



The**Retail**Coach®

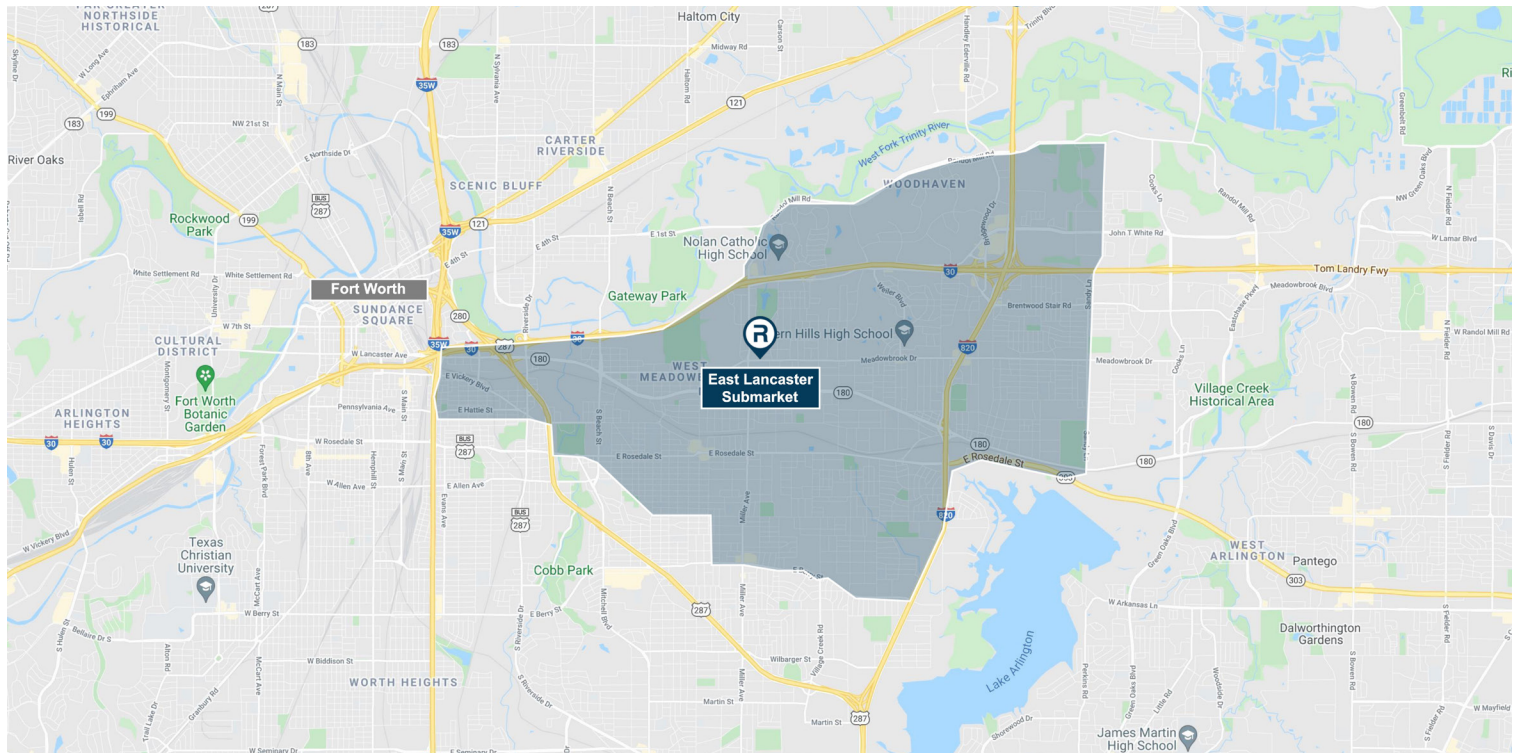
East Lancaster Submarket Workplace Population

FORT WORTH, TEXAS

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

East Lancaster Submarket • Demographic Snapshot

Fort Worth, Texas



Population

2010	69,584	0 - 9 Years	16.28%
2021	75,623	10 - 17 Years	12.60%
2026	79,895	18 - 24 Years	9.32%

Educational Attainment (%)

Graduate or Professional Degree	4.59%	25 - 34 Years	14.14%
Bachelors Degree	9.85%	35 - 44 Years	13.66%
Associate Degree	5.62%	45 - 54 Years	11.38%
Some College	22.05%	55 - 64 Years	10.53%
High School Graduate (GED)	29.80%	65 and Older	12.09%
Some High School, No Degree	15.66%	Median Age	33.36
Less than 9th Grade	12.42%	Average Age	35.28

Race Distribution (%)

Average HH	\$56,722	White	38.47%
Median HH	\$41,439	Black/African American	36.31%
Per Capita	\$20,356	American Indian/Alaskan	0.44%
		Asian	1.96%
		Native Hawaiian/Islander	0.07%
		Other Race	19.09%
		Two or More Races	3.67%
		Hispanic	44.33%



