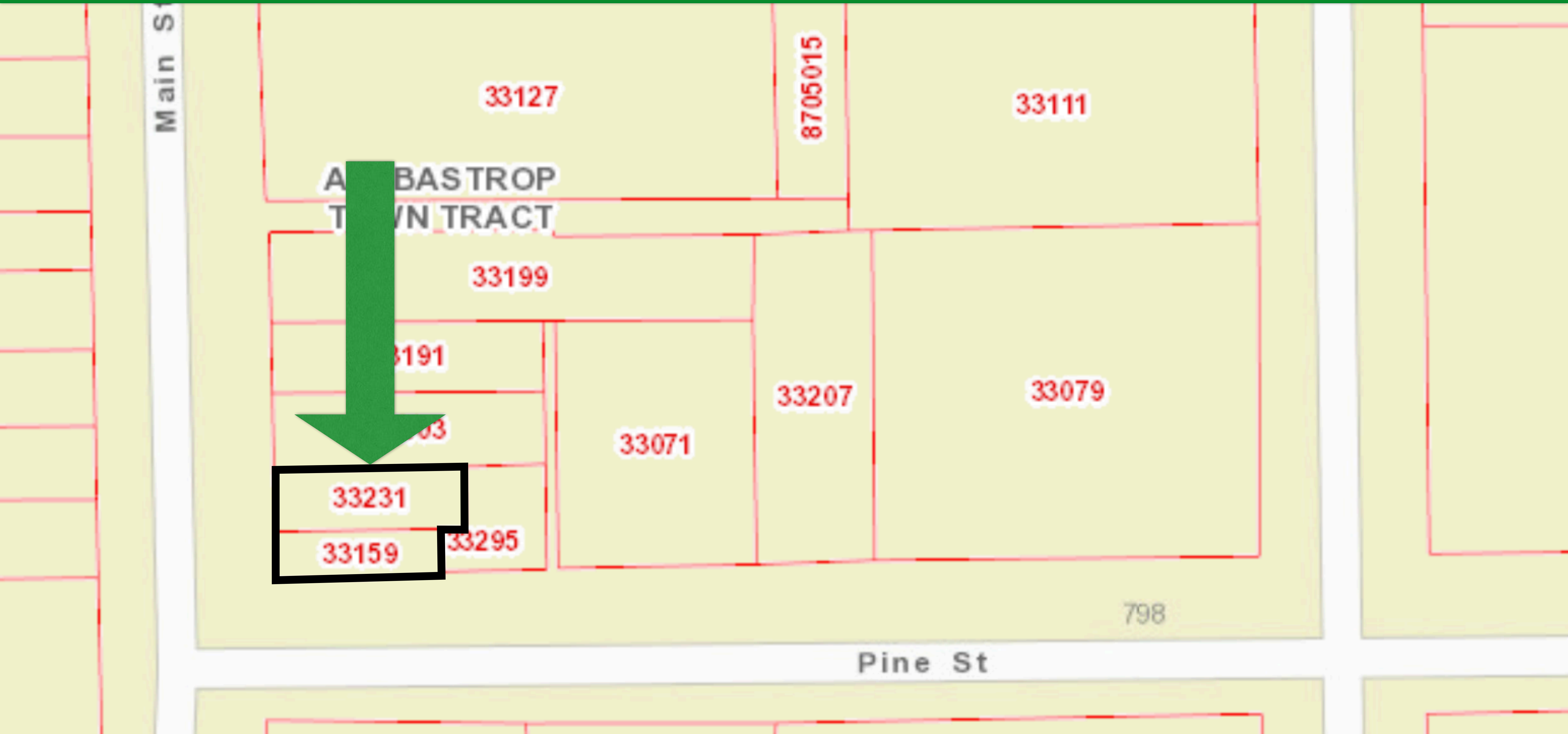




Plat Map | Bastrop Central Appraisal District



NOT in Bastrop Flood Zones

