



RETAIL ANALYSIS
MERCHANTISING PLAN &

presented to:



September 2011

Mr. William Myers
City of Bridgeport
Executive Director – Economic Development Corporation
608 13th Street
Bridgeport, Texas 76426

Dear Mr. Myers,

Catalyst Commercial, Inc., (Catalyst) has been retained by the City of Bridgeport to perform a market analysis with the purpose of identifying retail demand and potential tenant for the City of Bridgeport. Our approach includes demographics, psychographics, demand/leakage analysis, and the physical constraints of studied properties within the study/trade area. The Merchandising Plan is a collection of resource materials intended to provide information to the City of Bridgeport and also for the benefit of retailers, retail brokers and land developers.

The results of this Merchandising Plan are reflective of current market trends in the trade area, site criteria and the vision of the City of Bridgeport as communicated by the key stakeholders associated with this Plan. The intent of this effort was to ensure that further development within Bridgeport would be consistent with market and economic reality and align with the internal objectives of the City's stakeholders.

We look forward to working with the City of Bridgeport with its continued retail development success.

Best Regards,

Jason Claunch
President
Catalyst Commercial, Inc.



The City of Bridgeport is in a distinctive position in that it has experienced growth for over a decade, and it will continue to encounter consistent growth well past 2020. This consistent growth is due to many factors, including:

- a) Bridgeport's Primary Trade Area's (PTA) very high daytime population of nearly 38,000 people
- b) the Highway 114 and Highway 380 transportation corridors and intersection
- c) the delineated existing PTA of Bridgeport that contains over 42,000 people

The delineated PTA highlights Bridgeport's function as the semi-regional retail hub for the area, which is beginning to attract new retail tenants of varying sizes to the market. Because of the ample supply of undeveloped land pad sites and parcels along the Highway 380 and 114 corridors and the redevelopment opportunities of Downtown Bridgeport, it is probable that new retail opportunities will begin developing within the City of Bridgeport to take advantage of the unfulfilled retail needs of the diverse and large PTA population.



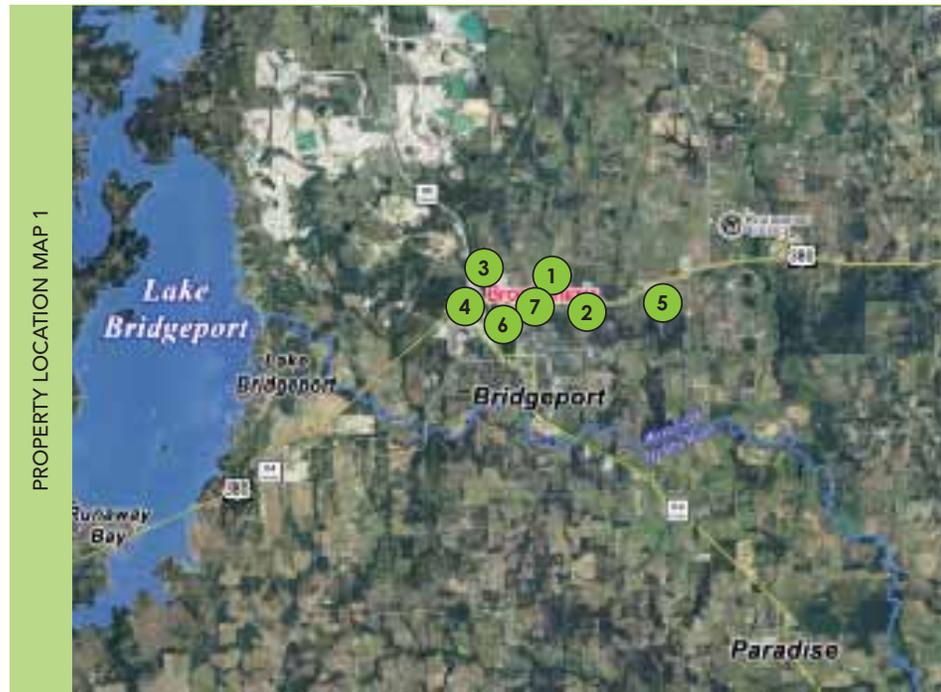
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PROPERTY ANALYSIS

PROPERTY NAME	
1	Dry Creek Plaza
2	U.S. Hwy 380 Center
3	Northstar Park Property
4	SWC Hwy 380 & Hwy 114
5	Carillon Park
6	Halsell Street - Main Street District
7	SEC 10th Street & US Hwy 380



PROPERTY LOCATION MAP 1



The City of Bridgeport is located at the intersection of U.S. Highway 380 and State Highway 114 in Wise County, Texas. These highway corridors provide excellent regional connectivity as illustrated below:

- U. S. Highway 380:
- City of Denton & I-35.....39 miles east
 - City of Decatur & Hwy 287.....9 miles east
 - City of Jacksboro & Hwy 199.....28 miles west
- State Highway 114:
- D/FW International Airport.....52 miles southeast
 - City of Fort Worth & I-35W.....30 miles southeast
 - City of Rhome & Hwy 287.....22 miles southeast
 - City of Jacksboro & Hwy 199.....28 miles west
- State Highway 101:
- Hwy 287.....19 miles north

Bridgeport's Primary Trade Area (PTA) has experienced substantial growth over the past 10 years and is expected to continue this rapid growth for the next 10 to 15 years. The population of Bridgeport's PTA grew approximately 19% between 2000 and the current 2010 population of 42,334. The swift growth of Bridgeport's PTA is due to several factors, including: a) a good highway system (Highways 380, 114 and 101) allowing for easy transportation of people and products; b) Bridgeport is geographically situated in the center of the Barnett Shale natural gas formation, so over 80 energy related companies have established facilities in Bridgeport and/or are active in the Bridgeport area; c) a large daytime work population; d) the employment opportunities associated with the Barnett Shale, aggregate mining, medical and manufacturing produce well paying middle income jobs; e) affordable and desirable residential housing situated within attractive parcels of land; and, f) ample large undeveloped parcels of land situated for residential and industrial development.

One of the aforementioned reasons for Bridgeport's accelerated growth rate is due to the considerable daytime population of Bridgeport's PTA of nearly 37,967 people. In particular, Bridgeport's daytime population consists of medical employment and the Barnett Shale associated employment, both of which pay above average wages. These employment generators, along with the remainder of Bridgeport's employment base and the City's efforts to promote and create tourism destinations, create a significant daytime population that is attractive to many retailers whose business model has a heavy reliance upon lunch time purchases.

As part of the initial step, Catalyst evaluated retail vacancy in the region, as retail vacancy rates are a good barometer of the overall retail health of properties for comparison purposes. The current retail vacancy rate for the greater Dallas-Fort Worth area was 9.0% and the current retail vacancy rate for Bridgeport is 8.0%. Although vacancy rates are valuable indicators, factors such as age, size and location can affect vacancy and each property should be studied in detail to outline risks. Bridgeport has approximately 155,000 square feet of existing retail space.

The dominant new retail corridor within Bridgeport is U.S. Highway 380, between the U.S. Highway 380/State Highway 114/State Highway 101 intersection in the west and the U.S. Highway 380/Overland Drive intersection to the east. Along this section of U.S. Highway 380 are found the majority of the retail development opportunities within the City of Bridgeport and its PTA. In addition to the U.S. Highway 380 corridor other retail clusters within Bridgeport are located at: a) Downtown "Main Street" Bridgeport; b) State Highway 114 between downtown and the U.S. Highway 380 intersection; c) U.S. Highway 380 west of State Highway 101; and, d) U.S. Highway 380 east to the new Weatherford College Wise County Campus. Bridgeport is fortunate to have a new Brookshire's grocery store that recently opened in Spring of 2011. Brookshire's is a quality grocer and is now one of three (3) grocers within Bridgeport customers can select from.

There is ample opportunity for new retail development within Bridgeport and within the above mentioned retail focal points; however, the apparent dominant new retail opportunity within Bridgeport is along the U.S. Highway 380 corridor. The U.S. Highway 380 corridor offers retailers/real estate developers large parcels of land with highway frontage and excellent visibility.

Map 1

Source: Catalyst

PROPERTY 1

DRY CREEK PLAZA

OVERVIEW

Dry Creek Plaza is a 70.6 Acre Mixed Use Development located in the City of Bridgeport along U.S. Highway 380 between 10th Street and Dry Creek Road. The residential portion of the development encompasses some 27 acres of single-family and townhome units. The development also includes 9 acres of multi-family units. The remaining 34.6 acres of the development has been set aside for commercial use. The commercial area is mainly bounded by U.S. Highway 380 to the south and MLM Parkway to the north. Brookshire's opened for business in the Spring of 2011 and will be considered an anchor tenant of this development.

RETAIL PRIMARY TRADE AREA STATISTICS

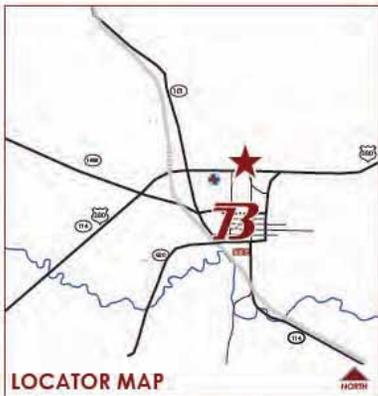
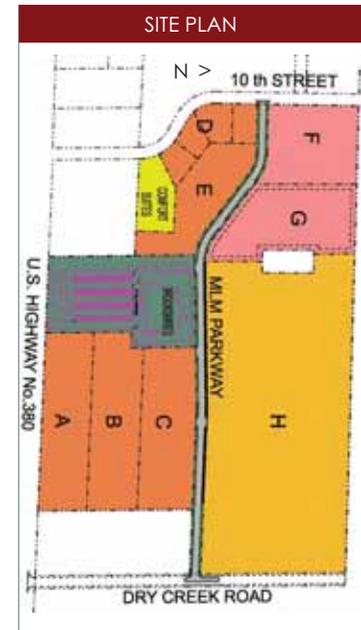
POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Bridgeport	2010	42,334	4,528	7,078	9,721
	2015	45,681	4,692	7,403	10,244
Median Age	2010	38.0	34.1	34.6	35.8
Median HH Income	2010	\$48,649	\$39,750	\$44,912	\$46,955
	2015	\$53,545	\$50,704	\$50,033	\$52,446

TRAFFIC COUNTS	VPD	EDUCATION (PTA)	Est. 2010
Hwy 380, E of Overland Dr	24,804	College Graduate	17.5%
Hwy 380, E of Hwy 114	23,170	Some College, no Degree	22.6%
		High School Graduate	34.4%
		Less than High School	25.5%

INCOME (PTA)	Est. 2010	Est. 2015
Average Household	\$55,844	\$60,416
Median Household	\$48,649	\$53,545
Per Capita	\$20,150	\$21,835

DAYTIME POPULATION	(PTA)
	37,967

RACE (PTA)	Est. 2010	Est. 2015	AGE GROUPS (PTA)	Est. 2010
White Alone	86.5%	85.4%	Under 4 years	6.0%
Black Alone	1.9%	2.1%	5-14 years	13.8%
Amer. Indian Alone	0.8%	0.8%	15-19 years	6.7%
Asian Alone	0.4%	0.5%	20-24 years	6.3%
Pacific Islander	0.0%	0.0%	25-34 years	12.5%
Alone			35-44 years	13.4%
Some Other Race /	10.4%	11.3%	45-54 years	15.4%
Two or More Races			55 years & older	25.1%
Hispanic (Any Race)	17.5%	19.4%		



PROPERTY 2

HIGHWAY 380 CENTER

OVERVIEW

Located at the southwest corner of the U.S. Highway 380 and Overland Drive intersection is the Highway 380 Center, an active retail shopping center. Several local businesses and restaurants are located within this center, and there are two (2) pad sites available for development. One (1) pad site has frontage along U.S. Highway 380 and is located at the hard corner, while the second pad site is located in the rear of the property.

RETAIL PRIMARY TRADE AREA STATISTICS

POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Bridgeport	2010	42,334	4,528	7,078	9,721
	2015	45,681	4,692	7,403	10,244
Median Age	2010	38.0	34.1	34.6	35.8
Median HH Income	2010	\$48,649	\$39,750	\$44,912	\$46,955
	2015	\$53,545	\$50,704	\$50,033	\$52,446

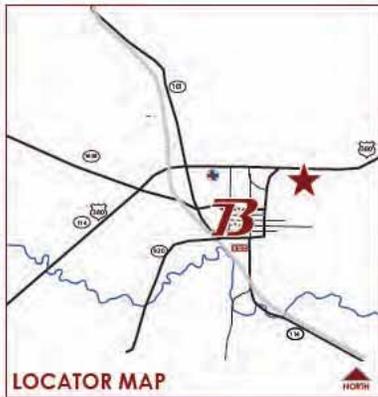
TRAFFIC COUNTS	VPD	EDUCATION (PTA)	Est. 2010
Hwy 380, E of Overland Dr	24,804	College Graduate	17.5%
Hwy 380, E of Hwy 114	23,170	Some College, no Degree	22.6%
		High School Graduate	34.4%
		Less than High School	25.5%

INCOME (PTA)	Est. 2010	Est. 2015
Average Household	\$55,844	\$60,416
Median Household	\$48,649	\$53,545
Per Capita	\$20,150	\$21,835

DAYTIME POPULATION (PTA) 37,967

RACE (PTA)	Est. 2010	Est. 2015
White Alone	86.5%	85.4%
Black Alone	1.9%	2.1%
Amer. Indian Alone	0.8%	0.8%
Asian Alone	0.4%	0.5%
Pacific Islander	0.0%	0.0%
Alone		
Some Other Race /	10.4%	11.3%
Two or More Races		
Hispanic (Any Race)	17.5%	19.4%

AGE GROUPS (PTA)	Est. 2010
Under 4 years	6.8%
5 -14 years	13.8%
15 - 19 years	6.7%
20 - 24 years	6.3%
25 - 34 years	12.5%
35 - 44 years	13.4%
45 - 54 years	15.4%
55 years & older	25.1%



PROPERTY 3

NORTHSTAR PARK PROPERTY

OVERVIEW

Located along U.S. Highway 380 approximately 1,000 feet east of the U.S. Highway 380/State Highway 101 intersection are two (2) prime pad site available for development. This pad site is located in the dominant retail corridor of Bridgeport and offers direct access to State Highway 380 and excellent visibility along this same highway. These pad sites are located adjacent to a McDonald's restaurant and a Community Bank. This property is commercial zoned and permitted uses include: retail, restaurant, and office.

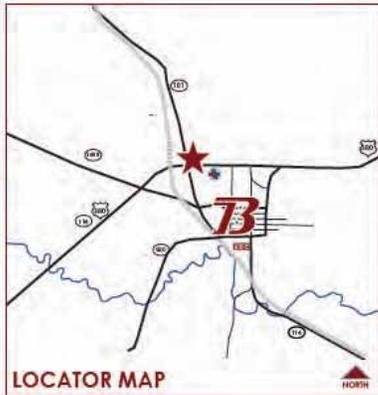
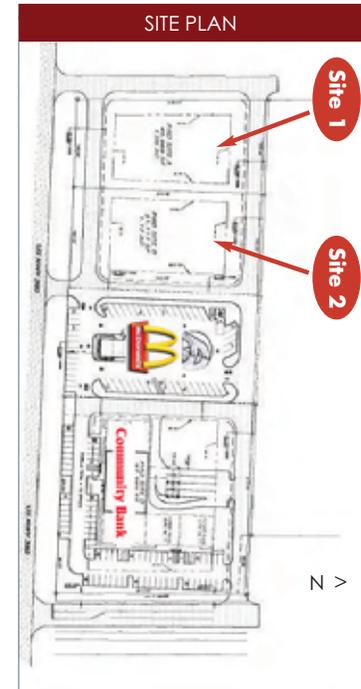
RETAIL PRIMARY TRADE AREA STATISTICS

POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Bridgeport	2010	42,334	4,528	7,078	9,721
	2015	45,681	4,692	7,403	10,244
Median Age	2010	38.0	34.1	34.6	35.8
Median HH Income	2010	\$48,649	\$39,750	\$44,912	\$46,955
	2015	\$53,545	\$50,704	\$50,033	\$52,446

TRAFFIC COUNTS	VPD	EDUCATION (PTA)	Est. 2010
Hwy 380, E of Overland Dr	24,804	College Graduate	17.5%
Hwy 380, E of Hwy 114	23,170	Some College, no Degree	22.6%
		High School Graduate	34.4%
		Less than High School	25.5%

INCOME (PTA)	Est. 2010	Est. 2015	DAYTIME POPULATION (PTA)	37,967
Average Household	\$55,844	\$60,416		
Median Household	\$48,649	\$53,545		
Per Capita	\$20,150	\$21,835		

RACE (PTA)	Est. 2010	Est. 2015	AGE GROUPS (PTA)	Est. 2010
White Alone	86.5%	85.4%	Under 4 years	6.8%
Black Alone	1.9%	2.1%	5 - 14 years	13.8%
Amer. Indian Alone	0.8%	0.8%	15 - 19 years	6.7%
Asian Alone	0.4%	0.5%	20 - 24 years	6.3%
Pacific Islander	0.0%	0.0%	25 - 34 years	12.5%
Alone			35 - 44 years	13.4%
Some Other Race /	10.4%	11.3%	45 - 54 years	15.4%
Two or More Races			55 years & older	25.1%
Hispanic (Any Race)	17.5%	19.4%		



PROPERTY 4

SWC U.S. HIGHWAY 380 AND STATE HIGHWAY 114

OVERVIEW

Located at the southwest corner of the U.S. Highway 380 and State Highway 114 intersection is an undeveloped parcel of land that is one of the best locations within the entire City of Bridgeport. This corner parcel offers excellent visibility throughout this large signalized highway intersection and access along both U.S. Highway 380 and State Highway 114.

