



Welcome to Cibolo, Texas

Prepared By:
Cibolo Economic Development Corporation
200 South Main Street
Cibolo, Texas 78108



Welcome to Cibolo, Texas!

Cibolo was officially incorporated as a city in 1965; however, its origins date back to 1876, the year the Southern Pacific Railroad cut through the present day city. Today, Cibolo is a vibrant and rapidly growing community located along the Interstate 35 and 10 corridors. The City is approximately 23 miles northeast of Downtown San Antonio, and 60 miles southwest of Downtown Austin. Since 2000, the City of Cibolo has grown from a population of just over 3,000 to over 27,000 in 2015 -- **a growth rate of over 800%**. The City's quality of life and affordability has been recognized in several national publications. In 2011, CNN Money Magazine ranked Cibolo in its list of "Top 100 Best Places to Live" within the United States. In 2013, Cibolo ranked 10th in Movoto's list of "10 Most Affordable Suburbs in America", and in 2015 ValuePenguin listed Cibolo as the 7th Safest City in Texas. The area around Cibolo is also growing, with Guadalupe County maintaining a labor force of approximately 72,000. Meanwhile, the San Antonio MSA as a whole has an estimated labor force of just over 1.1 million.

Cibolo is a place where large and local businesses co-exist. Large companies such as Canadian based oil and gas company, Sanjel Corporation, opened its regional headquarters within the Schneider Business Park, bringing hundreds of jobs to Cibolo. Houston-based oil and gas company Total Safety recently relocated its San Antonio-based operations to its Cibolo facility, with plans to expand its workforce over the next 5 years. The City's rapid growth has also attracted new retail developments. In 2016 alone, the City is expected to add an **additional 277,529 square feet** of retail space. A new 186,000 square foot Walmart Supercenter opened in January 2016, one of the first of its kind in the nation featuring a concierge service and building upgrades unique to this location. Adjacent to the Walmart several retail projects are underway. The Shops at Cibolo Bend will open in mid-to-late 2016 and will house a number of national retail chains such as Petco, Orange Leaf, and SportClips, as well as a local dental office and minor emergency clinic. Nearby, the newly opened Cibolo Marketplace blends together Little Caesars and Subway chains with a local professional dry cleaner, orthodontist and dental offices, optometrist, and compounding pharmacy which relocated from the Houston, Texas area.

The Cibolo Economic Development Corporation manages a portion of local sales tax dollars that can be allocated to provide incentives for new or expanding businesses within the City of Cibolo. These incentives can be used for the development of infrastructure, tax abatement, loans/grants, or workforce training. The EDC maintains a close working relationship with the Governor's Office for Economic Development and Tourism which can bring applicable State incentives to eligible projects locating in Texas.

The Cibolo Economic Development Corporation team is pleased to provide you with the enclosed information. Please contact us at economicdevelopment@cibolotx.gov for any additional information that will assist you in making the best decision for your company.



Labor & Workforce

Recent Business Activity - The City's rapid growth has attracted several new retail developments. In 2016 alone, the City is expected to add an additional 277,529 square feet of retail space. A new 186,000 square foot Walmart Supercenter opened in January 2016, one of the first of its kind in the nation featuring a concierge service and building upgrades unique to this location. Adjacent to the Walmart are retail projects underway. The Shops at Cibolo Bend will open in mid-to-late 2016 and will house a number of national retail chains such as Petco, Orange Leaf, and SportClips, as well as a local dental office and minor emergency clinic. Nearby, the newly opened Cibolo Marketplace blends together Little Caesars and Subway chains with a local professional dry cleaner, orthodontic and dental offices, optometrist, and compounding pharmacy which relocated from the Houston, Texas area. These new retail developments are expected to generate well over 500 new jobs for the City of Cibolo.

Manufacturing & Distribution Sector - The manufacturing and distribution sectors account for 8.3% of employment in the San Antonio MSA and according to the Texas Workforce Commission these sectors are anticipated to grow between 15-20% over the next 7 years. Wages in the San Antonio MSA are lower than the state average for both the manufacturing and distribution sectors. The San Antonio MSA Wage Information table provides an overview for both sectors.

San Antonio MSA Wage Information					
Industry	Estimated Employment	Mean Wage	Entry Wage	Exp. Wage	Median Wage
Manufacturing	45,550	\$18.06	\$9.71	\$22.24	\$14.48
Transportation & Warehousing	22,360	\$19.50	\$10.69	\$21.43	\$16.88

Local Workforce - The City of Cibolo is located with immediate access to Interstates 35 and 10 and draws its workforce from central and south Texas. Almost 70% of Cibolo workers live within a 25 mile radius. Within Guadalupe County the estimated labor force is about 72,000, while the San Antonio MSA as a whole has an estimated labor force of 1,095,318. All of these workers are well trained, dedicated, and available for new and expanding businesses.

Educated Workforce - Cibolo is located within the Schertz-Cibolo-Universal City Independent School District which is regarded as one of the best public school districts in the San Antonio region. The City has an educated workforce with over 75% of adults age 25+ having at least some post-secondary education and about 40 % having a bachelor's degree or higher. The San Antonio region has many educational opportunities available through local universities and technical colleges.

