



There should be no mystery as to why Webster is the retail capital of the Bay Area Houston region. With Interstate 45, Bay Area Boulevard, NASA Parkway, and Highway 3 as its most central corridors, Webster's strategic position is midway between downtown Houston and Galveston. Webster captures a super-regional market that consists of more than 3,380,000 people within a 30-mile radius, and this population base continues to grow.

Webster's retail stronghold is not only predicated upon its key location within the nucleus of Bay Area Houston but also substantiated by its ultra-strong industry clusters, such as medical, aerospace, engineering, life sciences, tourism, and entertainment. Webster, as the central business district of Clear Lake, features an outstanding daytime population of over 200,000 that drives retail, and as an entertainment and tourist destination, Webster's evening population is equally strong.

Webster's retail domination is fueled by some impressive statistics, as numerous retailers and entertainment venues tout their Webster locations as being the top performers within the Greater Houston Metropolitan Statistical Area. For example, Academy Sports & Outdoors, Ashley Furniture Homestore, Barnes & Noble, Bed Bath & Beyond, Burlington Coat Factory, buybuy BABY, Chair King, Cheddar's Casual Cafe, Chuy's, Conn's Home Plus, Fry's Electronics, Guitar Center, Harbor Freight, Hobby Lobby, Hooters, James Avery Jewelers, La Madeleine, Main Event, Mardel, Michaels, and Stein-Mart consistently rank their Webster location as first or second within the entire Houston region.



These rankings speak volumes about the strength of Webster's prime market. Academy Sports + Outdoors reports that its Webster store is number one in its entire system, which includes over 200 stores in 15 states. Fry's Electronics' Webster store is among the top four in the nation. Main Event Entertainment continues to tout the Webster location as its top performer, surpassing venues in The Woodlands, Austin, Plano, Ft. Worth, and others. Sales at Webster's Cinemark translate into 120,000 tickets monthly. Webster's 100+ restaurants are so successful that sales from mixed beverages are the second highest in Harris County. Webster's Twin Peaks is number one in the world among more than 80 locations in 25 states and Russia; Hooters is number two in Texas and within the top ten in the world (more than 430 locations in 44 states and 30 countries). Webster's Cheddar's is number two in the nation's system, which consists of more than 80 stores. Webster's Chuy's and La Madeleine are number one in the nation.



There are some very good reasons why retailers have chosen Webster as the place to land: Webster has fostered a



pro-business, developer-friendly mentality; Webster genuinely cares about its businesses' success; Webster features the demographics that strong retailers require; and Webster accommodates significant industry clusters that complement retail.



Webster caters to retail. One of the largest Academy Sports & Outdoors is located in Webster, where this 113,000 square foot retail destination offers tremendous amenities customers won't find anywhere else, like the largest selection of athletic shoes in the region.

Another of Webster's most impressive retail developments is Fry's Electronics. This mega-electronics retail destination, which encompasses 148,000 square feet, features unprecedented architecture and accoutrements in that key elements of NASA's Space Station have been incorporated into the design. In addition to intricate and elaborate Space Station theming, both interior and exterior, Fry's Electronics is renowned for its customer service, extensive and comprehensive offerings, special electronics events, cafe, and daily specials.



Webster features over 25 retail centers. Along the west side of Interstate 45, Baybrook Commons is one of Webster's newest developments that features Star Furniture, along with Holiday Inn Express and Houston Garden Center. Baybrook Commons, with over 250,000 vehicles passing daily, will feature TRU - by Hilton Hotels. Baybrook Square is home to Nordstrom Rack, Office Depot, Pier 1, and others. Too, Clear Lake Center, also on the west side of Interstate 45, south of NASA Parkway, is home to top-performing Burlington Coat Factory, At Home, Hooters, Floyd's Cajun Seafood and Steak House, and Pappas Bar-B-Q.

On the east side of Interstate 45, Baybrook Passage features some of the region's most successful retailers, such as Cafe Express, Torchy's Taco, and Destination XL. Baybrook Gateway, also located at I-45 and Bay Area Boulevard, is home to top-performing Ashley Furniture Homestore, World Market, James Avery, Party City, Barnes and Noble, La Madeleine, Jared, and Michaels. The Center at Baybrook, at I-45 and Medical Center Boulevard, touts top performing Bed Bath & Beyond, buybuy BABY, Chair King, Bel Furniture, Stein Mart, Pappas Seafood House, Mardel, and Hobby Lobby.

Point NASA, also positioned on the east side of Interstate 45 at NASA Parkway, accommodates Conn's Home Plus, the highly successful Guitar Center, Las Haciendas, and Plaza Salons. Bay Way Village features Cavender's, Mattress Firm, Israeli Self Defense, Cindie's Lingerie, and





soon – a new free-standing Pluckers Wing Bar restaurant.

