



Los Fresnos Community Development Corporation Month of May 2025

Prepared by: Jeffrey Rosas – Economic Development Coordinator

1. Data Driven Economic Development Reporting (Placer.ai)

- Retail Leakage Report
 - Shows residential leakage to specific businesses outside Los Fresnos.
- Traffic Pin Report (Trade Area Impressions)
 - Shows traffic as impressions for a specific location along with the trade area demographics.
- Housing Growth Study
 - Shows housing developments currently planned, under construction, and completed.

2. Relationship Building

- Met with local business owners to understand their needs and expectations
 - Business owners would like to have a better experience applying to business incentive grants.
- Identified specific challenges affecting business growth
 - Learned about the limitations affecting expansion and property availability.

3. Regional Economic Engagement

- Attended the Greater Brownsville Tech District Ground Breaking
 - Met with COSTEP, GBIC, BCIC, and others to establish a relationship.
- Attended the first ever Space Symposium in Brownsville
 - Reconnected with economic development organizations and businesses to further discuss the future of our region.

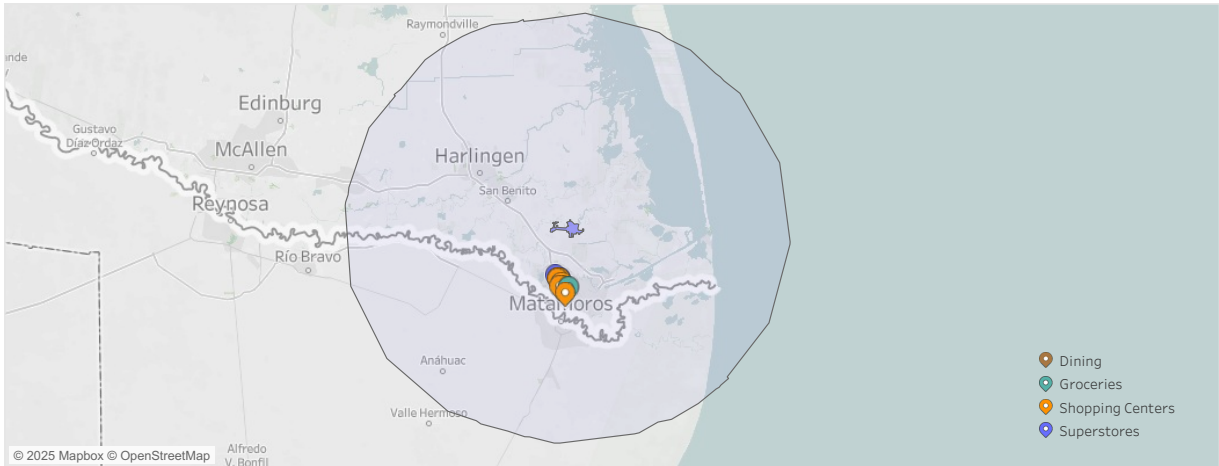
Leakage Analysis - Residents: Los Fresnos TX

Unmet Demand in my Region

01 Jan 2025 - 01 Apr 2025

Leakage Analysis of Los Fresnos TX Residents

Category
All
Show Top
10



Leakage by residents is shown for all locations within 30 miles of the region boundaries

Leakage by Category from Los Fresnos TX

Category Type
Primary

Retail Leakage Outside My Boundaries

Category	# of Stores	Residents	Resident Visits
Community Shopping Centers	54	6.10K	148.93K
Fast Food & QSR	254	5.88K	106.30K
Gas Stations & Convenience Stores	189	5.50K	68.76K
Restaurants	188	5.54K	54.35K
Groceries	68	5.14K	41.39K
Superstores	13	5.12K	41.18K
Breakfast, Coffee, Bakeries & Dessert Shops	74	4.10K	33.28K
Dinner & Bakery Stores	23	4.08K	34.37K

Leakage by Entity from Los Fresnos TX

Category
All

Entity	Category	Residents	Visits	Avg. Spend (\$)	Avg. Home Distance (mi)	Avg. Work Distance (mi)
Sunrise Mall 2370 Frontage Rd, Brownsville, TX ...	Community Shopping Centers	5.14K	29.43K	--	8.43	10.36
Las Tiendas Plaza 475 E Morrison Rd, Brownsville, TX ...	Community Shopping Centers	4.57K	28.44K	--	7.50	9.34
Morrison Crossing 4345 N Us Expressway 77/83, Brown...	Community Shopping Centers	4.99K	26.01K	--	7.54	9.38
H-E-B 2155 Paredes Line Rd, Brownsville	Groceries	3.31K	13.84K	--	8.58	9.62
Sunrise Commons 2440 Pablo Kisel Blvd, Brownsville, ...	Community Shopping Centers	4.83K	11.43K	--	8.06	9.78

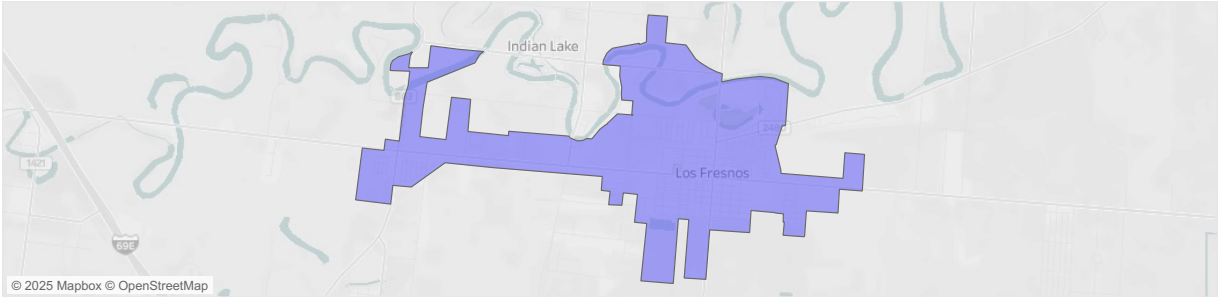
Los Fresnos TX - Unmet Demand Analysis

Based on Market Outlook By STI

Resident Retail Leakage

01 Jan 2025 - 01 Apr 2025

Unmet Demand Analysis Analyzed Area



STI market outlook data is based on aggregation of census block level data. Please note that the analyzed area might not fully overlap with the requested area.

