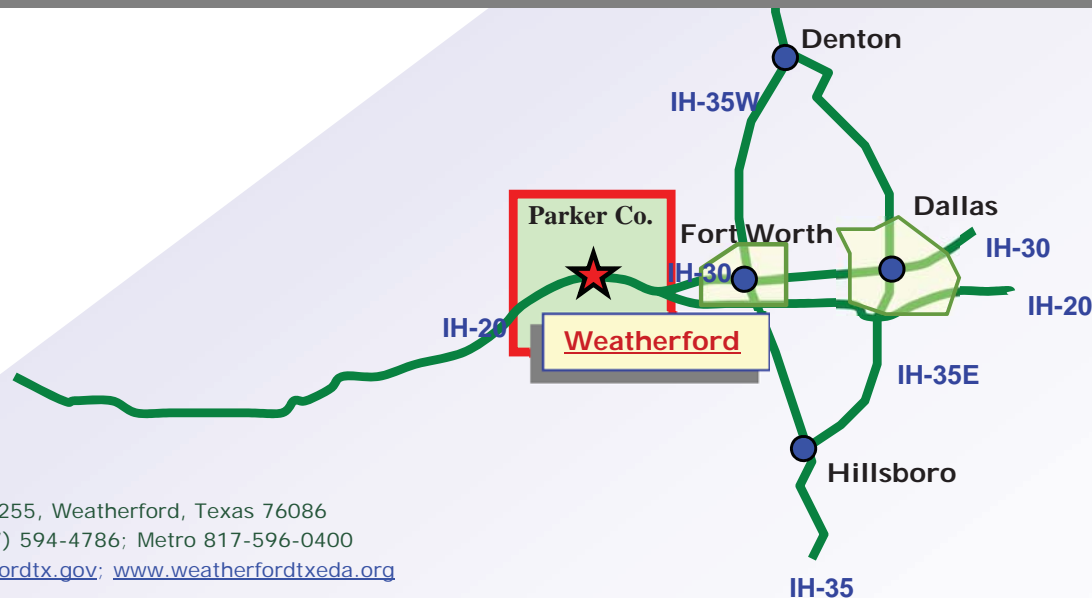


Weatherford ★ TX



Weatherford, Texas

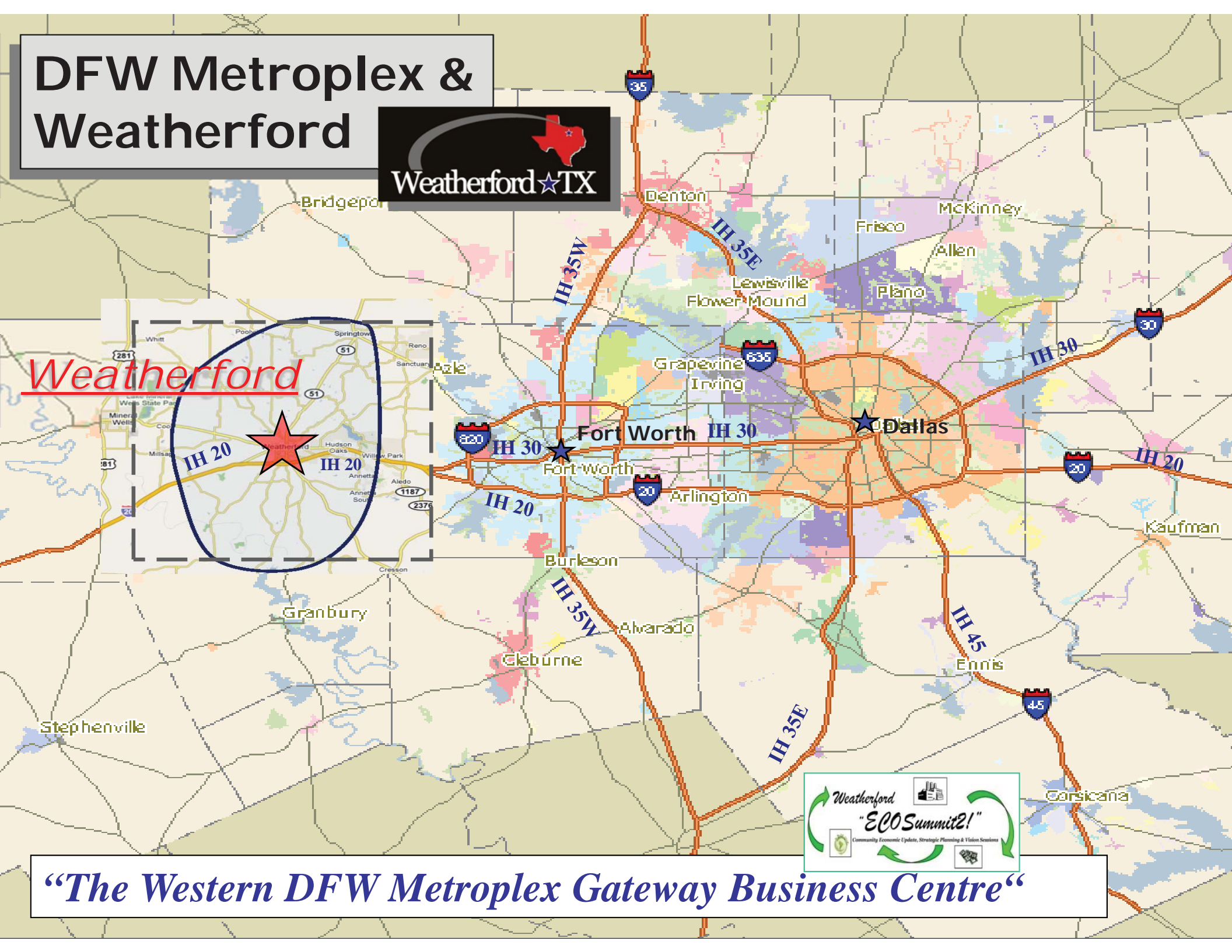


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DFW Metroplex & Weatherford

Weatherford★TX

Weatherford



"The Western DFW Metroplex Gateway Business Centre"



SITE



**WEATHERFORD
CORPORATE CENTER**
SEQ Bethel Road & BB Fielder Road
Weatherford, Texas
EDGE
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Area Map - Weatherford, TX



