



The**Retail**Coach.®

Pedal Car Race Mobile Data Survey

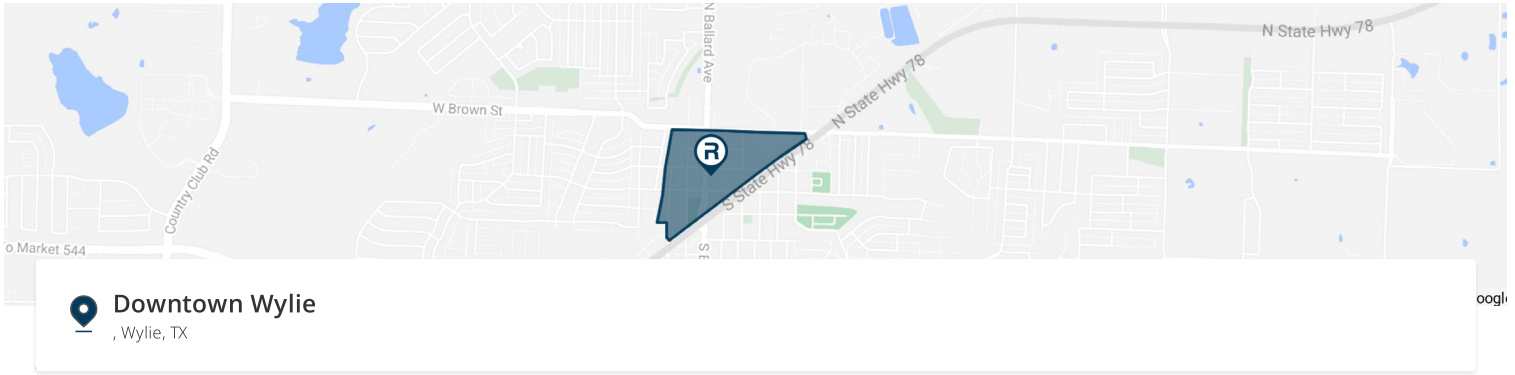
WYLIE, TEXAS

WYLIEEDDC

Prepared for Wylie Economic Development Corporation
May 1, 2022

Pedal Car Race • Mobile Data Analysis

Wylie, Texas • May 1, 2022



