



Retail Marketplace Profile

Prepared by Jay R. Lucas, CCIM

Celina Site

Latitude: 33.323615

Longitude: -96.786844

Drivetime: 10 minutes

Site Type: Drivetime

Summary Demographics

2008 Population	4,217
2008 Households	1,473
2008 Median Disposable Income	\$48,096
2008 Per Capita Income	\$30,765

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$51,718,452	\$30,599,540	\$21,118,912	25.7	34
Total Retail Trade (NAICS 44-45)	\$44,609,490	\$27,076,498	\$17,532,992	24.5	24
Total Food & Drink (NAICS 722)	\$7,108,962	\$3,523,042	\$3,585,920	33.7	10

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$11,233,353	\$8,127,251	\$3,106,102	16.0	7
Automobile Dealers (NAICS 4411)	\$9,839,950	\$7,672,270	\$2,167,680	12.4	2
Other Motor Vehicle Dealers (NAICS 4412)	\$938,722	\$111,738	\$826,984	78.7	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$454,681	\$343,243	\$111,438	14.0	4
Furniture & Home Furnishings Stores (NAICS 442)	\$2,025,271	\$249,959	\$1,775,312	78.0	0
Furniture Stores (NAICS 4421)	\$1,107,982	\$0	\$1,107,982	100.0	0
Home Furnishings Stores (NAICS 4422)	\$917,289	\$249,959	\$667,330	57.2	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,688,932	\$136,608	\$1,552,324	85.0	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,913,319	\$3,298,891	\$-1,385,572	-26.6	5
Building Material and Supplies Dealers (NAICS 4441)	\$1,758,636	\$1,882,659	\$-124,023	-3.4	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$154,683	\$1,416,232	\$-1,261,549	-80.3	2
Food & Beverage Stores (NAICS 445)	\$7,239,622	\$6,949,967	\$289,655	2.0	2
Grocery Stores (NAICS 4451)	\$6,960,566	\$6,949,967	\$10,599	0.1	2
Specialty Food Stores (NAICS 4452)	\$71,827	\$0	\$71,827	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$207,229	\$0	\$207,229	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,035,495	\$426,165	\$609,330	41.7	1
Gasoline Stations (NAICS 447/4471)	\$5,970,791	\$4,215,601	\$1,755,190	17.2	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,707,053	\$380,171	\$2,326,882	75.4	1
Clothing Stores (NAICS 4481)	\$2,245,256	\$380,171	\$1,865,085	71.0	1
Shoe Stores (NAICS 4482)	\$229,015	\$0	\$229,015	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$232,782	\$0	\$232,782	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$783,946	\$260,294	\$523,652	50.1	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$509,872	\$260,294	\$249,578	32.4	2
Book, Periodical, and Music Stores (NAICS 4512)	\$274,074	\$0	\$274,074	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®



