



The**Retail**Coach.®

Taste of Wylie Mobile Data Survey

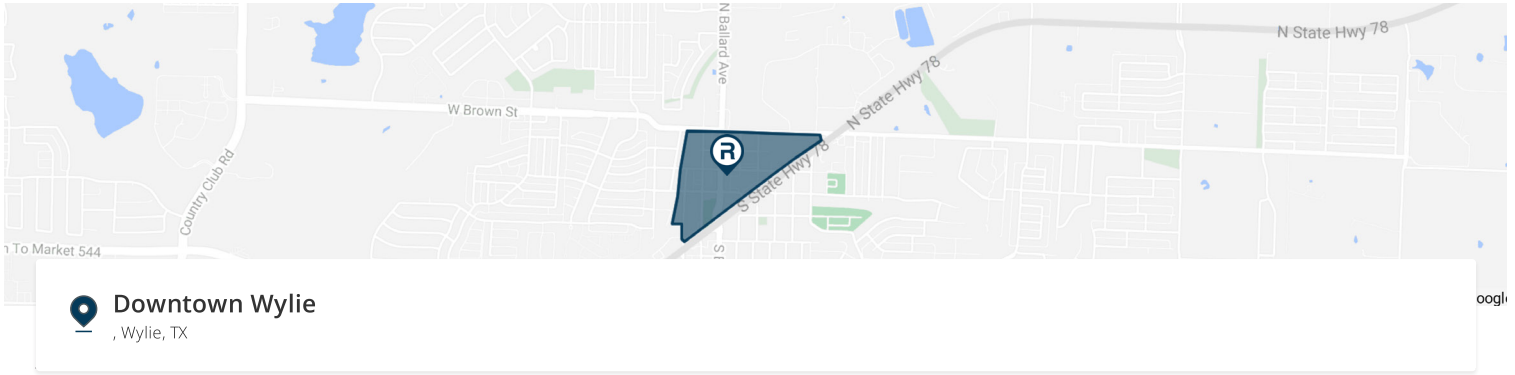
WYLIE, TEXAS

WYLIEEDDC

Prepared for Wylie Economic Development Corporation
May 2, 2022

Taste of Wylie • Mobile Data Analysis

Wylie, Texas • May 2, 2022