905 MAIN ST BASTROP, TX 78602

LOCATION ACCURACY: EXCELLENT

DOWNLOAD PDF



WATER



Flood Zone Determination

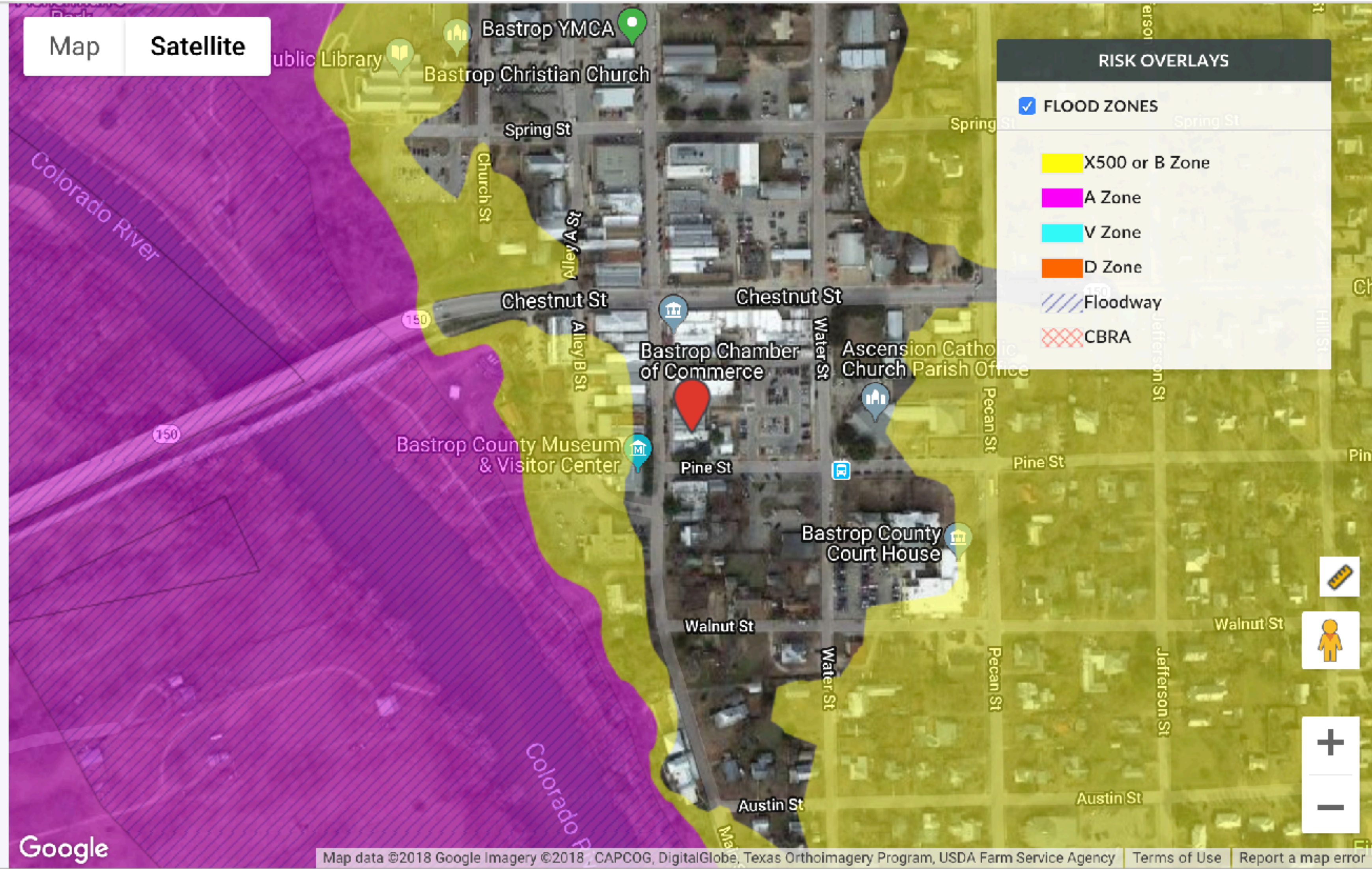