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Celina Site

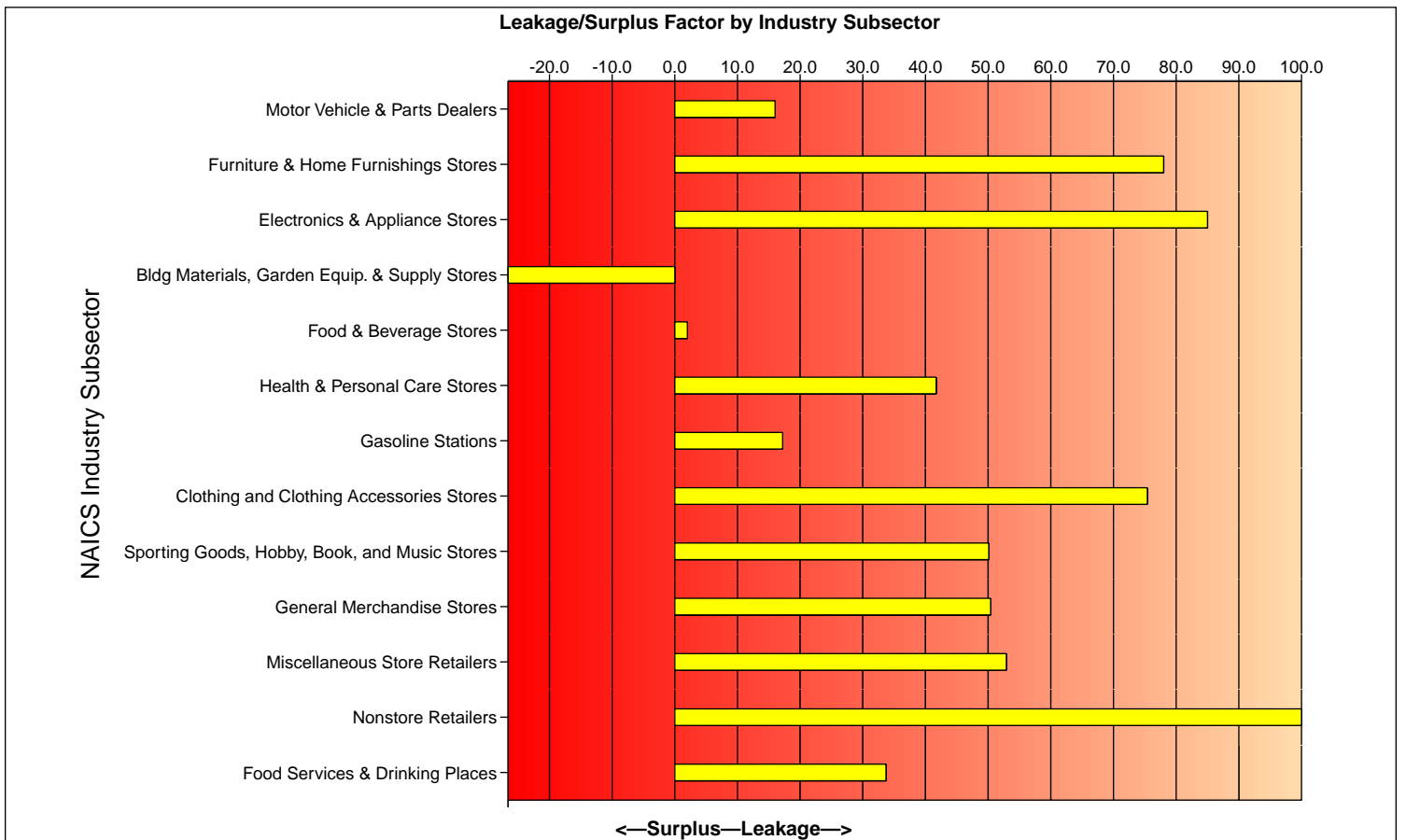
Latitude: 33.323615

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Site Type: Drivetime

Drivetime: 10 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$8,598,234	\$2,834,548	\$5,763,686	50.4	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$2,414,195	\$0	\$2,414,195	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$6,184,039	\$2,834,548	\$3,349,491	37.1	1
Miscellaneous Store Retailers (NAICS 453)	\$640,025	\$197,043	\$442,982	52.9	2
Florists (NAICS 4531)	\$112,304	\$132,583	-\$20,279	-8.3	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$299,038	\$0	\$299,038	100.0	0
Used Merchandise Stores (NAICS 4533)	\$42,099	\$64,460	-\$22,361	-21.0	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$186,584	\$0	\$186,584	100.0	0
Nonstore Retailers (NAICS 454)	\$773,449	\$0	\$773,449	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$483,178	\$0	\$483,178	100.0	0
Vending Machine Operators (NAICS 4542)	\$40,916	\$0	\$40,916	100.0	0
Direct Selling Establishments (NAICS 4543)	\$249,355	\$0	\$249,355	100.0	0
Food Services & Drinking Places (NAICS 722)	\$7,108,962	\$3,523,042	\$3,585,920	33.7	10
Full-Service Restaurants (NAICS 7221)	\$3,122,785	\$1,660,369	\$1,462,416	30.6	8
Limited-Service Eating Places (NAICS 7222)	\$3,769,834	\$1,862,673	\$1,907,161	33.9	2
Special Food Services (NAICS 7223)	\$202,123	\$0	\$202,123	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$14,220	\$0	\$14,220	100.0	0



