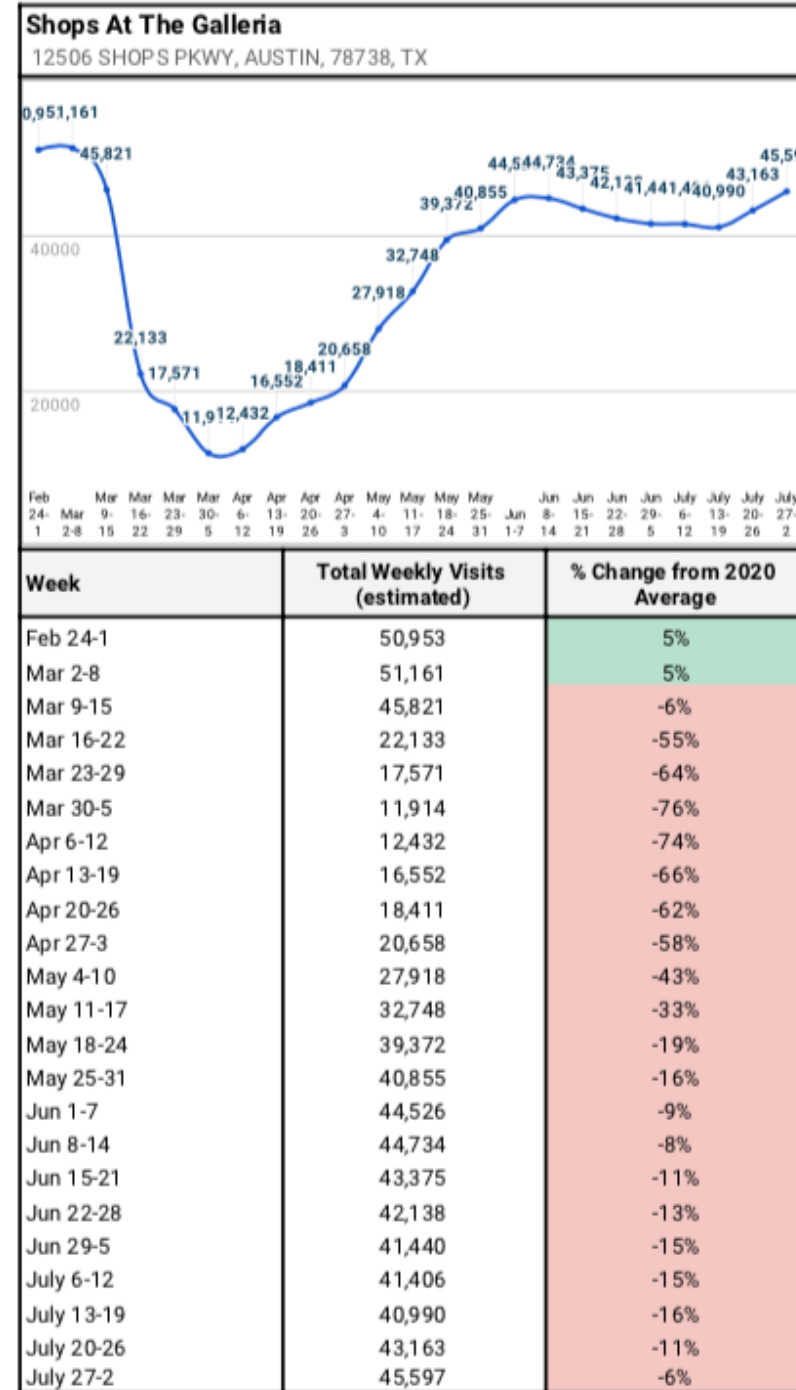
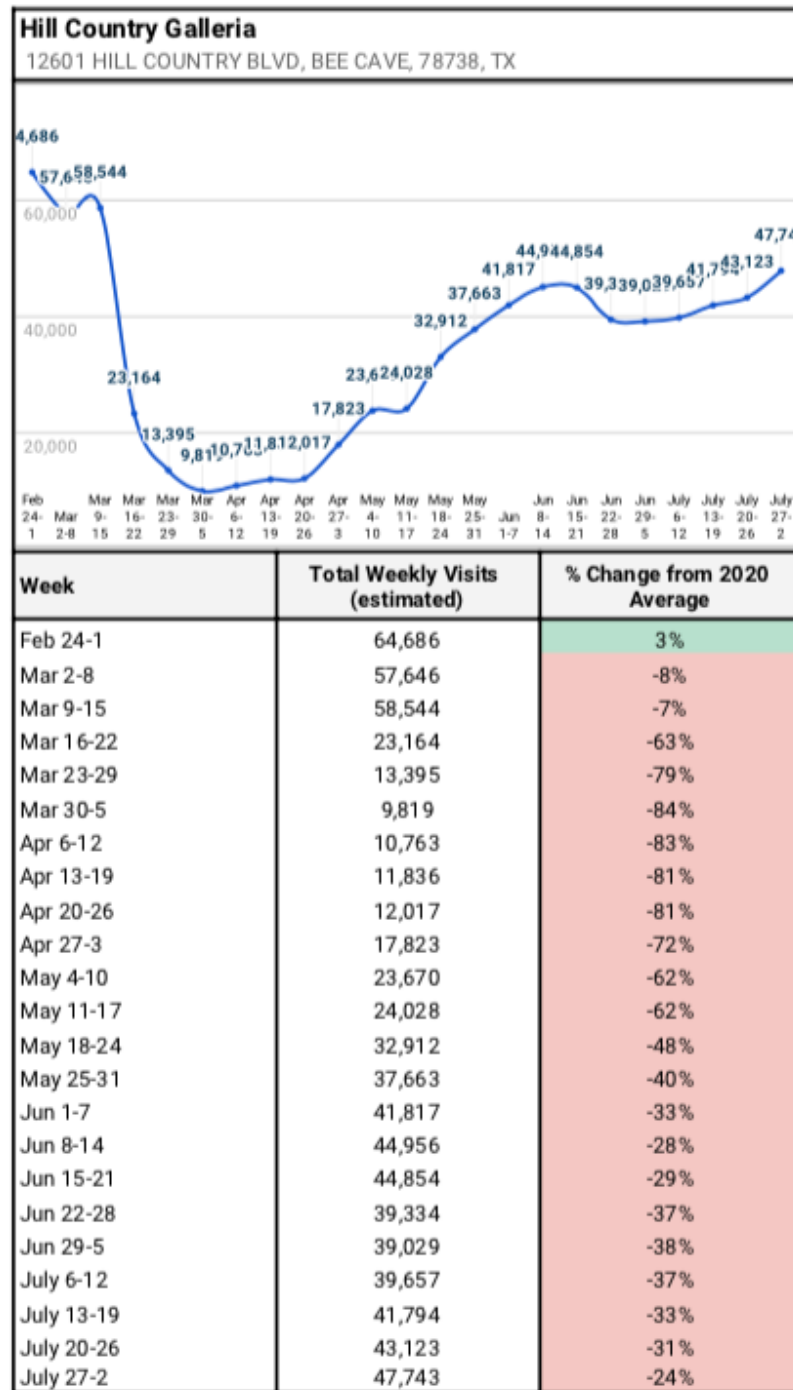
## Shopping Centers Change in monthly foot traffic (2020 vs 2019)





