



## OVERVIEW

Belton is located within the Killeen-Temple-Fort Hood metropolitan statistical area (MSA), which the Milken Institute ranked #1 in its Best Performing Cities Index of the nation's 200 largest metros. Located at the crossroads of Interstate 35 and US 190, Belton is well-positioned to capture more than its fair portion of the growth in economic activity occurring along this corridor. Belton's centralized regional location and accessibility within the MSA positions the city well to capture retail sales from consumers originating outside Belton city limits and its immediate trade area. The economic health of the region is further evidenced by the recent addition H-E-B's largest format store and new businesses such as CGI Group which is expected to add 400 jobs to the region.

RETAIL OPPORTUNITIES

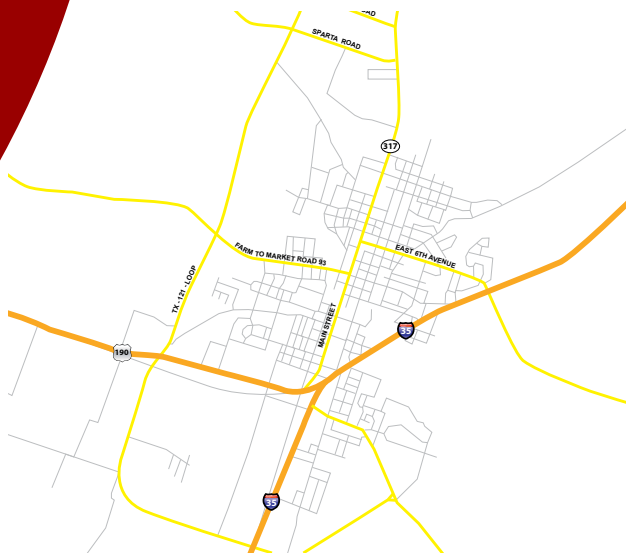
## RETAIL PRIMARY TRADE AREA STATISTICS

POPULATION	YR	TRADE AREA	1 MILE	3 MILES	5 MILES
City of Belton	2010	64,024	7,868	19,915	47,123
	2015	72,132	8,469	22,054	52,943
Median Age	2010	35.8	28.4	31.1	36.2
Median HH Income	2010	\$49,367	\$41,550	\$43,807	\$51,457
	2015	\$56,227	\$48,789	\$51,724	\$57,787

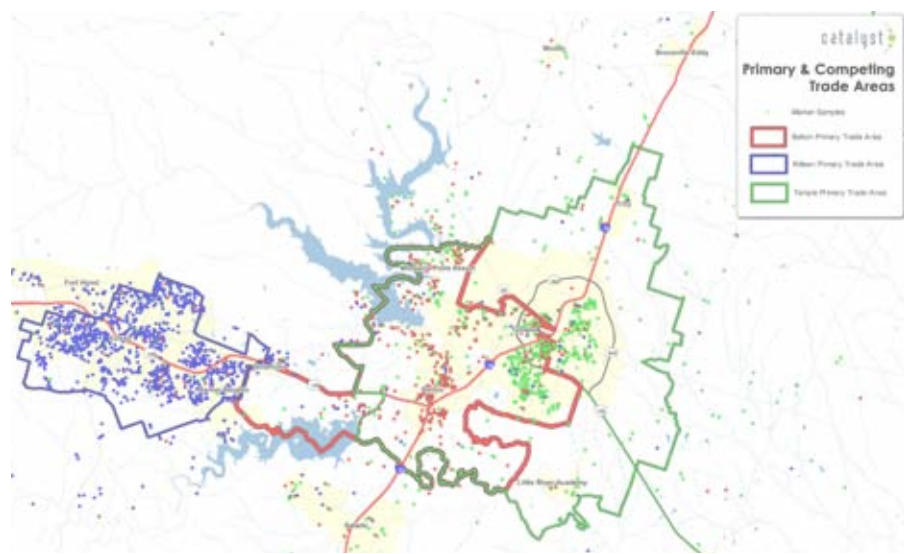
TRAFFIC COUNTS	VPD	EDUCATION (PTA)	2010
Main Street	21,647	College Graduate	34.9%
Interstate 35	85,000	Some College, no Degree	23.0%
		High School Graduate	25.2%
		Less than High School	16.9%

INCOME (PTA)	2010	WORKFORCE	(3 mi)
Average Household Income	\$63,514	Employees	8,552
Median Household Income	\$49,367		
Per Capita Income	\$24,621		