Weatherford Trade Area Delineation

Prepared for: The City Weatherford

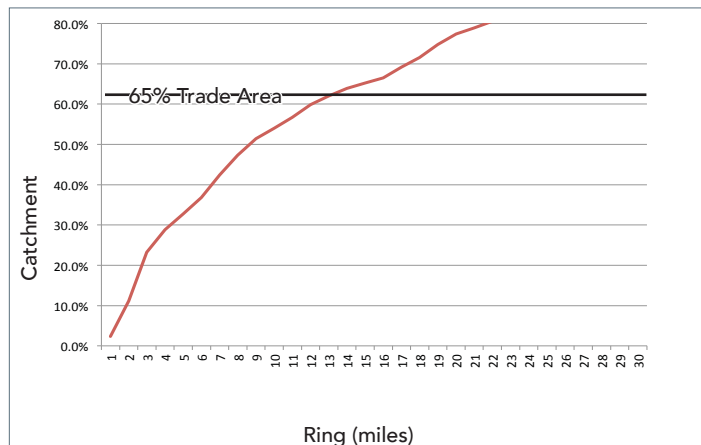
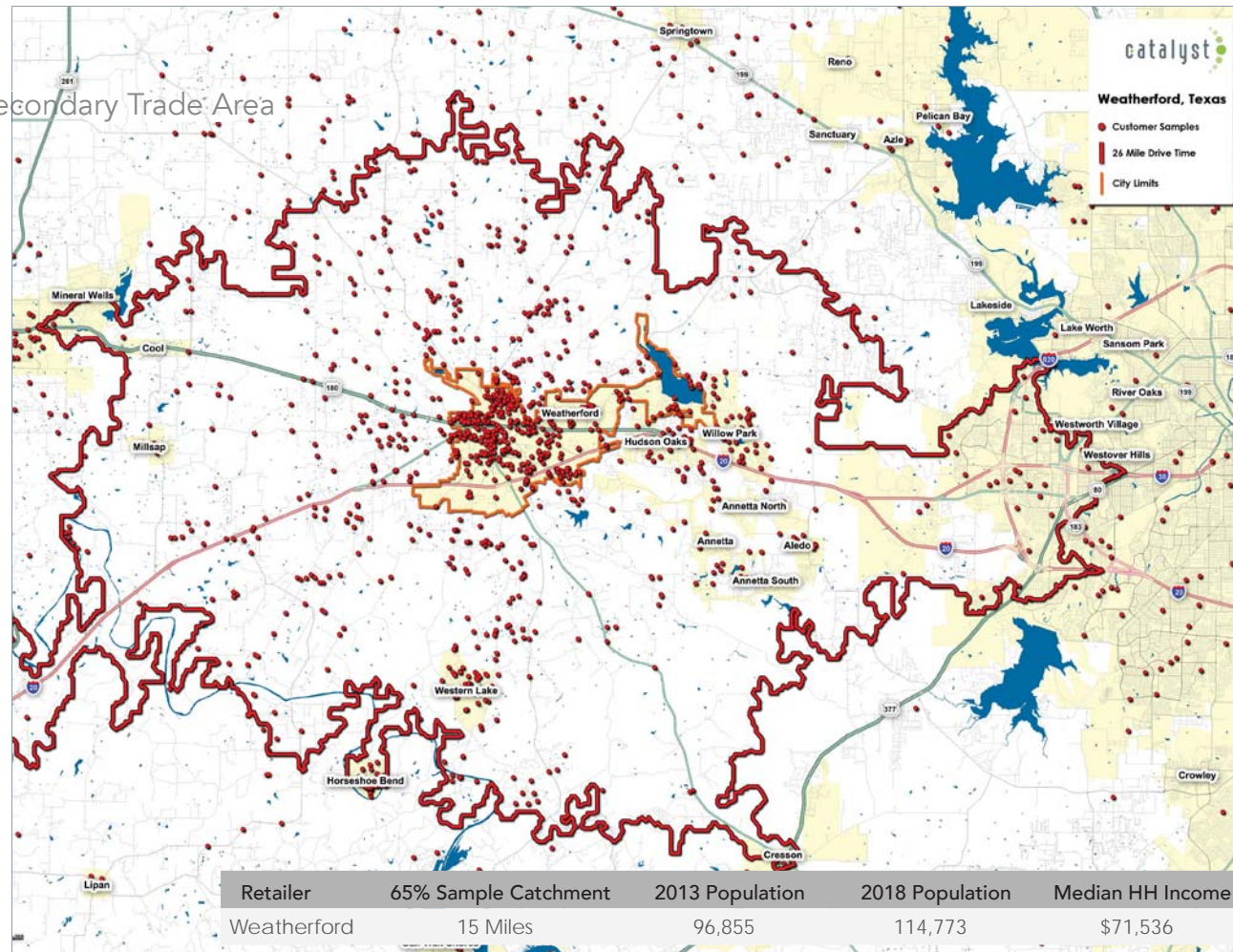
By: Catalyst

Ring	Capture
1	2.3%
2	11.2%
3	23.3%
4	28.8%
5	32.8%
6	36.8%
7	42.4%
8	47.3%
9	51.4%
10	54.0%
11	56.7%
12	59.9%
13	62.0%
14	63.9%
15	65.2%
16	66.5%
17	69.2%
18	71.5%
19	74.8%
20	77.4%
21	78.9%
22	80.6%
23	82.3%
24	83.7%

