



RETAIL MARKET ANALYSIS

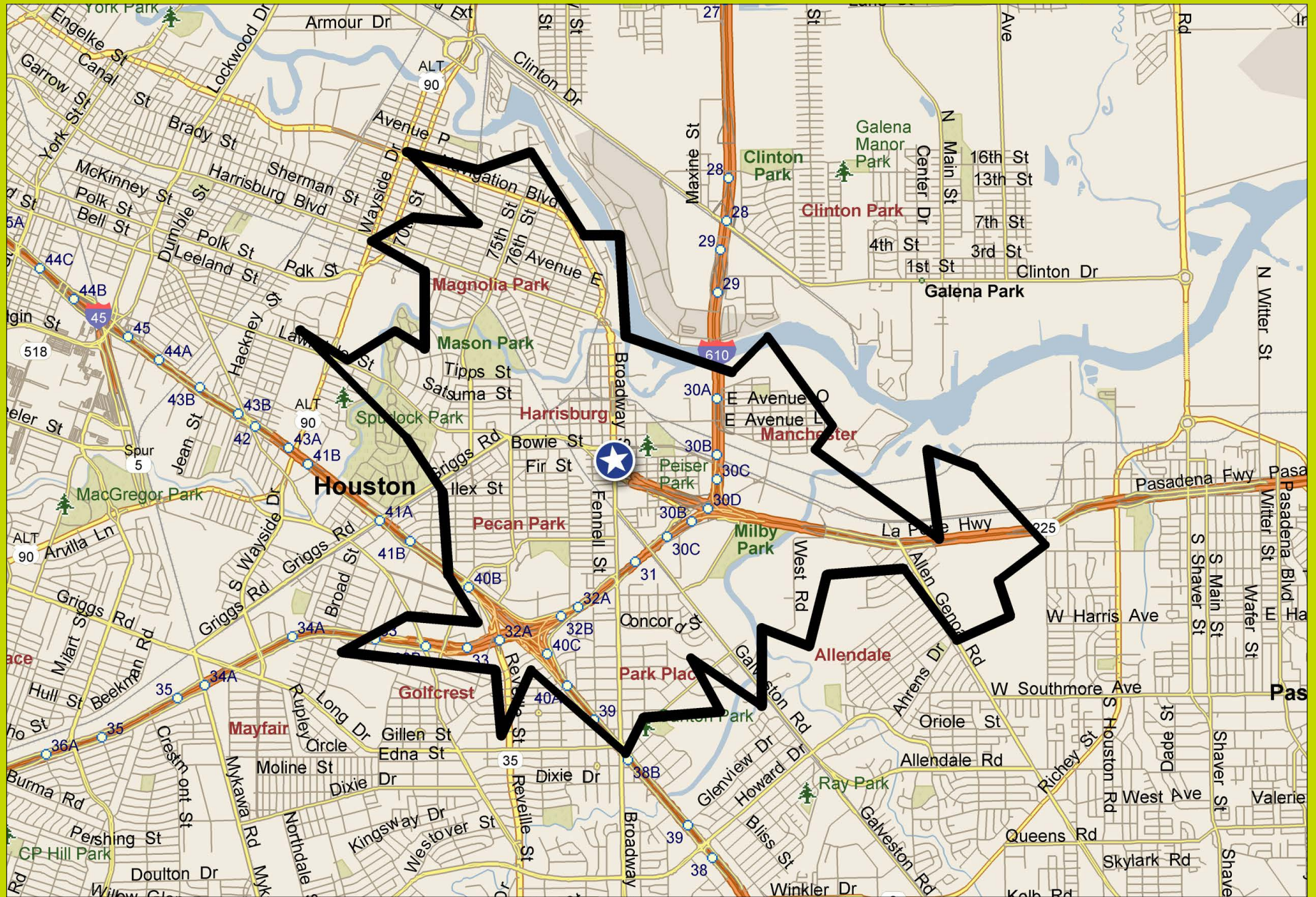
Greater East End Houston, Texas

May 2013



BROADWAY SUBMARKET RETAIL TRADE AREA MAP

Houston, Texas



BROADWAY SUBMARKET RETAIL TRADE AREA RETAIL GAP ANALYSIS SUMMARY TABLE

Houston, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Other Building Materials	\$7,397,534	\$0	-\$7,397,534	-100%
523	Paint, Glass and Wallpaper	\$2,226,245	\$3,500,000	\$1,273,755	57%
525	Hardware Stores	\$4,343,843	\$0	-\$4,343,843	-100%
526	Retail Nurseries and Garden	\$2,432,773	\$0	-\$2,432,773	-100%
527	Mobile Home Dealers	\$815,967	\$0	-\$815,967	-100%
53	General Merchandise Stores	\$27,617,130	\$1,500,000	-\$26,117,130	-95%
541	Grocery Stores	\$31,593,930	\$3,600,000	-\$27,993,930	-89%
542	Meat and Fish Markets	\$1,004,342	\$0	-\$1,004,342	-100%
543	Fruit and Vegetable Markets	\$614,689	\$0	-\$614,689	-100%
544	Candy, Nut and Confection Stores	\$104,376	\$0	-\$104,376	-100%
545	Dairy Products Stores	\$53,211	\$0	-\$53,211	-100%
546	Retail Bakeries	\$378,085	\$0	-\$378,085	-100%
549	Miscellaneous Food Stores	\$2,155,327	\$0	-\$2,155,327	-100%
551	New and Used Car Dealers	\$38,679,220	\$0	-\$38,679,220	-100%
