



# ECONOMIC DEVELOPMENT STRATEGIC PLAN

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**FALL 2024**

**PREPARED BY:**



**Next Move Group**  
*We Are Jobs*

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# Executive Summary

The Manvel, Texas Economic Development Visioning Plan outlines strategic initiatives to drive sustainable economic growth and enhance the community's quality of life. Developed through an in-depth process involving three separate visits to Manvel by the consulting team, interviews with key stakeholders, stakeholder surveys, and comprehensive economic research, the plan provides a well-rounded approach to Manvel's future.

## Summary of Core Strategies:

- 1. Feasibility Study for Community Center Development:** Recommends conducting a feasibility study to assess the viability of building a versatile community center that would serve youth, seniors, and entrepreneurs. This center could provide multipurpose spaces for community engagement, fitness, and social activities, inspired by successful models in other Texas cities, and would consolidate various desired amenities into one dynamic space for residents.
- 2. Land Use Optimization:** Recommends maximizing the potential of a 260-acre site near major highways to attract high-value development, focusing on sectors like electronics, aerospace, and manufacturing, to generate well-paying jobs.
- 3. Employment Opportunities and Infrastructure Development:** Aims to create up to 500 good-paying jobs by attracting businesses in high-growth sectors. This includes a focus on strategic partnerships, proactive outreach, and securing grants, specifically for wastewater infrastructure expansion, which is critical to support job-creating projects in targeted areas.
- 4. Small Business Support:** Suggests grant programs to aid local businesses in upgrading facades, equipment, and operations, fostering a more vibrant local economy with accessible incentives for small businesses.
- 5. Old Town District:** Envisions an "Old Town Manvel" district with an inviting mix of shops, restaurants, and cultural spaces, drawing inspiration from historic districts in Bluffton, SC, and Leiper's Fork, TN, to create a central hub that blends tradition with modern appeal.

Through these initiatives, supported by data-driven research and extensive community input, Manvel aims to cultivate a thriving local economy and an enhanced quality of life that aligns with community desires, preparing the city for sustainable growth and development.

of visit

# Explore Building A Community Center For Youth, Seniors, & Manvel Citizens To Enjoy

Our conversations with community leaders highlighted a common want: **Manvel citizens and leaders want quality of life assets within Manvel which the residents can enjoy rather than assets for tourists to enjoy.** Several assets came up over and over again when interviewing stakeholders in Manvel - “We need spaces for our children, we need activities for our seniors, we need assets for people who want to start businesses, we need community rooms of various sizes for people to hold everything from a family reunion in them to small get-togethers, we need somewhere the community can all use and come together.”

**One way** Manvel can accomplish all these things (activities for seniors, spaces for kids, assets for people who want to start businesses, community rooms, etc.) is to build a community center like the examples to follow which create all the assets desired in one space.



## Example 1: Sedalia, Missouri

[Sedalia, Missouri's Heckart Community Center](#) opened in 2022, serving as a multi-purpose facility designed to bring the community together. This 91,000-square-foot center provides a wide range of amenities and activities for seniors and kids of all ages, including an indoor aquatic facility, a gym with courts for basketball, volleyball, and pickleball, as well as fitness areas, party rental rooms, and a senior center. The project was funded through a public bond initiative, which was widely supported by the community.



The building's design reflects Sedalia's historical roots and incorporates references to the city's rich musical heritage, particularly the legacy of ragtime music pioneer Scott Joplin. This combination of function and cultural homage has made the Heckart Community Center a valued and vibrant hub for community engagement, fitness, and social activities in Sedalia.

Example 1: Sedalia, Missouri

Citizen Quote in The Sedalia Democrat From The Grand Opening.

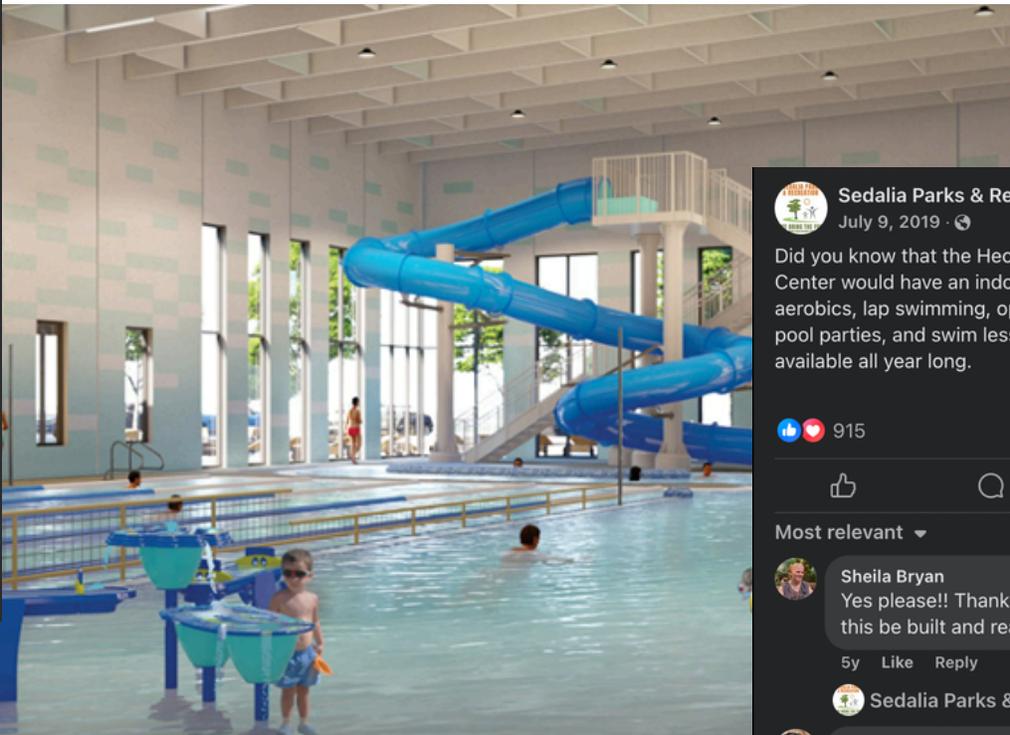
“

“It’s awesome,” Elizabeth said smiling. “I like it a lot.” Elizabeth’s mother, Cathy, was a bit more verbose in her review of the community center.

“It’s beautiful, It’s amazing,” Rourke said. “I’m really excited that we have this facility for the community. The workout equipment, the senior center connected with the recreation center is going to be great for senior citizens. Just all the accommodations for birthday parties and conferences. It’s amazing.”

”

Facebook page comments from citizens as the facility was being considered by the City:



Heckart Community Center



## Example 1: Sedalia, Missouri



Sedalia voters overwhelmingly said "Yes-Yes" to the proposed Heckart Community Center on Tuesday.

Two questions were on the ballot in Tuesday's special election, and a yes vote for each meant approval for a 78,000-square-foot facility to be built on the site of the former Jennie Jaynes Stadium in Liberty Park.

Results from Tuesday's election showed that Question One received 2,341 yes votes, or 79.54 percent, and 602 no votes, or 20.46 percent.

Question Two received 2,396 yes votes, or 81.17 percent, and 556 no votes, or 18.83 percent.

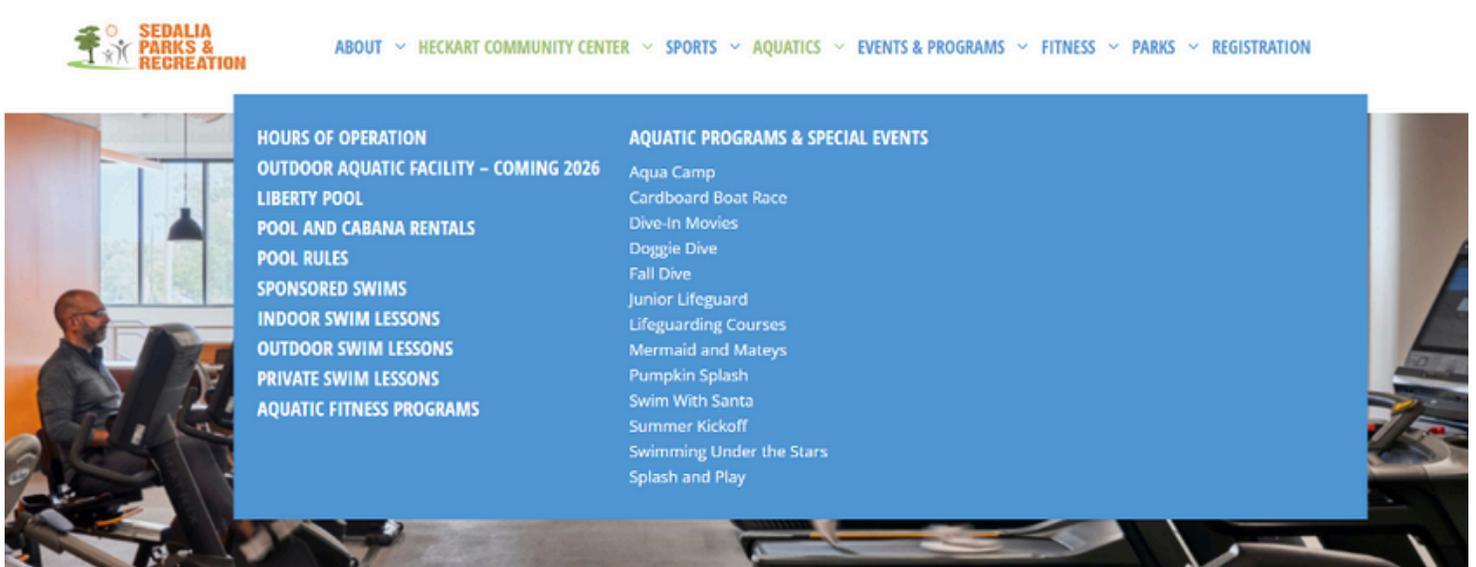
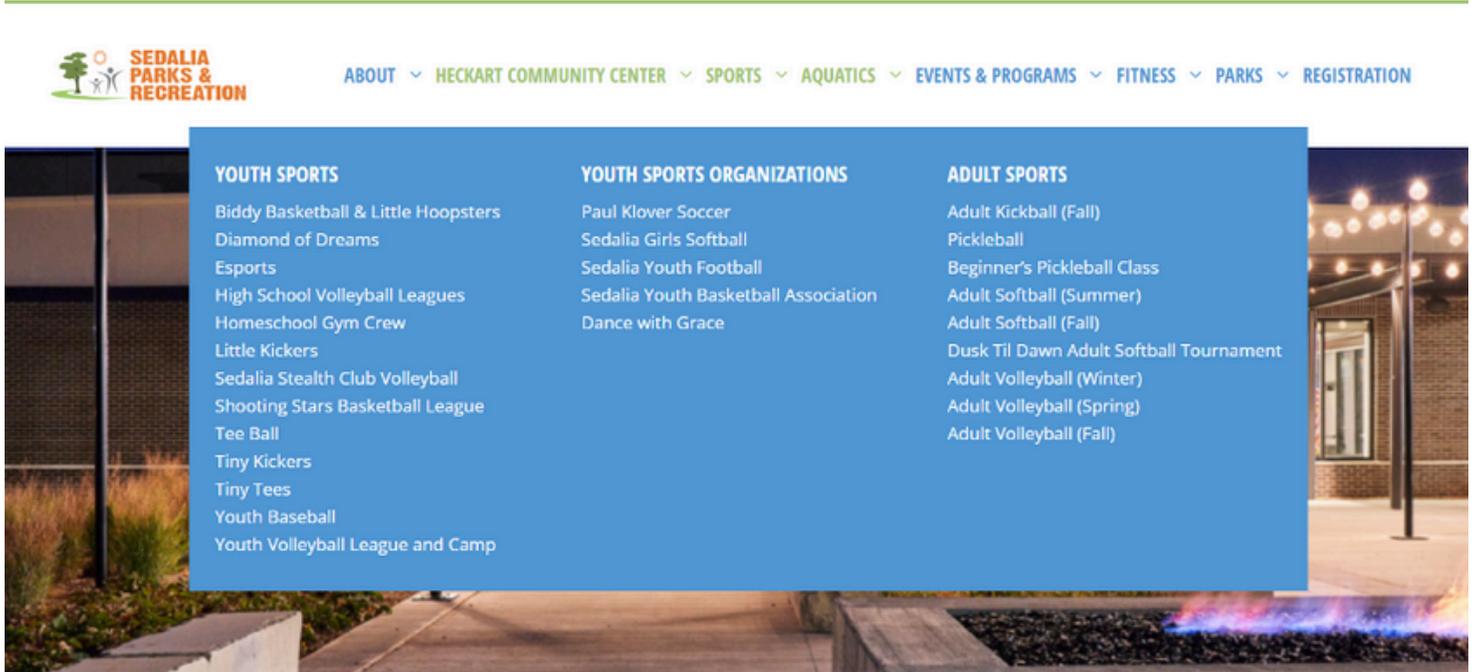
[Five years later in 2024, Sedalia is having to add more parking places and is also adding a bowling alley.](#)