# COVID-19 Impact Analysis

Tacking the impact of COVID-19 on shopping centers in Bee Cave



# Retail Trade Area

- ④ **Where people are coming from to shop/dine in Bee Cave on a regular basis** - *based on GPS data from consumers' cell phones*

## Why it Matters

- ④ Using city limits or traditional computer models significantly **undersells the retail opportunity in Bee Cave**
- ④ **Shows a truer picture** of the average consumer and helps challenge assumptions or perceptions retailers/developers may have of Bee Cave

# Mobile Location Data

The most accurate way to determine a community's Retail Trade Area

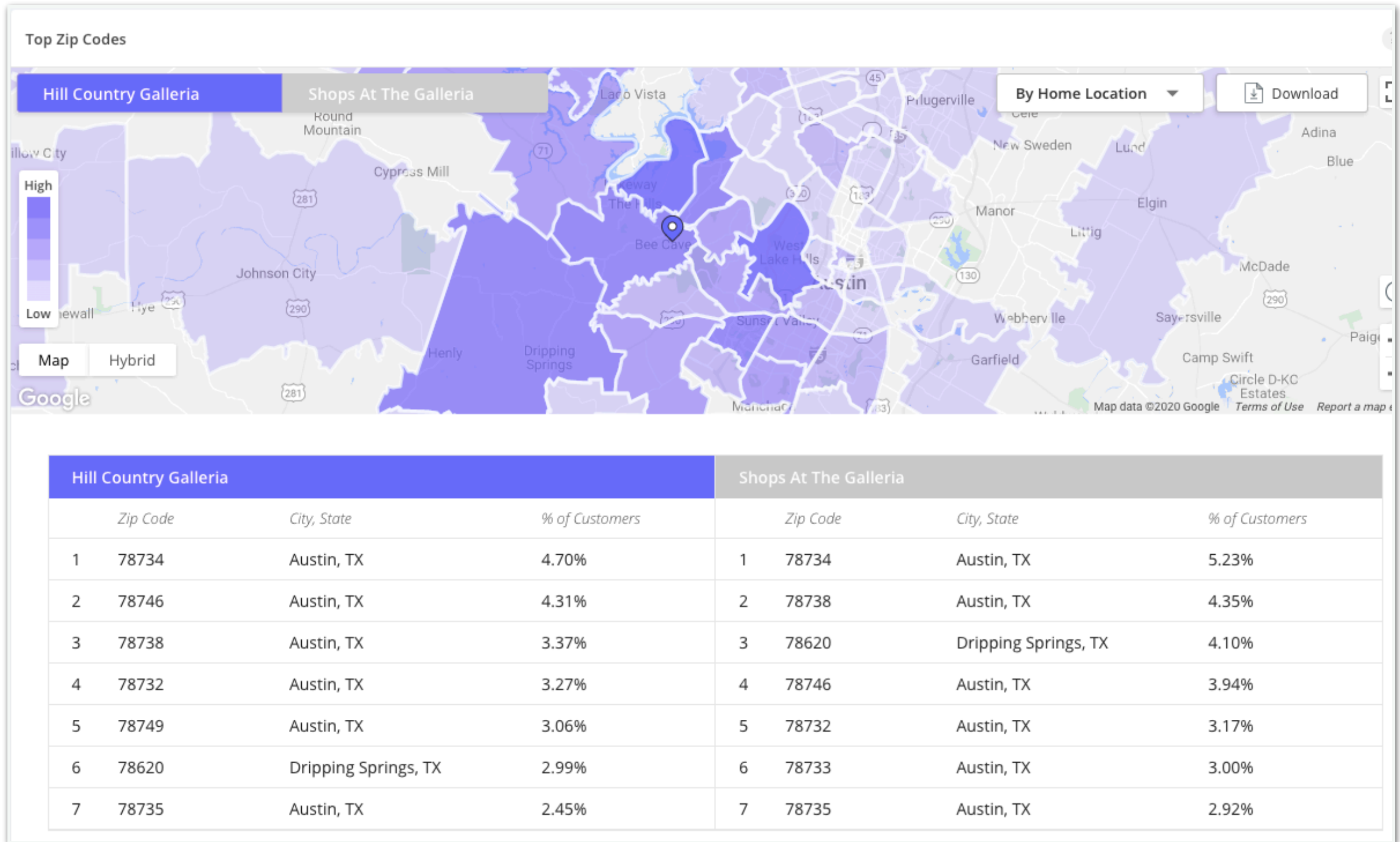
## How it Works

- ① Shoppers in Bee Cave use specific apps where they have **opted-in for location tracking**
- ② The app(s) report on their location while in your community
- ③ Using **geofencing**, we can target specific stores and retail developments to tell **where those shoppers are coming from** and when/how frequently they visited



