

2019 RETAIL MARKET PROFILE



DOWNTOWN NEW BRAUNFELS, TEXAS



OVERVIEW

Deep in the heart of the Texas Hill Country rests beautiful New Braunfels. Founded in 1845 by German settlers. New Braunfels boasts great museums, historic districts, and performing arts all within a short distance.

Interstate 35 is a major thoroughfare along with Loop 337 and TX 46, providing convenient access into and around town.

The New Braunfels Main Street and Downtown Development program actively supports expansion of the downtown economic base by assisting in recruiting more businesses to downtown, advertising available properties in the district, and assisting with historic preservation efforts.

RETAIL

SECTOR	POTENTIAL
Motor Vehicle Parts/Dealers	\$13,224,935
Foodservice/Drinking	\$7,038,518
General Merchandise	\$6,604,477
Food & Beverage Stores	\$6,604,196
Bldg Material/Garden Equip.	\$3,314,716
Health & Personal Care	\$3,159,253

DEMOGRAPHICS

	RETAIL TRADE AREA
2018 Population Estimate	2,935
2023 Population Estimate	2,888
2018 Population Density	2,315
2023 Population Density	2,278
2018 Total Households	1,329
2023 Total Households	1,328

RETAIL

The Retail Industry in New Braunfels employs over 11,000 people, 29% of the overall labor force market share. The growth of retail can be attributed to new developments such as Downtown New Braunfels, Westpointe Village, Town Center at Creekside and Village at Creekside.

Together these developments alone will have over 3.5 million square feet of retail space at full build-out. At one time, a 2015 retail gap study indicated New Braunfels and Comal County were experiencing over \$1 billion dollars in retail leakage. Since the study was completed, there still are potential sales of \$46 million to be made.

Some of the businesses downtown include: Myrons Steakhouse, 188 South, 2 Tarts Bakery, River Rose Boutique, McAdoo's Restaurant, New Braunfels Brewing Company, Jackalope Clothing, Red Stag Antiques, Henne Hardware, Brauntex Theater, Huisache Grill, Pour Haus, Downtown Social, Scores, Historic Phoenix Saloon, Krauses and much, much more.

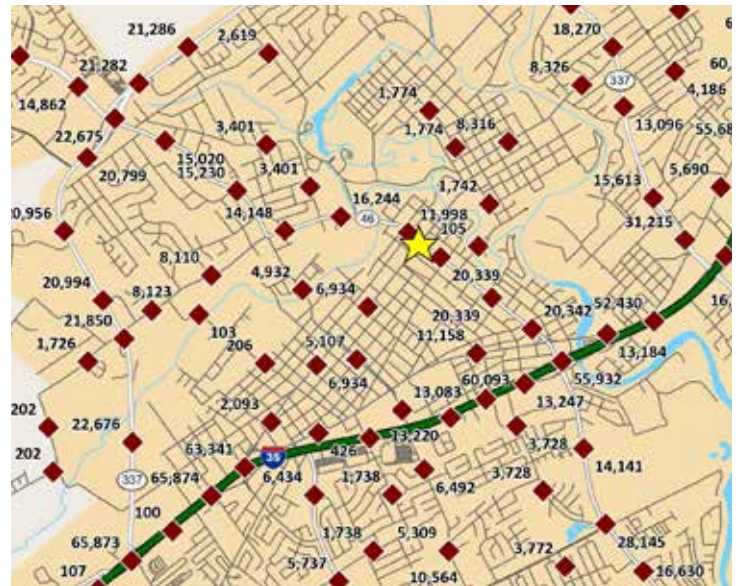
RETAIL



MARKET SEGMENTATION

10 MIN DRIVE TIME				
Market Segment	Avg. Age	Avg. Salary	Age of Kids	Notes
O51: Digital Dependent	27.5	\$62,499	7-9	Single Tech
L42: Rooted Flower Pwr	58	\$62,499	13-19	Single Liberal
Q64: Town Elders	76	\$30,000	Grown	Home Centered
15 MIN DRIVE TIME				
F22: Fast Track Couple	32.5	\$115,000	7-9	Active, Spender
J34: Aging In Place	70	\$42,500	Grown	Retired, Fine Arts

TRAFFIC



LOCATION MAP