There are eight universities within 40 miles of the City of Cibolo that include: the University of Texas at San Antonio (UTSA), Texas State University, Trinity University, St. Mary's University, the University of Incarnate Word, Texas A&M San Antonio, UT Health Science Center San Antonio, and Texas Lutheran University. San Antonio also has several certificate training programs that are available through the Alamo College system. This system offers programs in welding, CNC machining, dock workingmen and warehousing and manufacturing.

Utility Information

Electricity - Guadalupe Valley Electric Cooperative (GVEC) is the primary electricity provider for the City of Cibolo. GVEC is a private, independent electric utility distributing electricity to nearly 70,158 meters in 13 counties across South Central Texas. GVEC's electric system encompasses over 265 miles of 138 kV and 69 kV transmission lines with 57 power transformers, supplying power to over 34 distribution substations. GVEC has 7,994 miles of overhead distribution line and 716 miles of underground distribution line, leading from these substations, bringing electricity to homes and business within Cibolo. GVEC maintains a state-of-the-art, electric distribution system designed to meet current demands and future area growth. For more information on the Guadalupe Valley Electric Coop (GVEC) please visit their website, www.gvec.org.

Natural Gas - CenterPoint Energy is the primary natural gas provider for residential and commercial users within the City of Cibolo. CenterPoint Energy is a publicly owned gas and electric distribution company headquartered in Houston, Texas. For specific questions please contact CenterPoint Energy at 830-643-6903 or visit CenterPointEnergy.com.

Water - The City of Cibolo and the Green Valley Special Utility District are the two water districts that provide and manage the water supply for the City of Cibolo. For more information, or to identify your water service provider please visit bit.ly/CiboloEconDev.

Sewer - The Cibolo Creek Municipal Authority (CCMA) provides wastewater treatment service to the City of Cibolo. CCMA is recognized as an industry leader and has won awards from the Texas Water Commission and the Environmental Protection Agency. CCMA has made significant investments to ensure the needed capacity for future growth. CCMA currently operates at 70 percent of capacity. The City of Cibolo coordinates setup and billing for CCMA wastewater.

Solid Waste - Bexar Waste is the exclusive provider of garbage and trash collection for both residential and commercial customers within the City. Bexar Waste currently has recycling services for newspaper & mixed paper, glass containers, plastic containers, corrugated cardboard, aluminum, tin, and bi-metal cans.

Telecommunications - Time Warner Cable and AT&T are the major telecommunications providers for the City of Cibolo. Many sites within the community are serviced by both providers for increased data transfer and redundancy. The City is a part of the San Antonio area that has an extensive fiber network consisting of over 10,000 fiber sheath miles and over 700,000 fiber strand miles. Please contact the providers directly for location, service and billing information.

Retail Fast Facts

New & Future National Businesses



at&t



CVS/pharmacy®

SUPERCUTS®



Recent & Future Retail Developments

Development	Square Feet	Status
Walmart Supercenter	186,000	Now Open
Cibolo Marketplace	20,000	Now Open
Shops at Cibolo Bend	50,000	Under Construction
CVS Pharmacy	13,000	Now Open
AutoZone	7,600	Now Open

Regulations, Permits & Fees

The City of Cibolo works hard to preserve its “Pro-Business Attitude” by striving to approve each commercial permit applications within 30-45 business days of receiving all applicable materials. Additional time may be needed when approvals are required from state agencies. Furthermore, the CEDC staff is available to assist throughout all stages of the development and permitting process. We work closely with the City of Cibolo’ Planning & Zoning, Building Permits & Inspections, Public Works, Fire, Code Enforcement, local utility providers and state regulatory agencies to expedite the development and permit process. The CEDC has compiled zoning & development code information, plan & inspection requirements, fee schedules, zoning maps, permitted use charts and submittal dates and made them available at www.bit.ly/CiboloDevelopmentServices for your reference.

Unified Development Code - All development within the corporate limits of the City of Cibolo must adhere to the regulations outlined in the City’s Unified Development Code (UDC). The UDC is intended to implement the policies and objectives contained in the Future Land Use Plan and Master Thoroughfare Plan. The UDC provides zoning information and identifies the allowable uses for each area.

Permits & Fees - All fee information for the City of Cibolo can be found on the fee schedule listed on the website listed above.

Permitting and Regulations		
Agency/Organization - Applicable Permit	Contact Name	Contact Phone
City of Cibolo - Zoning, Building, Permitting	Rudy Klein - Director of Planning & Engineering	210-658-9900
City of Cibolo- Utility Services	Bill Dee - Utility Supervisor	210-658-9900
Green Valley Special Utility District- Water	Pat Allen - General Manager	830-914-2330
Cibolo Creek Municipal Authority (CCMA) - Waste Water	Clint Ellis - General Manager	210-658-6241
Texas Department of Transportation (TxDOT) - State Road/Hwy Requirements	San Antonio Office New Braunfels Office	210-615-1110 830-609-0707

Local & State Taxes

Property Tax - Throughout Texas, property taxes are levied on real and tangible (*including inventory*) personal property at the local level. All property is appraised at full market value and assessed by the local appraisal districts. The total tax rate is the sum of all local taxing jurisdictions/units including the county, city, school, and special district.

