



Retail Recruitment Strategy Update

Rollingwood, Texas

April 2022



Retail Market
Analysis
2022 Update

Cell Phone Analysis

Metrics

?

Property:

Shops at Mira Vista / Bee Cav...



Visits	1M	Avg. Dwell Time	41 min
Visits / sq ft	15.22	Panel Visits	20K
Visitors	284.8K	Estimated Sales (Beta)	N/A
Visit Frequency	3.76		

Visits Trend

?

Venues:

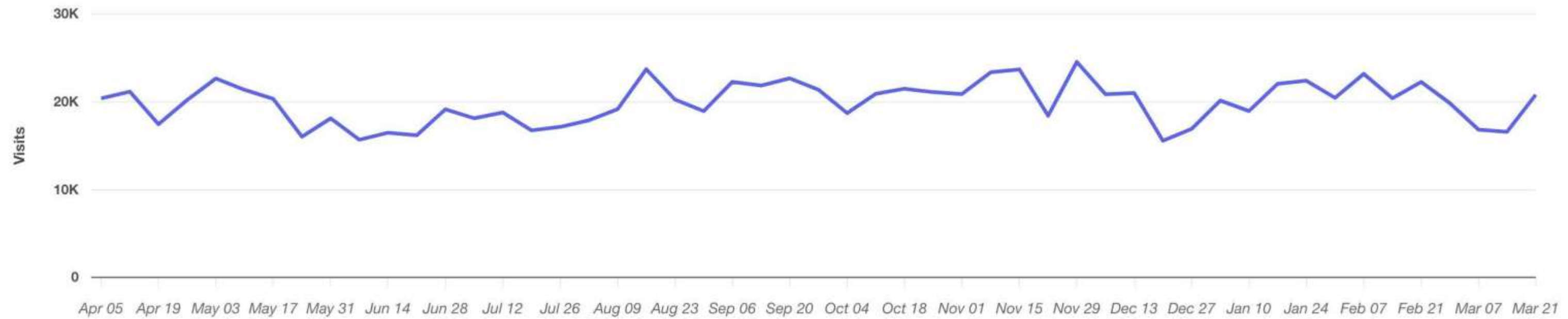


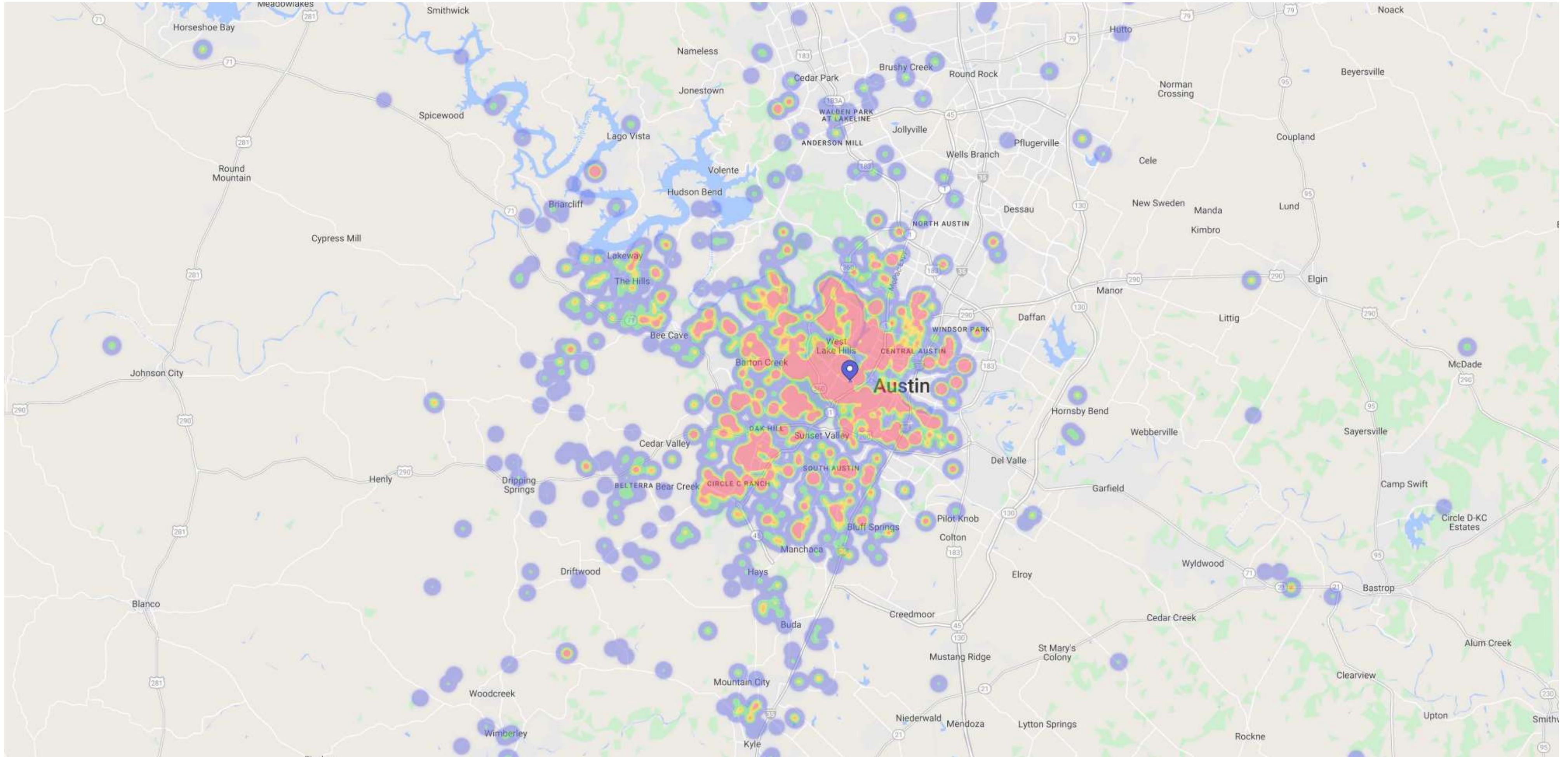
Metric:

Visits

Aggregation:

Weekly

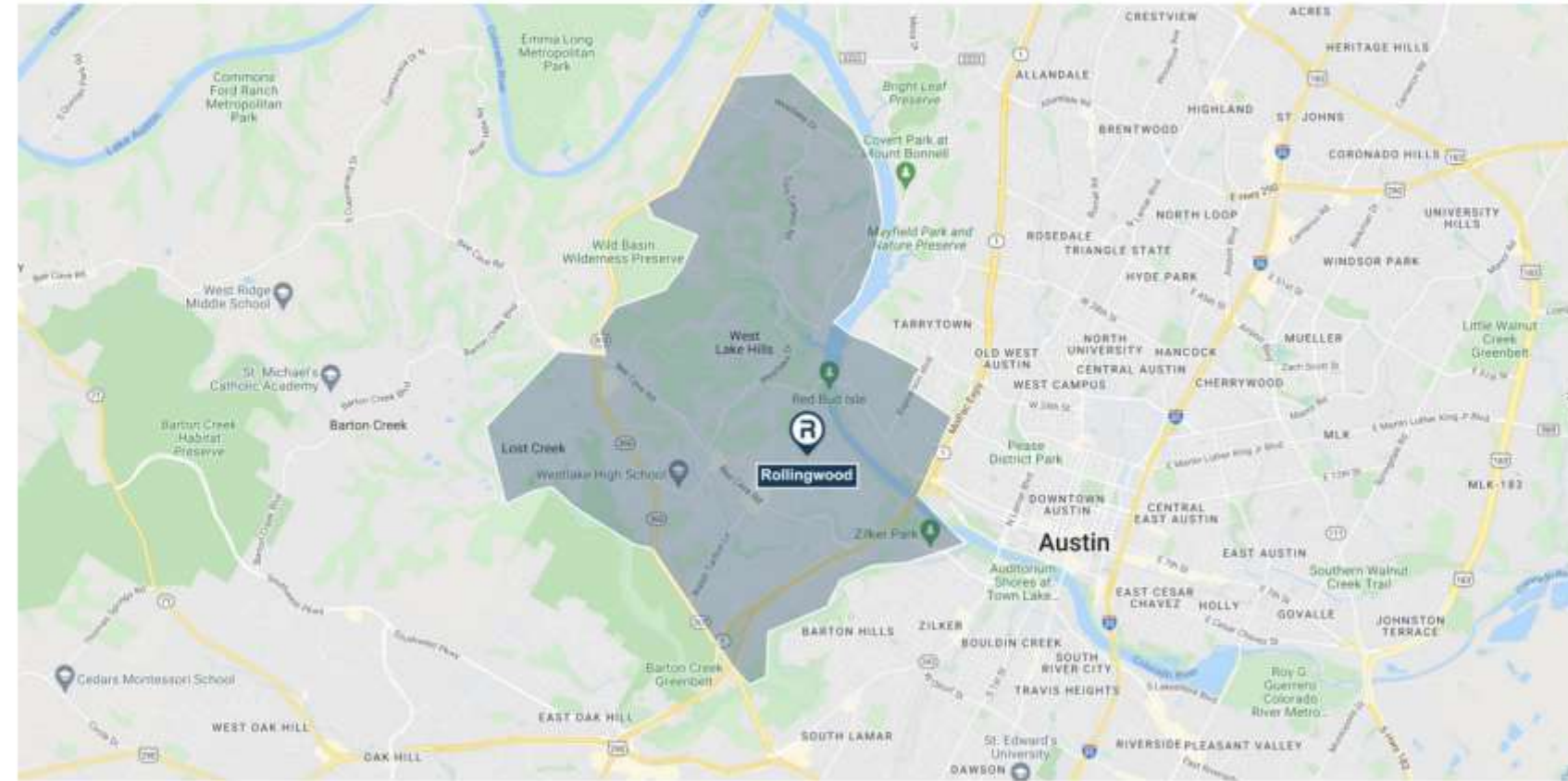




Shops at Mira Vista - Heat map

Primary Retail Trade Area • Retail Market Profile

Rollingwood, Texas



Population		Age	
2010	26,241	0 - 9 Years	9.72%
2022	29,744	10 - 17 Years	9.39%
2027	31,473	18 - 24 Years	9.05%
Educational Attainment (%)		25 - 34 Years	15.63%
Graduate or Professional Degree	39.27%	35 - 44 Years	9.31%
Bachelors Degree	45.49%	45 - 54 Years	12.56%
Associate Degree	2.90%	55 - 64 Years	15.50%
Some College	7.66%	65 and Older	18.83%
High School Graduate (GED)	3.49%	Median Age	41.63
Some High School, No Degree	0.63%	Average Age	41.60
Less than 9th Grade	0.57%	Race Distribution (%)	
Income		White	85.75%
Average HH	\$230,168	Black/African American	1.08%
Median HH	\$162,466	American Indian/Alaskan	0.33%
Per Capita	\$97,774	Asian	8.88%
		Native Hawaiian/Islander	0.07%
		Other Race	1.36%
		Two or More Races	2.54%
		Hispanic	8.58%