Unmet Demand Analysis by Category in Analyzed Area

Category	Demand (\$)	Supply (\$)	Unmet Need (\$)
Automobile Dealers	30.91M	Limited Data	Limited Data
Grocery Stores	16.69M	39.3M	-22.6M
Other General Merchandise Stores	14.31M	15.8M	-1.5M
Gasoline Stations	12.02M	10.8M	1.19M
Building Material & Supplies Dealers	9.62M	Limited Data	Limited Data
Limited-Service Eating Places	8.67M	4.52M	4.13M
Health & Personal Care Stores	7.98M	7.64M	0.33M
Full-Service Restaurants	7.91M	2.90M	5.00M
Electronic Shopping & Mail-Order Houses	7.38M	Limited Data	Limited Data
Clothing Stores	4.29M	2.57M	1.70M
Automotive Parts, Accessories, & Tire Stores	2.69M	1.57M	1.11M
Department Stores	2.54M	5.65M	-3.1M
Other Motor Vehicle Dealers	2.13M	Limited Data	Limited Data
Sporting Goods, Hobby, & Musical Instrument ..	1.83M	Limited Data	Limited Data
Other Miscellaneous Store Retailers	1.83M	0.88M	0.93M
Electronics & Appliance Stores	1.71M	Limited Data	Limited Data
Special Food Services	1.44M	0.70M	0.73M
Home Furnishings Stores	1.31M	Limited Data	Limited Data
Beer, Wine, & Liquor Stores	1.27M	1.10M	0.16M
Furniture Stores	1.15M	Limited Data	Limited Data
Lawn & Garden Equipment & Supplies Stores	1.07M	4.50M	-3.4M
Shoe Stores	0.88M	Limited Data	Limited Data
Jewelry, Luggage, & Leather Goods Stores	0.72M	Limited Data	Limited Data
Bars/Drinking Places (Alcoholic Beverages)	0.71M	Limited Data	Limited Data
Book, Periodical, & Music Stores	0.70M	Limited Data	Limited Data
Office Supplies, Stationery, & Gift Stores	0.55M	0.87M	-0.3M
Used Merchandise Stores	0.53M	Limited Data	Limited Data
Direct Selling Establishments	0.50M	0.45M	0.04M
Specialty Food Stores	0.44M	Limited Data	Limited Data
Florists And Miscellaneous Store Retailers	0.19M	0.35M	-0.1M

Property Overview

May 1, 2024 - Apr 30, 2025

Property:

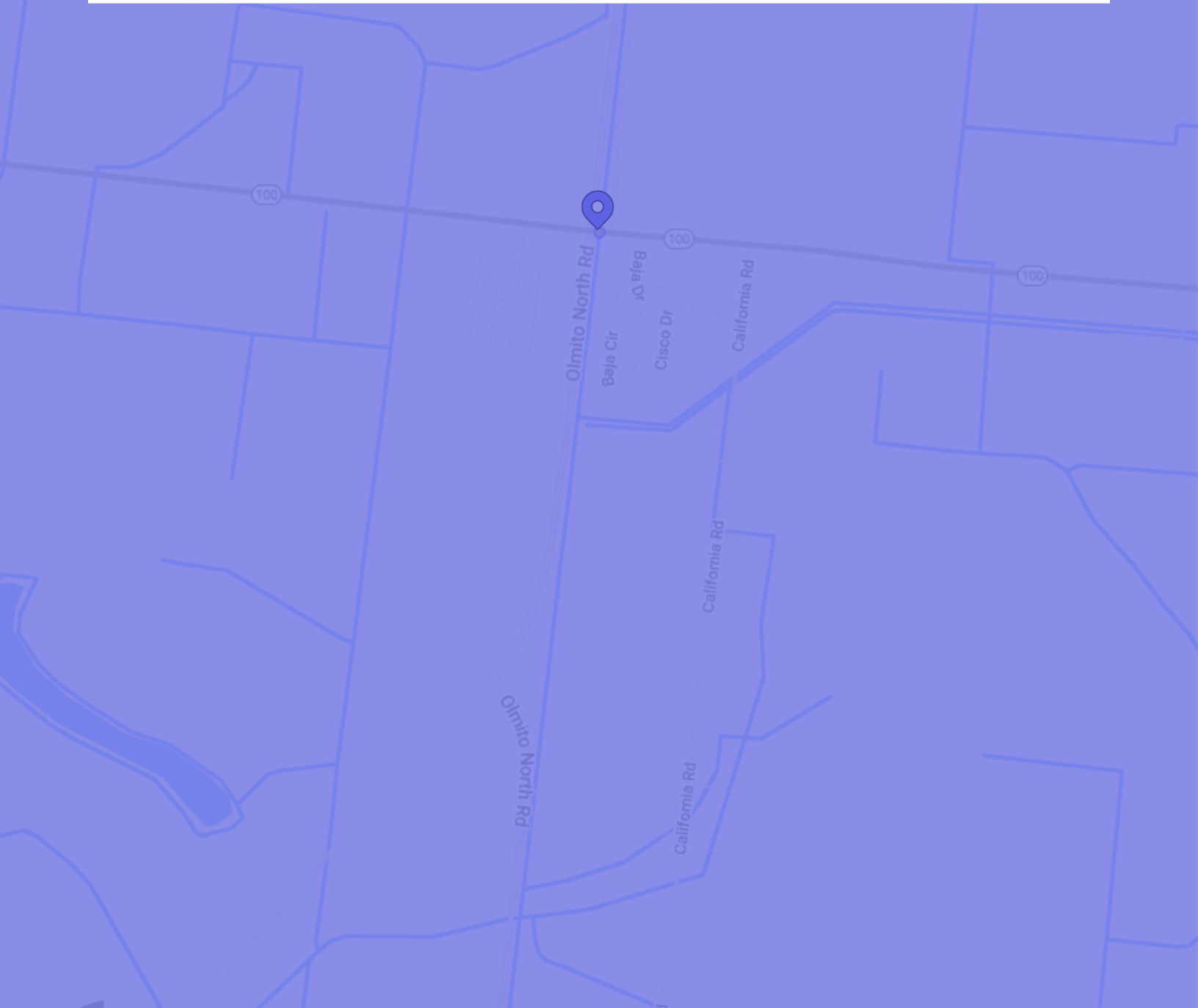
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31040 Texas State Highway 100, Los Fresnos