Property tax rates in the City of Cibolo are among the lowest in the San Antonio and Austin regions. Despite our low property tax rates the City of Cibolo provides first-rate utility services, roads, emergency services, and educational facilities. The Local Property Tax Rates table to the right contains the property tax rates for each taxing jurisdiction.

Sales and Use Tax - Throughout Texas, a sales and use tax is imposed on all retail sales, leases and rental of most goods, and taxable services. The City of Cibolo sales and use tax rate is 8.25%. The state collects 6.25%, the City collects 1.5% (1% for the City, 0.25% for Streets and Drainage, 0.25% for Economic Development Corporation) and the county collects 0.5%. There are many exceptions to the sales and use tax that can be found at www.window.state.tx.us. Some of the exceptions include: new and used manufacturing equipment, electricity and gas when more than 50% is used during the manufacturing process, and tangible personal property which is part of a product or will be consumed when producing a product.

Personal Income Tax - There are no income taxes in Texas.

Corporate/Franchise Tax - Texas has three different corporate/franchise tax rates: 1.0% for most entities; 0.5% for qualifying wholesales and retailers; and 0.5757% for those entities with \$10 million or less in total revenue.

Unemployment Insurance Tax - The unemployment insurance tax is paid on taxable wages up to \$9,000 per employee. Initially, a new employer is charged 2.7% or the industry average for six calendar quarters to obtain an experience rating in order to determine an employer's revised rate which range between 0.54% to 7.35%. The average experienced rate is less than 2%.

Local Property Tax Rates	
Taxing Jurisdiction	Tax Rate (Per \$100 Valuation)
City of Cibolo	\$0.4454
Guadalupe County	\$0.3311
School District	\$1.4900
Lateral Road	\$0.0540
Total Tax Rate	\$2.3205
Sales & Use Tax Rates	
Taxing Jurisdiction	Tax Rate
State of Texas	6.25%
City of Cibolo	1.00%
Guadalupe County	0.50%
Cibolo Streets & Drainage Maintenance	0.25%
Cibolo Economic Development Corporation	0.25%
Total Sales & Use Tax Rate	8.25%

Local & State Development Incentives

The City of Cibolo offers many local development incentives that can be used to help offset the costs associated with the location and expansion of an eligible business to the community. As such, our Economic Development team is prepared to help you realize these opportunities and any incentives that may be available. Below is a list of the most common local incentives that can potentially be applied to your planned investment:

Tax Abatement/Tax Phase-In - The City considers Tax Abatement/Phase-In based upon the new tax base value the project will bring to the city, as well as the number and type of jobs a project will create or retain.

Freeport Tax Exemption - The double Freeport designation allows schools, counties to exempt business inventory from taxes if goods are shipped out of state within 175 days. In Cibolo, two entities have enacted the exemption, allowing complete Freeport Tax Exemption on all eligible inventories.

Foreign Trade Zones - Foreign Trade Zones (FTZs) serve to create jobs realized from the cost savings from delayed or forgiven tariffs. FTZs are sites in or near a U.S. Customs port of entry where foreign and domestic merchandise is generally considered to be in international trade. The City of Cibolo could have the site approved for Foreign Trade Zone activity in as little as 90 days.

Municipal Grants and Loans - The City of Cibolo may provide grants through a portion of sales tax revenue collected to promote economic development activity within the city. Eligible projects may contract with the City to receive sales tax grants, franchise fee grants, water or sewer line extensions, building permit fee waivers, grants for capital recovery fees and/or workforce development training.

Tax Increment Financing (TIF) - Tax increment financing is a tax reinvestment tool that allows local governments to publicly fund needed structural improvements and enhanced infrastructure within a defined area. TIFs can be created on a case-by-case basis by the Cibolo City Council.

Creation of Industrial District in ETJ and Agreement not to Annex - To attract new businesses, the City may encourage a business to locate within the extraterritorial jurisdiction (ETJ). If a business locates in the City's ETJ, the City may enter into an agreement not to annex the business property for a set period of time.

State of Texas, Office of the Governor - Texas is an attractive relocation and expansion location because the state works hard to develop and sustain a business-friendly operating environment. State government provides tax incentives, financing assistance and an array of services to help companies establish or expand in Texas. Below is a list of available incentives from the State of Texas. For more information on incentives offered by the State of Texas, please visit texaswideopenforbusiness.com

- Texas Enterprise Fund
- Financing
- Tax Incentives
- Location Search Assistance
- International Services
- Skills Development Fund
- Grants
- Workforce Development
- Liaison with State Agencies
- Project Initiation Forms



Executive Summary

Cibolo - 78108
78108 (Cibolo)
Geography: ZIP Code

Prepared by Esri

78108 (Cibolo, T...