OUT ^

PANEL DATE

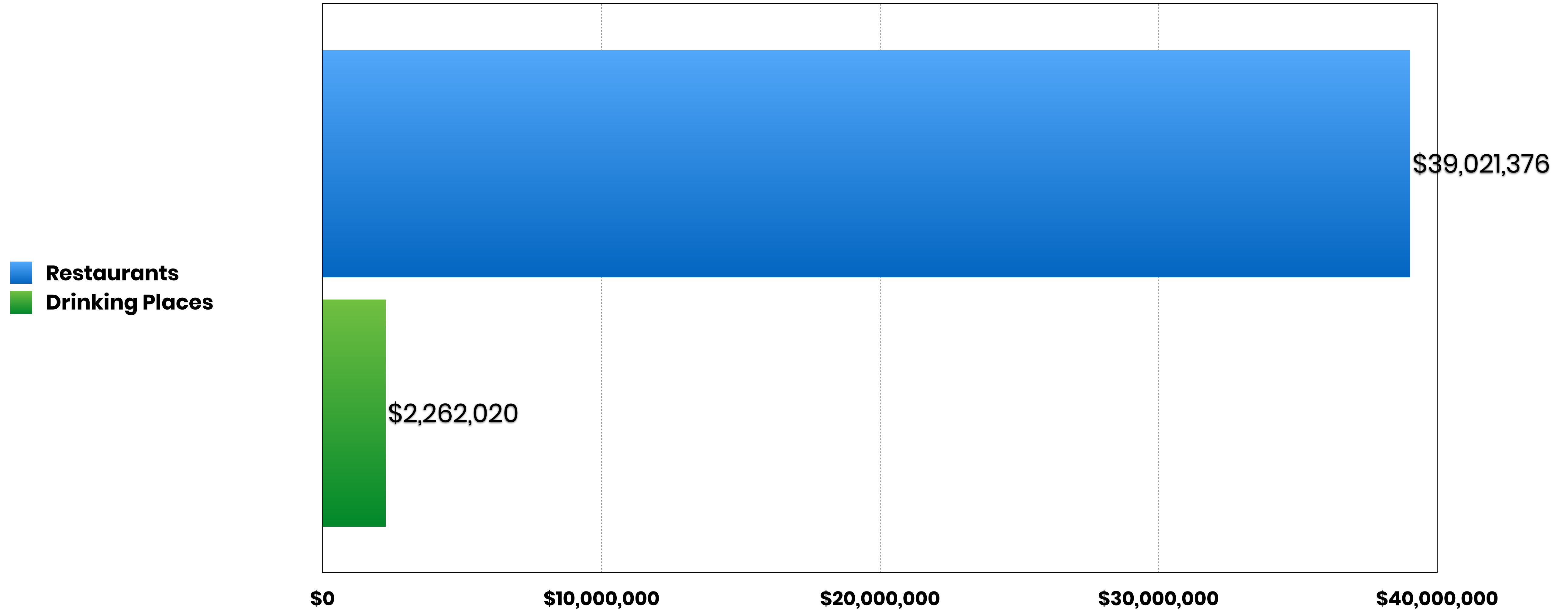
January 19, 2006

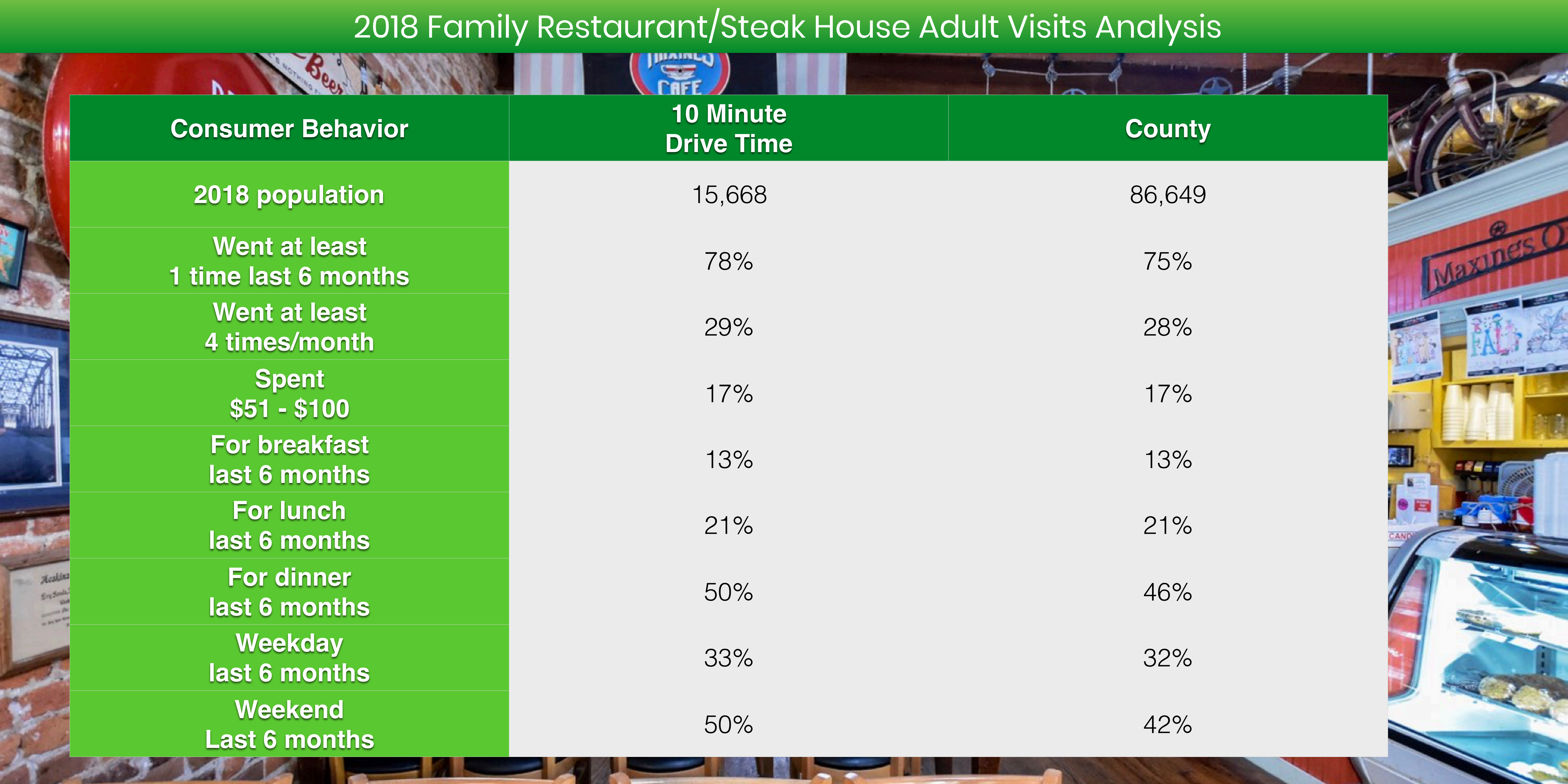