RETAIL PRIMARY TRADE AREA STATISTICS

POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Bridgeport	2010	42,334	4,528	7,078	9,721
	2015	45,681	4,692	7,403	10,244
Median Age	2010	38.0	34.1	34.6	35.8
Median HH Income	2010	\$48,649	\$39,750	\$44,912	\$46,955
	2015	\$53,545	\$50,704	\$50,033	\$52,446

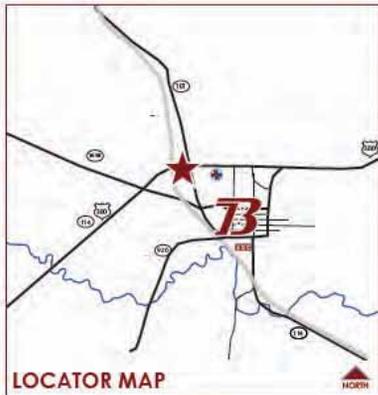
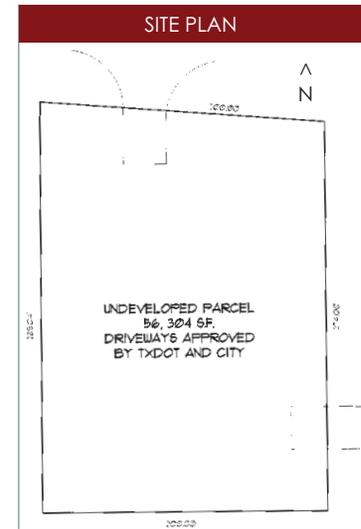
TRAFFIC COUNTS	VPD	EDUCATION (PTA)	Est. 2010
Hwy 380, E of Overland Dr	24,804	College Graduate	17.5%
Hwy 380, E of Hwy 114	23,170	Some College, no degree	22.6%
		High School Graduate	34.4%
		Less than High School	25.5%

INCOME (PTA)	Est. 2010	Est. 2015
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Median Household	\$48,649	\$53,545
Per Capita	\$20,150	\$21,835

DAYTIME POPULATION (PTA) 37,967

RACE (PTA)	Est. 2010	Est. 2015
White Alone	86.5%	85.4%
Black Alone	1.9%	2.1%
Amer. Indian Alone	0.8%	0.8%
Asian Alone	0.4%	0.5%
Pacific Islander	0.0%	0.0%
Alone		
Some Other Race /	10.4%	11.3%
Two or More Races		
Hispanic (Any Race)	17.5%	19.4%

AGE GROUPS (PTA)	Est. 2010
Under 4 years	6.8%
5 - 14 years	13.8%
15 - 19 years	6.7%
20 - 24 years	6.3%
25 - 34 years	12.5%
35 - 44 years	13.4%
45 - 54 years	15.4%
55 years & older	25.1%

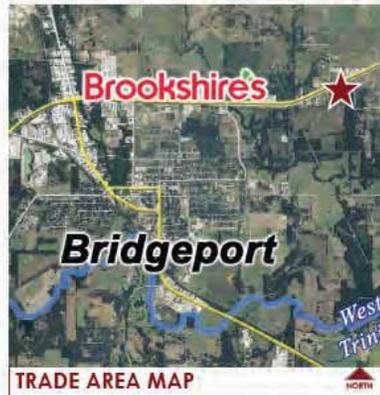
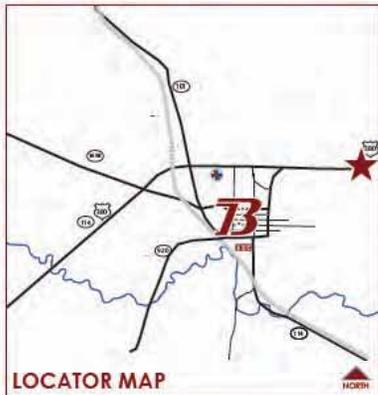


PROPERTY 5

CARILLON PARK

OVERVIEW

Carillon Park is located to the east on US Highway 380 within the City Limits of Bridgeport and is zoned "Planned Development (PD)". Visualized as a mixed-use, "green" energy development, the residential portion consists of approximately 169,879 acres including 10.10 acres of parkland. The conceptual site plan includes lots to build approximately 370 single-family homes. A proposed 100 unit multi-family apartment complex located on 8.80 acres within the residential area is targeted to begin construction in early 2012. The commercial portion includes approximately 600 feet of direct frontage and an additional 670 feet of unobstructed, close proximity, line of site frontage on US Highway 380. The commercial site is approximately 27.84 acres with the potential to accommodate up to 180,521 square feet of commercial/retail space. This is clearly defined in the site plan and can be viewed via map, surface or air. Six plus years have been devoted to making this property "shovel ready" based on a dynamic conceptual land use plan.



RETAIL PRIMARY TRADE AREA STATISTICS

POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Bridgeport	2010	42,334	278	6,023	9,588
	2015	45,681	292	6,361	10,106
Median Age	2010	38.0	34.4	34.9	35.1
Median HH Income	2010	\$48,649	\$46,650	\$49,103	\$47,829
	2015	\$53,545	\$52,911	\$53,795	\$53,169

TRAFFIC COUNTS	VPD	EDUCATION (PTA)	Est. 2010
Hwy 380, E of Overland Dr.	24,804	College Graduate	17.5%
Hwy 380, E of Hwy 114	23,170	Some College, no degree	22.6%
		High School Graduate	34.4%
		Less than High School	25.5%

INCOME (PTA)	Est. 2010	Est. 2015
Average Household	\$55,844	\$60,416
Median Household	\$48,649	\$53,545
Per Capita	\$20,150	\$21,835

DAYTIME POPULATION	(PTA)
37,967	

RACE (PTA)	Est. 2010	Est. 2015	AGE GROUPS (PTA)	Est. 2010
White Alone	86.5%	85.4%	Under 4 years	6.8%
Black Alone	1.9%	2.1%	5 - 14 years	13.8%
Amer. Indian Alone	0.8%	0.8%	15 - 19 years	6.7%
Asian Alone	0.4%	0.5%	20 - 24 years	6.3%
Pacific Islander	0.0%	0.0%	25 - 34 years	12.5%
Alone			35 - 44 years	13.4%
Some Other Race /	10.4%	11.3%	45 - 54 years	15.4%
Two or More Races			55 years & older	25.1%
Hispanic (Any Race)	17.5%	19.4%		



PROPERTY 6

HALSELL STREET - MAIN STREET DISTRICT

OVERVIEW

Halsell Street serves as the main retail corridor for downtown Bridgeport, and is very active with existing retail, office and upscale restaurant businesses. The primary retail corridor along Halsell Street is approximately 2,000 feet in length and has been developed over the past years with many unique buildings of varying shapes and sizes. Due to the large amount of property owners and the active nature of downtown Bridgeport's real estate market, please contact William Myers of the Bridgeport Economic Development Corporation for an up to date list of available downtown properties/spaces.

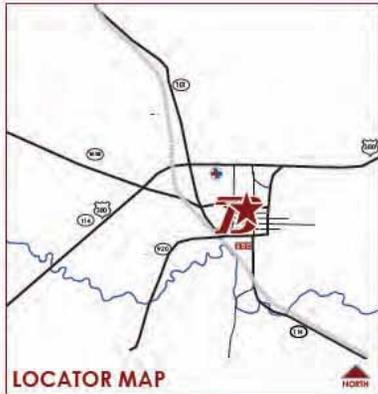
RETAIL PRIMARY TRADE AREA STATISTICS

POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Bridgeport	2010	42,334	4,663	7,099	9,651
	2015	45,681	4,838	7,426	10,170
Median Age	2010	38.0	34.2	34.6	35.8
Median HH Income	2010	\$48,649	\$40,703	\$44,942	\$46,899
	2015	\$53,545	\$50,961	\$51,873	\$52,424

TRAFFIC COUNTS	VPD	EDUCATION (PTA)	Est. 2010
Hwy 380, E of Overland Dr	24,804	College Graduate	17.5%
Hwy 380, E of Hwy 114	23,170	Some College, no degree	22.6%
		High School Graduate	34.4%
		Less than High School	25.5%

INCOME (PTA)	Est. 2010	Est. 2015	DAYTIME POPULATION (PTA)	37,967
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Per Capita	\$20,150	\$21,835		

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Black Alone	1.9%	2.1%	5 - 14 years	13.8%
Amer. Indian Alone	0.8%	0.8%	15 - 19 years	6.7%
Asian Alone	0.4%	0.5%	20 - 24 years	6.3%
Pacific Islander	0.0%	0.0%	25 - 34 years	12.5%
Alone			35 - 44 years	13.4%
Some Other Race /	10.4%	11.3%	45 - 54 years	15.4%
Two or More Races			55 years & older	25.1%
Hispanic (Any Race)	17.5%	19.4%		



PROPERTY 7

SEC 10TH STREET AND U.S. HIGHWAY 380

OVERVIEW

Located along U.S. Highway 380 at the southeast corner of the U.S. Highway 380/10th Street intersection is approximately 7.35 acres of land available for development. This land parcel has over 700 feet of frontage along U.S. Highway 380 and is located directly across the highway from a new Brookshire's anchored retail shopping center and a Comfort Suites Hotel. Adjoining this parcel to the east is a free standing Auto Zone store, and to the west is a new La Quinta Hotel and several fast food restaurants.

RETAIL PRIMARY TRADE AREA STATISTICS

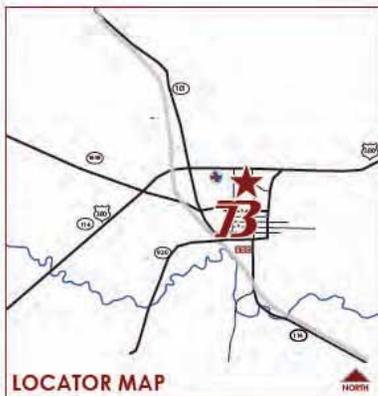
POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Bridgeport	2010	42,334	3,483	6,994	9,559
	2015	45,681	3,639	7,306	10,063
Median Age	2010	38.0	34.3	34.5	35.8
Median HH Income	2010	\$48,649	\$39,613	\$44,939	\$46,681
	2015	\$53,545	\$51,213	\$51,877	\$52,342

TRAFFIC COUNTS	VPD	EDUCATION (PTA)	Est. 2010
Hwy 380, E of Overland Dr	24,804	College Graduate	17.5%
Hwy 380, E of Hwy 114	23,170	Some College, no degree	22.6%
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Asian Alone	0.4%	0.5%	20 - 24 years	6.3%
Pacific Islander	0.0%	0.0%	25 - 34 years	12.5%
Alone			35 - 44 years	13.4%
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Two or More Races			55 years & older	25.1%
Hispanic (Any Race)	17.5%	19.4%		



DELINEATION OF PRIMARY TRADE AREA

Understanding where your target customers originate is a crucial step in any retail recruitment initiative. Accurate delineation of the trade area in which retailers can expect to reasonably attract customers is the first step in this process. Catalyst delineated the Primary Trade Area (PTA) by sampling customers at various in market locations to determine their point of origination in relation to the area of study to identify shopping patterns within the trade area. While retailers traditionally use radius rings and drive times to quickly compare prospective sites against existing sites, as well as, other prospective sites, the data which can be extrapolated from arbitrary trade areas is not sufficient for the decision making process of advanced retailers. For comparison, one (1) mile, three (3) mile and five (5) mile radii and PTA, as defined by Catalyst, were analyzed to extract demographic and psychographic data from each of these areas. Full demographic reports for each of these areas are available.

PRIMARY TRADE AREA

In order to accurately profile retailers for the PTA, a density class developed by Catalyst was used. This density class analyzed over 40,000 retailer locations and segmented retailers using population distribution among five (5) different tiers (segments) to establish a tier classification for each retailer. Using a density classification, the City of Bridgeport matches the characterization of a Tier 5 market. Bridgeport's profile was compared against a database of retailer profiles to create a list of retailers whose characteristics closely match that of Bridgeport. For the purpose of this study, approximately 6,200 samples were collected between February 22, 2011, and April 8, 2011, from over 13 locations within Bridgeport and from outside of Bridgeport. Sample locations included: 1) Brookshire's - Bridgeport; 2) Sonic - Bridgeport; 3) McDonald's - Bridgeport; 4) the 380 Overland Plaza Shopping Center - Bridgeport; 5) Downtown Bridgeport; 6) Dos Chile's Restaurant - Bridgeport; 7) Exxon station - Bridgeport; 8) Hospital - Bridgeport; 9) Marketplace IGA Grocery - Bridgeport; 10) Super Walmart - Decatur; 11) Lowe's - Decatur; 12) Super Walmart - Bowie; and 13) Diamond Food Market - Bridgeport.

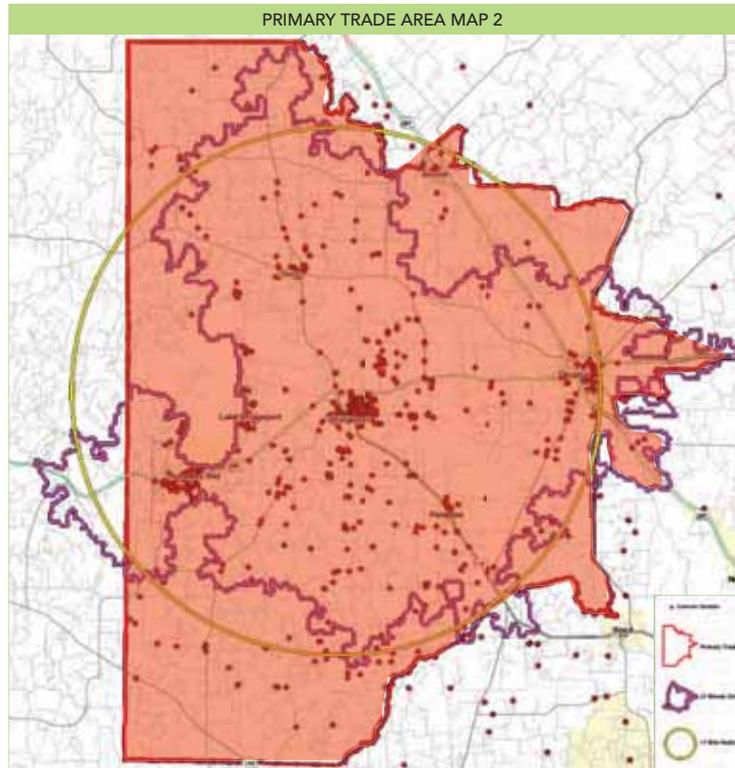
The Bridgeport Primary Trade Area (PTA) is characterized by the existing regional transportation corridors of Wise County. This PTA is approximately 30 miles in length from north to south and follows State Highways 101 and 114 from the Sunset, TX, area in the north to the Boyd, TX, area in the south. This same PTA is approximately 23 miles in width and follows U.S. Highway 380 from the Decatur area in the east to the west side of Lake Bridgeport in the west. The PTA also highlights the importance of FM 1655, FM 920 and FM 2123 as these local roadways funnel the traffic throughout this PTA to Bridgeport proper. Not surprisingly, the strength of the Bridgeport PTA is illustrated by its geographic size and how commuters from north of Chico, TX, south of Paradise, TX, west of Lake Bridgeport / Runaway Bay and from east of Decatur, TX, shop in Bridgeport.

The PTA also highlights the importance of the U.S. Highway 380 corridor as the existing and future dominant transportation engine for Bridgeport and how this same corridor should effectively satisfy the future retail needs of Bridgeport.

Bridgeport's existing retail clusters already serve as a semi-regional pull, but as additional residential and retail development occur along U.S. Highway 380 this same corridor will cement itself as the premier destination for this dynamic trade area. It is anticipated that the Bridgeport area residential growth will be concentrated in the eastern portion of the city along U.S. Highway 380 and west around Lake Bridgeport, which will in turn spur additional U.S. Highway 380 retail development.