Ashley Wayman
City of Rollingwood
Interim City Administrator

403 Nixon Drive
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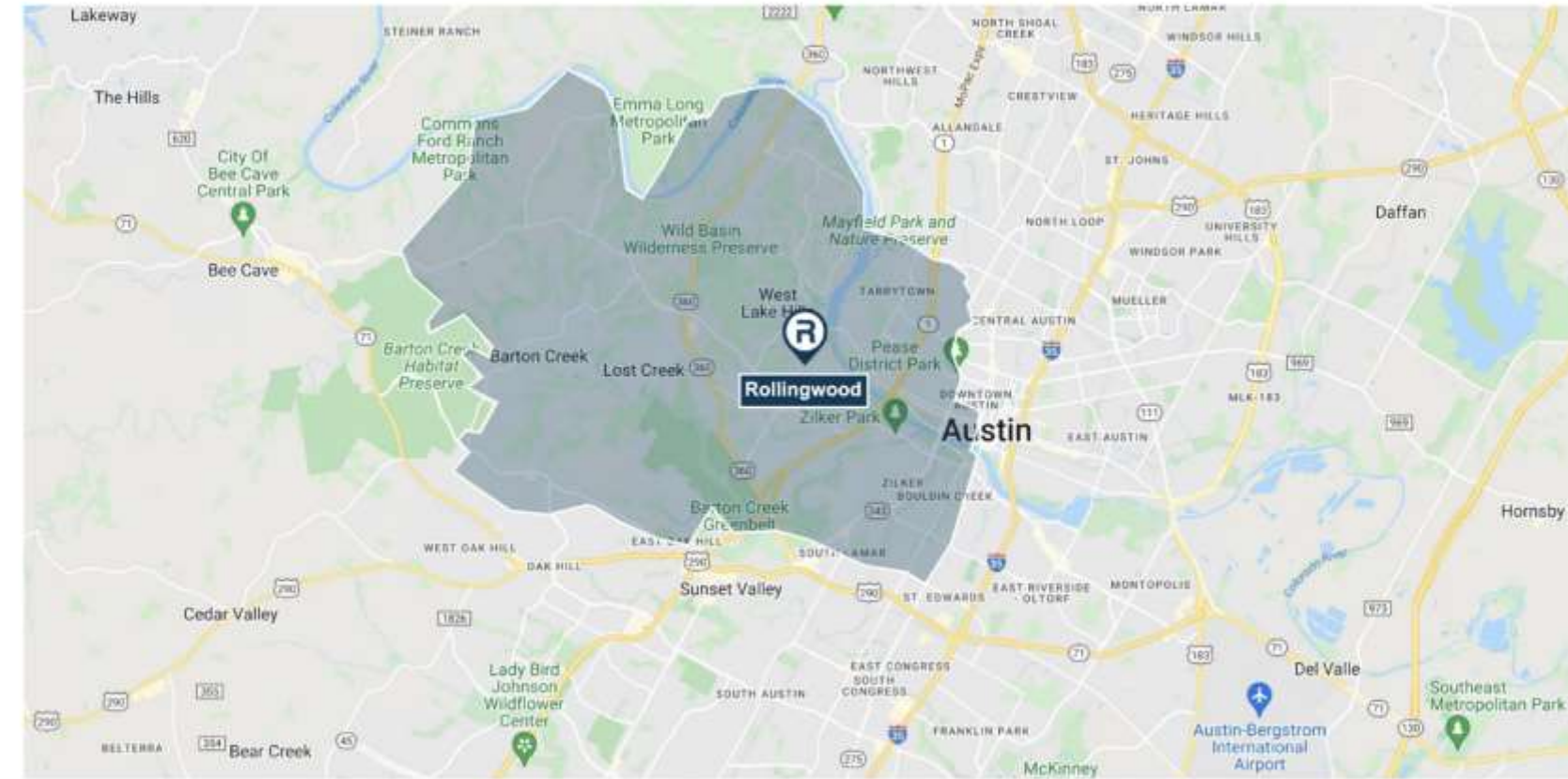
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Retail Trade Area • Retail Market Profile

Rollingwood, Texas



Population		Age	
2010	92,671	0 - 9 Years	9.47%
2022	113,983	10 - 17 Years	8.98%
2027	121,241	18 - 24 Years	7.42%
Educational Attainment (%)		25 - 34 Years	16.33%
Graduate or Professional Degree	33.29%	35 - 44 Years	13.60%
Bachelors Degree	44.86%	45 - 54 Years	14.05%
Associate Degree	3.30%	55 - 64 Years	13.78%
Some College	9.91%	65 and Older	16.38%
High School Graduate (GED)	5.36%	Median Age	40.66
Some High School, No Degree	1.79%	Average Age	41.02
Less than 9th Grade	1.48%	Race Distribution (%)	
Income		White	84.62%
Average HH	\$193,554	Black/African American	1.70%
Median HH	\$130,428	American Indian/Alaskan	0.47%
Per Capita	\$92,381	Asian	6.48%
		Native Hawaiian/Islander	0.06%
		Other Race	3.88%
		Two or More Races	2.78%
		Hispanic	12.69%



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Retail Recruitment Strategy

Identifying Retailers & Developers for Recruitment

USING RESEARCH, ANALYSIS AND AVAILABLE SITES TO TARGET THE RIGHT RETAILERS AND DEVELOPERS.