552	Used Car Dealers	\$7,029,771	\$8,900,000	\$1,870,230	27%
553	Auto and Home Supply Stores	\$9,261,711	\$9,500,000	\$238,289	3%
554	Gasoline Service Stations	\$8,490,057	\$1,400,000	-\$7,090,057	-84%
555	Boat Dealers	\$795,768	\$0	-\$795,768	-100%
556	Recreational Vehicle Dealers	\$1,268,174	\$0	-\$1,268,174	-100%
557	Motorcycle Dealers	\$1,119,930	\$0	-\$1,119,930	-100%
559	Automotive Dealers, NEC	\$1,835,258	\$0	-\$1,835,258	-100%
561	Men's and Boys' Clothing Stores	\$627,591	\$0	-\$627,591	-100%
562	Women's Clothing Stores	\$1,206,154	\$300,000	-\$906,154	-75%
563	Women's Accessory and Specialty Stores	\$175,740	\$0	-\$175,740	-100%
564	Children's and Infants' Wear	\$311,349	\$200,000	-\$111,349	-36%
565	Family Clothing Stores	\$1,379,936	\$400,000	-\$979,936	-71%
566	Shoe Stores	\$1,593,493	\$2,000,000	\$406,507	26%
569	Miscellaneous Apparel and Accessory Stores	\$782,509	\$0	-\$782,509	-100%
571	Home Furniture and Furnishing	\$6,882,683	\$200,000	-\$6,682,683	-97%
572	Household Appliance Stores	\$1,479,329	\$0	-\$1,479,329	-100%
573	Radio, TV, and Computer Stores	\$16,248,770	\$1,400,000	-\$14,848,770	-91%
5812	Eating Places	\$35,878,680	\$15,000,000	-\$20,878,680	-58%

