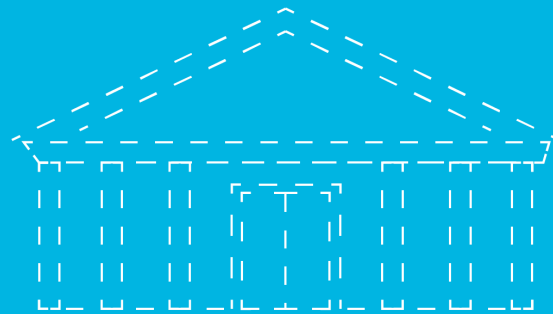




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 **STDB**

SitesUSA

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where does all this information come from?

here are a few of the demographic data sources used





You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community.

The following are the highlights from a data and analytic perspective.

Demographic Overview

Cell Phone Tracking Data

Customized Trade Area Analysis

Lifestyle Segmentation

Retail Gap Analysis

Peer Analysis

Discover



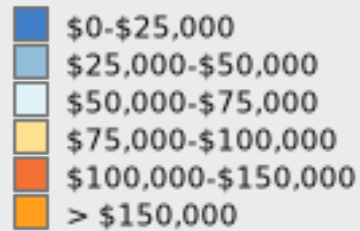
Residential Population Density

• 1 dot = 100

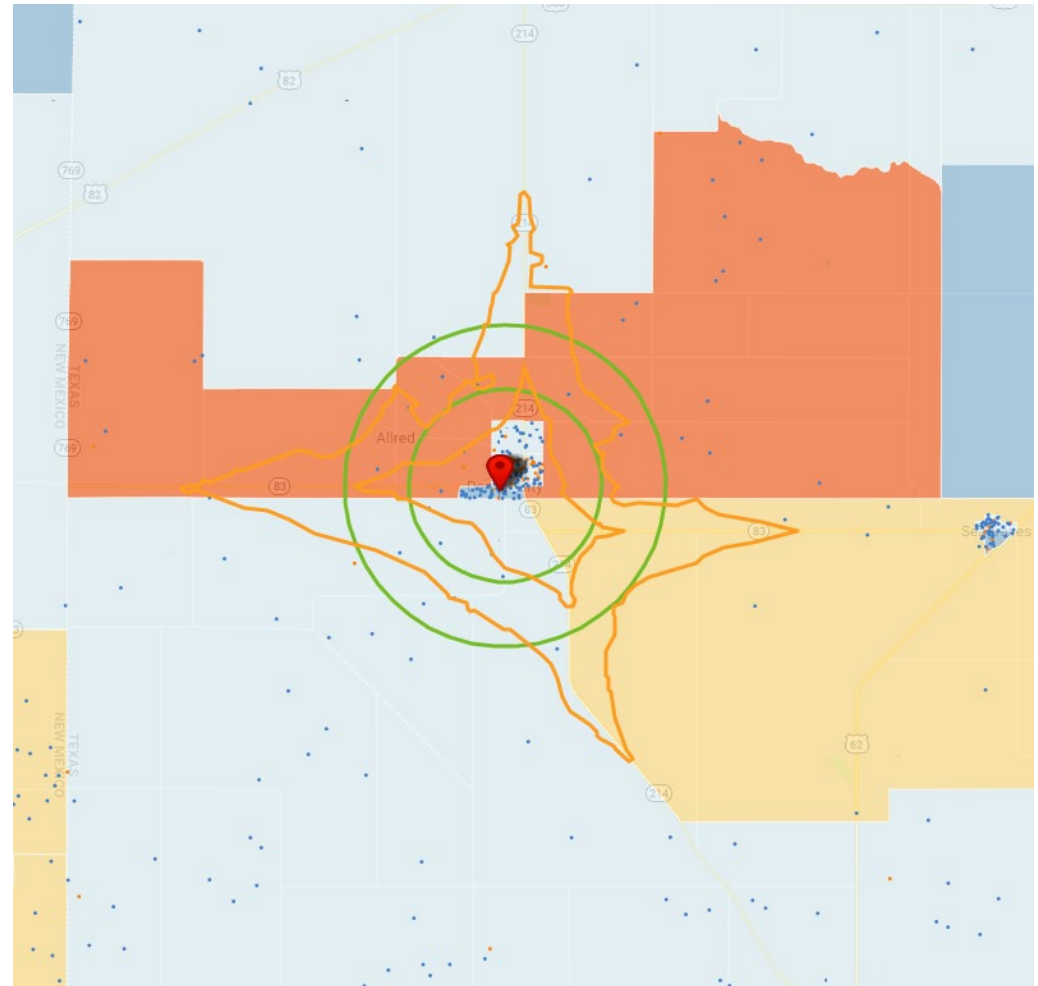
Daytime Employee Population Density

• 1 dot = 100

Median Household Income



Study Area



Discover: Mile Radius and Drive Time Demographics



Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	5,878	6,754	7,443	5,827	6,248	7,051
Number of Households	1,967	2,236	2,467	1,951	2,084	2,341
Projected Annual Growth (5 YR)	9.93%	9.74%	9.65%	9.94%	9.67%	9.68%
Median HH Income 2018	\$57,631	\$60,896	\$61,881	\$57,340	\$59,407	\$61,440
Current Year Average Age	35.6	35.7	35.6	35.6	35.7	35.7
Average Home Value	\$117,049	\$122,583	\$126,977	\$116,662	\$120,130	\$124,629
Current Year % Bachelor's Degree	15%	16%	16%	15%	15%	16%
Daytime Population	6,640	6,777	7,011	6,615	6,666	6,798
Labor Force	4,355	5,014	5,522	4,316	4,635	5,234

Discover: Custom Trade Area



Mobile Data Collection

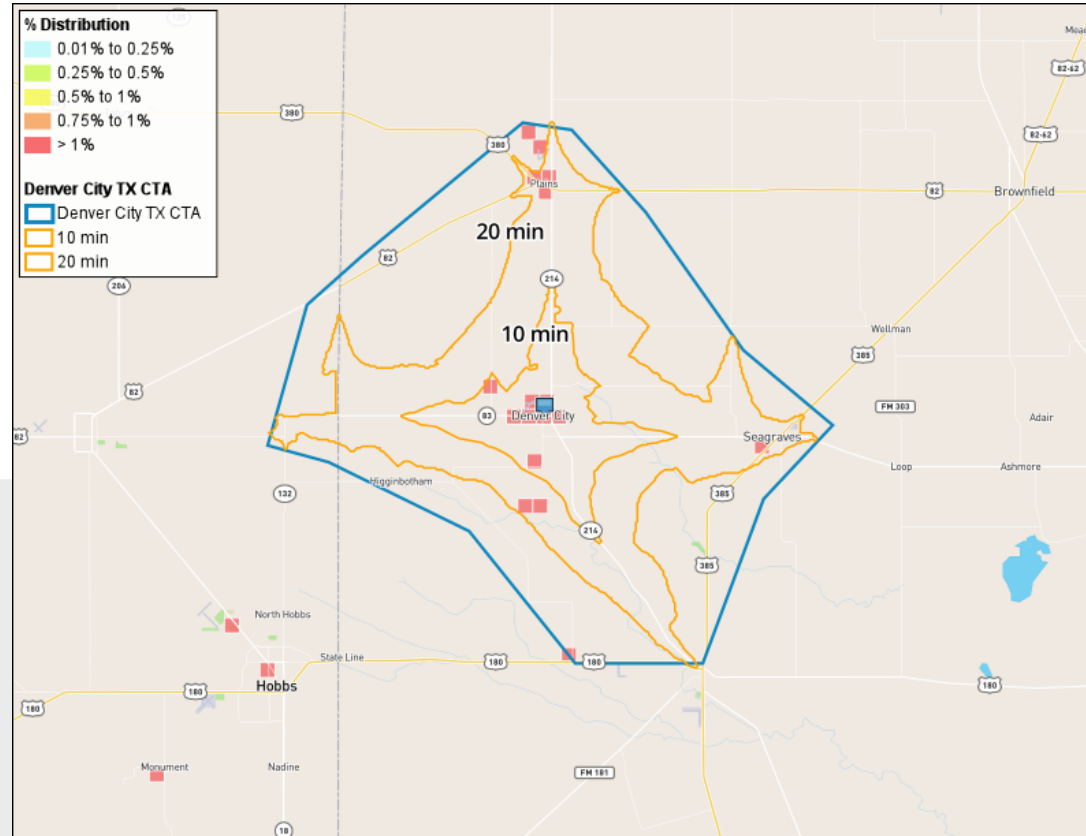
The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.



**The location tracked was
Yoakum County Hospital**

**for the time period of
July 19, 2018 – July 19, 2018**

This tool is intended to support the trade area but does not solely define the trade area.



Discover: Custom Trade Area



Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times area is a start.

A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.

Your trade area has been created by combining a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.

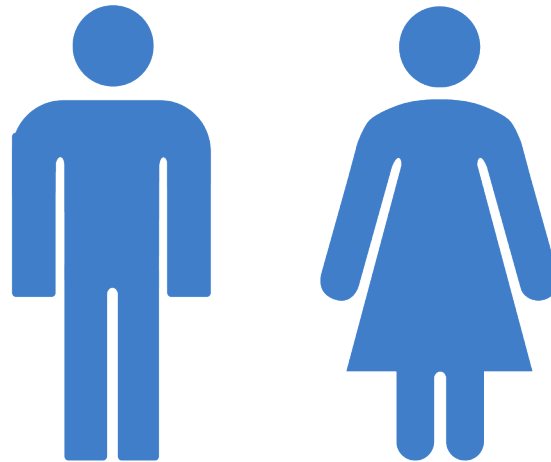
Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.





