MAJOR EMPLOYERS

Amarillo Independent School District	4,158
Tyson Foods, Inc.	3,700
CNS Pantex	3,150
BSA Health System	2,700
City of Amarillo	2,012
Northwest Texas Healthcare System	1,950
Xcel Energy/Southwestern Public Service Co.	1,431
Canyon Independent School District	1,400
Texas Department of Criminal Justice (Clements Unit & Neal Unit)	1,303
Bell Helicopter	1,251
Affiliated Foods	1,250
Amarillo VA Health Care System	984
Texas Tech University Health Sciences Center	879
BNSF Railway	805
Toot'n Totum Food Stores, LLC	800
West Texas A&M University	726
Amarillo College	645

The City of Amarillo is home to over **200 national retailers** .

★

14th Largest City in Texas

★

Top 10 in Texas in Sales Tax Collections (projected $74MM for 2017, on $3.7B in taxable sales).

★

The Amarillo Travel & Tourism industry in 2016 generated more than **$830MM in direct spending to the local economy** , serving 4.8MM overnight and daytrip visitors.

★

Building permit annual valuations:

2017: $367MM
(through October)

2016: $484MM

2015: $462MM

2014: $513MM

★

2017 Recognitions

Best Cities for Young Professionals, Amarillo is #5, SmartAsset, September 2017

America's 15 Under-The-Radar Cities to Visit, Expedia, September 2017

Best Large City to Start a Business, Amarillo is #9, WalletHub, May 2017

Best City for Hispanic Entrepreneurs, Amarillo is #8, WalletHub, April 2017

Best Cities to Be Your Own Boss, Amarillo is #1, Entrepreneur, October 2017

AMARILLO, TEXAS
MARKET GUIDE

CITY OF AMARILLO ®
OPEN SPACES ★ ENDLESS OPPORTUNITIES

Clothing Stores ($69.8MM)

General Merchandise Stores ($30.7MM)

Shoe Stores ($15MM)

Health & Personal Care Stores ($14.9MM)

Specialty Food Stores ($9.1MM)

Home Furnishing Stores ($8.8MM)

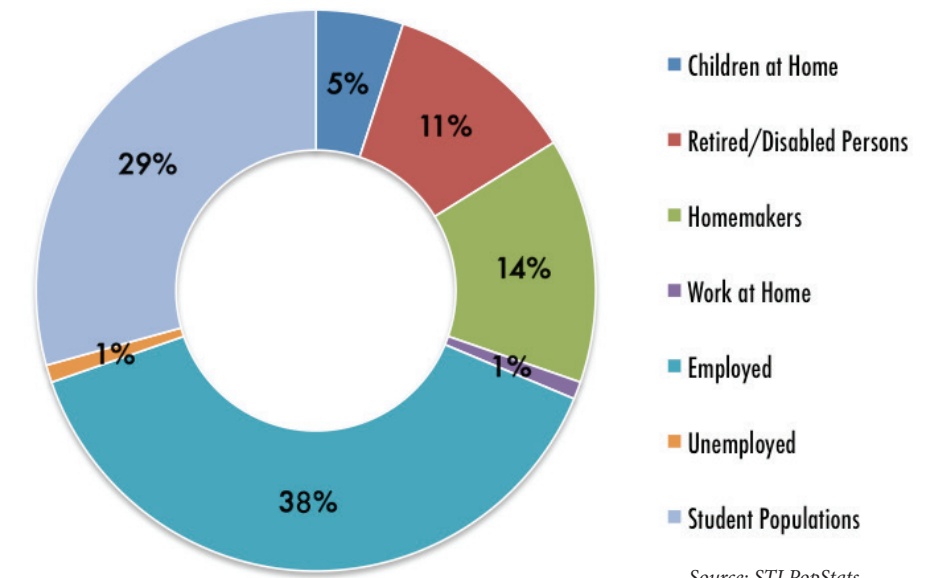Electronics & Appliance Stores ($8.1MM)

Source: STI PopStats

DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	15 Mile Radius
2017 Estimated Population	165,384	227,283	243,120
Daytime Population	164,453	223,720	239,092
Median HH Income	$42,991	$50,471	$51,415
Average HH Income	$59,467	$69,645	$71,097
Number of Households	64,161	86,123	91,622

DEMOGRAPHIC PROFILE	10 minutes	20 minutes	30 minutes
2017 Estimated Population	132,480	239,884	257,726
Daytime Population	129,774	238,378	250,171
Median HH Income	$40,921	$50,789	$51,099
Average HH Income	$56,351	$70,030	$70,588
Number of Households	52,065	90,419	97,198