# Mobile Location Data

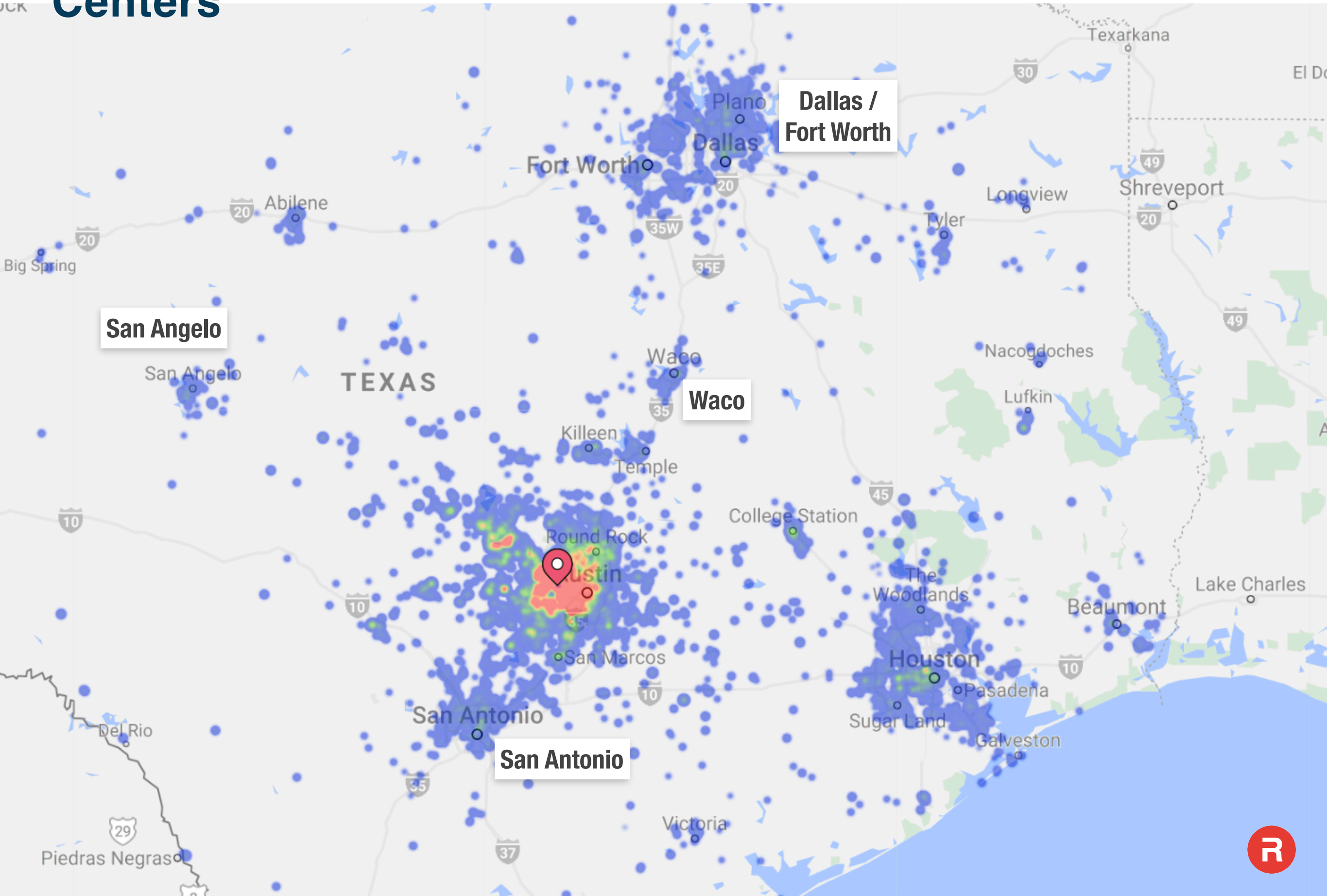
Zip code analysis of Bee Cave shoppers





# Shopping Centers

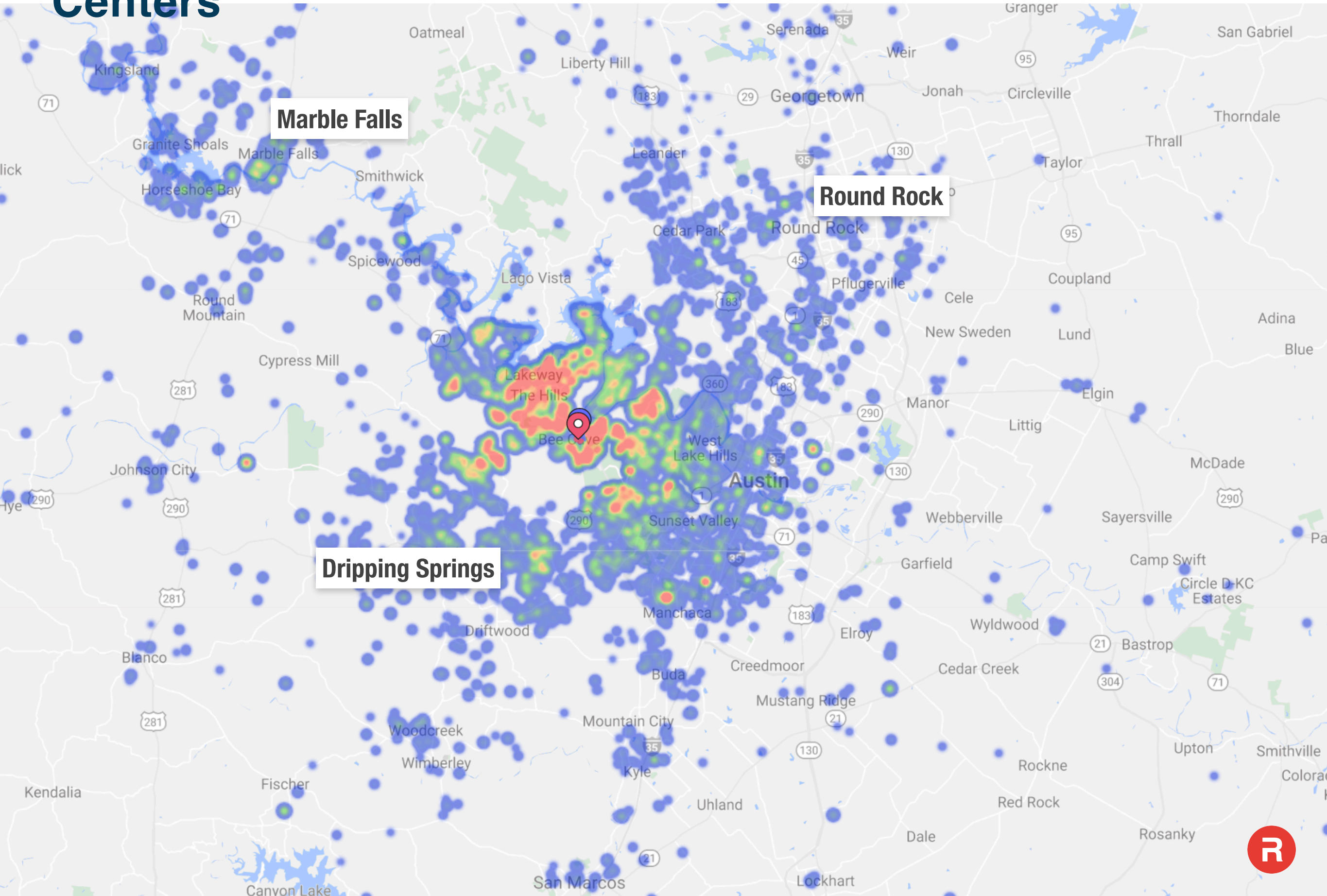
1+ visits over the last 12 months





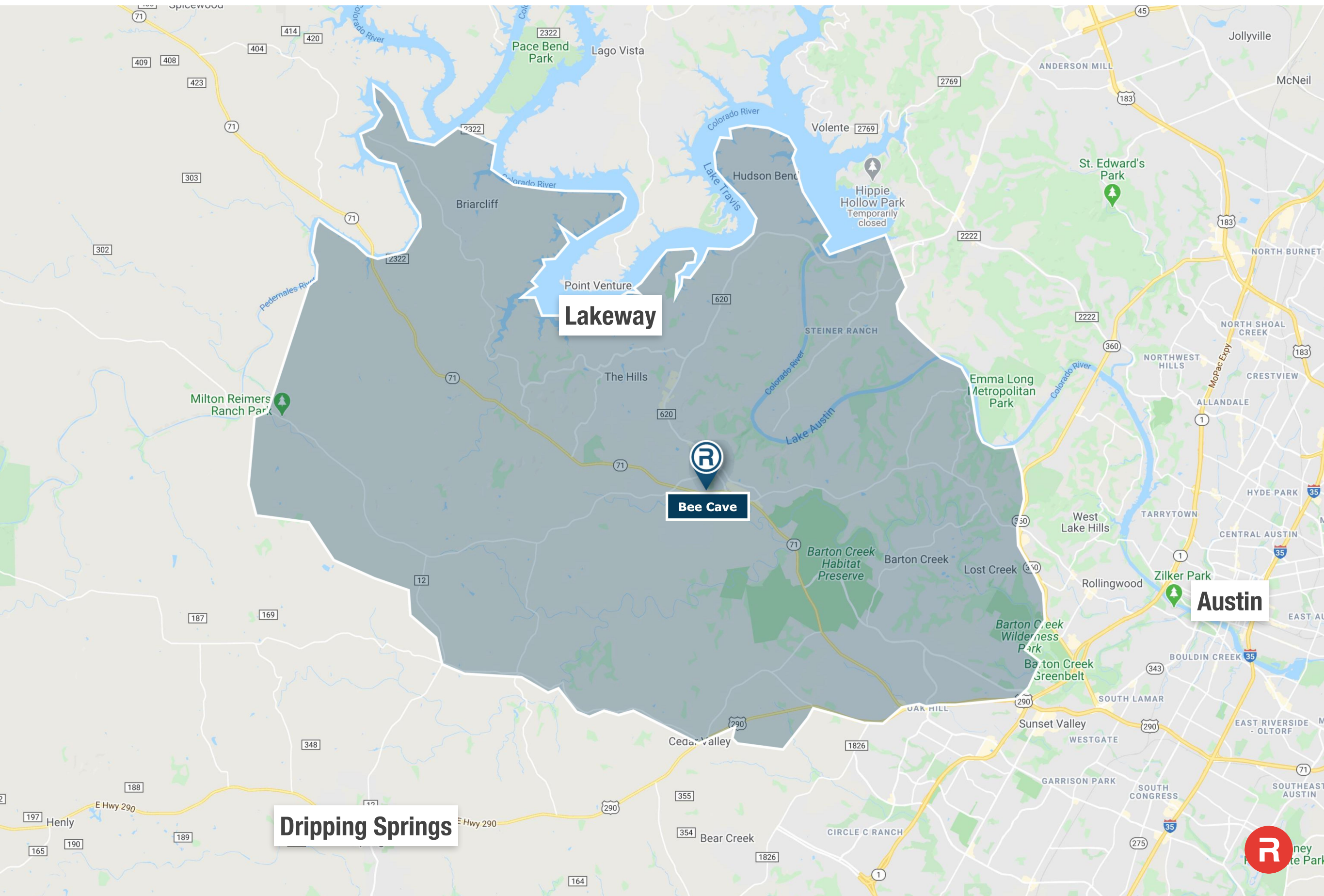
# Shopping Centers

2+ visits over the last 12 months