Source: ESRI and infoUSA®



Celina Site

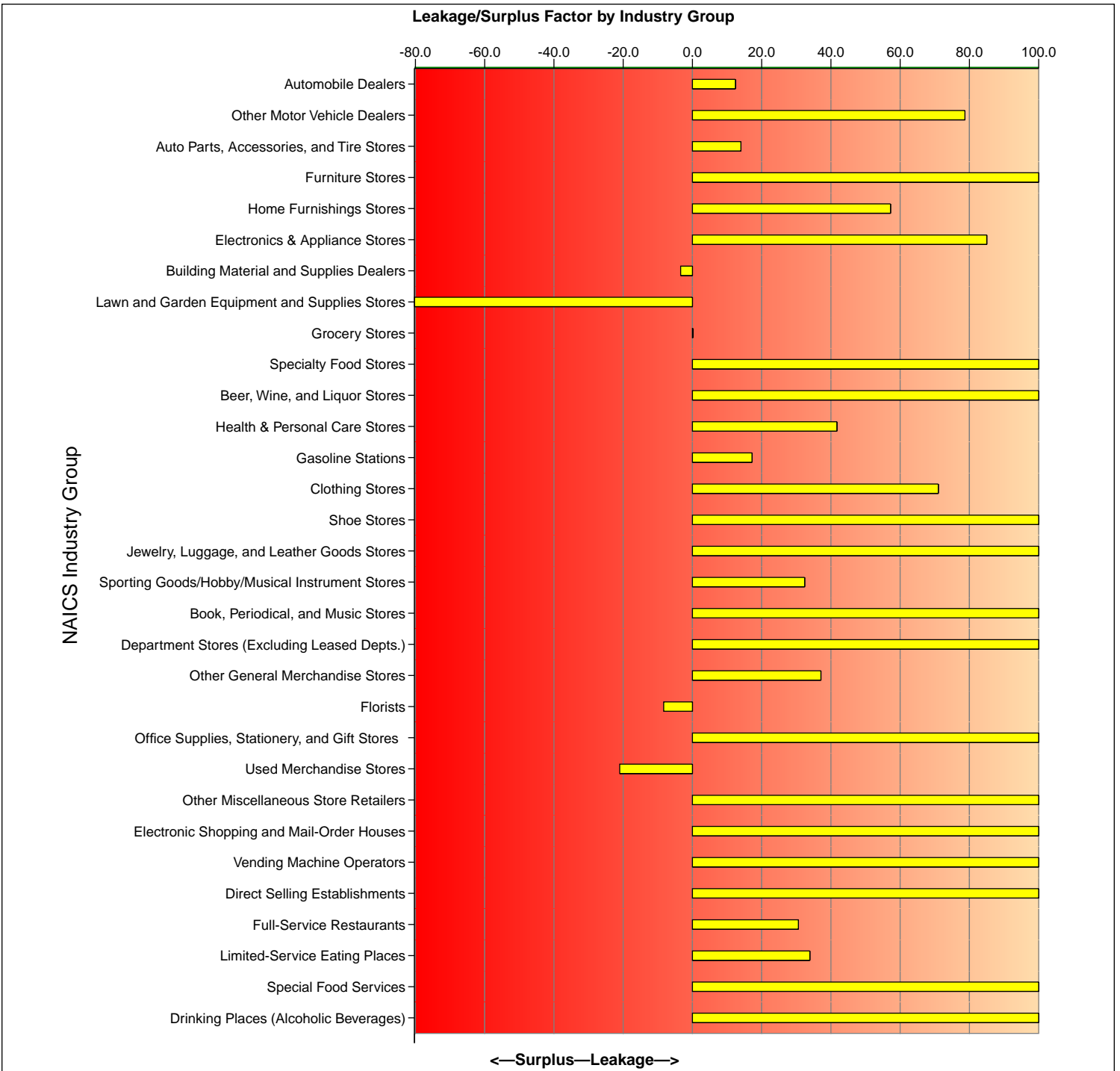
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Leakage/Surplus Factor by Industry Group



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Drivetime: 20 minutes

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Summary Demographics

2008 Population	16,651
2008 Households	5,507
2008 Median Disposable Income	\$56,550
2008 Per Capita Income	\$32,561

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$210,611,733	\$98,204,800	\$112,406,933	36.4	101
Total Retail Trade (NAICS 44-45)	\$181,522,834	\$85,051,103	\$96,471,731	36.2	77
Total Food & Drink (NAICS 722)	\$29,088,899	\$13,153,697	\$15,935,202	37.7	24

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$46,061,127	\$12,518,736	\$33,542,391	57.3	11
Automobile Dealers (NAICS 4411)	\$40,206,435	\$10,699,664	\$29,506,771	58.0	3
Other Motor Vehicle Dealers (NAICS 4412)	\$3,935,429	\$1,303,921	\$2,631,508	50.2	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,919,263	\$515,151	\$1,404,112	57.7	6
Furniture & Home Furnishings Stores (NAICS 442)	\$8,364,130	\$4,121,191	\$4,242,939	34.0	6
Furniture Stores (NAICS 4421)	\$4,621,146	\$2,823,693	\$1,797,453	24.1	3
Home Furnishings Stores (NAICS 4422)	\$3,742,984	\$1,297,498	\$2,445,486	48.5	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,799,976	\$1,121,896	\$5,678,080	71.7	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$7,848,863	\$17,047,035	\$-9,198,172	-36.9	21
Building Material and Supplies Dealers (NAICS 4441)	\$7,212,183	\$11,839,919	\$-4,627,736	-24.3	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$636,680	\$5,207,116	\$-4,570,436	-78.2	11
Food & Beverage Stores (NAICS 445)	\$30,064,477	\$14,717,103	\$15,347,374	34.3	6
Grocery Stores (NAICS 4451)	\$28,842,070	\$14,657,887	\$14,184,183	32.6	6
Specialty Food Stores (NAICS 4452)	\$292,552	\$0	\$292,552	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$929,855	\$59,216	\$870,639	88.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,419,118	\$1,241,552	\$3,177,566	56.1	2
Gasoline Stations (NAICS 447/4471)	\$24,410,477	\$22,989,827	\$1,420,650	3.0	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$10,927,722	\$1,014,928	\$9,912,794	83.0	4
Clothing Stores (NAICS 4481)	\$9,014,472	\$916,865	\$8,097,607	81.5	3
Shoe Stores (NAICS 4482)	\$936,835	\$92,015	\$844,820	82.1	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$976,415	\$6,048	\$970,367	98.8	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,236,035	\$694,070	\$2,541,965	64.7	5
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,069,057	\$680,559	\$1,388,498	50.5	5
Book, Periodical, and Music Stores (NAICS 4512)	\$1,166,978	\$13,511	\$1,153,467	97.7	0