14,199

2018 estimated population



15,144

projected 2023 population

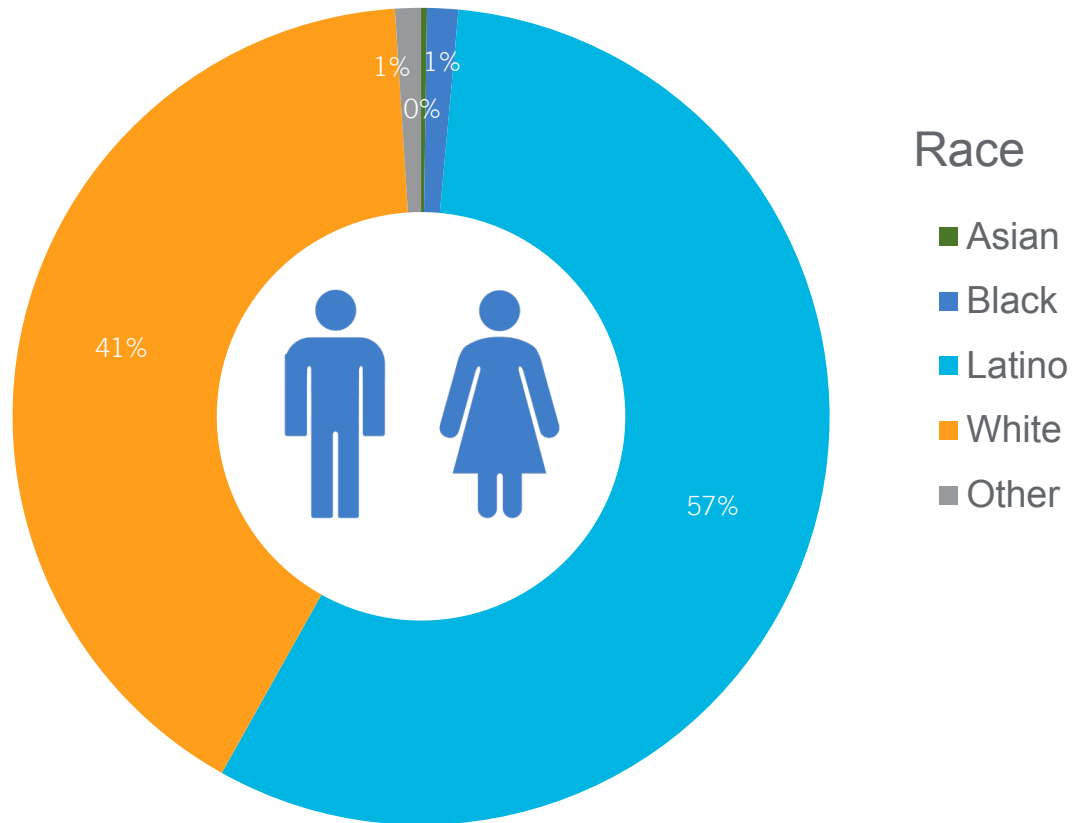
6.7%

projected growth rate
2018-2023

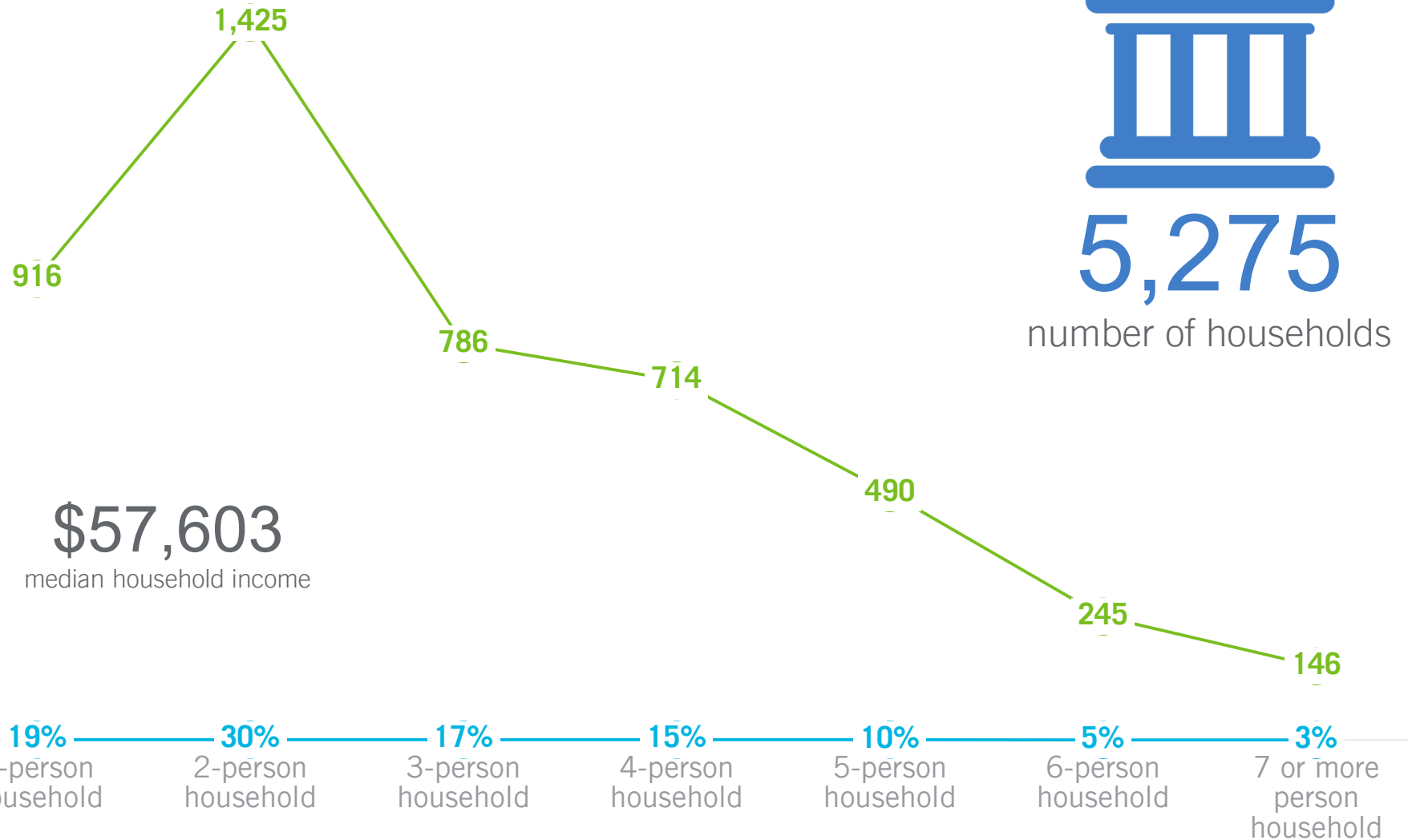
35

36

male average age female average age

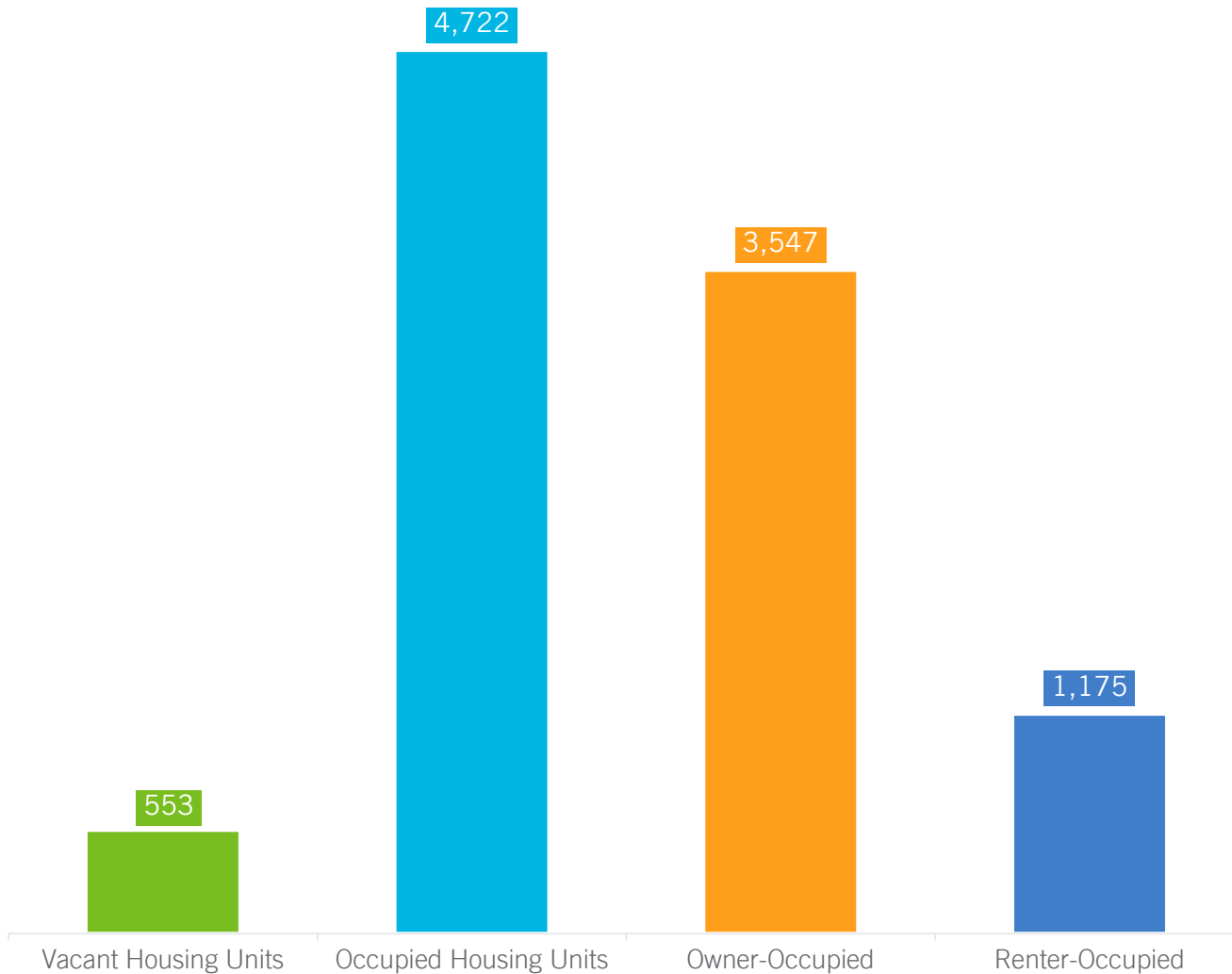


Discover: Custom Trade Area





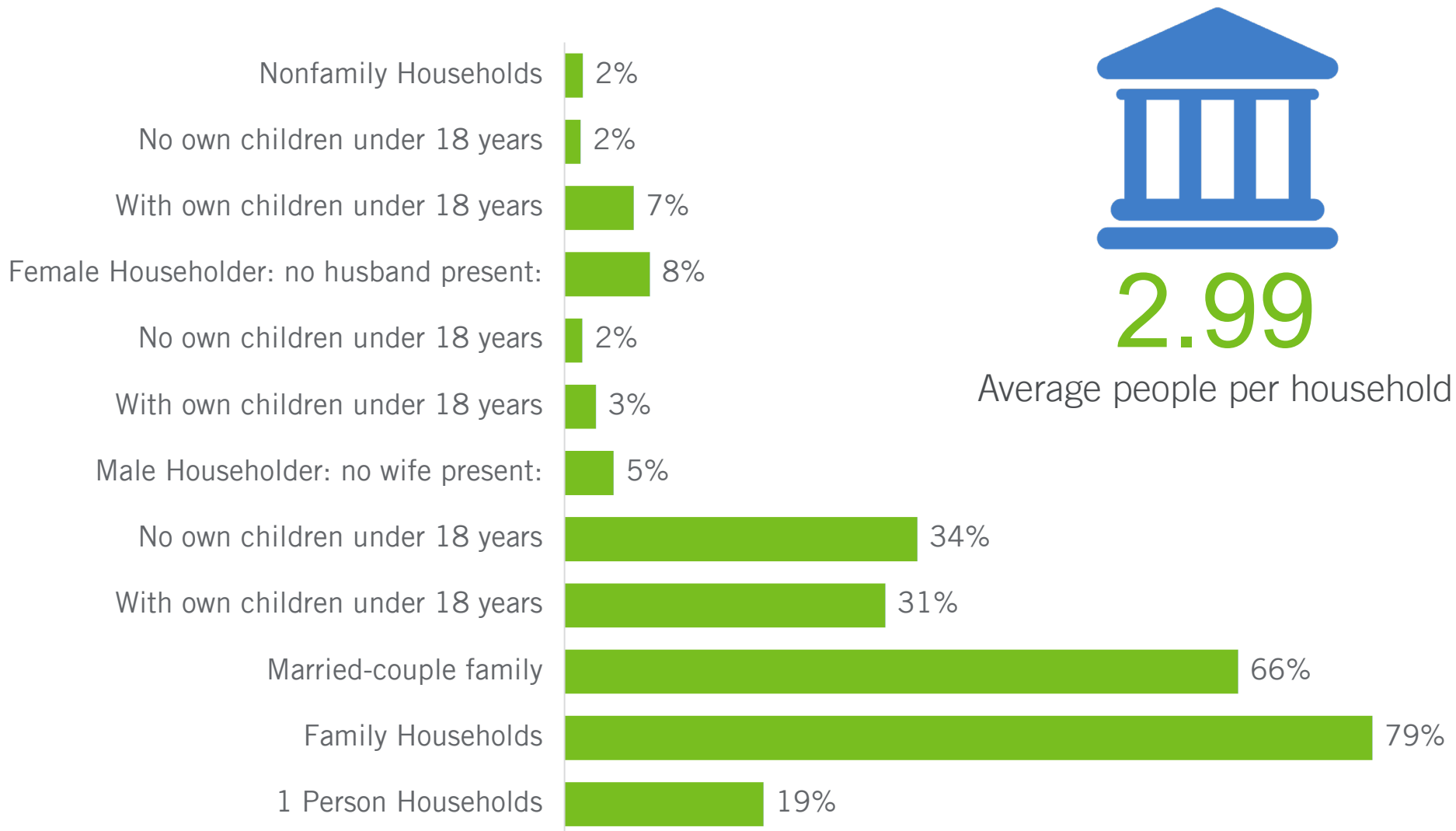
2018 ESTIMATED HOUSING UNITS BY TENURE



\$162,746

average housing unit value

Discover: Custom Trade Area

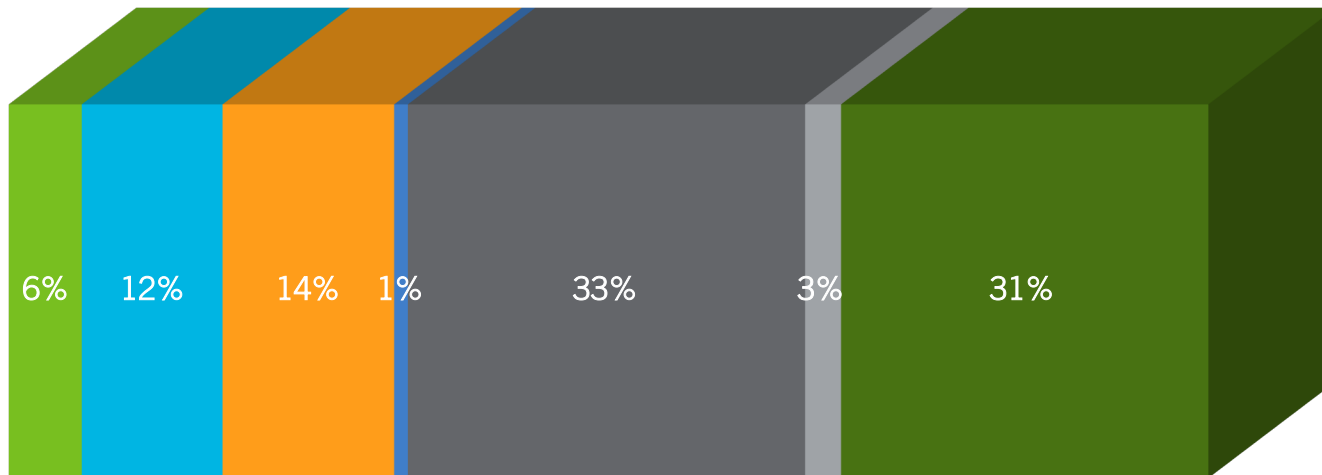




DAYTIME POPULATION

■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

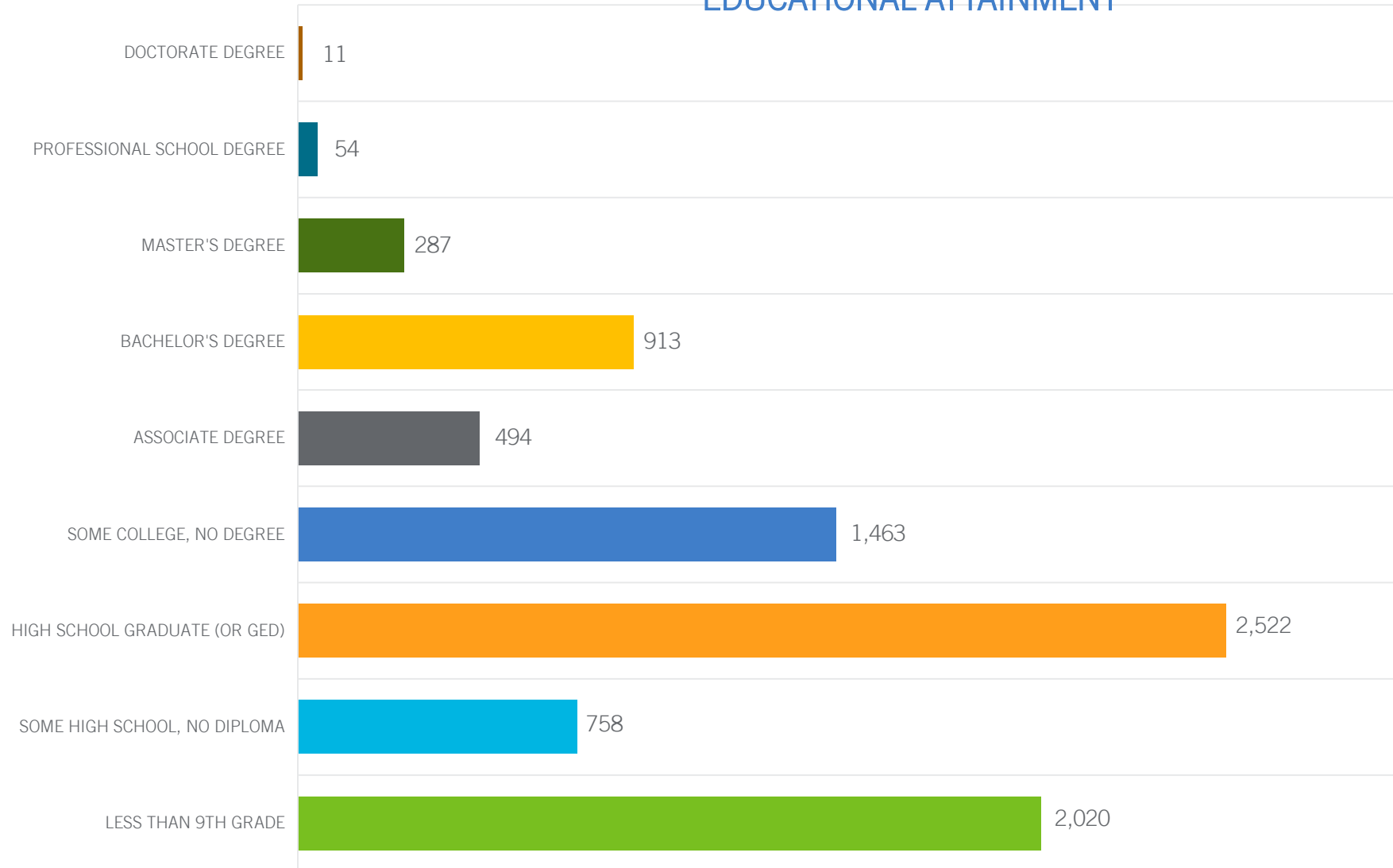
12,822 daytime population





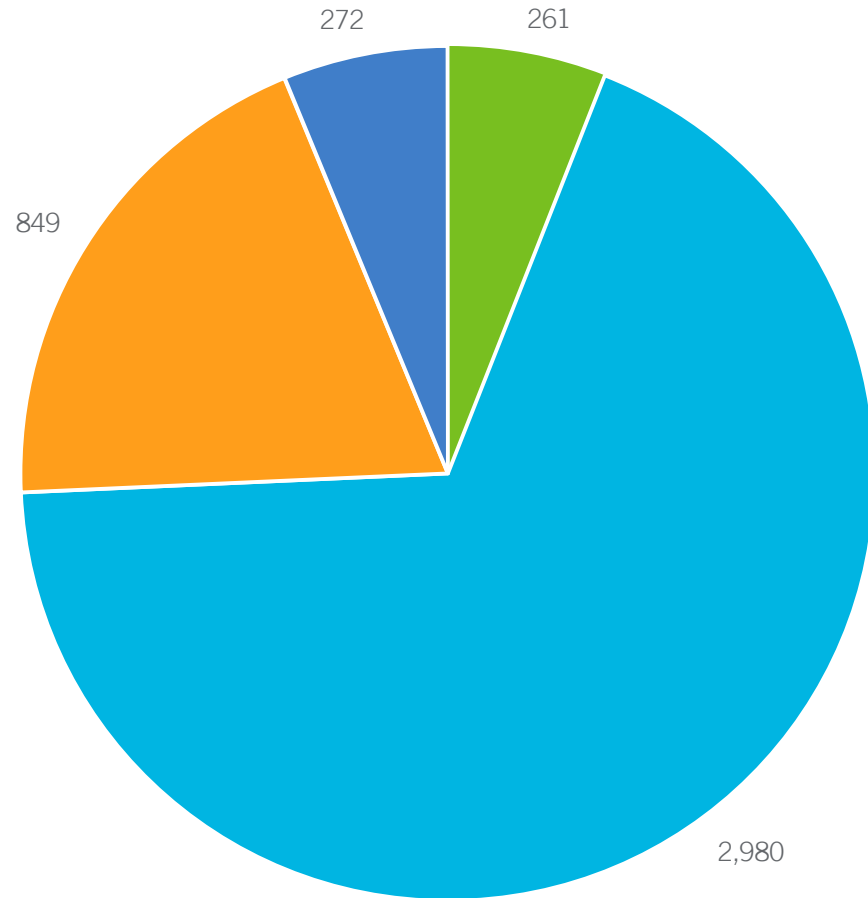


CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT



- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school



Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe “Who is Denver City, TX?”, often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer shopping patterns based on personality allow Retail strategies to better align the retail prospects with the purchasing patterns.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.



ESRI Tapestry Segmentation

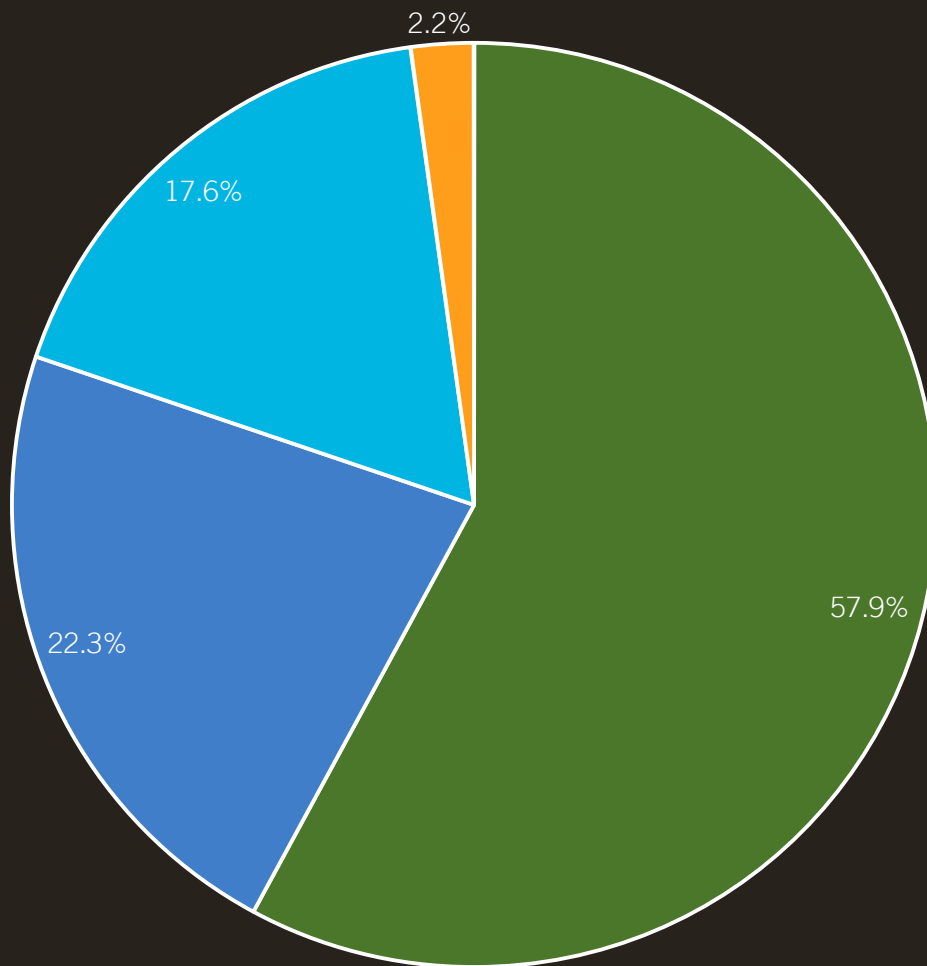
is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

***Tapestry Segmentations available on Flash drive**





5- Mile Radius Dollar General



- Barrios Urbanos
- Prairie Living
- Diners & Miners
- Southern Satellites

TAPESTRY
SEGMENTATION
The Fabric of America's Neighborhoods



LifeMode Group: Ethnic Enclaves

Barrios Urbanos

7D

Households: 1,289,900

Average Household Size: 3.62

Median Age: 28.9

Median Household Income: \$38,000

WHO ARE WE?

Family is central within these diverse communities. Hispanics make up more than 70% of the residents. More than one in four are foreign born, bringing rich cultural traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

OUR NEIGHBORHOOD

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs (Index 103) but fewer mortgages (Index 83).
- Most are older homes, nearly 60% built from 1950 to 1989.
- Most households have one or two vehicles; many commuters car pool or walk to work (Index 145).
- *Barrios Urbanos* residents live within the urban periphery of larger metropolitan areas across the South and West.

SOCIOECONOMIC TRAITS

- While a majority finished high school, over 40% have not (Index 321).
- Unemployment is higher at 8.4% (Index 155); labor force participation is slightly lower at 61%.
- More than one in four households is below the poverty level (Index 183).
- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Many have no financial investments or retirement savings, but they have their homes.

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.
- Many households subscribe to satellite television to watch their favorite Hispanic programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.
- Typical of this diverse segment, Hispanic programming dominates the radio dials.