The 2010 PTA population was approximately 42,334 and has a 2015 projected population of 45,681, which represents a growth rate of over 7%. Current 2010 PTA daytime population is estimated at 37,967; median household income is \$48,649; and, an average household size is 2.75 persons. The size of this PTA is moderate to large in terms of a rural population base, and reflects a homogeneous middle class population that is growing. A summary of these demographics shows the PTA is experiencing, and will continue to experience, above average middle class population growth that will need to be supplied with a growing retail experience to satisfy their varied purchasing needs.

Bridgeport would fall under the "Tier 5 - Micropolitan" category in Market Type Table 1.



MARKET TYPE TABLE 1		DESCRIPTION
Tier 1	Urban	Dense urban markets with large workforce and residential populations. Prevalent pedestrian traffic.
Tier 2	Urban Peripheral	Peripheral to CBD with dense workforce and residential populations and significant pedestrian traffic.
Tier 3	Suburban	Mature, predominantly residential-centric market with dispersed pockets of retail and office.
Tier 4	Exurban	Predominantly residential, bedroom community, growth markets. Large retail pockets, with less dense office populations.
Tier 5	Micropolitan	Removed from metropolitan markets.

Table 1 Market Type (Source: Catalyst)

Map 2 Primary Trade Area Map (Source: Catalyst)



DRIVE TIME ANALYSIS

Drive time based trade areas are another method used to analyze trade area characteristics. A drive time analysis is useful for quick comparisons of proposed sites against both existing store locations, as well as, other prospective sites.

Drive Time Map 3 reflects the boundaries of a 21 minute drive time from downtown Bridgeport and captures approximately 65% of the customer samples. Drive time analysis are useful when understanding impact from one region to another, but is not as accurate in identifying the constraints of the actual PTA for Bridgeport as defined in the polygon for the Bridgeport PTA. Errors using drive time analysis are often considered acceptable, however, notation must be made to the limitation when customer samples are available and a more accurate trade area can be delineated.

STUDY DESCRIPTION	COUNT	CATCHMENT
3 Minute Drive Time	365	26.1%
5 Minute Drive Time	432	30.9%
7 Minute Drive Time	472	33.8%
9 Minute Drive Time	568	40.6%
10 Minute Drive Time	601	43.0%
11 Minute Drive Time	651	46.6%
13 Minute Drive Time	762	54.5%
14 Minute Drive Time	804	57.5%
15 Minute Drive Time	828	59.2%
17 Minute Drive Time	855	61.1%
19 Minute Drive Time	887	63.4%
21 Minute Drive Time	916	PRIMARY TRADE AREA (65.5%)
23 Minute Drive Time	946	67.6%
25 Minute Drive Time	972	69.5%
27 Minute Drive Time	1005	71.9%
29 Minute Drive Time	1022	73.1%
31 Minute Drive Time	1040	74.4%
33 Minute Drive Time	1055	75.4%
35 Minute Drive Time	1067	76.3%
37 Minute Drive Time	1080	77.2%
39 Minute Drive Time	1100	78.7%
41 Minute Drive Time	1107	79.2%
43 Minute Drive Time	1107	79.2%
45 Minute Drive Time	1113	79.6%
47 Minute Drive Time	1122	80.2%
49 Minute Drive Time	1132	80.9%

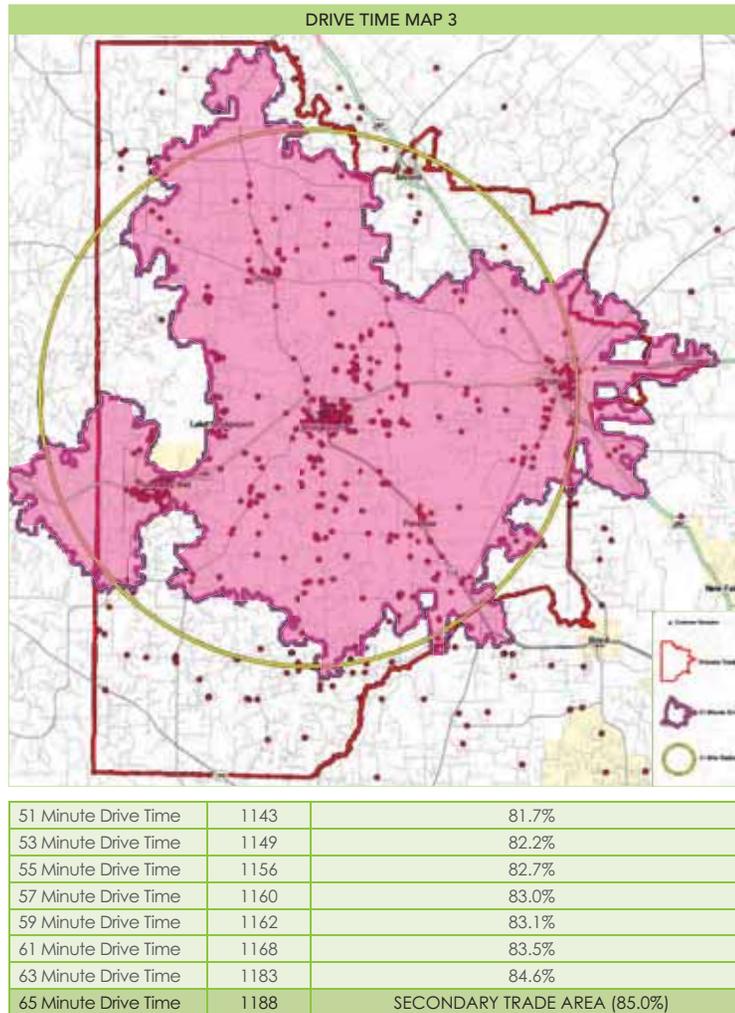


Table 2

Drive Time Analysis (Source: Catalyst)

Map 3

21 Minute Drive Time (Source: Catalyst)

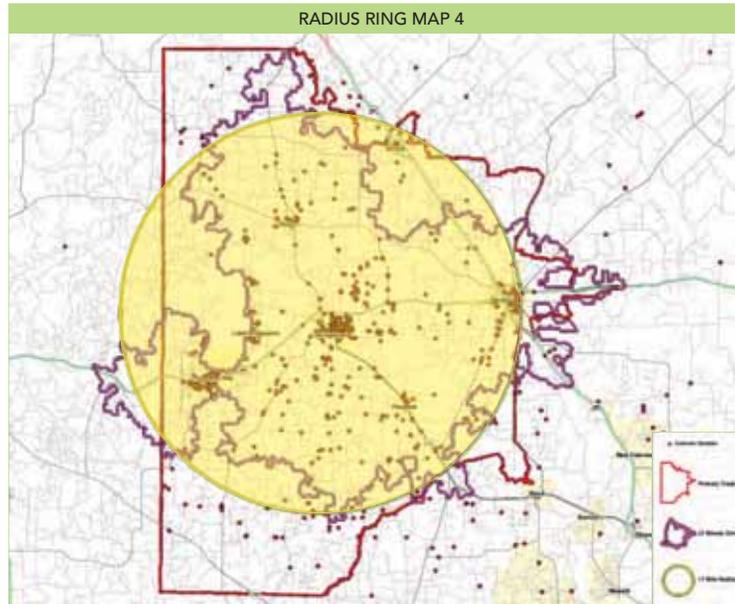


CONCENTRIC RING ANALYSIS

Traditional concentric rings are often used to analyze trade area characteristics. Using a Concentric Ring Analysis, a 11 mile radius from downtown Bridgeport captures approximately 65% of the customer samples. Retailers use concentric ring studies for quick comparison of proposed sites against both existing store locations, as well as, other prospective sites. A concentric ring map showing a 11 mile radius is shown on Map 4.

Many retailers still rely on concentric ring data to analyze trade areas. Although this methodology is not as accurate as customer derived delineation, it can be used for quick reference and comparison purposes. In-line retailers, as well as, pad site operators use concentric ring analysis more often than other methods. This report also includes trade area calculations using ring studies for Bridgeport and supporting demographic data. Demographic analyses of concentric ring trade areas are useful, but these assume a consistently even population distribution and do not take into consideration such factors as natural boundaries, demographic shifts, man made boundaries, shopping patterns, drive time impacts and other geographic factors.

STUDY DESCRIPTION	COUNT	CATCHMENT
1 Mile Ring	86	6.1%
2 Mile Ring	394	28.2%
3 Mile Ring	441	31.5%
4 Mile Ring	520	37.2%
5 Mile Ring	569	40.7%
5.5 Mile Ring	599	42.8%
6 Mile Ring	621	44.4%
7 Mile Ring	693	49.6%
8 Mile Ring	778	55.6%
9 Mile Ring	822	58.8%
10 Mile Ring	870	62.2%
11 Mile Ring	929	PRIMARY TRADE AREA (66.4%)
12 Mile Ring	963	68.9%
13 Mile Ring	990	70.8%
14 Mile Ring	1009	72.2%
15 Mile Ring	1023	73.2%
16 Mile Ring	1030	73.7%
17 Mile Ring	1036	74.1%
18 Mile Ring	1045	74.7%
19 Mile Ring	1057	75.6%
20 Mile Ring	1067	76.3%
21 Mile Ring	1074	76.8%
22 Mile Ring	1075	76.9%
23 Mile Ring	1093	78.2%



24 Mile Ring	1111	79.4%
25 Mile Ring	1119	80.0%
26 Mile Ring	1126	80.5%
27 Mile Ring	1133	81.0%
28 Mile Ring	1137	81.3%
29 Mile Ring	1140	81.5%
30 Mile Ring	1142	81.7%
31 Mile Ring	1148	82.1%
32 Mile Ring	1155	82.6%
33 Mile Ring	1157	82.7%
34 Mile Ring	1159	82.9%
35 Mile Ring	1175	84.0%
36 Mile Ring	1178	84.2%
37 Mile Ring	1189	85.0%
38 Mile Ring	1193	SECONDARY TRADE AREA (85.3%)

Table 3 Concentric Ring Analysis (Source: Catalyst)

Map 4 11 mile ring (Source: Catalyst)

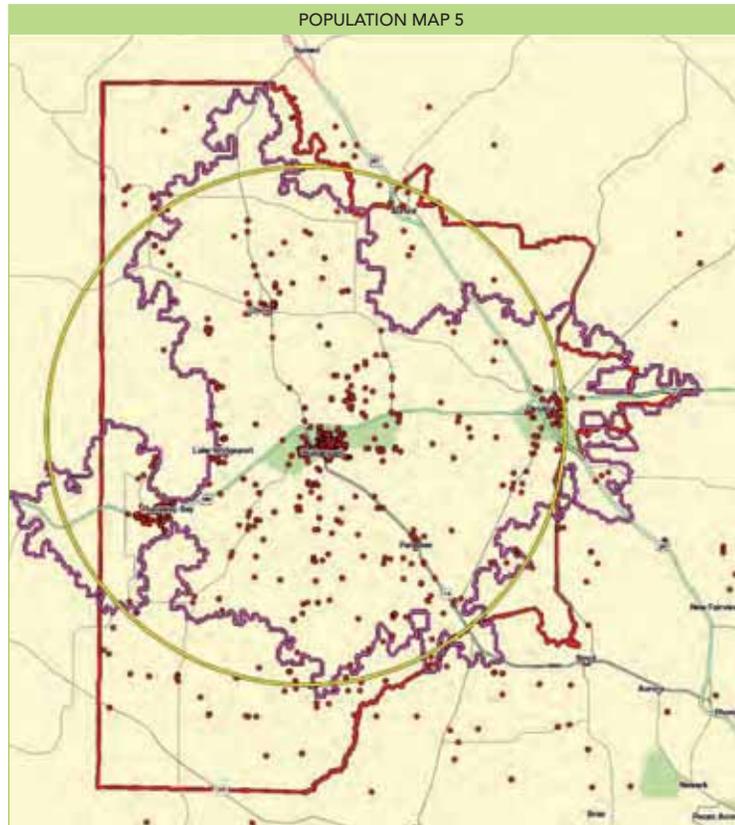




POPULATION ANALYSIS

The City of Bridgeport and its Primary Trade Area (PTA) have experienced substantial growth in the past decade (approximately 19%), and is projected to continue strong residential growth for the next 10 to 15 years. According to ESRI Forecasts, the PTA 2010 population was approximately 42,334 and is expected to grow to 45,681 by 2015. The characteristics of Bridgeport's PTA in 2010 were: a) predominantly white and Hispanic in order of size; and, b) middle class with a median annual household income of \$48,649.

As a comparison, the population located within a five (5) radius of downtown Bridgeport was almost identical to that of the overall PTA, and is experiencing similar growth rates. The strength of Bridgeport's PTA demographics and growth patterns indicate the need for a substantially larger retail presence within Bridgeport to satisfy the existing and future retail demands. This continued substantial population growth will bring with it increased demand for quality retail, restaurant and neighborhood services (as the success of the recent Brookshire's emphasizes).



TRADE AREA TABLE 4	PTA	1 MILE	3 MILES	5 MILES	10 MINUTES	21 MINUTES	11 MILES	38 MILES
2010 Population	42,334	4,528	7,078	9,721	7,624	24,825	35,924	784,632
Projected 2015 Population	45,681	4,692	7,403	10,244	7,996	26,567	38,083	893,436

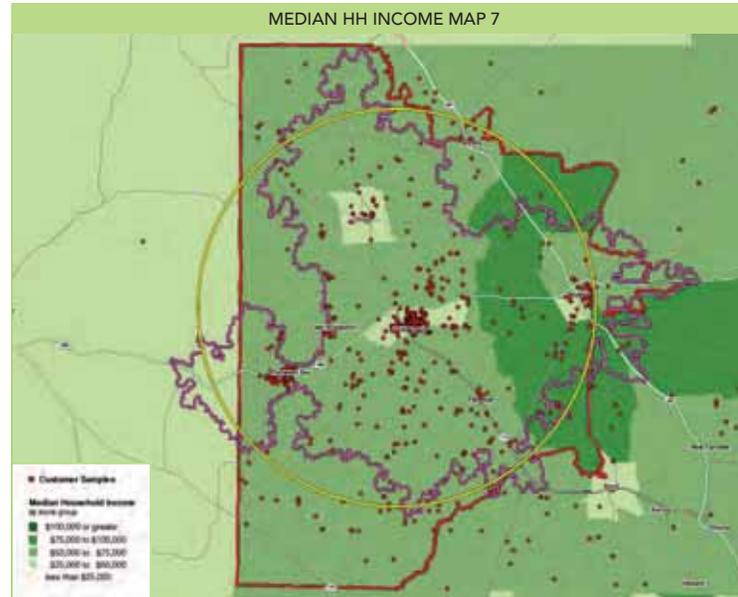
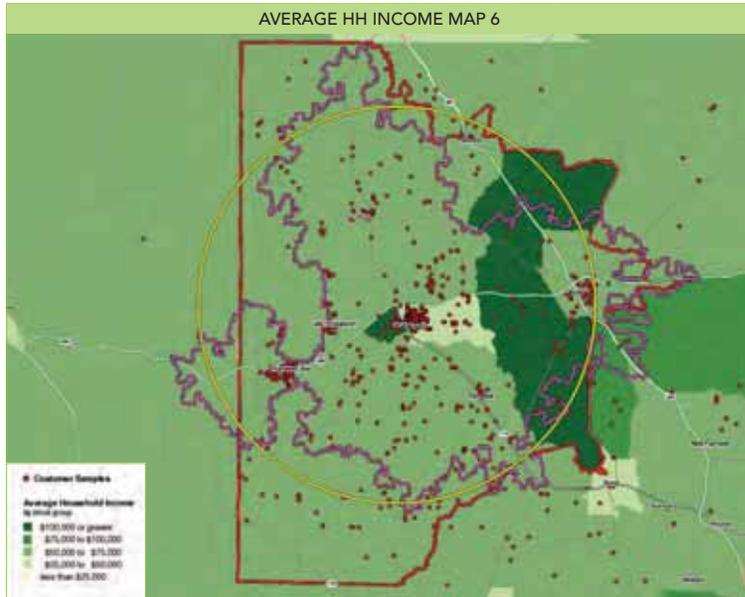
Table 4 Trade Area Population (Source: ESRI)

Map 5 Population (Source: ESRI)



INCOME ANALYSIS

Median household income within the Primary Trade Area (PTA) in 2010 was \$48,649 as compared to \$63,064 for the Dallas-Fort Worth-Arlington Core Statistical Area (CBSA). Bridgeport's lower median household income is not surprising as the overall PTA includes several small rural communities. Median and average household incomes for Bridgeport and surrounding areas are listed in the table below.