Webster Town Center, anchored by a super-regional entertainment venue, Cinemark, is another one of Webster’s new, growing developments. Webster Town Center boasts not only the highly successful Chuy’s Mexican Restaurant, Twin Peaks Restaurant, and Steak ‘n Shake but also Interstate 45 exposure and accessibility and mobility from Magnolia and Texas Avenue. Webster Town Center is home to McAlister’s Deli, Webster’s second Marble Slab, and MichiRu Sushi and Asian Restaurant. Remington College features an attractive, highly successful 36,000 square foot campus within Webster Town Center, which complements retail and entertainment sales. Both Chuy’s and Twin Peaks tout their best performance at this center, and Steak ‘n Shake is experiencing unprecedented sales.

Many of Webster’s wildly successful retail developments are located on Bay Area Boulevard, where daily traffic counts number 100,000 vehicles. There is a good reason why retailers and developers call Bay Area Boulevard from Highway 3 to Interstate 45 “restaurant row.” Restaurants along this corridor flourish, and the retailers at Webster Plaza add credence to this claim. Freebirds World Burrito, Jamba Juice, Buffalo Wild Wings, Sub Zero Ice Cream, Kolache Factory, Sushi Coast, and GameStop are reaping the rewards from their dynamic Webster location.



Shops at the Bay, anchored by the full-service Holiday Inn, is home to exciting, highly successful restaurants, including Al Basha Mediterranean Grill, Chipotle, Firehouse Subs, Nothing Bundt Cakes, and Thai Spice.

Restaurants thrive along Bay Area Boulevard where more than 30 establishments, such as Red Lobster, Carrabba’s Italian Grill, BJ’s Restaurant and Brewery, Lupe Tortilla, Jason’s Deli, The Egg & I, Hibachi Grill & Supreme Buffet, Tradição Steak House, and more find Webster’s demographics and this corridor most appealing.

Webster, as the central business district of Clear Lake, attracts a super-regional market where a residential or visitor population shop, dine, stay, and play. Healthcare is a huge, growing industry cluster for Webster. In fact, Webster is known as the “medical center of the south” for its hospitals, medical facilities, and service area population of 1,800,000 that it accommodates. Clear Lake Regional Medical Center, Webster’s largest employer with a workforce of over 2,000, supports Webster’s retail base. In like manner, aerospace is another economic driver, as NASA-Johnson Space Center, with its workforce of 13,500 civil servants





and contractors, represents a significant industry sector that complements Webster's retail base.

Family entertainment's address is Webster. Main Event Entertainment, an entertainment destination like no other, features a variety of attractions within its 65,000 square foot venue, including bowling, laser tag, virtual, interactive video games, giant arcade, glow golf, billiards, cafe, and full bar. Putt-Putt Fun House, which recently celebrated 33 years in Webster, offers miniature golf, bumper boats, laser tag, 3-D motion theater, along with exciting, new attractions, like Ballocity, indoor bumper cars, and Highway 66 bowling.

For drinks, dancing, and diversions, Webster touts some of the most popular night clubs and dance halls in the region, like Scout Bar for rock and Big Texas Dance Hall for country-western.

Webster's retail stronghold is further enhanced by its tourism partner, Space Center Houston, the region's top attraction," which is located in Webster's backyard on NASA Parkway. Webster is the place to land for the "drive-in" family vacation market, consisting of tourists within a 350-mile radius who visit Galveston Beaches, Space Center Houston, and Houston attractions and venues. More than 3,000,000 travelers visit the Webster region annually and stay in one of Webster's 18 hotels. To accommodate increasing demand for hotel rooms, Webster now features more than 1,600 hotel rooms including the newest concepts from SpringHill Suites, Hilton Garden Inn, Holiday Inn, Holiday Inn Express, and Home2 Suites.



Webster fits retail perfectly based on many factors, such as location, strong, stable industries, highly educated workforce, superb quality of life, excellent school district, and great offerings ensconced within a central business district. Webster's market is super-regional.

Retail is powered by rooftops, and Webster is the nucleus for residential growth. Clear Creek Independent School District enrolls over 1,800 new students annually and employs more than 4,000. Challenger Columbia Stadium, completed in March 2016, accommodates up to 10,000 people. Further, Webster's newest master-planned community, Edgewater, is underway along NASA Parkway at Highway 3 and Clear Creek and will add more than 2,300 new residents.

Retail finds its perfect fit in Webster's super-regional market where both daytime and evening populations dine, shop, stay, and play. Within a 30-mile radius, the population is more than 3,380,000; within a 15-mile radius, the population is 1,014,498; and within a 10-mile radius, the population is 599,825.