- Retailers must “fit” the community based on their location criteria





Costco Wholesale



SITE CRITERIA

Costco Wholesale Corporation operates an international chain of membership warehouses, mainly under the "Costco Wholesale" name, that carry quality brand name merchandise at substantially lower prices than are typically found at conventional wholesalers or retail sources. The warehouses are designed to help small-to-medium-sized businesses reduce costs in purchasing for resale and for everyday business use. Individuals may also purchase for their personal needs.

DEMO GUIDELINES

	9-11th
Population	250,000+
Median Income	\$75,000+

SEEKING SITES

- High traffic
- 100,000 SF



PREFERRED CO-TENANTS

- High density business district

SPACE PARAMETERS

- Free Standing, Regional Strip Mall
- Location to accommodate 5-10,000 square feet building with a 30' front set back drive aisle
- Parking of 200-250 spaces for Business Center and 150 spaces for Regular Costco, 5 spaces per 1,000 square feet and a fueling station
- Minimum 10 handicap parking spaces or 2% of total parking, whichever is greater
- Land: 10-12 acres, for Business Center or 14-16 acres for regular Costco
- Business Center require \$15,000 - 120,000 SF building and Standard Costco require average of 150,000 SF building





CHIPOTLE



SITE CRITERIA

Chipotle Mexican Grill is the nation's leading fast-casual Mexican restaurant chain, owning and operating corporate units in almost every major U.S. market. The company is innovative in many respects, from its commitment to hormone-free and organic food, environmental-friendly operation and energy-efficient design. Seagull Group assists the company in site selection in the Baltimore Metropolitan area, the Maryland Eastern Shore, and lower Delaware.

DEMO GUIDELINES

Desired Customer Base: Proximate urban and suburban areas with strong residential and daytime population.

Other Comments: Preferred geographic markets include retail, university, medical, and hospitals.

SEEKING SITES

- 100,000 SF
- 1,000 - 1,800 SF
- Patio seating preferred



PREFERRED CO-TENANTS

- Shopping Centers

TRADE CRITERIA

- Urban and suburban with strong residential and daytime population
- Preferred geographic markets include residential, office, retail, university, recreation and hospitals

SITE CRITERIA

- Urban streetside, shopping center and edge and edge, freestanding buildings
- Current site range from 2,000 to 7,000 square feet depending on traffic and direction of flow
- 25 foot minimum frontage
- Patio seating preferred
- Zoning to accommodate restaurant use and drive thru lanes, beer & wine service
- Parking adequate for restaurant use
- Building exterior to allow Chipotle standard storefront design and signage
- Excellent visibility and access





Sprouts



SITE CRITERIA

Sprouts Farmers Market is a high-growth, value-priced, healthy grocery store offering a wide selection of natural, organic and fresh foods, vitamins/supplements and other health-related products, with the primary offering being farm fresh products at extreme value. Sprouts is currently operating more than 200 stores in 18 states (AL, AZ, CA, CO, GA, KS, NY, NM, NC, OK, TN, TX, UT).

DEMO GUIDELINES

	10-11th
Population	100,000+
Median Income	Above average per capita income
Busi. Index at Area	4 year college degree
Traffic Count (V/D)	High traffic counts

SEEKING SITES

- Adjacent to
- 20,000 - 30,000 SF



SITE CRITERIA

- 100,000+ population within 10 minutes
- 20,000 - 30,000 square foot store size
- Easy access with high traffic counts
- Minimum of 100+ parking spaces
- 100 - 150 foot set back

SPACE PARAMETERS

- Free Standing
- Liberty Center
- Neighborhood Strip Mall
- Power Center
- Regional Strip Mall
- Special Strip Mall