INCOME TABLE 5	PTA	1 MILE	3 MILES	5 MILES	10 MINUTES	21 MINUTES	11 MILES	38 MILES
Average Household Income	\$55,844	\$48,311	\$50,033	\$51,689	\$50,933	\$56,098	\$55,615	\$70,492
Median Household Income	\$48,649	\$39,750	\$44,912	\$46,955	\$45,639	\$48,460	\$48,319	\$57,875

Table 5 Income Summary (Source: ESRI)

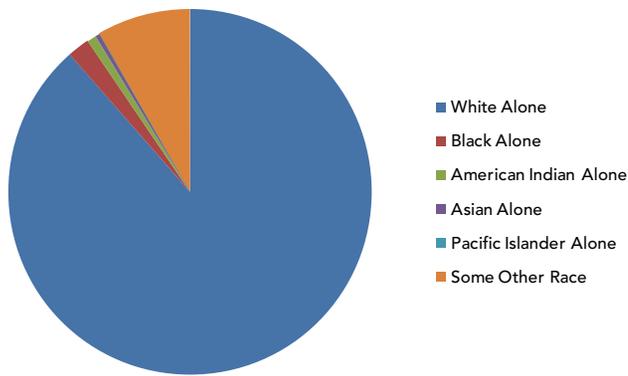
Map 6 Average Income (Source: ESRI)

Map 7 Median Income (Source: ESRI)

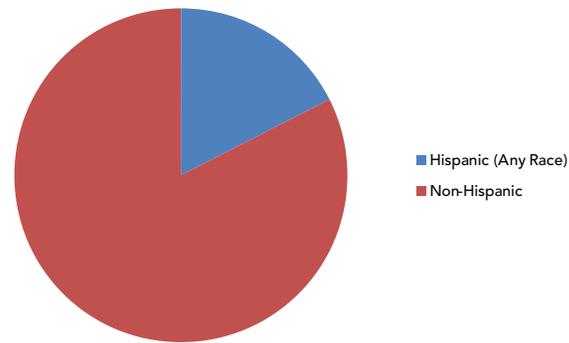
ETHNIC PROFILE

ETHNICITY TABLE 6	PTA	1 MILE	3 MILES	5 MILES	10 MINUTES	21 MINUTES	11 MILES	38 MILES
White Alone	86.5%	73.9%	75.7%	79.1%	76.7%	81.5%	85.2%	77.9%
Black Alone	1.9%	3.0%	5.1%	5.0%	4.9%	2.8%	2.1%	4.6%
American Indian Alone	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.8%
Asian Alone	0.4%	0.2%	0.2%	0.2%	0.2%	0.4%	0.4%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Some Other Race	8.1%	19.3%	15.6%	12.6%	14.9%	12.0%	9.3%	10.7%
Two or More Races	2.3%	2.9%	2.7%	2.4%	2.6%	2.6%	2.3%	3.1%
Hispanic (Any Race)	17.5%	37.1%	32.3%	27.2%	31.0%	23.6%	19.3%	23.2%
Non-Hispanic	82.5%	62.9%	67.7%	72.8%	69.0%	76.4%	80.7%	76.8%

ETHNIC PROFILE PIE CHART 1



ETHNIC PROFILE PIE CHART 2



Pie Chart 1 & 2 Ethnic Profile (Source: ESRI) Table 6 Ethnicity (Source: ESRI)

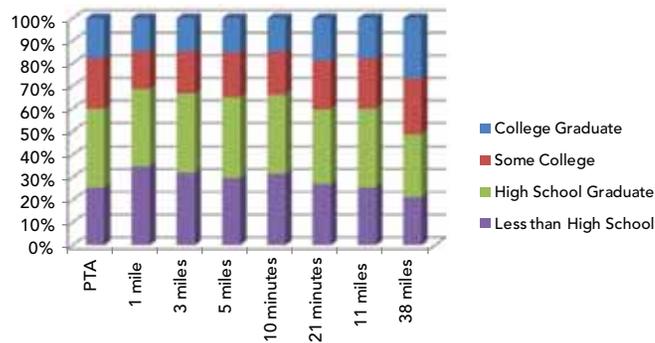


EDUCATION PROFILE

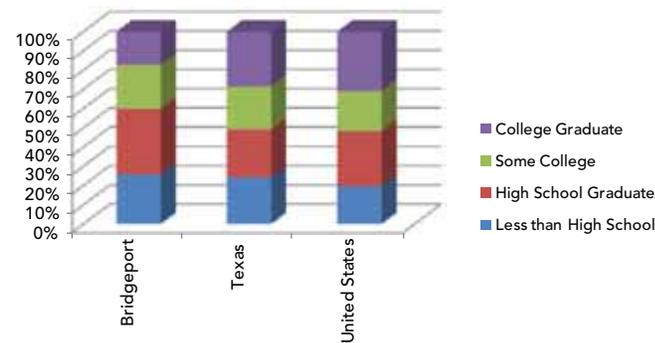
Educational attainment is reported for persons age 25 and older, as this is the traditional age by which most people have completed their formal education. However, a trend has developed in recent years for persons to return for schooling past age 25. Still, these figures provide a picture of the general educational level of the population. Educational attainment is usually associated with income.

Nearly 18% of the Primary Trade Area's (PTA) over age 25 population had an associate's, bachelor's, master's or doctorate degree vs. a State of Texas average of over 28% vs. the U.S. national average of approximately 30%. The PTA's over age 25 population that had graduated from high school was nearly 35% vs. a State of Texas average of over 24% vs. the U.S. national average of over 28%. The aforementioned statistics are consistent with rural communities experiencing growth in their middle class employment base.

EDUCATION PROFILE CHART 3



EDUCATION PROFILE CHART 4



EDUCATION TABLE 7	PTA	1 MILE	3 MILES	5 MILES	10 MINUTES	21 MINUTES	11 MILES	38 MILES
College Graduate	17.5%	14.6%	14.6%	15.1%	14.8%	18.7%	17.6%	26.7%
Some College	22.6%	16.7%	18.7%	19.9%	19.0%	21.6%	22.5%	24.4%
High School Graduate	34.4%	33.8%	34.7%	35.2%	34.7%	32.5%	34.2%	27.7%
Less than High School	25.5%	34.8%	32.0%	29.8%	31.5%	27.2%	25.7%	21.3%

Chart 3 & 4 Education (Source: ESRI) Table 7 Education (Source: ESRI)



TRAFFIC COUNTS

Average daily traffic volume is an important measurement by which retailers evaluate potential sites. Generally speaking, higher traffic counts are more attractive to retailers as they are typically translated into greater retail sales potential. Nine (9) roadway locations within Bridgeport were selected for traffic counts, and a summary of these traffic counts are in the adjoining Table 8.

Not surprisingly, the highest traffic counts were located at the U.S. Highway 380/Overland Drive intersection and the U.S. Highway 380/State Highway 114 intersection (just east of intersection along Hwy 380). The State Highway 114 corridor from just south of downtown Bridgeport to the State Highway 114/Turkey Creek Trail intersection recorded the second highest traffic counts after U.S. Highway 380. In summary, these traffic counts illustrate that the U.S. Highway 380 retail corridor is by far the heaviest traveled roadway within Bridgeport and that this same corridor offers the best opportunity for new retail development.

TRAFFIC COUNTS TABLE 8			
LOCATION	INTERSECTION	24 HOUR COUNTS	SOURCE
Hwy 380	E of Overland Dr	24,804	Gram
Hwy 380	E of Hwy 114	23,170	Gram
13th Street	N of Cobb Ave	14,693	Gram
Hwy 101	N of Hwy 380	14,139	Gram
Hwy 114	S of Turkey Creek Trail	14,026	Gram
Hwy 114	S of Hwy 380	12,674	Gram
Hwy 380	W of Hwy 114	11,103	Gram
FM 920	W of Hwy 114	6,154	Gram
Halsell Ave	W of 13th St	2,792	Gram

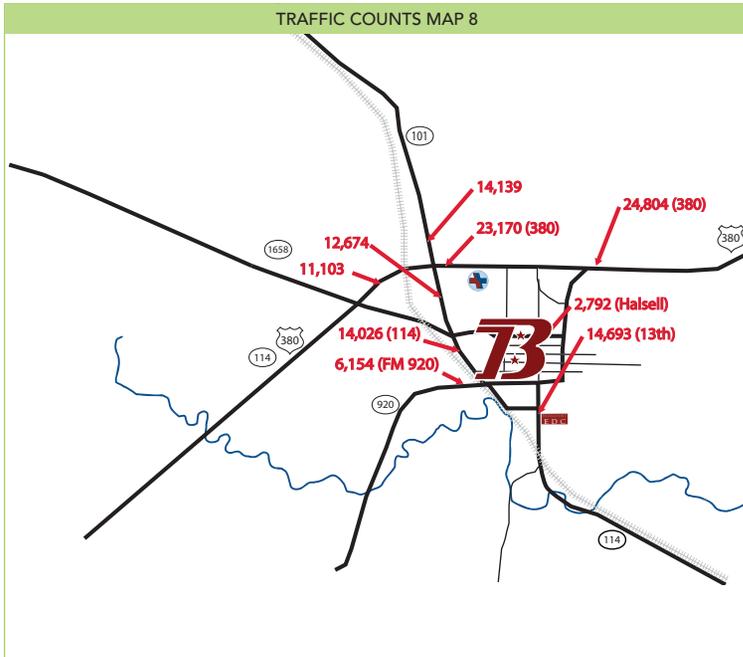


Table 8 Traffic Counts Map 8 Traffic Counts (Source: Gram)





MARKET POTENTIAL ANALYSIS BY CATEGORY

The following data is based upon Sales Potential and Consumer Spending Data within the Primary Trade Area (PTA). For reference, the Spending Potential Index is household based and represents the amount spent for a product or service relative to a national average of 100. Consumer spending data is derived from the Bureau of Labor Statistics with ESRI forecasts for 2010 and 2015 projections. Supply estimates are sales to consumers by establishment, and exclude business to business sales. Demand estimates reflect the expected amount spent by consumers at retail outlets. A positive value (+) represents "leakage" and negative values (-) reflect "over supply". Market Potential measures the relative likelihood of the households in the trade area to exhibit certain consumer behavior compared to the U.S. average. A MPI of 100 represents the U.S. average; a score above 100 is greater than national average; and, inversely, a score below 100 is less than the national average. Data for this section is provided by ESRI, MediaMark and InfoUSA.

House and Home Expenditures

The largest home expenditure is generally the mortgage, interest and taxes. In Bridgeport this is no different, as the residents within the Bridgeport PTA spend approximately 34% of their income on home expense. 79.6% of residents in the PTA own, or are purchasing their home. There are over 14,975 households within the PTA and they spend on average \$1,555.24 per year on maintenance and remodeling services, or \$23,298,000 collectively. The MPI for home improvement is 106. These figures are approximately 80% less than national average. The greatest household expenditure is housekeeping supplies (\$600), followed by child care (\$368), and lawn and garden (\$357).

Food Retail

The population within the PTA spends approximately \$6,288 per household on food away at home (grocery or take home), or \$94,177,591 as a total. The PTA spends \$2,611 on fast food and restaurants per household, or \$39,103,361. The PTA household has a greater likelihood of demand than the national average for eating at a steakhouse (MPI 103). Greater than average brand preference includes Cracker Barrel (MPI 126), Golden Corral (MPI 122), Olive Garden (MPI 109), Ruby Tuesday (MPI 112), and Ryan's (MPI 179). Fast food market potential is greater in the PTA than national average. The market potential for fast food greater than 13x per month is a Market Potential Index of 109. Greater than average brand preference for fast food includes Arby's, Captain D's, Checkers, Chick-fil-A, Church's, Dairy Queen, Hardee's, Pizza Hut, Sonic, Wendy's and Whataburger.

Medical Expenditures

One of the highest expenditures beyond the cost of housing in the PTA is for health care. The PTA spends on average over \$3,227 per household on medical related services. Total amount spent on health care is \$48,333,771. The largest items are for physician services (\$1,553), prescription drugs (\$460), and health insurance (\$1,673).

Recreation Expenditures

The average household in the PTA spends \$2,678 on entertainment and recreation, or \$40,110,032 total. The largest expenditure was for movies (\$110), followed by purchase of boats (\$288), and admission to sporting events (\$110).

Retail Market Potential

The Bridgeport PTA has a strong market potential for apparel. The Market Potential Index for men's (102), women's (101) and children apparel (102) were all greater than the national average. The Spending Potential Index is 121 with an average expenditure for apparel is \$113. Over 29% of the population has a cell phone/pda. 69% of the households have a computer and spent greater than the national average of \$500 – \$999 (MPI 108).

TRADE AREA DEMAND MATRIX

INDUSTRY GROUP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP	SURPLUS / LEAKAGE FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$330,326,065	\$292,374,462	\$37,951,603	6.1	346
Total Retail Trade (NAICS 44-45)	\$285,786,284	\$253,733,706	\$32,052,578	5.9	255
Total Food & Drink (NAICS 722)	\$44,539,781	\$38,640,756	\$5,899,025	7.1	91

INDUSTRY GROUP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP	SURPLUS / LEAKAGE FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers (NAICS 441)	\$72,607,104	\$82,126,935	-\$9,519,831	-6.2	47
Automobile Dealers (NAICS 4411)	\$63,424,599	\$77,779,324	-\$14,354,725	-10.2	22
Other Motor Vehicle Dealers (NAICS 4412)	\$5,915,656	\$2,251,913	\$3,663,743	44.9	11
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,266,849	\$2,095,698	\$1,171,151	21.8	14

Furniture & Home Furnishings Stores (NAICS 442)	\$7,982,452	\$2,504,213	\$5,478,239	52.2	17
Furniture Stores (NAICS 4421)	\$5,528,144	\$1,468,729	\$4,059,415	58.0	7
Home Furnishings Stores (NAICS 4422)	\$2,454,308	\$1,035,484	\$1,418,824	40.7	10

Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,326,063	\$816,177	\$4,509,886	73.4	12
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Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$11,685,378	\$9,023,440	\$2,661,938	12.9	24
Building Material and Supplies Dealers (NAICS 4441)	\$11,067,908	\$8,873,801	\$2,194,107	11.0	19
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$617,470	\$149,639	\$467,831	61.0	5

Food & Beverage Stores (NAICS 445)	\$37,518,565	\$17,967,138	\$19,551,427	35.2	23
Grocery Stores (NAICS 4451)	\$35,367,685	\$16,189,650	\$19,178,035	37.2	15
Specialty Food Stores (NAICS 4452)	\$785,613	\$350,242	\$435,371	38.3	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,365,267	\$1,427,246	-\$61,979	-2.2	4

Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,452,276	\$2,167,427	\$4,284,849	49.7	11
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Gasoline Stations (NAICS 447/NAICS 4471)	\$63,459,415	\$56,169,584	\$7,289,831	6.1	24
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Clothing and Clothing Accessories Stores (NAICS 448)	\$8,329,086	\$6,164,560	\$2,164,526	14.9	26
Clothing Stores (NAICS 4481)	\$6,887,147	\$4,900,001	\$1,987,146	16.9	17
Shoe Stores (NAICS 4482)	\$348,748	\$850,036	-\$501,288	-41.8	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,093,191	\$414,523	\$678,668	45.0	5

The following chart is a summary of the number of uses, market demand and sales potential and leakage factor from within the study area. (Source: ESRI)



INDUSTRY GROUP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP	SURPLUS / LEAKAGE FACTOR	NUMBER OF BUSINESSES
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,888,356	\$521,206	\$3,367,150	76.4	11
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,963,289	\$521,206	\$1,442,083	58.0	11
Book, Periodical, and Music Stores (NAICS 4512)	\$1,925,067	\$0	\$1,925,067	100.0	0
General Merchandise Stores (NAICS 452)	\$60,084,295	\$59,678,211	\$406,084	0.3	10
Department Stores Excluding Leased Depts. (NAICS 4521)	\$26,662,293	\$32,557,656	-\$5,895,363	-10.0	3
Other General Merchandise Stores (NAICS 4529)	\$33,422,002	\$27,120,555	\$6,301,447	10.4	7
Miscellaneous Store Retailers (NAICS 453)	\$5,043,159	\$16,404,061	-\$11,360,902	-53.0	48
Florists (NAICS 4531)	\$1,590,002	\$275,367	\$1,314,635	70.5	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,632,767	\$756,612	\$876,155	36.7	14
Used Merchandise Stores (NAICS 4533)	\$418,742	\$363,973	\$54,769	7.0	14
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,401,648	\$15,008,109	-\$13,606,461	-82.9	11
Nonstore Retailers (NAICS 454)	\$3,410,135	\$190,754	\$3,219,381	89.4	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,626,389	\$0	\$1,626,389	100.0	0
Vending Machine Operators (NAICS 4542)	\$90,632	\$93,813	-\$3,181	-1.7	1
Direct Selling Establishments (NAICS 4543)	\$1,693,114	\$96,941	\$1,596,173	89.2	1
Food Services & Drinking Places (NAICS 722)	\$44,539,781	\$38,640,756	\$5,899,025	7.1	91
Full-Service Restaurants (NAICS 7221)	\$24,071,410	\$18,994,488	\$5,076,922	11.8	60
Limited-Service Eating Places (NAICS 7222)	\$19,347,821	\$17,545,498	\$1,802,323	4.9	25
Special Food Services (NAICS 7223)	\$1,068,250	\$1,976,292	-\$908,042	-29.8	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$52,300	\$124,478	-\$72,178	-40.8	1

The following chart is a summary of the number of uses, market demand and sales potential and leakage factor from within the study area. (Source: ESRI)



LIFESTYLE SEGMENTATION/PSYCHOGRAPHIC ANALYSIS

The 72-segment Community Tapestry system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. The versatility of Community Tapestry provides several methods of dividing the 72 Neighborhood segments into summary groups for a broader view of U.S. neighborhoods. There are 15 summary groups that include traditional geo-demographic factors, including family status, affluence, age, family status, ethnicity, and degree of urbanization.

they also have a commensurately lower education level: a significant percent have less-than-high-school education levels. While an average-number of these 20- to 30-year-old are married-with-children, they have higher rates of residents who are single householders (either male or female) with children, especially younger children. All of these factors help explain the fact that Blue-Collar Starts supplement their less-than-\$30,000 incomes from production, transportation, construction, and building maintenance jobs with some level of public assistance income. They most likely enjoy fewer of life's comforts than many other Americas — and work harder for what they do own.

