

Located roughly 30 miles northwest of San Antonio, Boerne is the largest city in Kendall County, and prime for retail opportunities.

BOERNE HIGHLIGHTS

The **PRIMARY TRADE AREA (PTA)** of Boerne is calculated at over 21 minutes, and encompasses an estimated population of 53,520. Over 5,000 lots are planned in Kendall County and the greater San Antonio area will set the stage for the Boerne PTA to need greater retail in the coming years. The population within the Boerne PTA is anticipated to grow 20.2% between 2014 and 2019.

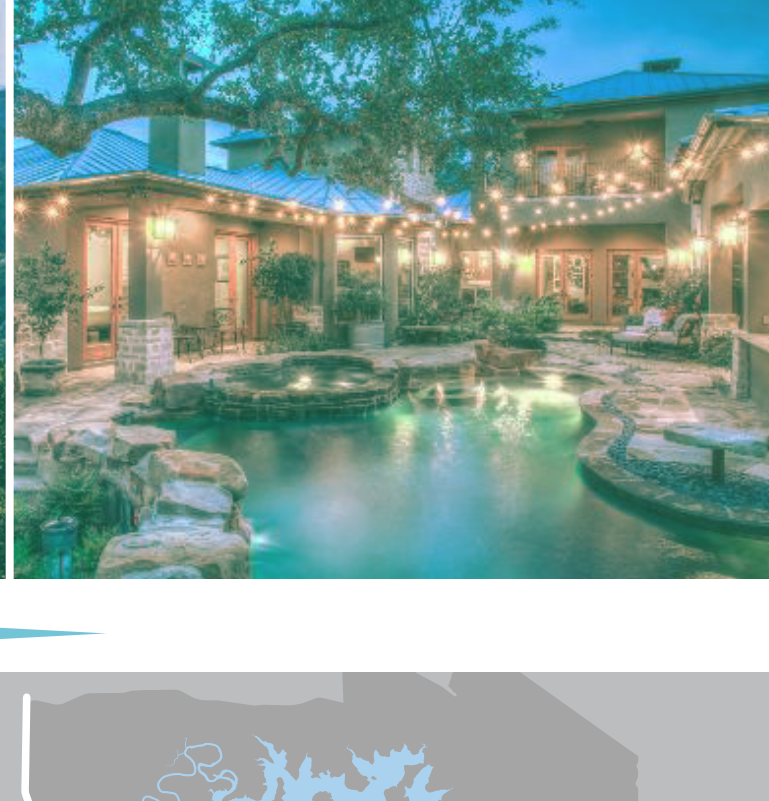
The **MEDIAN HOUSEHOLD INCOME** in Boerne is over \$77,000. This is compared to the median household income in the San Antonio MSA of \$52,913. The combination of a *large retail trade area population (53,520)* combined with high median household incomes helps create a *significant local purchasing power* in the Boerne PTA.

The city of Boerne supports **HIGH OUTPUT RETAILERS**, due to its affluent and well educated consumer base. Within the city of Boerne, over 41% of the population holds a college degree compared to the national average of 36.6%.