# Primary Retail Trade Area Map





# Retail Market Profile

Primary Retail Trade Area | **Bee Cave, TX**

## Population

2010	87,615
2020	125,225
2025	137,827

## Income

Average HH	\$190,267
Median HH	\$138,951
Per Capita	\$73,163

## Educational Attainment (%)

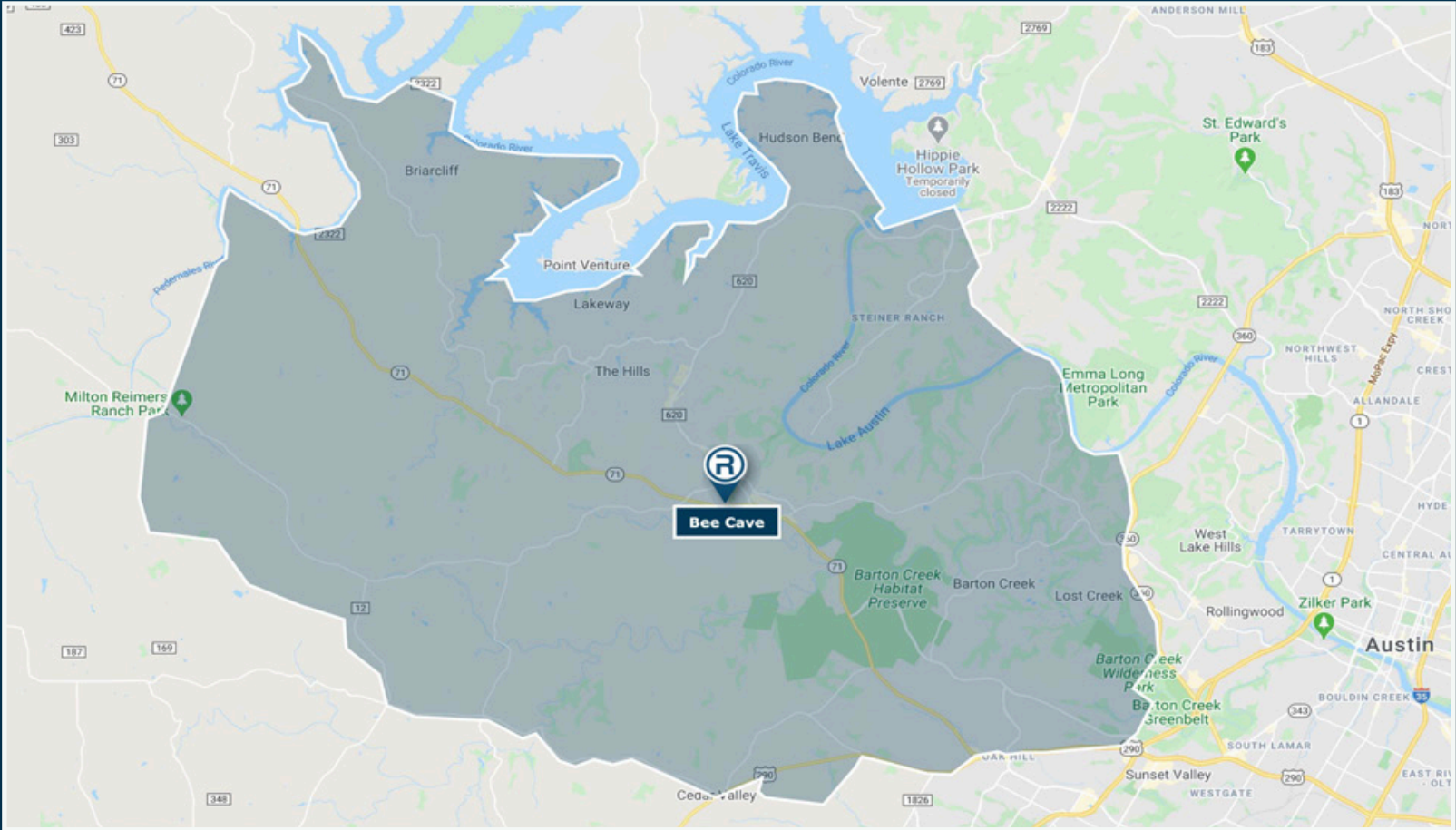
Graduate or Professional Degree	24.4%
Bachelors Degree	40.7%
Associate Degree	5.2%
Some College	16.3%
High School Graduate (GED)	10.3%
Some High School, No Degree	2.0%
Less than 9th Grade	1.1%

## Race Distribution (%)

White	82.92%
Black/African American	1.38%
American Indian/Alaskan	0.39%
Asian	7.96%
Native Hawaiian/Islander	0.07%
Other Race	4.34%
Two or More Races	2.94%
Hispanic	13.05%

