




CITY OF FRIENDSWOOD

ECONOMIC DEVELOPMENT OFFICE

3rd QUARTER 2006

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Karen Capps, CEcD
Economic Development Coordinator



I hope you'll join us on October 19th for our 4th annual Broker and Developer Day. Elizabeth Morris, CEO and Chief Economist for Insight Research Corporation will highlight retail opportunities in Friendswood identified by the ROAN report. In

addition, I'll be exhibiting at booth #363 at the ICSC Deal Making conference in San Antonio. Stop by and say hello!

Did you know...

There is an \$61,078,866 unmet trade deficit in the appliances and electronics category in Friendswood

Friendswood's household income is \$117,000

Our community is populated by a highly educated workforce

Compared to surrounding communities, Friendswood has a very low city tax rate

CALENDAR OF EVENTS

Mark your calendar and look for the City of

Friendswood is "On the Map"

...Now when you're considering business opportunities in Friendswood, you can explore specific geographic locations in detail with our new [GIS Mapping System](#).

Coming Soon...

...our site will host a database of available properties and a wealth of demographic information, including a 2006 ROAN report of retail opportunities in Friendswood, all in a user-friendly interface. Watch for our [dynamic new toolbox](#).

Retail Opportunities

Strong retail opportunities are one of Friendswood's best-kept secrets. According to a revealing new retail opportunity analysis report conducted by the Insight Research Corporation, Friendswood can support a wide range of new retail: an 89% unmet market capacity for furniture and home furnishings means we have a trade deficit of \$26,334,363; a 96% unmet market capacity for men's and boy's clothing translates to a trade deficit of \$19,687,507; and a 68% unmet market capacity of restaurants means a \$95,189,562 trade deficit.

Review the [ROAN report](#) today and discover even more unmet retail demand.

Broker and Developer Day – October 19

Join us on October 19, at the annual Broker and Developer Day, hosted by the City of Friendswood's Community and



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CALENDAR OF EVENTS

Mark your calendar and look for the City of Friendswood Economic Development Office at the following events:

ICSC Texas Conference and Deal Making

Booth #363
Henry B. Gonzalez Convention Center
San Antonio
Oct. 10-12, 2006

4th Annual Broker and Developer Day

Hosted by the City of Friendswood Community and Economic Development Committee
Timber Creek Golf Club in Friendswood
Oct. 19, 2006

The City of Friendswood is a proud member of:



Bay Area Houston Economic Partnership
www.bayareahouston.com



Galveston County Economic Alliance
www.gcea.us

Friendswood Chamber of Commerce
www.friendswood-chamber.com



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Review the [ROAN report](#) today and discover even more unmet retail demand.

Broker and Developer Day – October 19

Join us on October 19, at the annual Broker and Developer Day, hosted by the City of Friendswood's Community and Economic Development Committee, and hear Elizabeth Morris, CEO and chief economist for Insight Research Corporation, analyze retail opportunities in Friendswood identified by the ROAN report. Attendees will also be treated to an afternoon of golf at Timber Creek Golf Club. Space is limited, so call today to book your space: 281-996-3250.



New Developments/Coming Attractions

The Falls of Friendswood Mixed-Use Development

Eclipse Development Group has the 134-acre Whitcomb tract at FM 528/NASA Parkway and Bay Area Blvd. under contract for mixed-use development, which includes 400,000-500,000 square feet of retail, estimated to break ground in summer 2007. A grand opening is anticipated for early fall 2008. For leasing information, contact 281-844-6568.

West Ranch

A 600,000-square-foot village center offers traditional retail sites and six waterfront retail pad sites in West Ranch's 766-acre master plan by Friendswood Development Company. For more information call 713-436-6951.

Commercial

- **Acadiana Centre** is nearing completion, with the following tenants already inked:
 - Mélange, Gallery of Salons
 - Extreme Electronics
 - Babbo Bruno's Italian Restaurant
 - [Jake's Grill](#)
 - [Marble Slab Creamery](#)
 - [Friendswood Fillies Dance and Drill Team Studio](#)



- Construction on **South Friendswood Plaza** is underway. Retail sites are still available at the 14,245-square-foot-retail center located along FM 528 next to H-E-B.



Friendswood Chamber of Commerce
www.friendswood-chamber.com



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- Retail and office space at the recently completed **Sterling Plaza** is still available. The project features three buildings totaling 10,000 square feet.
- **Perry's & Sons Market & Grille**, at 614 S. Friendswood Dr., is undergoing a \$100,000 expansion to accommodate their national Online Meat Market Sales
- **H-E-B** is revamping part of their 90,000-square-foot superstore on FM 528 with a Central Market-themed café-on-the-run concept that provides grab-and-go, individually packaged, prepared meals.
- Several new businesses have opened in Friendswood, including [Bill's Computers](#), [Arrows Finance Mortgage](#), [Raton Cleaners](#), [Ellie's Kitchen & Catering](#), and [Children's Technology Workshop](#).

Residential

- **Sterling Ridge Estates** features 20 lots at Moore Road and Mandale
- Three sections of **West Ranch** including **Creekside** Section One (65 lots), **Stonecreek** Section One (67 lots) and **West Ranch Estates** (41 lots), are nearing completion.
- Also under construction are: **Monte Bello**, with 24 lots at Woodlawn and W. Shadowbend; **Terra Bella**, with 94 homes off Bay Area Blvd.; **Northfield Estates**, with 79 lots off Melody Lane; and **Friendswood Lakes** Section 4, with 52 lots.

Quality Business –
Quality Community