



The**Retail**Coach®

Downtown Bastrop Mobile Data Survey

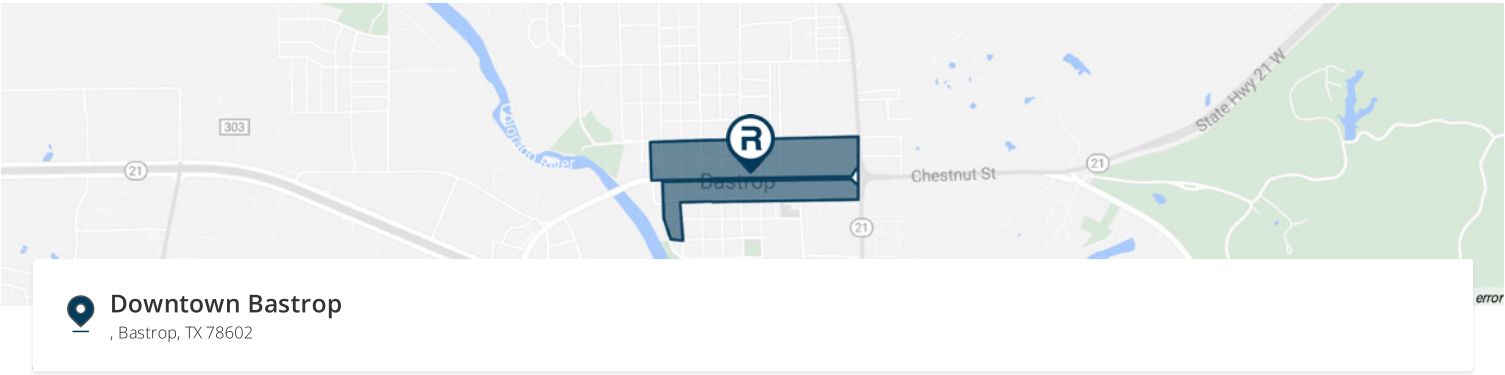
BASTROP, TEXAS



Prepared for The City of Bastrop, TX
January 1, 2020 - December 31, 2020

Downtown Bastrop • Mobile Data Analysis

Bastrop, Texas • January 1, 2020 - December 31, 2020

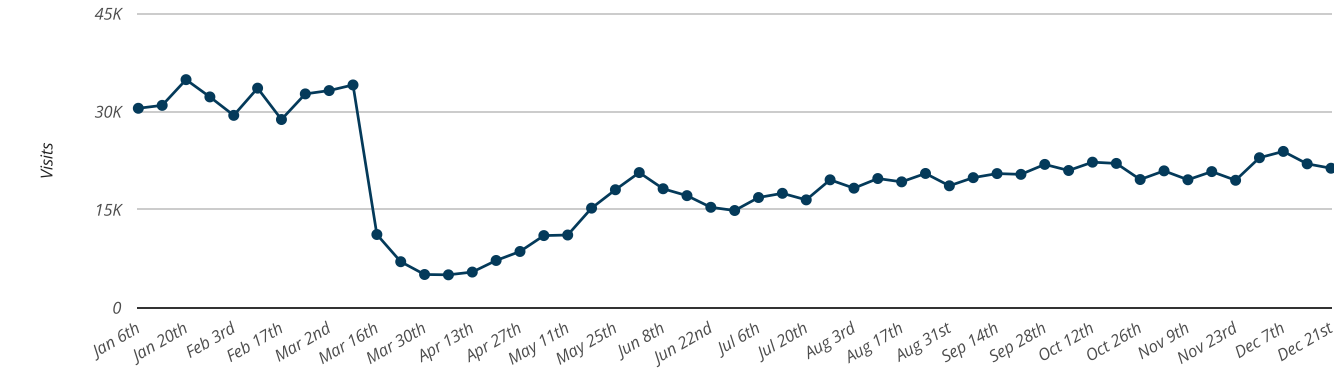


Metrics

| | Est. # of Customers | Est. # of Visits |
|------------------|---------------------|------------------|
| Downtown Bastrop | 207.5K | 1.06M |

