



The**Retail**Coach[®]

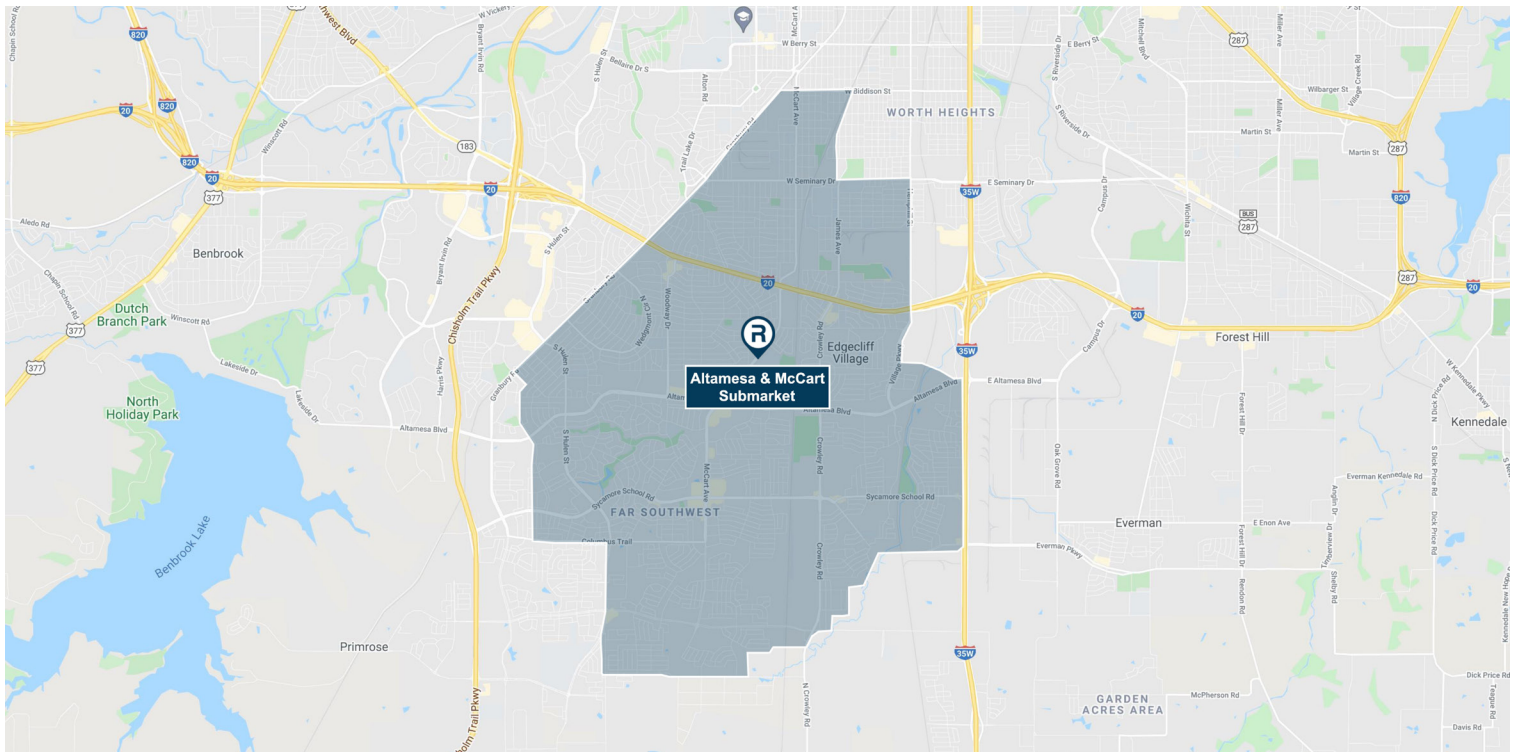
Altamesa McCart Submarket Workplace Population

FORT WORTH, TEXAS

Prepared for Economic Development Department
The City of Fort Worth, Texas
February 2022

Altamesa & McCart Submarket • Demographic Snapshot

Fort Worth, Texas



Population

2010	100,332
2021	113,446
2026	121,060

Educational Attainment (%)

Graduate or Professional Degree	7.15%
Bachelors Degree	14.36%
Associate Degree	6.82%
Some College	20.62%
High School Graduate (GED)	31.83%
Some High School, No Degree	9.18%
Less than 9th Grade	10.03%

Income

Average HH	\$74,228
Median HH	\$59,417
Per Capita	\$25,198

Age

0 - 9 Years	15.66%
10 - 17 Years	12.55%
18 - 24 Years	9.40%
25 - 34 Years	14.26%
35 - 44 Years	13.85%
45 - 54 Years	11.68%
55 - 64 Years	10.27%
65 and Older	12.34%
Median Age	33.70
Average Age	35.57

Race Distribution (%)

White	47.92%
Black/African American	29.54%
American Indian/Alaskan	0.65%
Asian	3.32%
Native Hawaiian/Islander	0.09%
Other Race	15.10%
Two or More Races	3.38%
Hispanic	42.05%



Martha Collins

Strategic Development & Revitalization
Coordinator
Economic Development Department
The City of Fort Worth, Texas

