

# By The Numbers

Your investment in retail BURNET.



The City's total sales tax rate is 8.25% which includes a state sales tax of 6.25%, a city tax of 1%, an economic development tax of .5% and a property tax relief tax of .5%.

## RETAIL MARKETS DEMAND

- Automobile Dealers
- Grocery Stores
- General Merchandise Stores
- Limited-Service Eating Places
- Gas Stations
- Building Materials and Supplies Dealers
- Full Service Restaurants
- Health & Personal Care Stores
- Clothing Stores

Provided by Capital Area Council of Governments



## SALES TAX RECORD YEAR

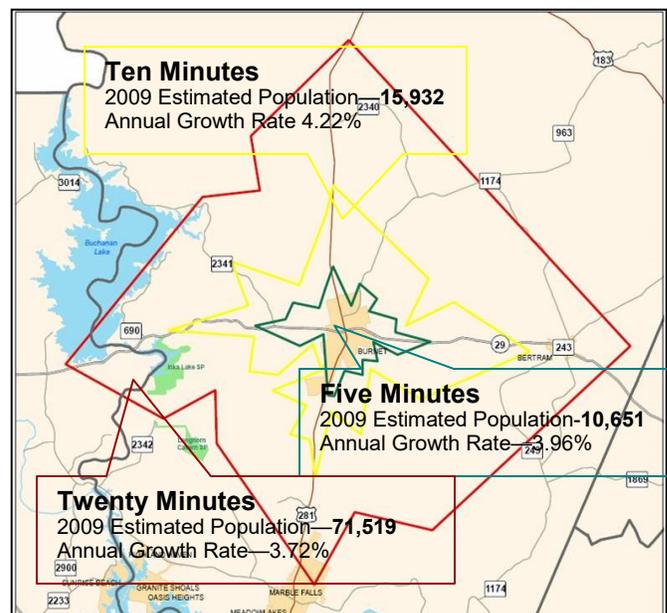
Sales tax collections for the city of Burnet continue to grow. The 2015-2016 fiscal year proved to be a **RECORD YEAR** for the City of Burnet, up 5% over last year, with a total of almost \$2.1m in sales tax collected.

The City has experienced a steady growth for sales tax revenues over the past decade. According to the Texas State Comptroller, sales tax allocations to the City were almost \$2m for calendar year 2015. Ten years earlier, in 2005, they were \$1.4m Just ten years prior to that, in 1995, they were \$521,000.

## Trade Area

The Trade Area for Burnet includes the cities of Burnet, Marble Falls, Horseshoe Bay, Kingsland, Lampasas, Llano, Lake Buchanan, Bertram, and numerous lakeside, resort and hunting areas in the counties of Burnet, Llano, Lampasas and Bell. The City of Burnet is truly the gateway to the Highland Lakes, being the nearest commercial center to both Lake Buchanan and Inks Lake. Burnet is also the hub of governmental and law enforcement entities including the county courthouse, two courthouse annexes, the county sheriff's office and law enforcement center, the 33<sup>rd</sup> Judicial District Court, a Texas Department of Public Safety office, and a Texas Department of Transportation complex. The location of these important entities brings a steady stream of visitors and shoppers to the city .

*CAPCOG Retail Analysis,*





# Putting your retail puzzle together

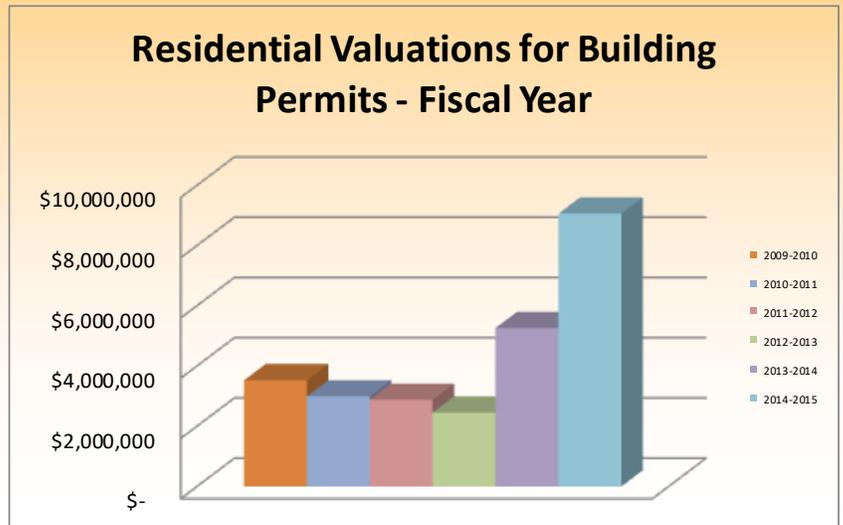
Making an investment in a new community can be a difficult decision. Perhaps the demographics are finally right; perhaps demonstrated substantial growth indicators are significant enough to warrant making a move; or perhaps co-branding (or competition) make a location attractive. Whatever your puzzle pieces look like, BURNET is worth putting them together with the result being fiscal success. Others who have invested in Burnet include Walgreens, HEB Grocery, Bealls Department Store, Valero, Stripes, NAPA, O'Riley Auto Parts and others.

## WHEN RETAIL FOLLOWS ROOFTOPS

It is commonly accepted that retail growth follows population growth. Residential building permits have included more than \$9m in new residential starts in fiscal year 2015-2016. In the past five years, over \$26m in new residential starts have been permitted with average new home valuations rising from \$177k in 2009-2010 to \$198k in 2016.

The 2011 Census population estimate is over 6,000 for the City of Burnet as compared to 4,735 in 2000, and 3,423 in 1990. This proves a steady, sustainable growth pattern for the city.

Likewise, the County population has increased from 22,677 in 1990 to an estimated 43,117 in 2011 further demonstrating a pattern of growth in the region.



The five and ten mile community tapestry segments for the City of Burnet are fairly homogeneous between the top two categories (Heartland Communities and Rural Resort Dwellers) capturing over 50% of both areas. In the 20-mile circle, the two largest segments are Silver and Gold and the Midland Crowd.

**Heartland Communities** are preferred by more than 6.5 million people. More than 75% of homes are single-family dwellings. The median age of the population is typically 41 years.

**Rural Resort Dwellers** follow the scenic route. Favoring milder climates and pastoral settings, they live in rural non-farm areas. The median age is typically 46.

**The Silver and Gold segment** is a strong target for retailers, with a median home value of over \$275,000.

**The Midland Crowd** is the archetypical American family household.

Burnet's median age in the five mile circle is 38.3; in the 10 mile circle is 40.4 and in the 20 mile circle is 42.7.