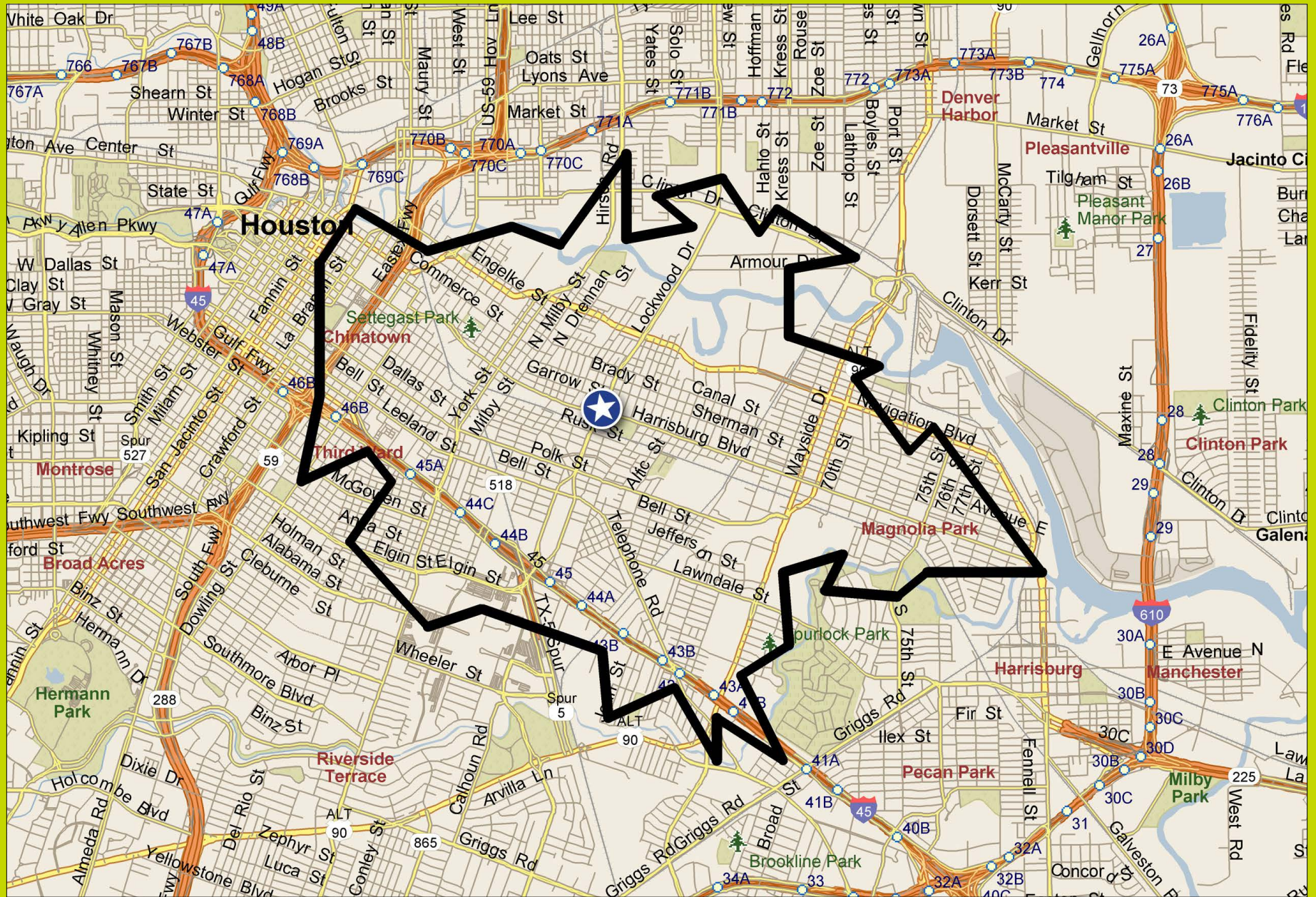
BROADWAY SUBMARKET RETAIL TRADE AREA RETAIL GAP ANALYSIS SUMMARY TABLE

Houston, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
5813	Drinking Places	\$1,077,218	\$400,000	-\$677,218	-63%
591	Drug Stores and Proprietary	\$6,900,925	\$4,600,000	-\$2,300,924	-33%
592	Liquor Stores	\$687,654	\$400,000	-\$287,654	-42%
593	Used Merchandise Stores	\$1,421,757	\$1,400,000	-\$21,757	-2%
5941	Sporting Goods, Bicycle and Gun Stores	\$1,204,997	\$0	-\$1,204,997	-100%
5942	Book Stores	\$516,809	\$0	-\$516,809	-100%
5943	Stationery Stores	\$1,790,500	\$0	-\$1,790,500	-100%
5944	Jewelry Stores	\$837,055	\$0	-\$837,055	-100%
5945	Hobby, Toy and Game Shops	\$938,139	\$0	-\$938,139	-100%
5946	Camera and Photography Supply Stores	\$67,448	\$0	-\$67,448	-100%
5947	Gift, Novelty and Souvenir Shops	\$1,085,405	\$200,000	-\$885,405	-82%
5948	Luggage and Leather Goods Stores	\$42,533	\$0	-\$42,533	-100%
5949	Sewing, Needlework and Craft Stores	\$128,134	\$0	-\$128,134	-100%
596	Non-store Retailers	\$2,672,669	\$0	-\$2,672,669	-100%
598	Fuel and Ice Dealers	\$224,146	\$0	-\$224,146	-100%
5992	Florists	\$551,067	\$0	-\$551,067	-100%
5993	Tobacco Stores and Stands	\$118,435	\$0	-\$118,435	-100%
5994	News Dealers and Newsstands	\$81,241	\$0	-\$81,241	-100%
5995	Optical Goods Stores	\$661,405	\$0	-\$661,405	-100%
5999	Miscellaneous Retail Stores, NEC	\$9,721,837	\$400,000	-\$9,321,837	-96%
	TOTALS	\$246,513,000	\$55,300,000	-\$191,213,000	LEAKAGE