TOP TAPESTRY SEGMENTS (PRIMARY TRADE AREA) TABLE 10			
RANK	TAPESTRY SEGMENT	CATEGORY	HOUSEHOLDS
1	Stock in Trade	Living with Nature	25.3%
2	Blue Collar Starts	Urban Cliff Climbers	13.0%
3	Doublewides	Specialties	12.3%
4	Middle of the Road	Urban Cliff Climbers	10.9%
5	Country Villas	Living with Nature	9.1%
6	Fertile Acres	Working with Nature	8.6%
7	Nest Builders	Urban Cliff Dwellers	7.4%
8	Cornucopia	Living with Nature	5.1%
9	Gainfully employed	Urban Cliff Dwellers	4.5%
10	Pastoral Vistas	Living with Nature	3.7%

DOUBLEWIDES

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks. But they are not all so called "trailer trash." In fact, many people chose this lifestyle as a preference for several reasons, including mobility and low-cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high-\$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher-than average level of income from public-assistance, many others are hardworking Americans, with a higher-than-average representation in several manual-labor blue-collar occupations, including farming/fishing/forestry (nearly three-times-average), construction (75-percent-above-average), repair services (over-50-percent-above-average), transportation (50-percent-above-average), and production (nearly 50-percent-above-average). These occupations are a reflection of the residents' low educational achievements: There is an over-50-percent-average number of people with less-than high-school educations. However, 25-percent-above-average have high-school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married-couple households, but also have a nearly 50-percent higher-than-average number of single-fathers.

STOCK IN TRADE

Stock in Trade areas are home to the "salt of the earth" types — in other words, these rural segments are the most ordinary of all segments in the Living With Nature category. Thinking of an average rural dweller and you think of the many workers that are keeping America's farmers, factory workers, and construction backbone. They have a near-average level of married couples with an average level of children. They do, however, have a slightly above-average level of high school educated individuals. Other standout demographics are occupations: They rank over 50-percent-above-average in construction, repair services, and production. However, they weigh in at two-times-the-national-average for employment in farming, fishing, and forestry. These hard-working manual-laborers earn incomes in a median range from the high-\$30,000s to the \$40,000s. While some of them are self-employed, a well-below average percentage have income from investments/dividends. And they range from slightly below-average-to-average in receiving income from public assistance and supplemental security.

MIDDLE OF THE ROAD

If you're looking for higher-than-average earners in the nation's blue-collar occupations, you're in the right neighborhood. Middle of the Road areas are a cross-section of America's heartland, but in an urban setting. Middle of the Road sectors are one of two blue-collar segments within the Urban Cliff Climbers category. While lower-than-the national-average in white-collar workers, these areas have an above-average percent of people employed in construction, repair services, production, and transportation. These jobs give these married-with-children 20-to-30-year-olds an average annual income of between \$40,000 to \$50,000 — a relatively good income level, owing to a strong work ethic. And with their good incomes, they can probably be found playing as hard as they work.

BLUE COLLAR STARTS

The residents in Blue-Collar Starts neighborhoods struggle financially the most among their Urban Cliff Climbers brethren. They not only support themselves in blue-collar positions,

COUNTRY VILLAS

If you're single and looking for a partner, don't drive out to Country Villas rural neighborhoods: They are overridingly home to married couples. These residents share demographics

Table 10 Top Tapestry Segments (Source: STI Popstats)



that make them perfect partners in living the good life in the country. Residents in these Living With Nature areas are predominately in their 30s, college-educated, employed in white-collar management and other professions, rather than the more common blue-collar rural occupations. What's more, Country Villas' residents are members of one of the highest-income levels in rural environs — the \$70,000s and \$80,000s. With all of this going for them, living must really be good in their sparsely populated areas. But that's not all of their advantages: Country Villas also rank high in entrepreneurs earning self-employment income (50-percent-higher-than-average) and smart investors earning nearly the same level of interest/dividend income. These good income levels are helping to support a slightly above-average number of children, especially ages six to 17.

FERTILE ACRES

Fertile Acres are most likely home to many farmers working the land — and doing it well, based on their basic statistics. These rural Working With Nature areas show nearly two-times-the-average level of people in the farming/fishing/forestry occupational category. Combine that with a 50-percent-above-average level of income generated from self-employment and a median salary range in the \$50,000s and \$60,000s, and you've got yourself a group of hardworking country folks who are living very comfortably out in the country. These land fillers are predominately married, but tend to have fewer children than average. This could speak to the fact that the residents in these areas are starting to age: They have a 25-percent-above-average level of 65-plus-year-olds. This correlates to a similar ranking in retirement/social security income. But they don't just labor for their daily bread, these areas also rank about 25-percent-above-average in interest income. While there is some level of college education among these residents, they are more likely to have high school degrees.

NEST BUILDERS

Nest Builders are a fairly average bunch of 30-year-old Americas. In fact, their most notable feature is their very average-ness. They are home to traditional families with children of all ages. These Urban Cliff Dwellers as a group have high-school degrees, with some smattering of college education. They earn their money by working at traditional middle-class, white-collar jobs, such as repair services, production, transportation, construction, and office administration. These occupations pay their incomes, which are in the \$30,000s to \$40,000s. It's easy to assume that the advertising campaigns of many of today's nationally retailers are aimed at this Jack-and-Jane-average demographic.

CORNUCOPIA

Like the patchwork of freshly plowed fields, rows of crops, and seas of wheat blowing in the wind that you might see out the window of a plane as you fly over a typical rural area in America, the Cornucopias are a patchwork of rural communities that don't fit into any of the other segments. This group of Living With Nature segments is young; the residents range from 20-somethings to the low-30s. This group of mixed demographics are primarily

married-with-children, but they have even more children than the other segments. They have the least-educated demographic in this segment, with close to 50-percent-higher-than-average without even high-school degrees. These segments are home to a well-above-average number of self-employed individuals, and a similarly high-level of people seeking public assistance. They are not easily pegged on income levels, since the median household income is too broad to classify without misleading market researchers. However, the Cornucopia segments are a pretty solidly blue-collar bunch, working in areas such as construction, repair services, production, and transportation. But while they rank at or near 50-percent-above-average in these jobs, they rank at a spectacular four-times-the national-average in the category of farming, fishing, and forestry.

GAINFULLY EMPLOYED

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an aboveaverage number of 65-plus-year-olds. This fact speaks to their slightly-less-than-average percent of children in their largely two-couple families. This fact also gives these areas a nearly-dead-on-average income from wages and salaries, as well as a somewhat higher-than-average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

PASTORAL VISTAS

Pastoral Vistas neighborhoods rank at just over-50-percent-higher-than-average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self-employment income. If you put two-and-two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down. Other above-average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue-collar. The residents rank in at 25-percent-above-average in high-school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above-average in the married couple category and in children above six and under 17.



RETAIL SUMMARY



EXISTING RETAIL USES AND CATEGORIES

In an effort to better understand the retail potential of the Primary Trade Area (PTA), Catalyst completed a comprehensive market wide study of the existing retailers within Bridgeport. Data is compiled in the Catalyst Merchant Matrix (see Appendix 1), and included the use by category and location. Further analysis of the Catalyst Merchant Matrix allows for deeper insight into the distribution of uses of the retail market within the PTA of Bridgeport. The results paint the picture of the retail categories which exist and are oversaturated, under supplied or void of representation. This data is useful in developing a clearer understanding of what types of retail are existing in the market, as well as, what types of retail are missing in the market for one reason or another. From the data compiled, Catalyst can begin to formulate a game plan as to which retail categories should be considered further. Categories which already have optimal market penetration and those which appear to be oversaturated should be evaluated further to determine if these uses should be eliminated from consideration. Void or underrepresented categories are evaluated based upon factors such as alignment with the vision of the City, co-tenancy, demand/leakage analysis and demographic and psychographic profiles within the study area.

There were 119 retailers identified within the City of Bridgeport.

CATEGORY TABLE 11	COUNT
Apparel - Discount - 448140	1
Apparel Retail - 448110	5
Automotive Retailer - 4413	2
Automotive Service - 447190	1
Bank - 522110	4
Candy - 445292	3
Consumer Electronics Retail - 443112	1
Convenience Store - 445120	6
Dollar/Variety Stores - 452990	2
Dry Cleaning/Laundry - 812320 - 812310	5
Florist - 453110	3
General Merchandise Stores - 452910	1
Grocery - 445110	4
Hair Cutter/Salon - 812112	11
Hardware/Home Improvement - 444130 - 444110	2
Health & Beauty Care Locations - 453998	1
Health Clubs/Gyms - 713940	3
Home Furnishings - 442210 - 442291	3
Hotel - 721110	4
Houseware/Giftware - 442299	2
Insurance - 524210	4

Jewelry - 448310	1
Liquor stores - 445310	3
Major Appliances - 443111	1
Massage - 812199	1
Medical - 621111 - 621112 - 621493	2
Medical - Chiropractor - 621310	1
Medical - Other - 621111	1
Nail Salon - 812113	3
Nursery - 111411 - 111412 - 444220	1
Other	3
Pet Store - 453910	1
Pharmacy - 446110	1
Pharmacy - 446111	1
Photofinishing/Portrait Studios - 812921 - 541921	1
Rental Centers - 532310	2
Restaurant - American - 722110	3
Restaurant - Bar/Nightclub - 722410	1
Restaurant - Barbecue - 722110 - 72211	1
Restaurant - Burgers - 722110	1
Restaurant - Chinese - 722110	1
Restaurant - Coffee - 722211	1
Restaurant - Dessert - 722110	2
Restaurant - Diner - 722110	2
Restaurant - Italian - 722110	1
Restaurant - Limited Service & Fast food - Burger - 722211	3
Restaurant - Limited Service & Fast food - Chicken - 722211	1
Restaurant - Limited Service & Fast food - Mexican - 722211	1
Restaurant - Limited Service & Fast food - Other - 722211	1
Restaurant - Mexican - 722110	2
Restaurant - Sandwich/Deli - 722110 - 722111	1
Restaurant - Wings - 722110	1
Shoe Store - 448210	1
Tanning - 812199	1
Tax and Investment Services - 541213 - 523930	2
Tobacco - 453991	1
Wireless Store - 443112	1
Wireless Store - 443112	1
GRAND TOTAL	120

Table 11 Retail Uses (Source: Catalyst)

COMPETITIVE ANALYSIS

Retailers will be looking at Bridgeport as a destination and semi-rural/regional draw based upon: 1) U.S. Highway 380's high traffic counts and dominant retail corridor for the area; 2) there is ample undeveloped land within the U.S. Highway 380 corridor for new retail development; 3) the large Primary Trade Area's (PTA) middle class population and the daytime employment population; 4) Bridgeport's delineated trade area is separate from nearby Decatur's trade area; 5) pent up retail demand of Bridgeport and its lack of traffic congestion. The following five (5) paragraphs will describe in more detail the above characteristics.

U.S. Highway 380 is the dominant transportation corridor and growth engine for Bridgeport, and is capable of carrying a much higher amount of traffic volume before local traffic congestion becomes a concern. Also, U.S. Highway 380 is easily accessible from State Highway 114 and all other nearby highways throughout the PTA, so the existing roadway system is adequate to accommodate growth. Retailers will be looking at Bridgeport to service the retail needs of not only the delineated PTA, but of also the many more rural communities located to the west towards Jacksboro, TX, and to the north toward Bowie, TX.

There exists ample parcels of undeveloped land located along and within the U.S. Highway 380 corridor for new retail development. Specifically, it is anticipated that new retail development will be focused near the new Brookshire's grocery store, and possibly near the McDonald's on the existing undeveloped pad sites.

Bridgeport's PTA population and daytime population are characterized as homogeneous working middle class with young families. Bridgeport will continue to experience residential growth due to its proximity to the Dallas-Fort Worth Metroplex, nearby Lake Bridgeport, the sustained growth of the energy industry, and the City's economic development initiatives. Additional and new retail establishments are needed to fulfill the retail needs of this identified and underserved population.

The City of Bridgeport is prepared and is encouraging retail development along the US Highway 380 corridor and the redevelopment of Downtown Bridgeport. Planning has laid the groundwork for the creation of attractive, user-friendly, destination retail centers. These steps have been taken to avoid inefficient platting, and the resulting traffic congestion, which has occurred in the Decatur (FM Highway 51) area. The sites available in Bridgeport provide developers with an opportunity to create an improved consumer experience and retail destination.

The City of Decatur, Texas, is located approximately nine (9) miles to the east of Bridgeport via U.S. Highway 380. Decatur is the County Seat for Wise County, and has been the dominant retail hub for the region for the past several years. However, new retail development within Decatur is limited by the lack of suitable land due to historical development patterns and

local land topography. Due to these development issues new retail opportunities within Decatur may be more difficult in the future which is an advantage for the City of Bridgeport. This Retail Merchandising Plan has delineated Bridgeport's primary trade area (PTA) and highlights Bridgeport as its own semi-regional retail hub. The City of Bridgeport's new retail development advantages include: plenty of retail pad sites and/or parcels available for immediate development; an existing successful retail traffic corridor along U.S. Highway 380; no traffic congestion; the intersection of two major highway (U.S. Hwy 380 & State Hwy 114) and their respective transportation corridors; a large existing daytime population; and, a large PTA.

Finally, the Bridgeport PTA's consumers are demanding new and expanded retail services. The success of the new Brookshire's Grocery store proves the market potential when quality retailers establish a presence to serve the Bridgeport Trade Area's pent up demand.