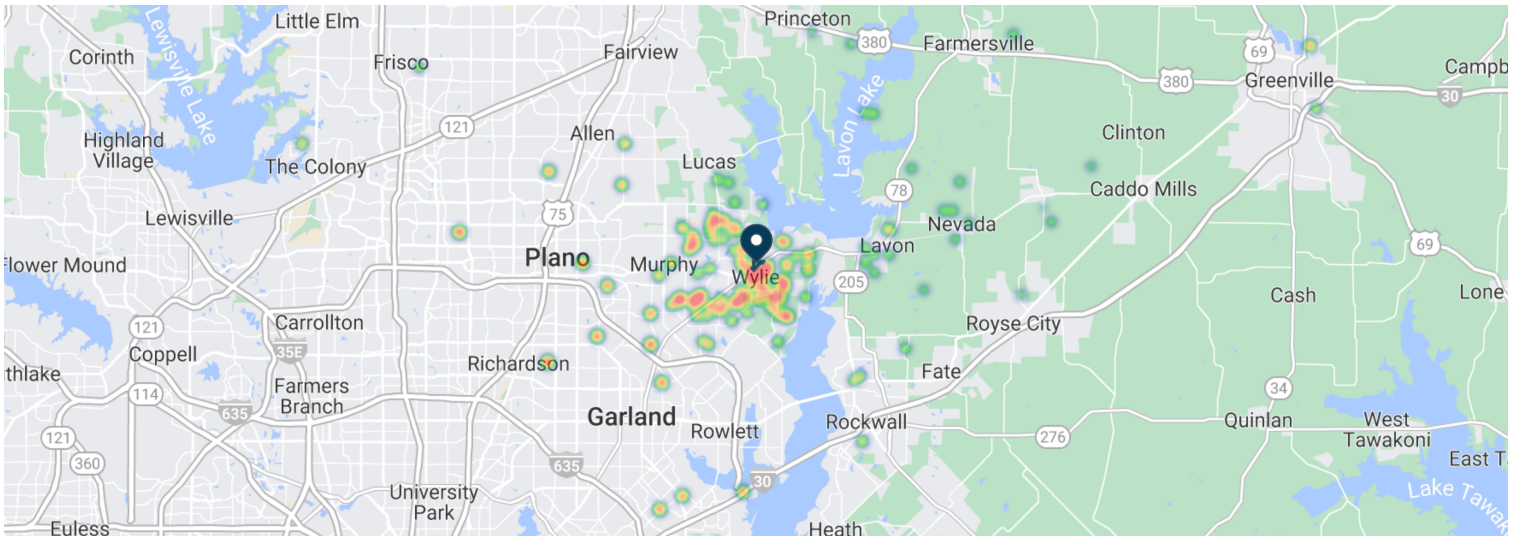
Metrics

Est. # of Visits

Taste of Wylie

2.8K

Trade Area - Home Locations



Typical Customer Persona

Downtown Wylie



Ethnicity White

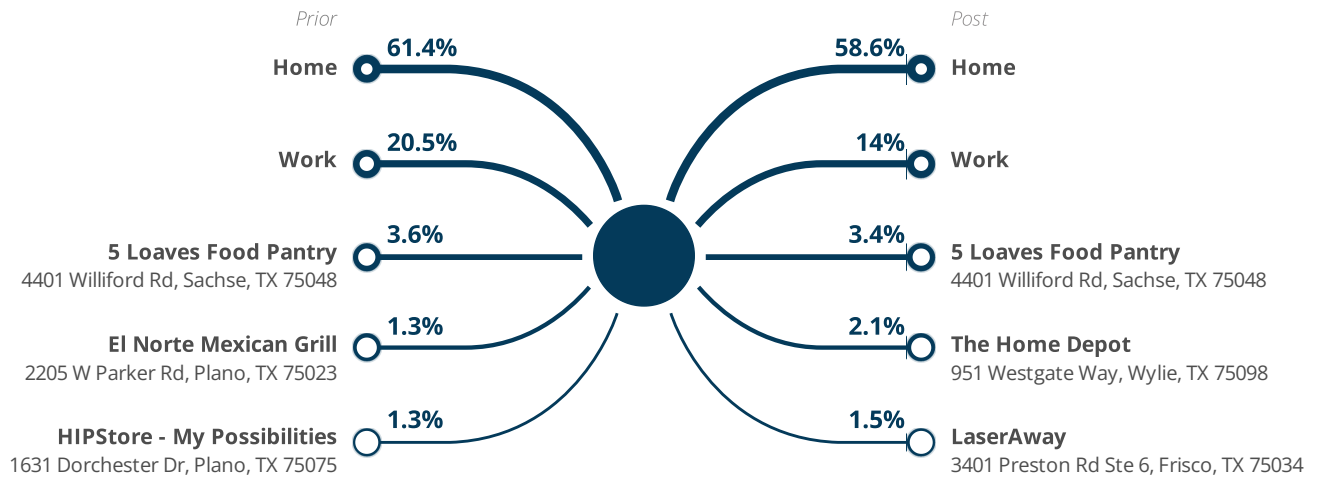
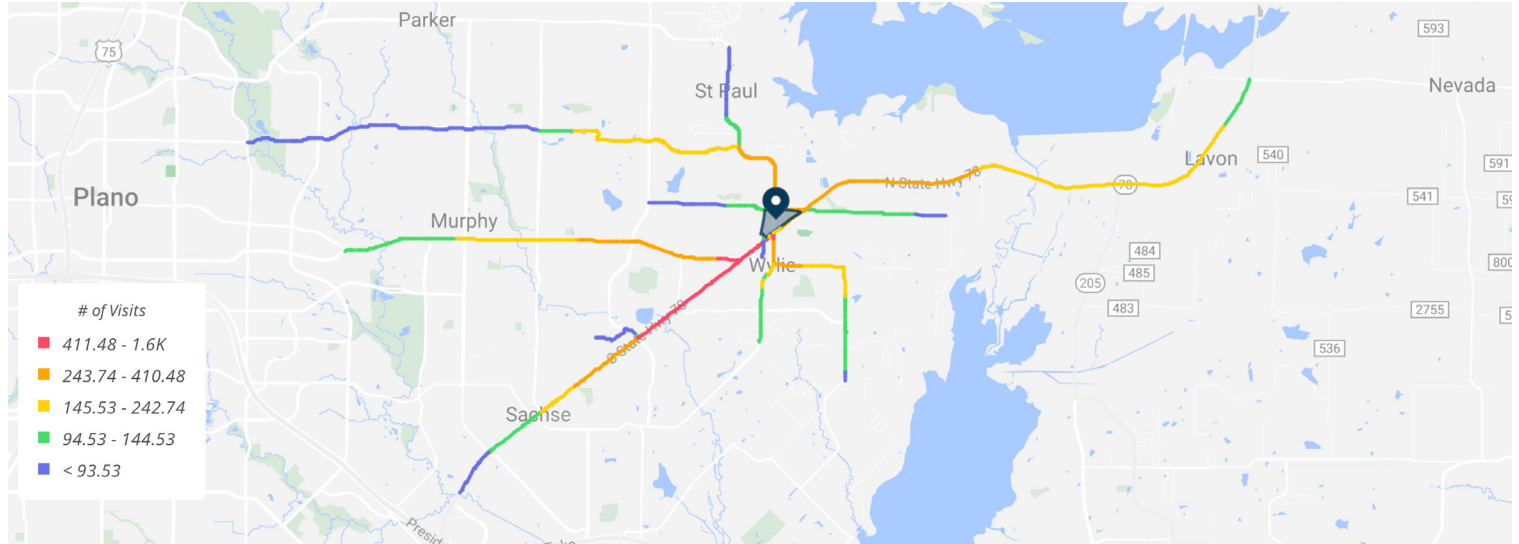
Income \$75K - \$100K