Visits Trend

Downtown Bastrop / Bastrop



Bastrop, Texas • January 1, 2020 - December 31, 2020

of Visits/
Square Mile

- 21 - 911
- 16 - 20
- 11 - 15
- 6 - 10
- < 5

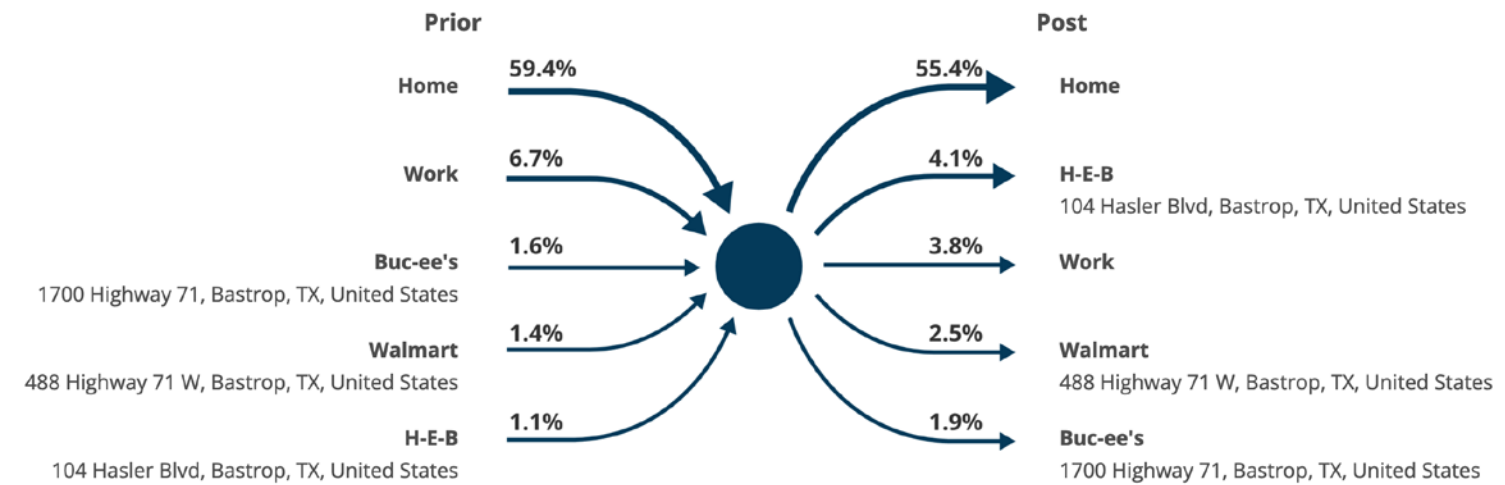
| | |
|---|--------------------------|
| Downtown Bastrop | |
|  | Ethnicity White |
| | Income \$75K - \$100K |

| | | | |
|---|--|---------|---------------|
| 1 | H-E-B Hasler Blvd | 1.21 mi | 89K (42.9%) |
| 2 | Walmart Highway 71 W | 1.21 mi | 84.2K (40.6%) |
| 3 | Buc-ee's Highway 71 | 0.58 mi | 81.8K (39.4%) |
| 4 | Shopp's at 441 HWY 71 W Hwy 71 W | 1.09 mi | 70.2K (33.8%) |
| 5 | Academy Sports + Outdoors Texas 71 | 2.39 mi | 66.1K (31.8%) |

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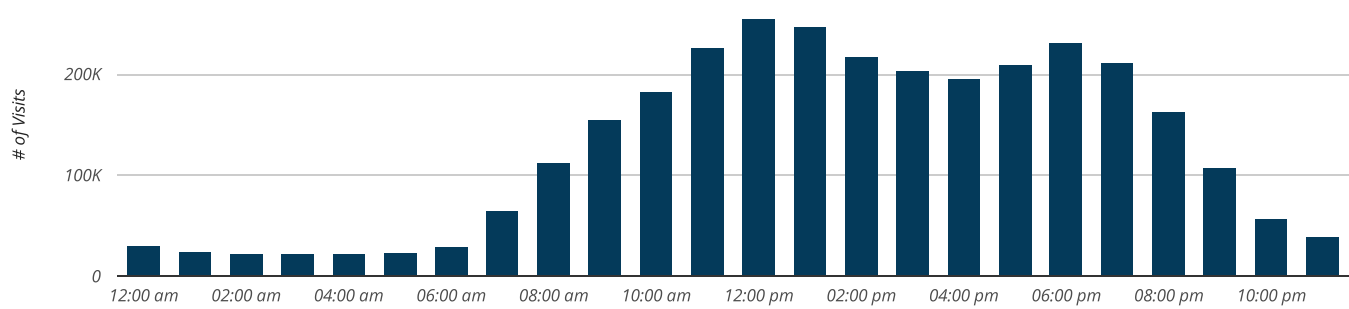
Customer Journey