31099 Texas State Highway 100, Brownsville, TX 78586



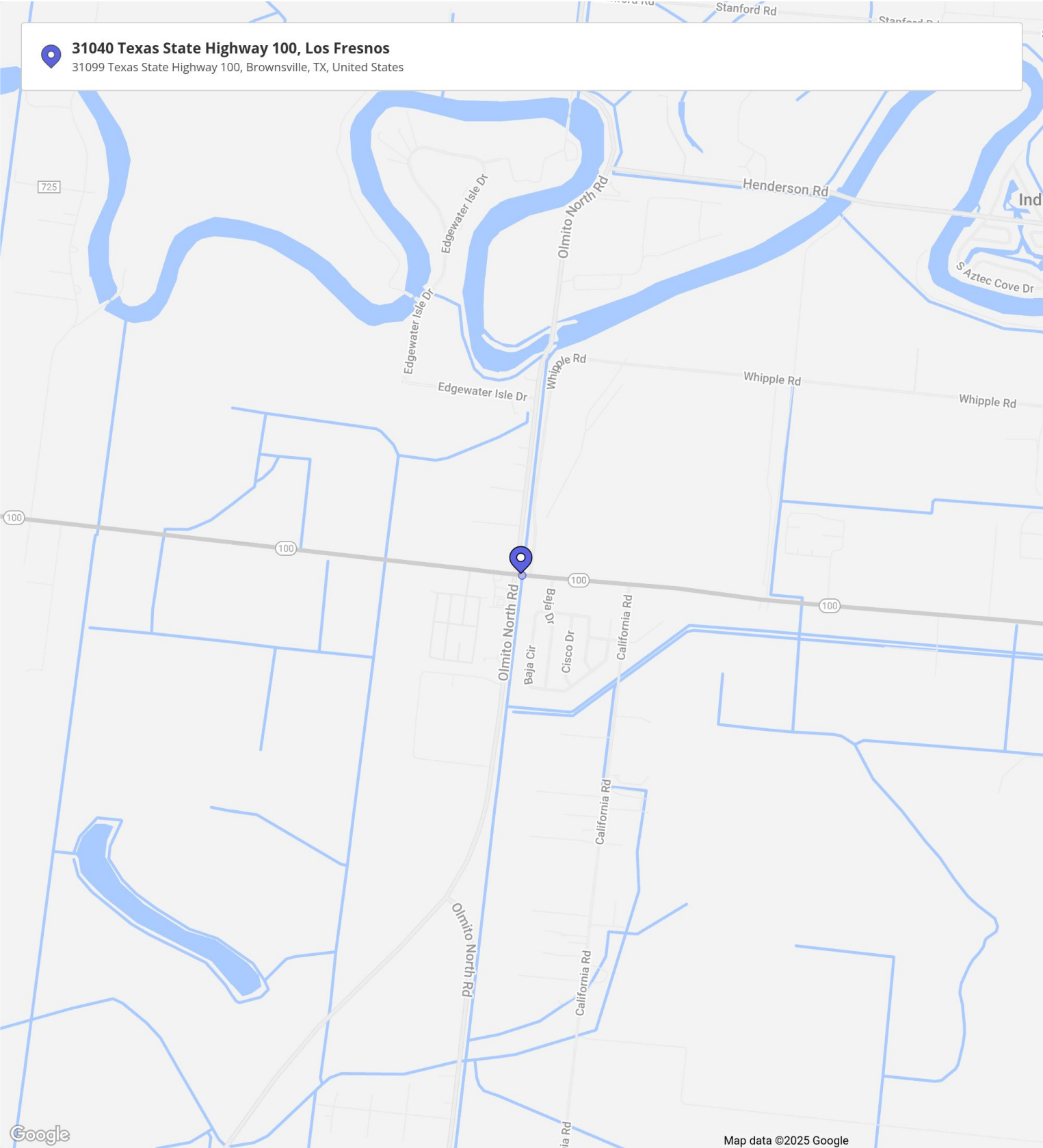
Scan to view on placer.ai platform





Property Overview

May 1, 2024 - Apr 30, 2025





Property Overview

May 1, 2024 - Apr 30, 2025



Metrics

31040 Texas State Highway 100,...
31099 Texas State Highway 100, Brownsvill...

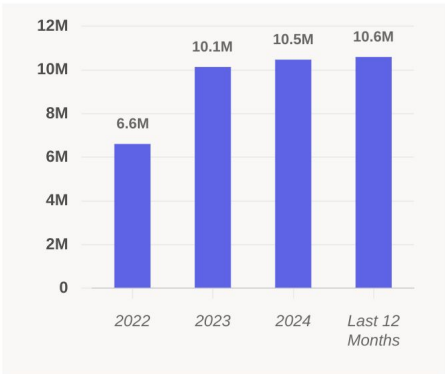
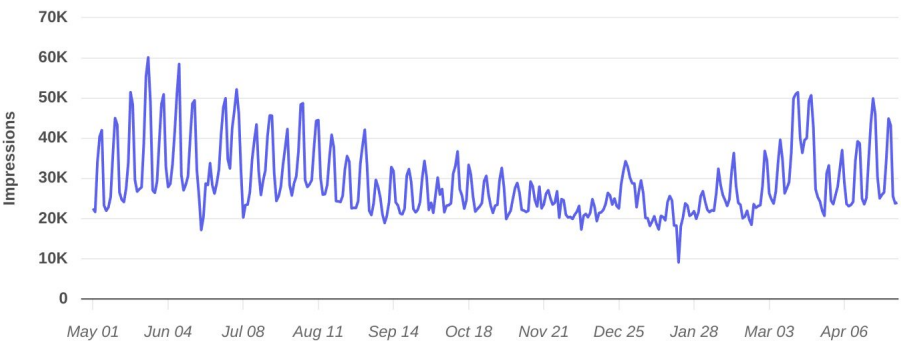
Impressions	10.6M	Panel Impressions	410K
Viewers	1.5M	Impressions Yo3Y	N/A
Impression Frequency	7.15		