HOUSING

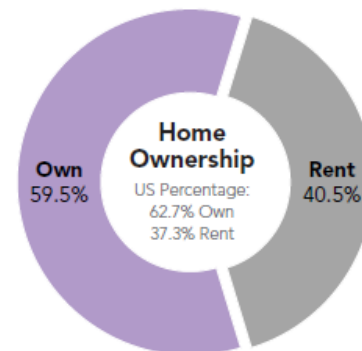
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

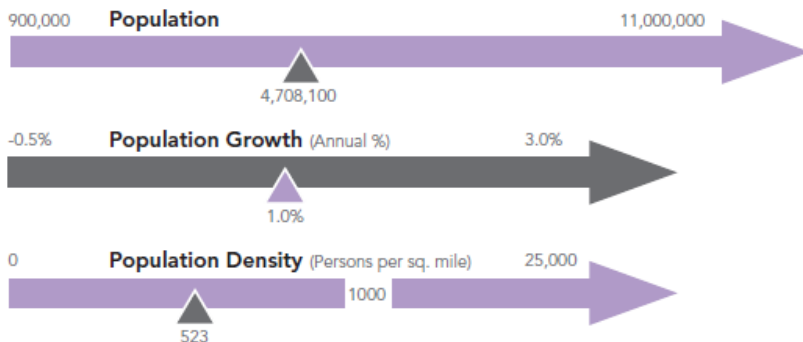
Median Value:
\$92,200

US Median: \$207,300



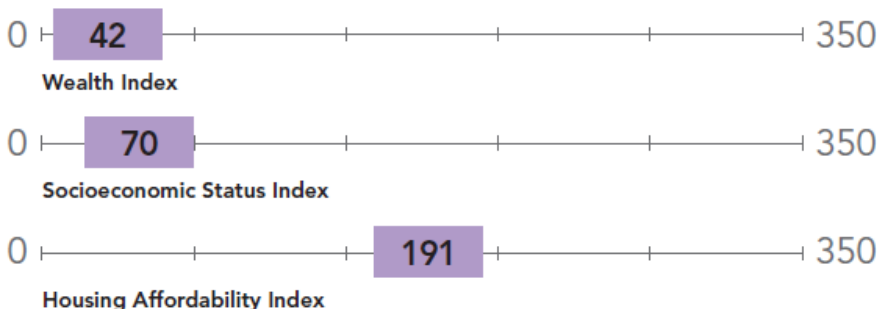
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

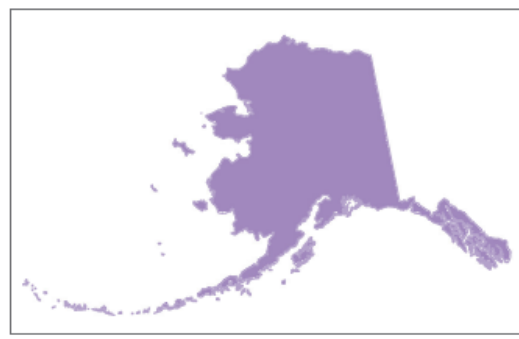
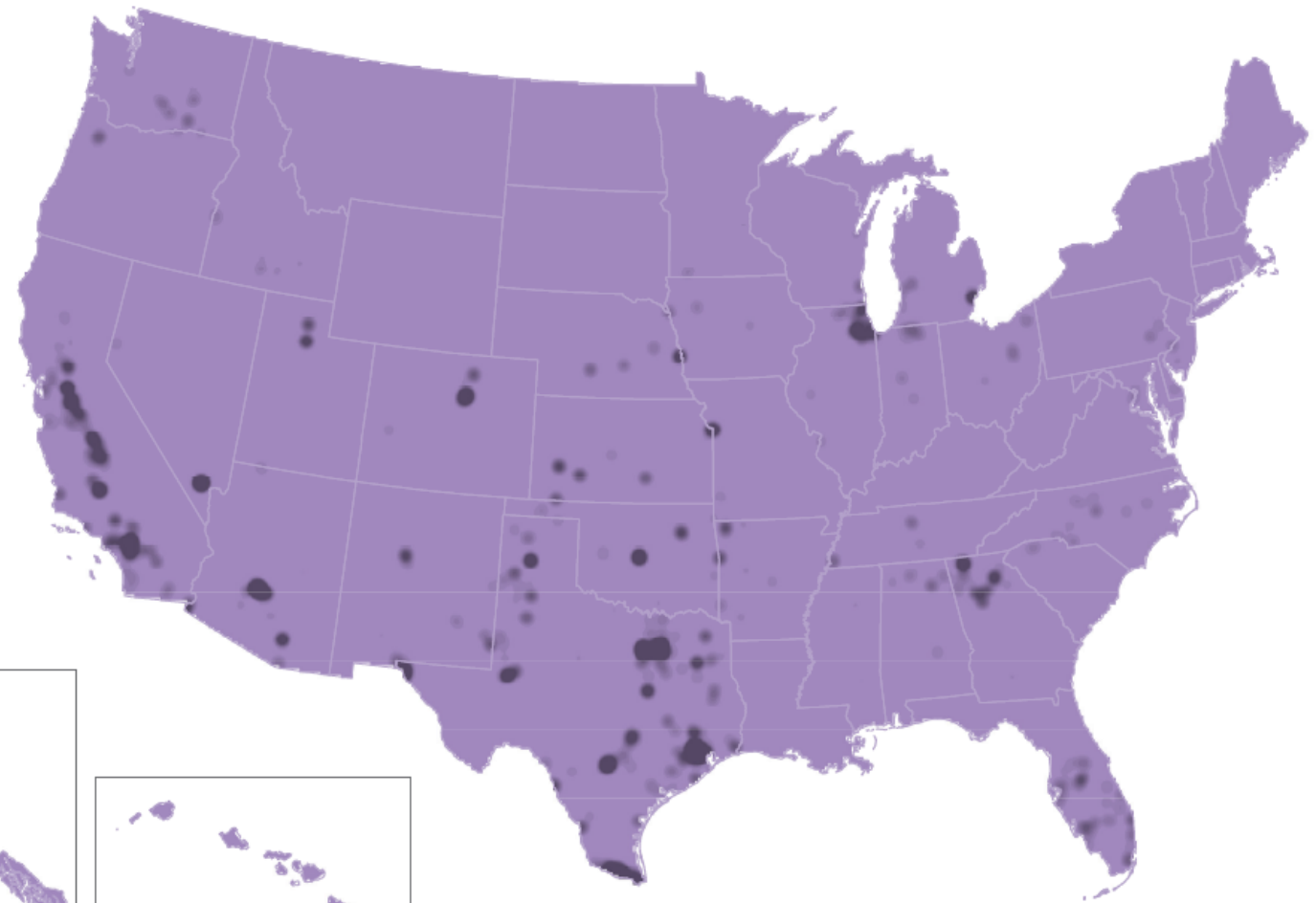
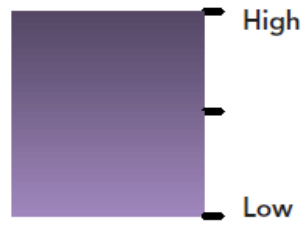
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Barrios Urbanos* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

Prairie Living

6D

Households: 1,323,200

Average Household Size: 2.51

Median Age: 44.4

Median Household Income: \$54,300

WHO ARE WE?

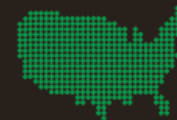
Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

SOCIOECONOMIC TRAITS

- More than half have completed some college education or hold a degree.
- At 2.9%, the unemployment rate is almost less than half the US rate.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service, and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

HOUSING

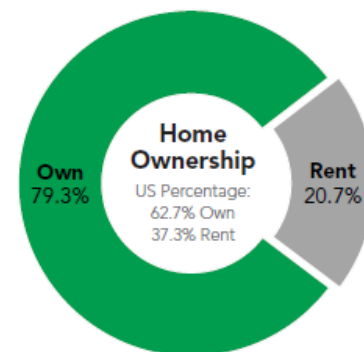
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

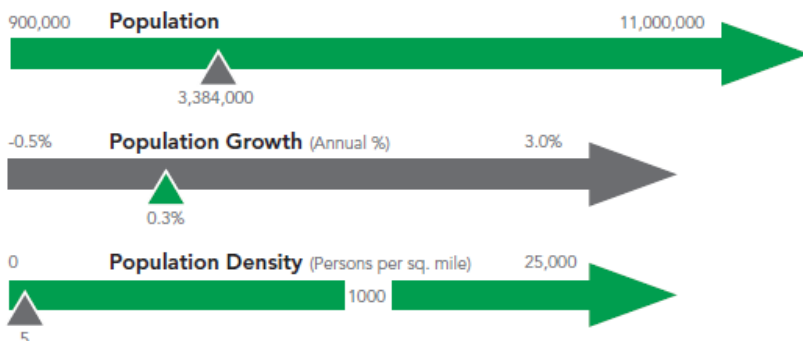
Median Value:
\$139,800

US Median: \$207,300



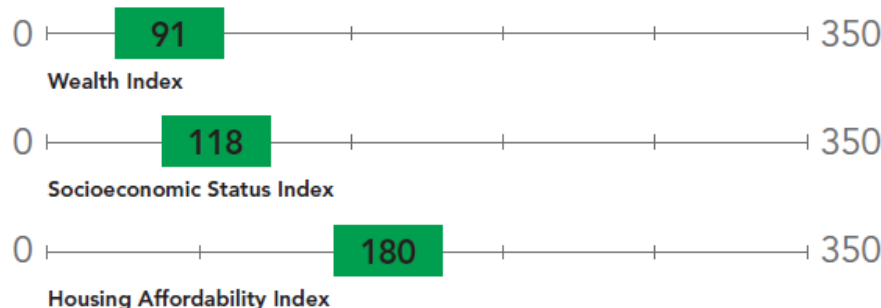
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

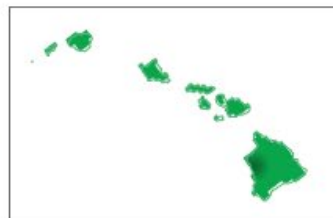
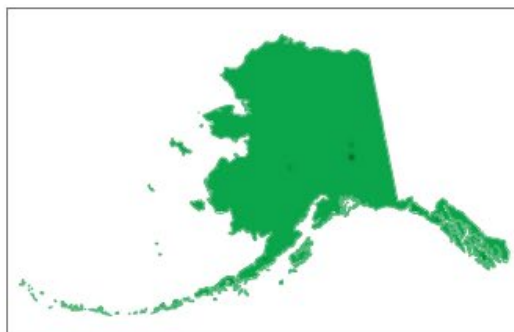
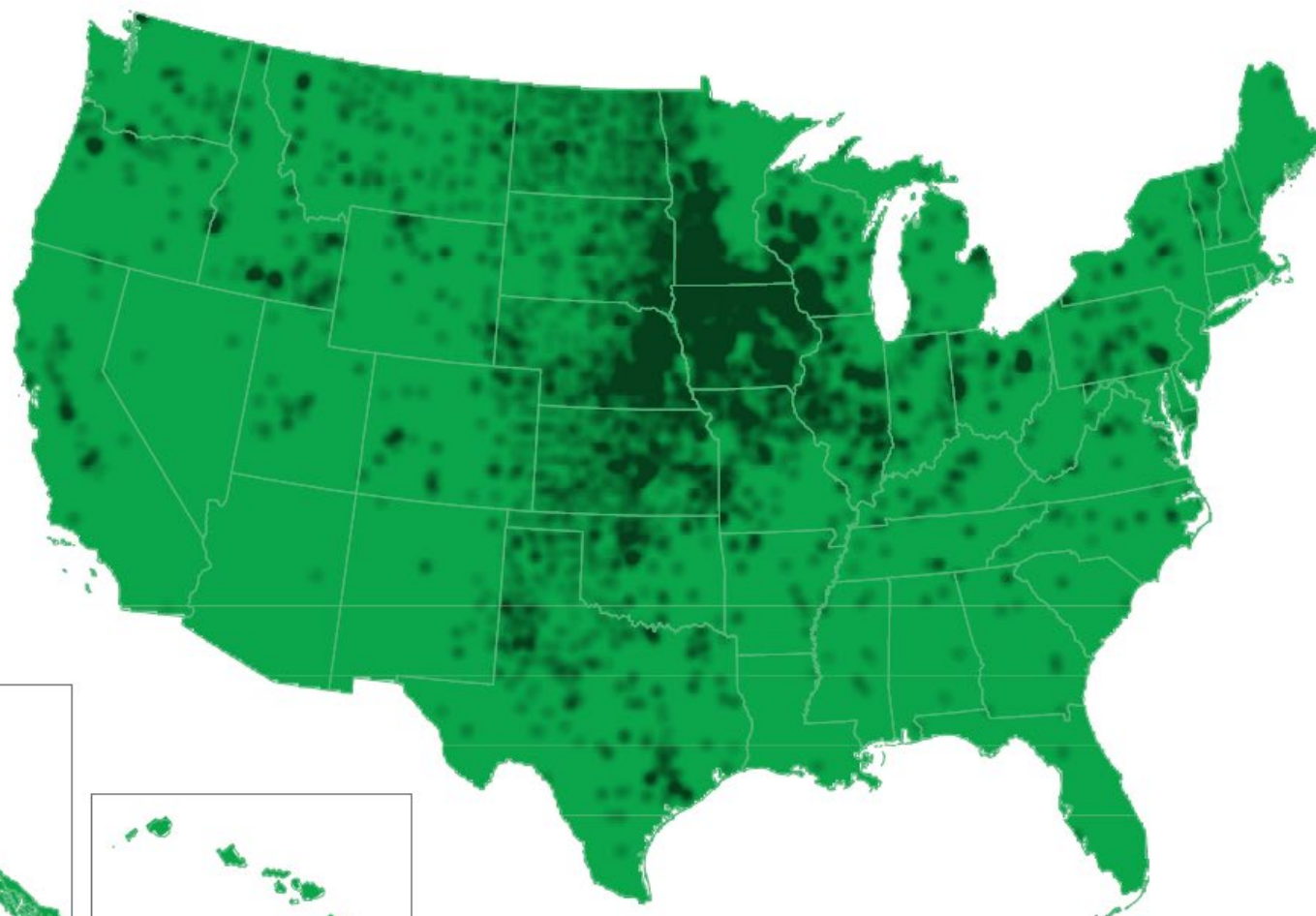
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Prairie Living* Tapestry Segment by households.



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LifeMode Group: Rustic Outposts

Diners & Miners

10C

Households: 810,000

Average Household Size: 2.54

Median Age: 41.3

Median Household Income: \$42,100

WHO ARE WE?

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. *Diners and Miners* is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

OUR NEIGHBORHOOD

- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than \$100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High-vacancy rate—nearly one in six housing units is vacant.

SOCIOECONOMIC TRAITS

- They hold strong to religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; “if it’s not broke, don’t fix it,” mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured; from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



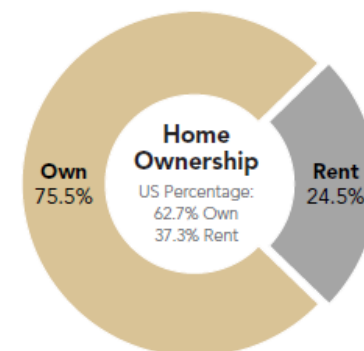
Typical Housing:

Single Family;
Mobile Homes

Median Value:

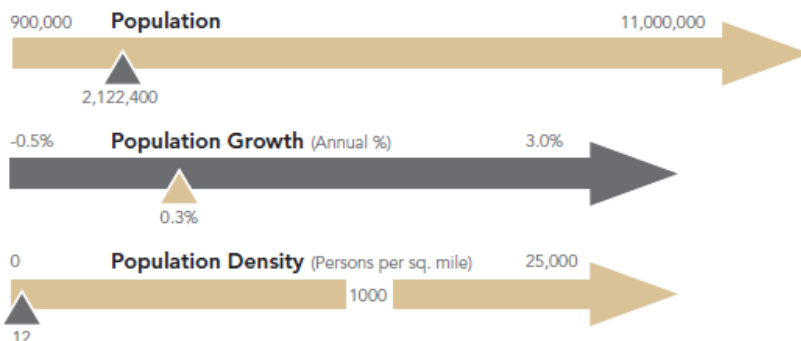
\$88,500

US Median: \$207,300



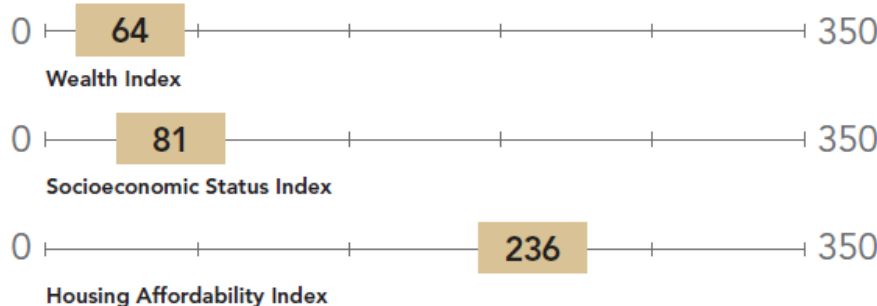
POPULATION CHARACTERISTICS

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ESRI INDEXES

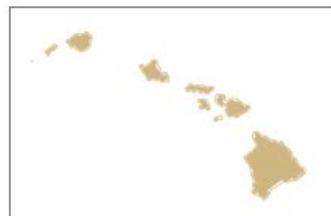
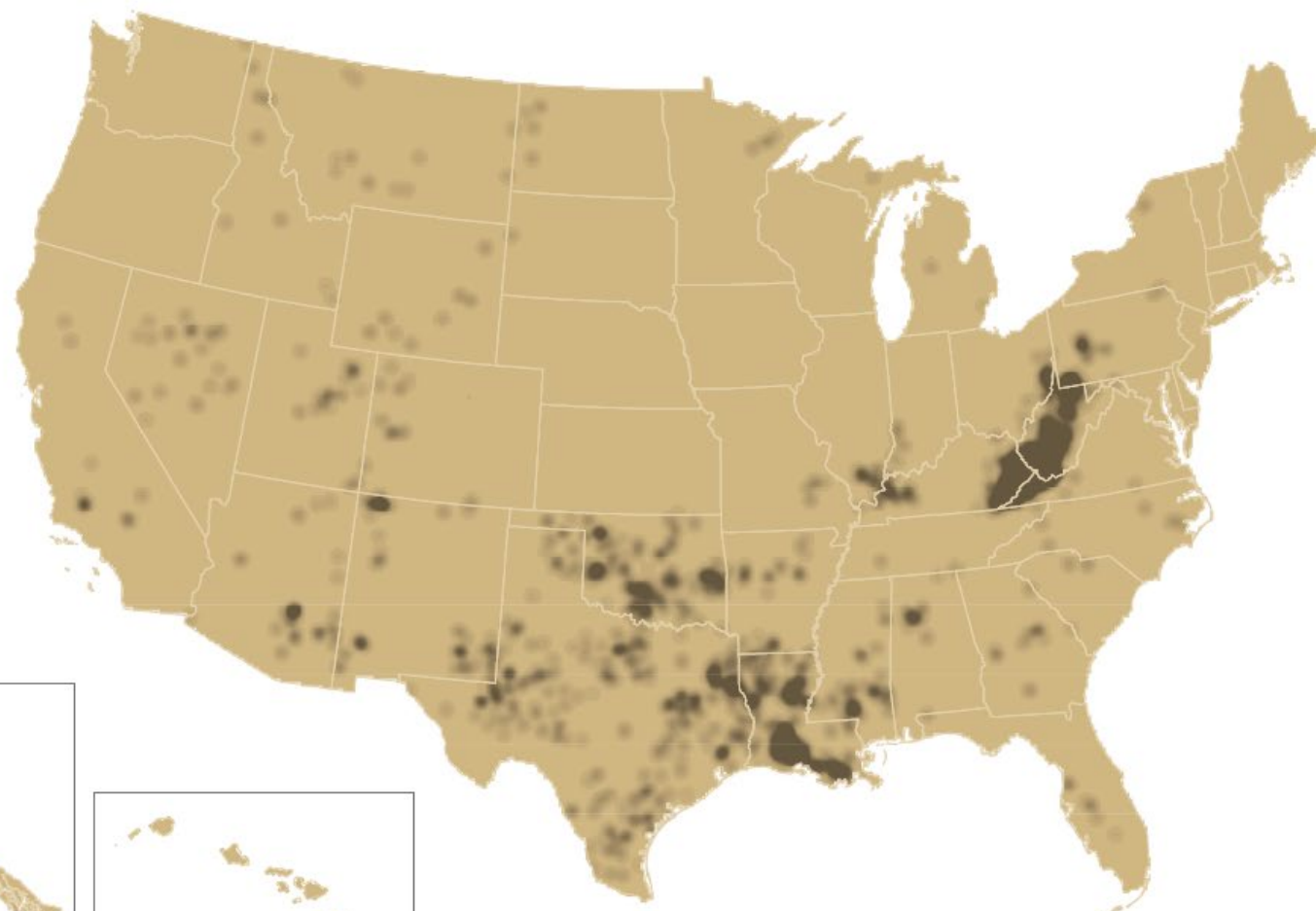
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Diners & Miners* Tapestry Segment by households.



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Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

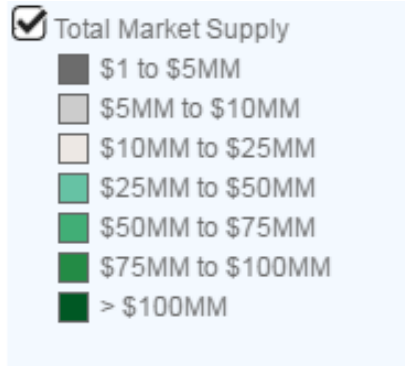
Retail Strategies uses STI:PopStats as our provider of the Consumer Demand and Supply by Establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus is more on the category than the actual dollar amounts.

Discover: Total Market Supply (Custom Trade Area)

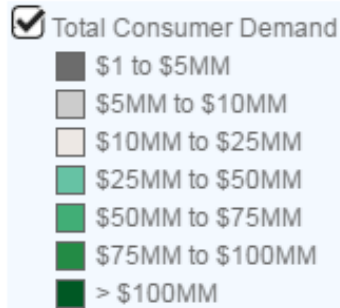


Total Market Supply
\$109,044,593

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

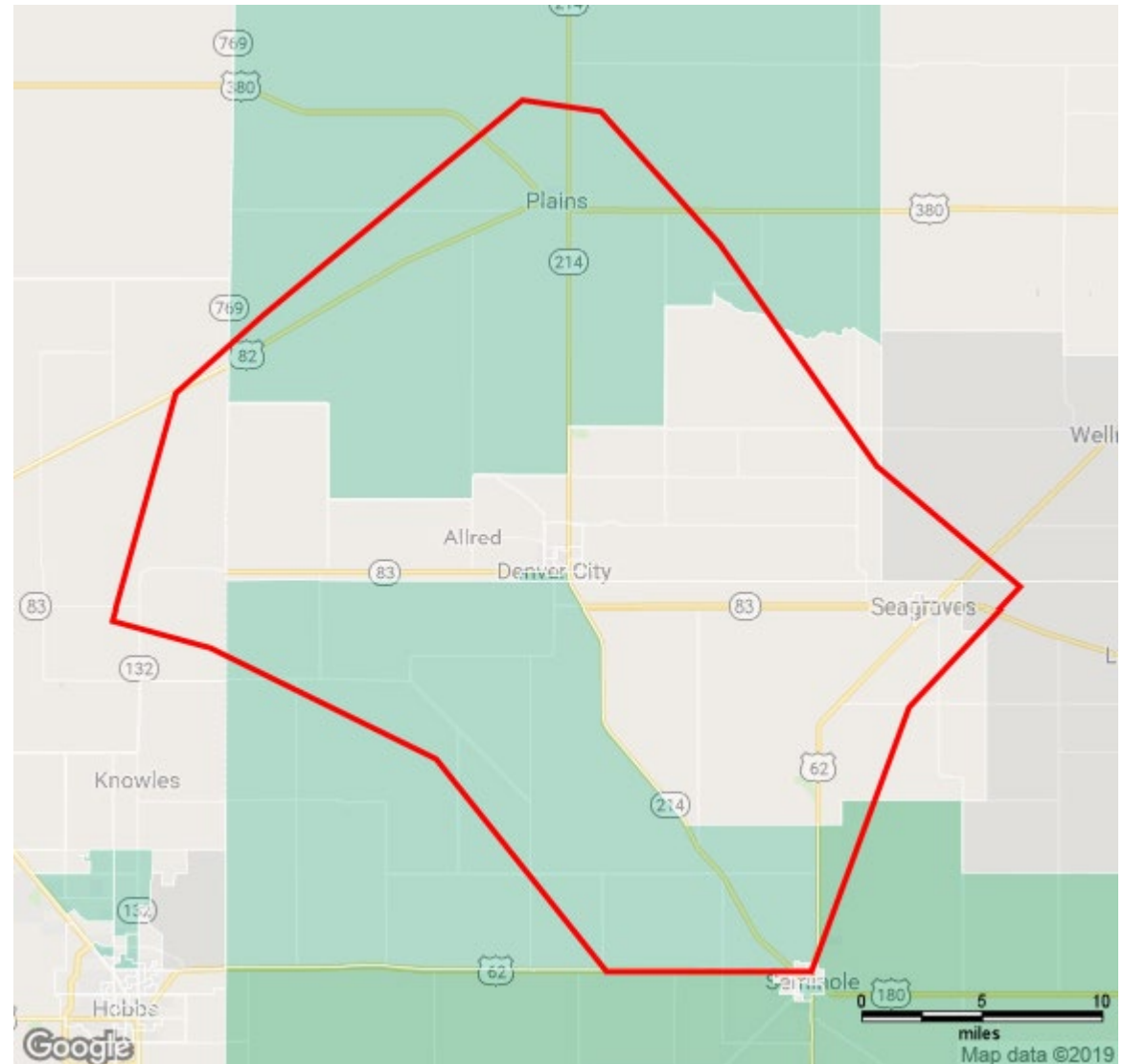


Discover: Total Market Demand (Custom Trade Area)



Total Market Demand
\$233,600,644

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

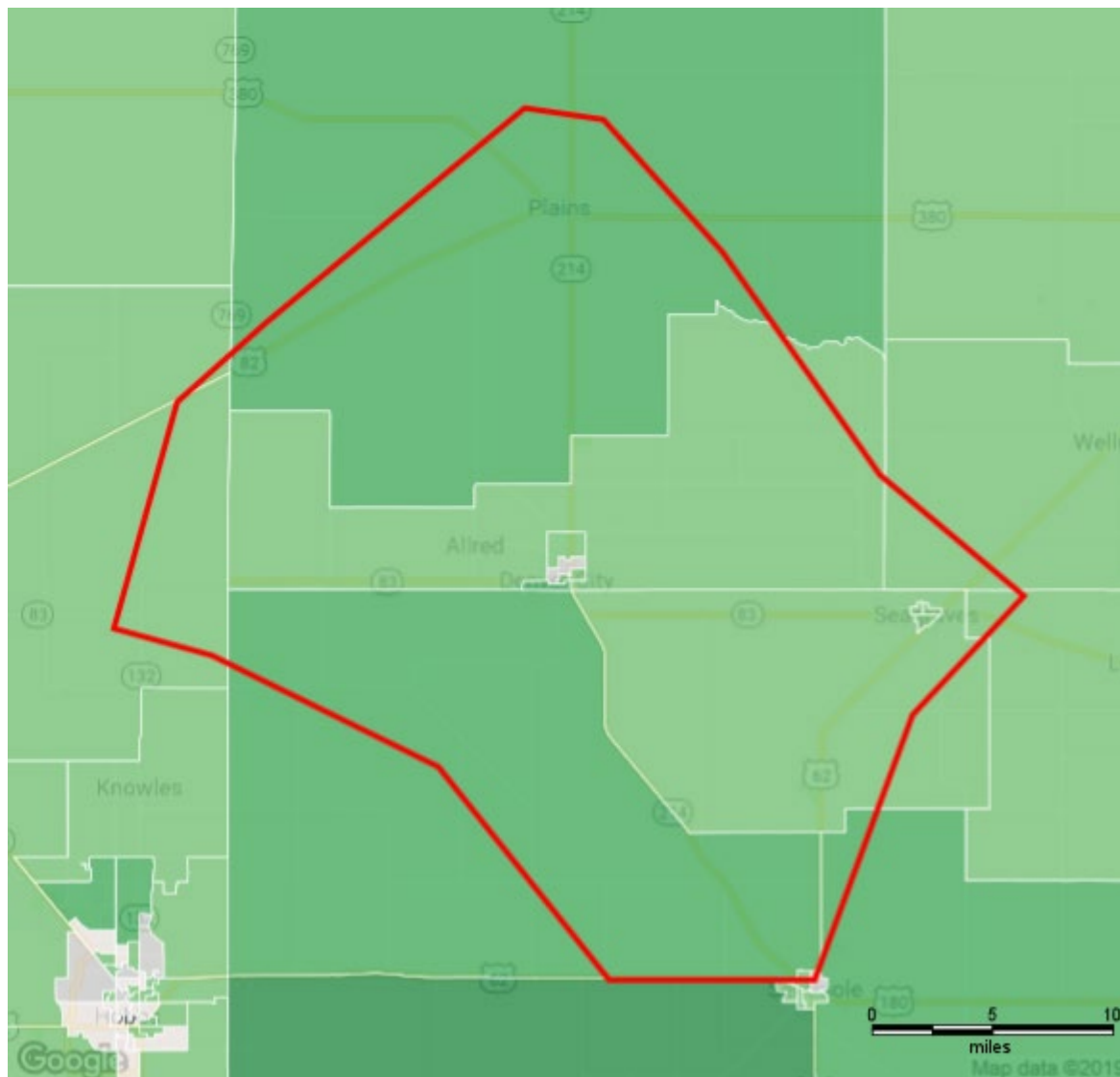


Discover: Opportunity Gap (Custom Trade Area)



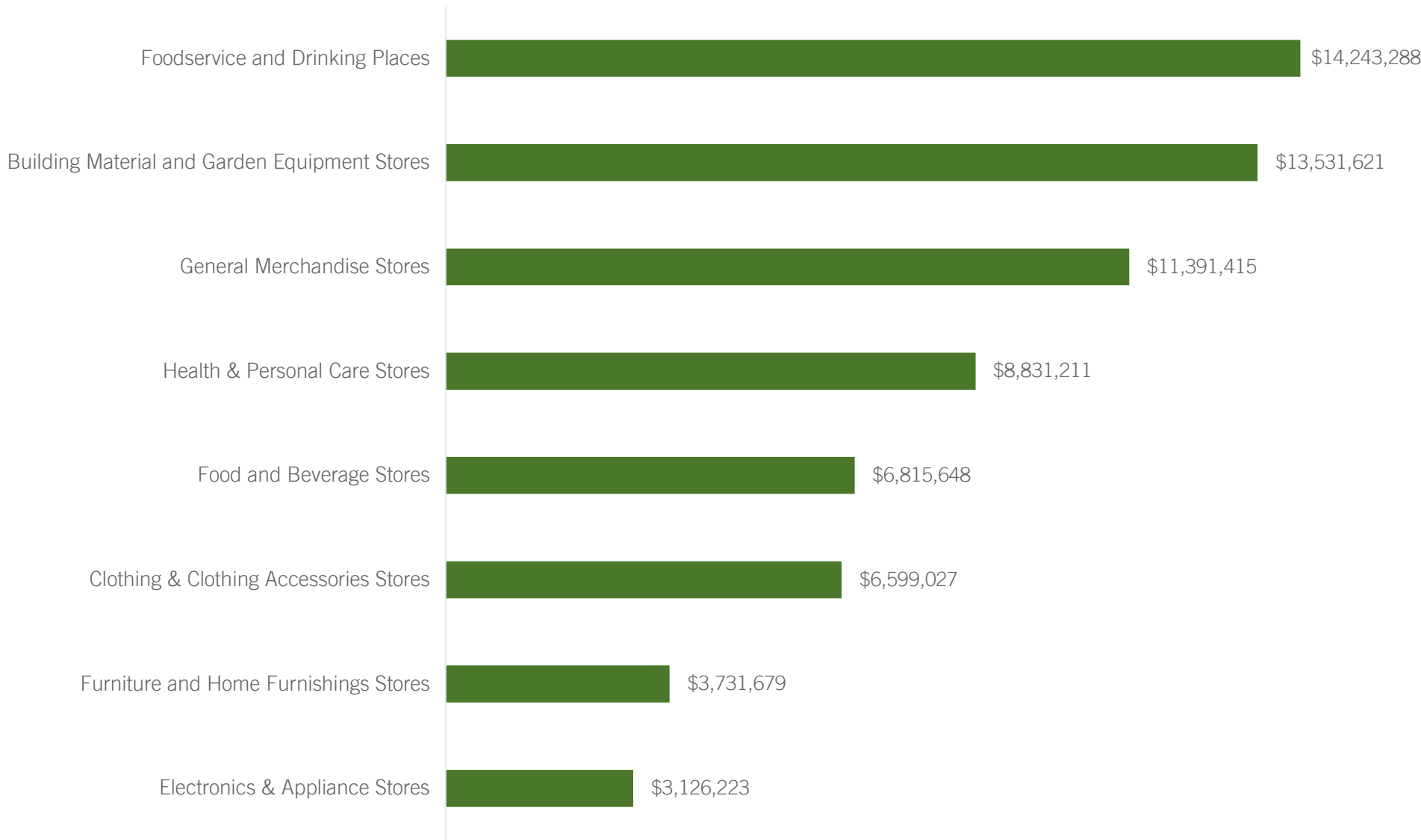
Total Market Leakage of
\$124,556,051

This means more people purchase items outside of the defined trade area than in the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.





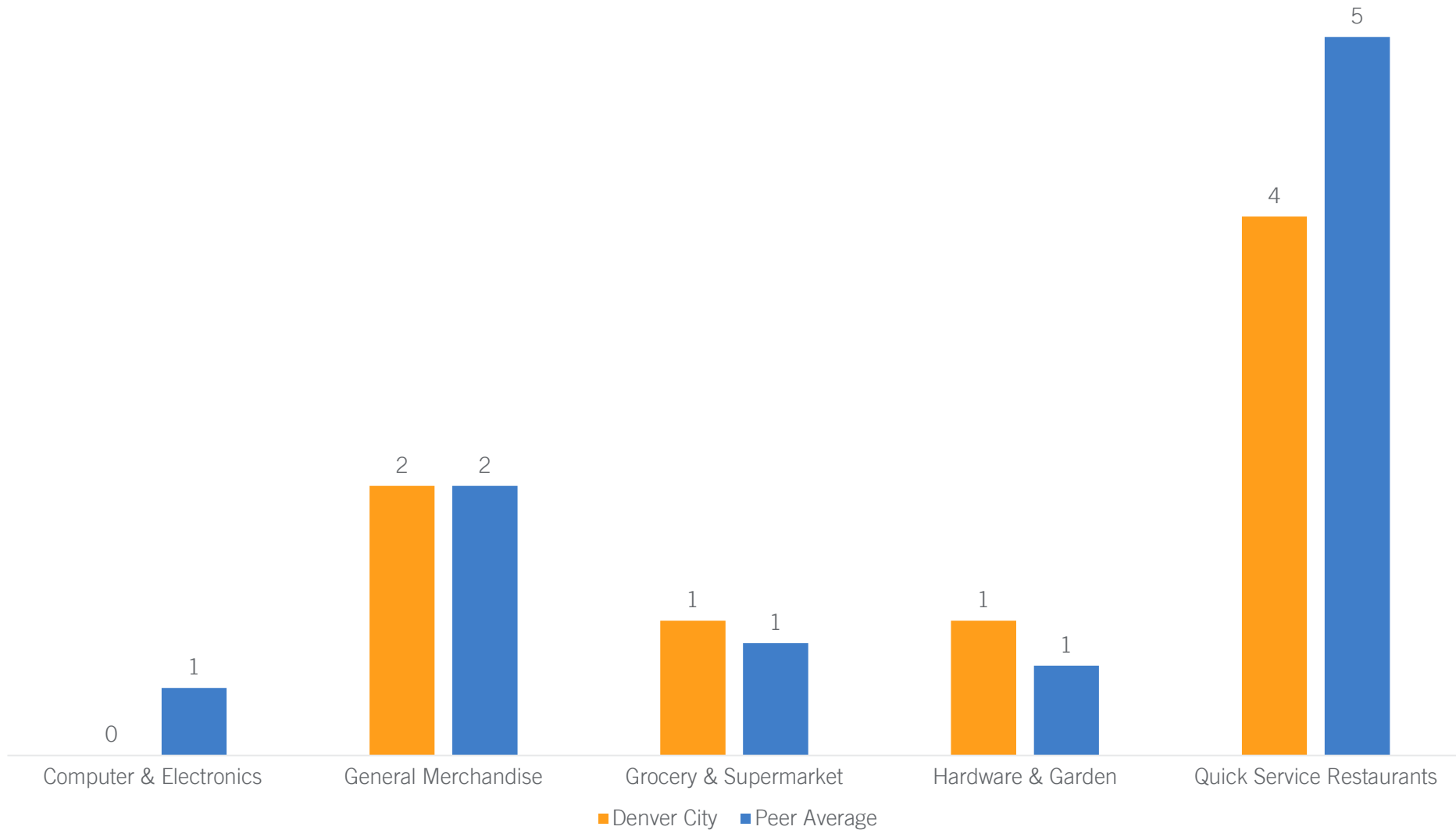
Discover: Leakage (Custom Trade Area)