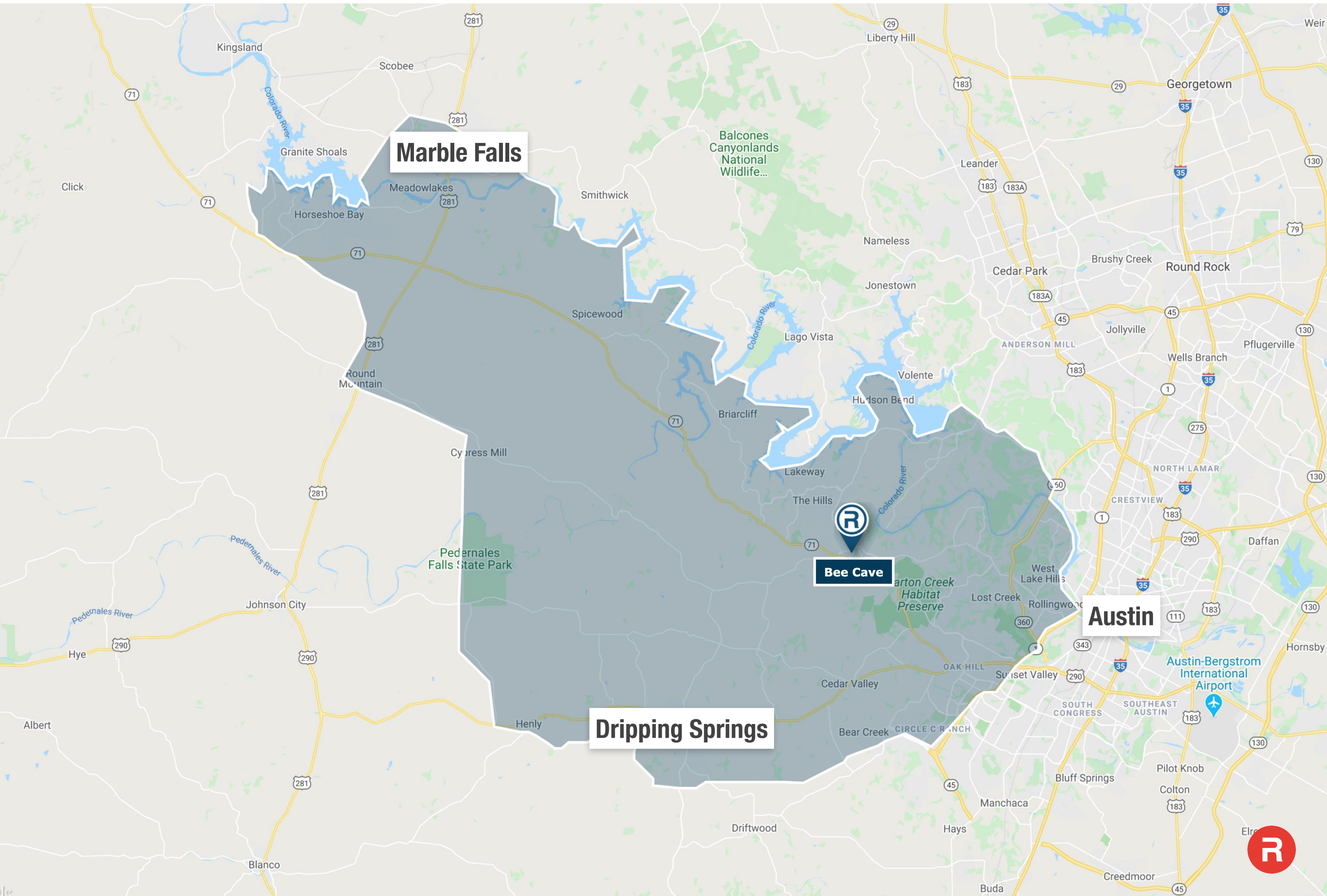
## Age

0 - 9 Years	13.09%
10 - 17 Years	11.28%
18 - 24 Years	8.58%
25 - 34 Years	9.75%
35 - 44 Years	10.93%
45 - 54 Years	14.95%
55 - 64 Years	15.74%
65 and Older	15.69%
Median Age	41.97
Average Age	39.84