\*More parking at the Heckart is now available after Public Works created it on the old practice field.

Epple is working on the RFQs for the proposed bowling alley and aquatic center to be located on East Broadway. "The real big thing is that bowling alley's really helping us offset the expenses of the aquatic facility. The bowling alley can make money. The pool never makes money. Aquatics don't make money." Epple said, adding that "besides Worlds of Fun, there are maybe four private pools in Missouri, and it costs 30 dollars plus to get in. So the money we generate from the bowling alley (Memory Lanes) will help us to afford to build the aquatic facility."

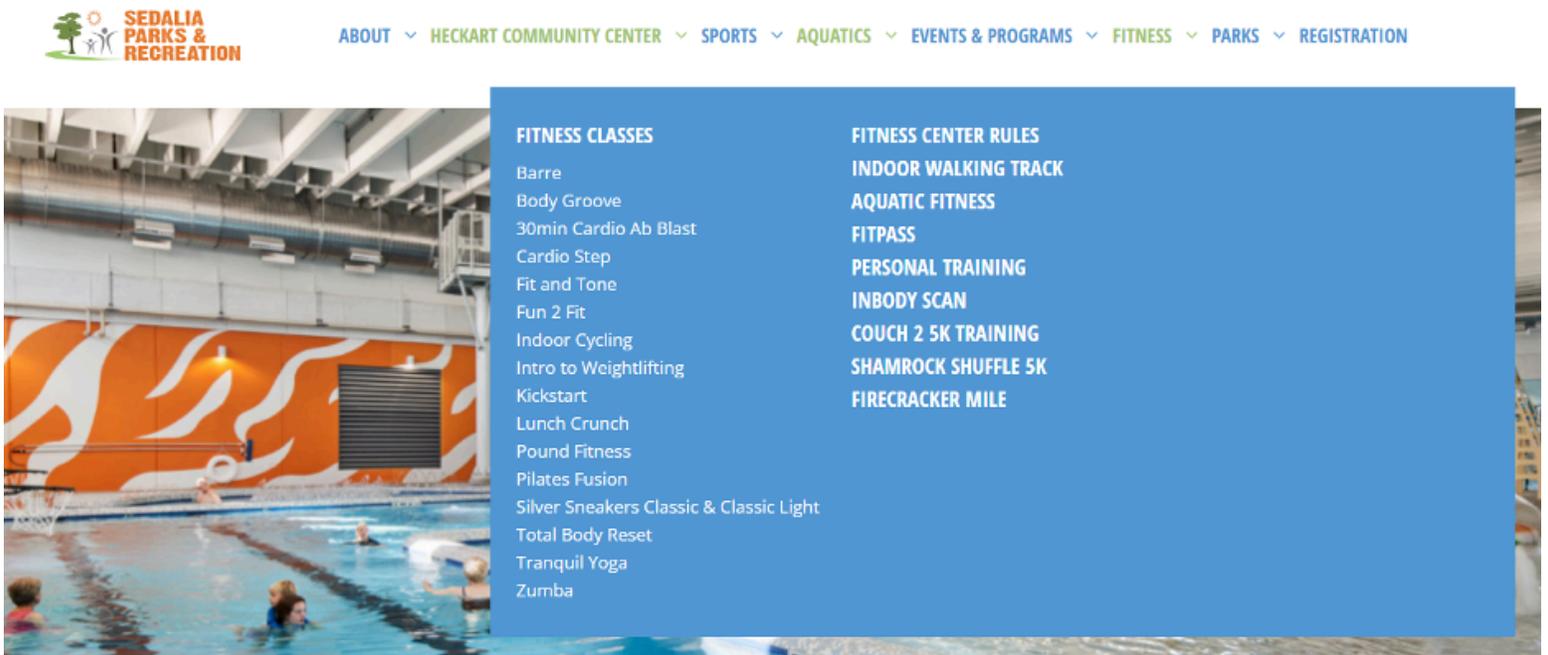
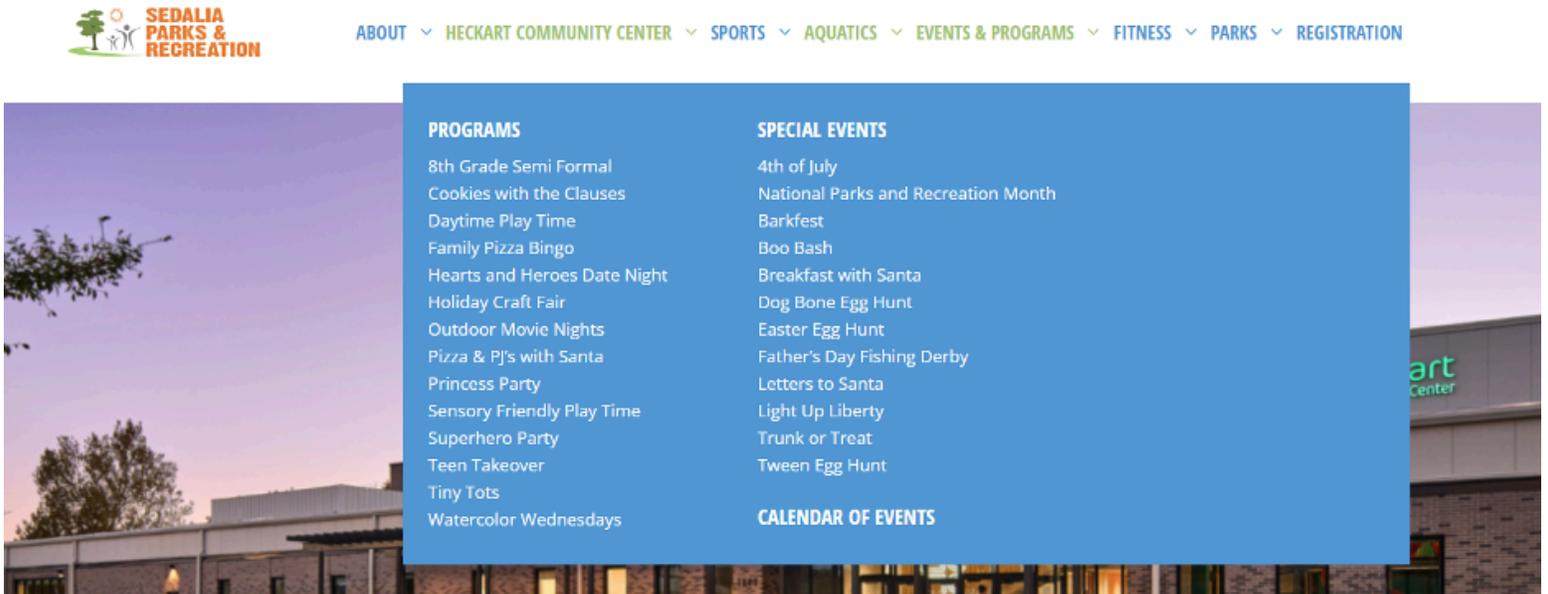
Example 1: [Sedalia, Missouri's, Heckart Community Center.](#)

Features And Activities From Sedalia Community Center From Their Website:



**Example 1: Sedalia, Missouri's, Heckart Community Center.**

*Features And Activities From Sedalia Community Center From Their Website:*



**Example 1: Sedalia, Missouri's, Heckart Community Center.**

Features And Activities From Sedalia Community Center From Their Website:

**CHILD WATCH KID ZONE**

- Mon.-Thurs. 8:00-11:00 a.m., 4:00-8:00 p.m.
- Fri. & Sat. 8:00-11:00 a.m.
- Sun. Closed

Ages 6 months through 12 years. Child Watch provides a stimulating environment for your child to explore and interact with other children while you enjoy the benefits of the Heckart Community Center.