MAP NUMBER

480210355E



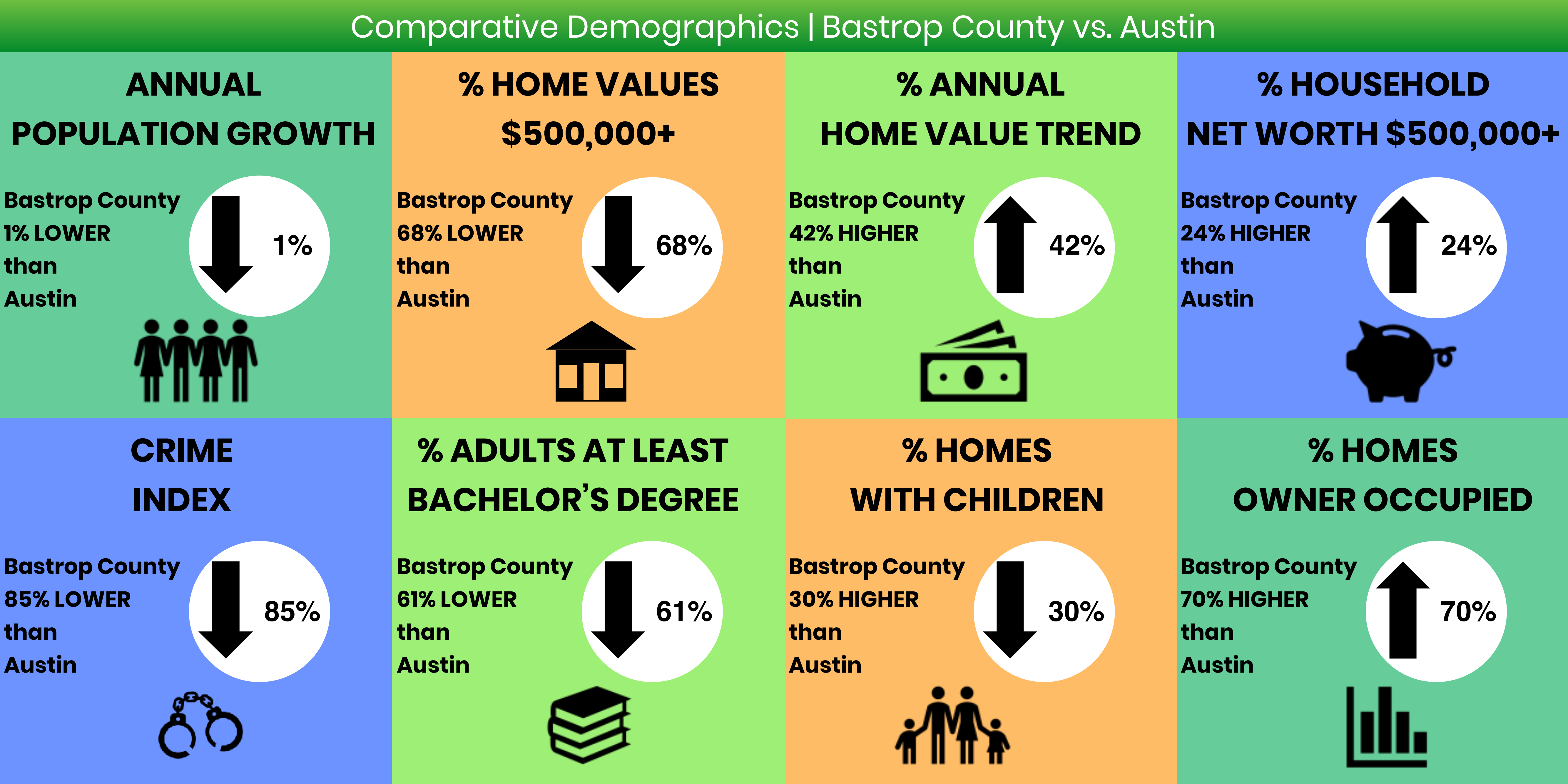
2018 Unmet Restaurant & Bar Local Demand | Bastrop County





