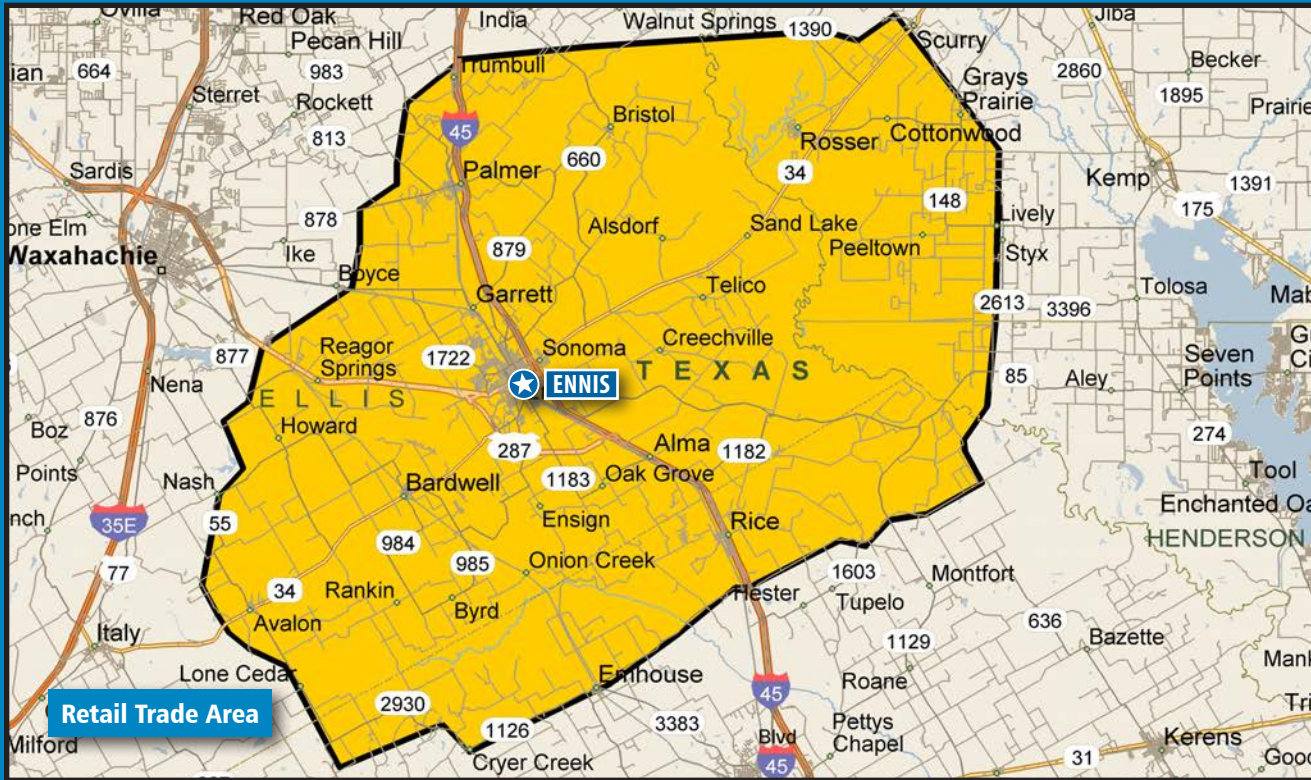


Retail Market Profile 2016



Contact Information

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June 2016. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

| | 2000 | 2010 | 2016 ESTIMATE | 2021 PROJECTION |
|-------------------|--------|--------|---------------|-----------------|
| Retail Trade Area | 34,089 | 39,412 | 41,330 | 43,282 |

Income

| | 2016 ESTIMATE |
|-------------------|---------------|
| Average Household | \$62,980 |
| Median Household | \$46,486 |
| Per Capita | \$21,459 |

Educational Attainment

| | 2016 ESTIMATE |
|-----------------------------|---------------|
| Graduate or Professional | 3.37% |
| Bachelor's Degree | 8.39% |
| Associate Degree | 8.53% |
| Some College, No Degree | 23.02% |
| High School Graduate | 32.79% |
| Some High School, No Degree | 12.81% |
| Less than 9th Grade | 11.09% |

Race Distribution

| | 2016 ESTIMATE |
|----------------------------------|---------------|
| White | 72.41% |
| Black or African American | 7.97% |
| American Indian/Alaskan | 0.80% |
| Asian | 0.45% |
| Native Hawaiian/Islander | 0.22% |
| Other Race | 15.78% |
| Two or More Races | 2.37% |
| Hispanic or Latino (of any race) | 35.80% |

Age

| GROUPS | 2016 ESTIMATE |
|-------------------|---------------|
| 9 Years and Under | 14.30% |
| 10-17 Years | 12.66% |
| 18-24 Years | 9.69% |
| 25-34 Years | 12.70% |
| 35-44 Years | 12.40% |
| 45-54 Years | 12.73% |
| 55-64 Years | 12.07% |
| 65 Years and Over | 13.46% |
| DISTRIBUTION | 2016 ESTIMATE |
| Median Age | 35.5 |
| Average Age | 37.0 |