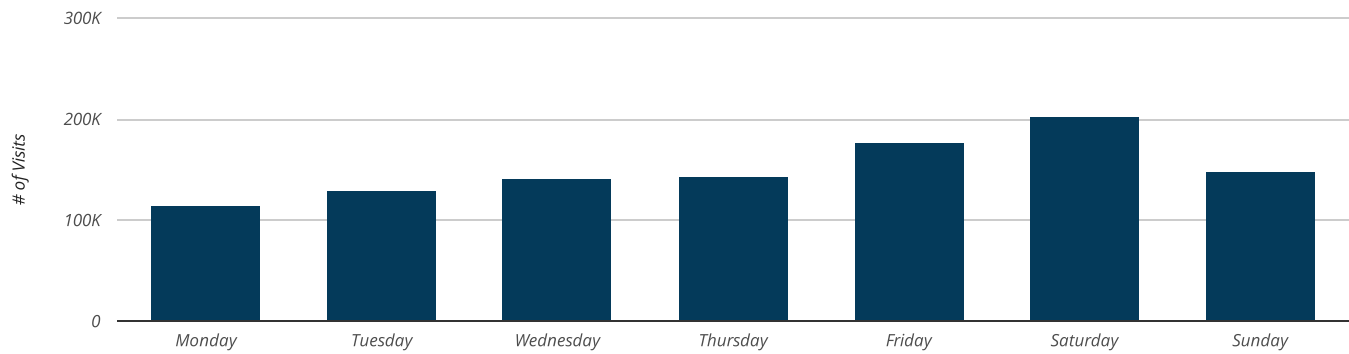
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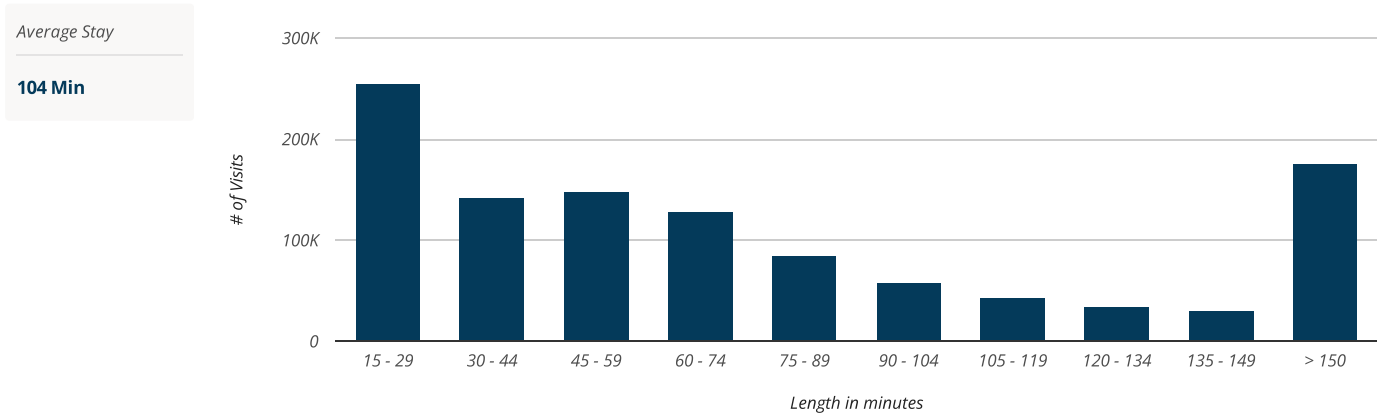
Hourly Visits