2018 Family Restaurant/Steak House Adult Visits Analysis

Consumer Behavior	10 Minute Drive Time	County
2018 population	15,668	86,649
Went at least 1 time last 6 months	78%	75%
Went at least 4 times/month	29%	28%
Spent \$51 - \$100	17%	17%
For breakfast last 6 months	13%	13%
For lunch last 6 months	21%	21%
For dinner last 6 months	50%	46%
Weekday last 6 months	33%	32%
Weekend Last 6 months	50%	42%



Infographics | Bastrop County

KEY FACTS

86,649

Population



Average Household Size

39.8

Median Age

\$56,954

Median Household Income

BUSINESS



2,102

Total Businesses



17,924

Total Employees

INCOME



\$56,954

Median Household Income



\$26,715

Per Capita Income



\$158,856

Median Net Worth

EDUCATION

19%

No High School Diploma



30%

High School Graduate



32%

Some College



19%

Bachelor's/Grad/Prof Degree

EMPLOYMENT



58%

White Collar



28%

Blue Collar



14%

Services

5.3%

Unemployment Rate

Households By Income

The largest group: \$50,000 - \$74,999 (23.3%)

The smallest group: \$200,000+ (3.8%)

Indicator	Value	Difference	
<\$15,000	7.9%	0	
\$15,000 - \$24,999	9.0%	0	
\$25,000 - \$34,999	9.3%	0	
\$35,000 - \$49,999	14.9%	0	
\$50,000 - \$74,999	23.3%	0	
\$75,000 - \$99,999	13.4%	0	
\$100,000 - \$149,999	14.2%	0	
\$150,000 - \$199,999	4.2%	0	
\$200,000+	3.8%	0	

Bars show deviation from
Bastrop County

Lifestyles & Choices | Bastrop County

12% Green Acres

2.7 avg. household size
43 median age
Primarily married couples no children
60% college educated
Focus on quality & durability
Self-employment & investment income
Comfortable with tech