MERCHANT MATRIX

presented to:



September 2011

EXISTING RETAIL USES AND CATEGORIES

Apparel - Discount - 448140	
Rita's Resale	1
Apparel Retail - 448110	
Ink And Stich T Shirts	1
Jearenes Cottage Clothing	1
Chuck Nichols Work Clothing And Boots	1
Hope Chest	1
Bridgeport Silk Screenings	1
Automotive Retailer - 4413	
A To Z Auto Parts	1
Bridgeport Automotive Supply	1
Automotive Service - 447190	
Car Wash	1
Bank - 522110	
The Community Bank	1
First Financial Bank	1
First State Bank	1
Citibank	1
Candy - 445292	
That Something Sweet Candy Shop	1
Brown's Points Candy	1
Hand In Cookie Jar Candy	1
Consumer Electronics Retail - 443112	
Radio Shack	1
Convenience Store - 445120	
Valero Energy Corporation	1
Letty's C Store	1
Allsup's Convenience Stores Inc.	1
Bridgeport Truck Stop - Exxon	1
Dry Creek C-Store	1
West Side Grocery C-Store	1
Dollar/Variety Stores - 452990	
Dollar General Corporation	1
Family Dollar Stores Inc.	1
Dry Cleaning/Laundry - 812320 - 812310	
Radioshack Corporation	1

Rainbow Cleaners	1
Bridgeport Cleaners	1
Bridgeport Laundromat	1
Ray's Wash & Dry Laundromat	1
Florist - 453110	
Sarah Jane's Flower Shop	1
Classic Florist	1
Always Unique Florist	1
General Merchandise Stores - 452910	
Fred's Dollar Store	1
Grocery - 445110	
Brookshire Grocery Store (Brookshires, Super 1 Stores)	1
IGA Grocery	1
Mas Meat Market	1
Diamond Grocery IGA	1
Hair Cutter/Salon - 812112	
Brown's Barber Shop	1
Sassy Shelly's/Dennis' Hair Design	1
Wagging Tails Pet Salon	1
Salon Euphoria	1
A Touch Of Beauty Salon	1
Cut N Inn Hair Salon	1
New Image Hair Salon	1
Ray And Company Salon	1
Rock N Roll Mama & Little Cuties Salon	1
Sylin Hair Salon	1
The Hair Shop	1
Hardware/Home Improvement - 444130 - 444110	
Bridgeport Building Center	1
Elliot Electrical Supply	1
Health & Beauty Care Locations - 453998	
Skin & Body Works	1
Health Clubs/Gyms - 713940	
Body Fitnus	1
North Texas Karate	1
Edge Fitness	1



Home Furnishings - 442210 - 442291	
T & L Antiques	1
Bright Ideas Lighting	1
Furniture Supercenter	1
Hotel - 721110	
Comfort Inn	1
La Quinta Inn	1
Best Western International	1
Greystone Inn	1
Houseware/Giftware - 442299	
Giselle's Little Shop	1
Maria's Gifts & Flowers	1
Insurance - 524210	
Farmer's Insurance	1
State Farm Insurance	1
Farm Bureau Insurance	1
Meyers Insurance	1
Jewelry - 448310	
Bridgeport Gold & Silver	1
Liquor Stores - 445310	
Bridgeport Discount Liquors	1
Moonshine Liquors	1
Wise Liquors	1
Major Appliances - 443111	
Ken's Appliances	1
Massage - 812199	
Twanna's Massage	1
Medical - 621111 - 621112 - 621493	
Integra Care Home Health	1
Clinical Care Assoc	1
Medical - Chiropractor - 621310	
Trinity Chiropractic	1
Medical - Other - 621111	
Body Therapy By Jackson	1
Nail Salon - 812113	
Lucky Nails	1
Salon 4316 Nails	1

Unique Nails	1
Nursery - 111411 - 111412 - 444220	
All Wise Garden Center	1
Other	
Country Woodcraft	1
Bridgeport Pump And Supply	1
Protocol Feed	1
Pet Store - 453910	
Bridgeport Feed Store	1
Pharmacy - 446110	
Gail's Pharmacy	1
Pharmacy - 446111	
Valu-Rite Pharmacy	1
Photofinishing/Portrait Studios - 812921 - 541921	
Wise Photography	1
Rental Centers - 532310	
Rental Zone Equipment Rental	1
Aaron Rents & Sales Furniture	1
Restaurant - American - 722110	
Yesterday's Rest	1
Steven's Street Grill	1
Gail's Cafe	1
Restaurant - Bar/Nightclub - 722410	
Red's Take Five Bar	1
Restaurant - Barbecue - 722110 - 72211	
Raymon'd BBQ	1
Restaurant - Burgers - 722110	
Rock City Burgers	1
Restaurant - Chinese - 722110	
Chopsticks Rest	1
Restaurant - Coffee - 722211	
Terra Cotta Coffee House & Deli & Gifts	1
Restaurant - Dessert - 722110	
Bridgeport Donuts	1
Southern Maid Donuts	1
Restaurant - Diner - 722110	
Brand's Country Kitchen	1



Catering By Sagebrush Café	1
Restaurant - Italian - 722110	
Prontos Italian Restaurant	1
Restaurant - Limited Service & Fast Food - Burger - 722211	
McDonald's Corporation	1
Dairy Queen	1
Sonic	1
Restaurant - Limited Service & Fast Food - Chicken - 722211	
Chicken Express	1
Restaurant - Limited Service & Fast Food - Mexican - 722211	
Taco Mayo Restaurant	1
Restaurant - Limited Service & Fast Food - Other - 722211	
Yum! Brands, Inc.(Kfc, Taco Bell, Pizza Hut, Long John Silvers, A&W, Wingstreet)	1
Restaurant - Mexican - 722110	
Dos Chilis Restaurant	1
Casilla's Mex Restaurant	1
Restaurant - Sandwich/Deli - 722110 - 722111	
Subway Real Estate Corp (Subway)	1
Restaurant - Wings - 722110	
Yum! Brands, Inc.(Kfc, Taco Bell, Pizza Hut, Long John Silvers, A&W, Wingstreet)	1
Shoe Store - 448210	
Boat & Shoe Repairs	1
Tanning - 812199	
Zoo Lou's Tanning	1
Tax And Investment Services - 541213 - 523930	
Fred Ray Tax	1
H&R Block	1
Tobacco - 453991	
Smoke Plus	1
Wireless Store - 443112	
AT&T	1
GRAND TOTAL	120





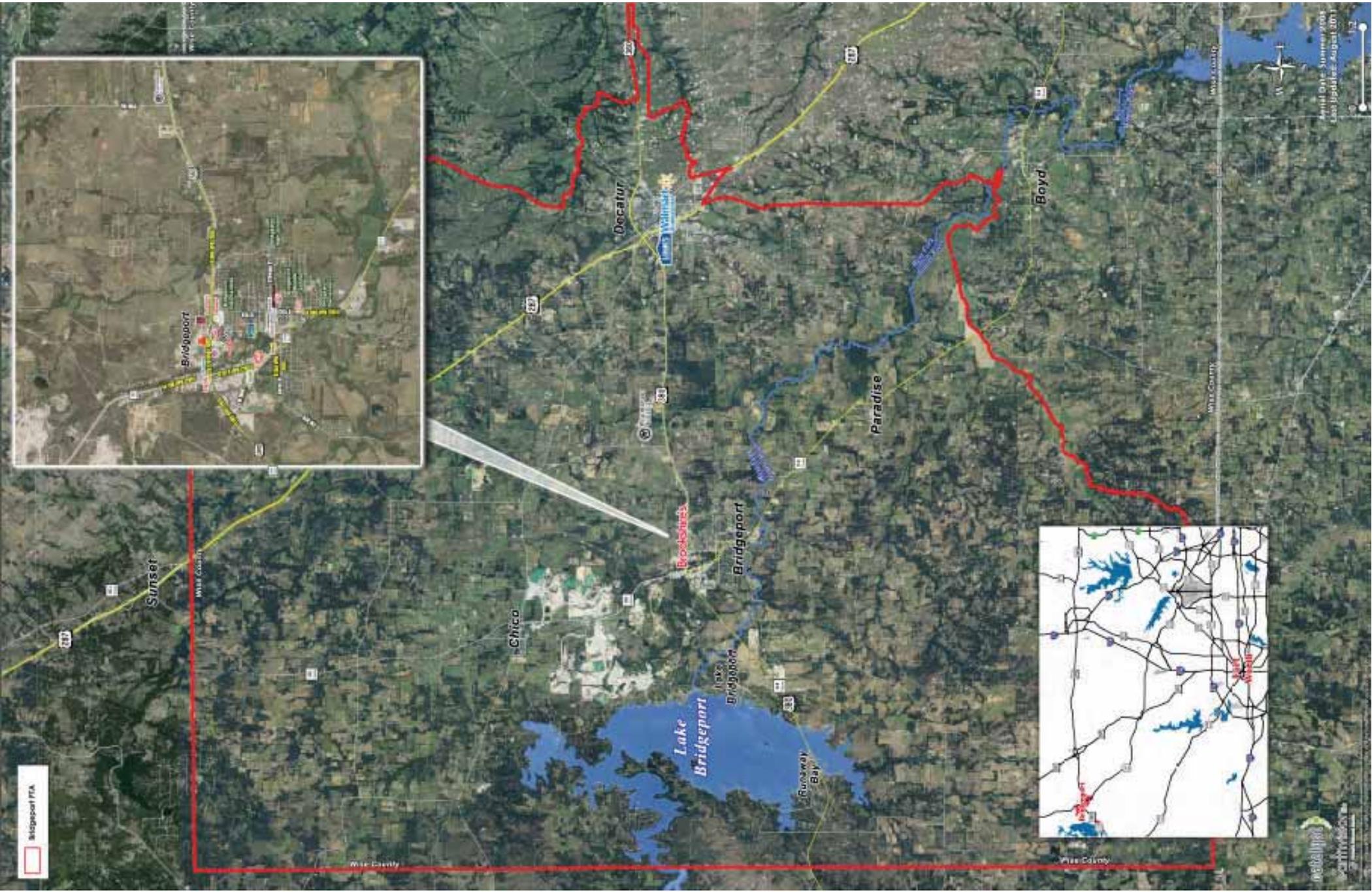
AERIAL MAP

presented to:



September 2011

Bridgeport FTA





TRADE AREA MAP

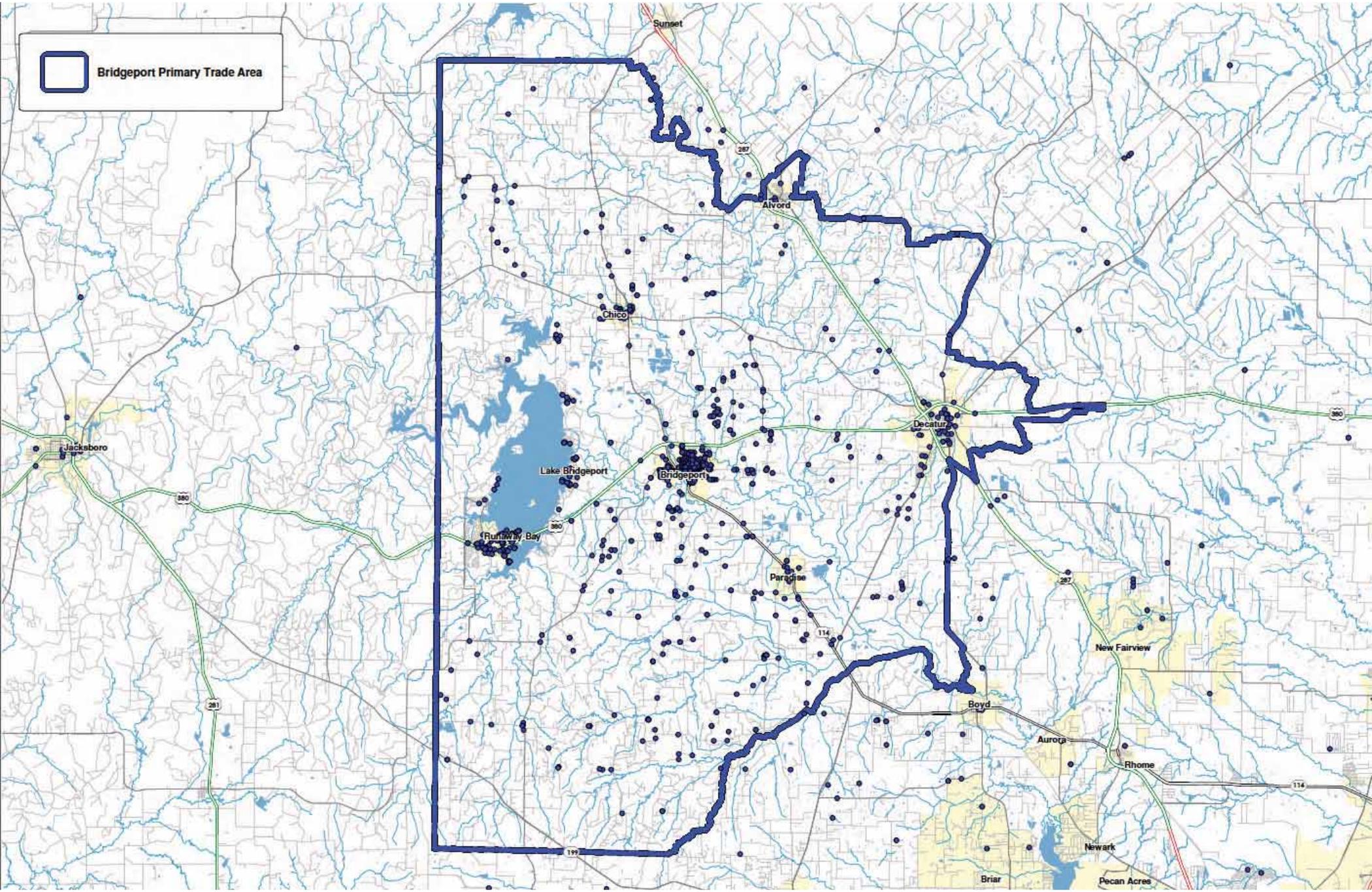
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September 2011



Bridgeport Primary Trade Area





DRIVE TIME &
CONCENTRIC RING MAP

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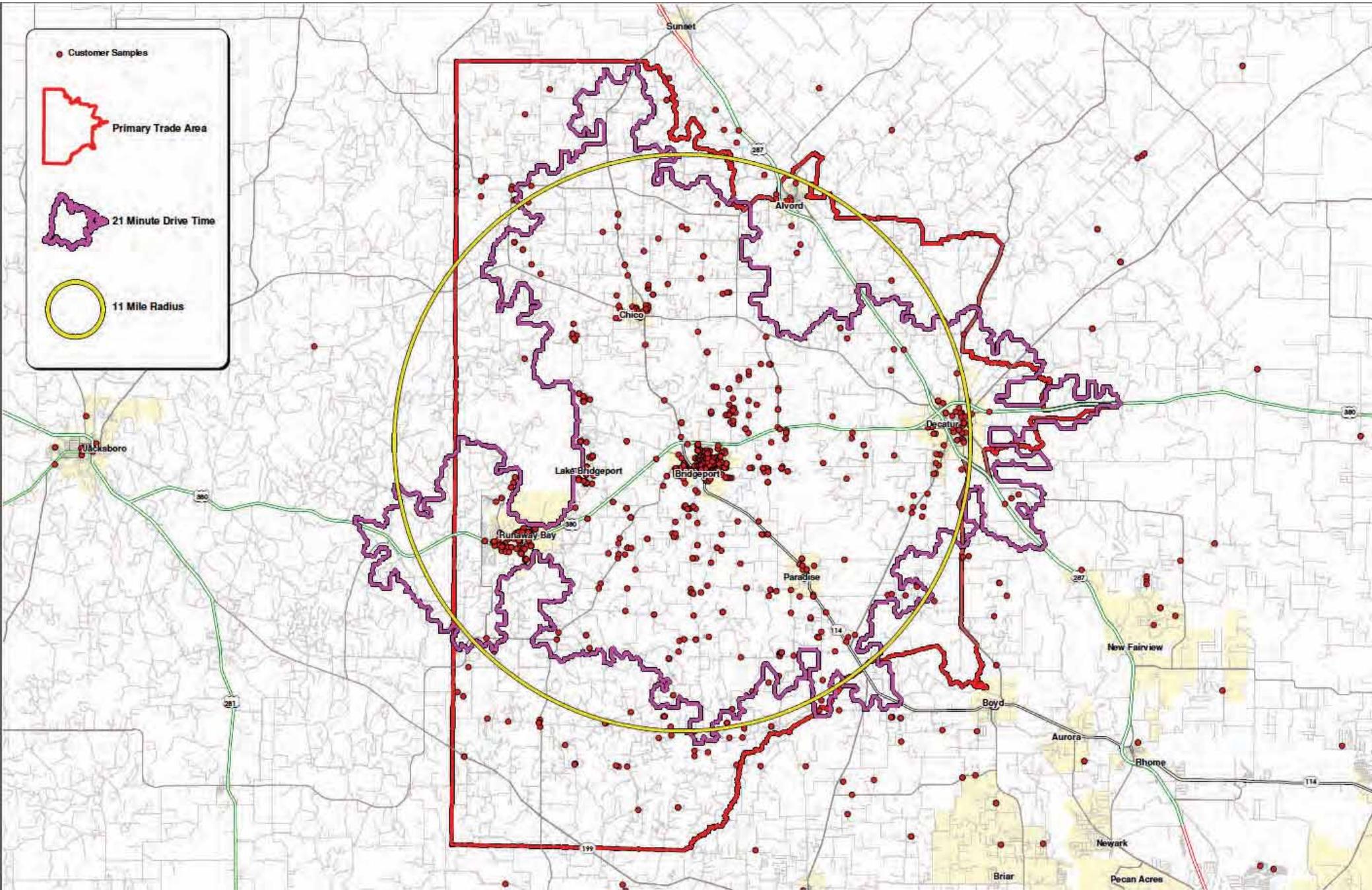
September 2011