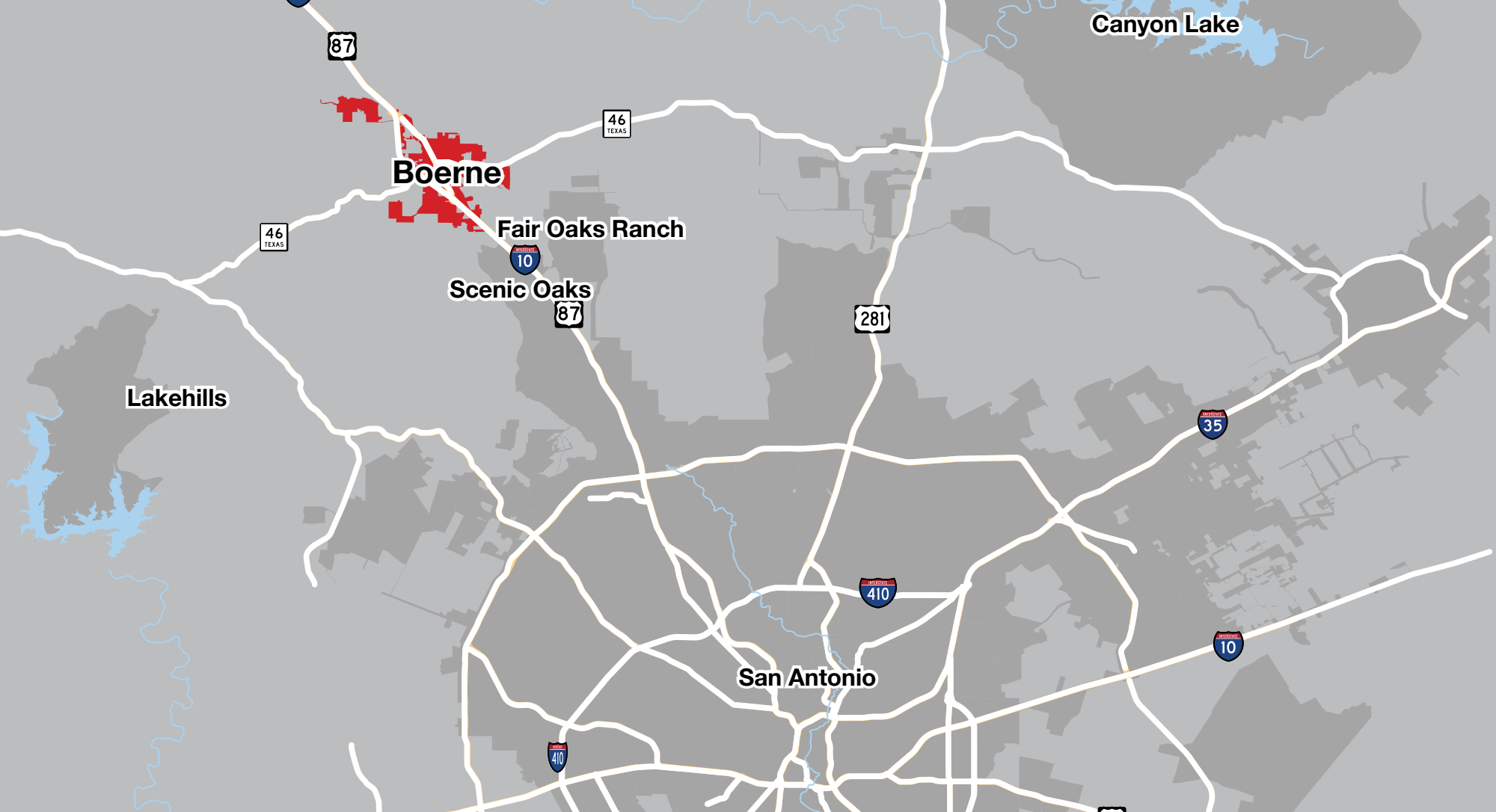
Source: Catalyst, 2014

Boerne KENDALL COUNTY

ECONOMIC DEVELOPMENT CORPORATION



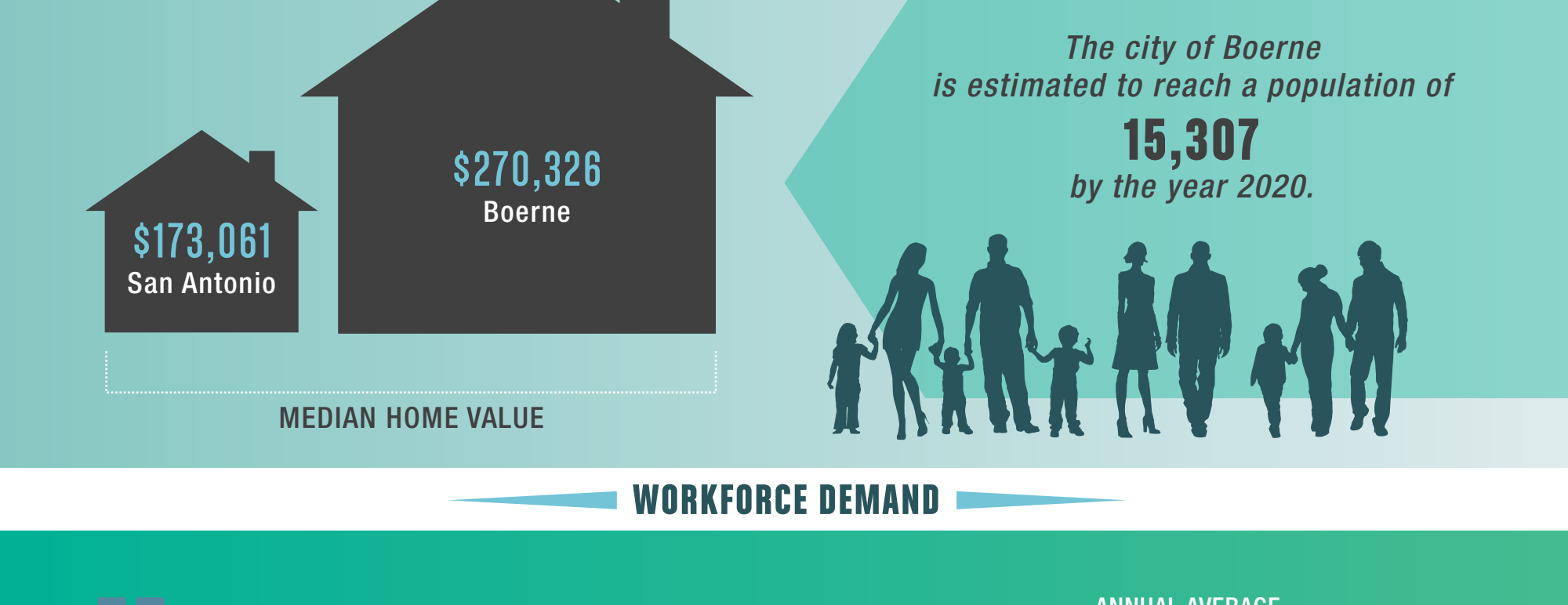
AREA MAP



NATIONAL MAP



DEMOGRAPHICS



WORKFORCE DEMAND

	ANNUAL AVERAGE EMPLOYMENT			
	2012	2022	Number Change	Growth Rate
CITY OF BOERNE 1,208 Businesses 9,663 Employees				
BOERNE PTA 2,636 Businesses 22,451 Employees				
FASTEST GROWING INDUSTRIES				
Home Health Care Services	22,900	33,360	10,460	45.7%
Continuing Care & Assisted Living Facilities	3,510	4,880	1,370	39.0%
Management of Companies & Enterprises	10,960	15,100	4,140	37.8%
Offices of Physicians	17,930	24,090	6,160	34.4%
Individual & Family Services	9,590	13,760	4,170	43.5%
Computer Systems Design & Related Services	5,780	7,660	1,880	32.5%