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Customer Journey



Favorite Places

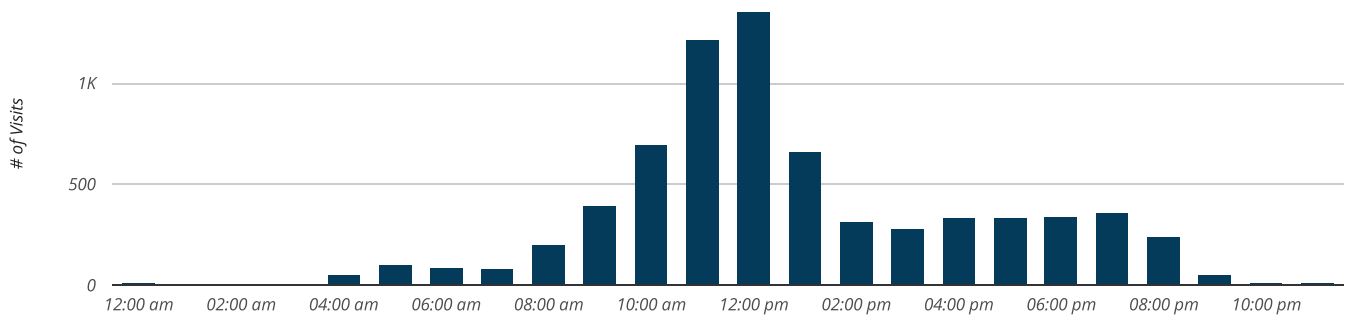
1	Olde City Park N Ballard Ave	0.17 mi	1.1K (39.3%)
2	Ballard Street Cafe N Ballard Ave	0.04 mi	330 (11.9%)
3	Fb Wylie Event Center N Ballard Ave	0.05 mi	209 (7.6%)
4	Southwestern Chiropractic S Jackson Ave	0.19 mi	138 (5%)
5	Woodbridge Crossing Fm 544	3.09 mi	126 (4.6%)