32% Other

29% Southern Satellites

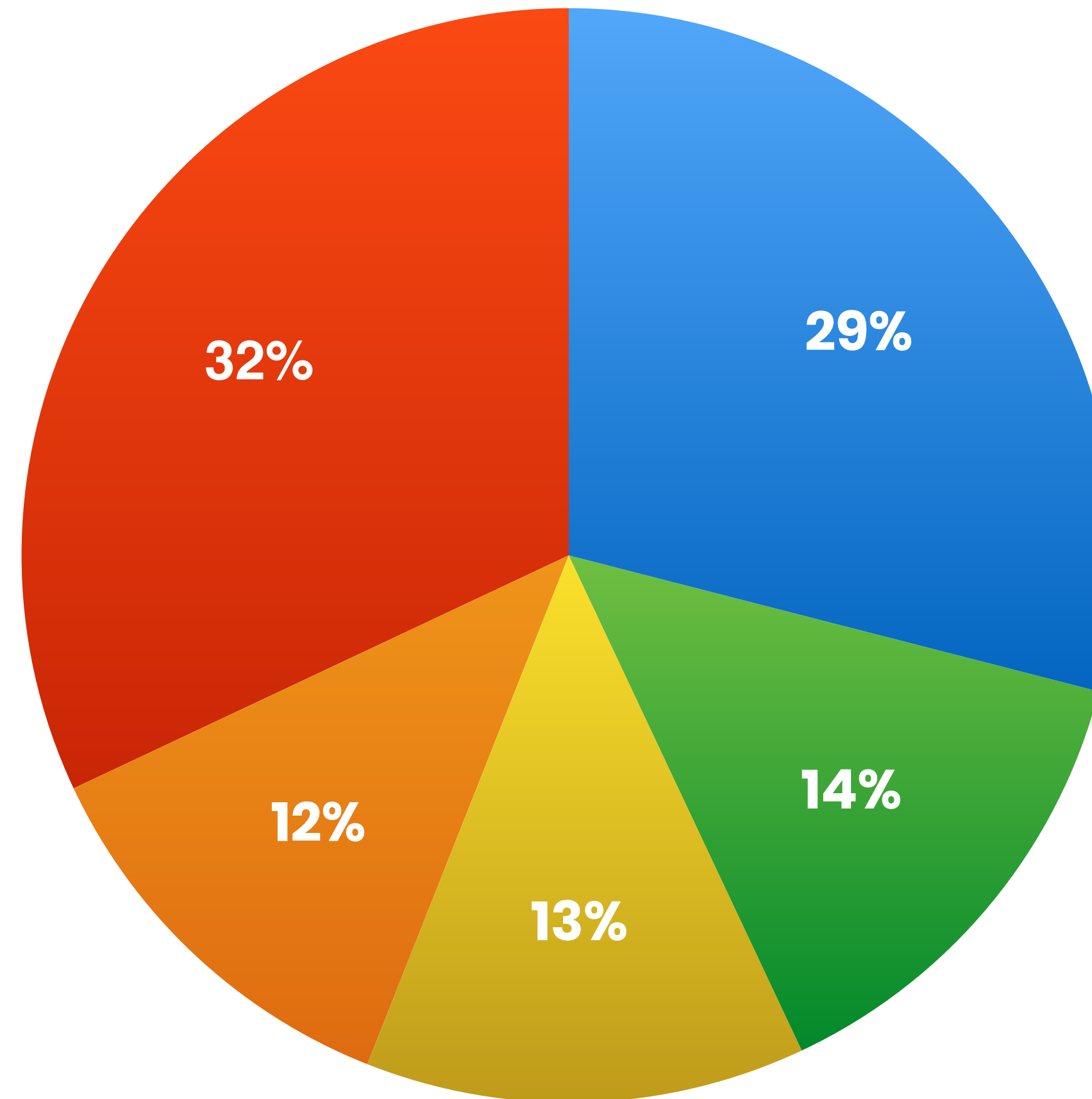
2.6 avg. household size
40 median age
79% own their homes
Married couples with no kids
41% have college education
Cost vs. brand sensitive
TV dependent, late tech adopters

13% Down the Road

2.7 avg. household size
34 median age
66% own their homes
Family oriented
Majority blue collar
Value convenience
Value time honored tradition

14% The Great Outdoors

2.4 avg. household size
46 median age
Empty nesters
60% some college
Invest in real estate vs. stocks
Above avg. commute time
Prefer domestic to international travel



Who are “Southern Satellites” | Lifestyles & Choices



LifeMode Group: Rustic Outposts

Southern Satellites

10A

WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Who are “The Great Outdoors” | Lifestyles & Choices



LifeMode Group: Cozy Country Living

The Great Outdoors

6C

WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available (Index 398).
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 155).

SOCIOECONOMIC TRAITS

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8% (Index 88), but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Who are “Down the Road” | Lifestyles & Choices



LifeMode Group: Rustic Outposts **Down the Road**

10D

WHO ARE WE?

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

OUR NEIGHBORHOOD

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households (Index 145).
- Close to half of all households live in mobile homes (Index 808).
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (over 3 times the US percentage).