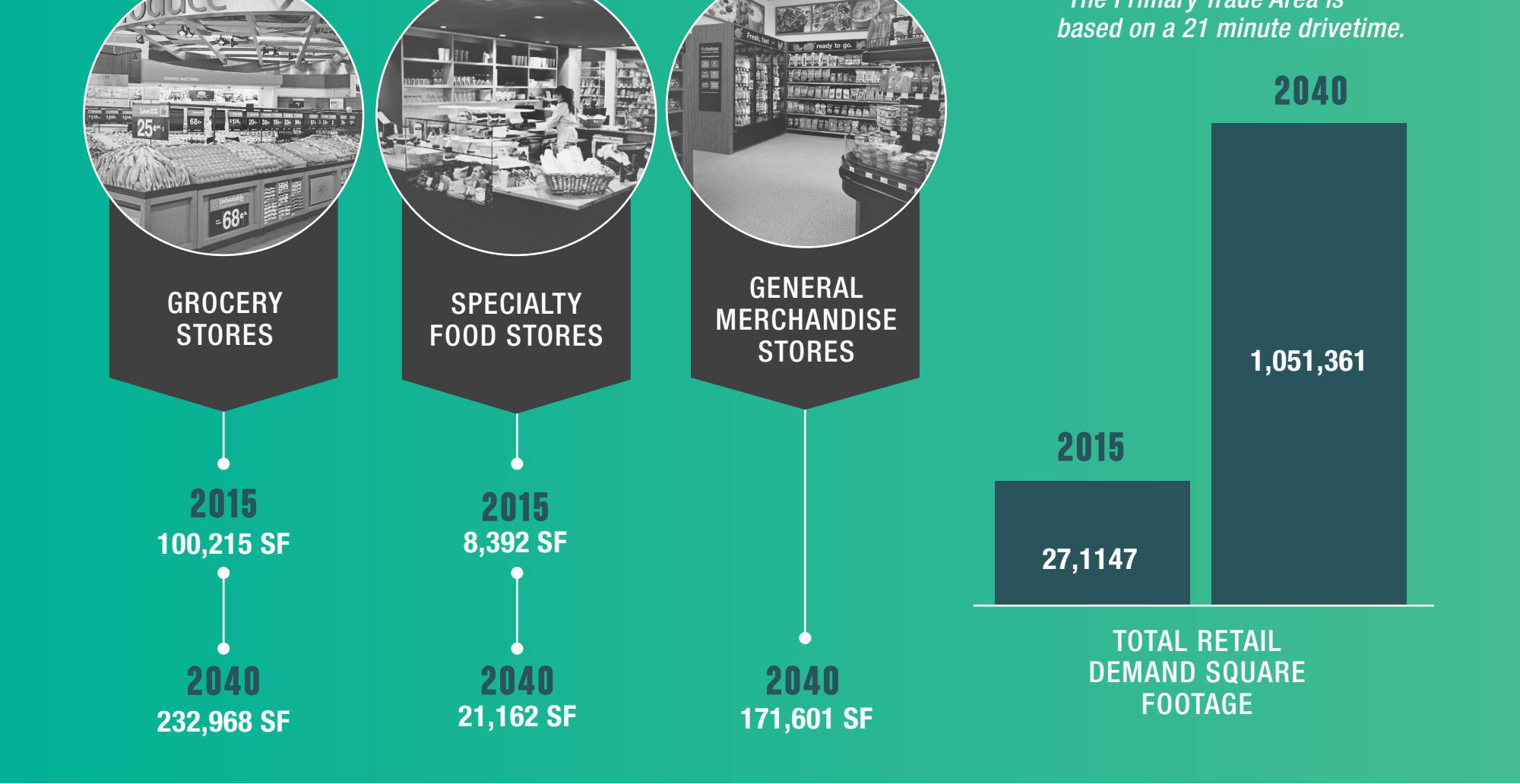
PSYCHOGRAPHICS

Boerne's psychographic profile consists of an array of psychographic segments. Although households are primarily employed in white-collar, high earning occupations, there is a sizable amount of blue-collar, "salt of the earth" households present in the city too. Most households are occupied by older families, although there is a portion of households that are occupied by singles.