Dollar General 10 - Minute Drive Time

City	State	Residential Pop	Employed Daytime Pop	Median HH Income	Market Supply
Denver City	TX	6,248	6,666	\$59,407	\$ 74,584,987
Edna	TX	7,193	6,896	\$55,704	\$78,897,176
Lorena	TX	8,095	6,609	\$59,238	\$129,598,775
La Grange	TX	7,872	9,579	\$58,721	\$133,729,087
New Waverly	TX	6,745	8,958	\$56,309	\$91,473,522
Godley	TX	7,030	9,314	\$58,163	\$140,097,825
Grandview	TX	4,508	4,453	\$57,012	\$101,209,964

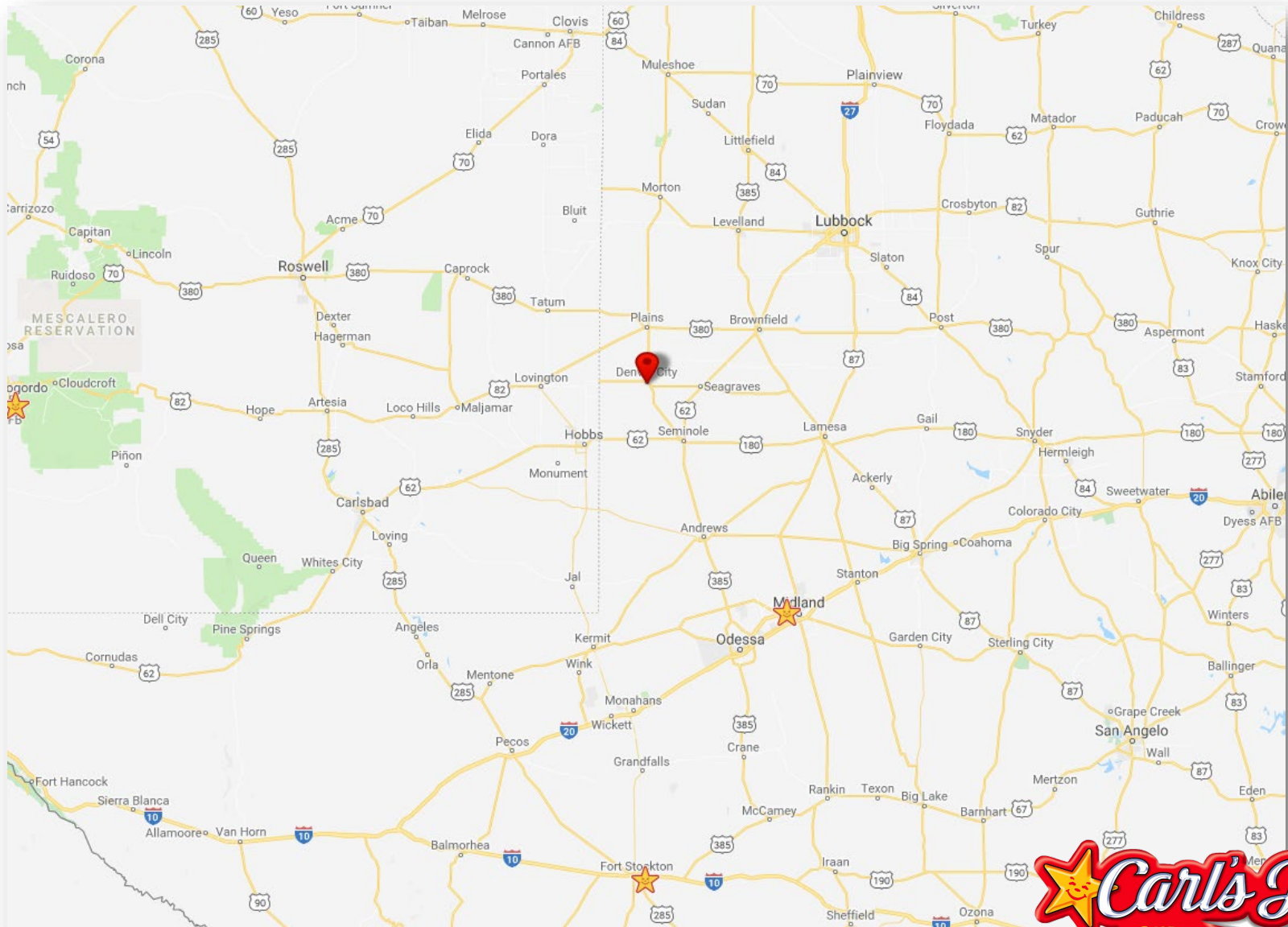


Retail Prospects





Retail Prospects



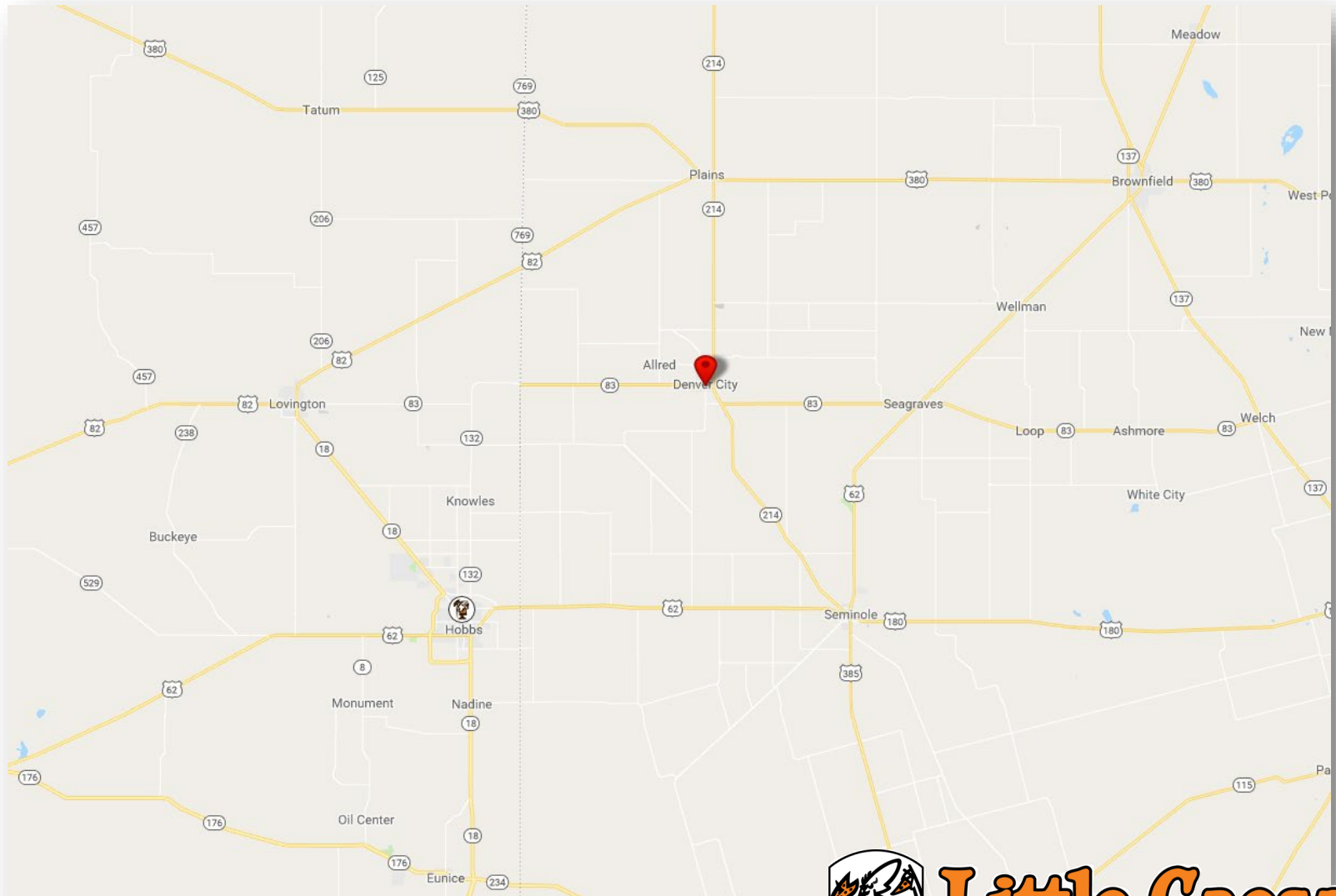


Carl's Jr.

Category:	Fast Food
Demographic Requirement Radius Ring:	2
Demographic Requirement Minimum Population Requirement:	25,000
Demographic Requirement Household Income Requirement:	\$60,000
Traffic Count:	30,000 VPD
Demographic Comments:	Prefers at least 55%+ of consumer population to be between the ages 18-49. Family size: 3+. Median household income: \$50,000. Annual growth rate: 2.5%. Employees in Demographic range: 11,000+. Home ownership: 65%+.
Number of Square Feet and/or Acres:	2,500 SF
Comments on Desired Location:	Parcel size: 28,000-35,000 sq ft with access, parking, drive thru stacking, and circulation being important considerations. Hard corners or Pads at the entry point to major developments are preferred. Building size: min: 2,450 sq ft, 54 seats w/Drive thru. Free Standing, Lifestyle Center, Medical Center, Neighborhood Strip, Outlet Mall, Power Center, Regional Mall, Regional Strip.



Retail Prospects



Little Caesars



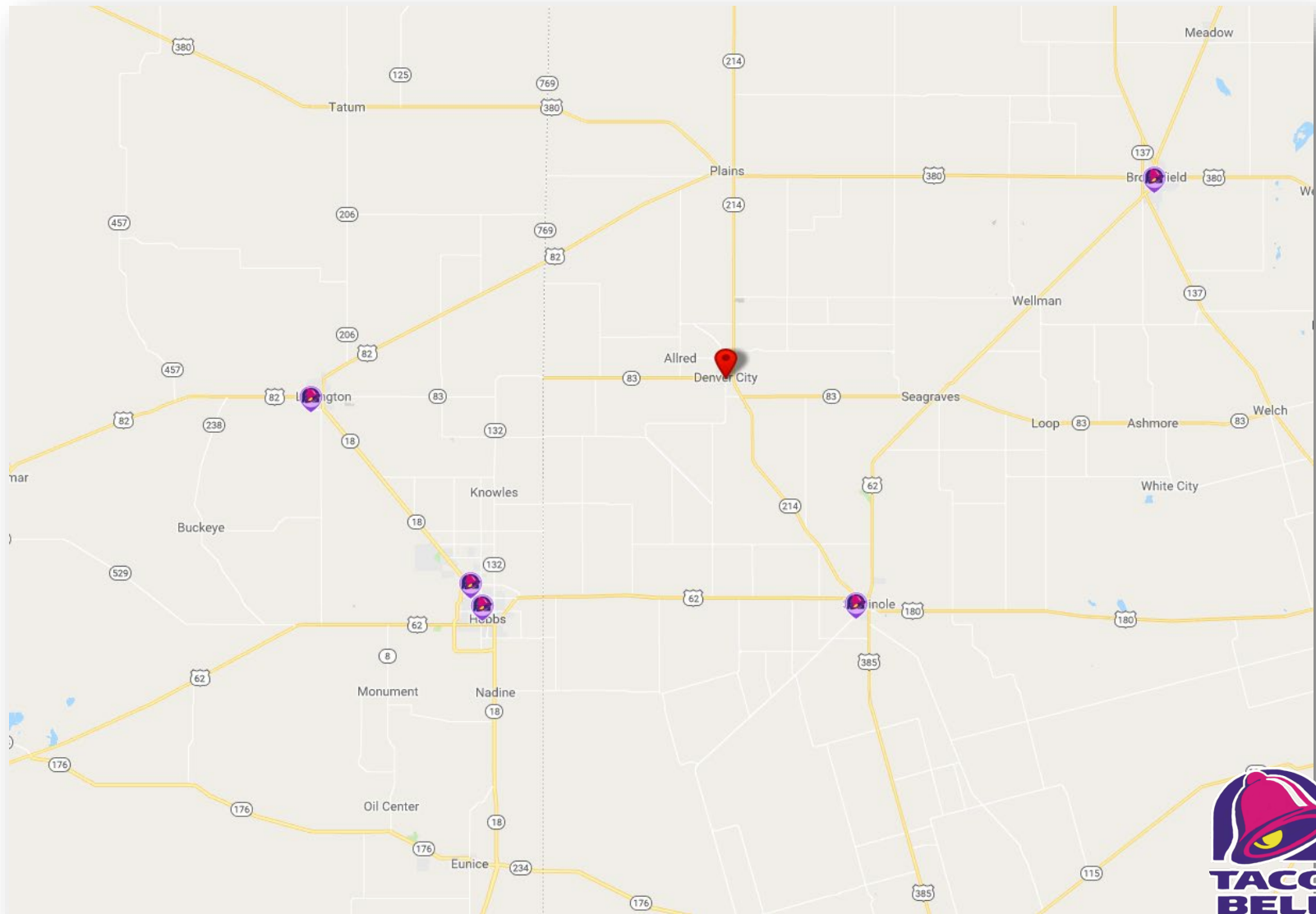
Little Caesars Pizza

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	25,000+
Traffic Count:	25,000 VPD
Demographic Comments:	Requires 25,000 to 30,000 people in the trade area with a high percentage of young families.
Number of Square Feet and/or Acres:	1,200 SF
Comments on Desired Location:	Prefers free standing buildings or multi tenant pad sites with drive-thru and end caps in active community or neighborhood centers. Easy access during dinner hours. Minimum of 10 dedicated parking spaces. Minimum 20 feet of frontage. Site should allow.
Facility Type:	Free Standing, Neighborhood Strip, Regional Strip, Special Strip



Little Caesars

Retail Prospects



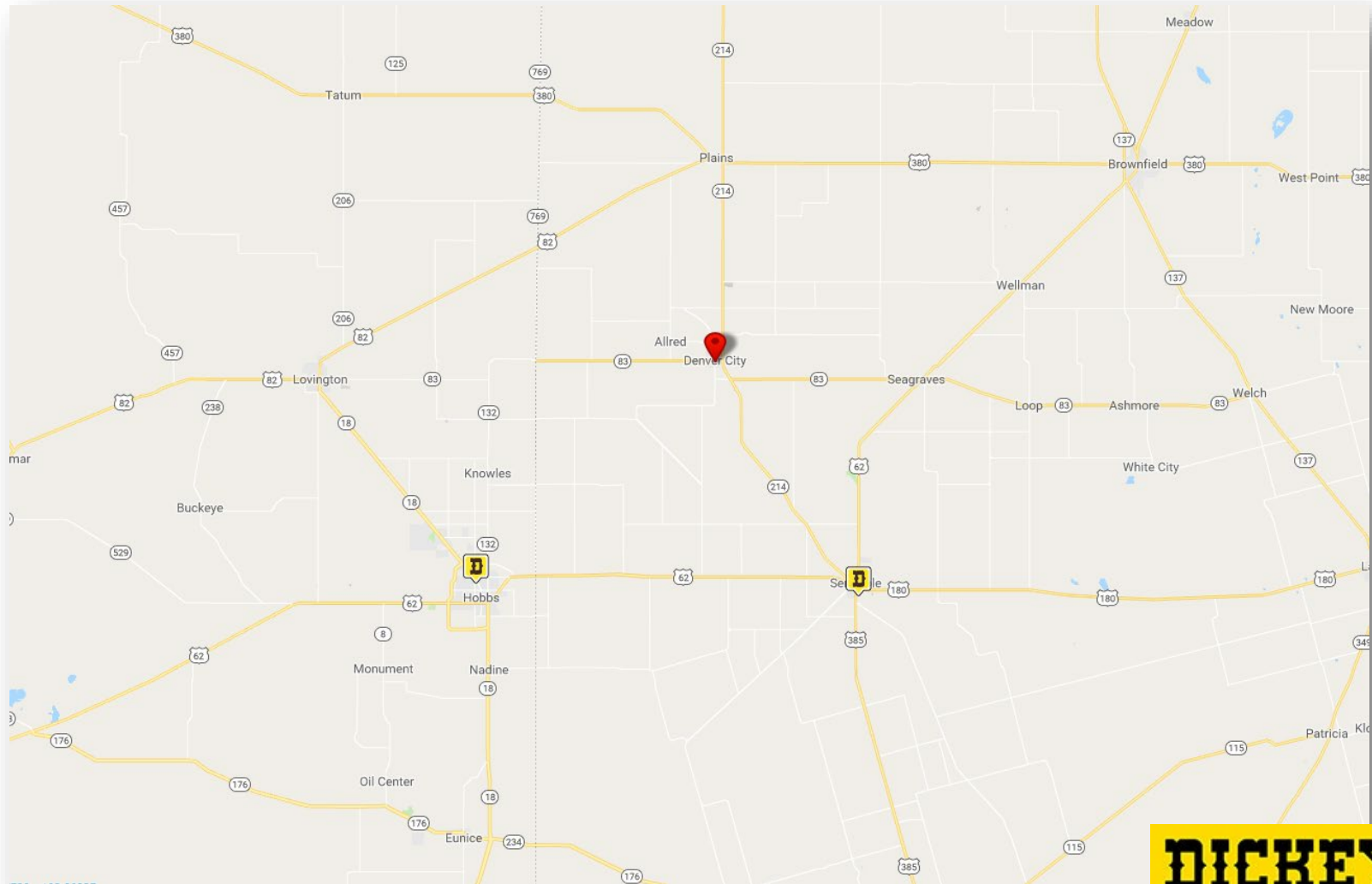


Taco Bell

Category:	Fast Food
Demographic Requirement Radius Ring:	1
Demographic Requirement Minimum Population Requirement:	15,000
Traffic Count:	30,000 VPD
Demographic Comments:	Population: Freestanding: 15,000 in TA.
Number of Square Feet and/or Acres:	1,900 SF
Comments on Desired Location:	Free standing with drive thru. Prefers site locations at corner of lighted intersections and shopping center outparcels with high visibility, prominence and easy accessibility. Purchase or ground lease with purchase option. Seating for 50 to 70. Minimum Free Standing, Lifestyle Center, Regional Strip, Special Strip