1150 South Freeway Suite 106
Fort Worth, Texas 76104

Phone 817.392.2610
Martha.Collins@fortworthtexas.gov
FortWorthTexas.gov

Aaron Farmer

The Retail Coach, LLC
President

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



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	2,190	17,986	8
11: Agriculture, Forestry, Fishing and Hunting	2	6	3
111: Crop Production	1	3	3
112: Animal Production and Aquaculture	0	0	0
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	3	3
115: Support Activities for Agriculture and Forestry	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	3	17	6
211: Oil and Gas Extraction	1	6	6
212: Mining (except Oil and Gas)	1	10	10
213: Support Activities for Mining	1	1	1
22: Utilities	0	0	0
221: Utilities	0	0	0
23: Construction	120	714	6
236: Construction of Buildings	37	185	5
237: Heavy and Civil Engineering Construction	5	22	4
238: Specialty Trade Contractors	78	507	7
31: Manufacturing	11	93	8
311: Food Manufacturing	9	78	9
312: Beverage and Tobacco Product Manufacturing	0	0	0
313: Textile Mills	1	7	7
314: Textile Product Mills	1	8	8
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	14	308	22
321: Wood Product Manufacturing	3	41	14
322: Paper Manufacturing	1	70	70
323: Printing and Related Support Activities	6	22	4
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	1	8	8
326: Plastics and Rubber Products Manufacturing	2	42	21
327: Nonmetallic Mineral Product Manufacturing	1	125	125
33: Manufacturing	24	796	33
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	8	220	28
333: Machinery Manufacturing	3	508	169
334: Computer and Electronic Product Manufacturing	2	11	6
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	2	20	10
337: Furniture and Related Product Manufacturing	2	5	3
339: Miscellaneous Manufacturing	7	32	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
42: Wholesale Trade	34	375	11
423: Merchant Wholesalers, Durable Goods	31	330	11
424: Merchant Wholesalers, Nondurable Goods	3	45	15
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	207	1,963	9
441: Motor Vehicle and Parts Dealers	39	367	9
442: Furniture and Home Furnishings Stores	6	64	11
443: Electronics and Appliance Stores	7	25	4
444: Building Material and Garden Equipment and Supplies Dealers	18	339	19
445: Food and Beverage Stores	54	708	13
446: Health and Personal Care Stores	31	248	8
447: Gasoline Stations	29	100	3
448: Clothing and Clothing Accessories Stores	23	112	5
45: Retail Trade	118	1158	10
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	17	60	4
452: General Merchandise Stores	26	795	31
453: Miscellaneous Store Retailers	46	216	5
454: Nonstore Retailers	29	87	3
48: Transportation and Warehousing	37	392	11
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	27	143	5
485: Transit and Ground Passenger Transportation	2	9	5
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	8	240	30
49: Transportation and Warehousing	4	157	39
491: Postal Service	2	152	76
492: Couriers and Messengers	1	3	3
493: Warehousing and Storage	1	2	2
51: Information	31	233	8
511: Publishing Industries (except Internet)	5	13	3
512: Motion Picture and Sound Recording Industries	0	0	0
515: Broadcasting (except Internet)	1	10	10
517: Telecommunications	20	158	8
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	5	52	10
52: Finance and Insurance	175	580	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	108	309	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	11	66	6
524: Insurance Carriers and Related Activities	56	205	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
53: Real Estate and Rental and Leasing	113	382	3
531: Real Estate	89	333	4
532: Rental and Leasing Services	24	49	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	153	711	5
541: Professional, Scientific, and Technical Services	153	711	5
55: Management of Companies and Enterprises	4	44	11
551: Management of Companies and Enterprises	4	44	11
56: Administrative and Support and Waste Management and Remediation Services	69	411	6
561: Administrative and Support Services	68	407	6
562: Waste Management and Remediation Services	1	4	4
61: Educational Services	59	2,295	39
611: Educational Services	59	2,295	39
62: Health Care and Social Assistance	275	1,667	6
621: Ambulatory Health Care Services	211	1,030	5
622: Hospitals	4	47	12
623: Nursing and Residential Care Facilities	16	241	15
624: Social Assistance	44	349	8
71: Arts, Entertainment, and Recreation	20	124	6
711: Performing Arts, Spectator Sports, and Related Industries	12	41	3
712: Museums, Historical Sites, and Similar Institutions	1	2	2
713: Amusement, Gambling, and Recreation Industries	7	81	12
72: Accommodation and Food Services	169	2,085	12
721: Accommodation	2	6	3
722: Food Services and Drinking Places	167	2,079	12
81: Other Services (except Public Administration)	335	2,546	8
811: Repair and Maintenance	86	404	5
812: Personal and Laundry Services	114	429	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	135	1713	13

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
92: Public Administration	24	886	37
921: Executive, Legislative, and Other General Government Support	8	478	60
922: Justice, Public Order, and Safety Activities	10	350	35
923: Administration of Human Resource Programs	1	18	18
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	1	15	15
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	4	25	6
99: Unassigned	189	43	0
999: Unassigned	189	43	0

About The Retail Coach®

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

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

Retail:360® Process

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

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



The**RetailCoach**.®

ACKNOWLEDGMENTS

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

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

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

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