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS SUMMARY

| NAICS CODE | DESCRIPTION | POTENTIAL SALES* | EST. ACTUAL SALES* | GAP* | GAP INDEX |
|------------|----------------------------------------------------------|------------------|--------------------|---------------|-----------|
| 441 | Motor Vehicle and Parts Dealers | \$155,965,263 | \$85,886,000 | \$70,079,263 | 0.55 |
| 442 | Furniture and Home Furnishing Stores | \$14,826,828 | \$2,017,000 | \$12,809,828 | 0.14 |
| 443 | Electronics and Appliance Stores | \$29,092,990 | \$6,241,000 | \$22,851,990 | 0.21 |
| 444 | Building Material and Garden Equipment and Supplies De | \$55,838,821 | \$140,977,000 | \$-85,138,178 | 2.52 |
| 445 | Food and Beverage Stores | \$88,741,028 | \$79,184,000 | \$9,557,028 | 0.89 |
| 446 | Health and Personal Care Stores | \$34,770,053 | \$16,854,000 | \$17,916,053 | 0.48 |
| 447 | Gasoline Stations | \$34,878,807 | \$25,762,000 | \$9,116,807 | 0.74 |
| 448 | Clothing and Accessories Stores | \$22,905,070 | \$6,002,000 | \$16,903,070 | 0.26 |
| 451 | Sporting Goods Hobby Book and Music Stores | \$13,078,424 | \$2,749,000 | \$10,329,424 | 0.21 |
| 452 | General Merchandise Stores | \$81,940,134 | \$93,074,000 | \$-11,133,865 | 1.14 |
| 453 | Miscellaneous Store Retailers | \$23,432,716 | \$13,875,000 | \$9,557,716 | 0.59 |
| 722 | Food Services and Drinking Places | \$52,712,801 | \$34,170,000 | \$18,542,801 | 0.65 |
| 44,45,722 | All Retail (including Food Services and Drinking Places) | \$620,054,805 | \$508,741,000 | \$111,313,805 | 0.82 |

RECENT RETAIL DEVELOPMENT



950 East Ennis Avenue
Ennis, Texas 75119

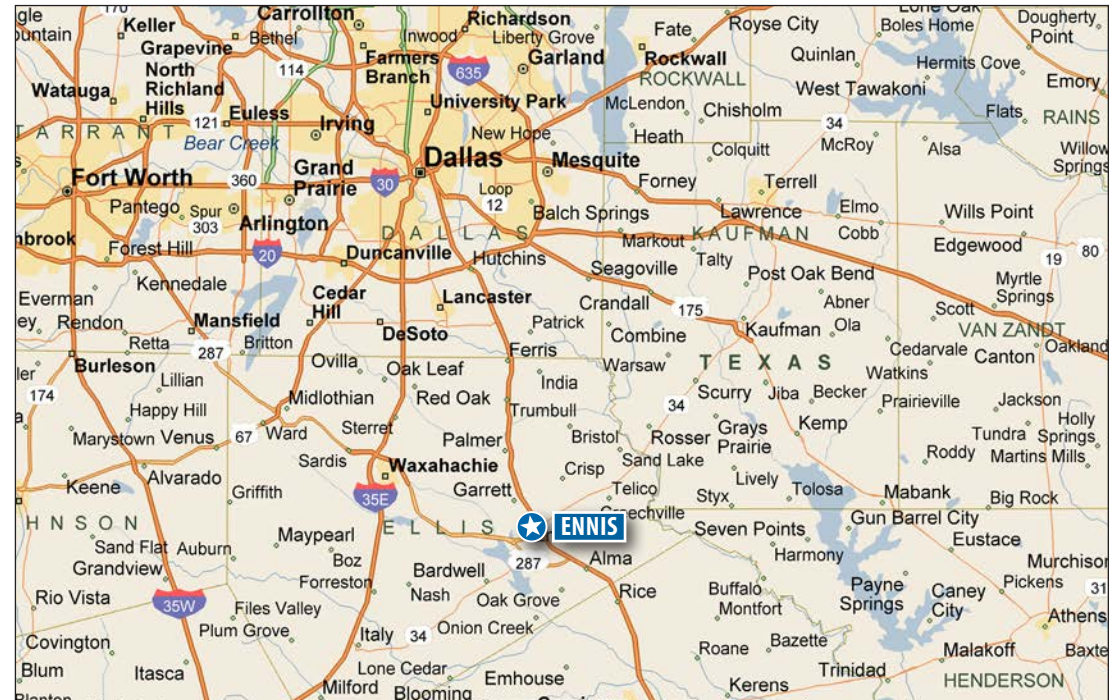


706 I-45
Ennis, Texas 75119



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REGIONAL LOCATION - DALLAS FORT WORTH MSA



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.