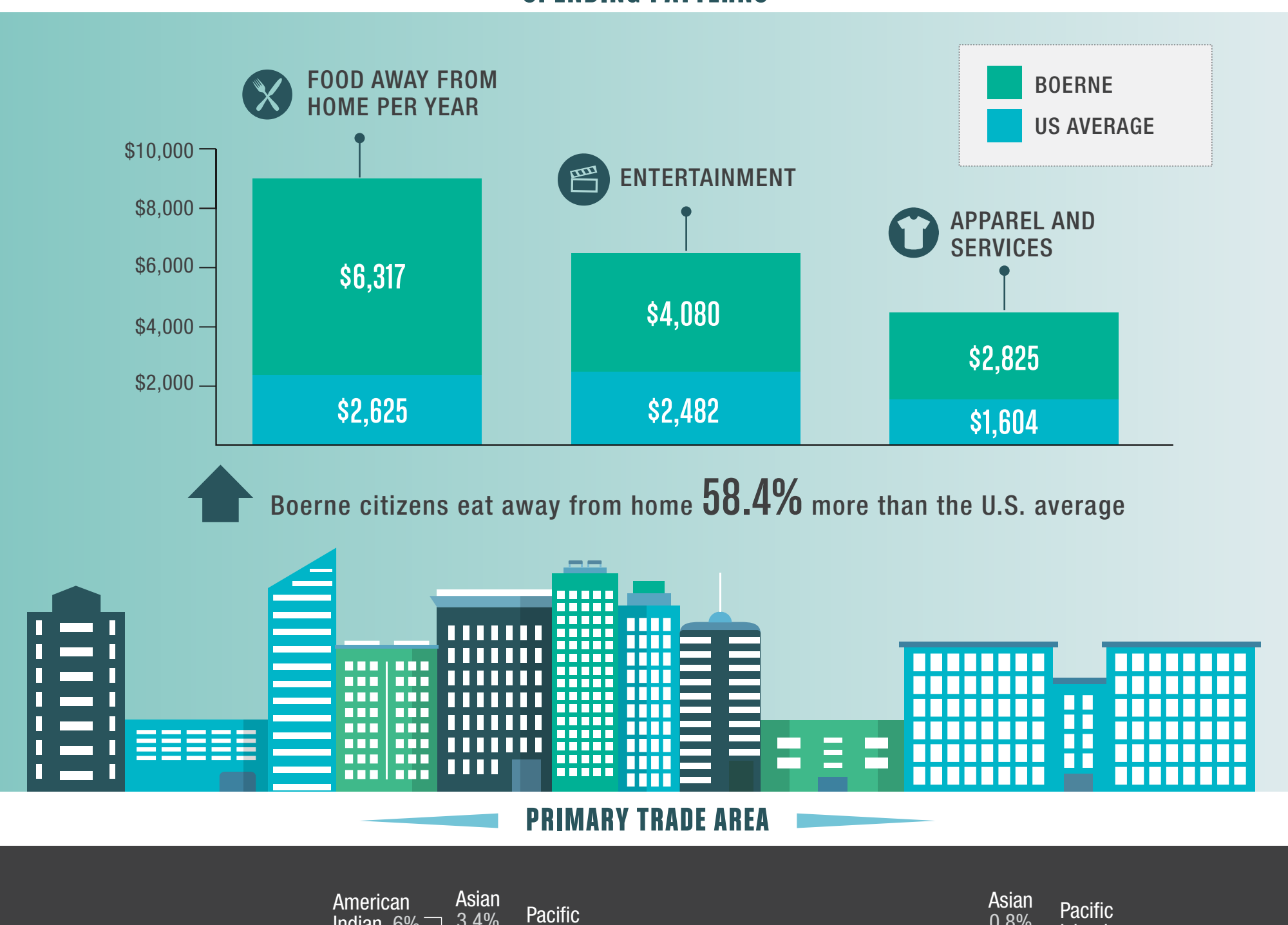
- The Kindred Spirit segment consists of the people who keep America humming. Neighborhoods are filled with married-couples in their 20s and 30s who earn between \$40,000 and \$50,000 annually.
- Hard Hats and Hair Nets earn salaries below \$30,000 and are employed in blue-collar industries. A large number of households are not family occupied.
- Wizards are younger, single households who exhibit high levels of income (\$50,000 - \$60,000) derived from their white-collar professional careers.
- The Managing Business segment consists of self-employed business owners earning \$50,000+, with a mix of households with some in their 30s and some in their early retirement years.
- Sublime Suburbia shows incomes go further when there are no children present. These households live comfortable lives and neighborhoods exhibit high home values.
- Solo Acts are primarily urban neighborhoods with young, single populations. Income ranges between \$30,000 - \$40,000 with white-collar occupations.
- Los Trabajadores are primarily Hispanic neighborhoods and are occupied by younger residents. Income ranges between \$30,000 and \$40,000.
- Kith and Kin neighborhoods are quintessential suburbia, featuring married-couple households with children present. Income typically ranges between \$50,000 - \$60,000.
- SM (single male) Seeks SF (single female) neighborhoods consist of young households. Most households have never married and have no children present.
- Country Villas are the most affluent of rural-dwelling households. Their older median age reflects higher earnings due to their advanced career status.