Primary Trade Area

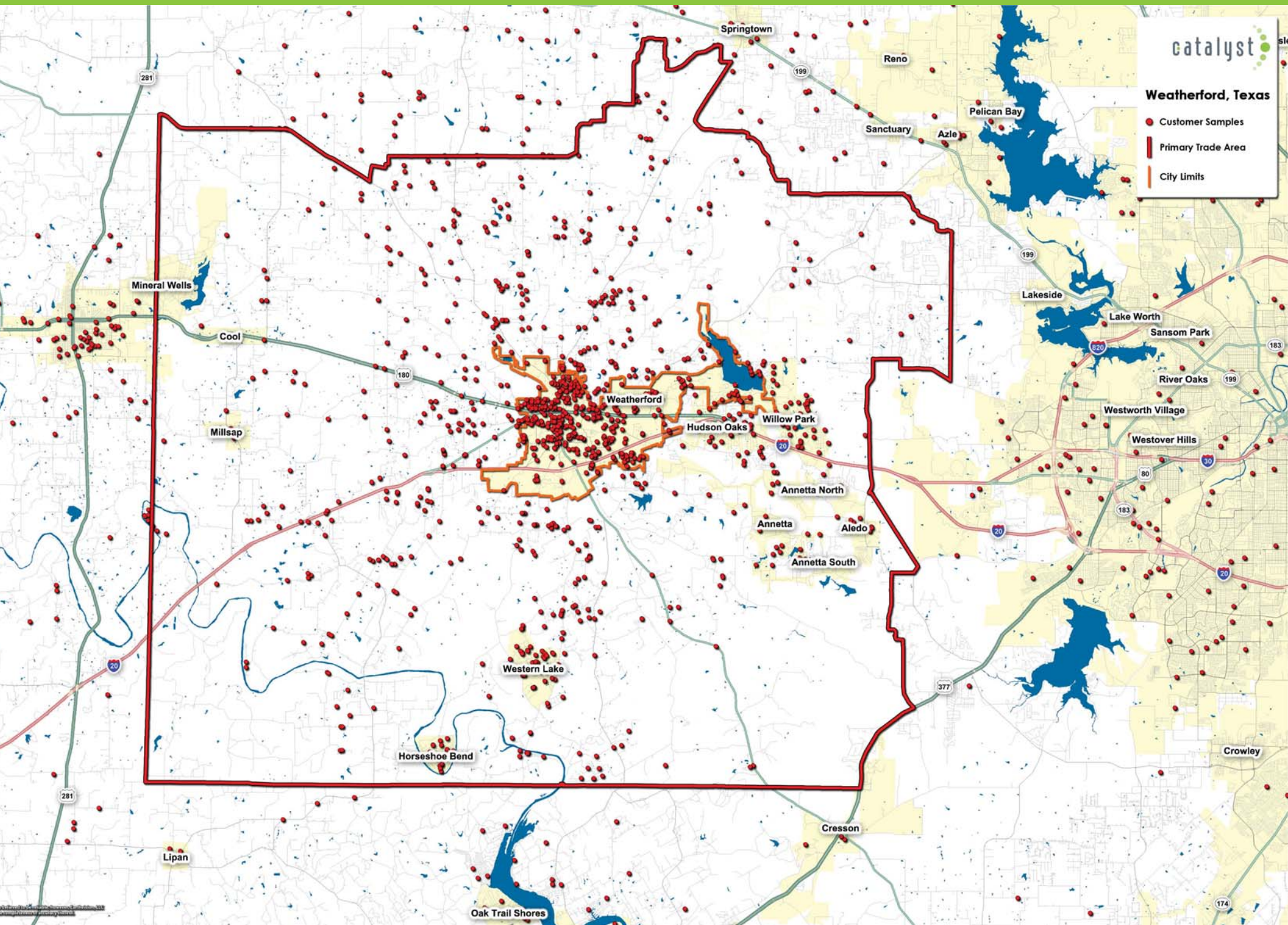
Ring	Capture
25	84.9%
26	85.7%
27	86.5%
28	87.1%
29	87.5%
30	88.0%

Secondary Trade Area



Catalyst was engaged by the City of Weatherford to determine the Primary and Secondary trade areas for the City of Weatherford located on the northeast quadrant of Texas Highway 180 and IH-20 West in Weatherford, Texas (the "retail footprint" of the City of Weatherford).

