



EL CAMPO, TX

Marketing Guide



Market Highlights

Quick Facts

- Residents of El Campo, Texas fall into the Barrios Urbanos Tapestry Segmentation (30.0%). Family is central within these diverse communities. Dominating this market are younger families with children or single-parent households. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. They balance budgets by spending only on necessities and limiting activities like dining out. Residents shop at discount department stores for baby and children's products.
- The current Median Household Income in El Campo, Texas is \$40,670. The five-year projection for Median Household Income in El Campo is \$49,458. This represents an increase of 21.6%.

(Source: ESRI Tapestry Segmentation: 10 mile radius)



Major Area Employers

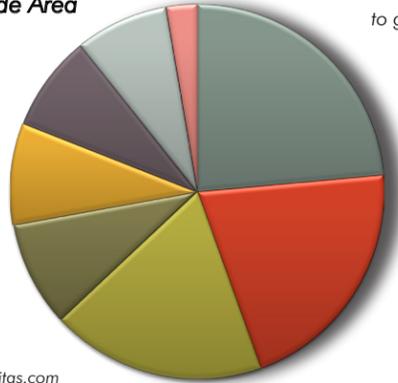
Company Name	Services/Product	Total Employees
El Campo ISD	Public School System	497
Greenleaf Nursery	Wholesale plant growing	376
El Campo Memorial Hospital	Healthcare	212
Wal-Mart	Retail	192
H.E.B.	Grocery Store	180
Prasek's Hiljje Smokehouse	Food	160
City of El Campo	Municipality	110
Mark's Machine	Manufacturing	99
New ICM	Children's Clothing Manufacturer	91
Key Energy	Oilfield Service	70

Commercial Retail Sites

Site Description	Available	Contact	Phone Number
Across St. From HEB - 410 Mechnic St.	2,400 SF	Becky Wied	(979) 543-2266
Walmart Shadow Center - 3415 West Loop	1,506 SF	Kareem Ali	(281) 235-5940
Walmart Shadow Center - 3415 West Loop	1,660 SF	Kareem Ali	(281) 235-5940
Old David's Grocery Store - 1270 N. Mechanic St.	31,000 SF	Jane Smith	(979) 332-2577
El Campo Town Center Lot 1 - Highway 71 & FM 2765	1.25 AC	Randy Summers	(956) 969-8648
El Campo Town Center Lot 4 - Highway 71 & FM 2765	1.8 AC	Randy Summers	(956) 969-8648
El Campo Town Center Lot 5 - Highway 71 & FM 2765	2.24 AC	Randy Summers	(956) 969-8648
Triangular Lot Adjacent to Walmart Supercenter - W. Loop St.	1.23 AC	John Schmermund	(979) 543-2696
Land Adjacent to Walmart Supercenter	30 AC	Dr. John Richards	(979) 543-3210
Old Bank - End Cap - 370 Peter St. (FM 2765) - The Loop	1,506 SF	Trent Vacek	(713) 961-4666
Land Next To Hospital - Memorial Rd. - Memorial Drive	1.5 AC	Ed Stranadel	(979) 543-7811

GAP ANALYSIS

Regional Trade Area

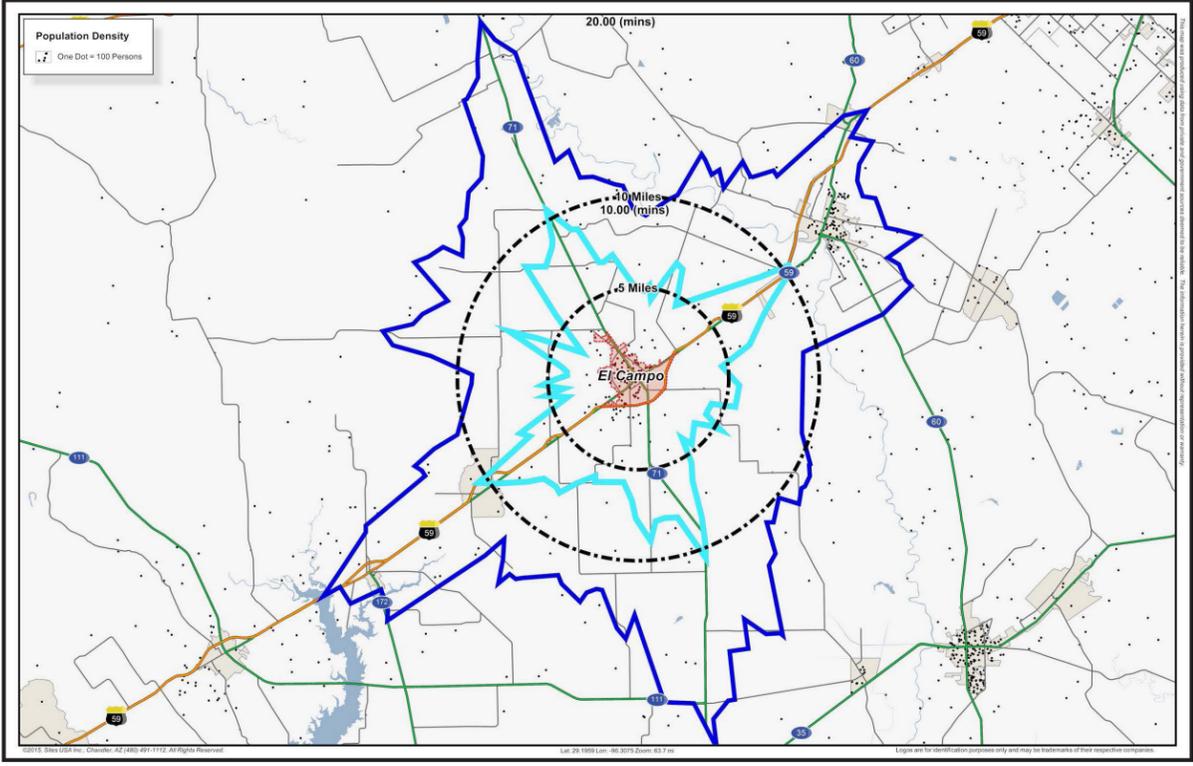


The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.