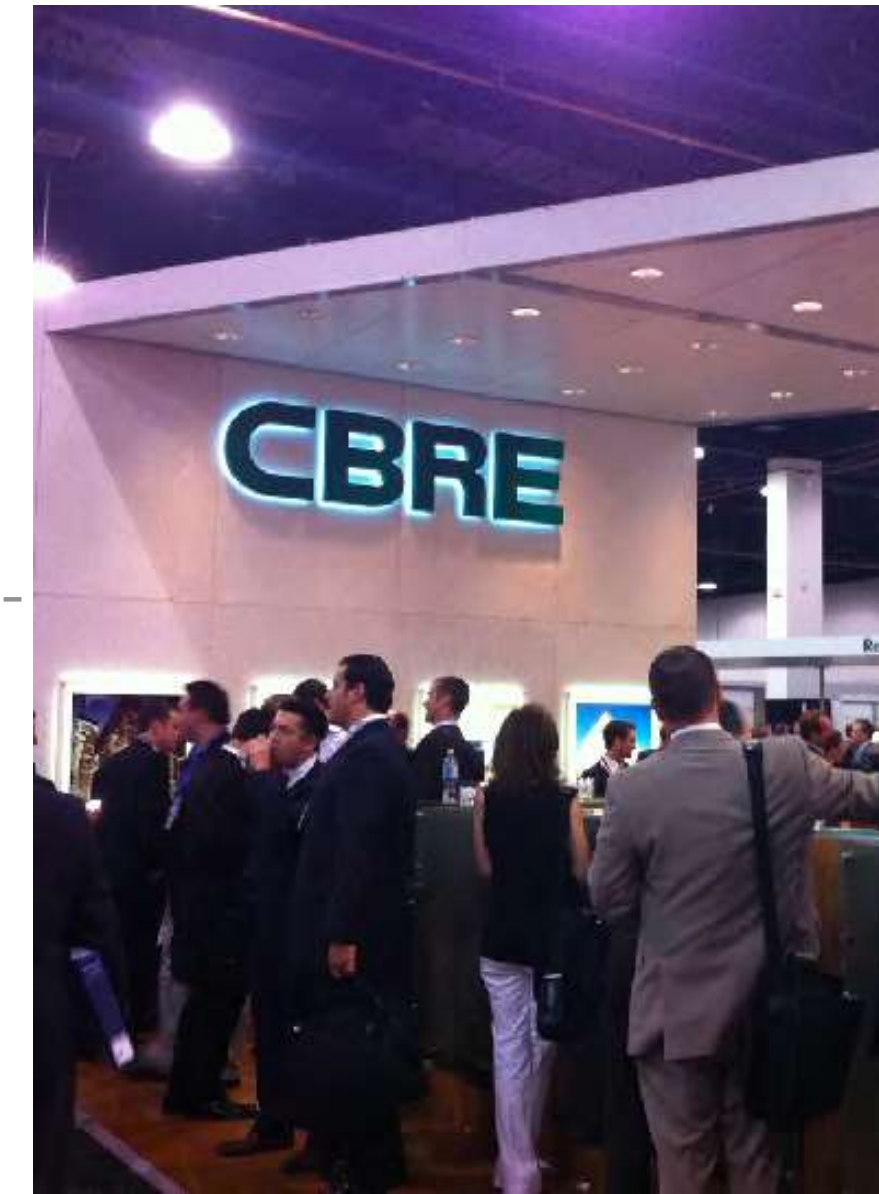
Initial Retailer Match List (DRAFT)

**Apricot Lane
Peter Millar
Duluth Trading Co.
Hopdoddy
Via 313
Snooze, an A.M Eatery
Tiny Boxwoods
Kiehl's
Arhaus
Natural Pawz
Pet Supermarket
Salata
Yard House
Tumble22
Cycle Gear
Malouf's
Luna Grill
Taverna Rossa
Piada**

Utilizing Broker Connections

USING NATIONAL BROKERAGE NETWORK TO EXPEDITE RETAILER AND DEVELOPER INTEREST.

- Brokers are oftentimes “gatekeepers” for national brands



Interested Prospects

hopdoddy
BURGER BAR®



Snooze™
AN A.M. EATERY

Identifying Development & Redevelopment Opportunities

AVAILABLE KEY VACANCIES, SITES AND
UNDERUTILIZED PROPERTIES ARE KEY TO
SUCCESSFUL RECRUITMENT

- Retail
- Restaurants
- Mixed-use
- Lifestyle
- Hospitality
- Healthcare
- Underutilized assets

Rollingwood Plaza



**1,900 sqft available and a
number of leases coming
up for renewal**

Recruiting Retailers & Developer s

**NATIONAL INDUSTRY TRADE SHOW
REPRESENTATION IS KEY.**

- ICSC Red River - Dallas Mar 31- Apr 1, 2022
- ICSC Vegas - May 22-24, 2022
- Retail Live - Austin - September 1, 2022



RETAIL RECRUITMENT EXPERTS



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