● Customer Samples

Primary Trade Area

21 Minute Drive Time

11 Mile Radius



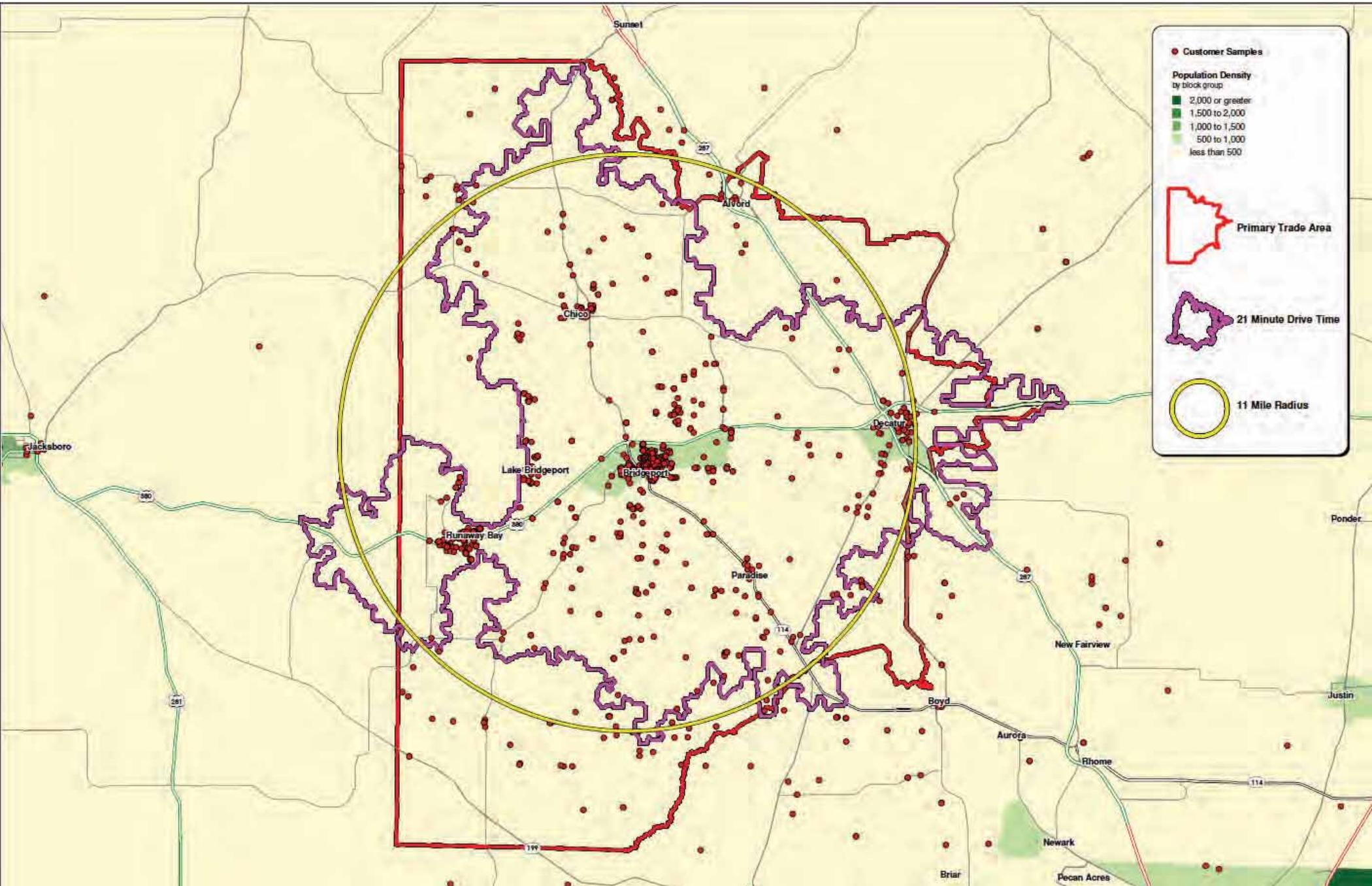


POPULATION MAP

presented to:



September 2011



- Customer Samples

Population Density by block group

- 2,000 or greater
- 1,500 to 2,000
- 1,000 to 1,500
- 500 to 1,000
- less than 500

- ▭ Primary Trade Area
- ▭ 21 Minute Drive Time
- 11 Mile Radius

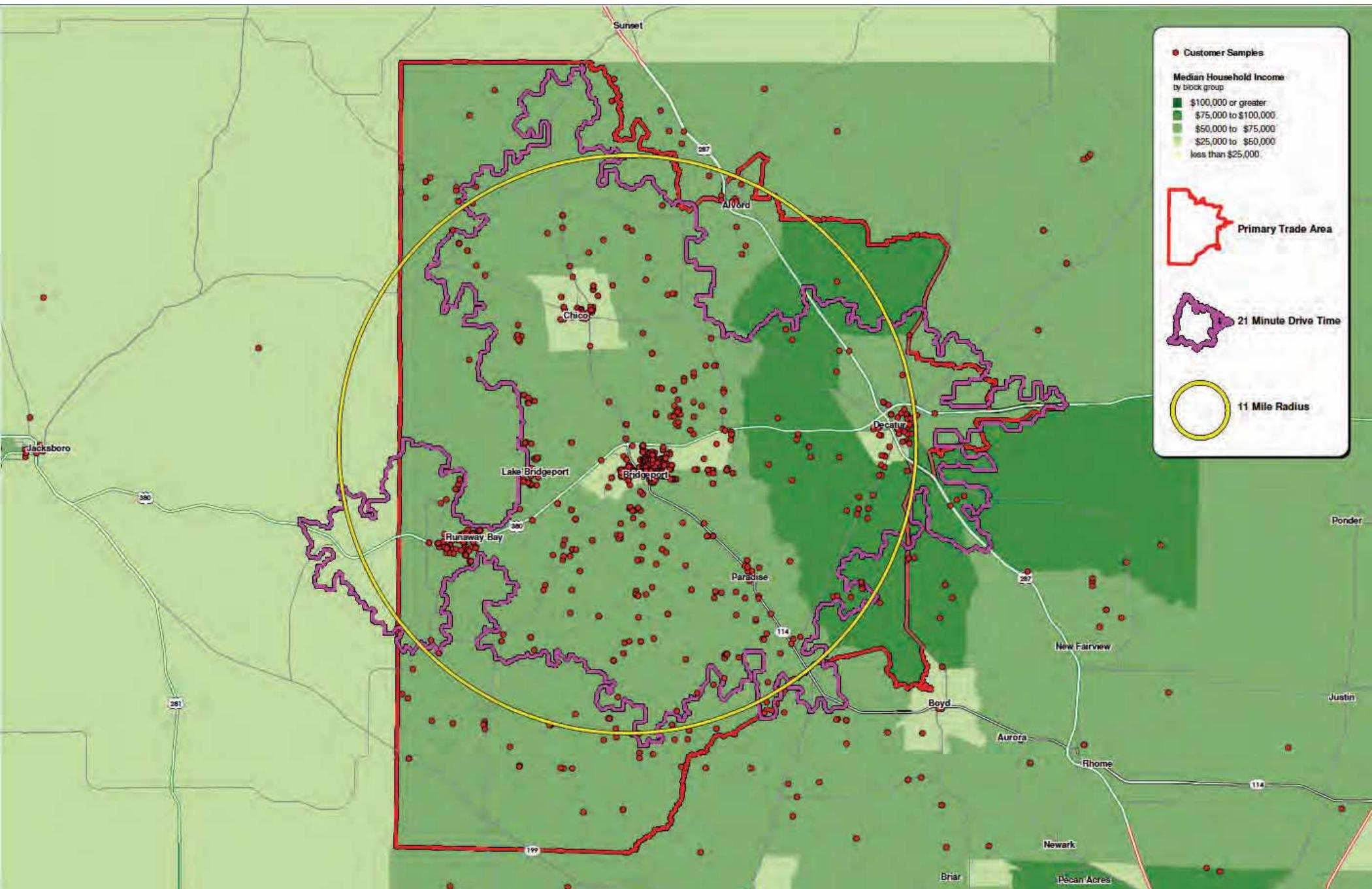


MEDIAN INCOME MAP

presented to:



September 2011



● Customer Samples

Median Household Income by block group

- \$100,000 or greater
- \$75,000 to \$100,000
- \$50,000 to \$75,000
- \$25,000 to \$50,000
- less than \$25,000

▭ Primary Trade Area

▭ 21 Minute Drive Time

○ 11 Mile Radius

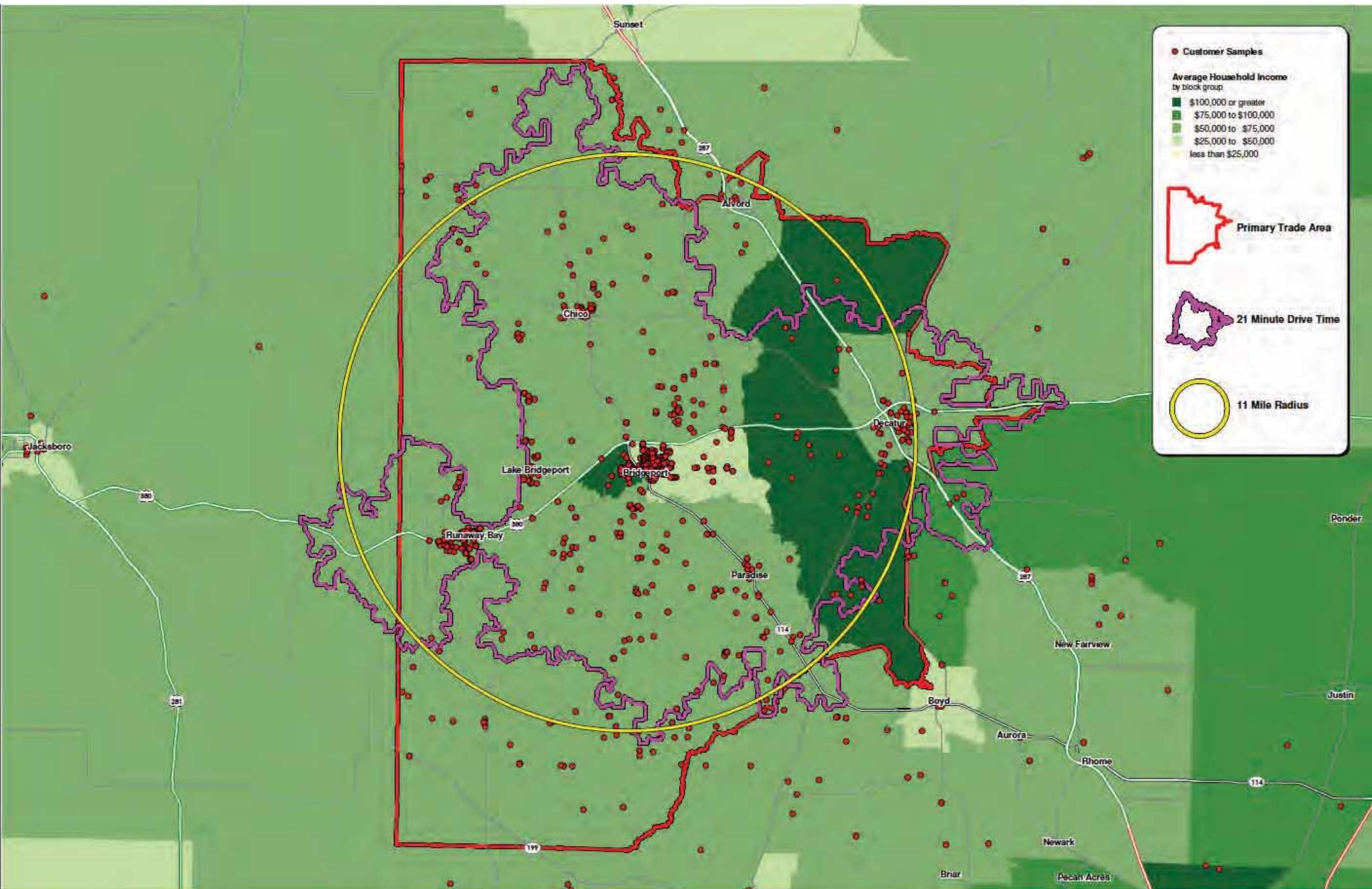


AVERAGE INCOME MAP

presented to:



September 2011



- Customer Samples

Average Household income by block group

- \$100,000 or greater
- \$75,000 to \$100,000
- \$50,000 to \$75,000
- \$25,000 to \$50,000
- less than \$25,000

▭ Primary Trade Area

▭ 21 Minute Drive Time

○ 11 Mile Radius

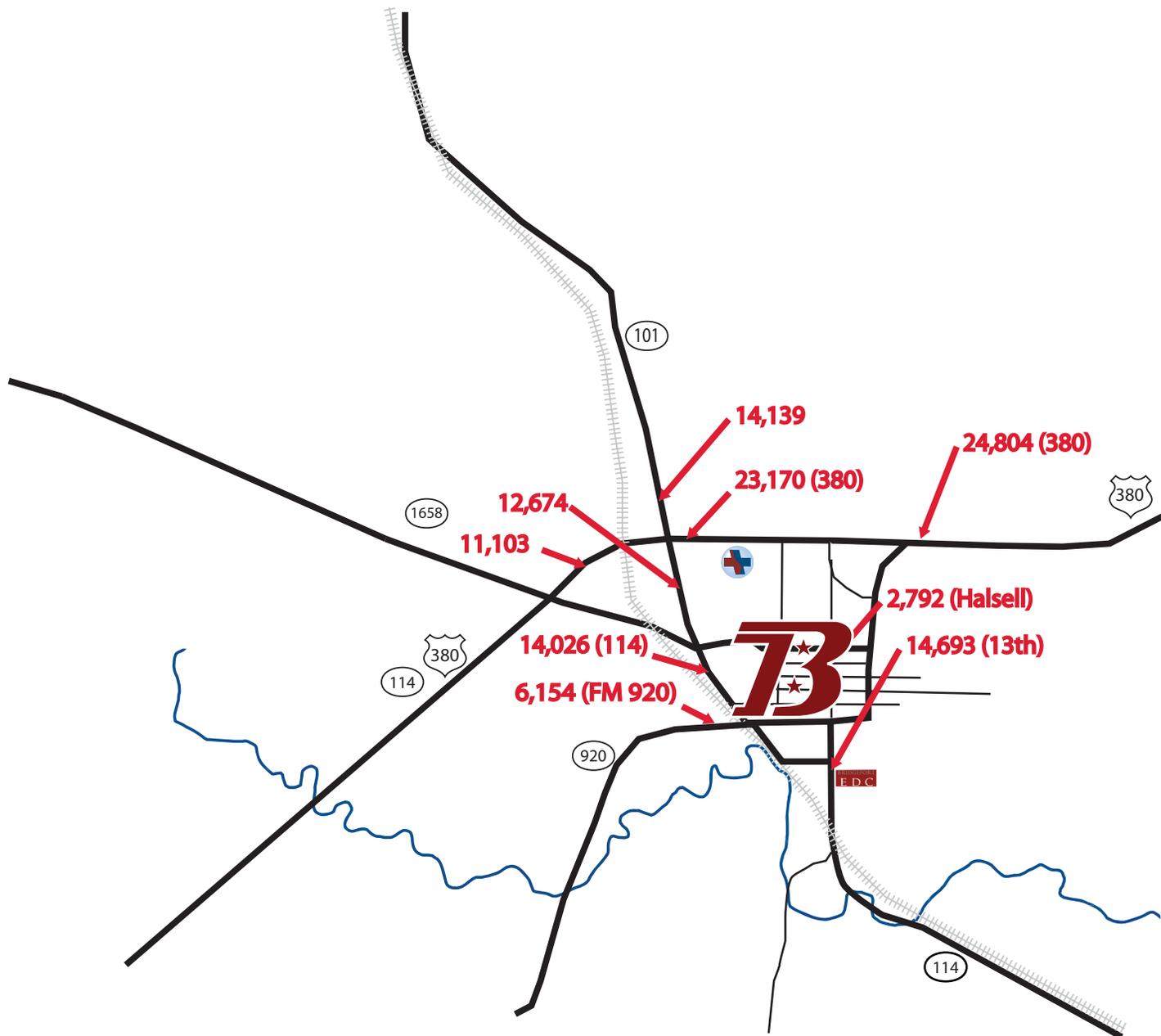


TRAFFIC COUNT MAP

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September 2011





CITY MAPS

presented to:



September 2011

Future Land Use Plan

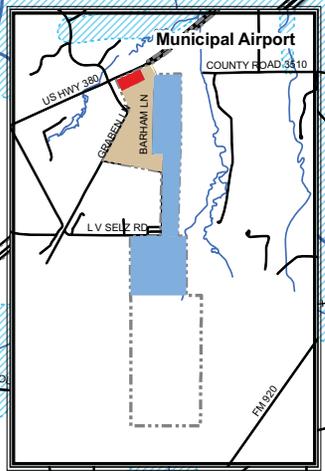
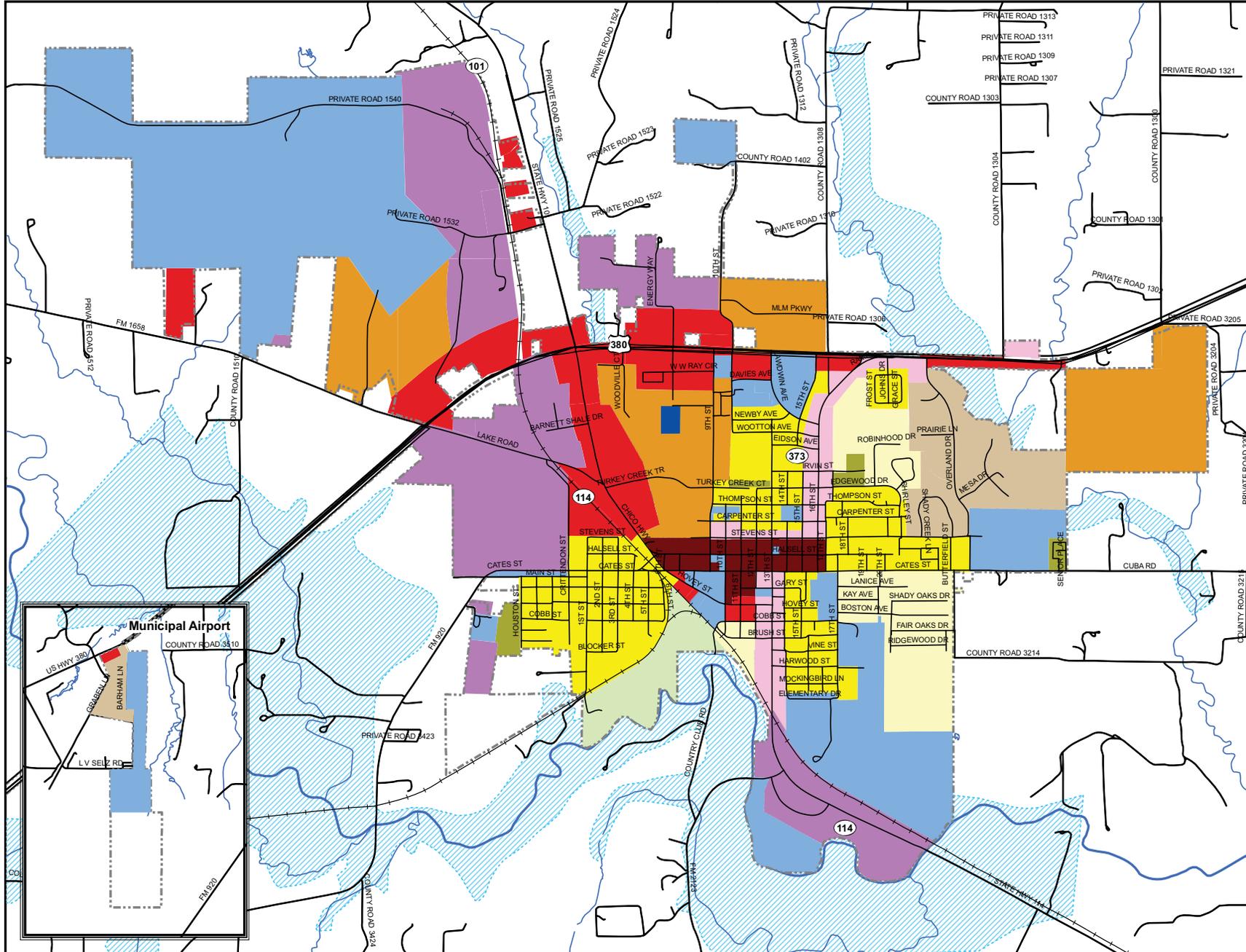
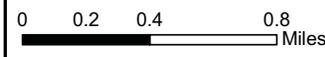
- LEGEND**
- Agricultural
 - Commercial
 - Downtown Mixed Use
 - High Density Residential
 - Hospital/Medical Center
 - Industrial
 - Low Density Residential
 - Medium Density Residential
 - Mixed Use
 - Office/Retail
 - Public Facilities/Parks & Open Space*
 - Rural Residential
 - City Limit
 - West Fork Trinity River
 - Streams
 - Floodplain

* This category is not considered a Future Land Use classification but is for informational purposes only.

A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

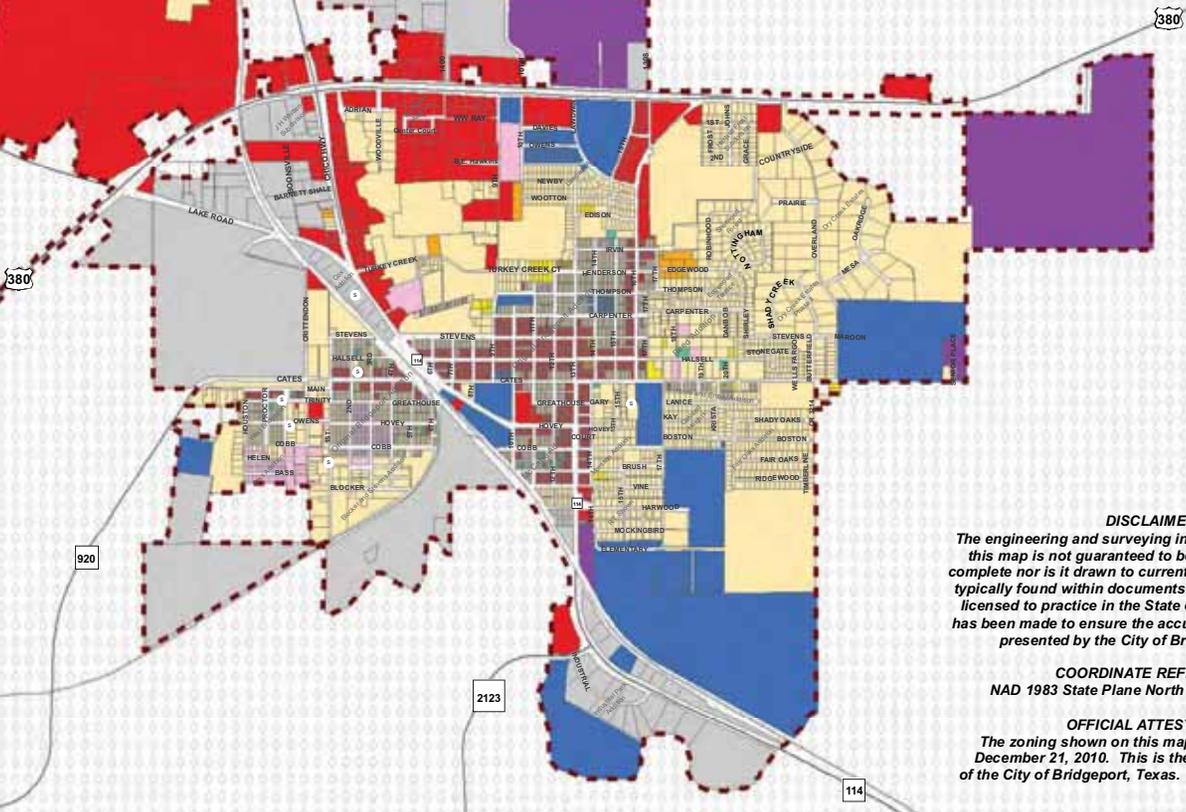
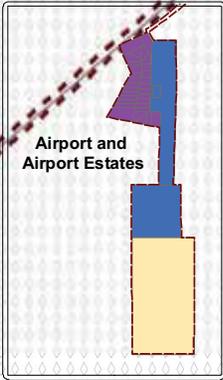


April 2010
 NAD 83 State Plane Texas North Central



City of Bridgeport, Texas Zoning Map

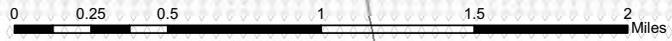
- Residential (R1)
- Residential (R2)
- Residential (R3)
- Commercial (C)
- Industrial (I)
- Planned Development (PD)
- Manufactured Home Park (MHP)
- Manufactured Home (MH)
- Public/Semi-Public (Zoning Exempt)
- S - Specific Use Permit



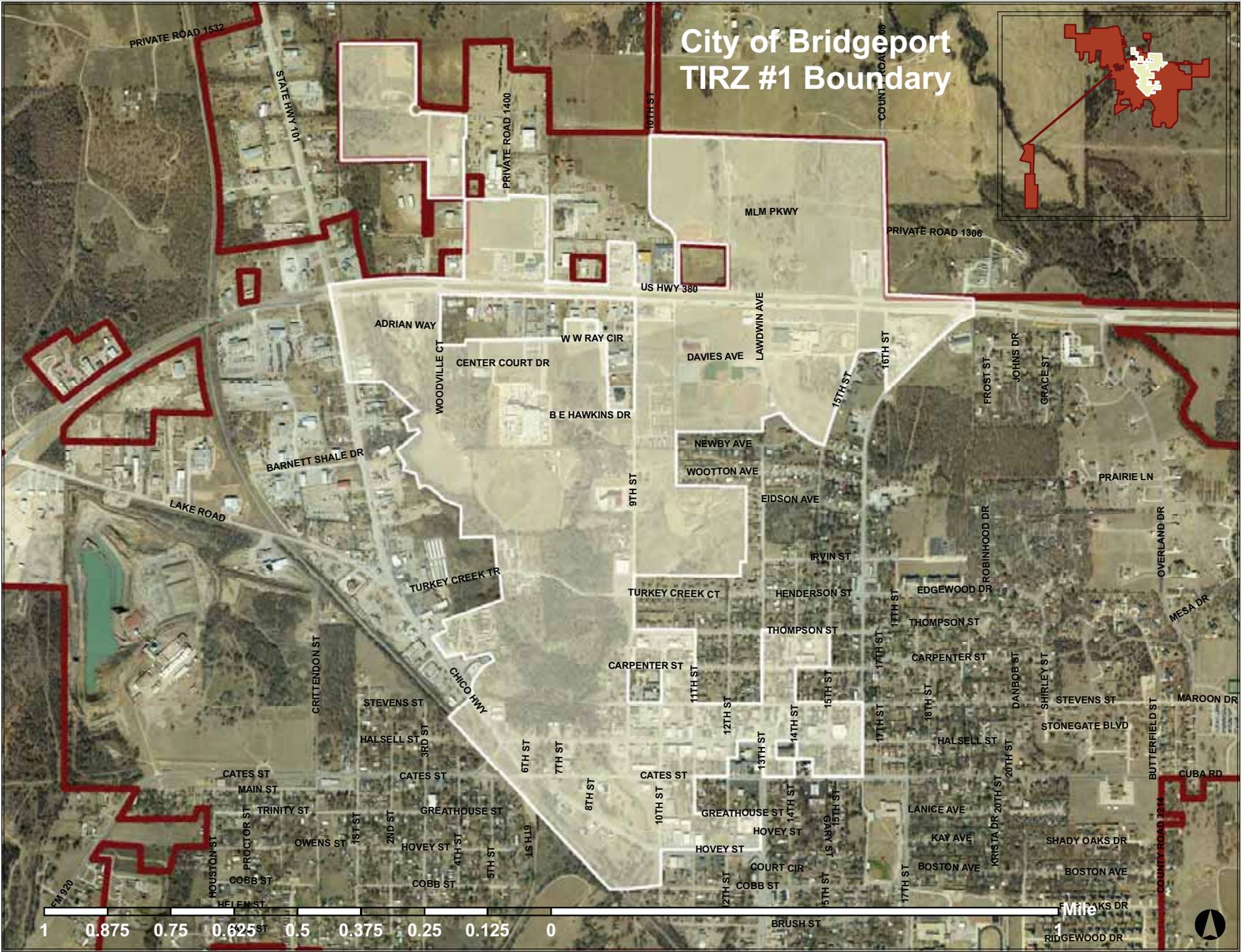
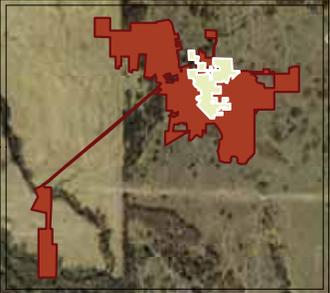
DISCLAIMER
 The engineering and surveying information depicted on this map is not guaranteed to be accurate, correct or complete nor is it drawn to current engineering standards typically found within documents prepared by surveyors licensed to practice in the State of Texas. Every effort has been made to ensure the accuracy of the information presented by the City of Bridgeport, Texas.

COORDINATE REFERENCE
 NAD 1983 State Plane North Central FIPS 4202

OFFICIAL ATTESTATION
 The zoning shown on this map was current as of December 21, 2010. This is the official zoning map of the City of Bridgeport, Texas. Official Copy attested.



City of Bridgeport TIRZ #1 Boundary

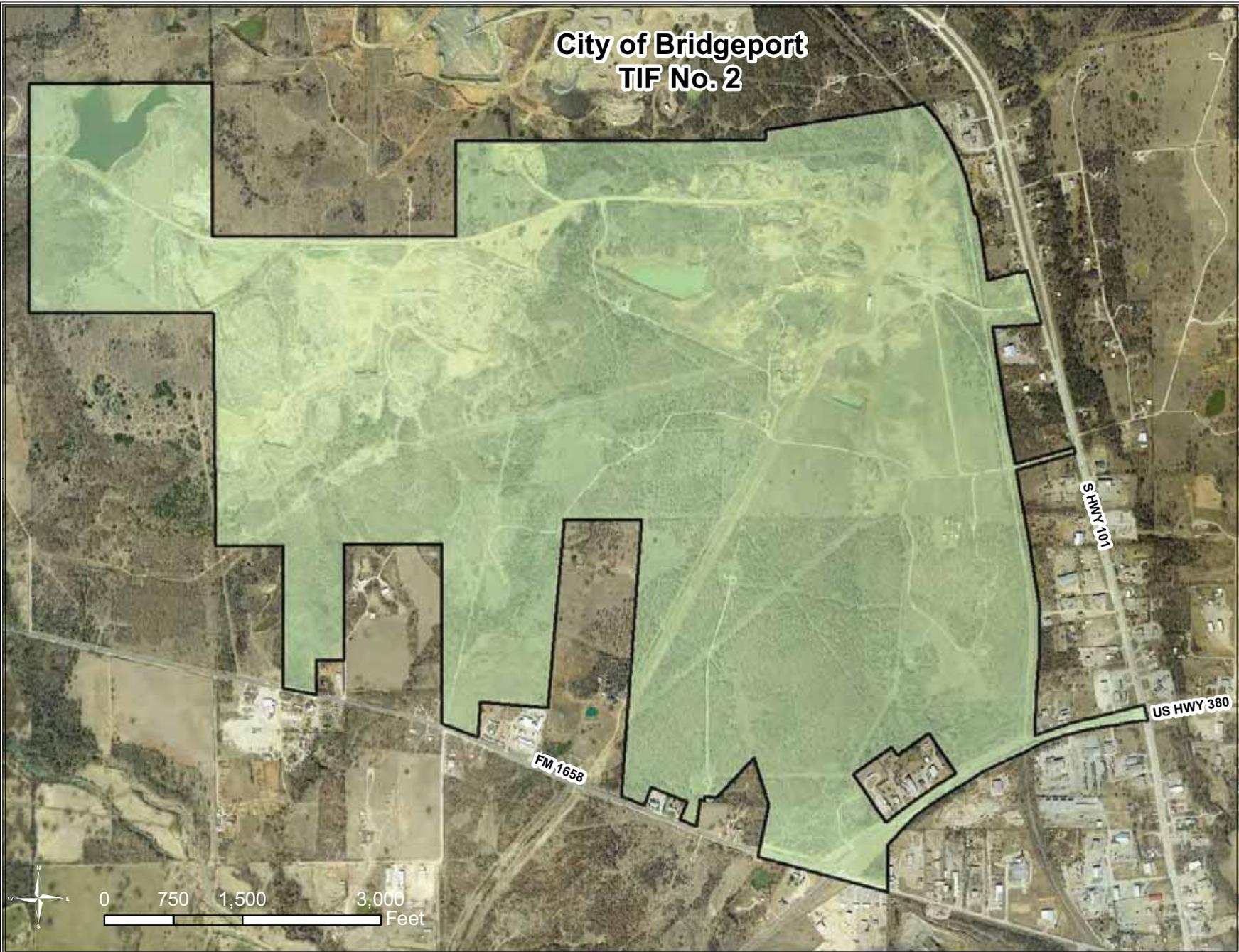


1 0.875 0.75 0.625 0.5 0.375 0.25 0.125 0

1 Mile



**City of Bridgeport
TIF No. 2**



SH 101

FM 1658

US HWY 380



0 750 1,500 3,000
Feet



RETAIL ANALYSIS
MERCHANDISING PLAN &

presented to:



September 2011