HARRISBURG SUBMARKET RETAIL TRADE AREA MAP

Houston, Texas



HARRISBURG SUBMARKET RETAIL TRADE AREA RETAIL GAP ANALYSIS SUMMARY TABLE

Houston, Texas

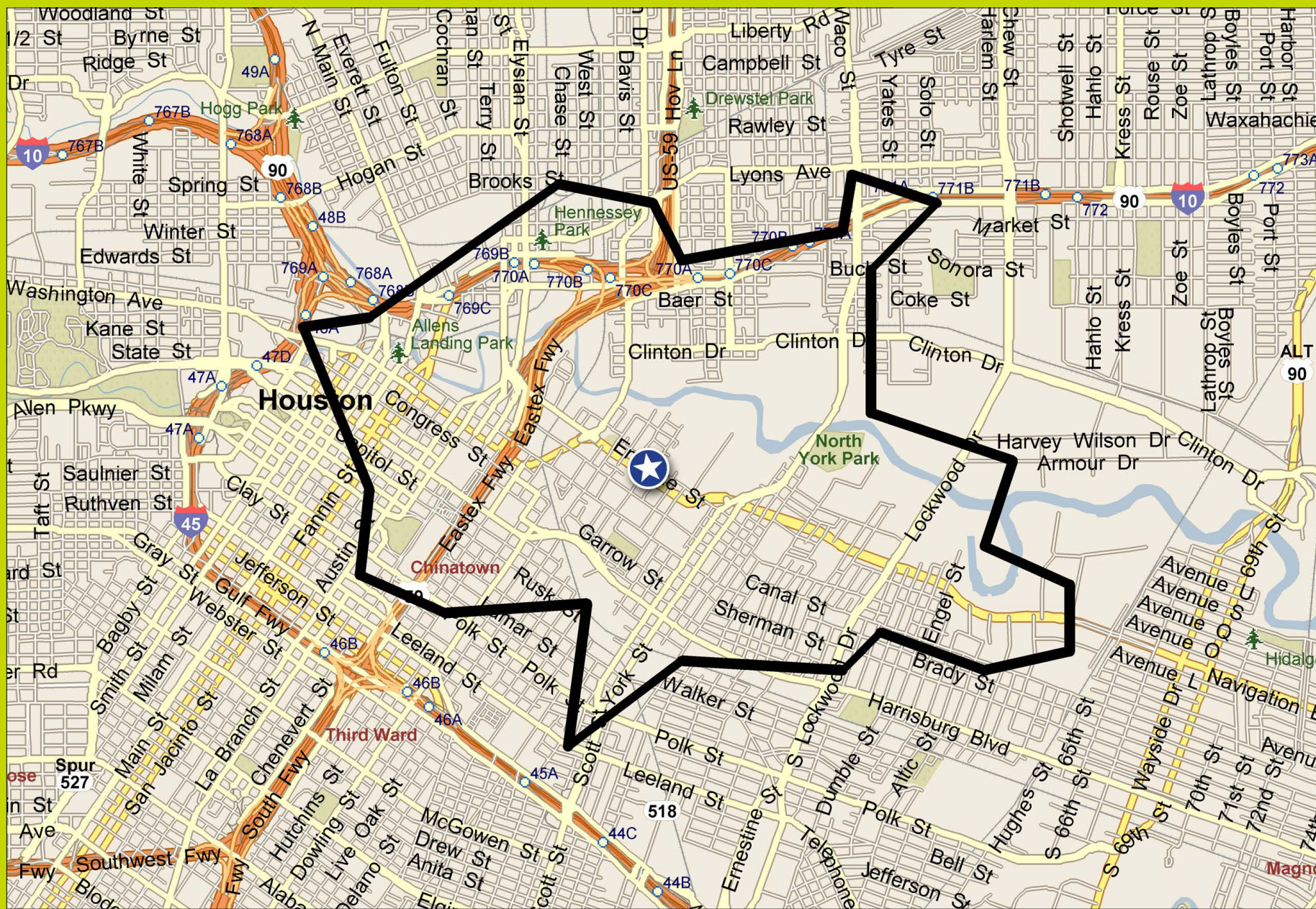
SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Other Building Materials	\$9,663,966	\$0	-\$9,663,966	-100%
523	Paint, Glass and Wallpaper	\$2,908,315	\$2,000,000	-\$908,315	-31%
525	Hardware Stores	\$5,674,696	\$0	-\$5,674,696	-100%
526	Retail Nurseries and Garden	\$3,178,118	\$0	-\$3,178,118	-100%
527	Mobile Home Dealers	\$1,065,960	\$0	-\$1,065,960	-100%
53	General Merchandise Stores	\$36,078,380	\$5,000,000	-\$31,078,380	-86%
541	Grocery Stores	\$41,273,570	\$12,800,000	-\$28,473,570	-69%
542	Meat and Fish Markets	\$1,312,049	\$0	-\$1,312,049	-100%
543	Fruit and Vegetable Markets	\$803,015	\$0	-\$803,015	-100%
544	Candy, Nut and Confection Stores	\$136,355	\$0	-\$136,355	-100%
545	Dairy Products Stores	\$69,514	\$0	-\$69,514	-100%
546	Retail Bakeries	\$493,922	\$0	-\$493,922	-100%
549	Miscellaneous Food Stores	\$2,815,668	\$700,000	-\$2,115,668	-75%
551	New and Used Car Dealers	\$50,529,630	\$0	-\$50,529,630	-100%
552	Used Car Dealers	\$9,183,528	\$4,000,000	-\$5,183,528	-56%