Retail Prospects



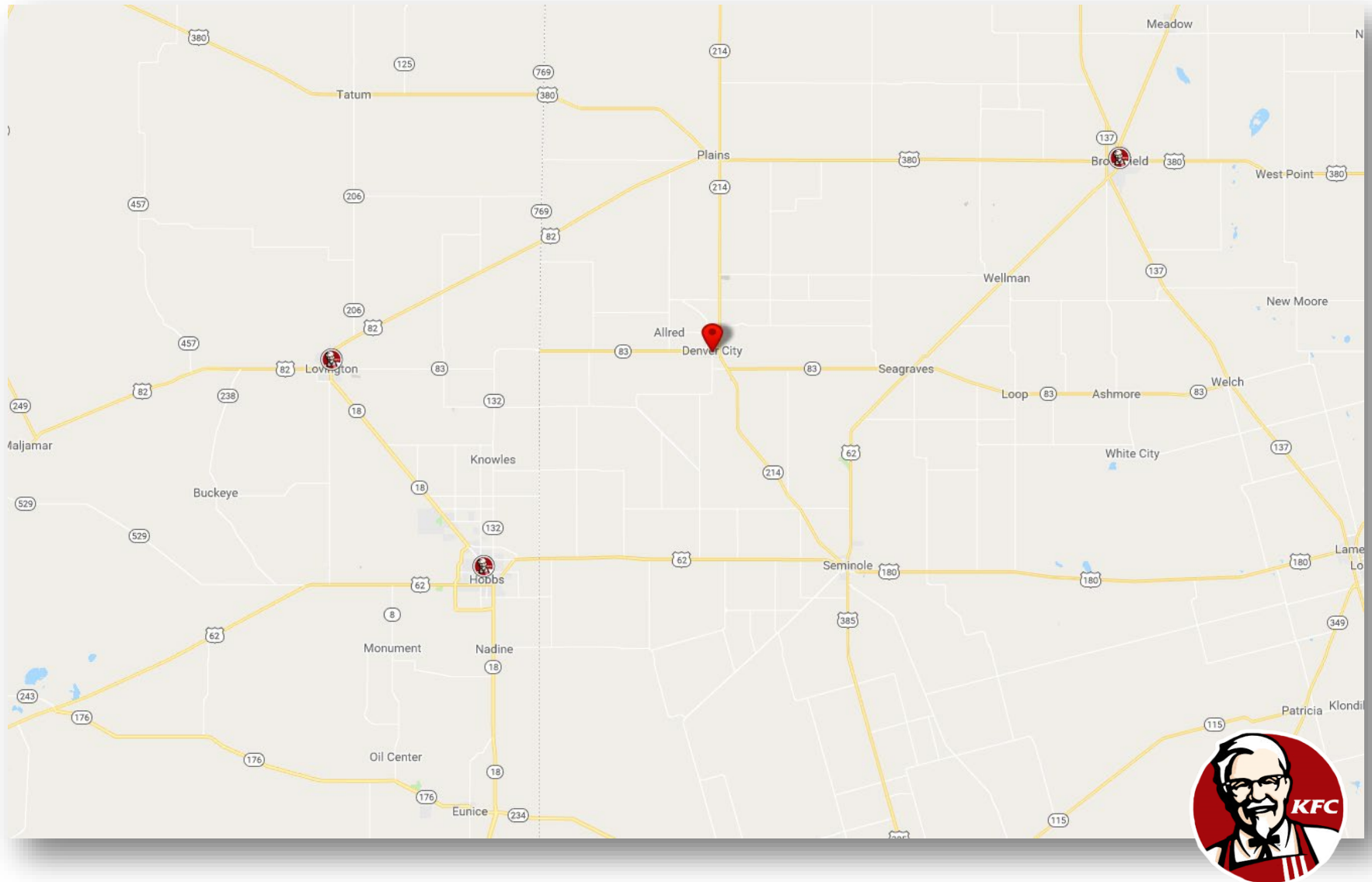


Dickey's Barbecue Pit

Category:	Restaurant (family)
Demographic Requirement Minimum Population Requirement:	30,000
Demographic Requirement Household Income Requirement:	\$60,000
Traffic Count:	15,000 VPD
Demographic Comments:	Daytime/business population of at least 15,000 in trade area. Lunch and Dinner drive time preferred. Must have dense population base with hi-impact office/business market. Trade area will be as good or better in five years than it is at time of acquisition.
Number of Square Feet and/or Acres:	1,600 SF
Comments on Desired Location:	1,400 to 3,000+ square feet plus outdoor patio and landscaping. Freestanding building or end cap. Use of Dickey's finish out spec materials (including brick, wood, and metal) on the exterior space preferred. Drive thru window is preferred, but not necessary.



Retail Prospects

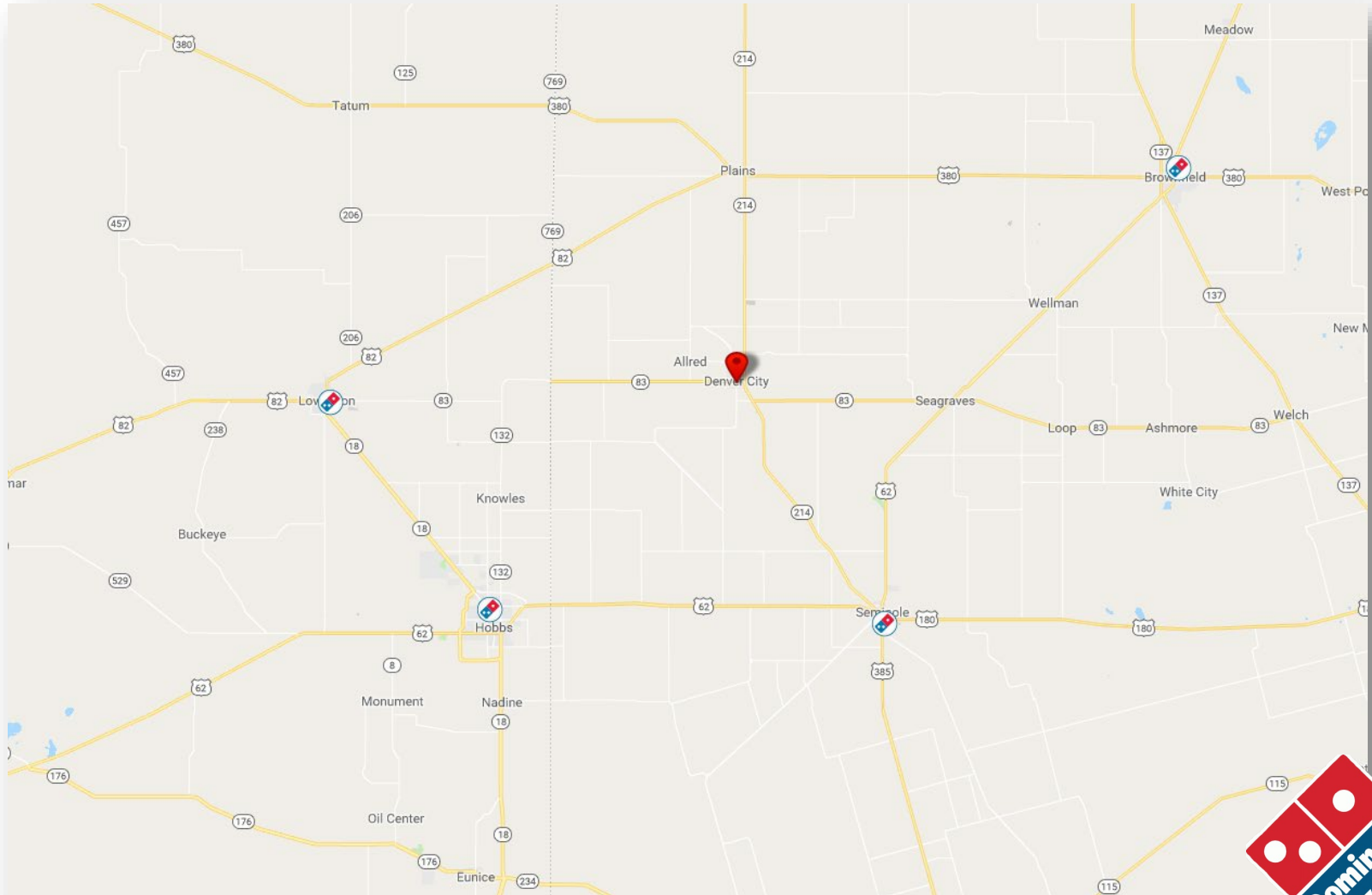


KFC

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	20,000
Traffic Count:	25,000 VPD
Demographic Comments:	Population: Freestanding w/ drive thru- 20000 in immediate TA. Inline/End Cap- 15000 in immediate TA. .
Number of Square Feet and/or Acres:	2,500 SF
Comments on Desired Location:	Free standing with drive thru: building area 2500-3200 sf, parking 35+, seating 60-85. Inline/End Cap: Foot print 2500-3500 sf, Drive thru- yes, Parking 30+, seating 60-85. Prefers site locations at corner of lighted intersections and shopping center ou Free Standing, Lifestyle Center, Neighborhood Strip, Regional Strip



Retail Prospects

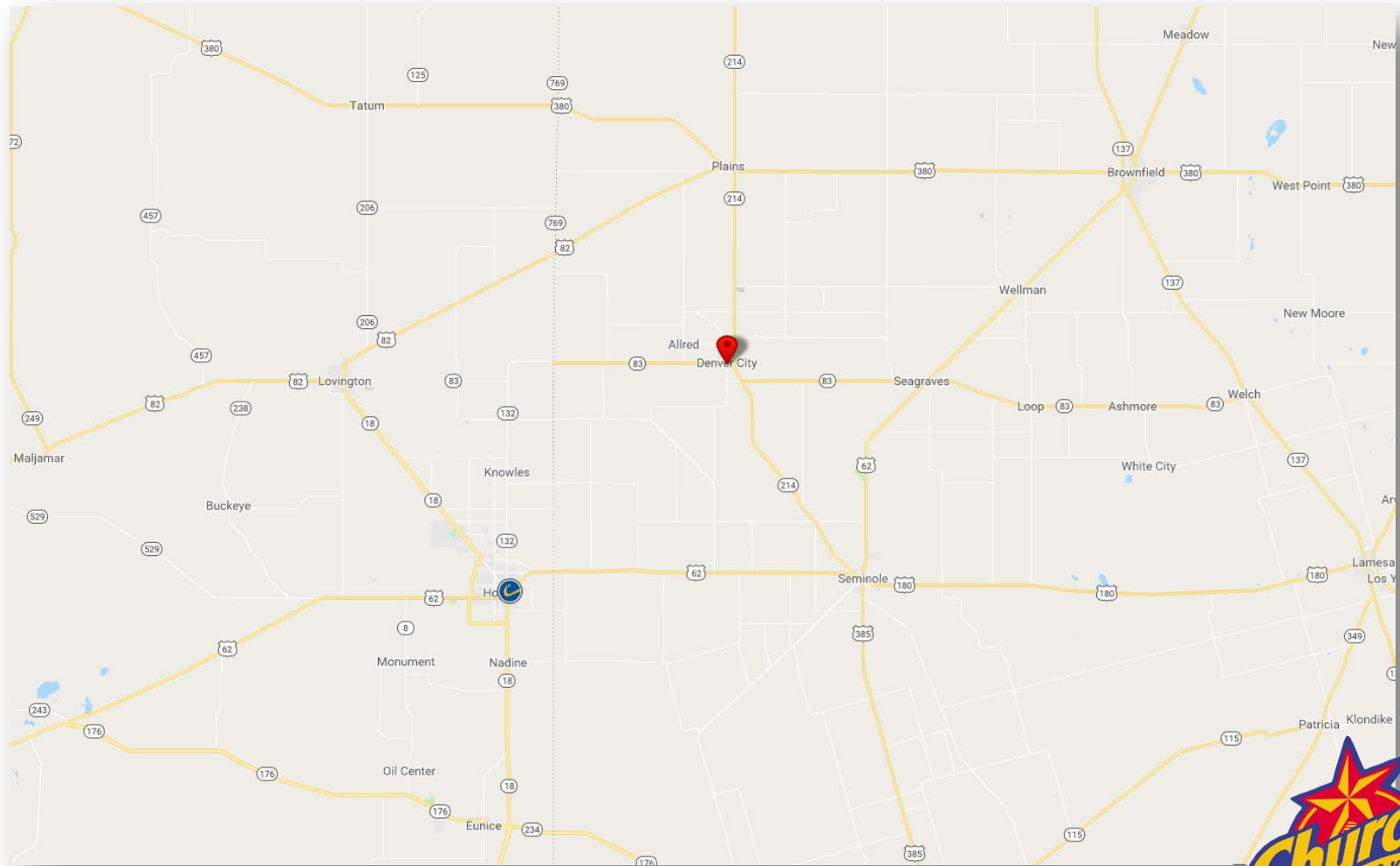


Domino's

Category:	Fast Food
Facility Co-Tenants:	Shopping center locations with strong anchor tenants.
Traffic Count:	15,000 VPD
Demographic Comments:	Prefers to be located within 50 feet of primary traffic corridors with high visibility, easy accessibility and convenient to customers. Searching for visible and accessible urban, suburban and small town locations.
Number of Square Feet and/or Acres:	1,500 SF
Comments on Desired Location:	Prefers to be within 50 feet of the primary traffic corridor with clear vision path to our sign and store front. Require 10-15 parking spaces with a minimum of 2 ingress/egress points to primary traffic flow. Frontage: 25 ft preferred with a min. 20 ft Campus Site, Downtown, Free Standing, Gas Station, Neighborhood Strip, Outlet Mall, Power Center, Regional Strip, Special Strip



Retail Prospects



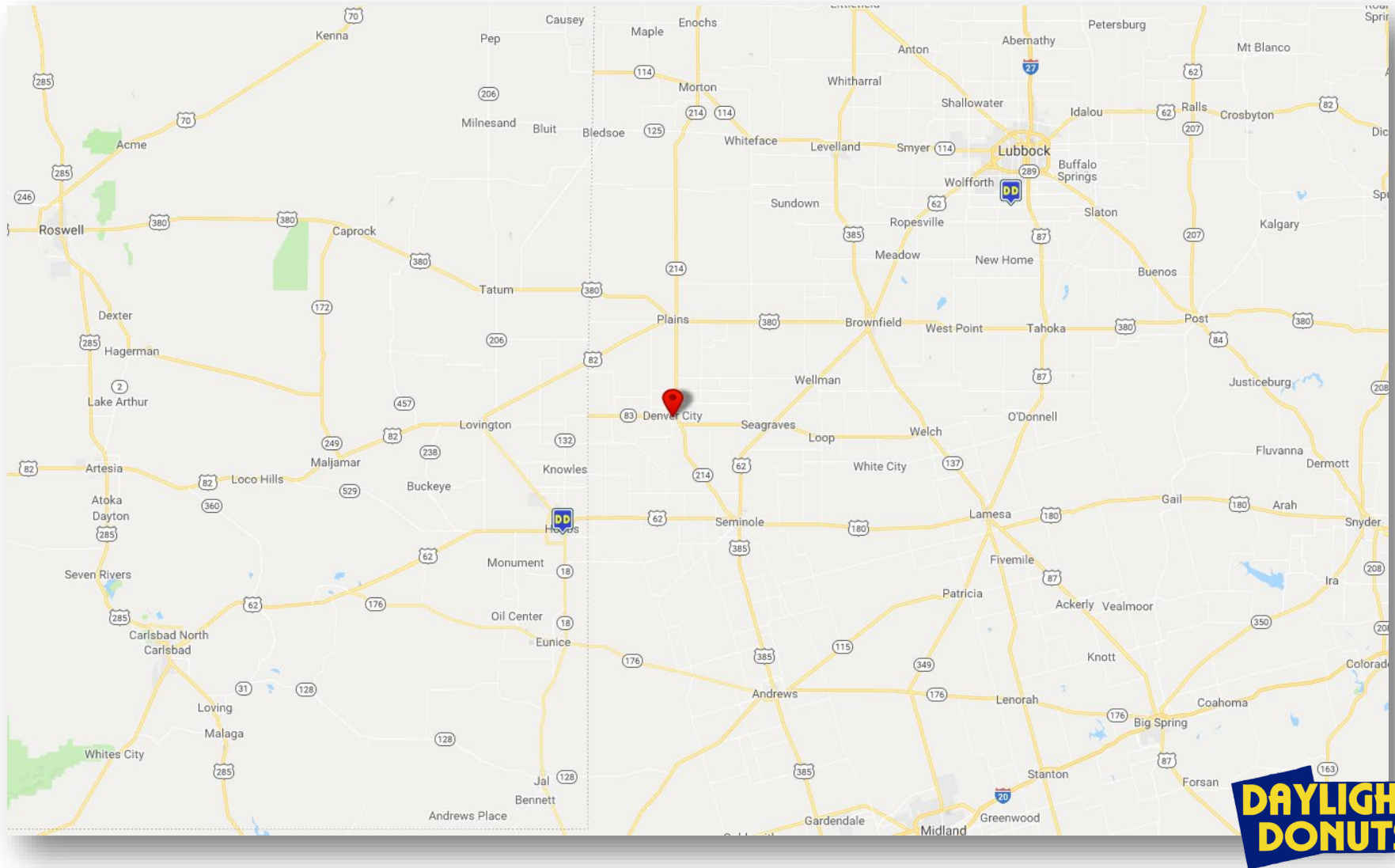


Church's Chicken

Category:	Fast Food
Demographic Requirement Radius Ring:	2
Demographic Requirement Minimum Population Requirement:	30,000
Demographic Requirement Household Income Requirement:	\$25,000
Traffic Count:	20,000 VPD
Demographic Comments:	Population: 30,000-40,000 w/in 2 miles (Urban & Suburban); 15,000 in trade area for rural areas (small town). HH Income: \$25,000-\$55,000. Traffic: Minimum of 20,000 VPD on main street. .
Number of Square Feet and/or Acres:	1,850 SF
Comments on Desired Location:	High customer flow (vehicle or pedestrian). Convenient access and unobstructed visibility is crucial. Ability to install prototypical signage/identity package. Pole signs are required subject to local code. Lot size: minimum of 20,000 sq ft with 110' fr



Retail Prospects





OWNERS AREA 800.331.2245 info@daylightdonuts.com

65 Years
DAYLIGHT DONUTS

HOME ABOUT US PRODUCTS LOCATIONS OWN A DAYLIGHT ONLINE STORE CONTACT

The Ideal Candidate

"We have people continuously telling us that "Daylight is the best in the world", or "I've never tasted any donuts like Daylight Donuts". We get feedback like that all the time.