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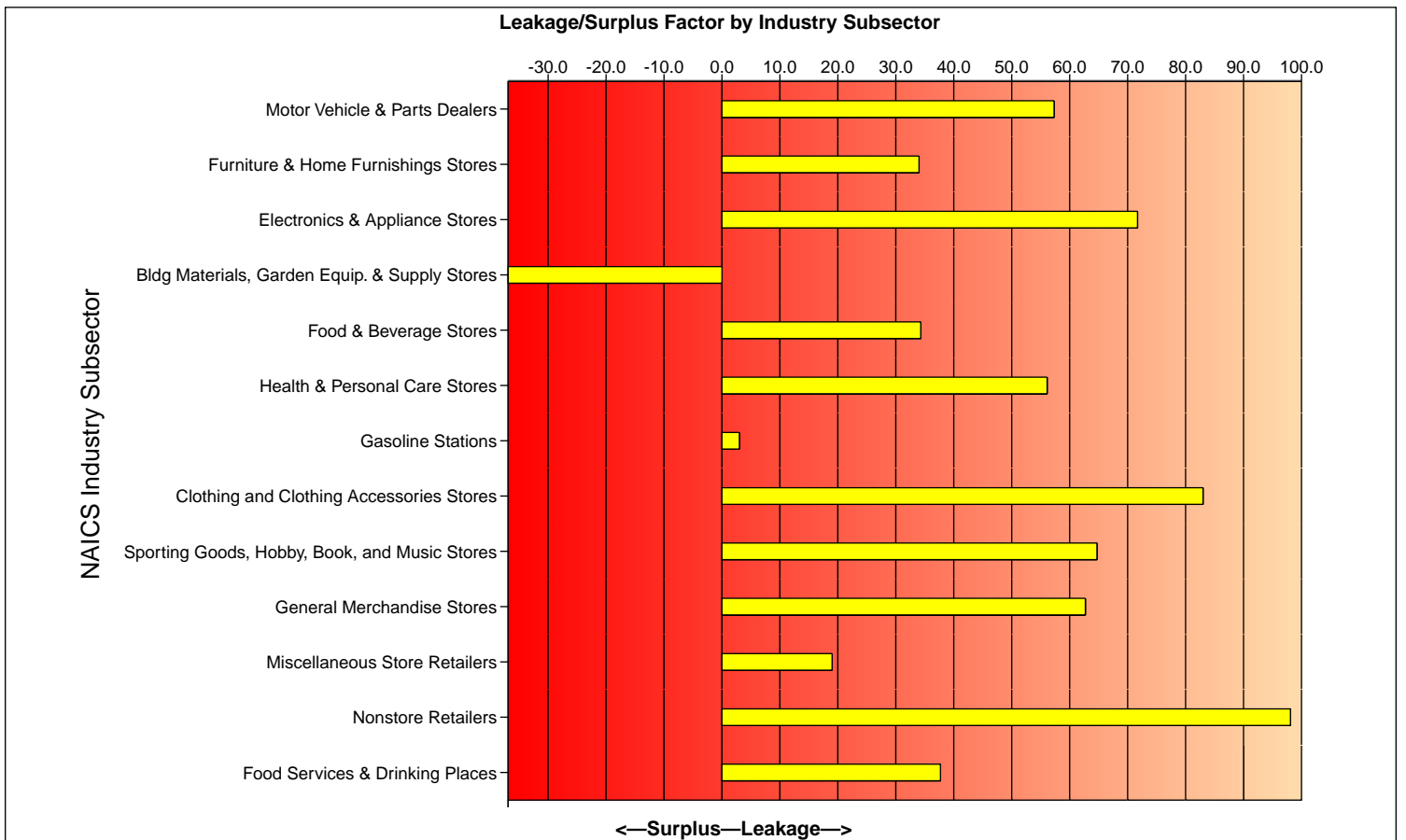
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Site Type: Drivetime