Population

2000 Population	9,362
2010 Population	28,416
2015 Population	35,517
2020 Population	42,500
2000-2010 Annual Rate	11.74%
2010-2015 Annual Rate	4.34%
2015-2020 Annual Rate	3.66%
2015 Male Population	48.9%
2015 Female Population	51.1%
2015 Median Age	34.6

In the identified area, the current year population is 35,517. In 2010, the Census count in the area was 28,416. The rate of change since 2010 was 4.34% annually. The five-year projection for the population in the area is 42,500 representing a change of 3.66% annually from 2015 to 2020. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 34.6, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	71.8%
2015 Black Alone	13.3%
2015 American Indian/Alaska Native Alone	0.8%
2015 Asian Alone	2.8%
2015 Pacific Islander Alone	0.3%
2015 Other Race	6.1%
2015 Two or More Races	4.9%
2015 Hispanic Origin (Any Race)	28.6%

Persons of Hispanic origin represent 28.6% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 68.4 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	3,348
2010 Households	9,468
2015 Total Households	11,731
2020 Total Households	14,025
2000-2010 Annual Rate	10.96%
2010-2015 Annual Rate	4.17%
2015-2020 Annual Rate	3.64%
2015 Average Household Size	3.02

The household count in this area has changed from 9,468 in 2010 to 11,731 in the current year, a change of 4.17% annually. The five-year projection of households is 14,025, a change of 3.64% annually from the current year total. Average household size is currently 3.02, compared to 2.99 in the year 2010. The number of families in the current year is 9,511 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

January 11, 2016



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Median Household Income

2015 Median Household Income	\$85,008
2020 Median Household Income	\$91,576
2015-2020 Annual Rate	1.50%

Average Household Income

2015 Average Household Income	\$93,664
2020 Average Household Income	\$102,692
2015-2020 Annual Rate	1.86%

Per Capita Income

2015 Per Capita Income	\$30,990
2020 Per Capita Income	\$33,934
2015-2020 Annual Rate	1.83%

Households by Income

Current median household income is \$85,008 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$91,576 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$93,664 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$102,692 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$30,990 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$33,934 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	3,583
2000 Owner Occupied Housing Units	2,852
2000 Renter Occupied Housing Units	496
2000 Vacant Housing Units	235
2010 Total Housing Units	10,014
2010 Owner Occupied Housing Units	8,076
2010 Renter Occupied Housing Units	1,392
2010 Vacant Housing Units	546
2015 Total Housing Units	12,262
2015 Owner Occupied Housing Units	9,857
2015 Renter Occupied Housing Units	1,874
2015 Vacant Housing Units	531
2020 Total Housing Units	14,612
2020 Owner Occupied Housing Units	11,723
2020 Renter Occupied Housing Units	2,302
2020 Vacant Housing Units	587

Currently, 80.4% of the 12,262 housing units in the area are owner occupied; 15.3%, renter occupied; and 4.3% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 10,014 housing units in the area - 80.6% owner occupied, 13.9% renter occupied, and 5.5% vacant. The annual rate of change in housing units since 2010 is 9.42%. Median home value in the area is \$220,947, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 1.54% annually to \$238,439.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Population Summary	
2000 Total Population	9,362
2010 Total Population	28,416
2015 Total Population	35,517
2015 Group Quarters	109
2020 Total Population	42,500
2015-2020 Annual Rate	3.66%
Household Summary	
2000 Households	3,348
2000 Average Household Size	2.80
2010 Households	9,468
2010 Average Household Size	2.99
2015 Households	11,731
2015 Average Household Size	3.02
2020 Households	14,025
2020 Average Household Size	3.02
2015-2020 Annual Rate	3.64%
2010 Families	7,737
2010 Average Family Size	3.33
2015 Families	9,511
2015 Average Family Size	3.37
2020 Families	11,306
2020 Average Family Size	3.38
2015-2020 Annual Rate	3.52%
Housing Unit Summary	
2000 Housing Units	3,583
Owner Occupied Housing Units	79.6%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	6.6%
2010 Housing Units	10,014
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	13.9%
Vacant Housing Units	5.5%
2015 Housing Units	12,262
Owner Occupied Housing Units	80.4%
Renter Occupied Housing Units	15.3%
Vacant Housing Units	4.3%
2020 Housing Units	14,612
Owner Occupied Housing Units	80.2%
Renter Occupied Housing Units	15.8%
Vacant Housing Units	4.0%
Median Household Income	
2015	\$85,008
2020	\$91,576
Median Home Value	
2015	\$220,947
2020	\$238,439
Per Capita Income	
2015	\$30,990
2020	\$33,934
Median Age	
2010	34.2
2015	34.6
2020	33.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	28,420
0 - 4	7.5%
5 - 9	8.4%
10 - 14	9.4%
15 - 24	12.6%
25 - 34	13.3%
35 - 44	17.8%
45 - 54	15.0%
55 - 64	8.5%
65 - 74	4.8%
75 - 84	2.1%
85 +	0.7%
18 +	68.7%
2015 Population by Age	
Total	35,517
0 - 4	7.6%
5 - 9	7.8%
10 - 14	8.2%
15 - 24	14.6%
25 - 34	12.3%
35 - 44	16.2%
45 - 54	15.5%
55 - 64	9.4%
65 - 74	5.5%
75 - 84	2.3%
85 +	0.7%
18 +	71.5%
2020 Population by Age	
Total	42,500
0 - 4	7.9%
5 - 9	8.1%
10 - 14	7.9%
15 - 24	12.6%
25 - 34	16.4%
35 - 44	15.6%
45 - 54	13.2%
55 - 64	9.9%
65 - 74	5.4%
75 - 84	2.3%
85 +	0.7%
18 +	71.6%
2010 Population by Sex	
Males	13,904
Females	14,512
2015 Population by Sex	
Males	17,384
Females	18,133
2020 Population by Sex	
Males	20,738
Females	21,762