- \$2 per day for members/\$5 per day for non-members
- Monthly add on to membership available. Visit website or contact us for more details.
- Operates on a drop-in basis; first come, first serve
- Attendant to child ratio: 1 to 5 for children ages 6 months to 2 years and 1 to 10 for children ages 3-12 years
- Child Watch is limited to a maximum of 2 hours
- Parents/Guardians must remain in the Heckart Community Center facility
- Space is limited due to staff to child ratios. When the area is full, it may be necessary to wait until a space is vacated.
- At this time we are not taking reservations for Child Watch.
- Ages 6 months-5 years old are only allowed in the Child Watch area.
- Ages 6-12 years are allowed in the Child Watch area.



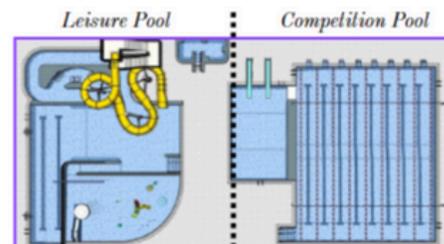
**KID ZONE**

- Open Daily
- Included in membership or daily fee
- 10 years and under
- *Must have adult supervision.*

Need to burn off some energy? Check out our indoor playground! This area is open daily for children. To use this area, children must have adult supervision at all times and socks.



**HECKART COMMUNITY CENTER  
AQUATICS AREA HOURS**



Leisure Swim 8:30am- 1:30pm Open Swim 5:30pm-8:30pm	<b>MWF</b>	Lap Swim 5:30am- 1:30pm Open Swim 6:00pm-8:30pm
Leisure Swim 8:30am- 1:30pm Leisure Swim 5:30pm-8:30pm	<b>T/TH</b>	Lap Swim 5:30am- 1:30pm Lap Swim 6:00pm-8:30pm
Leisure Swim 7:30am- 10:30am Open Swim 10:30am-6:30pm	<b>SAT</b>	Leisure Swim 7:30am- 10:30am Open Swim 10:30am-6:30pm
Open Swim 10:30am-6:30pm	<b>SUN</b>	Open Swim 10:30am-6:30pm

**CLOSED Monday-Friday 1:30pm-5:30pm**

**LAP SWIM:** Swimming around outside of competition pool.  
**LEISURE SWIM:** Slide and dive well are not open.  
**OPEN SWIM:** Entire facility is open.  
**SPLASH AND PLAY:** Kids can play in shallow end of the Heckart Community Center. Water features are available during this time--Monday, Wednesday, and Friday during Leisure Pool hours for kids age 5 and under-limit of 3 children to each adult. This is included in membership or \$5 per visit per child for non-members.

**COMMUNITY ROOMS**

**COMMUNITY ROOM RENTALS**

- Kitchen access is not available
- Total capacity for all three community rooms is approximately 200 people.
- To receive discount for reserving all three (3) rooms, all rooms must be booked at time of reservation. *Example: if only two rooms are booked and then it is requested to add the third room later, the discount will not be valid.*
- Audio/visual equipment available: podium/mic, projector, projector screen, and A/V cart for an additional flat fee of \$10 per rental date. Renter will need to provide their own laptop with HDMI port in order to use the projector/screen. HCC only provides a HDMI cord, not the laptop.

Community Room A	\$25/hour	
Community Room B	\$25/hour	
Community Room C	\$30/hour	
Discount for all three (3) rooms rented at one time		\$75

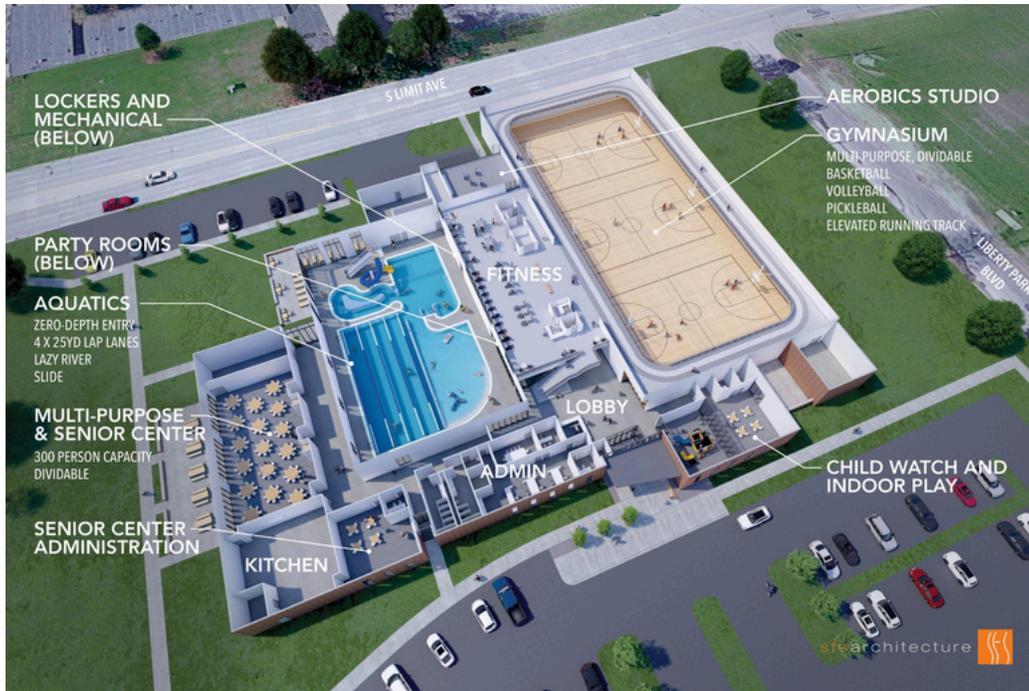
**SENIOR CENTER**

- Mon.-Fri., 8:00 a.m. – 4:00 p.m.
- Care Manager is available by phone: 660-826-0713 or 660-826-3730
- Home Delivered and Curbside meals.

Curbside meals are available from 11:00 a.m.-12:30 p.m. daily please call the center to order! Variety of classes available online at [goaging.org](http://goaging.org).



Example 1: Sedalia, Missouri's, Heckart Community Center.



**Amenities:**

<p><b>A senior activities center</b></p>	<p><a href="https://goaging.org/wp-content/uploads/formidable/15/Activity-Calendar-July-2024.pdf">https://goaging.org/wp-content/uploads/formidable/15/Activity-Calendar-July-2024.pdf</a></p>
<p><b>Open kitchen space for use by residents</b></p>	<p><a href="https://www.sedaliaparks.com/heckart-community-center/">https://www.sedaliaparks.com/heckart-community-center/</a></p>
<p><b>Childcare center</b></p>	<p><a href="https://www.sedaliaparks.com/heckart-community-center/">https://www.sedaliaparks.com/heckart-community-center/</a></p>
<p><b>Aquatics center</b></p>	<p><a href="https://www.sedaliaparks.com/heckart-community-center/#indoor-pool%20viii.Multi%20Use%20Rooms">https://www.sedaliaparks.com/heckart-community-center/#indoor-pool%20viii.Multi%20Use%20Rooms</a></p>
<p><b>Basketball gym and fitness center</b></p>	<p><a href="https://www.sedaliaparks.com/activities/fitness/">https://www.sedaliaparks.com/activities/fitness/</a></p>
<p><b>Community rooms for meetings and events</b></p>	<p><a href="https://www.sedaliaparks.com/heckart-community-center/">https://www.sedaliaparks.com/heckart-community-center/</a></p>

Cost: \$29 Million

**Example 2: THRIVE in Lewisville, Texas**

The THRIVE Recreation Center in Lewisville, Texas, is an 88,000-square-foot multigenerational facility that opened in 2020. It promotes community engagement with amenities like an indoor playground, classrooms, a senior lounge, event halls, a gym, fitness areas, and dance studios. The center also includes a mile-long paved hiking trail featuring bird observation platforms and outdoor classrooms, enhancing the connection to nature for all visitors.



**Amenities:**

Natatorium (pool, lazy river, slides, etc.)	<a href="https://www.lewisvillethrive.com/aquatics">https://www.lewisvillethrive.com/aquatics</a>
Community space and meeting rooms	<a href="https://www.lewisvillethrive.com/about-us/facility-rentals">https://www.lewisvillethrive.com/about-us/facility-rentals</a>
Basketball Gym and Fitness Center	<a href="https://www.lewisvillethrive.com/activities/youth">https://www.lewisvillethrive.com/activities/youth</a>
Children activity space	<a href="https://www.lewisvillethrive.com/about-us/adventure-land">https://www.lewisvillethrive.com/about-us/adventure-land</a>

Cost: \$46 Million



### Example 3: ARC at McCowan Park Desoto, Texas

The ARC (Aquatic & Recreation Center) at McCowan Park in DeSoto, Texas, is a new 75,000-square-foot facility that aims to enhance community recreation and competitive sports. Key features include an indoor competition pool, a leisure pool, a 400-foot suspended fitness track, and various training studios. Designed to promote health and fitness for families and seniors, the ARC will complement existing park amenities and serve as a central hub for community engagement.



**Amenities:**

Broke ground in 2024, to open in 2026  
Integrated into current city owned park

Competitive sport venues
Amphitheatre
Sculpture garden
Green space
Gym
Meeting rooms
Social gathering spaces



**LINK:**  
[https://ci.desoto.tx.us/business\\_detail\\_T7\\_R171.php](https://ci.desoto.tx.us/business_detail_T7_R171.php)

Cost: \$53 Million

**Examples of Potential Amenities In The Community Center**



**Senior Activities Center**



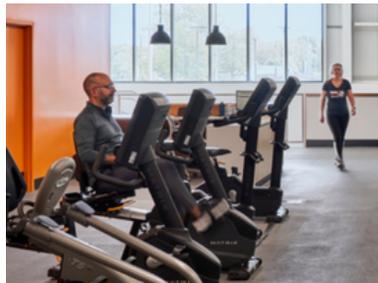
**Small Business Incubator**



**Basketball and Volleyball courts**



**Rock climbing/ skate board park**



**Gym with weights**



**Indoor Pool**



**Multi Use Rooms**



**Amphitheatre**



**Pavilion**

## Recommendation A:

- We recommend Manvel leaders take a trip to Sedalia, Missouri, and Lewisville, Texas, to see their community centers and get advice from their community leaders. The DeSoto, Texas, example in this document has not yet been built, so we would prioritize Sedalia and Lewisville.