J. Anderson
Daylight Donuts Store Owner, Athens, TX
February 18, 2015

DO YOU QUALIFY?

It couldn't be easier to find out whether you're a candidate for Daylight Donuts store ownership. Just review the checklist below... and don't hesitate to call us if you're uncertain about any requirement.

- The desire and willingness to personally devote full time efforts to operate and manage their own business
- The understanding of a licensee relationship and the importance of maintaining the integrity of the Daylight Donut brand
- A proven background that highlights a solid employment history and personal financial stability
- Approximately \$50,000 in non-borrowed funds available and the ability to borrow additional funds
- An enjoyment of working with the public in a quick-serve environment

QUICK LINKS

- [Find a Location](#)
- [Own a Daylight](#)
- [Online Store](#)



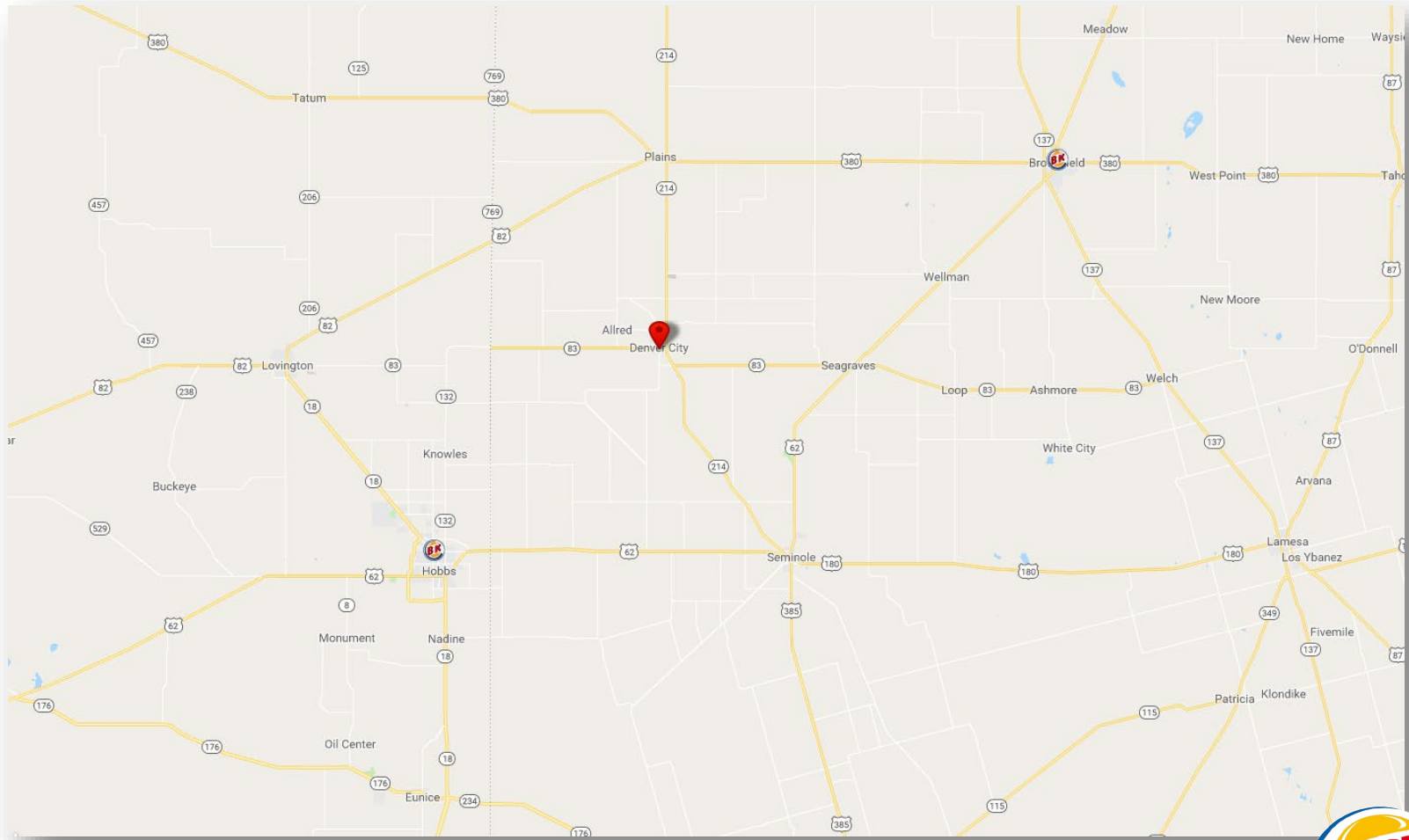


Dairy Queen Grill & Chill

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	12,000+
Demographic Requirement Household Income Requirement:	40,000+
Traffic Count:	20,000 VPD
Demographic Comments:	20k Average daily traffic in front of location, prefer additional traffic on intersecting street. Residential population: 12,500+ w/in 5 minute drive time. Employees: 5,000+ w/in 5 minute drive time. Median HH Income: minimum \$40,000; prefer \$50,000.
Number of Square Feet and/or Acres:	2,000 SF
Comments on Desired Location:	Seating: 72; Minimum lot size: 29,670 sq ft & 129' frontage; Minimum of 48 parking spaces; Site can acquire drive- thru zoning approval. Prefer 6 car stack between window and menu with additional stack at entrance of drive thru.
Facility Type:	Free Standing, Neighborhood Strip, Regional Strip, Special Strip



Retail Prospects



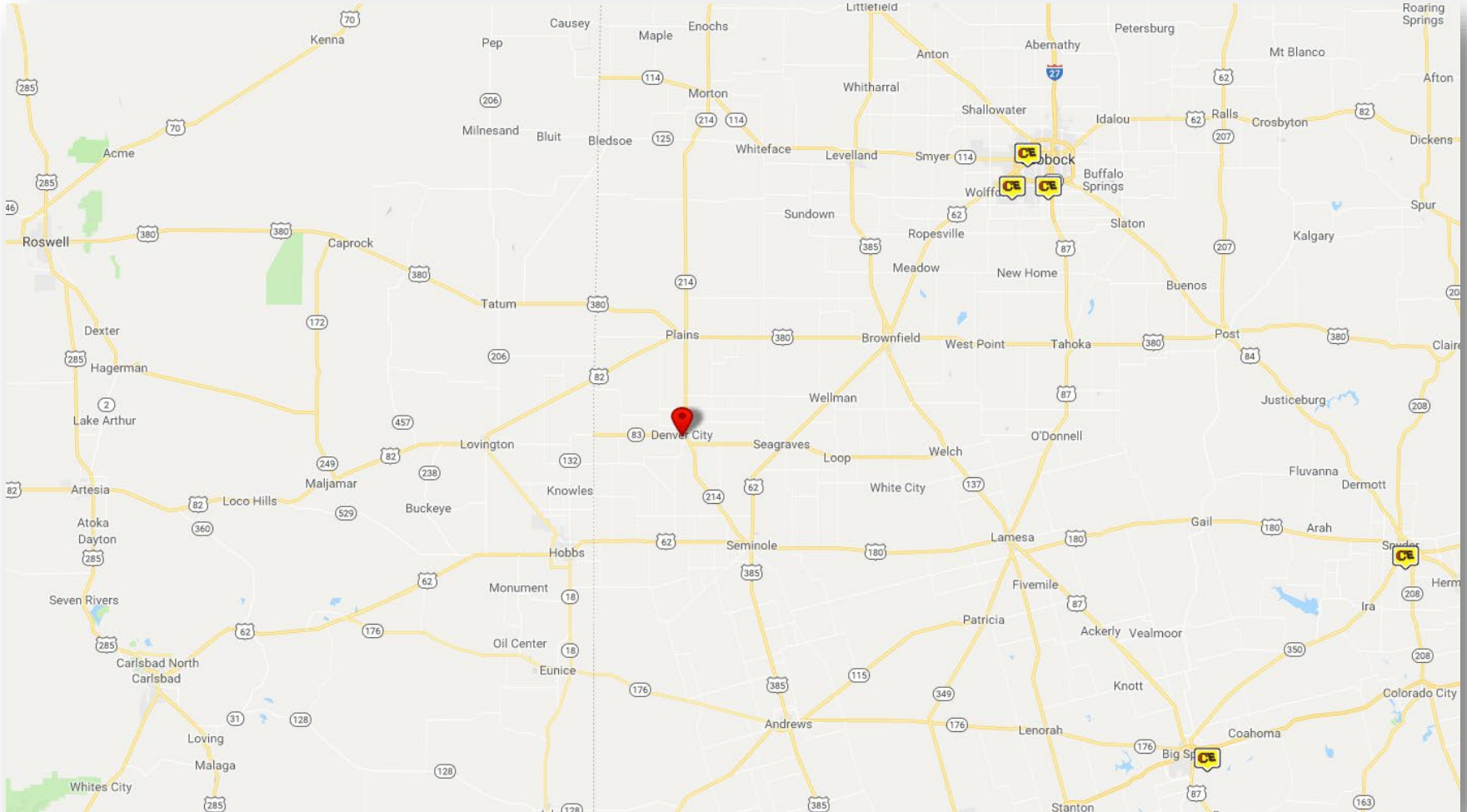


Burger King

Category:	Fast Food
Demographic Requirement Radius Ring:	1
Demographic Requirement Minimum Population Requirement:	30,000
Traffic Count:	25,000 VPD
Demographic Comments:	High traffic locations with good visibility and ease of ingress/egress. .
Number of Square Feet and/or Acres:	1,800 - 2,500 SF
Comments on Desired Location:	High Visibility, High Access. Drive-thru. Corners, mall/shopping center out-parcels, freeway locations. Multi-concept (1,800 - 2,500 SF) with Gas & Oil, Retail, Other Food with Site Sharing, with 40-80 seats. Inline/Storefront requires 1000 - 3500 SF. E Downtown, Gas Station, Kiosk, Lifestyle Center, Medical Center, Neighborhood Strip, Outlet Mall, Power Center, Regional Mall, Regional Strip, Special Strip, Transit Terminal



Retail Prospects





[Home](#) [Our Story](#) [Menu](#) [Locations](#) [Employment](#) [Franchising](#) [Contact Us](#)

FRANCHISEE REQUIREMENTS

INFORMATION for a Chicken Express FRANCHISE ONLY. Please complete the following and submit. A new franchisee must have the capital to open and operate the store, a business plan and a strong work background are essential along with some restaurant experience and the willingness to train in a store location is a plus.

****If you are looking for EMPLOYMENT at a Chicken Express, you MUST contact your local store directly.****

If you believe you qualify for a Chicken Express Franchise, please complete the form below and Chicken Express Corporate will contact you back as soon as we are able.

****This form is for information about a Chicken Express FRANCHISE ONLY. DO NOT inquire about employment at Chicken Express restaurants through this form. YOU MUST contact your local Chicken Express store directly. **All employment requests through this form will be disregarded.******

NEW STORE OPENINGS

Chicken Express is growing fast and adding stores all over Texas, Oklahoma, Arkansas and Louisiana monthly. Below are some recent store openings.

Visit soon and try our legendary Express Tenders and Sweet Tea for yourself.

04/23/19: Muskogee, OK
100 North York Street
Muskogee, OK 74403

02/04/19: Shawnee, OK
4302 N Harris Ave
Shawnee, OK 74804

01/24/19: Waxahachie, TX – #2
2831 Hwy 77
Waxahachie, TX 75165

01/02/19: Mont Belvieu, TX
10313 Eagle Drive
Mont Belvieu, TX 77523

COMING SOON

Sealy, TX





Sprint

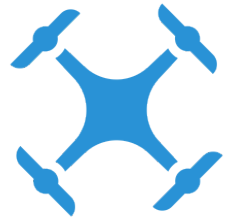
Category:	Cellular / Wireless
Demographic Requirement Radius Ring:	5
Demographic Requirement Minimum Population Requirement:	65,000
Demographic Requirement Household Income Requirement:	\$35,000+
Traffic Count:	25,000 VPD
Demographic Comments:	Large population between 24 and 54. 50,000 households within a 5 mile radius. Signalized intersection of two major thoroughfares with minimum combined traffic count of 25,000 cars per day. Going home side of the street.
Number of Square Feet and/or Acres:	2,000 SF



Eye in the Sky Analysis



Real Estate Analysis



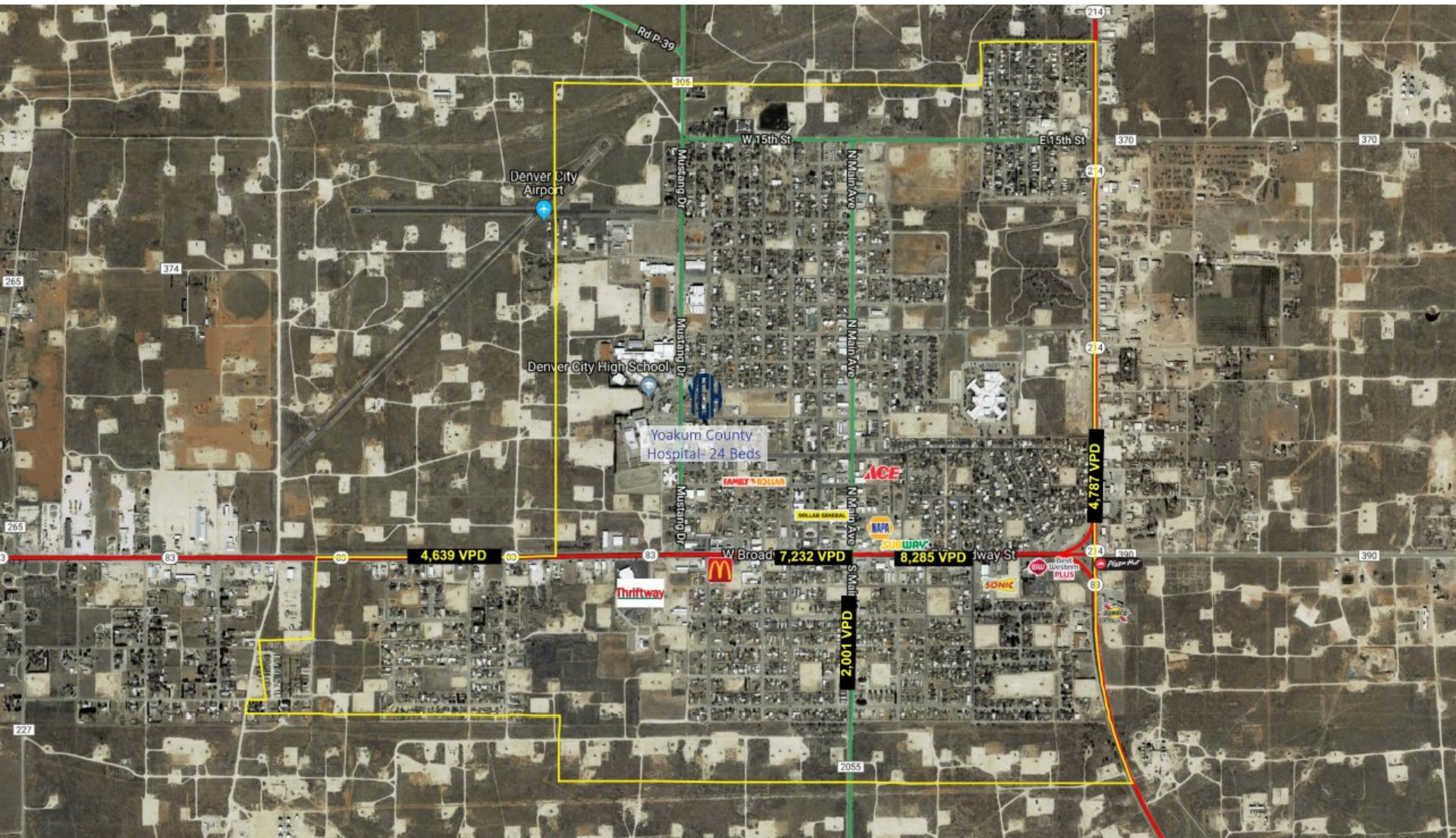
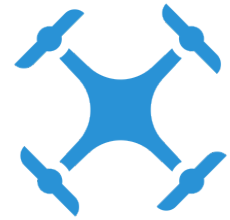
Purpose:

To identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals,

Retail Academy professionals have reviewed the market's real estate to identify underexposed real estate assets. No retail expansion can take place without the right piece of real estate. The following slides describe the primary underexposed real estate sites and development zones in the market.