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment

Total	21,934
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	3.8%
High School Graduate	18.9%
GED/Alternative Credential	2.5%
Some College, No Degree	24.9%
Associate Degree	11.0%
Bachelor's Degree	22.4%
Graduate/Professional Degree	14.4%

2015 Population 15+ by Marital Status

Total	27,107
Never Married	25.2%
Married	62.3%
Widowed	4.2%
Divorced	8.3%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	96.5%
Civilian Unemployed	3.5%

2015 Employed Population 16+ by Industry

Total	16,309
Agriculture/Mining	0.3%
Construction	4.3%
Manufacturing	5.6%
Wholesale Trade	3.7%
Retail Trade	15.2%
Transportation/Utilities	4.4%
Information	2.4%
Finance/Insurance/Real Estate	8.0%
Services	42.7%
Public Administration	13.4%

2015 Employed Population 16+ by Occupation

Total	16,309
White Collar	74.1%
Management/Business/Financial	19.5%
Professional	26.0%
Sales	13.0%
Administrative Support	15.6%
Services	12.5%
Blue Collar	13.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	4.4%
Production	2.5%
Transportation/Material Moving	4.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1.	Up and Coming Families
2.	Boomburbs (1C)
3.	Middleburg (4C)

2015 Consumer Spending

Apparel & Services: Total \$	\$34,508,338
Average Spent	\$2,941.64
Spending Potential Index	127
Computers & Accessories: Total \$	\$3,938,672
Average Spent	\$335.75
Spending Potential Index	129
Education: Total \$	\$21,257,961
Average Spent	\$1,812.12
Spending Potential Index	119
Entertainment/Recreation: Total \$	\$48,933,991
Average Spent	\$4,171.34
Spending Potential Index	126
Food at Home: Total \$	\$74,167,618
Average Spent	\$6,322.36
Spending Potential Index	121
Food Away from Home: Total \$	\$49,274,969
Average Spent	\$4,200.41
Spending Potential Index	128
Health Care: Total \$	\$66,219,616
Average Spent	\$5,644.84
Spending Potential Index	119
HH Furnishings & Equipment: Total \$	\$28,163,979
Average Spent	\$2,400.82
Spending Potential Index	130
Investments: Total \$	\$40,103,015
Average Spent	\$3,418.55
Spending Potential Index	124
Retail Goods: Total \$	\$374,091,340
Average Spent	\$31,889.13
Spending Potential Index	125
Shelter: Total \$	\$239,170,925
Average Spent	\$20,387.94
Spending Potential Index	124
TV/Video/Audio: Total \$	\$18,557,294
Average Spent	\$1,581.90
Spending Potential Index	121
Travel: Total \$	\$29,685,532
Average Spent	\$2,530.52
Spending Potential Index	130
Vehicle Maintenance & Repairs: Total \$	\$16,575,516
Average Spent	\$1,412.97
Spending Potential Index	127

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Retail Market Potential

Cibolo - 78108
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Demographic Summary	2015	2020
Population	35,517	42,500
Population 18+	25,399	30,417
Households	11,731	14,025
Median Household Income	\$85,008	\$91,576