Daily Visits



Length of Stay



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Top Zip Codes

| CITY | STATE | ZIP CODE | % OF CUSTOMERS |
|-----------------|-------|----------|----------------|
| Bastrop | TX | 78602 | 14.60% |
| Elgin | TX | 78621 | 4.90% |
| Cedar Creek | TX | 78612 | 4.10% |
| Smithville | TX | 78957 | 3.80% |
| La Grange | TX | 78945 | 2.70% |
| Giddings | TX | 78942 | 2.30% |
| Del Valle | TX | 78617 | 1.90% |
| Paige | TX | 78659 | 1.80% |
| Red Rock | TX | 78662 | 1.80% |
| Lexington | TX | 78947 | 1.10% |
| Austin | TX | 78745 | 1.00% |
| Austin | TX | 78744 | 0.90% |
| Lockhart | TX | 78644 | 0.90% |
| Austin | TX | 78741 | 0.80% |
| Pflugerville | TX | 78660 | 0.80% |
| Dale | TX | 78616 | 0.70% |
| Flatonia | TX | 78941 | 0.60% |
| Manor | TX | 78653 | 0.60% |
| Mc Dade | TX | 78650 | 0.60% |
| San Marcos | TX | 78666 | 0.60% |
| Kyle | TX | 78640 | 0.60% |
| College Station | TX | 77845 | 0.60% |
| Schulenburg | TX | 78956 | 0.60% |
| Austin | TX | 78748 | 0.50% |
| Round Rock | TX | 78664 | 0.50% |
| Weimar | TX | 78962 | 0.40% |
| Waco | TX | 76708 | 0.40% |
| Austin | TX | 78753 | 0.40% |
| Austin | TX | 78749 | 0.40% |
| Brenham | TX | 77833 | 0.40% |
| College Station | TX | 77840 | 0.40% |
| Cedar Park | TX | 78613 | 0.40% |
| Buda | TX | 78610 | 0.40% |
| Round Rock | TX | 78665 | 0.40% |
| Austin | TX | 78724 | 0.40% |

| CITY | STATE | ZIP CODE | % OF CUSTOMERS |
|---------------|-------|----------|----------------|
| Luling | TX | 78648 | 0.40% |
| Rosanky | TX | 78953 | 0.30% |
| Austin | TX | 78757 | 0.30% |
| Austin | TX | 78759 | 0.30% |
| Austin | TX | 78725 | 0.30% |
| Taylor | TX | 76574 | 0.30% |
| Leander | TX | 78641 | 0.30% |
| Austin | TX | 78704 | 0.30% |
| Austin | TX | 78702 | 0.30% |
| Austin | TX | 78758 | 0.30% |
| West Point | TX | 78963 | 0.30% |
| Georgetown | TX | 78626 | 0.30% |
| Austin | TX | 78747 | 0.30% |
| Round Rock | TX | 78681 | 0.30% |
| Waelder | TX | 78959 | 0.30% |
| Bryan | TX | 77801 | 0.30% |
| Gonzales | TX | 78629 | 0.30% |
| Cypress | TX | 77429 | 0.30% |
| Austin | TX | 78746 | 0.30% |
| Austin | TX | 78752 | 0.30% |
| Hutto | TX | 78634 | 0.30% |
| Austin | TX | 78735 | 0.30% |
| Dime Box | TX | 77853 | 0.30% |
| Katy | TX | 77494 | 0.20% |
| Seguin | TX | 78155 | 0.20% |
| New Braunfels | TX | 78130 | 0.20% |
| Caldwell | TX | 77836 | 0.20% |
| Austin | TX | 78721 | 0.20% |
| Austin | TX | 78703 | 0.20% |
| Katy | TX | 77450 | 0.20% |
| Ledbetter | TX | 78946 | 0.20% |
| Bryan | TX | 77803 | 0.20% |
| Rockdale | TX | 76567 | 0.20% |
| Austin | TX | 78739 | 0.20% |
| Hallettsville | TX | 77964 | 0.20% |

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.



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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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