May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Impressions Trend

31040 Texas State Highway 10...
Texas State Highway 100, Brownsville, TX



Daily | Impressions | May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<div>31040 Texas State H...</div> <div>Texas State Highway 100...</div>	\$54.7K	22.5%	30.7	Hispanic or Latino (90.5%)	3.21
<div>Texas</div>	\$76.5K	33.1%	35.4	White (39.9%)	2.76

May 1st, 2024 - Apr 30th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



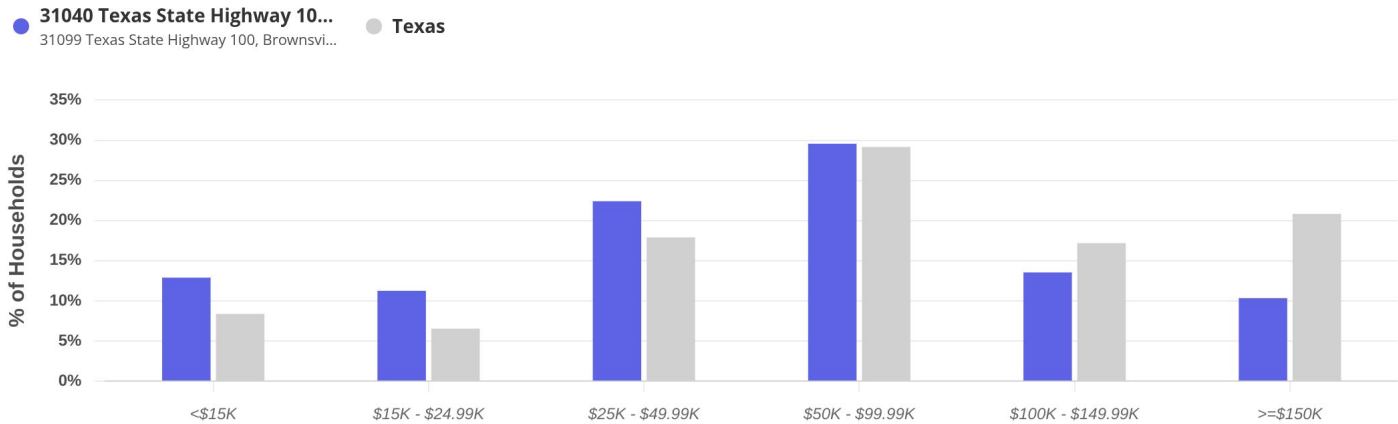


Property Overview

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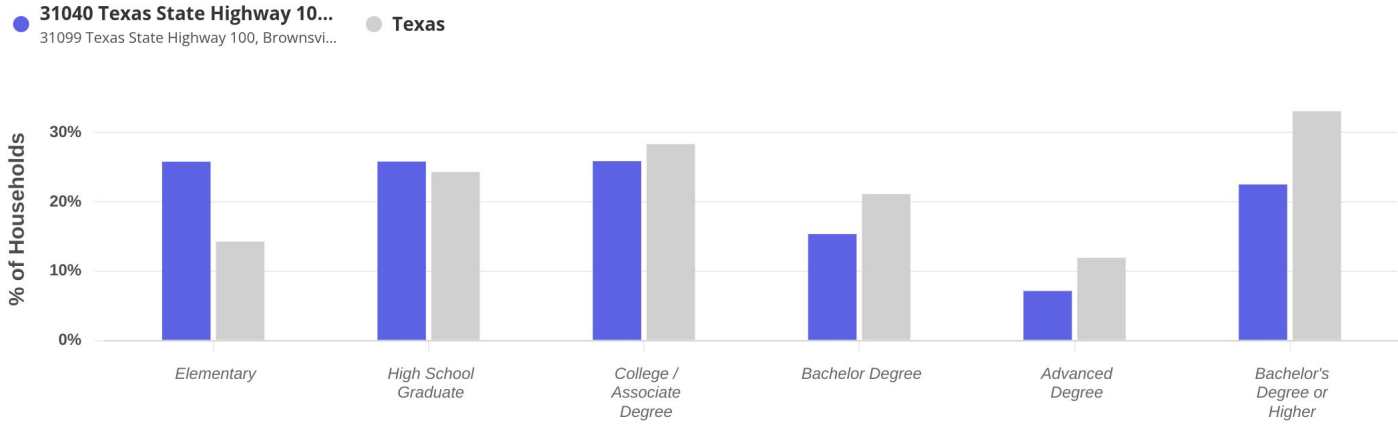
Household Income



May 1st, 2024 - Apr 30th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Education



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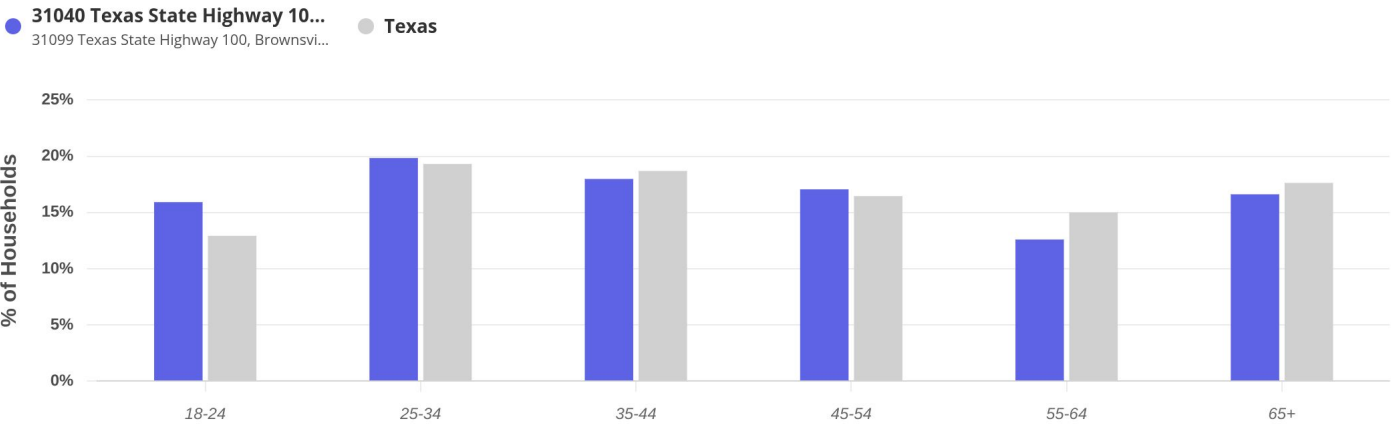