## Examples:

- Seguin, Texas: Leaders from Seguin have participated in exchange trips to cities such as San Marcos and Georgetown to observe downtown revitalization efforts, riverwalk development, and ways to support local businesses. Inspired by these visits, Seguin has implemented initiatives to enhance its historic downtown and support tourism through improved infrastructure and marketing.
- Kerrville, Texas: Kerrville has taken part in exchanges with other Texas towns focused on arts and culture initiatives, like Alpine and Marfa, where creative placemaking has been successful. Inspired by these trips, Kerrville has focused on developing its arts community and establishing arts-related events, which has helped attract new residents and businesses.
- Gonzales, Texas: Gonzales leaders have visited towns such as Luling and New Braunfels to learn about riverfront development and leveraging historical assets. After these trips, Gonzales implemented riverfront improvements and began promoting its historic sites more actively, resulting in increased tourism and local engagement.



**Recommendation B:**

Costs to build the facilities above range from \$29 million - \$56 million. We recommend Manvel EDC pay for a Market Feasibility Study with cost projections both to build the facility and to operate the facility such as the examples below, so Manvel can build a facility which matches their vision and budget desires (*Note, stakeholders mentioned having a small business incubator in the facility which could incubate small businesses, restaurants out of a shared kitchen, and childcare businesses, those items are not all found in the examples above but should be considered for the market feasibility study*).

**MARKET ASSESSMENT & PRO FORMA**

A detailed Market Assessment by BRS Architecture was conducted specifically to gain statistical insight into the demographic trends and projected shifts within The City of Mansfield and the primary service area. Key findings included:

1. With a 2020 city population base of nearly 76,000, there is more than enough market support for a new Mansfield Community Center.
2. The population within Mansfield's city limits is projected to increase to 85,500 by 2025, thus increasing the Primary Service Area market. By 2025 the Secondary Service Area's population within a 15-minute drive of the site is so large that it will be very difficult to adequately serve this entire market.

The Mansfield Community Center is conservatively projected to achieve a 75% cost recovery. This does not include Library operations which are funded entirely from the general fund.

**Mansfield, Texas**

**Post Falls Community Center Operations & Maintenance Summary  
Sample Operational Budget Projections**

No guarantee is being implied by GreenPlay that these projections will be obtained

<b>TOTAL EXPENSES</b>		<b>\$720,928</b>
	Full-time staffing	\$246,176
	Part-time staffing	\$238,587
	Contractual Services	\$295,296
	Commodities	\$76,020
		\$0
<b>TOTAL REVENUE</b>		<b>\$978,475</b>
	Passes	\$264,750
	Rentals	\$346,900
	Event Services	\$43,625
	Recreation Programs	\$232,000
	Entrance Fees	\$84,200
	Concessions	\$7,000
<b>TOTAL NET COST RECOVERY</b>		<b>136%</b>
		\$0
	Reallocation of Currently Budgeted Expenses	\$0
	Total Amount of New Operating Funds Requested	\$0

**Operating Cost and revenue for Post Falls, Idaho  
Community Center**

A preliminary operations and maintenance estimate was developed for the Concept Design - Alternative 'C' based on information gathered from case studies of expenses, programs, and fee structures of existing facilities, online salary and benefits information for the local market, and various national recreation surveys.

	TYPE	TOTAL
<b>EXPENSES</b>	Operations	\$ 2,625,000.00
	<b>Sub-Total:</b>	<b>\$ 2,625,000.00</b>
	TYPE	TOTAL
<b>REVENUES</b>	Admissions	\$ 1,380,000.00
	Facilities Rental	\$ 450,000.00
	Leased Space	\$ 280,000.00
	Programs - Aquatics	\$ 310,000.00
	Programs - General	\$ 210,000.00
	<b>Sub-Total:</b>	<b>\$ 2,630,000.00</b>

**Operating Cost and revenue for DuPont, Washington  
Community Center**

# Encourage The Thoughtful Development Of A 260-acre Property Adjacent To Highway 288, Maximizing Its Potential To Benefit The Community And Align With Its Most Valuable Uses.

Manvel Economic Development should work with the City of Manvel to ensure the property below is developed to the highest and best use through land use agreements and incentive agreements given its exposure to Highway 288, proximity to the potential community center from earlier in this document, proximity to residential, and proximity to commercial.

The property below measures 260 acres and appears to have one landowner based on reviewing the GIS system of the city. The average daily traffic count between Highway 288 and Highway 6 is 113,134 vehicles with those numbers expected to increase annually.



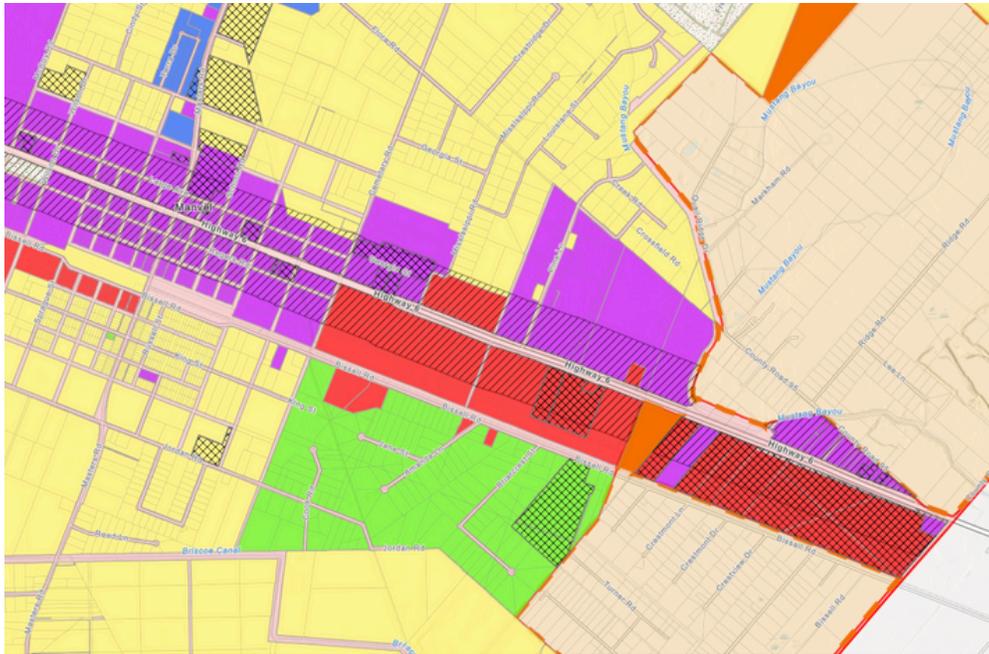
# Manvel Economic Development Should Promote Property Zoned Both Heavy Commercial & Light Commercial Along Highway 6 For Job Creating Projects Which Could Qualify Manvel For Infrastructure Grants To Run Wastewater To These Areas

Manvel EDC should target these industries which typically pay above average wages and are listed as permitted uses within the heavy commercial zoning in Manvel:

- Computer and electronics product manufacturing
- Electrical equipment and component manufacturing
- Aerospace parts manufacturing



Areas in purple are zoned for light commercial use. projects which will create good paying jobs will qualify for CDBG & Economic Development Administration grants to fund wastewater expansion.



### **Recommendation A:**

Ask the Brazoria Economic Development Alliance to list the property on their website and consider it for projects within the target industries listed above (computer and electronic parts manufacturing, electrical equipment and component manufacturing, aerospace parts manufacturing).



### **Recommendation B:**

Manvel EDC should contract with a prospect lead generation firm to set them 20 Zooms per year, with prospects in the 3 targeted sectors listed above (computer and electronic parts manufacturing, electrical equipment and component manufacturing, aerospace parts manufacturing). This effort would likely cost around \$40,000 for 20 prospect Zoom meetings with a consultant representing Manvel in the meetings.

### **Recommendation C:**

Once a new job creating company expresses interest in the areas we've indicated above, the City of Manvel should pursue grant funding for wastewater expansion.

## **Grant Programs:**

[Texas CBDG](#)

[EDA's Public Works program](#)

[Community Development Block Grant Program](#)

# Manvel EDC Should Offer Incentives To Help Small Businesses Succeed And Create Easy To Understand Forms That Small Businesses Can Use To Apply For The Incentives.

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### Recommendation A:

We recommend Manvel offer a façade/signage grant to small businesses. Below are 5 examples for small Texas towns which feature a Type B economic development corporation.

#### [Example 1: Floresville](#) (Click here to see Floresville’s application form)



- The Floresville EDC provides a Façade and Signage Improvement Program with grants up to \$7,500, covering up to 50% of project costs. Businesses must comply with several restrictions, such as disallowing rear and interior improvements. Approved projects must be completed within four months, and changes to the design may lead to a reduction or cancellation of the grant if not pre-approved.

#### [Example 2: Cameron](#) (Click here to see Cameron’s application form)



- Cameron’s Business District Façade Grant Program offers a 60/40 matching grant, where the EDC funds up to 60% (up to \$5,000) for exterior improvements, including signage and building fronts. Clawbacks are minimal; however, applicants must complete the work within four months and submit detailed documentation. Failure to adhere to guidelines or complete the project may result in funding forfeiture.

#### [Example 3: Dublin](#) (Click here to see Dublin’s application form)



- The Dublin EDC’s Commercial Building Improvement Grant funds 75% of the total cost, up to \$5,000, for façade improvements within the city’s business district. Funds are reimbursed upon project completion with paid invoices, and any deviation from approved plans may lead to adjustments or cancellations by the EDC board.