Drivetime: 20 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$33,664,548	\$7,725,879	\$25,938,669	62.7	3
Department Stores Excluding Leased Depts.(NAICS 4521)	\$10,460,880	\$0	\$10,460,880	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$23,203,668	\$7,725,879	\$15,477,789	50.0	3
Miscellaneous Store Retailers (NAICS 453)	\$2,686,855	\$1,830,035	\$856,820	19.0	9
Florists (NAICS 4531)	\$437,011	\$254,113	\$182,898	26.5	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,265,106	\$569,919	\$695,187	37.9	1
Used Merchandise Stores (NAICS 4533)	\$240,365	\$140,788	\$99,577	26.1	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$744,373	\$865,215	\$-120,842	-7.5	4
Nonstore Retailers (NAICS 454)	\$3,039,506	\$28,851	\$3,010,655	98.1	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,936,801	\$0	\$1,936,801	100.0	0
Vending Machine Operators (NAICS 4542)	\$195,523	\$0	\$195,523	100.0	0
Direct Selling Establishments (NAICS 4543)	\$907,182	\$28,851	\$878,331	93.8	0
Food Services & Drinking Places (NAICS 722)	\$29,088,899	\$13,153,697	\$15,935,202	37.7	24
Full-Service Restaurants (NAICS 7221)	\$12,954,046	\$3,920,224	\$9,033,822	53.5	15
Limited-Service Eating Places (NAICS 7222)	\$15,140,765	\$8,706,381	\$6,434,384	27.0	8
Special Food Services (NAICS 7223)	\$918,682	\$508,714	\$409,968	28.7	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$75,406	\$18,378	\$57,028	60.8	0



Source: ESRI and infoUSA®



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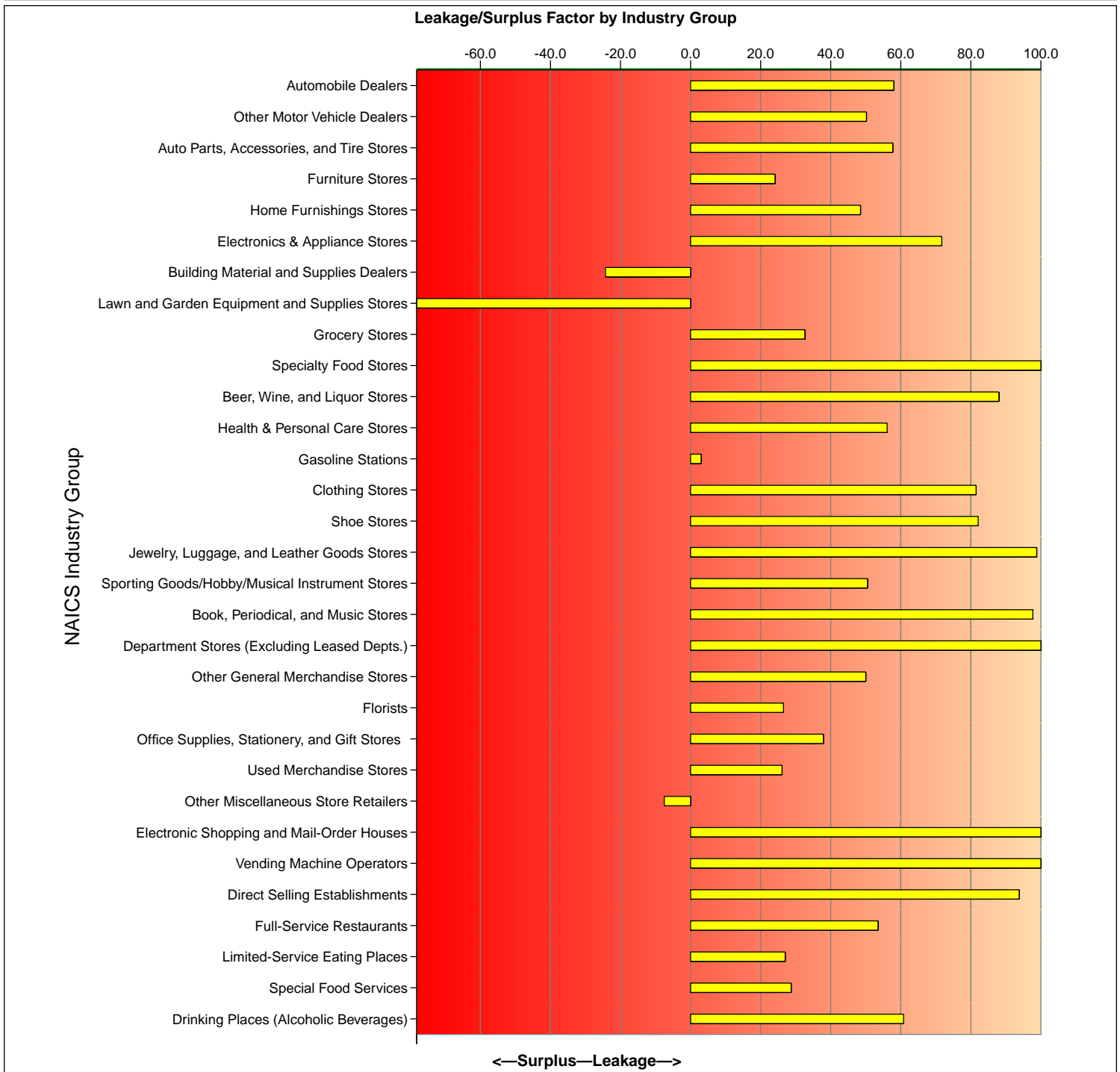
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Leakage/Surplus Factor by Industry Group



