

1 November 2013



Mrs. Barbara Cutsinger  
Marketing Manager  
Bay Area Houston Economic Partnership  
P.O. Box 58724  
Houston, TX 77258

**RE: Texas-Sized Commercial Development Opportunities in La Porte, Texas**

Dear Mrs. Cutsinger:

**La Porte, Texas, home to the San Jacinto Monument and Battleground for Texas' Independence, is also the center of the 2<sup>nd</sup> largest petro-chemical/refining complex in the world and gateway to the Houston Ship Channel.** Technological advances in **fracking and natural gas extraction, expansion of the Panama Canal, expansion of the Port of Houston's Barbour's Cut and Bayport Terminals, and opening of the Houston Bayport Cruise Terminal** are **attracting billions of new, industrial investment to La Porte.**

Although **La Porte** is fortunate to attract so much industrial trade and investment, daytime employment, high average household incomes, and tourism, it **suffers from a lack of new retail and restaurant development.** La Porte epitomizes the **backbone of the resurging U.S. economy.** The citizens of La Porte are hard-working people with good incomes in a solid, diverse economy that is slated to grow for generations to come. Catalyst Commercial, Inc. recently completed a retail trade analysis of **La Porte's Primary Trade Area** (map enclosed) and identified the following:

- **383,000** Population
- **\$72,000** Avg. HH Income
- **154,000** Daytime Employment
- **\$337 Million** Under-Served Retail Trade
- **490,387 SF** Demand for More Retail
- **74%** White Alone, **40%** Hispanic (Any Race)
- **Over \$8 Billion** in Commercial Investment
- **Thousands** of New Homes
- Over **6 Million Tourists** annually visit the San Jacinto Monument, Princess and Norwegian Cruise Lines at the Houston Bayport Cruise Terminal, Kemah Boardwalk, Johnson Space Center, Battleship Texas, Clear Lake, League City, Seabrook, Historic Sylvan Beach Park, Golf Courses, Main Streets, Parks, and Marinas in the Bay Area.

**An electronic map of available sites for commercial retail/restaurant development in La Porte is enclosed.**

Profiles and additional information are available for each of the following:

- **Education**
- **Employment**
- **Income Analysis**
- **Report on La Porte's Primary Trade Area**
- **Lease Comps for La Porte**
- **Traffic Counts**
- **Analysis of Under-Served Retail**
- **Demographics**
- **Visitation/Tourism**
- **Houston Bayport Cruise Terminal**

The La Porte Development Corporation and City of La Porte offer a variety of financial incentives to encourage new retail development in La Porte, Texas, and we welcome every opportunity to discuss the available financial incentives with prospective investors. All incentives are considered on a case by case basis, and they are subject to the approval of both the Board of Directors of the La Porte Development Corporation and La Porte City Council. All incentives must be accompanied by a signed and executed incentive/development agreement.

Please feel free to contact me if you would like any additional information, or if you have any additional questions!