553	Auto and Home Supply Stores	\$12,099,280	\$500,000	-\$11,599,280	-96%
554	Gasoline Service Stations	\$11,091,210	\$7,000,000	-\$4,091,213	-37%
555	Boat Dealers	\$1,039,572	\$0	-\$1,039,572	-100%
556	Recreational Vehicle Dealers	\$1,656,713	\$0	-\$1,656,713	-100%
557	Motorcycle Dealers	\$1,463,050	\$0	-\$1,463,050	-100%
559	Automotive Dealers, NEC	\$2,397,538	\$0	-\$2,397,538	-100%
561	Men's and Boys' Clothing Stores	\$819,871	\$0	-\$819,871	-100%
562	Women's Clothing Stores	\$1,575,691	\$200,000	-\$1,375,691	-87%
563	Women's Accessory and Specialty Stores	\$229,582	\$0	-\$229,582	-100%
564	Children's and Infants' Wear	\$406,739	\$0	-\$406,739	-100%
565	Family Clothing Stores	\$1,802,716	\$0	-\$1,802,716	-100%
566	Shoe Stores	\$2,081,702	\$0	-\$2,081,702	-100%
569	Miscellaneous Apparel and Accessory Stores	\$1,022,252	\$0	-\$1,022,252	-100%
571	Home Furniture and Furnishing	\$8,991,376	\$500,000	-\$8,491,376	-94%
572	Household Appliance Stores	\$1,932,561	\$0	-\$1,932,561	-100%
573	Radio, TV, and Computer Stores	\$21,227,010	\$0	-\$21,227,010	-100%
5812	Eating Places	\$46,871,080	\$8,000,000	-\$38,871,080	-83%