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Latitude: 33.323615

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Drivetime: 30 minutes

Site Type: Drivetime

Summary Demographics

2008 Population	161,674
2008 Households	55,634
2008 Median Disposable Income	\$76,966
2008 Per Capita Income	\$43,741

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,740,870,402	\$1,139,293,699	\$1,601,576,703	41.3	789
Total Retail Trade (NAICS 44-45)	\$2,359,226,202	\$974,328,857	\$1,384,897,345	41.5	578
Total Food & Drink (NAICS 722)	\$381,644,200	\$164,964,842	\$216,679,358	39.6	211

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$603,795,709	\$139,178,734	\$464,616,975	62.5	56
Automobile Dealers (NAICS 4411)	\$524,670,066	\$129,192,728	\$395,477,338	60.5	21
Other Motor Vehicle Dealers (NAICS 4412)	\$53,175,599	\$3,930,284	\$49,245,315	86.2	12
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$25,950,044	\$6,055,722	\$19,894,322	62.2	23
Furniture & Home Furnishings Stores (NAICS 442)	\$113,247,709	\$38,921,573	\$74,326,136	48.8	47
Furniture Stores (NAICS 4421)	\$62,671,612	\$26,043,220	\$36,628,392	41.3	21
Home Furnishings Stores (NAICS 4422)	\$50,576,097	\$12,878,353	\$37,697,744	59.4	26
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$89,947,453	\$28,244,500	\$61,702,953	52.2	53
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$105,621,588	\$59,574,658	\$46,046,930	27.9	70
Building Material and Supplies Dealers (NAICS 4441)	\$96,768,303	\$50,284,363	\$46,483,940	31.6	42
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$8,853,285	\$9,290,295	\$-437,010	-2.4	28
Food & Beverage Stores (NAICS 445)	\$397,172,557	\$175,027,904	\$222,144,653	38.8	35
Grocery Stores (NAICS 4451)	\$380,775,908	\$167,208,604	\$213,567,304	39.0	21
Specialty Food Stores (NAICS 4452)	\$3,935,077	\$2,036,722	\$1,898,355	31.8	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$12,461,572	\$5,782,578	\$6,678,994	36.6	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$59,494,251	\$37,156,540	\$22,337,711	23.1	33
Gasoline Stations (NAICS 447/4471)	\$313,329,273	\$249,840,022	\$63,489,251	11.3	28
Clothing and Clothing Accessories Stores (NAICS 448)	\$143,821,246	\$76,783,678	\$67,037,568	30.4	81