Property Overview

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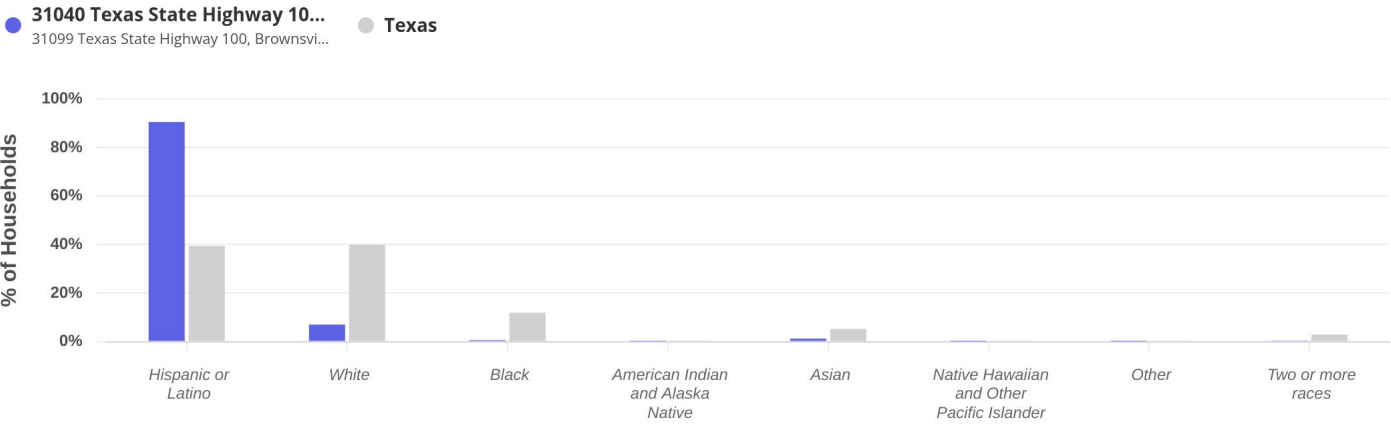
Age



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Ethnicity



May 1st, 2024 - Apr 30th, 2025 | Data Source: Census 2023
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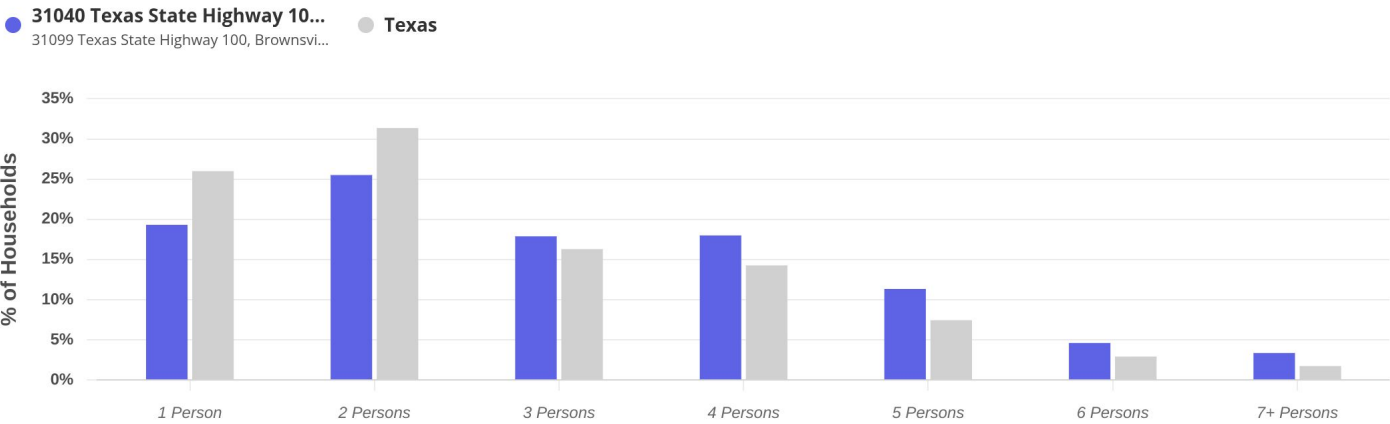