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Fort Worth, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	2,599	18,055	7
11: Agriculture, Forestry, Fishing and Hunting	6	17	3
111: Crop Production	3	10	3
112: Animal Production and Aquaculture	2	4	2
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	4	99	25
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	3	25	8
213: Support Activities for Mining	1	74	74
22: Utilities	2	30	15
221: Utilities	2	30	15
23: Construction	157	868	6
236: Construction of Buildings	56	285	5
237: Heavy and Civil Engineering Construction	2	15	8
238: Specialty Trade Contractors	99	568	6
31: Manufacturing	14	256	18
311: Food Manufacturing	7	111	16
312: Beverage and Tobacco Product Manufacturing	4	86	22
313: Textile Mills	1	2	2
314: Textile Product Mills	1	12	12
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	1	45	45
32: Manufacturing	16	262	16
321: Wood Product Manufacturing	3	28	9
322: Paper Manufacturing	2	136	68
323: Printing and Related Support Activities	6	47	8
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	1	5	5
326: Plastics and Rubber Products Manufacturing	3	37	12
327: Nonmetallic Mineral Product Manufacturing	1	9	9
33: Manufacturing	36	642	18
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	10	356	36
333: Machinery Manufacturing	8	109	14
334: Computer and Electronic Product Manufacturing	3	10	3
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	3	65	22
337: Furniture and Related Product Manufacturing	3	10	3
339: Miscellaneous Manufacturing	9	92	10

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
42: Wholesale Trade	53	456	9
423: Merchant Wholesalers, Durable Goods	41	367	9
424: Merchant Wholesalers, Nondurable Goods	11	54	5
425: Wholesale Electronic Markets and Agents and Brokers	1	35	35
44: Retail Trade	259	1,681	6
441: Motor Vehicle and Parts Dealers	74	331	4
442: Furniture and Home Furnishings Stores	10	29	3
443: Electronics and Appliance Stores	8	113	14
444: Building Material and Garden Equipment and Supplies Dealers	23	362	16
445: Food and Beverage Stores	78	483	6
446: Health and Personal Care Stores	16	133	8
447: Gasoline Stations	22	91	4
448: Clothing and Clothing Accessories Stores	28	139	5
45: Retail Trade	132	618	5
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	19	104	5
452: General Merchandise Stores	40	241	6
453: Miscellaneous Store Retailers	51	193	4
454: Nonstore Retailers	22	80	4
48: Transportation and Warehousing	56	379	7
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	32	218	7
485: Transit and Ground Passenger Transportation	9	63	7
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	15	98	7
49: Transportation and Warehousing	11	201	18
491: Postal Service	2	145	73
492: Couriers and Messengers	1	5	5
493: Warehousing and Storage	8	51	6
51: Information	43	346	8
511: Publishing Industries (except Internet)	11	95	9
512: Motion Picture and Sound Recording Industries	3	4	1
515: Broadcasting (except Internet)	8	151	19
517: Telecommunications	16	64	4
518: Data Processing, Hosting, and Related Services	3	7	2
519: Other Information Services	2	25	13
52: Finance and Insurance	174	546	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	103	241	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	31	149	5
524: Insurance Carriers and Related Activities	39	154	4
525: Funds, Trusts, and Other Financial Vehicles	1	2	2

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
53: Real Estate and Rental and Leasing	111	411	4
531: Real Estate	97	372	4
532: Rental and Leasing Services	14	39	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	219	1159	5
541: Professional, Scientific, and Technical Services	219	1159	5
55: Management of Companies and Enterprises	5	55	11
551: Management of Companies and Enterprises	5	55	11
56: Administrative and Support and Waste Management and Remediation Services	92	511	6
561: Administrative and Support Services	87	493	6
562: Waste Management and Remediation Services	5	18	4
61: Educational Services	50	2,699	54
611: Educational Services	50	2,699	54
62: Health Care and Social Assistance	436	2,648	6
621: Ambulatory Health Care Services	359	1,940	5
622: Hospitals	3	21	7
623: Nursing and Residential Care Facilities	8	125	16
624: Social Assistance	66	562	9
71: Arts, Entertainment, and Recreation	29	252	9
711: Performing Arts, Spectator Sports, and Related Industries	16	139	9
712: Museums, Historical Sites, and Similar Institutions	1	3	3
713: Amusement, Gambling, and Recreation Industries	12	110	9
72: Accommodation and Food Services	147	1,552	11
721: Accommodation	11	73	7
722: Food Services and Drinking Places	136	1,479	11
81: Other Services (except Public Administration)	324	1,430	4
811: Repair and Maintenance	71	295	4
812: Personal and Laundry Services	81	351	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	172	784	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
92: Public Administration	29	876	30
921: Executive, Legislative, and Other General Government Support	15	441	29
922: Justice, Public Order, and Safety Activities	6	204	34
923: Administration of Human Resource Programs	4	176	44
924: Administration of Environmental Quality Programs	1	9	9
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	2	28	14
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	1	18	18
99: Unassigned	194	61	0
999: Unassigned	194	61	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.



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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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