Clothing Stores (NAICS 4481)	\$118,225,006	\$62,425,303	\$55,799,703	30.9	55
Shoe Stores (NAICS 4482)	\$12,087,440	\$9,462,521	\$2,624,919	12.2	13
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$13,508,800	\$4,895,854	\$8,612,946	46.8	13
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$42,986,353	\$23,611,282	\$19,375,071	29.1	51
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$26,739,216	\$17,657,130	\$9,082,086	20.5	45
Book, Periodical, and Music Stores (NAICS 4512)	\$16,247,137	\$5,954,152	\$10,292,985	46.4	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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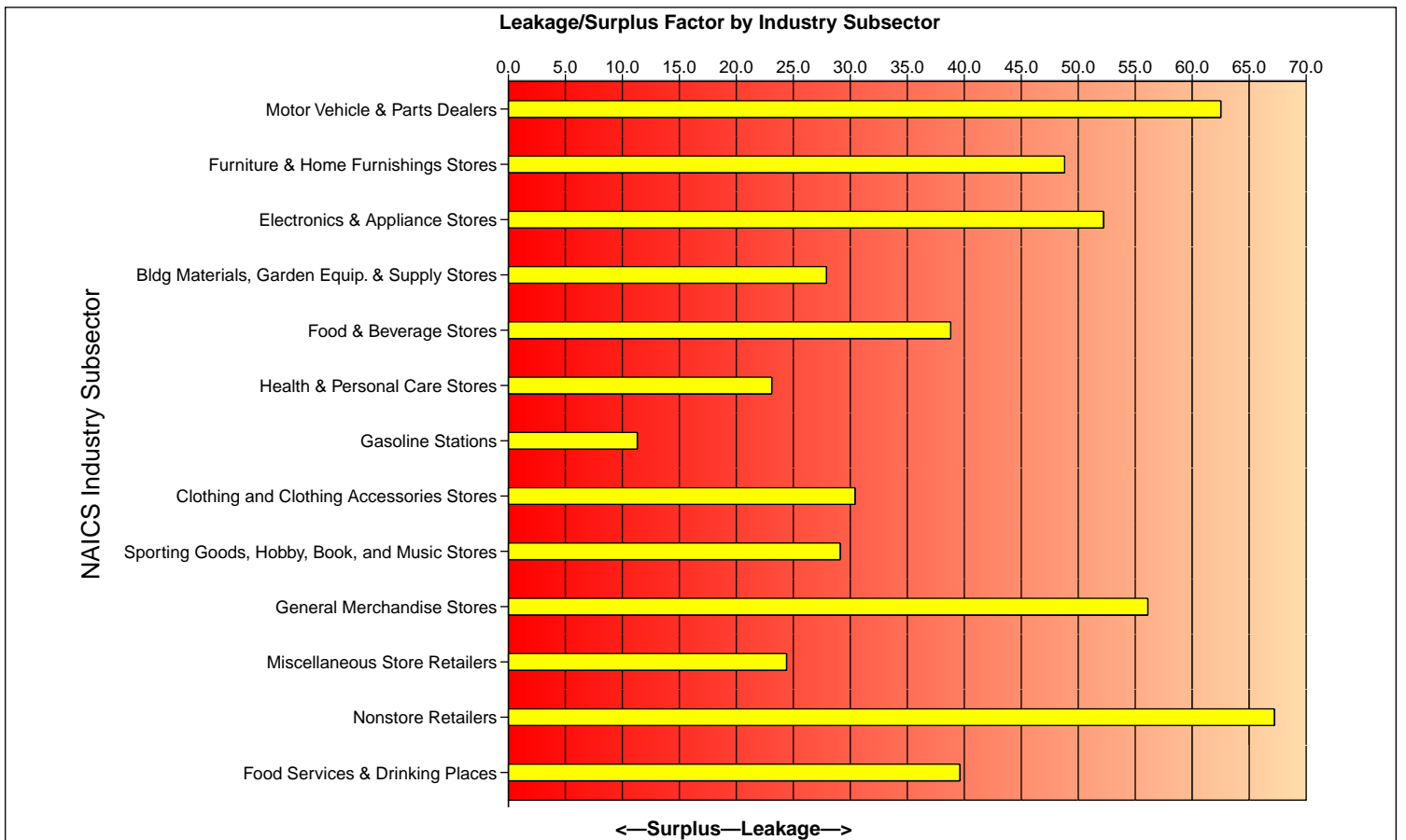
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Site Type: Drivetime

Drivetime: 30 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$415,854,045	\$117,011,222	\$298,842,823	56.1	22
Department Stores Excluding Leased Depts.(NAICS 4521)	\$137,303,219	\$84,409,862	\$52,893,357	23.9	11
Other General Merchandise Stores (NAICS 4529)	\$278,550,826	\$32,601,360	\$245,949,466	79.0	11
Miscellaneous Store Retailers (NAICS 453)	\$35,157,377	\$21,353,776	\$13,803,601	24.4	91
Florists (NAICS 4531)	\$5,590,374	\$1,367,981	\$4,222,393	60.7	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$16,441,706	\$6,797,125	\$9,644,581	41.5	28
Used Merchandise Stores (NAICS 4533)	\$2,636,158	\$875,117	\$1,761,041	50.2	14
Other Miscellaneous Store Retailers (NAICS 4539)	\$10,489,139	\$12,313,553	\$-1,824,414	-8.0	40
Nonstore Retailers (NAICS 454)	\$38,798,641	\$7,624,968	\$31,173,673	67.2	11
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$25,447,916	\$0	\$25,447,916	100.0	0
Vending Machine Operators (NAICS 4542)	\$2,370,065	\$1,270,471	\$1,099,594	30.2	3
Direct Selling Establishments (NAICS 4543)	\$10,980,660	\$6,354,497	\$4,626,163	26.7	8
Food Services & Drinking Places (NAICS 722)	\$381,644,200	\$164,964,842	\$216,679,358	39.6	211
Full-Service Restaurants (NAICS 7221)	\$174,341,157	\$69,072,960	\$105,268,197	43.2	126
Limited-Service Eating Places (NAICS 7222)	\$194,463,052	\$82,972,921	\$111,490,131	40.2	76
Special Food Services (NAICS 7223)	\$11,569,705	\$12,680,046	\$-1,110,341	-4.6	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,270,286	\$238,915	\$1,031,371	68.3	1