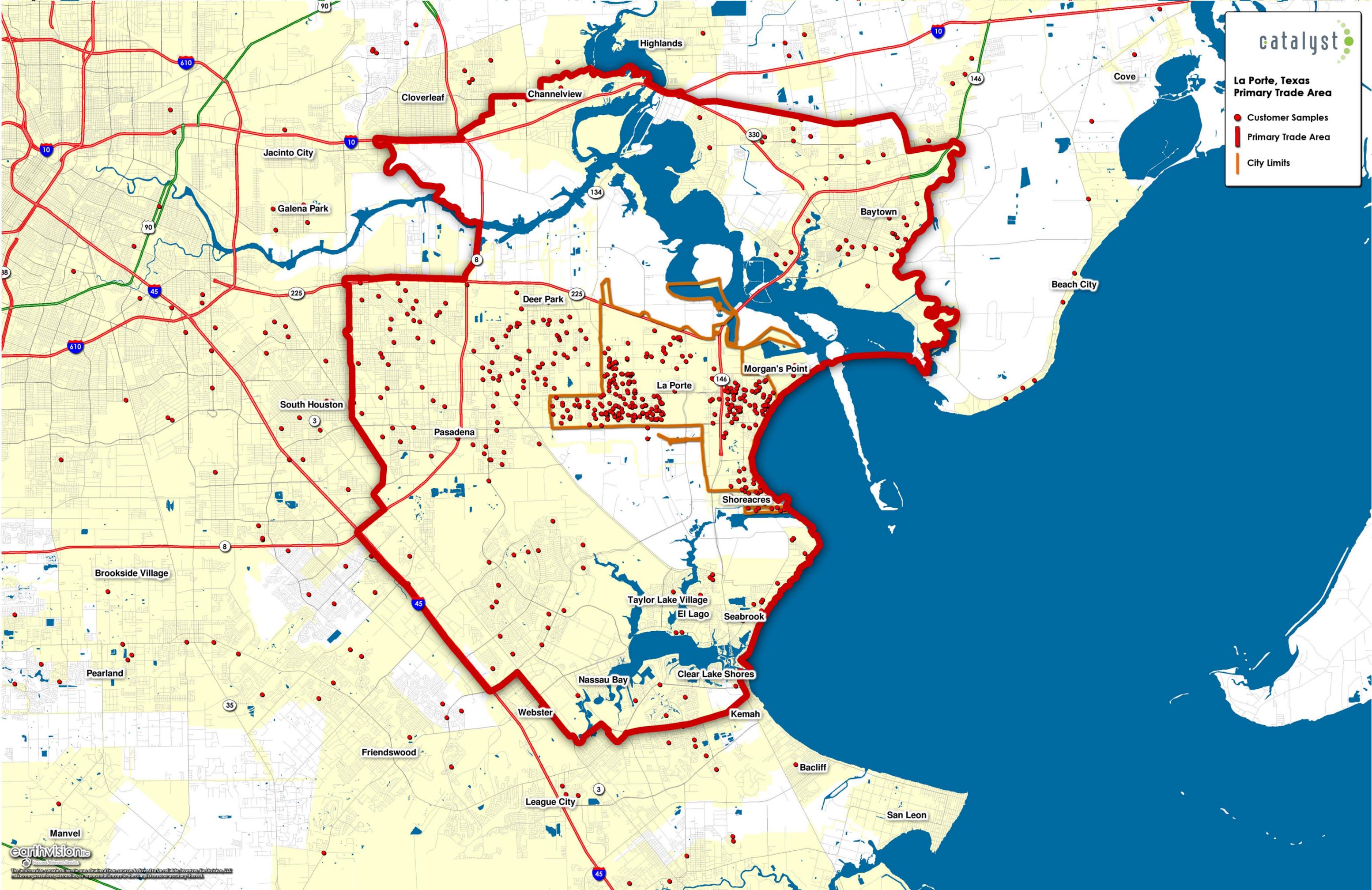
Sincerely,



Scott D. Livingston  
Director of Economic Development & Tourism  
City of La Porte  
281-470-5016  
[LivingstonS@laportetx.gov](mailto:LivingstonS@laportetx.gov)