PTA RETAIL DEMAND

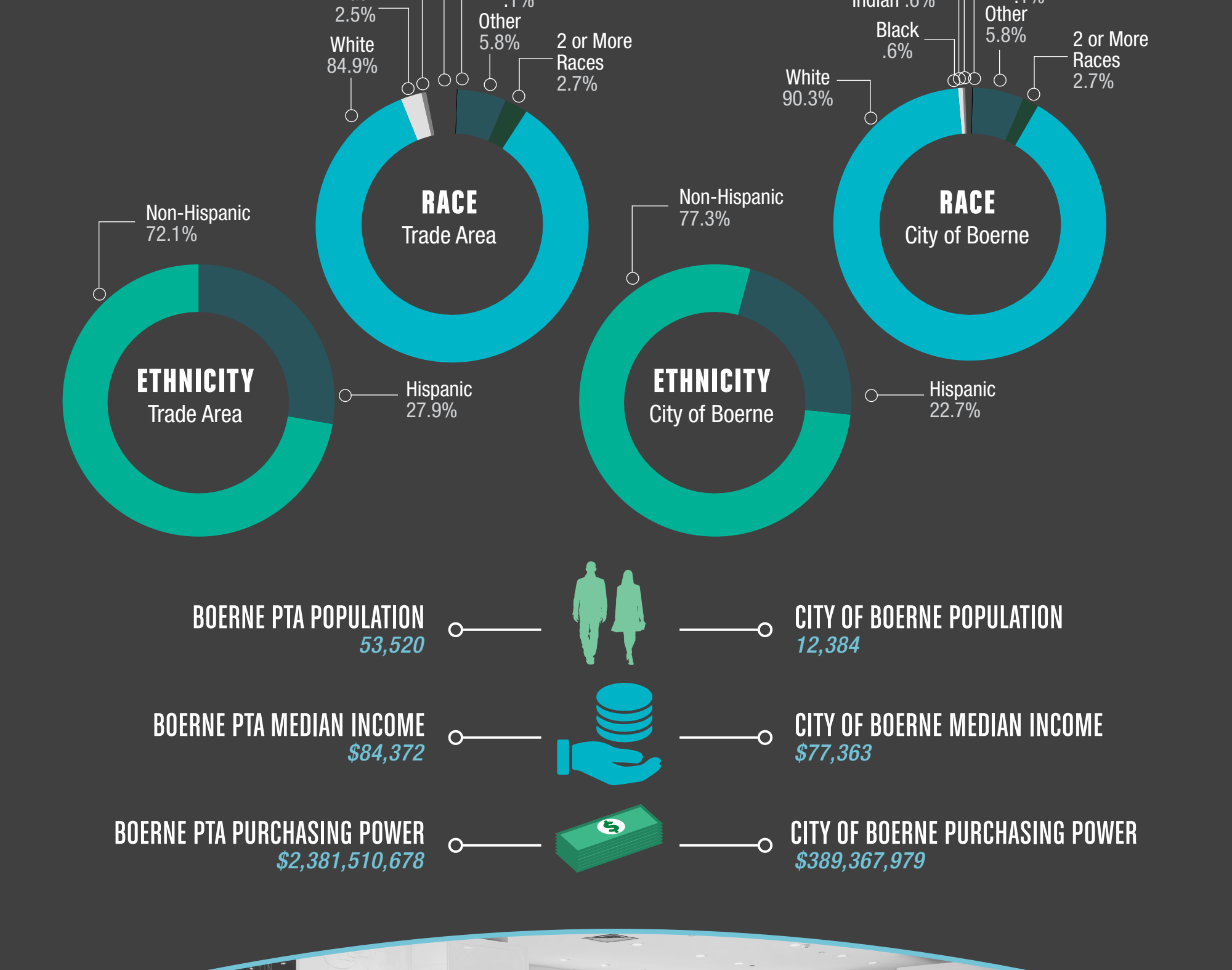


*The Primary Trade Area is based on a 21 minute drivetime.

SPENDING PATTERNS



PRIMARY TRADE AREA



BOERNE PTA POPULATION 53,520

BOERNE PTA MEDIAN INCOME \$84,372

BOERNE PTA PURCHASING POWER \$2,381,510,678

CITY OF BOERNE POPULATION 12,384

CITY OF BOERNE MEDIAN INCOME \$77,363

CITY OF BOERNE PURCHASING POWER \$389,367,979

The Boerne Primary Trade Area can support over 2,096,681 SF of Retail Space