Property Overview

May 1, 2024 - Apr 30, 2025



Household Size



May 1st, 2024 - Apr 30th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



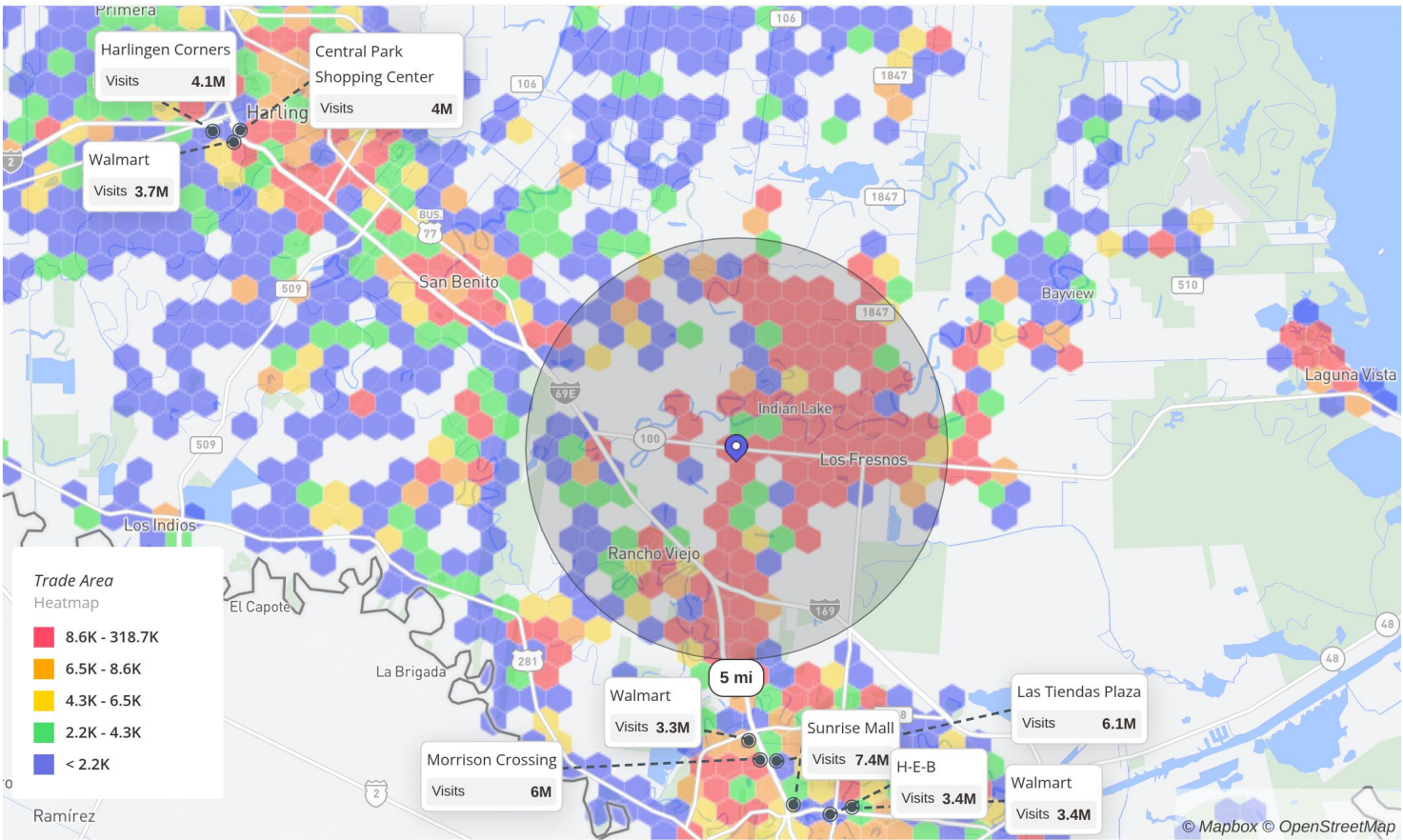


Property Overview

May 1, 2024 - Apr 30, 2025



Market Landscape



May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





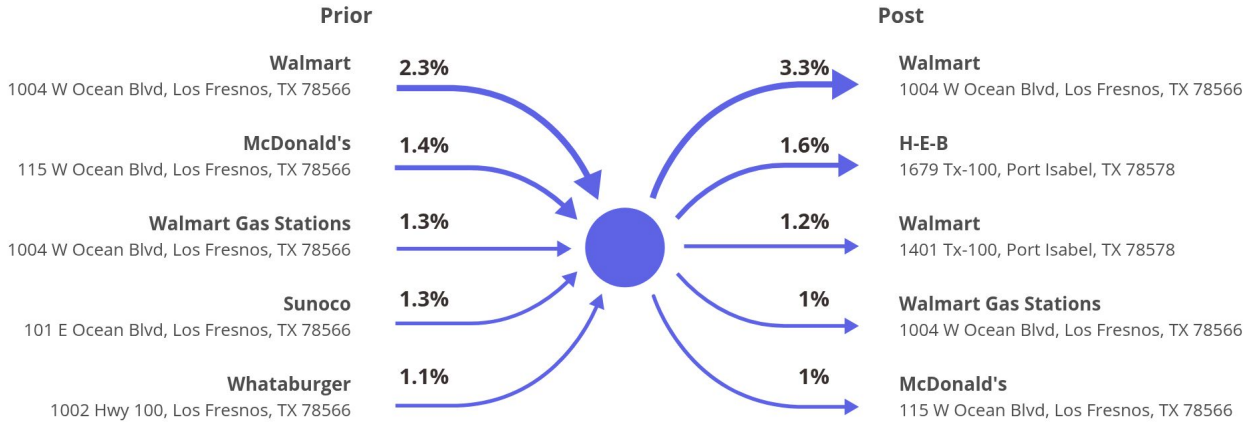
Property Overview

May 1, 2024 - Apr 30, 2025



Visitor Journey

● **31040 Texas State Highway 100, Los Fresnos**
31099 Texas State Highway 100, Brownsville, TX 78586

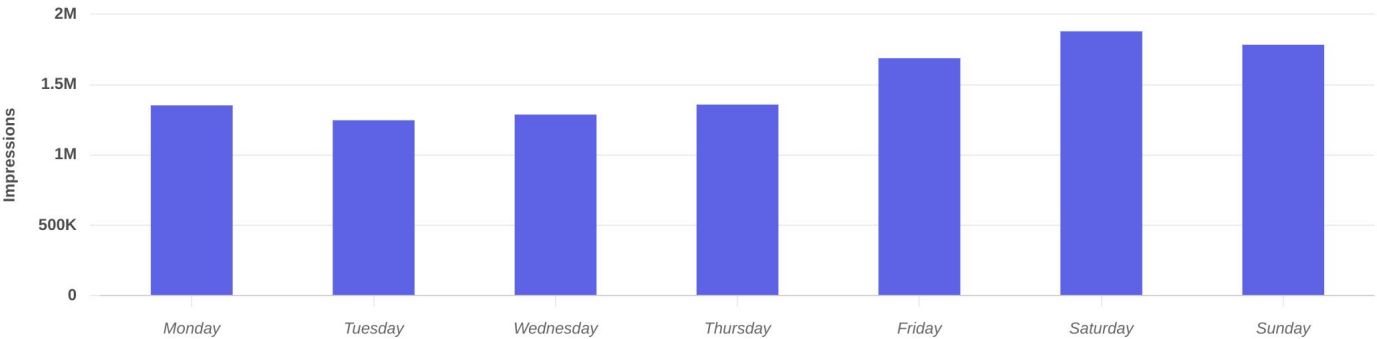


Show by: | May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Impressions

● **31040 Texas State Highway 10...**
31099 Texas State Highway 100, Brownsv...