# Secondary Retail Trade Area Map





# Retail Market Profile

Secondary Retail Trade Area | Bee Cave, TX

## Population

2010	188,291
2020	251,672
2025	275,124

## Income

Average HH	\$179,105
Median HH	\$129,114
Per Capita	\$68,966

## Educational Attainment (%)

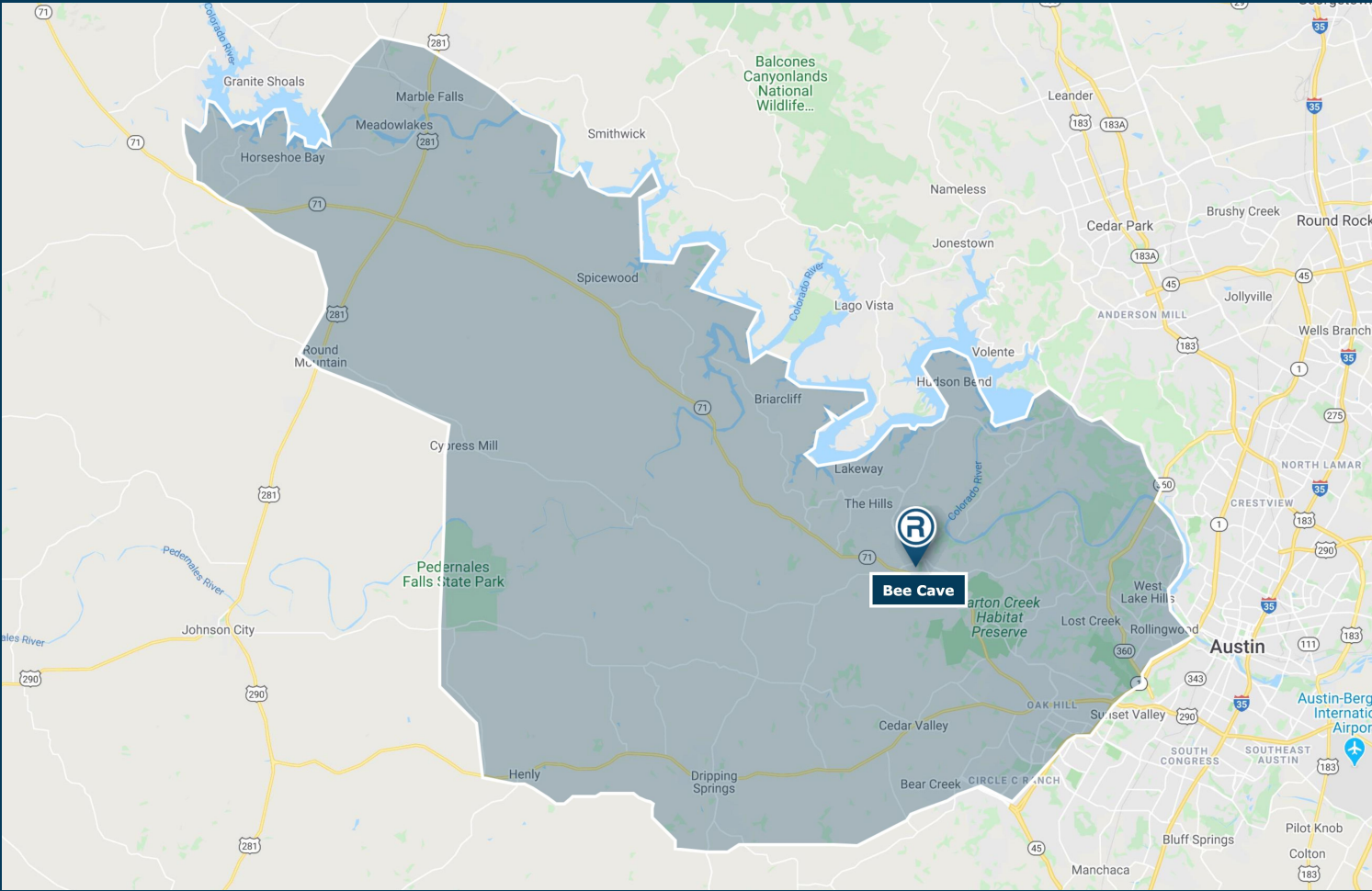
Graduate or Professional Degree	24.5%
Bachelors Degree	39.2%
Associate Degree	5.3%
Some College	16.6%
High School Graduate (GED)	10.9%
Some High School, No Degree	2.3%
Less than 9th Grade	1.3%

## Race Distribution (%)

White	83.49%
Black/African American	1.56%
American Indian/Alaskan	0.45%
Asian	7.43%
Native Hawaiian/Islander	0.08%
Other Race	4.01%
Two or More Races	2.99%
Hispanic	13.72%

## Age

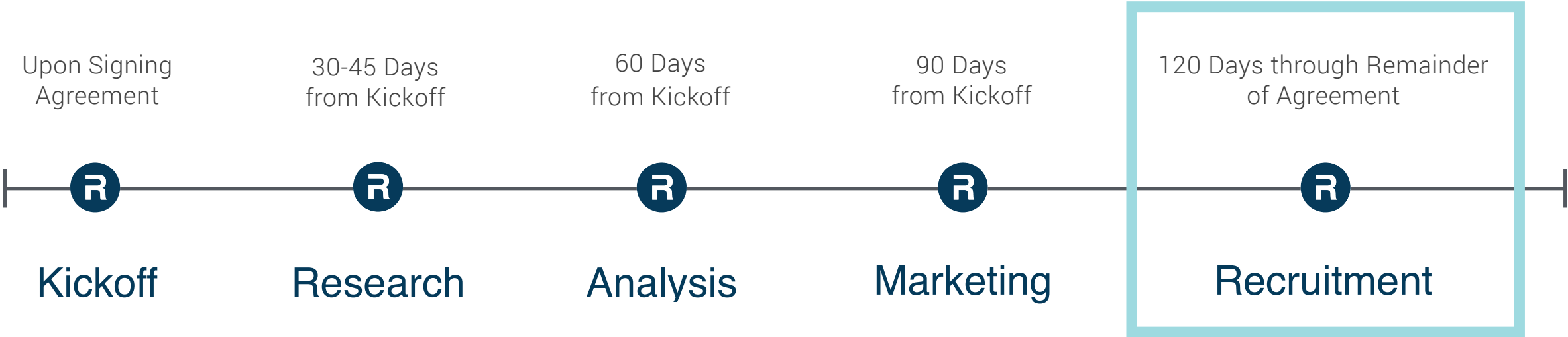
0 - 9 Years	12.74%
10 - 17 Years	11.01%
18 - 24 Years	8.61%
25 - 34 Years	10.17%
35 - 44 Years	10.83%
45 - 54 Years	14.47%
55 - 64 Years	15.54%
65 and Older	16.63%
Median Age	42.13
Average Age	40.22