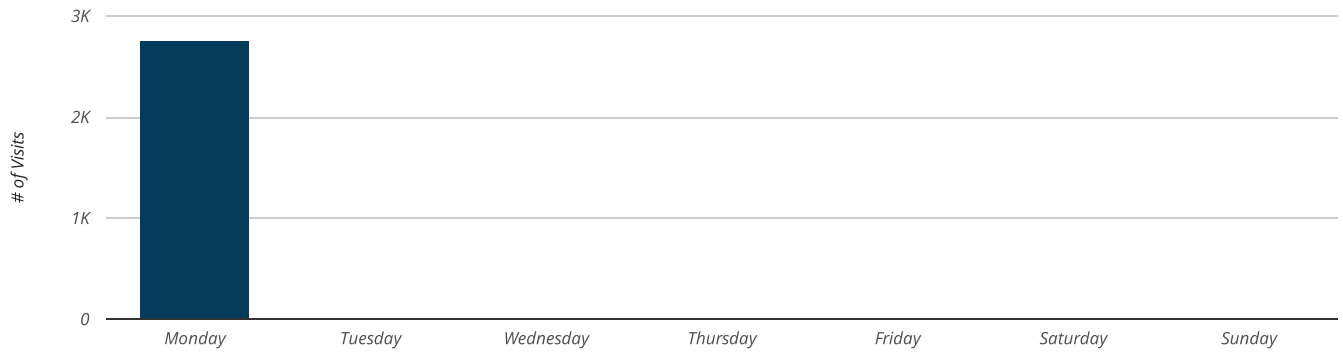
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Hourly Visits



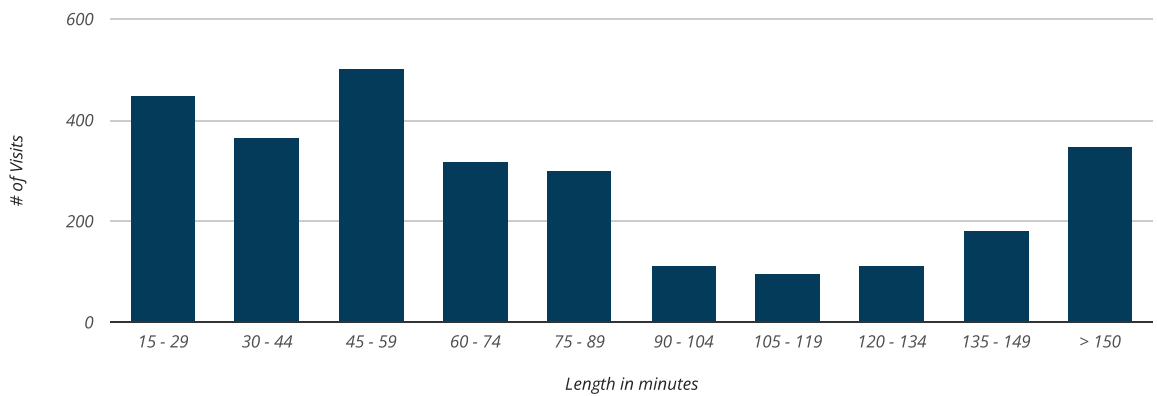
Daily Visits



Length of Stay

Average Stay

87 Min



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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Wylie	TX	75098	46.35
Sachse	TX	75048	11.24
Plano	TX	75094	3.76
Garland	TX	75044	3.68
Garland	TX	75043	3.25
San Jose	CA	95110	3.07
Lavon	TX	75166	2.89
Nevada	TX	75173	2.38
Allen	TX	75002	1.63
Rockwall	TX	75087	1.48
Richardson	TX	75081	1.41
Plano	TX	75093	1.37
Farmersville	TX	75442	1.26
Garland	TX	75040	1.23
Plano	TX	75074	1.16
Richardson	TX	75082	1.08
Royse City	TX	75189	1.01
Plano	TX	75025	1.01

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Greenville	TX	75401	0.94
Fredericksburg	TX	78624	0.90
Pittsburg	TX	75686	0.90
Edinburg	TX	78539	0.76
Tyler	TX	75703	0.72
The Colony	TX	75056	0.69
Princeton	TX	75407	0.69
Rockwall	TX	75032	0.65
Davenport	FL	33896	0.65
Leonard	TX	75452	0.61
Belton	TX	76513	0.58
Greenville	TX	75402	0.54
Wolfe City	TX	75496	0.51
Cumby	TX	75433	0.47
Frisco	TX	75034	0.43
Blue Ridge	TX	75424	0.40
Caddo Mills	TX	75135	0.29

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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