Visits | May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





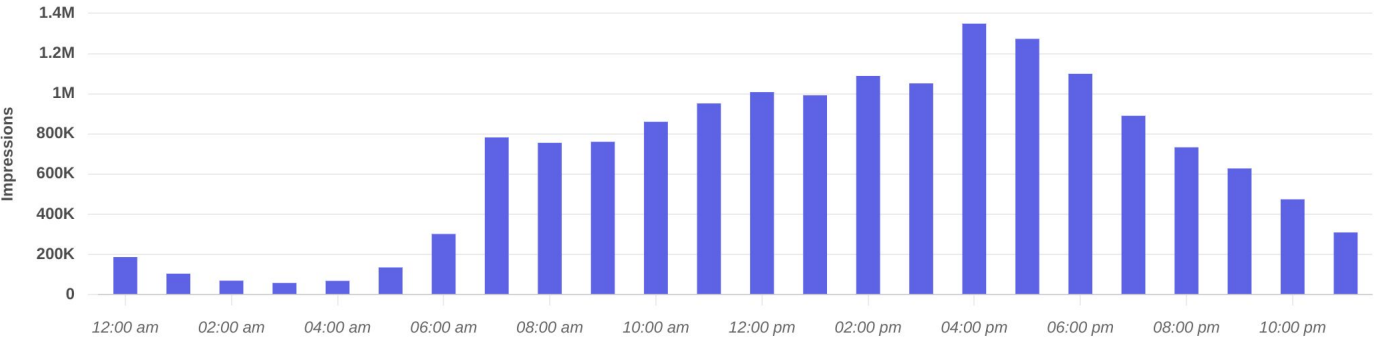
Property Overview

May 1, 2024 - Apr 30, 2025



Hourly Impressions

31040 Texas State Highway 10...
31099 Texas State Highway 100, Brownsv...



Visits | May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

31040 Texas State Highway 100, Los Fresnos / Texas State Highway 100, Brownsville, TX

Rank	Name	Distance	Visitors
1	La Plaza Mall / 2200 S 10th St, McAllen, TX 78503	44.9 mi	593.1K (40.1%)
2	Palms Crossing / 3300 W Expy 83, McAllen, TX 78501	46.3 mi	495.2K (33.5%)
3	Pharr Town Center / 500 N Jackson Rd, Pharr, TX 78577	42.9 mi	430.1K (29.1%)
4	Las Tiendas / 724 E Expressway 83, McAllen, TX 78503	43.4 mi	394.3K (26.7%)
5	Rio Grande Valley Premium Outlets / 5001 E Expressway 83, Mercedes, TX 78570	23.4 mi	386.6K (26.1%)
6	The Shoppes at Rio Grande Valley / 419 E Trenton Rd, Edinburg, TX 78539	41.9 mi	382K (25.8%)
7	Trenton Crossing Shopping Center / 7600 N 10th St, Mcallen, TX 78504	45 mi	376.9K (25.5%)
8	Walmart / 1401 TX-100, Port Isabel, TX 78578	18.8 mi	366.5K (24.8%)
9	Sharyland Towne Crossing / 2423 E Expressway 83, Mission, TX 78572	47.9 mi	351.3K (23.7%)
10	Shops at 29 / 2800 W Expy 83, McAllen, TX 78501	46 mi	324.5K (21.9%)

Category: All Categories | Min. Visits: 1 | May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



