

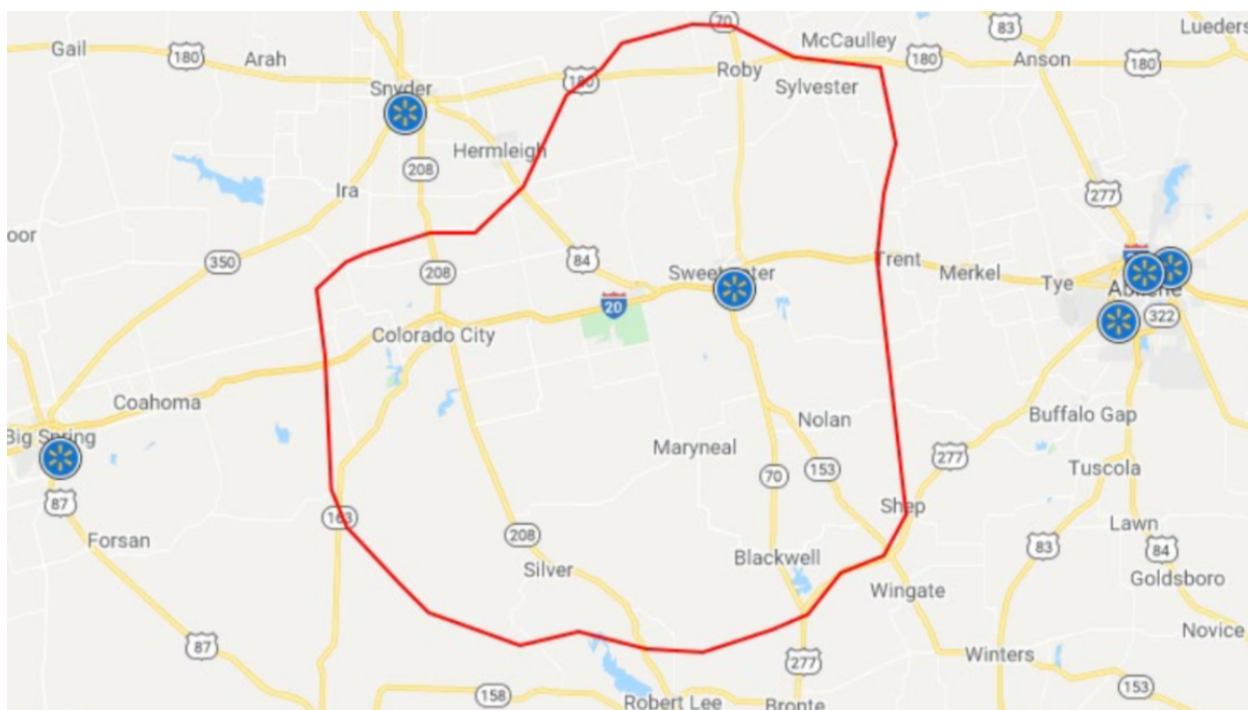


The sweetest place in Texas for business.



# retail academy

In February of 2020, Sweetwater Economic Development applied for a grant through the United States Department of Agriculture (USDA) to participate in the Retail Academy, organized by The University of Texas at San Antonio and Retail Strategies. Sweetwater was one of only six communities chosen to receive the grant. The first set of deliverables have been received. These include a customized trade area and leakage report.



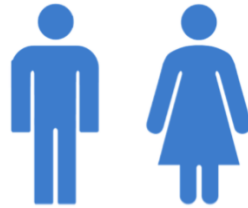
**Shown above is the customized trade area that has been determined for Sweetwater.** A trade area defines a core base of consumers highly likely to shop and eat in the market at least once a month. The trade area has been created by combining a series of drive times, mobile data analysis, geographic boundaries, and proximity to neighboring shopping destinations. *(continued on page 2)*

## Custom Trade Area

26,243

2019 estimated population

26,962  
projected 2024 population



2.7%  
projected growth rate  
2019-2024

38  
male average age

42  
female average age

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. The municipal boundaries, radius rings, and drive time area is a start. Each retailer will then analyze their own trade area based on their existing stores, their competition, and site selection criteria, which is defined as the custom trade area.

## Leakage (Custom Trade Area)



**Shown above is the Leakage Report that was generated for our Custom Trade Area.** Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business. This report will help direct the Sweetwater Economic Development team to the specific category of retail establishments that are most needed in Sweetwater.