La Porte, Texas  
Primary Trade Area

- Customer Samples
- ▬ Primary Trade Area
- ▬ City Limits



# La Porte!



604 W. Fairmont Pkwy  
La Porte, Texas 77571  
(281) 470-5016

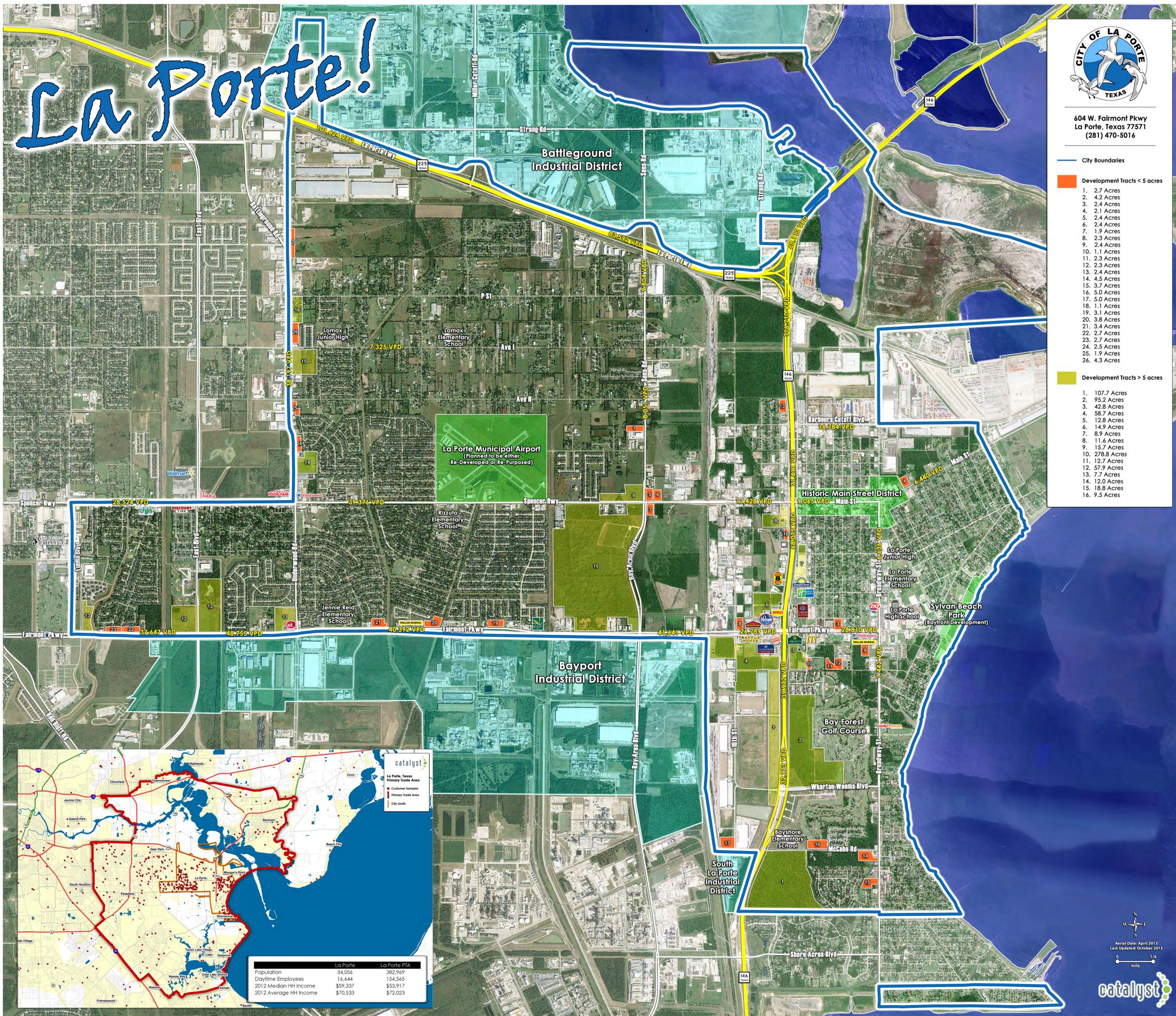
City Boundaries

Development Tracts < 5 acres

1. 2.7 Acres
2. 4.2 Acres
3. 2.4 Acres
4. 2.1 Acres
5. 2.4 Acres
6. 2.4 Acres
7. 1.9 Acres
8. 2.3 Acres
9. 2.4 Acres
10. 1.1 Acres
11. 2.3 Acres
12. 2.3 Acres
13. 2.4 Acres
14. 4.5 Acres
15. 3.7 Acres
16. 5.0 Acres
17. 5.0 Acres
18. 1.1 Acres
19. 3.1 Acres
20. 3.8 Acres
21. 3.4 Acres
22. 2.7 Acres
23. 2.7 Acres
24. 2.5 Acres
25. 1.9 Acres
26. 4.3 Acres

Development Tracts > 5 acres

1. 107.7 Acres
2. 95.2 Acres
3. 42.8 Acres
4. 58.7 Acres
5. 12.8 Acres
6. 14.9 Acres
7. 8.9 Acres
8. 11.6 Acres
9. 15.7 Acres
10. 278.8 Acres
11. 12.7 Acres
12. 57.9 Acres
13. 7.7 Acres
14. 12.0 Acres
15. 18.8 Acres
16. 9.5 Acres



**La Porte Municipal Airport**  
(Planned to be either Re-Developed or Re-Purposed)

**Sylvan Beach Park**  
(Bayport Development)