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	12,911	50.8%	105
Bought any women's clothing in last 12 months	11,983	47.2%	105
Bought clothing for child <13 years in last 6 months	9,415	37.1%	132
Bought any shoes in last 12 months	14,679	57.8%	106
Bought costume jewelry in last 12 months	5,380	21.2%	106
Bought any fine jewelry in last 12 months	4,755	18.7%	96
Bought a watch in last 12 months	3,141	12.4%	108
Automobiles (Households)			
HH owns/leases any vehicle	10,829	92.3%	109
HH bought/leased new vehicle last 12 mo	1,273	10.9%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	23,313	91.8%	108
Bought/changed motor oil in last 12 months	13,416	52.8%	106
Had tune-up in last 12 months	8,373	33.0%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	17,167	67.6%	103
Drank regular cola in last 6 months	11,040	43.5%	95
Drank beer/ale in last 6 months	10,829	42.6%	101
Cameras (Adults)			
Own digital point & shoot camera	9,814	38.6%	119
Own digital single-lens reflex (SLR) camera	2,901	11.4%	133
Bought any camera in last 12 months	2,195	8.6%	120
Bought memory card for camera in last 12 months	1,646	6.5%	113
Printed digital photos in last 12 months	921	3.6%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,177	40.1%	110
Have a smartphone	15,426	60.7%	125
Have an iPhone	6,580	25.9%	139
Number of cell phones in household: 1	2,345	20.0%	62
Number of cell phones in household: 2	5,015	42.7%	116
Number of cell phones in household: 3+	4,076	34.7%	138
HH has cell phone only (no landline telephone)	4,424	37.7%	100
Computers (Households)			
HH owns a computer	10,188	86.8%	114
HH owns desktop computer	6,888	58.7%	121
HH owns laptop/notebook	7,067	60.2%	118
Spent <\$500 on most recent home computer	1,799	15.3%	109
Spent \$500-\$999 on most recent home computer	2,874	24.5%	121
Spent \$1,000-\$1,499 on most recent home computer	1,320	11.3%	113
Spent \$1,500-\$1,999 on most recent home computer	650	5.5%	120
Spent \$2,000+ on most recent home computer	607	5.2%	134

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

January 11, 2016



Retail Market Potential

Cibolo - 78108
78108 (Cibolo)
Geography: ZIP Code

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	16,307	64.2%	106
Bought brewed coffee at convenience store in last 30 days	3,853	15.2%	99
Bought cigarettes at convenience store in last 30 days	2,715	10.7%	81
Bought gas at convenience store in last 30 days	9,348	36.8%	111
Spent at convenience store in last 30 days: <\$20	2,233	8.8%	107
Spent at convenience store in last 30 days: \$20-\$39	2,190	8.6%	95
Spent at convenience store in last 30 days: \$40-\$50	1,946	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	1,144	4.5%	99
Spent at convenience store in last 30 days: \$100+	6,394	25.2%	109
Entertainment (Adults)			
Attended a movie in last 6 months	17,160	67.6%	112
Went to live theater in last 12 months	3,471	13.7%	109
Went to a bar/night club in last 12 months	4,334	17.1%	100
Dined out in last 12 months	13,100	51.6%	115
Gambled at a casino in last 12 months	4,009	15.8%	107
Visited a theme park in last 12 months	6,246	24.6%	137
Viewed movie (video-on-demand) in last 30 days	4,924	19.4%	124
Viewed TV show (video-on-demand) in last 30 days	3,471	13.7%	112
Watched any pay-per-view TV in last 12 months	4,275	16.8%	128
Downloaded a movie over the Internet in last 30 days	1,814	7.1%	108
Downloaded any individual song in last 6 months	6,344	25.0%	122
Watched a movie online in the last 30 days	3,842	15.1%	111
Watched a TV program online in last 30 days	3,645	14.4%	107
Played a video/electronic game (console) in last 12 months	3,198	12.6%	110
Played a video/electronic game (portable) in last 12 months	1,237	4.9%	109
Financial (Adults)			
Have home mortgage (1st)	11,691	46.0%	145
Used ATM/cash machine in last 12 months	14,717	57.9%	119
Own any stock	2,238	8.8%	113
Own U.S. savings bond	1,514	6.0%	104
Own shares in mutual fund (stock)	2,166	8.5%	114
Own shares in mutual fund (bonds)	1,389	5.5%	111
Have interest checking account	8,691	34.2%	118
Have non-interest checking account	7,568	29.8%	106
Have savings account	15,732	61.9%	116
Have 401K retirement savings plan	5,051	19.9%	135
Own/used any credit/debit card in last 12 months	20,365	80.2%	109
Avg monthly credit card expenditures: <\$111	3,400	13.4%	113
Avg monthly credit card expenditures: \$111-\$225	1,848	7.3%	112
Avg monthly credit card expenditures: \$226-\$450	1,734	6.8%	108
Avg monthly credit card expenditures: \$451-\$700	1,630	6.4%	118
Avg monthly credit card expenditures: \$701-\$1,000	1,153	4.5%	105
Avg monthly credit card expenditures: \$1,001+	2,714	10.7%	116
Did banking online in last 12 months	12,002	47.3%	135
Did banking on mobile device in last 12 months	4,125	16.2%	156
Paid bills online in last 12 months	13,321	52.4%	126