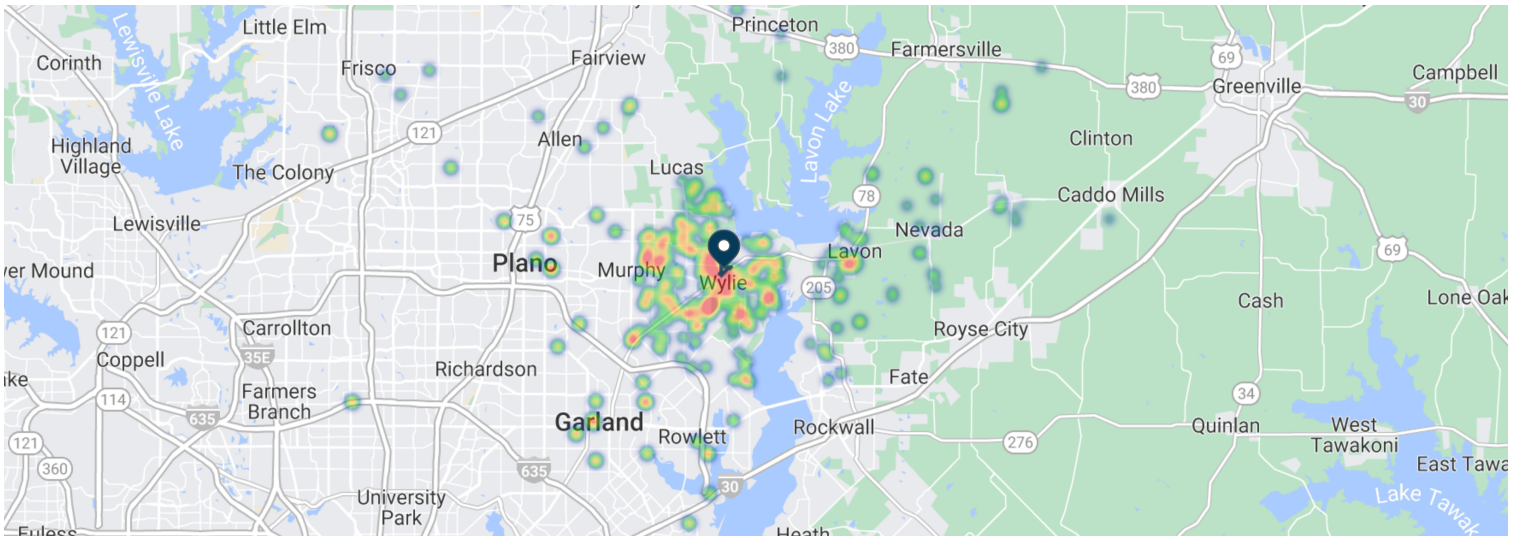
Metrics

Est. # of Visits

Pedal Car Race

6.3K

Trade Area - Home Locations



Typical Customer Persona

Downtown Wylie



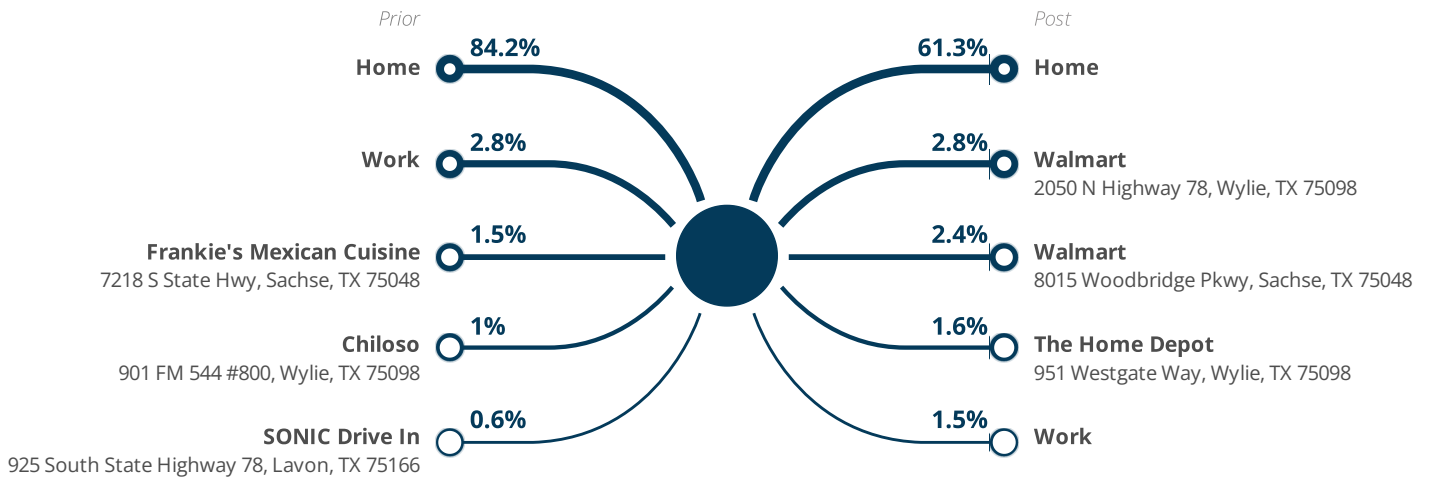
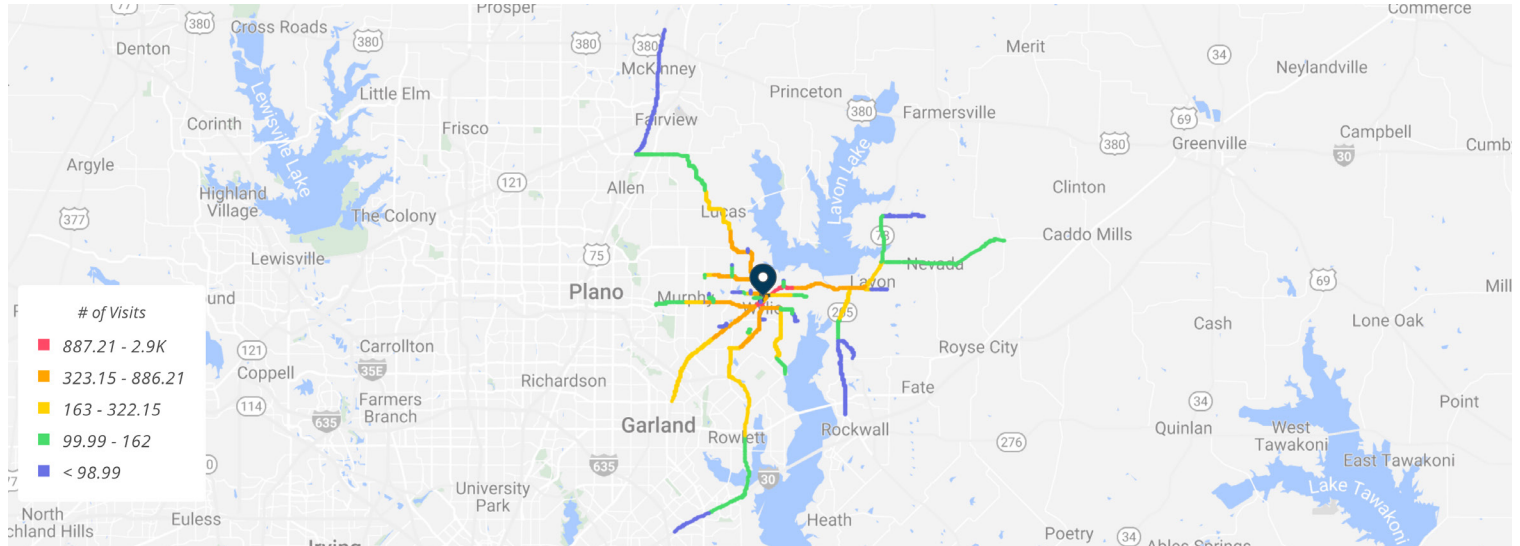
Ethnicity	White
Income	\$75K - \$100K