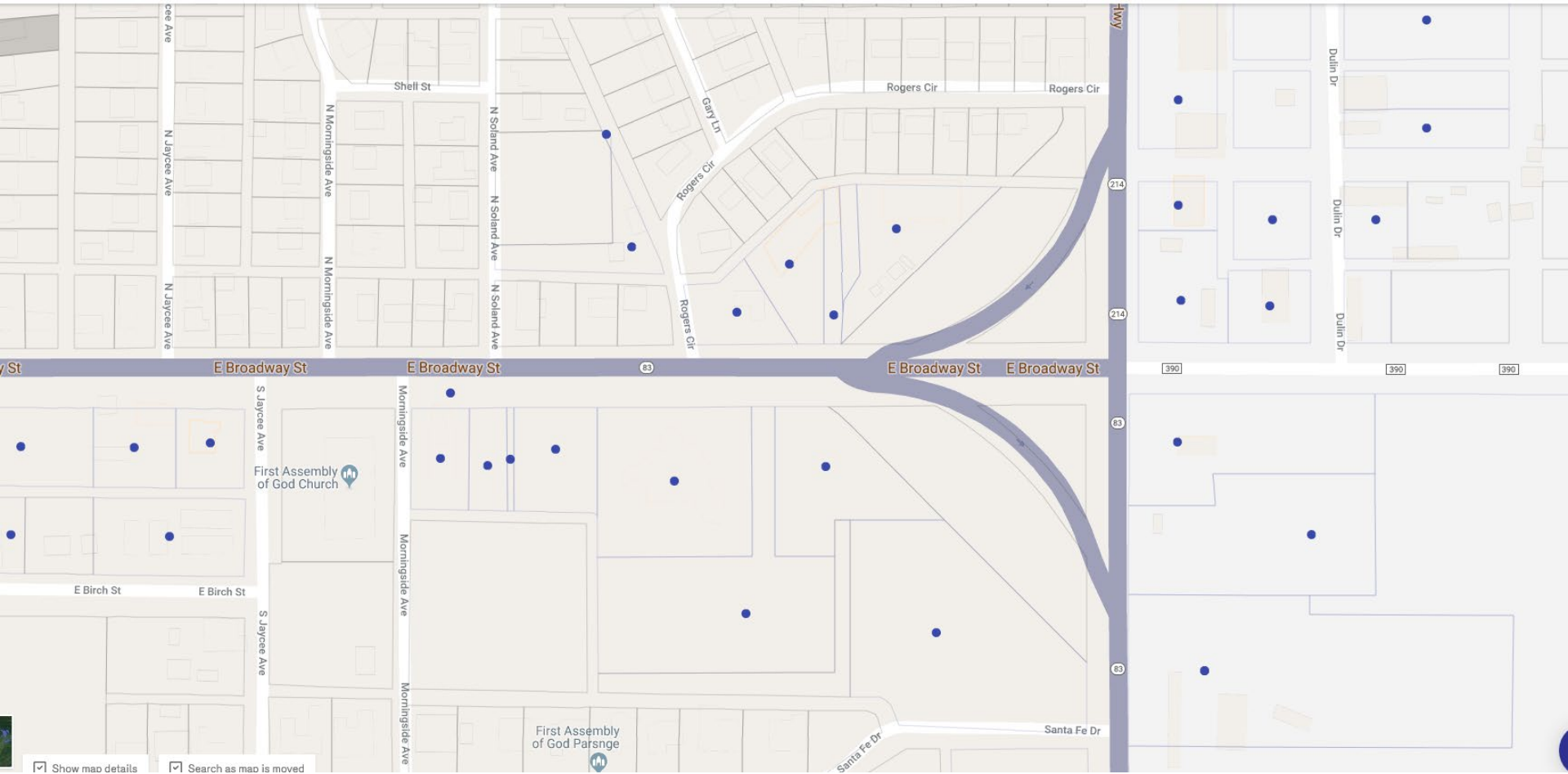
Focus Recruitment Zone Analysis



Zone 1



Zone 1 – Plains Hwy & E Broadway St



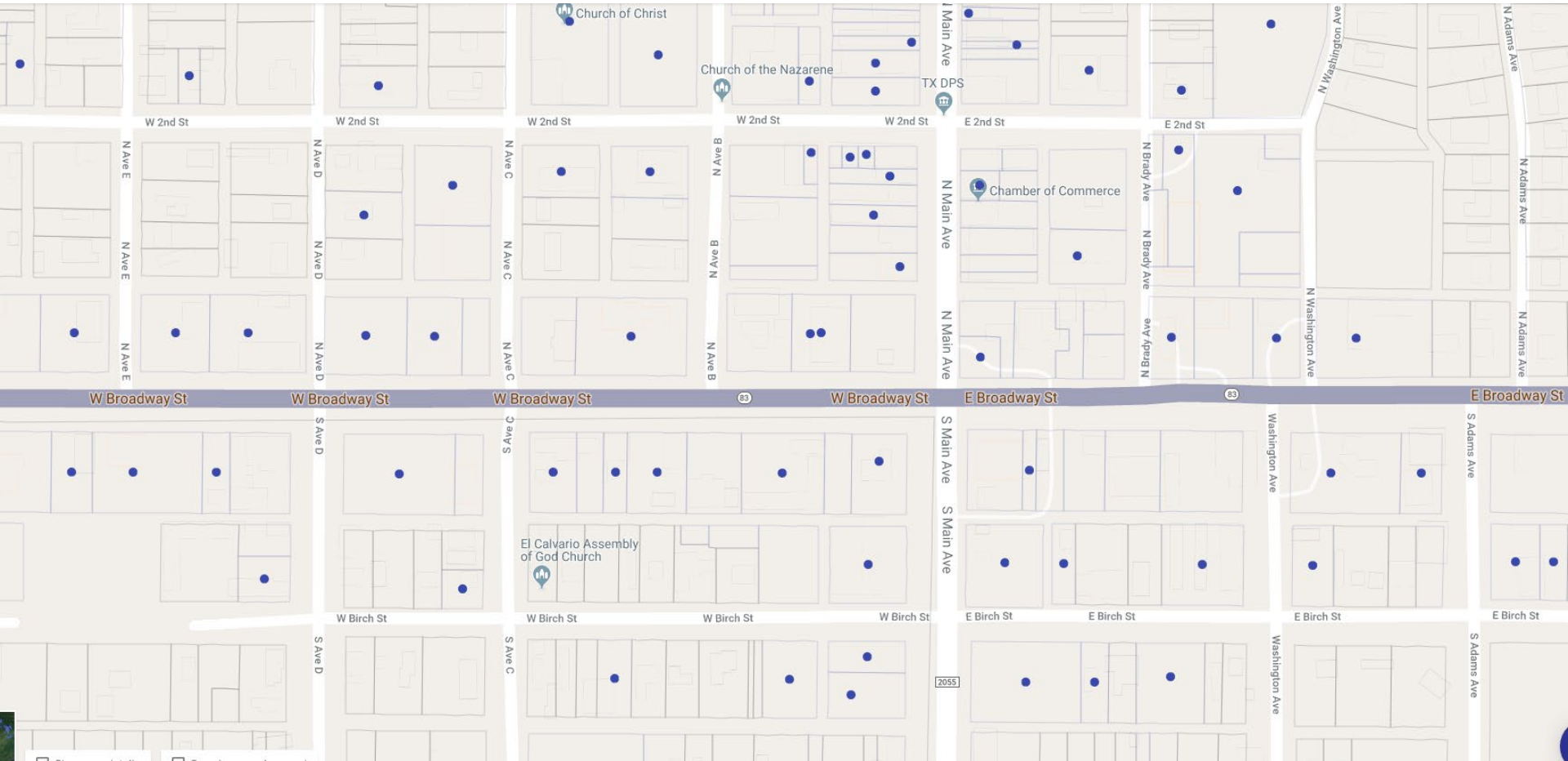
Zone 1



Zone 2 – W Broadway St



Zone 2



Zone 2

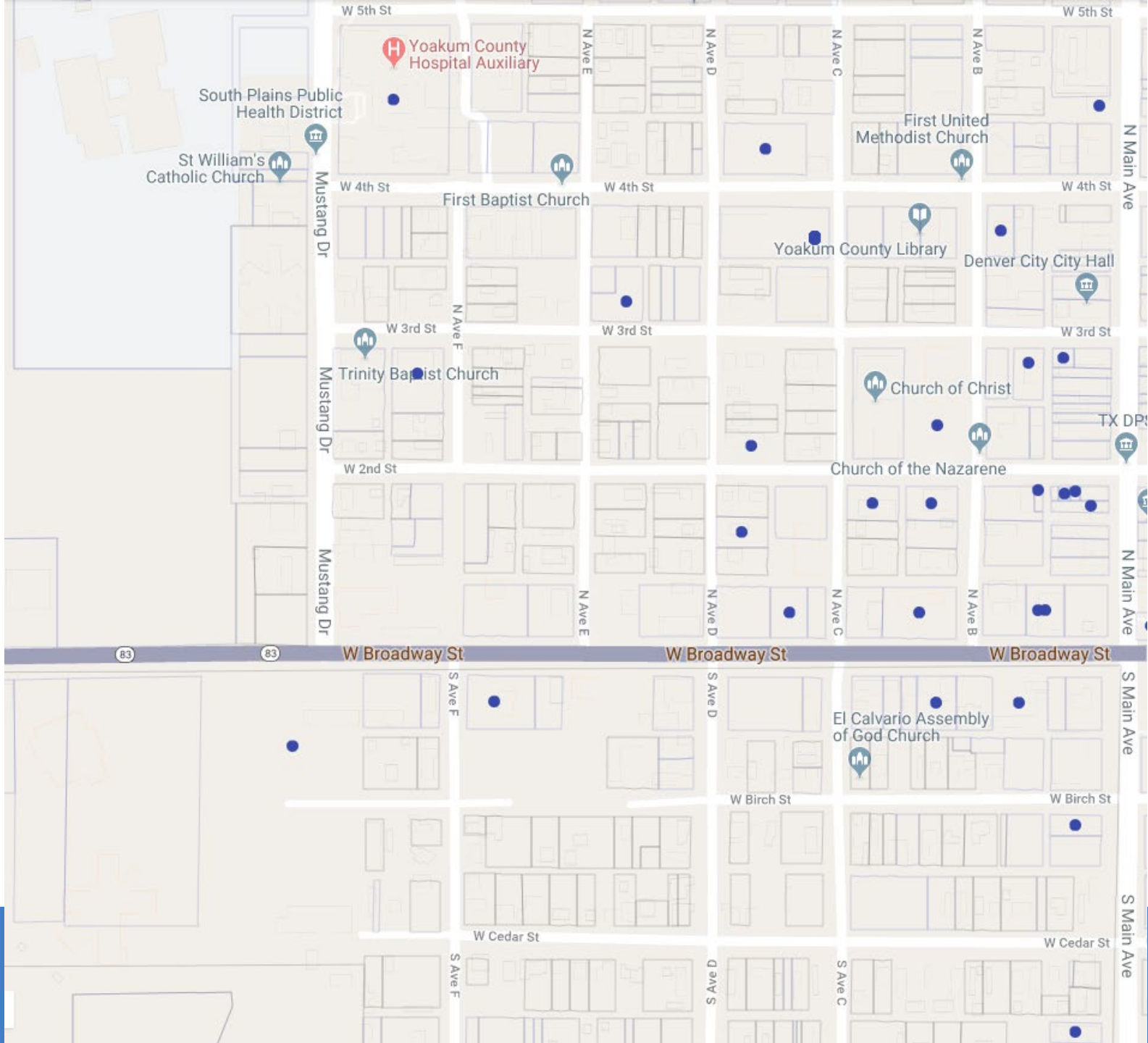


Zone 3

Thriftway and Mustang Dr.



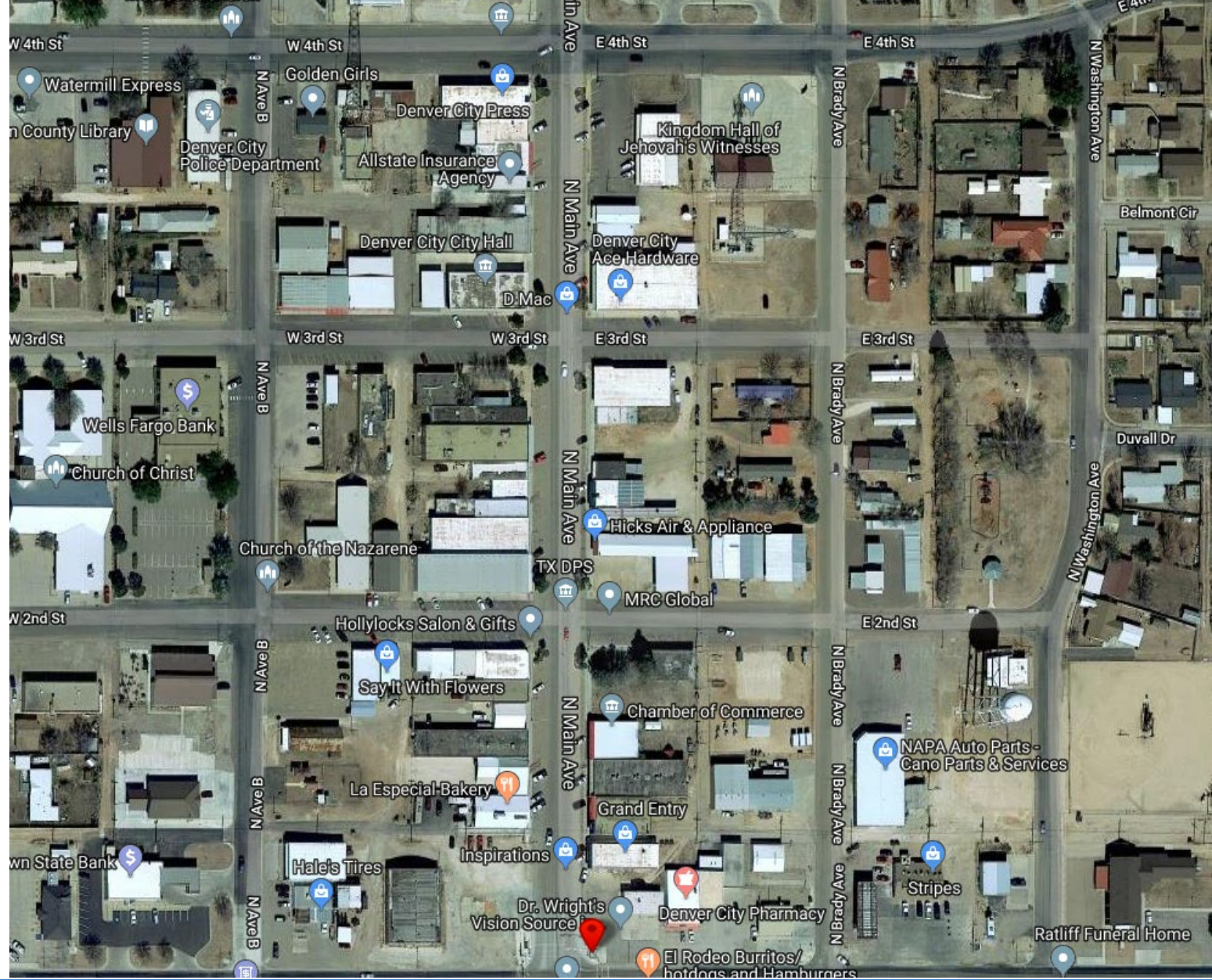
Zone 3



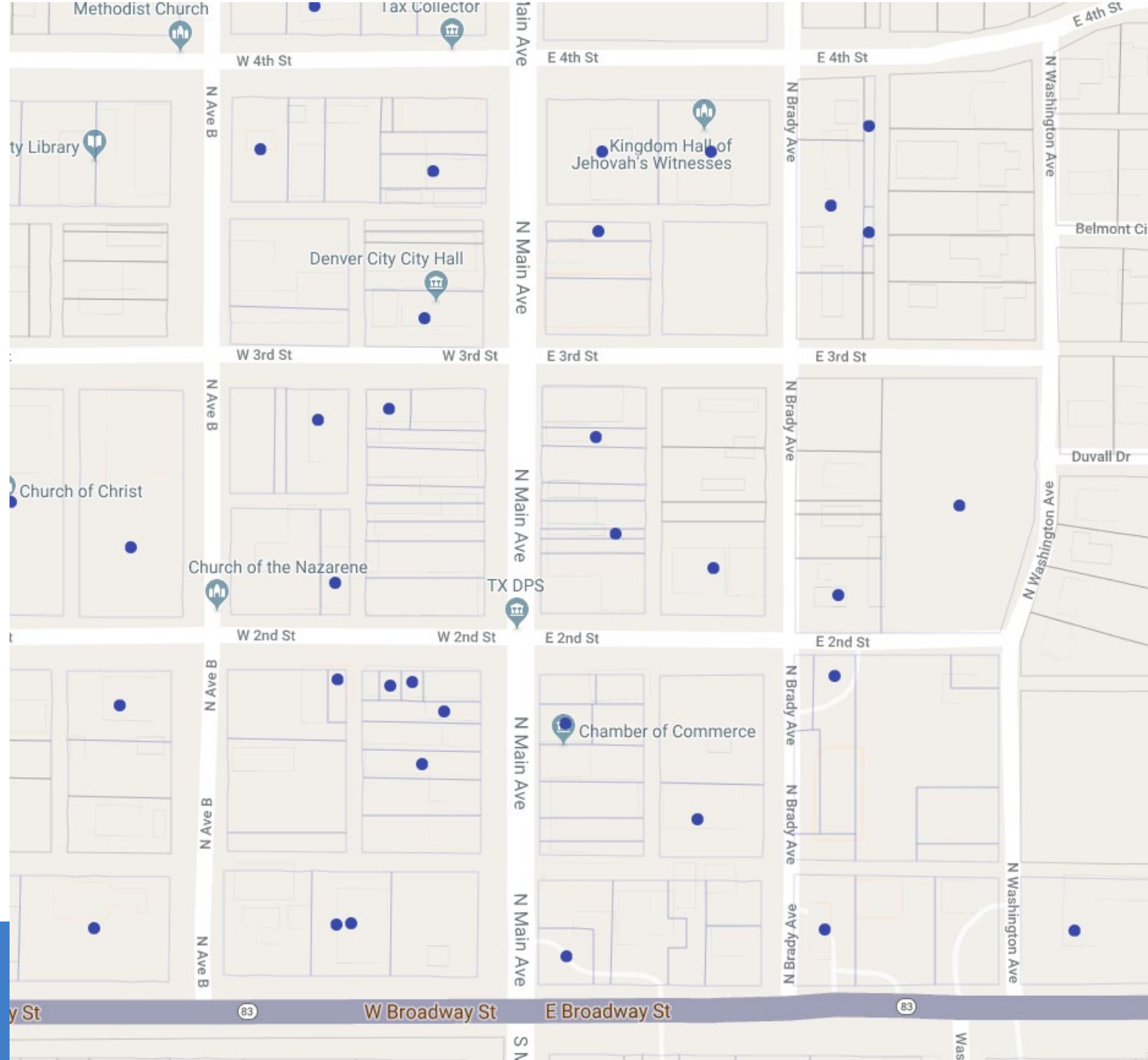
Zone 3



Zone 4 Downtown



Zone 4



Zone 4



Thank you!



retail academy

120 18th Street South, Suite 120, Birmingham, AL 35233 205.314.0386 retailstrategies.com