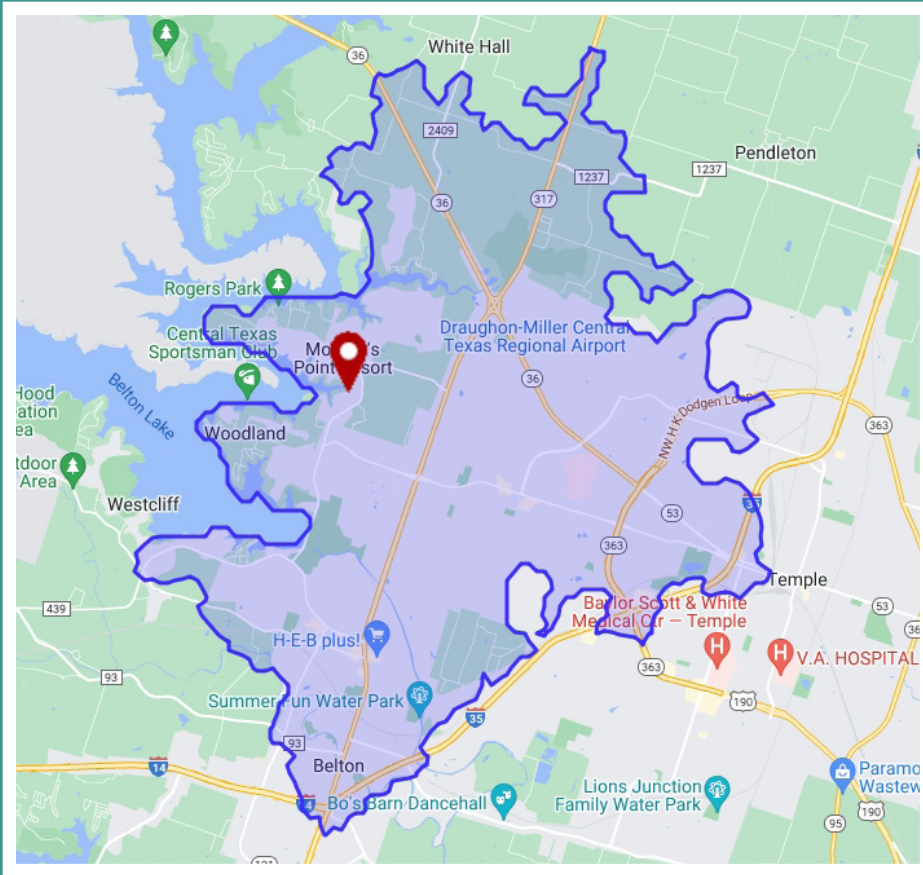


CITY OF MORGAN'S POINT RESORT

COMMUNITY PROFILE 2023



POPULATION
58,327

5 YEAR
PROJECTED
POPULATION
64,097

POPULATION
GROWTH
9.9%

TOTAL HOUSEHOLDS 21,796



\$68,851

Median HH
Income



\$22.6M

Taxable
Sales



30.2%

College
Degree



37.2

Median
Age

MORGAN'S POINT RESORT BY THE NUMBERS



IN LABOR FORCE

60.4% Employed
1.7% Unemployed

OPPORTUNITY

| By Establishments | Consumer Demand | Market Supply | Opportunity Gap/Surplus |
|--|------------------------|----------------------|-------------------------|
| Furniture Stores | \$11,926,681 | \$3,941,812 | (\$7,984,869) |
| Home Furnishing Stores | \$10,273,715 | \$16,304,194 | \$6,030,479 |
| Shoe Stores | \$6,355,444 | \$0 | (\$6,355,444) |
| Jewelry/Luggage/Leather Goods | \$5,861,239 | \$772,126 | (\$5,089,113) |
| Book/Periodical/Music Stores | \$2,991,097 | \$310,635 | (\$2,680,462) |
| Florists/Misc. Store Retailers | \$1,583,554 | \$0 | (\$1,583,554) |
| Electronic Shopping/Mail Order Houses | \$172,138,838 | \$0 | (\$172,138,838) |
| Vending Machine Operators (Non-Store) | \$9,895,845 | \$1,552,245 | (\$8,343,600) |
| Specialty Food Stores | \$3,627,539 | \$1,614,701 | (\$2,012,838) |
| Lawn/Garden Equipment/Supplies Stores | \$9,591,714 | \$532,271 | (\$9,059,443) |
| Used Merchandise Stores | \$3,504,358 | \$2,040,835 | (\$1,463,523) |
| Sporting Goods/Hobby/Musical Instrument | \$15,508,888 | \$18,884,545 | \$3,375,657 |
| Other Misc. Store Retailers | \$13,948,274 | \$8,652,896 | (\$5,295,378) |
| Grocery Stores | \$116,119,802 | \$193,467,168 | \$77,347,365 |
| Clothing Stores | \$31,491,205 | \$5,045,431 | (\$26,445,775) |
| Health/Personal Care Stores | \$57,301,011 | \$21,171,112 | (\$36,129,898) |
| Automotive Dealers | \$207,021,176 | \$102,508,374 | (\$104,512,802) |
| Special Food Services | \$10,358,268 | \$9,666,697 | (\$691,572) |
| Office Supplies/Stationary/Gift | \$4,677,236 | \$2,380,537 | (\$2,296,699) |
| Full-Service Restaurants | \$50,735,338 | \$62,569,242 | \$11,833,904 |
| Gasoline Stations | \$97,796,373 | \$73,992,696 | (\$23,803,676) |
| Limited-Service Eating Places | \$62,232,809 | \$75,234,923 | \$13,002,114 |
| Bar/Drinking Places (Alcoholic Beverages) | \$6,645,895 | \$700,661 | (\$5,945,233) |