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Customer Journey



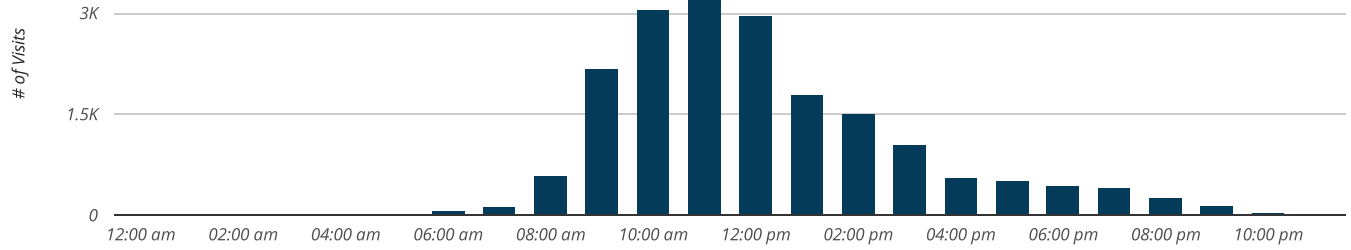
Favorite Places

1	First Baptist Church Wylie N Ballard Ave	0.06 mi	1.9K (29.6%)
2	Taste of Home N Ballard Ave	0.09 mi	912 (14.5%)
3	Ballard Street Cafe N Ballard Ave	0.04 mi	611 (9.7%)
4	Olde City Park N Ballard Ave	0.17 mi	551 (8.8%)
5	First Baptist Wylie Event Center Wylie	0.04 mi	409 (6.5%)