# ***SEED MDD and The City of Sweetwater Enter into an Interlocal Agreement***



The SEED MDD Board of Directors voted in regular session on December 14, 2020, to provide funds to the City of Sweetwater in an amount not to exceed \$2,500,000.00 to assist in the design, permitting, and construction of a new water line that will provide the newly planned Georgia Pacific facility with water. On Tuesday, December 22, 2020, the Sweetwater City Council met in special session to discuss entering into a water supply contract with Georgia-Pacific Gypsum, LLC and voted to enter into an Interlocal Agreement with SEED MDD for the development of water supply facilities.

## ***Facade Improvement Grant***



The MDD Board voted to expand the eligible boundaries for the Facade Improvement to include commercial and non-profit buildings located in the 9-block Downtown District and on the main corridors (Broadway, Elm, Hailey, and Lamar Streets). Since the expansion of boundaries in October 2020, the SEED MDD Board has approved two grants for businesses downtown and one on E. Broadway. The MDD is willing to reimburse half of the expenses up to \$15,000.00 (*the owner would need to spend \$30,000.00 to receive the full \$15,000.00*) to those that would like to improve the appearance of their building and help beautify our community. To learn more about the program and qualifications, visit

[www.sweetwatertexas.net](http://www.sweetwatertexas.net).





## Patio Home Construction

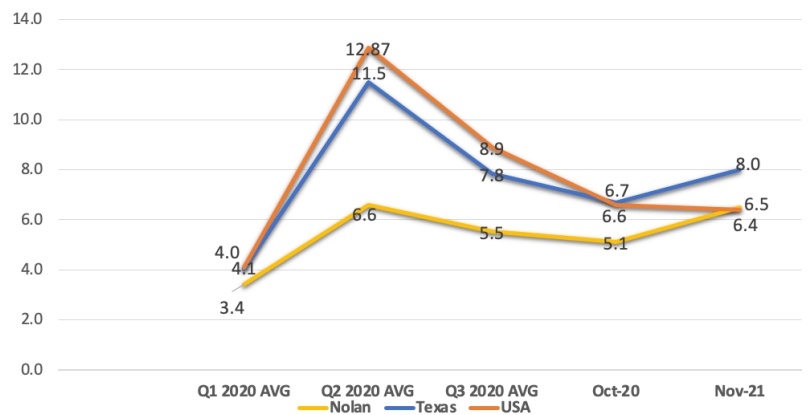
SEED MDD entered into an agreement on September 1, 2020 to provide incentive funds to promote a local builder to build three patio homes on Skinny Drive. The MDD is currently offering an incentive of \$6.00 per square foot to builders willing to build three or more homes inside of the Sweetwater city limits and \$4.80 per square foot to builders willing to build three or more homes inside of the Extra-Territorial Jurisdiction (a one-mile radius outside of the city limits). Contact Sweetwater Economic Development at 325-235-0555 for more information.

## Demolition of Dilapidated Structures

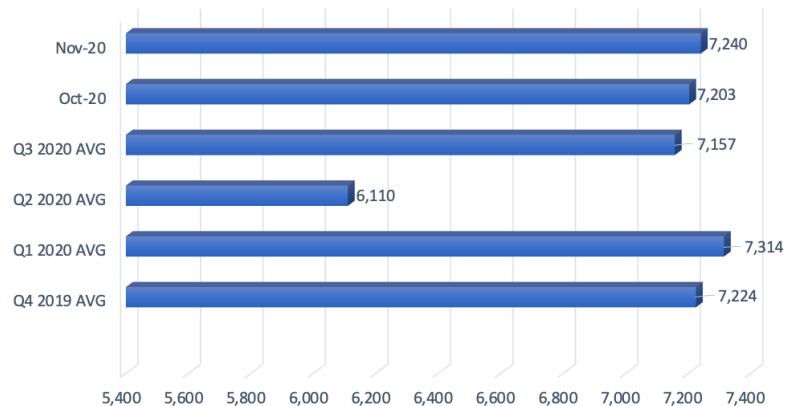


A total of twenty-three properties have been abated by the City of Sweetwater, Sweetwater Economic Development, or the owners since December 2019. Keep an eye on the beautification efforts carried out by the City of Sweetwater and Sweetwater Economic Development by visiting [www.sweetwatertexas.net](http://www.sweetwatertexas.net).

Unemployment Rate



Nolan County Labor Force



## PROGRESS



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325-235-0555