#### [Example 4: Azle](#) (Click here to see Azle’s application form)



- The Azle Department of Economic Development’s Façade Signage & Improvement Program (FSIP) offers reimbursement grants of up to \$25,000 for eligible businesses. Funding covers façade enhancements and signage for properties within designated areas, with the condition that improvements adhere to FSIP guidelines.

#### [Example 5: Weatherford](#) (Click here to see Weatherford’s application form)



- Weatherford’s EDC offers the Building Improvement Grant, covering up to 50% of eligible costs with a cap of \$7,500. Businesses must apply before beginning the project, and any changes to the final approved design can lead to partial or full cancellation of the grant.

**Recommendation B:**

We recommend Manvel offer an equipment upgrade grant to small businesses. Below are 5 examples for small Texas towns which feature a Type B economic development corporation.

**Example 1: Harlingen** ([Click here to see Harlingen’s application form](#))

- o Through the “Equip Harlingen” program, the Harlingen EDC provides grants up to \$3,000 to help local businesses purchase production equipment. This program requires a 50% match from the business, and it's intended to increase local production and job creation. Should recipients fail to meet these goals, the EDC may enforce repayment of the grant



**Example 2: Tomball** ([Click here to see Tomball’s application form](#))

- o The Tomball EDC's Business Improvement Grant (BIG) allows small businesses to apply for matching funds for equipment and facility improvements. Grants encourage investments that enhance business aesthetics and operational capacity. While clawbacks are generally applied if the business fails to sustain the improvements for a set period, specific details depend on each project



**Example 3: Forney** ([Click here to see Forney’s application form](#))

- o The Forney EDC's Small Business Incentive Program is available to support local businesses with operational improvements, including equipment upgrades. Grants are provided to encourage sustainability and community impact. The city includes performance requirements for maintaining economic contributions, with repayment expected if terms aren’t met



**Example 4: Gonzales** ([Click here to see Gonzales’s application form](#))

- o Through the Gonzales EDC, small businesses may apply for funds to purchase equipment or improve facilities. Matching funds up to a set amount are provided, and businesses must commit to performance metrics tied to local job creation and revenue growth. Failure to meet these metrics could result in repayment requirements.



**Example 5: Seguin** ([Click here to see Seguin’s application form](#))

- o Seguin’s EDC offers grants to existing small businesses for equipment upgrades that help improve production or operational efficiency. Businesses are generally required to match funds, and if they don't meet the EDC's benchmarks, the grant may be partially or fully clawed back to protect city funds.



### Recommendation C:

We recommend Manvel choose one more incentive offering to add to its menu of incentives for small businesses from the below options from other small Texas towns which feature a Type B economic development corporation:

**[Example 1: Orange, Texas - Tourism and Event Venue Grant](#)** (Click here to see Orange's application form)



- The City of Orange EDC provides grants to support tourism-related projects, including the construction or improvement of event facilities. Grants range from \$5,000 up to \$50,000. Businesses must submit quarterly reports to track the impact on local tourism, with clawbacks if promised visitor numbers aren't reached within a set time period.

**[Example 2: Navasota, Texas - Small Business Development and Expansion Grant](#)** (Click here to see Navasota's application form)



- Navasota's EDC offers funding for local businesses looking to expand or improve operations, with a focus on small-scale infrastructure improvements, such as parking lot enhancements or interior renovations. Grants go up to \$10,000, and businesses need to maintain operational improvements for at least two years. Failure to maintain these improvements may result in repayment of the grant funds.

**[Example 3: De Leon, Texas - Demolition and Site Preparation Grant](#)** (Click here to see De Leon's application form)



- De Leon's Type B EDC provides funding to cover demolition costs of old structures that pose a barrier to new development. Grants cover up to \$20,000, provided the cleared land will be redeveloped within a year. A clawback clause requires businesses to repay the grant if redevelopment plans aren't implemented within the agreed timeframe.

**[Example 4: Eagle Pass, Texas - Inventory Purchases](#)** (Click here to see Eagle Pass's application form)



- The Business Improvement Grant Program objective is to help businesses located within City limits (outside the downtown central business district) by providing match grants to qualifying businesses on a first come first serve basis.

**[Example 5: McKinney, Texas - Tourism Marketing Grant](#)** (Click here to see McKinney's application form)

- This grant can provide substantial financial support for projects focused on marketing and promotion, with \$30,000 available annually, awarded across two cycles. Eligible projects often include advertising and promotion activities, such as social media, radio, and print campaigns, designed to highlight McKinney as a destination.



# Manvel EDC Should Work To Create An “Old Town Manvel District” On The Northwest Side Of The Intersection Of Highway 6 And Highway 1128

Manvel Economic Development is a Texas Type B Economic Development Corporation. Texas Type B's can purchase land, buildings, etc. for job creating projects or quality of life related projects. Type B's created by cities with a population of 20,000 or less may use sales tax proceeds to fund projects that promote new or expanded business development that do not create or retain primary jobs. Texas Type B's can take on debt which matures in 30 years or less to pay for projects.



**Recommendation:**

We recommend Manvel spend \$50,000/year on debt payments (in year one) to purchase property and build commercial spec buildings to lease to restaurants, boutique shops, etc. to create this “Old Town Manvel District.”

At interest rates of 6.5%, \$50k per year of debt payments will cash flow approximately \$700,000 of debt. This \$700,000 should be used to acquire property within this area and build small, old town looking buildings, in which to lease to commercial interests.

In the long term, this will not only develop an “Old Town” feel but also provide cash flow to the Manvel EDC.

Note, as sales tax revenues increase organically from Manvel’s growth, we recommend 50% of the Manvel EDC portion of that sales tax it retains not obligated to the city should be used to cash flow new debt to pay for new buildings to be built.

The next pages are 2 examples for this vision. Note how both examples feature small buildings, and should not be very expensive, so the cash flow Manvel EDC has for debt service can finance multiple buildings. Over time, we envision 10 buildings owned by Manvel EDC, all providing cash flow and all with a historic look even though brand new, some will require a kitchen which will create more expense in those buildings:



**Example 1: Old Town Bluffton | Downtown Historic District, South Carolina**

Bluffton Promenade is a lively outdoor shopping and dining hub situated in the heart of Old Town Bluffton, South Carolina. This picturesque, pedestrian-friendly area features a charming mix of local and regional boutiques, galleries, and restaurants, along with community events and live music that enhance its vibrant atmosphere. Within Old Town Bluffton, you'll find around 15 commercial buildings spread across a compact area of less than one square mile.

<https://www.blufftonsc.com/downtown-bluffton-sc/>



**Restaurants and Cafés**



**Art Galleries &  
Studios**



**Fresh Market**



**General Store**

**Example 2: Leiper's Fork, Tennessee**

Leiper's Fork, Tennessee, is a small community in Williamson County, recognized for its historical significance and rural surroundings. The village has perfect mix of well-preserved and new buildings, including homes, shops, and community spaces. Some notable sites are the Leiper's Fork General Store, a historic church, and various artist studios and galleries. Visitors can check out antique shops, dine at local restaurants, and explore nearby farms, parks, and outdoor areas. Covering about 2.6 square miles, Leiper's Fork reflects a quiet, historical charm.



**Coffee Shop**



**Art Gallery**



**Home & Garden Store**

<https://visitfranklin.com/communities/leipers-fork/>

## Budget Recommendations

		<b>YEAR 1</b>	<b>YEAR 2+</b>
<b>#1</b>	<b>COMMUNITY LEARNING EXCHANGE TOURS OF 2 COMMUNITY CENTERS</b>	<b>\$20,000</b>	<b>FUNDING APPLIED YEAR 1; YEAR 2+: PUT \$10,000 IN RESERVES AND SPEND THE OTHER \$10,000 FOR SMALL BUSINESS GRANTS</b>
<b>#2</b>	<b>FEASIBILITY STUDY FOR THE COMMUNITY CENTER</b>	<b>\$67,000</b>	<b>FUNDING APPLIED YEAR 1; YEAR 2+ PUT \$22,333 IN RESERVES; \$22,333 FOR SMALL BUSINESS GRANTS; \$22,333 FOR DEBT SERVICES</b>
<b>#3</b>	<b>20 PROSPECT MEETINGS PER YEAR TO RECRUIT HIGH PAYING JOBS</b>	<b>\$48,000</b>	<b>\$48,000</b>
<b>#4</b>	<b>DEBT SERVICE PAYMENTS</b>	<b>\$50,000</b>	<b>ORIGINAL \$50,000 PLUS \$22,333 FROM ITEM 2 ABOVE FOR A TOTAL OF \$72,333</b>
<b>#5</b>	<b>SMALL BUSINESS GRANTS</b>	<b>\$15,000</b>	<b>ORIGINAL \$15,000 PLUS \$10,000 FROM ITEM 1 ABOUT AND \$22,333 FROM ITEM 2 ABOVE FOR A TOTAL OF \$47,333</b>

Manvel EDC sales tax projections are expected to increase annually. We recommend as these sales tax revenues increase for each dollar above \$200,000 Manvel EDC gets to keep annually, 1/3 of those dollars be saved to build cash reserves, 1/3 go into the small business grant fund, and 1/3 go into the debt service fund to develop more property in Old Town Manvel.