# Where we go from here

Continue to focus on recruitment and development opportunities



# Recruitment & Development Opportunities

Retail360 Dashboard/Website, Sites Inventory, and Recruitment Dashboard

Overview

Demographics

Psychographics

Sites

GisTool

More Information

BEE CAVE, TEXAS

Map

Satellite

Bee Cave, Texas

HIGHLY DESIRABLE, FAST GROWING COMMUNITY IN THE HEART OF CENTRAL TEXAS

Close proximity to Austin, Texas without the traffic or congestion

Up and coming area with location shopping and eateries

Income < \$15,000	1,382	2.88%
Income \$15,000 - \$24,999	1,483	3.09%
Income \$25,000 - \$34,999	1,510	3.15%
Income \$35,000 - \$49,999	2,797	5.83%
Income \$50,000 - \$74,999	4,849	10.11%
Income \$75,000 - \$99,999	5,041	10.51%
Income \$100,000 - \$124,999	4,418	9.21%
Income \$125,000 - \$149,999	4,371	9.12%
Income \$150,000 - \$199,999	6,511	13.58%
Income \$200,000 - \$249,999	4,247	8.86%
Income \$250,000 - \$499,999	6,407	13.36%
Income \$500,000+	4,931	10.28%

Employment Status		
Description	Data	%
Civilian in Labor Force, Employed	64,722	65.84%
Civilian in Labor Force, unemployed	2,097	2.13%

Overview

Demographics

Psychographics

Sites

GisTool

More Information

New Development

Redevelopment

Land

Site Submission

City Owned Site  
Bee Cave, TX

The Backyard  
Bee Cave, Texas

Map

Satellite

Bee Cave, Texas

HIGHLY DESIRABLE, FAST GROWING COMMUNITY IN THE HEART OF CENTRAL TEXAS

Close proximity to Austin, Texas without the traffic or congestion

Up and coming area with location shopping and eateries

Interactive sites map with up-to-date listings of available retail sites in Bee Cave

Retail360 Dashboard with data and interactive mapping and site profiles for retailers and developers

# Recruiting & Visibility

## Airtable Project Management System

Bee Cave, TX

HELP ? 2

Project Schedule

Recruitment Status

Available Sites/Site Profiles

Reports

Mobile Data Surveys

SHARE

AUTOMATIONS

BLOCKS

Grid view

Hide fields

Filter

Group

Sorted by 1 field

Color

	A Retailer/Restaurant	Status	Status Date	Feedback
1	Aerie	Not Right Now	7/20/2020	"Thanks Cary for the note.It's not of interest at this time.We recently opened in Barton Creek and we are going to watch that store for awhile.May be something to consider down the road."
2	Andy's Frozen Custard	Contacted - Pending...		
3	Apple	Not Right Now	7/20/2020	"Thanks for reaching out. We don't have immediate plans to expand our retail footprint in this region right now. I'll be sure to let you know should our thoughts change." -Katie
4	Apricot Lane	Interested - Need Fr...	7/20/2020	"Cary, they were formerly at Hill Country Galleria. If they have a franchisee for the area, either the Shops or HCG would be the landing spot. Not much activity on franchisees but will notify
5	Blaze Pizza			
6	Blue Sky Texas	Interested - Request...	7/24/2020	They do a 6500 sf bldg with patio and playground and would definitely need a drive thru. This is where the impervious cover becomes a factor.....if it takes 2-3 acres to achieve this bec
7	Breed and Co.	Contacted - Pending...		
8	Buffalo Wild Wings	Not Right Now		"Unfortunately, Bee Cave is not a target area for Cheddar's, Corner Bakery, or Buffalo Wild Wings. Appreciate you reaching out, and we will let you know if anything changes with these ter
9	BurgerFi	Contacted - Pending...		
10	California Pizza Kitchen			
11	Carve American Grille			
12	Central Market	Contacted - Pending...		
13	Cheddar's	Not Right Now	7/20/2020	"Unfortunately, Bee Cave is not a target area for Cheddar's, Corner Bakery, or Buffalo Wild Wings. Appreciate you reaching out, and we will let you know if anything changes with these ter
14	Chuy's	Contacted - Pending...		
15	Corner Bakery	Not Right Now	7/20/2020	"Unfortunately, Bee Cave is not a target area for Cheddar's, Corner Bakery, or Buffalo Wild Wings. Appreciate you reaching out, and we will let you know if anything changes with these ter
16	Costco	Interested	7/13/2020	"Aaron spoke to Costco reps and they were touring a number of Texas markets this week. They are going to followup with Aaron next week on how the trip went, questions, etc.
17	Cover 3	Contacted - Pending...	8/6/2020	"Hi Cary, thanks so much for reaching out and for your interest in COVER 3. I forwarded your request to the owners." -Denim Koshell w/ Downtown location
18	Del Frisco's Grille			
19	Dunkin'			
20	F45 Training	Contacted - Pending...		
21	Filson			
22	First Watch			Not reviewing sites until August
23	Freebirds	Not Interested	7/27/2020	"Freebirds is frozen on store expansion indefinitely." -David
24	Furniture Market			

# Retailer Match List

Aerie	Del Frisco's Grille	Modern Market	Steak 'n Shake
Andy's Frozen Custard	Dunkin'	Newk's Eatery	Taco Ranch
Apple	F45 Training	Nordstrom Rack	Tacodeli
Apricot Lane	Filson	NUTRISHOP	The Park
Blaze Pizza	First Watch	Old Nocona Boot Factory	Trader Joe's
Blue Sky Texas	Furniture Market	Orvis	Travis Matthew
Breed and Co.	Fuzzy's Taco Shop	Peloton	Tropical Smoothie Café
Buffalo Wild Wings	Haverty's	Pieology	Tumble 22
BurgerFI	Honest Mary's	Pluckers	Vineyard Vines
California Pizza Kitchen	Hopdoddy Burger Bar	Pottery Barn	Warby Parker
Carve American Grille	HTeaO	REI	West Elm
Central Market	In-N-Out	Restoration Hardware	Which Wich
Cheddar's	Kendra Scott	Sephora	WingStop
Chuy's	Kerbey Lane Cafe	Shake Shack	ZGallerie
Corner Bakery	Lush	Souper Salad	
Costco	McAlister's Deli	Sprout's	





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