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	18,913	74.5%	104
Used bread in last 6 months	24,394	96.0%	101
Used chicken (fresh or frozen) in last 6 mos	18,827	74.1%	104
Used turkey (fresh or frozen) in last 6 mos	4,636	18.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	14,990	59.0%	105
Used fresh fruit/vegetables in last 6 months	22,562	88.8%	102
Used fresh milk in last 6 months	23,275	91.6%	102
Used organic food in last 6 months	5,156	20.3%	103
Health (Adults)			
Exercise at home 2+ times per week	8,748	34.4%	121
Exercise at club 2+ times per week	4,075	16.0%	124
Visited a doctor in last 12 months	19,806	78.0%	103
Used vitamin/dietary supplement in last 6 months	13,973	55.0%	103
Home (Households)			
Any home improvement in last 12 months	3,890	33.2%	120
Used housekeeper/maid/professional HH cleaning service in last 12	1,804	15.4%	118
Purchased low ticket HH furnishings in last 12 months	2,113	18.0%	116
Purchased big ticket HH furnishings in last 12 months	2,844	24.2%	115
Purchased bedding/bath goods in last 12 months	6,537	55.7%	105
Purchased cooking/serving product in last 12 months	3,273	27.9%	115
Bought any small kitchen appliance in last 12 months	2,828	24.1%	108
Bought any large kitchen appliance in last 12 months	1,771	15.1%	117
Insurance (Adults/Households)			
Currently carry life insurance	12,773	50.3%	116
Carry medical/hospital/accident insurance	17,529	69.0%	107
Carry homeowner insurance	14,582	57.4%	120
Carry renter's insurance	1,805	7.1%	96
Have auto insurance: 1 vehicle in household covered	2,798	23.9%	76
Have auto insurance: 2 vehicles in household covered	4,401	37.5%	134
Have auto insurance: 3+ vehicles in household covered	3,223	27.5%	125
Pets (Households)			
Household owns any pet	7,129	60.8%	114
Household owns any cat	2,595	22.1%	97
Household owns anv doo	5,832	49.7%	125
Psychographics (Adults)			
Buying American is important to me	10,503	41.4%	96
Usually buy items on credit rather than wait	2,822	11.1%	98
Usually buy based on quality - not price	4,820	19.0%	106
Price is usually more important than brand name	6,796	26.8%	97
Usually use coupons for brands I buy often	4,225	16.6%	88
Am interested in how to help the environment	3,822	15.0%	90
Usually pay more for environ safe product	2,833	11.2%	88
Usually value green products over convenience	2,347	9.2%	91
Likely to buy a brand that supports a charity	8,552	33.7%	98
Reading (Adults)			
Bought digital book in last 12 months	3,889	15.3%	137
Bought hardcover book in last 12 months	6,411	25.2%	112
Bought paperback book in last 12 month	9,562	37.6%	111
Read any daily newspaper (paper version)	5,470	21.5%	76
Read any digital newspaper in last 30 days	9,428	37.1%	119
Read any magazine (paper/electronic version) in last 6 months	23,425	92.2%	102