# Appendix



## Retail Demand Outlook

Manvel City, TX  
 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Southern Satellites (10A)	42.2%	Population	15,684	24,446
Up and Coming Families (7A)	40.0%	Households	5,034	8,103
Green Acres (6A)	17.6%	Families	3,930	6,273
Home Improvement (4B)	0.2%	Median Age	36.3	38.1
Forging Opportunity (7D)	0.1%	Median Household Income	US\$102,596	US\$108,357
			<b>2024</b>	<b>2029</b>
			<b>Consumer Spending</b>	<b>Forecasted Demand</b>
				<b>Projected Spending Growth</b>
<b>Apparel and Services</b>			US\$12,897,897	US\$23,283,934
Men's			US\$2,386,093	US\$4,307,517
Women's			US\$4,258,622	US\$7,801,147
Children's			US\$2,221,891	US\$3,984,928
Footwear			US\$2,747,723	US\$4,922,248
Watches & Jewelry			US\$1,031,564	US\$1,813,911
Apparel Products and Services (1)			US\$252,004	US\$454,183
<b>Computer</b>				
Computers and Hardware for Home Use			US\$1,443,987	US\$2,555,734
Portable Memory			US\$18,369	US\$32,295
Computer Software			US\$75,207	US\$135,485
Computer Accessories			US\$116,023	US\$205,610
<b>Entertainment &amp; Recreation</b>			US\$22,247,962	US\$40,548,940
Fees and Admissions			US\$4,535,398	US\$7,792,533
Membership Fees for Clubs (2)			US\$1,609,191	US\$2,796,929
Fees for Participant Sports, excl. Trips			US\$767,809	US\$1,328,501
Tickets to Theatre/Operas/Concerts			US\$391,747	US\$671,028
Tickets to Movies			US\$141,928	US\$238,294
Tickets to Parks or Museums			US\$227,624	US\$399,575
Admission to Sporting Events, excl. Trips			US\$434,715	US\$768,985
Fees for Recreational Lessons			US\$958,600	US\$1,581,388
Dating Services			US\$3,784	US\$7,832
TV/Video/Audio			US\$7,134,575	US\$13,441,749
Cable and Satellite Television Services			US\$3,862,019	US\$7,533,392
Televisions			US\$862,011	US\$1,583,101
Satellite Dishes			US\$6,090	US\$12,506
VCRs, Video Cameras, and DVD Players			US\$25,828	US\$46,625
Miscellaneous Video Equipment			US\$200,907	US\$366,868
Video Cassettes and DVDs			US\$27,638	US\$49,114
Video Game Hardware/Accessories			US\$257,704	US\$457,184
Video Game Software			US\$103,318	US\$182,557
Rental/Streaming/Downloaded Video			US\$992,791	US\$1,777,866
Installation of Televisions			US\$8,598	US\$14,100
Audio (3)			US\$779,624	US\$1,403,571
Rental and Repair of TV/Radio/Sound Equipment			US\$8,046	US\$14,864
Pets			US\$5,348,015	US\$9,998,395
Toys/Games/Crafts/Hobbies (4)			US\$958,244	US\$1,737,197
Recreational Vehicles and Fees (5)			US\$1,101,521	US\$1,981,006
Sports/Recreation/Exercise Equipment (6)			US\$1,980,546	US\$3,493,463
Photo Equipment and Supplies (7)			US\$303,441	US\$531,728
Reading (8)			US\$670,003	US\$1,194,050
Catered Affairs (9)			US\$216,220	US\$378,819
<b>Food</b>			US\$59,879,689	US\$110,716,493
Food at Home			US\$38,066,053	US\$70,882,773
Bakery and Cereal Products			US\$4,839,550	US\$8,999,171
Meats, Poultry, Fish, and Eggs			US\$8,230,776	US\$15,396,559
Dairy Products			US\$3,570,534	US\$6,621,825
Fruits and Vegetables			US\$7,355,408	US\$13,540,276
Snacks and Other Food at Home (10)			US\$14,069,785	US\$26,324,943
Food Away from Home			US\$21,813,636	US\$39,833,720
Alcoholic Beverages			US\$3,287,142	US\$5,915,044

# APPENDIX



## Retail Demand Outlook

Manvel City, TX  
 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	US\$222,837,518	US\$417,208,655	US\$194,371,137
Value of Retirement Plans	US\$860,305,413	US\$1,568,855,489	US\$708,550,076
Value of Other Financial Assets	US\$50,134,527	US\$90,254,514	US\$40,119,987
Vehicle Loan Amount excluding Interest	US\$22,427,996	US\$41,972,043	US\$19,544,047
Value of Credit Card Debt	US\$15,510,988	US\$28,067,028	US\$12,556,040
<b>Health</b>			
Nonprescription Drugs	US\$1,022,448	US\$1,941,282	US\$918,834
Prescription Drugs	US\$2,180,734	US\$4,200,724	US\$2,019,990
Eyeglasses and Contact Lenses	US\$629,486	US\$1,158,662	US\$529,176
<b>Home</b>			
Mortgage Payment and Basics (11)	US\$79,289,806	US\$141,496,244	US\$62,206,438
Maintenance and Remodeling Services	US\$27,504,988	US\$49,604,268	US\$22,099,280
Maintenance and Remodeling Materials (12)	US\$5,392,431	US\$9,993,760	US\$4,601,329
Utilities, Fuel, and Public Services	US\$32,235,521	US\$61,377,506	US\$29,141,985
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	US\$694,626	US\$1,266,705	US\$572,079
Furniture	US\$5,598,417	US\$10,192,666	US\$4,594,249
Rugs	US\$227,111	US\$412,944	US\$185,833
Major Appliances (14)	US\$3,329,911	US\$6,242,961	US\$2,913,050
Housewares (15)	US\$573,777	US\$1,065,454	US\$491,677
Small Appliances	US\$407,468	US\$752,892	US\$345,424
Luggage	US\$113,603	US\$204,327	US\$90,724
Telephones and Accessories	US\$522,688	US\$1,012,342	US\$489,654
<b>Household Operations</b>			
Child Care	US\$3,230,353	US\$5,507,972	US\$2,277,619
Lawn and Garden (16)	US\$3,932,219	US\$7,436,722	US\$3,504,503
Moving/Storage/Freight Express	US\$569,539	US\$1,024,785	US\$455,246
Housekeeping Supplies (17)	US\$4,815,769	US\$9,021,236	US\$4,205,467
<b>Insurance</b>			
Owners and Renters Insurance	US\$4,986,721	US\$9,466,191	US\$4,479,470
Vehicle Insurance	US\$11,908,952	US\$22,585,609	US\$10,676,657
Life/Other Insurance	US\$3,727,541	US\$6,853,885	US\$3,126,344
Health Insurance	US\$27,068,759	US\$51,366,674	US\$24,297,915
Personal Care Products (18)	US\$2,939,382	US\$5,376,081	US\$2,436,699
School Books (19)	US\$222,636	US\$405,483	182,847
Smoking Products	US\$2,315,914	US\$4,818,673	US\$2,502,759
<b>Transportation</b>			
Payments on Vehicles excluding Leases	US\$18,044,355	US\$33,821,427	US\$15,777,072
Gasoline and Motor Oil	US\$18,562,330	US\$35,546,714	US\$16,984,384
Vehicle Maintenance and Repairs	US\$8,093,480	US\$14,931,548	US\$6,838,068
<b>Travel</b>			
Airline Fares	US\$3,402,101	US\$5,883,777	US\$2,481,676
Lodging on Trips	US\$5,315,819	US\$9,639,343	US\$4,323,524
Auto/Truck Rental on Trips	US\$635,729	US\$1,120,671	US\$484,942
Food and Drink on Trips	US\$3,999,432	US\$7,160,912	US\$3,161,480

# APPENDIX



## Retail Demand by Industry

Manvel City, TX  
 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	109	US\$32,637.83	US\$164,298,836
44-45	Retail Trade	109	US\$27,854.83	US\$140,221,201
722	Food Services & Drinking Places	109	US\$4,783.00	US\$24,077,635
<b>NAICS Code Industry Subsector &amp; Group</b>				
441	Motor Vehicle & Parts Dealers	111	US\$3,431.17	US\$17,272,530
4411	Automobile Dealers	109	US\$2,826.21	US\$14,227,147
4412	Other Motor Vehicle Dealers	122	US\$301.94	US\$1,519,976
4413	Auto Parts, Accessories & Tire Stores	113	US\$303.02	US\$1,525,407
442	Furniture and Home Furnishings Stores	114	US\$1,247.46	US\$6,279,709
4421	Furniture Stores	114	US\$814.46	US\$4,099,988
4422	Home Furnishings Stores	114	US\$433.00	US\$2,179,721
443, 4431	Electronics and Appliance Stores	110	US\$353.68	US\$1,780,449
444	Bldg Material & Garden Equipment & Supplies Dealers	118	US\$1,805.60	US\$9,089,401
4441	Building Material and Supplies Dealers	118	US\$1,646.53	US\$8,288,625
4442	Lawn and Garden Equipment and Supplies Stores	113	US\$159.07	US\$800,776
445	Food and Beverage Stores	104	US\$5,911.39	US\$29,757,962
4451	Grocery Stores	105	US\$5,533.95	US\$27,857,894
4452	Specialty Food Stores	104	US\$183.99	US\$926,222
4453	Beer, Wine, and Liquor Stores	102	US\$193.45	US\$973,846
446, 4461	Health and Personal Care Stores	106	US\$838.18	US\$4,219,394
447, 4471	Gasoline Stations	111	US\$4,029.75	US\$20,285,779
448	Clothing and Clothing Accessories Stores	110	US\$1,326.06	US\$6,675,408
4481	Clothing Stores	110	US\$1,057.83	US\$5,325,118
4482	Shoe Stores	110	US\$248.03	US\$1,248,592
4483	Jewelry, Luggage, and Leather Goods Stores	110	US\$20.20	US\$101,698
451	Sporting Goods, Hobby, Musical Instrument, and Book	114	US\$537.60	US\$2,706,285
4511	Sporting Goods, Hobby, and Musical Instrument Stores	116	US\$439.72	US\$2,213,530
4512	Book Stores and News Dealers	107	US\$97.89	US\$492,755
452	General Merchandise Stores	108	US\$4,755.83	US\$23,940,850
4522	Department Stores	109	US\$418.91	US\$2,108,768
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	108	US\$4,336.93	US\$21,832,082
453	Miscellaneous Store Retailers	109	US\$657.45	US\$3,309,579
4531	Florists	115	US\$35.13	US\$176,833
4532	Office Supplies, Stationery, and Gift Stores	109	US\$104.91	US\$528,116
4533	Used Merchandise Stores	114	US\$92.07	US\$463,493
4539	Other Miscellaneous Store Retailers	108	US\$425.34	US\$2,141,137
454	Nonstore Retailers	106	US\$2,960.64	US\$14,903,855
4541	Electronic Shopping and Mail-Order Houses	108	US\$2,612.82	US\$13,152,930
4542	Vending Machine Operators	108	US\$42.58	US\$214,338
4543	Direct Selling Establishments	87	US\$305.24	US\$1,536,587
722	Food Services & Drinking Places	109	US\$4,783.00	US\$24,077,635
7223	Special Food Services	108	US\$16.93	US\$85,250
7224	Drinking Places (Alcoholic Beverages)	102	US\$107.99	US\$543,646
7225	Restaurants and Other Eating Places	109	US\$4,658.07	US\$23,448,739