HARRISBURG SUBMARKET RETAIL TRADE AREA RETAIL GAP ANALYSIS SUMMARY TABLE

Houston, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
5813	Drinking Places	\$1,407,253	\$400,000	-\$1,007,253	-72%
591	Drug Stores and Proprietary	\$9,015,207	\$4,500,000	-\$4,515,207	-50%
592	Liquor Stores	\$898,336	\$0	-\$898,336	-100%
593	Used Merchandise Stores	\$1,857,351	\$0	-\$1,857,351	-100%
5941	Sporting Goods, Bicycle and Gun Stores	\$1,574,180	\$200,000	-\$1,374,180	-87%
5942	Book Stores	\$675,147	\$0	-\$675,147	-100%
5943	Stationery Stores	\$2,339,067	\$0	-\$2,339,067	-100%
5944	Jewelry Stores	\$1,093,510	\$200,000	-\$893,510	-82%
5945	Hobby, Toy and Game Shops	\$1,225,563	\$0	-\$1,225,563	-100%
5946	Camera and Photography Supply Stores	\$88,113	\$0	-\$88,113	-100%
5947	Gift, Novelty and Souvenir Shops	\$1,417,947	\$0	-\$1,417,947	-100%
5948	Luggage and Leather Goods Stores	\$55,565	\$0	-\$55,565	-100%
5949	Sewing, Needlework and Craft Stores	\$167,392	\$0	-\$167,392	-100%
596	Non-store Retailers	\$3,491,512	\$0	-\$3,491,512	-100%
598	Fuel and Ice Dealers	\$292,819	\$0	-\$292,819	-100%
5992	Florists	\$719,901	\$0	-\$719,901	-100%
5993	Tobacco Stores and Stands	\$154,721	\$0	-\$154,721	-100%
5994	News Dealers and Newsstands	\$106,131	\$0	-\$106,131	-100%
5995	Optical Goods Stores	\$864,044	\$0	-\$864,044	-100%
5999	Miscellaneous Retail Stores, NEC	\$12,700,380	\$800,000	-\$11,900,380	-94%
	TOTALS	\$322,038,800	\$46,800,000	-\$275,238,800	LEAKAGE