RACE (PTA)	2010	2015	AGE GROUPS (PTA)	2010
White Alone	77.2%	76.4%	0 - 9 years	14.3%
Black Alone	6.9%	6.8%	10 - 14 years	6.7%
Amer. Indian Alone	1.0%	1.0%	15 - 19 years	7.4%
Asian Alone	1.7%	1.8%	20 - 24 years	7.6%
Pacific Islander Alone	0.1%	0.1%	25 - 34 years	13.1%
Some Other Race / Two or More Races	13.2%	14.0%	35 - 44 years	12.8%
Hispanic (Any Race)	19.0%	20.3%	45 - 54 years	13.7%
			55 and older	24.6%



LOCATION MAP



COMPETING TRADE AREAS



CONTACT INFORMATION:

**City of Belton**  
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AERIAL

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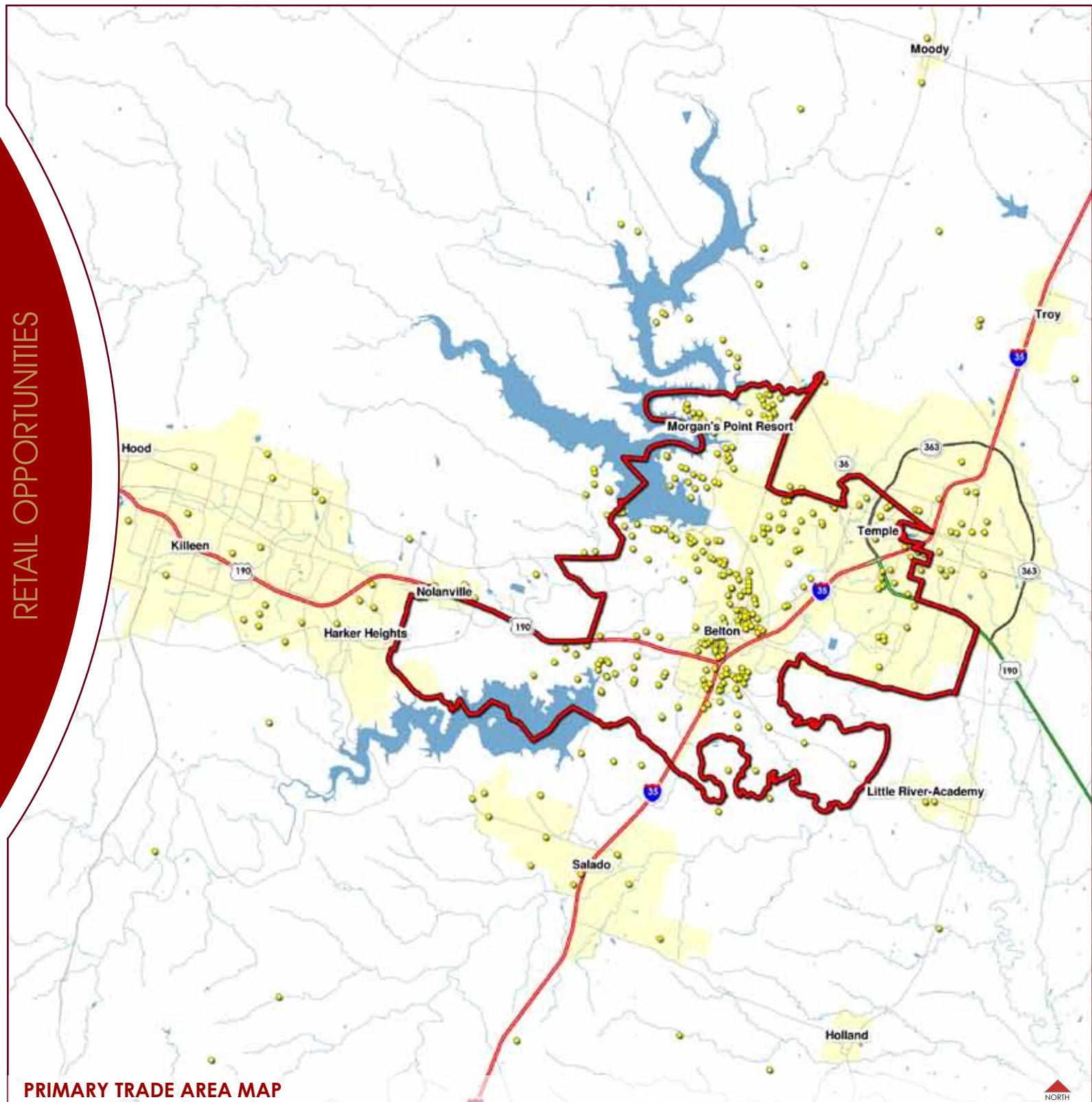


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PRIMARY TRADE AREA MAP



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