Source: ESRI Business Analyst

CUSTOM TRADE AREA

CUSTOM TRADE AREA DAYTIME POPULATION

398,864

- 5% Children at Home
- 11% Retired/Disabled Persons
- 14% Homemakers
- 1% Work at Home
- 38% Employed
- 1% Unemployed
- 29% Student Populations

Source: STI PopStats
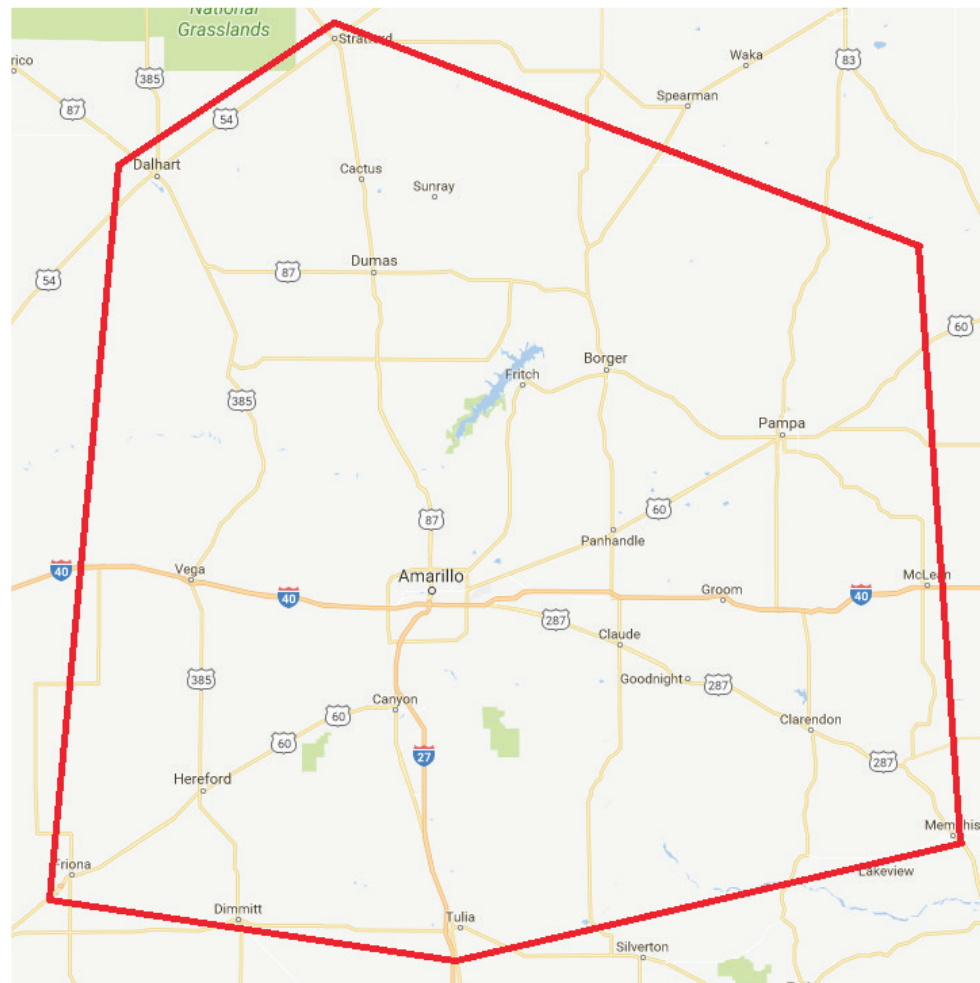
CUSTOM TRADE AREA DEMOGRAPHICS

2017 Estimated Population 390,793

Average Age: 36 / 38
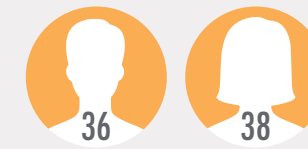
Projected growth rate 2017-2022: 5%

Projected 2022 Population 410,478

Number of Households 161,129

Average Home Value $147,646

Median Home Value $117,482
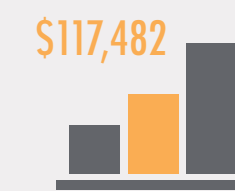
Median Household Income $52,633

Source: STI PopStats

PEER ANALYSIS

The Peer Analysis, built by Retail Strategies along with Tetrad, identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

UNIVERSAL CITY, TX
LUBBOCK, TX

GARLAND, TX
MCALLEN, TX

SAN ANTONIO, TX
HOUSTON, TX