Houston, Texas



NAVIGATION SUBMARKET RETAIL TRADE AREA RETAIL GAP ANALYSIS SUMMARY TABLE

Houston, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Other Building Materials	\$5,758,455	\$0	-\$5,758,455	-100%
523	Paint, Glass and Wallpaper	\$1,732,974	\$0	-\$1,732,974	-100%
525	Hardware Stores	\$3,381,373	\$0	-\$3,381,373	-100%
526	Retail Nurseries and Garden	\$1,893,741	\$0	-\$1,893,741	-100%
527	Mobile Home Dealers	\$635,172	\$0	-\$635,172	-100%
53	General Merchandise Stores	\$21,497,980	\$4,000,000	-\$17,497,980	-81%
541	Grocery Stores	\$24,593,630	\$0	-\$24,593,630	-100%
542	Meat and Fish Markets	\$781,809	\$0	-\$781,809	-100%
543	Fruit and Vegetable Markets	\$478,492	\$800,000	\$321,508	67%
544	Candy, Nut and Confection Stores	\$81,249	\$0	-\$81,249	-100%
545	Dairy Products Stores	\$41,421	\$0	-\$41,421	-100%
546	Retail Bakeries	\$294,313	\$0	-\$294,313	-100%
549	Miscellaneous Food Stores	\$1,677,769	\$1,100,000	-\$577,769	-34%
551	New and Used Car Dealers	\$30,109,030	\$0	-\$30,109,030	-100%
552	Used Car Dealers	\$5,472,177	\$0	-\$5,472,177	-100%
553	Auto and Home Supply Stores	\$7,209,584	\$0	-\$7,209,584	-100%
554	Gasoline Service Stations	\$6,608,907	\$9,000,000	\$2,391,094	36%
555	Boat Dealers	\$619,449	\$0	-\$619,449	-100%
556	Recreational Vehicle Dealers	\$987,183	\$800,000	-\$187,183	-19%
557	Motorcycle Dealers	\$871,786	\$0	-\$871,786	-100%
559	Automotive Dealers, NEC	\$1,428,618	\$0	-\$1,428,618	-100%
561	Men's and Boys' Clothing Stores	\$488,535	\$700,000	\$211,465	43%
562	Women's Clothing Stores	\$938,905	\$0	-\$938,905	-100%
563	Women's Accessory and Specialty Stores	\$136,801	\$0	-\$136,801	-100%
564	Children's and Infants' Wear	\$242,363	\$0	-\$242,363	-100%
565	Family Clothing Stores	\$1,074,182	\$0	-\$1,074,182	-100%
566	Shoe Stores	\$1,240,421	\$0	-\$1,240,421	-100%
569	Miscellaneous Apparel and Accessory Stores	\$609,128	\$0	-\$609,128	-100%
571	Home Furniture and Furnishing	\$5,357,680	\$0	-\$5,357,680	-100%
572	Household Appliance Stores	\$1,151,552	\$0	-\$1,151,552	-100%
573	Radio, TV, and Computer Stores	\$12,648,510	\$0	-\$12,648,510	-100%
5812	Eating Places	\$27,929,010	\$11,000,000	-\$16,929,010	-61%

NAVIGATION SUBMARKET RETAIL TRADE AREA RETAIL GAP ANALYSIS SUMMARY TABLE

Houston, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
5813	Drinking Places	\$838,538	\$0	-\$838,538	-100%
591	Drug Stores and Proprietary	\$5,371,880	\$0	-\$5,371,880	-100%
592	Liquor Stores	\$535,290	\$0	-\$535,290	-100%
593	Used Merchandise Stores	\$1,106,737	\$0	-\$1,106,737	-100%
5941	Sporting Goods, Bicycle and Gun Stores	\$938,004	\$0	-\$938,004	-100%
5942	Book Stores	\$402,299	\$0	-\$402,299	-100%
5943	Stationery Stores	\$1,393,777	\$0	-\$1,393,777	-100%
5944	Jewelry Stores	\$651,588	\$0	-\$651,588	-100%
5945	Hobby, Toy and Game Shops	\$730,275	\$100,000	-\$630,275	-86%
5946	Camera and Photography Supply Stores	\$52,504	\$0	-\$52,504	-100%
5947	Gift, Novelty and Souvenir Shops	\$844,910	\$0	-\$844,910	-100%
5948	Luggage and Leather Goods Stores	\$33,109	\$0	-\$33,109	-100%
5949	Sewing, Needlework and Craft Stores	\$99,743	\$0	-\$99,743	-100%
596	Non-store Retailers	\$2,080,483	\$0	-\$2,080,483	-100%
598	Fuel and Ice Dealers	\$174,482	\$0	-\$174,482	-100%
5992	Florists	\$428,966	\$100,000	-\$328,966	-77%
5993	Tobacco Stores and Stands	\$92,193	\$0	-\$92,193	-100%
5994	News Dealers and Newsstands	\$63,240	\$0	-\$63,240	-100%
5995	Optical Goods Stores	\$514,857	\$0	-\$514,857	-100%
5999	Miscellaneous Retail Stores, NEC	\$7,567,760	\$1,400,000	-\$6,167,760	-82%
	TOTALS	\$191,892,800	\$29,000,000	-\$162,892,800	LEAKAGE



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.