



AMARILLO, TEXAS

*Market Guide*



# FOCUS CATEGORIES

(leakage)



Electronics & Appliance Stores (\$31MM)



Home Furnishings Stores (\$27.5MM)



Clothing Stores (\$18.8 MM)



Sporting Goods & Hobby (\$12MM)



Shoe Stores (\$10.1MM)



Books & Music Stores (\$9MM)

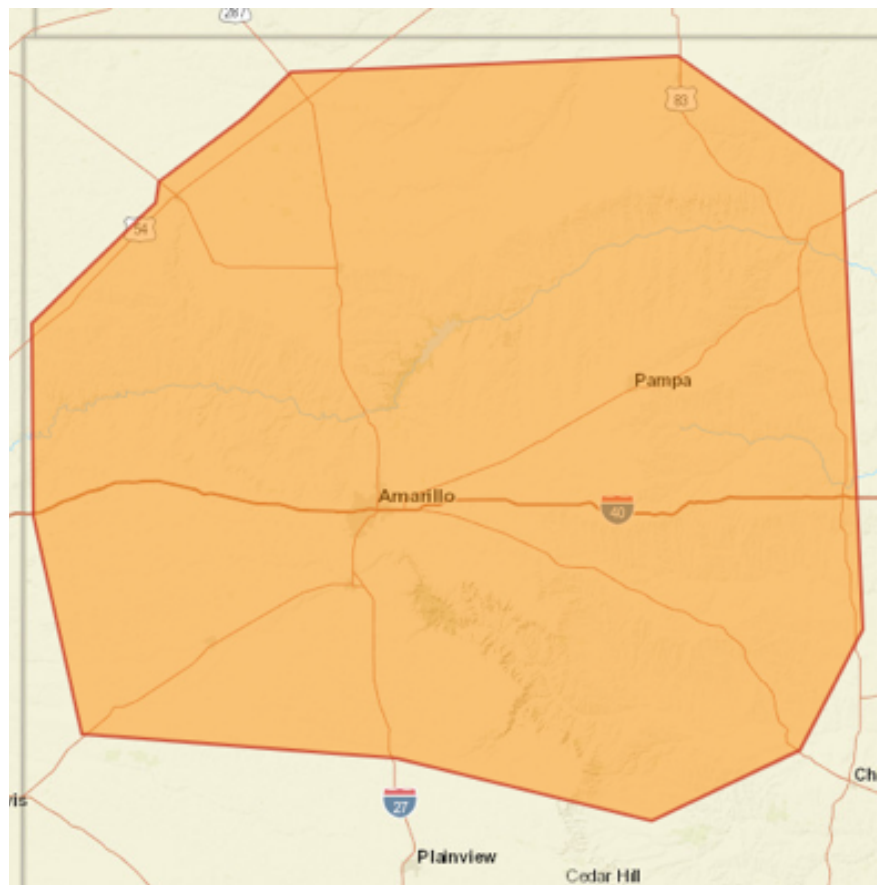
Source: ESRI Business Analyst

DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	15 Mile Radius
2018 Estimated Population	167,335	230,622	246,757
Daytime Population	172,908	227,769	243,020
Number of Households	64,115	86,485	92,069
Median HH Income	\$44,269	\$51,513	\$52,493
Average HH Income	\$60,960	\$71,409	\$72,948

DEMOGRAPHIC PROFILE	10 minutes	20 minutes	30 minutes
2018 Estimated Population	141,111	252,035	262,044
Daytime Population	147,342	248,119	254,187
Number of Households	58,587	94,095	97,817
Median HH Income	\$48,238	\$51,701	\$52,206
Average HH Income	\$64,440	\$71,609	\$72,461

Source: ESRI Business Analyst

## CUSTOM TRADE AREA



Source: ESRI Business Analyst

# CITY LIMITS VERSUS CUSTOM TRADE AREA

Demand and Supply Figures for Retail Trade and Food & Drink

	DEMAND	SUPPLY
<b>City Limits:</b>	\$2,543,331,448	\$5,187,563,391
<b>Custom Trade Area:</b>	\$5,301,981,949	\$7,688,659,106