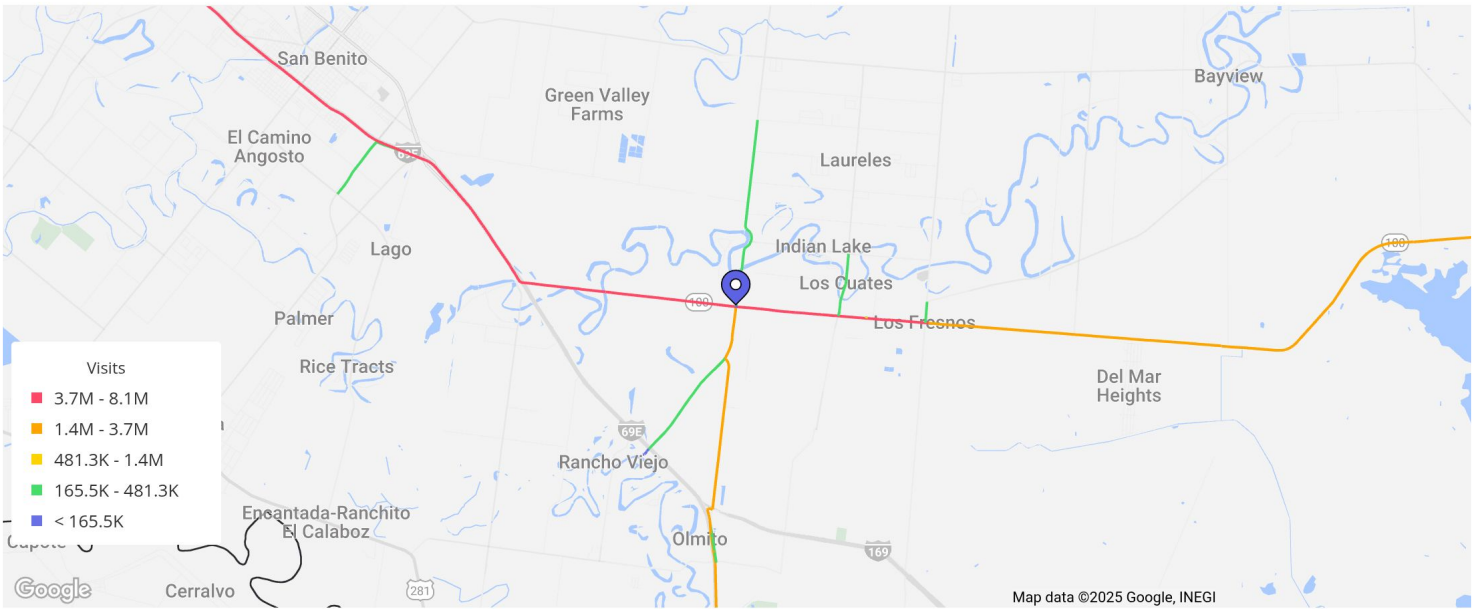


Property Overview

May 1, 2024 - Apr 30, 2025



Visitor Journey - Routes



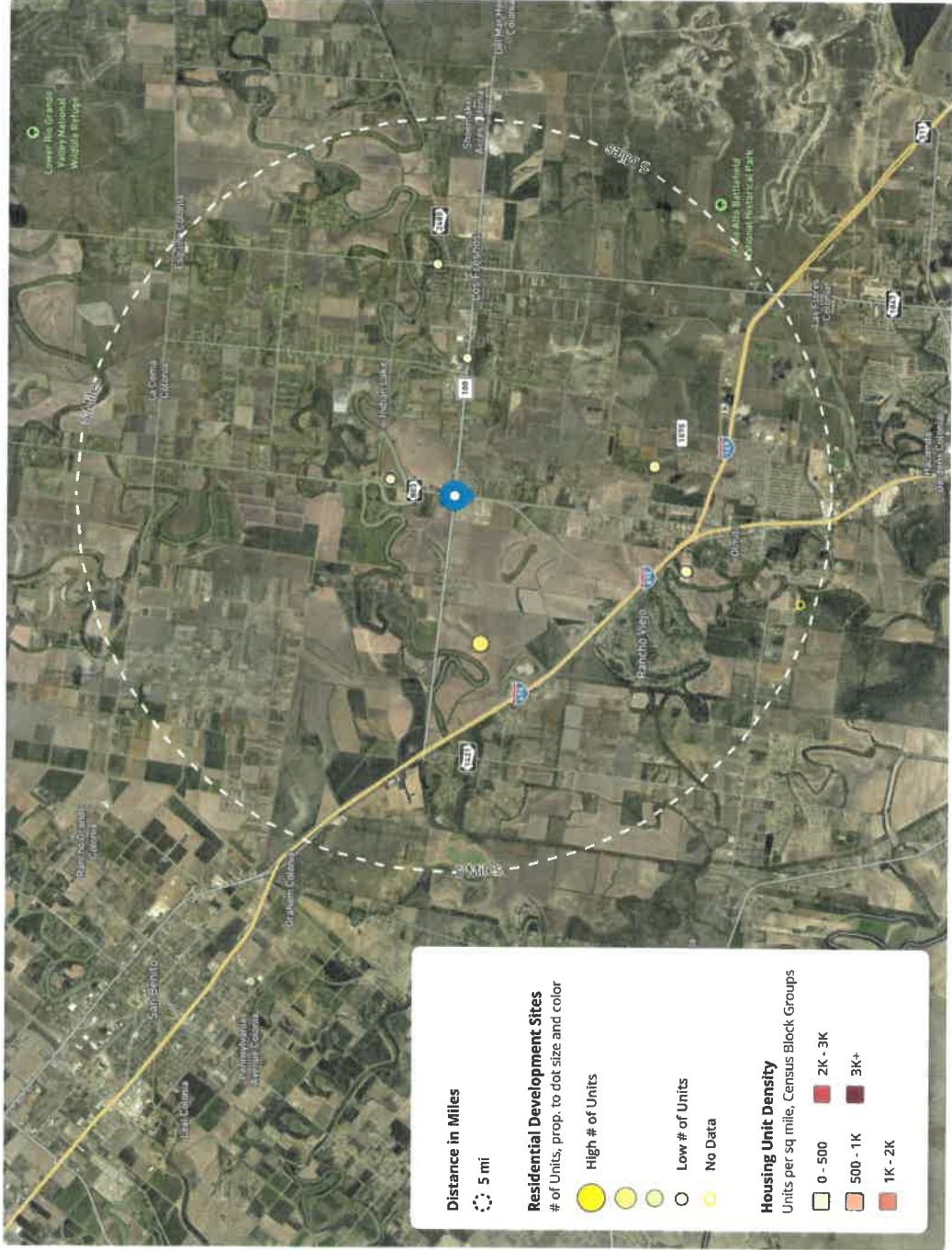
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



31040 Texas State Highway 100, Los Fresnos

31099 Texas State Highway 100, Brownsville, TX 78586



Residential Development Sites (BCI)

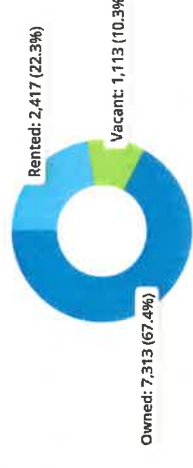
3	2	2
Sites Planned	Under Construction	Completed (12 months)

Total New Estimated Residential Units 651

Single-Family Units	21.2%	138
Multi-Family Units	24.3%	158
Mixed-Use Units	54.5%	355

Trade Area Demographics

Population	34,604	↑ 9.5% (2029)
Households	9,730	↑ 9.8% (2029)
Group Quarters	1,063	
Median Home Value	\$199,267	
Total Housing Units	10,843	



Residential Development Sites represent estimated current BCI BuildCentral data for planned, in progress, and recently completed residential development projects. Map and data tables are based STI Popstats 2024 and BCI BuildCentral.