Other General Merchandise Stores \$10,047,010	Appliance, TV, Electronics Stores \$3,740,780
Pharmacies & Drug Stores \$8,934,791	Family Clothing Stores \$3,560,938
Limited-Service Eating Places \$7,918,850	Home Centers \$3,418,686
Full-Service Restaurants \$3,881,451	Home Furnishing Stores \$1,151,212

*Source: www.claritas.com

El Campo, Texas - Wharton County



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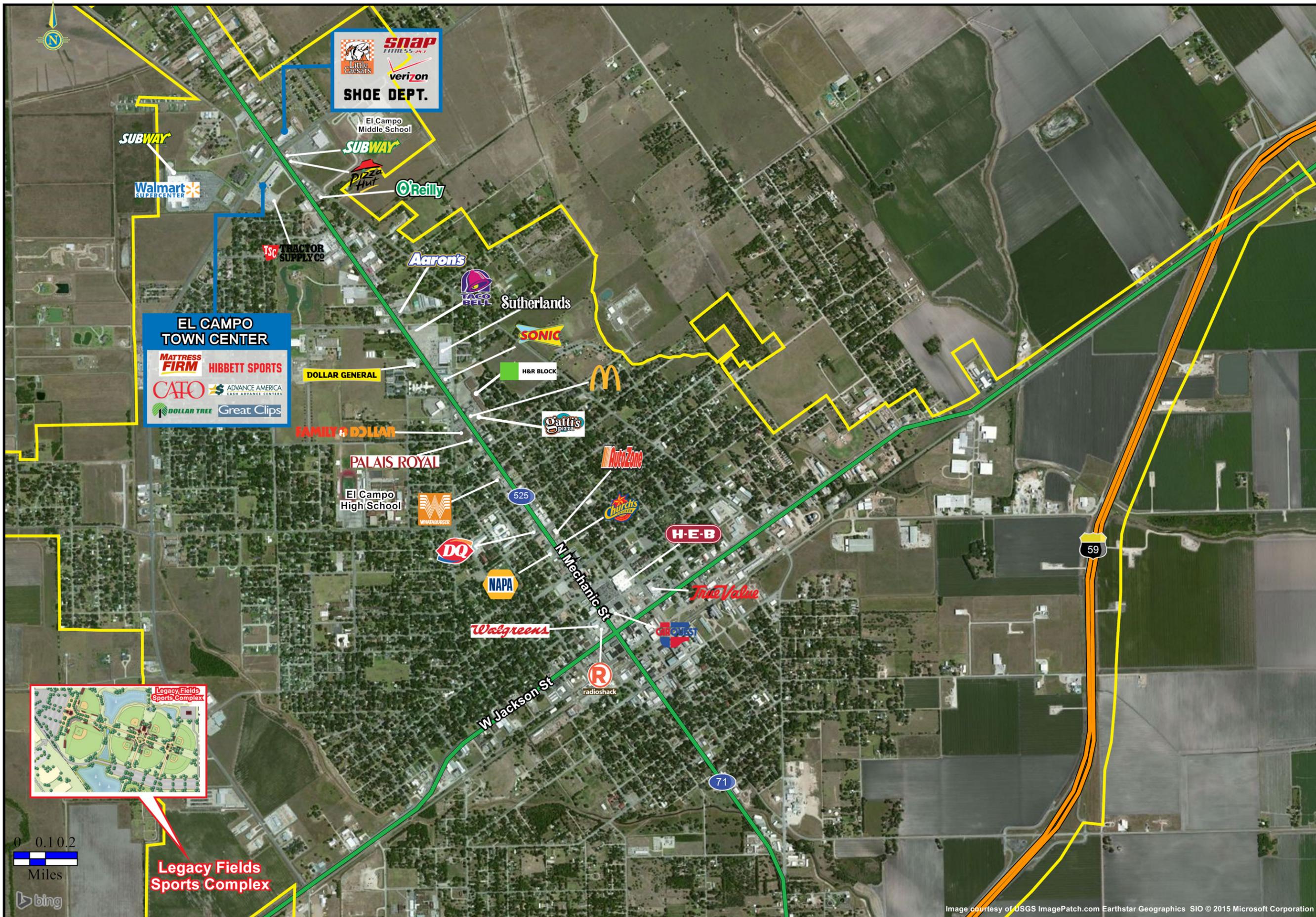
315 E. Jackson Street
El Campo, TX 77437

(979) 541-5000 (o)
(979) 332-1315 (c)

www.cityofelcampo.org

DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	10 Minute Drive Time	20 Minute Drive Time
2014 Estimated Population	15,266	17,787	15,779	30,828
Total Number of Employees	6,799	7,752	6,997	13,172
Median HH Income	\$39,830	\$40,670	\$39,902	\$38,066





EL CAMPO, TEXAS

Major Retail & Restaurants



This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.