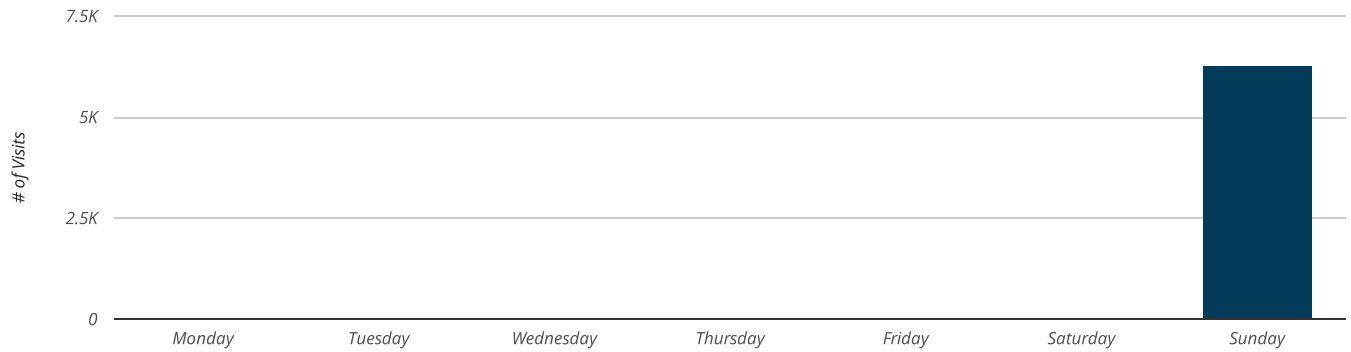
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Hourly Visits



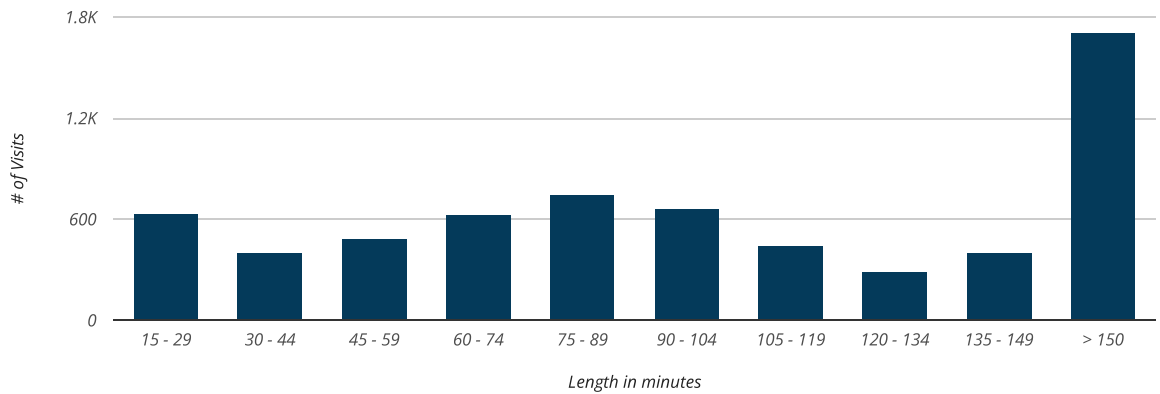
Daily Visits



Length of Stay

Average Stay

118 Min



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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Wylie	TX	75098	47.42
Sachse	TX	75048	8.76
Plano	TX	75094	5.63
Lavon	TX	75166	4.85
Garland	TX	75040	3.05
Plano	TX	75074	2.92
Nevada	TX	75173	2.64
Garland	TX	75044	2.46
Rockwall	TX	75087	2.00
Rowlett	TX	75089	1.68
Garland	TX	75043	1.48
Allen	TX	75002	1.30
Farmersville	TX	75442	1.18
Rowlett	TX	75088	1.14
Whitewright	TX	75491	0.94
McKinney	TX	75071	0.91
Royse City	TX	75189	0.75
Seagoville	TX	75159	0.73
Garland	TX	75042	0.68
Dallas	TX	75244	0.64
The Colony	TX	75056	0.62
Princeton	TX	75407	0.62

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Plano	TX	75023	0.62
Flint	TX	75762	0.60
Garland	TX	75041	0.60
Mesquite	TX	75150	0.51
Wildomar	CA	92595	0.51
Frisco	TX	75035	0.49
Plano	TX	75025	0.43
Childress	TX	79201	0.40
Chesapeake	VA	23322	0.37
Kingwood	TX	77339	0.35
Zionsville	IN	46077	0.33
Red Oak	TX	75154	0.32
Terrell	TX	75161	0.30
Belton	TX	76513	0.29
Allen	TX	75013	0.25
Wills Point	TX	75169	0.24
Quintan	TX	75474	0.22
Bullard	TX	75757	0.22
Frisco	TX	75034	0.21
Forney	TX	75126	0.17
Caddo Mills	TX	75135	0.13

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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