# APPENDIX



## Retail Goods and Services Expenditures

Manvel City, TX  
 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Southern Satellites (10A)	42.2%	Population	15,684	24,446
Up and Coming Families (7A)	40.0%	Households	5,034	8,103
Green Acres (6A)	17.6%	Families	3,930	6,273
Home Improvement (4B)	0.2%	Median Age	36.3	38.1
Forging Opportunity (7D)	0.1%	Median Household Income	US\$102,596	US\$108,357
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		108	US\$2,562.16	US\$12,897,897
Men's		108	US\$474.00	US\$2,386,093
Women's		106	US\$845.97	US\$4,258,622
Children's		120	US\$441.38	US\$2,221,891
Footwear		109	US\$545.83	US\$2,747,723
Watches & Jewelry		90	US\$204.92	US\$1,031,564
Apparel Products and Services (1)		103	US\$50.06	US\$252,004
<b>Computer</b>				
Computers and Hardware for Home Use		106	US\$286.85	US\$1,443,987
Portable Memory		90	US\$3.65	US\$18,369
Computer Software		96	US\$14.94	US\$75,207
Computer Accessories		97	US\$23.05	US\$116,023
<b>Entertainment &amp; Recreation</b>		108	US\$4,419.54	US\$22,247,962
Fees and Admissions		109	US\$900.95	US\$4,535,398
Membership Fees for Clubs (2)		106	US\$319.66	US\$1,609,191
Fees for Participant Sports, excl. Trips		114	US\$152.52	US\$767,809
Tickets to Theatre/Operas/Concerts		102	US\$77.82	US\$391,747
Tickets to Movies		114	US\$28.19	US\$141,928
Tickets to Parks or Museums		121	US\$45.22	US\$227,624
Admission to Sporting Events, excl. Trips		109	US\$86.36	US\$434,715
Fees for Recreational Lessons		110	US\$190.43	US\$958,600
Dating Services		95	US\$0.75	US\$3,784
TV/Video/Audio		107	US\$1,417.28	US\$7,134,575
Cable and Satellite Television Services		102	US\$767.19	US\$3,862,019
Televisions		112	US\$171.24	US\$862,011
Satellite Dishes		97	US\$1.21	US\$6,090
VCRs, Video Cameras, and DVD Players		103	US\$5.13	US\$25,828
Miscellaneous Video Equipment		176	US\$39.91	US\$200,907
Video Cassettes and DVDs		95	US\$5.49	US\$27,638
Video Game Hardware/Accessories		110	US\$51.19	US\$257,704
Video Game Software		101	US\$20.52	US\$103,318
Rental/Streaming/Downloaded Video		114	US\$197.22	US\$992,791
Installation of Televisions		101	US\$1.71	US\$8,598
Audio (3)		109	US\$154.87	US\$779,624
Rental and Repair of TV/Radio/Sound Equipment		101	US\$1.60	US\$8,046
Pets		105	US\$1,062.38	US\$5,348,015
Toys/Games/Crafts/Hobbies (4)		104	US\$190.35	US\$958,244
Recreational Vehicles and Fees (5)		111	US\$218.82	US\$1,101,521
Sports/Recreation/Exercise Equipment (6)		129	US\$393.43	US\$1,980,546
Photo Equipment and Supplies (7)		99	US\$60.28	US\$303,441
Reading (8)		95	US\$133.10	US\$670,003
Catered Affairs (9)		108	US\$42.95	US\$216,220
<b>Food</b>		106	US\$11,895.05	US\$59,879,689
Food at Home		104	US\$7,561.79	US\$38,066,053
Bakery and Cereal Products		103	US\$961.37	US\$4,839,550
Meats, Poultry, Fish, and Eggs		104	US\$1,635.04	US\$8,230,776
Dairy Products		103	US\$709.28	US\$3,570,534
Fruits and Vegetables		101	US\$1,461.15	US\$7,355,408
Snacks and Other Food at Home (10)		105	US\$2,794.95	US\$14,069,785
Food Away from Home		111	US\$4,333.26	US\$21,813,636
Alcoholic Beverages		100	US\$652.99	US\$3,287,142

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# APPENDIX



## Retail Goods and Services Expenditures

Manvel City, TX  
 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	96	US\$44,266.49	US\$222,837,518
Value of Retirement Plans	105	US\$170,898.97	US\$860,305,413
Value of Other Financial Assets	110	US\$9,959.18	US\$50,134,527
Vehicle Loan Amount excluding Interest	126	US\$4,455.30	US\$22,427,996
Value of Credit Card Debt	107	US\$3,081.25	US\$15,510,988
<b>Health</b>			
Nonprescription Drugs	114	US\$203.11	US\$1,022,448
Prescription Drugs	105	US\$433.20	US\$2,180,734
Eyeglasses and Contact Lenses	99	US\$125.05	US\$629,486
<b>Home</b>			
Mortgage Payment and Basics (11)	116	US\$15,750.86	US\$79,289,806
Maintenance and Remodeling Services	117	US\$5,463.84	US\$27,504,988
Maintenance and Remodeling Materials (12)	124	US\$1,071.20	US\$5,392,431
Utilities, Fuel, and Public Services	107	US\$6,403.56	US\$32,235,521
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	105	US\$137.99	US\$694,626
Furniture	112	US\$1,112.12	US\$5,598,417
Rugs	99	US\$45.12	US\$227,111
Major Appliances (14)	112	US\$661.48	US\$3,329,911
Housewares (15)	106	US\$113.98	US\$573,777
Small Appliances	101	US\$80.94	US\$407,468
Luggage	109	US\$22.57	US\$113,603
Telephones and Accessories	102	US\$103.83	US\$522,688
<b>Household Operations</b>			
Child Care	116	US\$641.71	US\$3,230,353
Lawn and Garden (16)	112	US\$781.13	US\$3,932,219
Moving/Storage/Freight Express	93	US\$113.14	US\$569,539
Housekeeping Supplies (17)	106	US\$956.65	US\$4,815,769
<b>Insurance</b>			
Owners and Renters Insurance	120	US\$990.61	US\$4,986,721
Vehicle Insurance	111	US\$2,365.70	US\$11,908,952
Life/Other Insurance	110	US\$740.47	US\$3,727,541
Health Insurance	108	US\$5,377.19	US\$27,068,759
Personal Care Products (18)	104	US\$583.91	US\$2,939,382
School Books (19)	104	US\$44.23	US\$222,636
Smoking Products	98	US\$460.05	US\$2,315,914
<b>Transportation</b>			
Payments on Vehicles excluding Leases	118	US\$3,584.50	US\$18,044,355
Gasoline and Motor Oil	111	US\$3,687.39	US\$18,562,330
Vehicle Maintenance and Repairs	109	US\$1,607.76	US\$8,093,480
<b>Travel</b>			
Airline Fares	107	US\$675.82	US\$3,402,101
Lodging on Trips	107	US\$1,055.98	US\$5,315,819
Auto/Truck Rental on Trips	109	US\$126.29	US\$635,729
Food and Drink on Trips	107	US\$794.48	US\$3,999,432

# APPENDIX



## Retail Market Potential

Manvel City, TX  
 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

<b>Demographic Summary</b>	<b>2024</b>	<b>2029</b>
Population	15,684	24,446
Population 18+	11,423	18,453
Households	5,034	8,103
Median Household Income	US\$102,596	US\$108,357

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	7,469	65.4%	104
Bought Women`s Clothing/12 Mo	6,137	53.7%	103
Bought Shoes/12 Mo	8,914	78.0%	104
Bought Fine Jewelry/12 Mo	2,556	22.4%	103
Bought Watch/12 Mo	1,562	13.7%	103
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	4,780	95.0%	105
HH Bought or Leased New Vehicle/12 Mo	513	10.2%	110
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	10,648	93.2%	104
Bought or Changed Motor Oil/12 Mo	6,471	56.6%	106
Had Vehicle Tune-Up/12 Mo	2,784	24.4%	102
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	4,290	37.6%	100
Drank Beer or Ale/6 Mo	4,326	37.9%	99
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	1,114	9.8%	100
Own Digital SLR Camera or Camcorder	1,332	11.7%	112
Printed Digital Photos/12 Mo	3,122	27.3%	105
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	4,129	36.1%	100
Have a Smartphone	10,942	95.8%	102
Have Android Phone (Any Brand) Smartphone	4,254	37.2%	97
Have Apple iPhone Smartphone	6,952	60.9%	106
HH Owns 1 Cell Phone	1,099	21.8%	73
HH Owns 2 Cell Phones	2,054	40.8%	104
HH Owns 3+ Cell Phones	1,815	36.1%	126
HH Has Cell Phone Only (No Landline Telephone)	3,857	76.6%	106
<b>Computers (Households)</b>			
HH Owns Computer	4,427	87.9%	105
HH Owns Desktop Computer	2,123	42.2%	109
HH Owns Laptop or Notebook	3,674	73.0%	105
HH Owns Apple/Mac Brand Computer	1,284	25.5%	103
HH Owns PC/Non-Apple Brand Computer	3,746	74.4%	106
HH Purchased Most Recent Home Computer at Store	1,980	39.3%	106
HH Purchased Most Recent Home Computer Online	1,430	28.4%	104
HH Spent \$1-499 on Most Recent Home Computer	713	14.2%	103
HH Spent \$500-999 on Most Recent Home Computer	1,032	20.5%	108
HH Spent \$1K-1499 on Most Recent Home Computer	618	12.3%	108
HH Spent \$1500-1999 on Most Recent Home Computer	196	3.9%	96
HH Spent \$2K+ on Most Recent Home Computer	325	6.5%	106