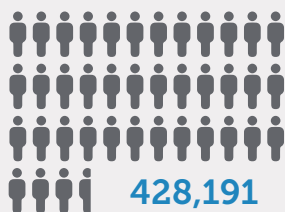
Source: ESRI Business Analyst

## CALENDAR YEAR INDUSTRY TOTALS

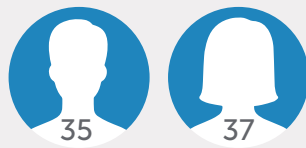
INDUSTRY	2017 YTD Collections	2018 YTD Collections	2017 Taxable Sales	2018 Taxable Sales	% Change from 2017
Retail	\$34,110,835	\$34,842,874	\$1,705,541,753	\$1,742,143,743	2.15%
General Services	\$8,837,588	\$13,632,173	\$441,879,434	\$681,608,669	44.79%
Food	\$9,135,063	\$9,414,922	\$456,753,197	\$470,746,146	3.37%
Professional Services	\$8,477,772	\$8,736,864	\$423,888,617	\$436,843,243	3.06%
Wholesale	\$6,137,795	\$6,385,277	\$306,889,797	\$319,263,886	4.03%
Manufacturing	\$3,806,822	\$4,368,355	\$190,341,120	\$218,417,750	14.75%
Miscellaneous	\$4,150,874	\$534,040	\$207,543,711	\$26,702,027	-87.13%
Agricultural	\$119,414	\$401,694	\$5,970,725	\$20,084,745	236.39%
Accommodation	\$19,280	\$62,599	\$964,019	\$3,129,951	224.68%
	\$75,075,306	\$78,098,944	\$3,753,765,323	\$3,904,947,212	

## CUSTOM TRADE AREA DEMOGRAPHICS

2018 Estimated Population



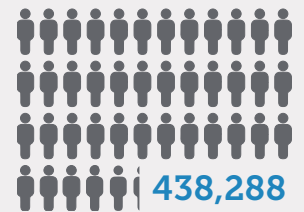
Average Age:



Projected growth rate 2018-2022:

5%

Projected 2023 Population



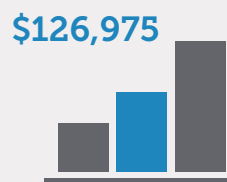
Number of Households



Average Home Value



Median Home Value



Median Household Income



Source: ESRI Business Analyst

## MAJOR EMPLOYERS

Amarillo Independent School District	4,391
CNS Pantex	3,203
BSA Health System	3,200
Tyson Foods, Inc.	2,280
Northwest Texas Healthcare System	1,860
City of Amarillo	1,748
Affiliated Foods	1,400
Walmart Supercenters	1,359
Texas Department of Criminal Justice	1,303
Canyon Independent School District	1,047
Bell Helicopter	1,000
Amarillo VA Health Care System	984
Xcel Energy/Southwestern Public Service Co.	859
West Texas A&M University	850
BNSF Railway	805
Toot'n Totum Food Stores, LLC	800
Texas Tech University Health Sciences Center	669
Amarillo College	600

## CITY CONTACT INFORMATION

### Andrew Freeman

Director of Planning and Development Services  
andrew.freeman@amarillo.gov  
O: 806-378-5285  
M: 806-420-2487

### Wesley Luginbyhl

Senior Planner – Economic Development  
wesley.luginbyhl@amarillo.gov  
O: 806-378-6289

[www.amarillo.gov](http://www.amarillo.gov)



The City of Amarillo is home to over **200 national retailers.**

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**14th Largest** City in Texas

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**Top 12 in Texas in Sales Tax Collections** – \$3.9B in taxable sales annually.

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Retail (46%) and Food (11%) Industry **makes up approximately 57% of sales in the city limits.**

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The Amarillo Travel & Tourism industry in 2016 generated more than **\$830MM in direct spending to the local economy**, serving 4.8MM overnight and daytrip visitors.

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### Building permit annual valuations:

2018: \$457MM (through November)  
2017: \$431MM  
2016: \$484MM  
2015: \$462MM  
2014: \$513MM

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### 2017/18 Recognitions

America's Best Small Cities, Amarillo is #50, *Best Cities*, June 2018

Best City for Hispanic Entrepreneurs, Amarillo is #7, *WalletHub*, April 2018

25 Best Small-Town Weekend Getaways with Kids, Amarillo is #2, *Vacation Idea*, April 2018

Best Cities to Be Your Own Boss, Amarillo is #1, *Entrepreneur*, October 2017

Best Cities for Young Professionals, Amarillo is #5, *SmartAsset*, September 2017

Best Large City to Start a Business, Amarillo is #9, *WalletHub*, May 2017