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Retail Market Potential

Cibolo - 78108
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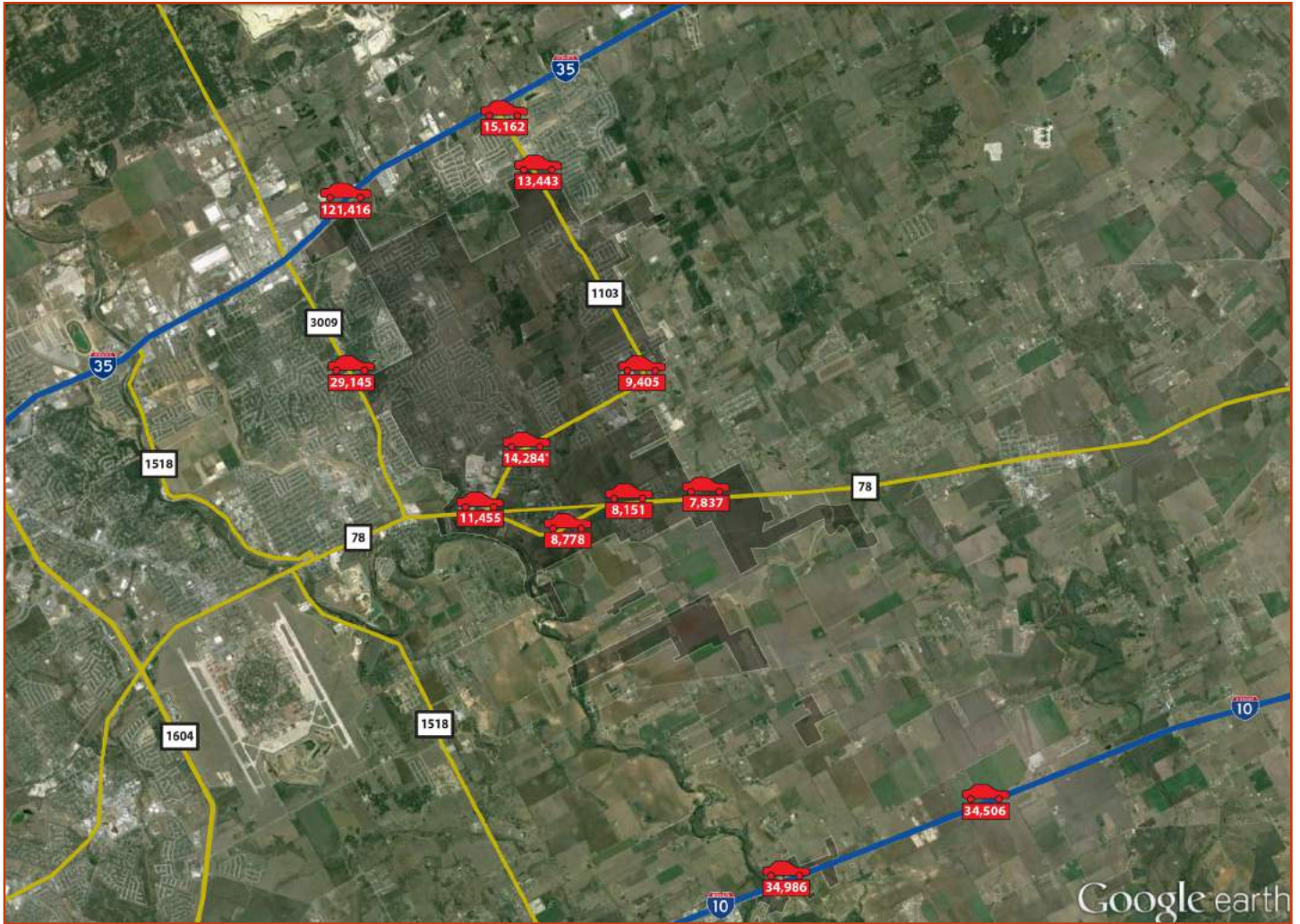
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	21,134	83.2%	110
Went to family restaurant/steak house: 4+ times a month	8,513	33.5%	117
Went to fast food/drive-in restaurant in last 6 months	23,649	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	12,080	47.6%	117
Fast food/drive-in last 6 months: eat in	10,436	41.1%	113
Fast food/drive-in last 6 months: home delivery	2,418	9.5%	121
Fast food/drive-in last 6 months: take-out/drive-thru	14,079	55.4%	118
Fast food/drive-in last 6 months: take-out/walk-in	5,320	20.9%	107
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	7,695	30.3%	143
Own any portable MP3 player	11,008	43.3%	129
HH owns 1 TV	1,736	14.8%	73
HH owns 2 TVs	2,803	23.9%	91
HH owns 3 TVs	2,754	23.5%	109
HH owns 4+ TVs	3,171	27.0%	137
HH subscribes to cable TV	5,381	45.9%	90
HH subscribes to fiber optic	985	8.4%	126
HH has satellite dish	3,857	32.9%	129
HH owns DVD/Blu-ray player	8,175	69.7%	113
HH owns camcorder	2,804	23.9%	153
HH owns portable GPS navigation device	4,088	34.8%	126
HH purchased video game system in last 12 mos	1,253	10.7%	116
HH owns Internet video device for TV	724	6.2%	141
Travel (Adults)			
Domestic travel in last 12 months	15,252	60.0%	120
Took 3+ domestic non-business trips in last 12 months	3,769	14.8%	119
Spent on domestic vacations in last 12 months: <\$1,000	3,061	12.1%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,841	7.2%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,205	4.7%	135
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,234	4.9%	127
Spent on domestic vacations in last 12 months: \$3,000+	1,801	7.1%	130
Domestic travel in the 12 months: used general travel website	2,418	9.5%	135
Foreign travel in last 3 years	7,107	28.0%	118
Took 3+ foreign trips by plane in last 3 years	1,339	5.3%	121
Spent on foreign vacations in last 12 months: <\$1,000	1,368	5.4%	128
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	753	3.0%	97
Spent on foreign vacations in last 12 months: \$3,000+	1,459	5.7%	117
Foreign travel in last 3 years: used general travel website	1,808	7.1%	130
Nights spent in hotel/motel in last 12 months: any	12,912	50.8%	123
Took cruise of more than one day in last 3 years	2,605	10.3%	117
Member of any frequent flyer program	5,829	22.9%	138
Member of any hotel rewards program	5,072	20.0%	141

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Traffic Counts



Location	Average Annual Daily Traffic (AADT)	Future Traffic 2030 AADT Estimate
FM 1103 at Interstate 35	15,162	21,600
FM 1103 at Old Wiederstein Rd	13,443	24,790
FM 1103 at Weil Rd (CR 378)	9,405	21,970
FM 1103 at Main St*	14,284*	N/A
FM 1103 at FM 78	11,455	22,480
FM 78 at Loop 539	8,778	12,880
FM 78 West of Haeckerville Rd (CR 327)	8,151	11,620
FM 78 East of Haeckerville Rd (CR 327)	7,837	11,200

*Not a TXDOT Traffic Count. Traffic Count Provided by AC Group LLC. Count Was Taken 11/2013
Source: TxDOT District Traffic Maps 2013, TxDOT Statewide Planning Map Application, AC Group LLC



Thank you for your interest in Cibolo!

The Cibolo Economic Development Corporation would be happy to provide additional information on the benefits of opening a business in Cibolo, as well as the growth opportunities for the area.

To reach a representative from the EDC team, please use the following:

City of Cibolo
Economic Development Corporation
200 South Main Street
Cibolo, Texas 78108
(210) 658-9900
economicdevelopment@cibolotx.gov