# APPENDIX



## Retail Market Potential

Manvel City, TX  
 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	7,832	68.6%	105
Bought Brewed Coffee at C-Store/30 Days	1,325	11.6%	93
Bought Cigarettes at C-Store/30 Days	624	5.5%	90
Bought Gas at C-Store/30 Days	5,130	44.9%	112
Spent \$1-19 at C-Store/30 Days	765	6.7%	99
Spent \$20-39 at C-Store/30 Days	1,016	8.9%	107
Spent \$40-50 at C-Store/30 Days	768	6.7%	101
Spent \$51-99 at C-Store/30 Days	773	6.8%	120
Spent \$100+ at C-Store/30 Days	2,886	25.3%	107
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	5,302	46.4%	105
Went to Live Theater/12 Mo	1,018	8.9%	102
Went to Bar or Night Club/12 Mo	2,020	17.7%	100
Dined Out/12 Mo	6,815	59.7%	107
Gambled at Casino/12 Mo	1,333	11.7%	98
Visited Theme Park/12 Mo	2,030	17.8%	113
Viewed Movie (Video-on-Demand)/30 Days	1,176	10.3%	109
Viewed TV Show (Video-on-Demand)/30 Days	815	7.1%	108
Used Internet to Download Movie/30 Days	756	6.6%	106
Downloaded Individual Song/6 Mo	2,439	21.4%	110
Used Internet to Watch Movie/30 Days	4,093	35.8%	105
Used Internet to Watch TV Program/30 Days	2,647	23.2%	103
Played (Console) Video or Electronic Game/12 Mo	1,456	12.7%	101
Played (Portable) Video or Electronic Game/12 Mo	834	7.3%	106
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	5,261	46.1%	126
Used ATM or Cash Machine/12 Mo	7,063	61.8%	101
Own Any Stock	1,679	14.7%	99
Own U.S. Savings Bonds	819	7.2%	97
Own Shares in Mutual Fund (Stocks)	1,507	13.2%	99
Own Shares in Mutual Fund (Bonds)	951	8.3%	100
Have Interest Checking Account	4,633	40.6%	104
Have Non-Interest Checking Account	4,305	37.7%	102
Have Savings Account	8,764	76.7%	106
Have 401(k) Retirement Savings Plan	3,147	27.5%	113
Own or Used Any Credit/Debit Card/12 Mo	10,772	94.3%	102
Avg \$1-110 Monthly Credit Card Expenditures	1,184	10.4%	101
Avg \$111-225 Monthly Credit Card Expenditures	784	6.9%	100
Avg \$226-450 Monthly Credit Card Expenditures	1,007	8.8%	100
Avg \$451-700 Monthly Credit Card Expenditures	1,040	9.1%	98
Avg \$701-1000 Monthly Credit Card Expenditures	937	8.2%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	1,385	12.1%	101
Avg \$2001+ Monthly Credit Card Expenditures	1,464	12.8%	102
Did Banking Online/12 Mo	6,988	61.2%	107
Did Banking by Mobile Device/12 Mo	5,965	52.2%	109

# APPENDIX



## Retail Market Potential

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 Manvel City, TX (4846500)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	4,773	94.8%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	4,017	79.8%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	1,082	21.5%	104
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,934	58.3%	99
HH Used Fresh Fruit or Vegetables/6 Mo	4,484	89.1%	100
HH Used Fresh Milk/6 Mo	4,240	84.2%	103
HH Used Organic Food/6 Mo	1,228	24.4%	96
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	5,666	49.6%	102
Exercise at Club 2+ Times/Wk	1,426	12.5%	107
Visited Doctor/12 Mo	9,214	80.7%	101
Used Vitamins or Dietary Supplements/6 Mo	7,726	67.6%	102
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	2,106	41.8%	115
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,952	38.8%	111
HH Purchased Low Ticket HH Furnishing/12 Mo	1,197	23.8%	106
HH Purchased Big Ticket HH Furnishing/12 Mo	1,419	28.2%	109
HH Bought Small Kitchen Appliance/12 Mo	1,350	26.8%	107
HH Bought Large Kitchen Appliance/12 Mo	944	18.8%	117
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	6,537	57.2%	112
Personally Carry Any Med/Hosp/Accident Insur	9,925	86.9%	102
Homeowner Carries Home/Personal Property Insurance	7,868	68.9%	114
Renter Carries Home/Pers Property Insurance	1,282	11.2%	88
HH Has 1 Vehicle Covered w/Auto Insurance	1,373	27.3%	85
HH Has 2 Vehicles Covered w/Auto Insurance	1,807	35.9%	114
HH Has 3+ Vehicles Covered w/Auto Insurance	1,511	30.0%	116
<b>Pets (Households)</b>			
HH Owns Any Pet	2,922	58.0%	115
HH Owns Cat	1,173	23.3%	99
HH Owns Dog	2,424	48.2%	125
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	1,888	16.5%	97
Buying American Is Important: 4-Agr Cmpl	3,421	29.9%	103
Buy Based on Quality Not Price: 4-Agr Cmpl	1,634	14.3%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,427	12.5%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,136	9.9%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,157	10.1%	90
Buy Based on Price Not Brands: 4-Agr Cmpl	2,903	25.4%	95
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	2,269	19.9%	109
Bought Hardcover Book/12 Mo	3,171	27.8%	103
Bought Paperback Book/12 Mo	3,949	34.6%	100
Read Daily Newspaper (Paper Version)	810	7.1%	66
Read Digital Newspaper/30 Days	6,404	56.1%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	9,884	86.5%	99

# APPENDIX



## Retail Market Potential

Manvel City, TX  
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 Geography: Place

Prepared by Esri

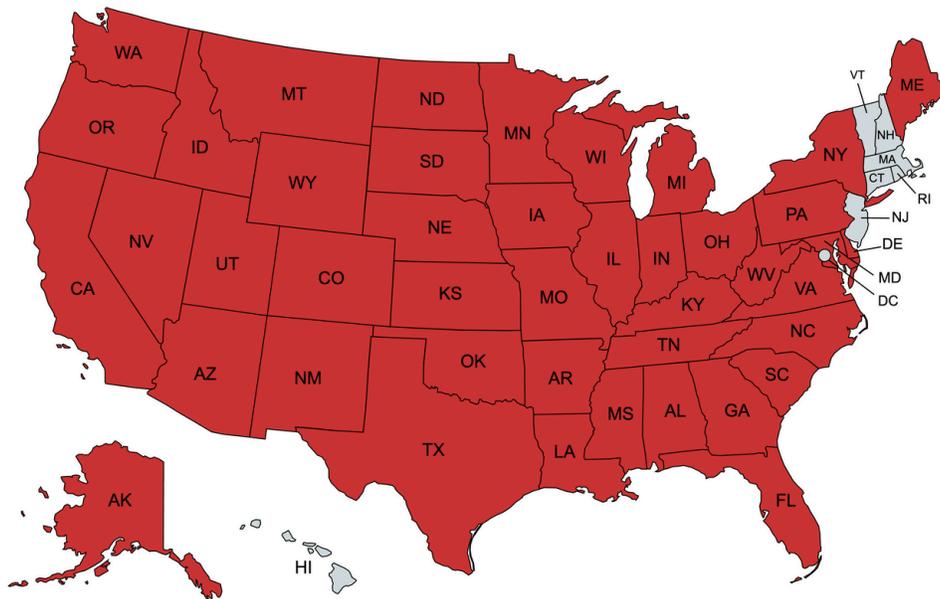
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	8,610	75.4%	106
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,943	25.8%	111
Went to Fast Food/Drive-In Restaurant/6 Mo	10,664	93.4%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,225	45.7%	115
Ordered Eat-In Fast Food/6 Mo	3,584	31.4%	109
Ordered Home Delivery Fast Food/6 Mo	1,520	13.3%	103
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,713	58.8%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,583	22.6%	99
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	6,980	61.1%	107
Own E-Reader	1,749	15.3%	97
Own E-Reader/Tablet: Apple iPad	4,681	41.0%	112
HH Owns Internet Connectable TV	2,217	44.0%	107
Own Portable MP3 Player	1,025	9.0%	100
HH Owns 1 TV	741	14.7%	80
HH Owns 2 TVs	1,332	26.5%	95
HH Owns 3 TVs	1,146	22.8%	102
HH Owns 4+ TVs	1,431	28.4%	128
HH Subscribes to Cable TV	1,411	28.0%	91
HH Subscribes to Fiber Optic TV	252	5.0%	98
HH Owns Portable GPS Device	927	18.4%	99
HH Purchased Video Game System/12 Mo	409	8.1%	104
HH Owns Internet Video Device for TV	2,898	57.6%	109
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	7,264	63.6%	109
Took 3+ Domestic Non-Business Trips/12 Mo	2,088	18.3%	112
Spent \$1-999 on Domestic Vacations/12 Mo	1,481	13.0%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	801	7.0%	103
Spent \$1500-1999 on Domestic Vacations/12 Mo	545	4.8%	107
Spent \$2K-2999 on Domestic Vacations/12 Mo	729	6.4%	122
Spent \$3K+ on Domestic Vacations/12 Mo	1,298	11.4%	117
Used Intrnt Travel Site for Domestic Trip/12 Mo	774	6.8%	108
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	3,534	30.9%	102
Took 3+ Foreign Trips by Plane/3 Yrs	589	5.2%	95
Spent \$1-999 on Foreign Vacations/12 Mo	578	5.1%	91
Spent \$1K-2999 on Foreign Vacations/12 Mo	421	3.7%	111
Spent \$3K+ on Foreign Vacations/12 Mo	682	6.0%	100
Used General Travel Site: Foreign Trip/3 Yrs	608	5.3%	95
Spent Night at Hotel or Motel/12 Mo	6,297	55.1%	109
Took Cruise of More Than One Day/3 Yrs	1,147	10.0%	118
Member of Frequent Flyer Program	3,372	29.5%	106
Member of Hotel Rewards Program	3,706	32.4%	111

# Who Is Next Move Group?

Next Move Group is an economic development consulting firm which has serviced 800+ customers since 2014.

### Nationwide Clients:

*We Have Serviced Clients From All States In Red Since 2014*



*Next Move Group is a site selection and economic development firm that has serviced over 800 customers from Kennebec, Maine; to Kennewick, Washington; and all parts inbetween. Our team includes a graduate of the the Goldenman Sachs 10,000 Small Businesses Accelerator Program, a residential marketing professional, and staff member with an urban planning Master's degree.*

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