

# Quality News

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CITY OF FRIENDSWOOD

ECONOMIC DEVELOPMENT OFFICE

FOURTH QUARTER 2009

## Untapped Retail and Restaurant Opportunities

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### What is the average Friendswood family's spending power?

A new [retail flyer](#) produced by the City of Friendswood answers this question. The flyer is based on the latest consumer expenditures from the Bureau of Labor Statistics and ESRI to estimate current spending patterns for [retail goods and services in a 3-mile market area](#). Traffic counts in this flyer are from the 2008 Texas Department of Transportation's most recent [Houston district map](#).

This retail flyer explains that with a total personal income of \$2 billion, Friendswood families are educated and affluent with incredible spending power. It's no wonder why Friendswood is recognized for its top-notch schools and one of the best places to live in the U.S!



### Voters Remove Alcohol Ban in Downtown Friendswood

The City of Friendswood held an election on November 3 of this year after receiving two petitions with over 12,000 signatures submitted by a specific-purpose committee named "Friendswood Citizens for Better Business." This petition called for a 'local option election' to be held for "The legal sale of beer and wine for off-premise consumption only" and for "The legal sale of mixed beverages in restaurants by food and beverage certificate holders only." Friendswood voters passed both measures.

For more than forty years, Friendswood's original town boundaries, roughly defined as an area from Clear Creek to Sunset Drive along FM 528 and stretching to just beyond FM 2351 along FM 518 has been "dry." Newer areas of Friendswood later annexed by the community, however, allowed alcohol sales. The city remained partially wet and partially dry until a recent election removed the alcohol ban in Friendswood's original boundaries, thus opening this area up to alcohol sales in restaurants, convenience stores, large chain grocery stores, wine shops, fuel stations, and certain other businesses.

### New projects in Friendswood

**Amoco Federal Credit Union** broke ground on October 12, 2009 on their new Friendswood branch located at 235 E. Parkwood. The new branch will be over 7,600 square feet and will have a drive up ATM, four drive-thru lanes, four lobby tellers, 14 employees, and a community room which is designed to house approximately 80 people with assembly seating and 30 with classroom seating. The new branch is slated to open Summer 2010.



**Park Plaza** recently opened their new two-story 21,600 square foot office building at 907 S. Friendswood Drive, in front of City Hall, with 12,238 square feet leased. The tenants include: American Home Designer; Crystal Creek Developers, LLC; Edwina Alexis Interiors; Everest Design Group, LLC; Insight Interests, LLC; John E. Smith and Associates; Macek Power; Oxbow Carbon and Minerals, LLC;

The Law Office of Raul Magallanes; P.E. Square Engineering, Inc.; Prince Properties, LLC; Teknon Systems; Turner Mediation; Raymond James Financial Services; Mohsin Qayyum, M.D. (Progressive Behavioral Health); and Revive Skin, Body and Wellness, LLC. There is 3,600 square feet of office space still available on the first floor and 2,842 square feet of space that is designed for executive suite tenants on the second floor.



### COORDINATOR'S CORNER



**Karen Capps, CEcD**  
Economic Development Coordinator

As we approach the end of the year and reflect, Friendswood continues to be a great place to live and work. While Friendswood has grown, we have been able to keep our values: enhanced quality of life, small town feel, first-class schools, and beautiful parks. Wishing you a happy holiday season and a prosperous new year!



## CALENDAR OF EVENTS

Jan. 31 – Feb. 2, 2010 1, International Economic Development Council (The Woodlands, TX)

The City of Friendswood is a proud member of:



Bay Area Houston Economic Partnership

[www.bayareahouston.com](http://www.bayareahouston.com)



Galveston County Economic Alliance

[www.gcea.us](http://www.gcea.us)

Friendswood Chamber of Commerce

[www.friendswood-chamber.com](http://www.friendswood-chamber.com)



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## Live Here Work Here Featuring Tony Nunez, Owner of Rancho Mexican Restaurant



Rancho Mexican Restaurant, owned and operated by local resident Tony Nunez, has become a huge success in Friendswood. Tony opened the 3,600 square foot restaurant 5 ½ years ago right after relocating his family to the city and after carefully considering several other locations including Livingston, Navasota, Conroe, and Waller. Rancho, located on FM 528 at 146 W. Parkwood in the Friendswood Crossing Shopping Center, now has 14 employees and is known for its mexican cuisine made fresh daily and signature margaritas. Tony cites *mucho* benefits of having his business in Friendswood saying "The small town feeling is great and I love the family atmosphere! Everyone knows everyone. My customers are like my extended family to me." In 2006, Tony Nunez was awarded "Business Man of the Year," by the Friendswood Chamber of Commerce. Due to Rancho's success in Friendswood, Tony is now considering expanding the restaurant to serve more customers.



## 7<sup>th</sup> Annual Broker and Developer Day Recap



About fifty brokers, developers, and community members from the area attended the 7<sup>th</sup> Annual Broker and Developer Day at Timber Creek Golf Club on Thursday, October 15. Brett Banfield, Chair of the Community and Economic Development Committee, welcomed the crowd and served as emcee for the event. The morning's speakers were Dr. Bob Hodgkin, Associate Professor of Economics and Executive Director of Academic



Programs in the School of Business, UH-Clear Lake and Bob Mitchell, President of the Bay Area Houston Economic Partnership. Friendswood City Councilmember Bill Holbert and Economic Development Coordinator Karen Capps also addressed the group.

CEDC Chair Brett Banfield said, "I thought it was a wonderful and successful event; it was great to see a good turnout. Both Dr. Hodgkin and Mr. Mitchell gave very encouraging presentations on the Bay Area and Greater Houston area economies." The day ended with the Friendswood Chamber of Commerce's 12<sup>th</sup> Annual "Swing into Fall" golf tournament.



Quality Business –  
Quality Community

## Business News

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### Now open:

Johnny D Café, 301 W. Parkwood Avenue

### Coming soon:

Texas Tea Room and Café, 709 W. Parkwood Avenue, Suite G

## Infrastructure Update

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The new extension of El Dorado Boulevard is now open that extends Friendswood Link Road from Blackhawk Boulevard to IH 45. Also, there is a newly installed four-way stop sign at El Dorado and Manowar. These stop signs shall be replaced by traffic signals within the next few weeks.

## Residential Development

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### 2009 Single-family home building permits

Month	#Homes	Valuation (in millions)
January	8	\$2.83
February	11	\$3.30
March	6	\$1.90
April	2	\$0.70
May	12	\$4.50
June	6	\$2.40
July	13	\$3.41
August	6	\$1.75
September	8	\$2.89
October	7	\$2.03
November	12	\$3.45
Total	91	\$29.16

### Community and Economic Development Committee (CEDC) Mission Statement:

*The CEDC will actively recruit and retain quality businesses to diversify Friendswood's tax base.*