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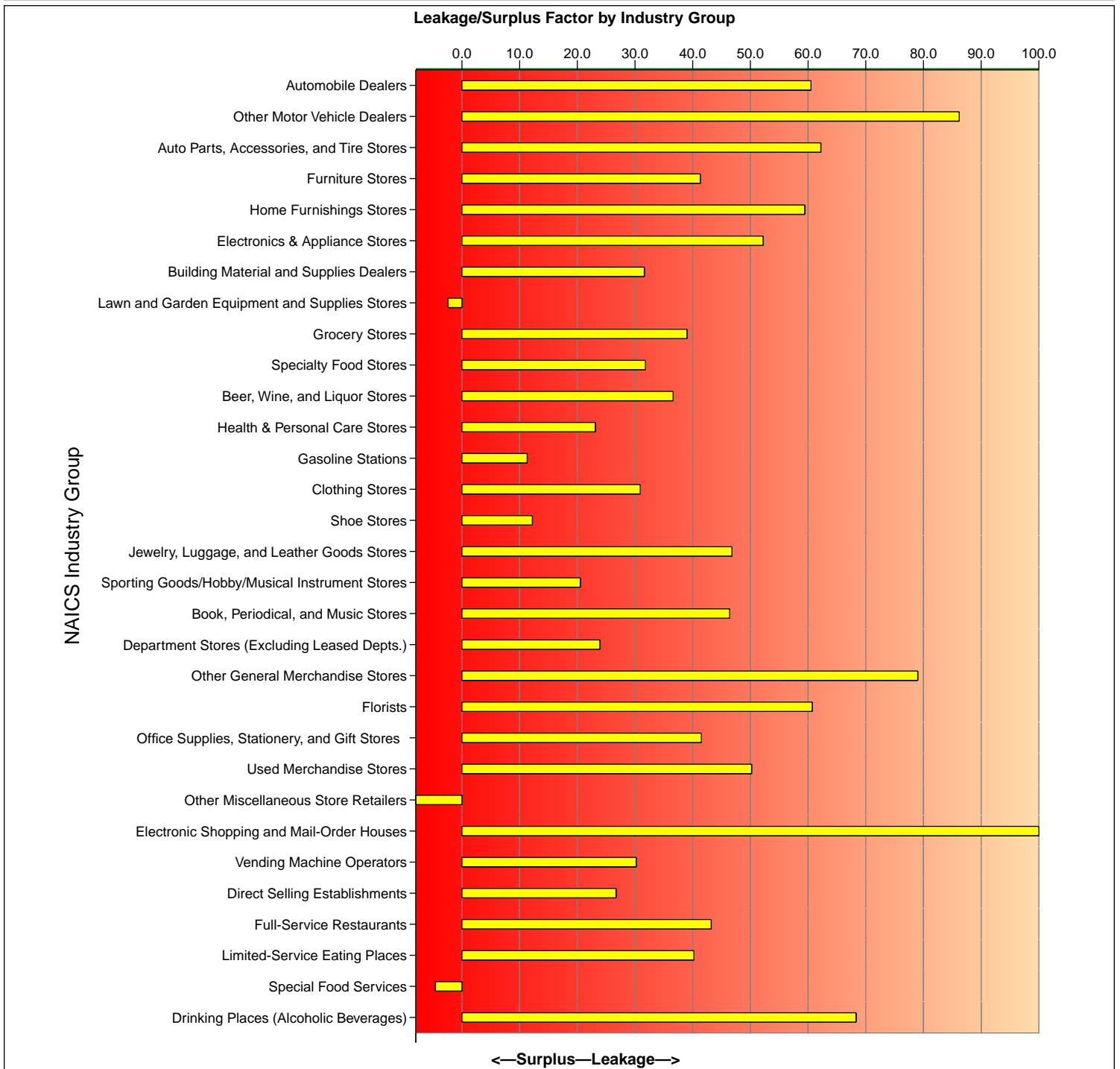
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Leakage/Surplus Factor by Industry Group



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