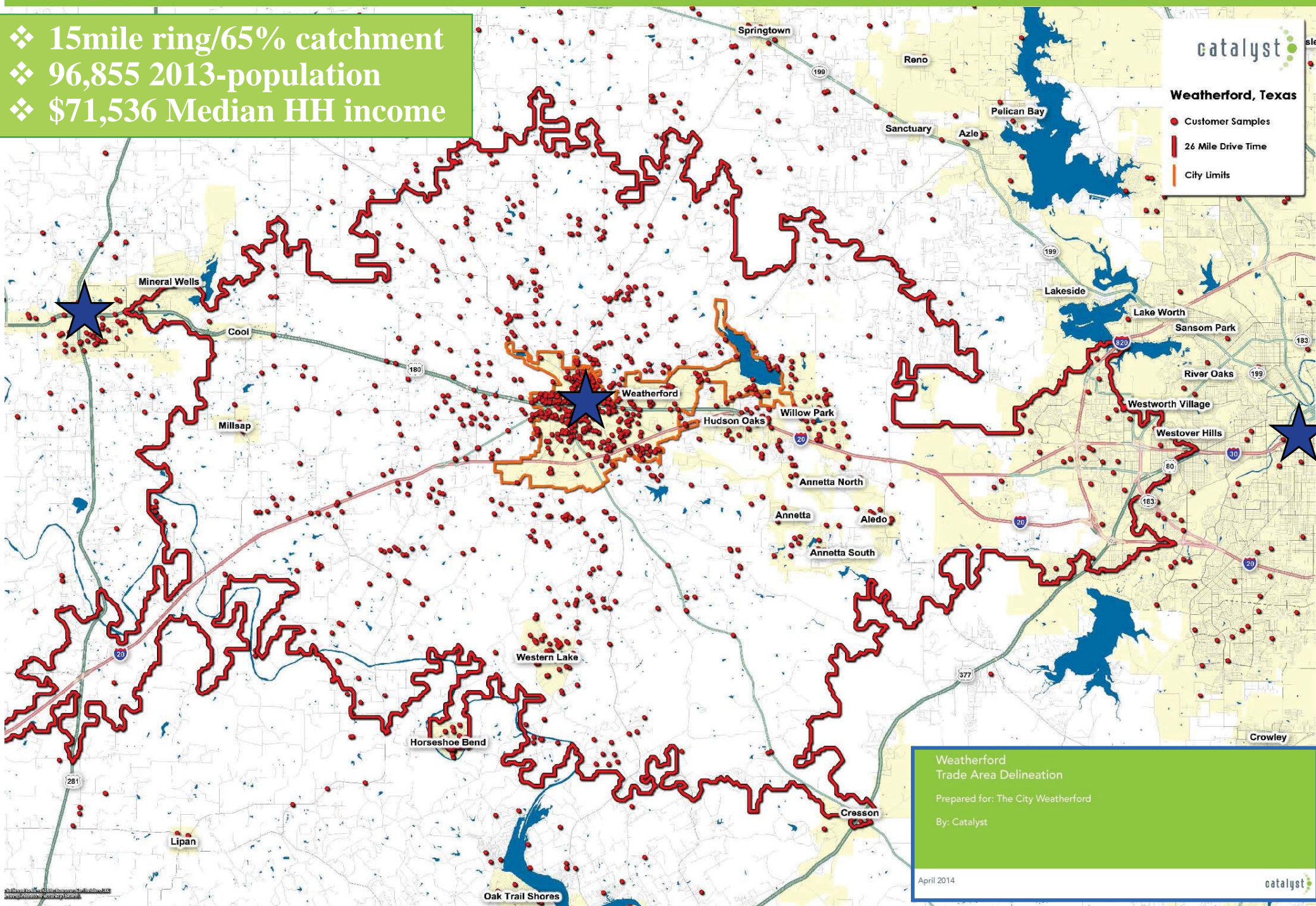
Catalyst collected 1400 samples from this shopping center from April 2nd to April 3rd. Using the closest 95% of customers, Catalyst determined the geographies that represent 65% of the closest customers to identify the Primary Trade Area and approximately 80% of the closest customers for the Secondary Trade Area. This methodology was applied using drive time and concentric rings for the Primary Trade Area also,



- ❖ 15mile ring/65% catchment
- ❖ 96,855 2013-population
- ❖ \$71,536 Median HH income

Weatherford, Texas

- Customer Samples
- 26 Mile Drive Time
- City Limits



Weatherford
Trade Area Delineation

Prepared for: The City Weatherford

By: Catalyst

April 2014

catalyst

- ❖ 26 mile ring/85% catchment
- ❖ 174,109 (ESRI est.) 2013-population
- ❖ \$64,842 Avg. HH Income
- ❖ \$52,895 Median HH income