| Other General Merchandise Stores | \$105,437,767 | \$70,550,686 | (\$34,887,081) |
| Direct Selling Establishments | \$5,158,709 | \$3,082,363 | (\$2,076,346) |
| Building Material/Supplies Dealers | \$67,099,981 | \$54,583,452 | (\$12,516,529) |
| Electronics/Appliance | \$14,754,144 | \$7,945,979 | (\$6,808,165) |
| Automotive Parts/Accessories/Tire | \$18,102,057 | \$23,140,827 | \$5,038,770 |
| Department Stores | \$21,472,022 | \$23,117,252 | \$1,645,230 |
| Other Motor Vehicle Dealers | \$15,114,859 | \$35,228,809 | \$20,113,950 |
| Beer/Wine/Liquor Stores | \$10,535,052 | \$16,048,340 | \$5,513,289 |
| Consumer Demand/Market Supply Index | \$1,169,260,888 | \$835,040,808 | 140 |

DEMOGRAPHICS

| Population by Age | # | % |
|-------------------|--------|-------|
| 19 yrs & under | 15,269 | 26.2% |
| 20 to 24 yrs | 6,717 | 11.5% |
| 25 to 34 yrs | 7,061 | 12.1% |
| 35 to 44 yrs | 7,474 | 12.8% |
| 45 to 54 yrs | 7,050 | 12.1% |
| 55 to 64 yrs | 6,496 | 11.1% |
| 65 to 74 yrs | 4,979 | 8.5% |
| 75 to 84 yrs | 2,575 | 4.4% |
| 85+ yrs | 707 | 1.2% |

| Population by Race | # | % |
|--------------------|--------|-------|
| White | 37,235 | 63.8% |
| Hispanic | 12,960 | 22.2% |
| Black | 5,055 | 8.7% |
| Asian | 1,178 | 2.0% |
| American Indian | 289 | 0.5% |
| Hawaiian | 107 | 0.2% |

| Population by Education | # | % |
|-------------------------|-------|-------|
| Less than 9th Grade | 1,298 | 3.6% |
| Some HS, No Diploma | 1,780 | 4.9% |
| HS Grad (or Equivalent) | 8,401 | 23.1% |
| Some College, No Degree | 8,616 | 23.7% |
| Associate Degree | 3,825 | 10.5% |
| Bachelor Degree | 7,804 | 21.5% |
| Graduates Degree | 3,166 | 8.7% |

Morgan's Point Resort Contact Information

Linda Bridges
Economic Development President
(254) 780-1334
lin1326@aol.com
www.morganspointresorttx.com



Prepared by HdL Companies. All data represents a Retail Trade Area with a fifteen minute drive time. Taxable sales is calculated as total collections divided by regional tax rate. HdL provides relevant information and analyses on the economic forces to over 700 cities, counties and special districts across the nation. In addition, HdL's Revenue Enhancement and Economic Development Services help clients to maximize revenues. Visit hdlcompanies.com for more information.