SOCIOECONOMIC TRAITS

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the US rate.
- Labor force participation rate is 59.6%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Who are “Green Acres” | Lifestyles & Choices



LifeMode Group: Cozy Country Living Green Acres

6A

WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

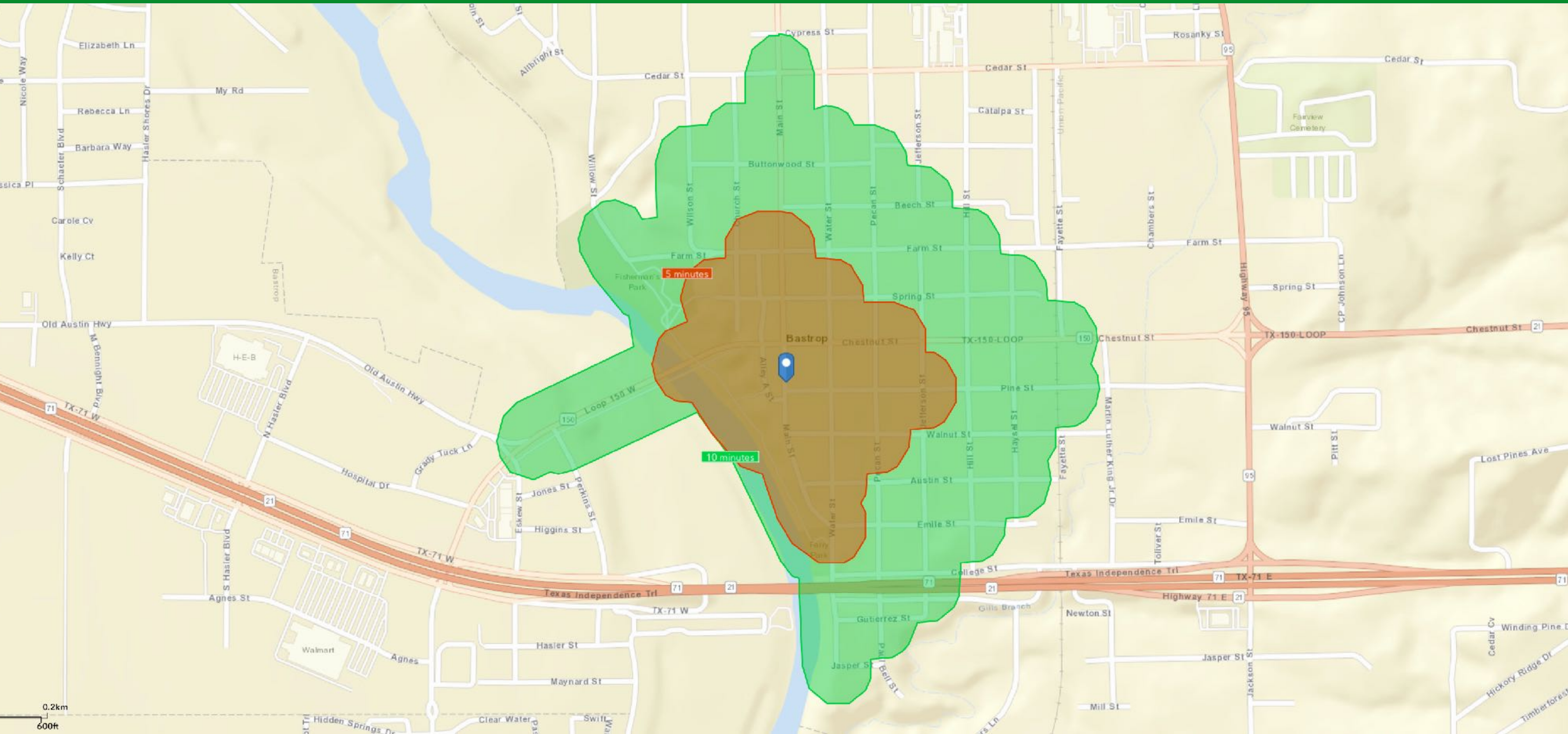
SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

5 & 10 Minute Walk Time Map



66 Walkscore

Restaurants:

Maxine's Cafe & Bakery .02mi ➤

Coffee:

EON Vintage Coffee Shop .03mi ➤

Bars:

Huebel's 11mi ➤

Groceries:

Barbara's Corner .03mi ➤

Parks:

Bastrop Commons Park .3mi ➤

Schools:

Calvary Episcopal School .2mi ➤

Shopping:

Rockin' Tiara .01mi ➤

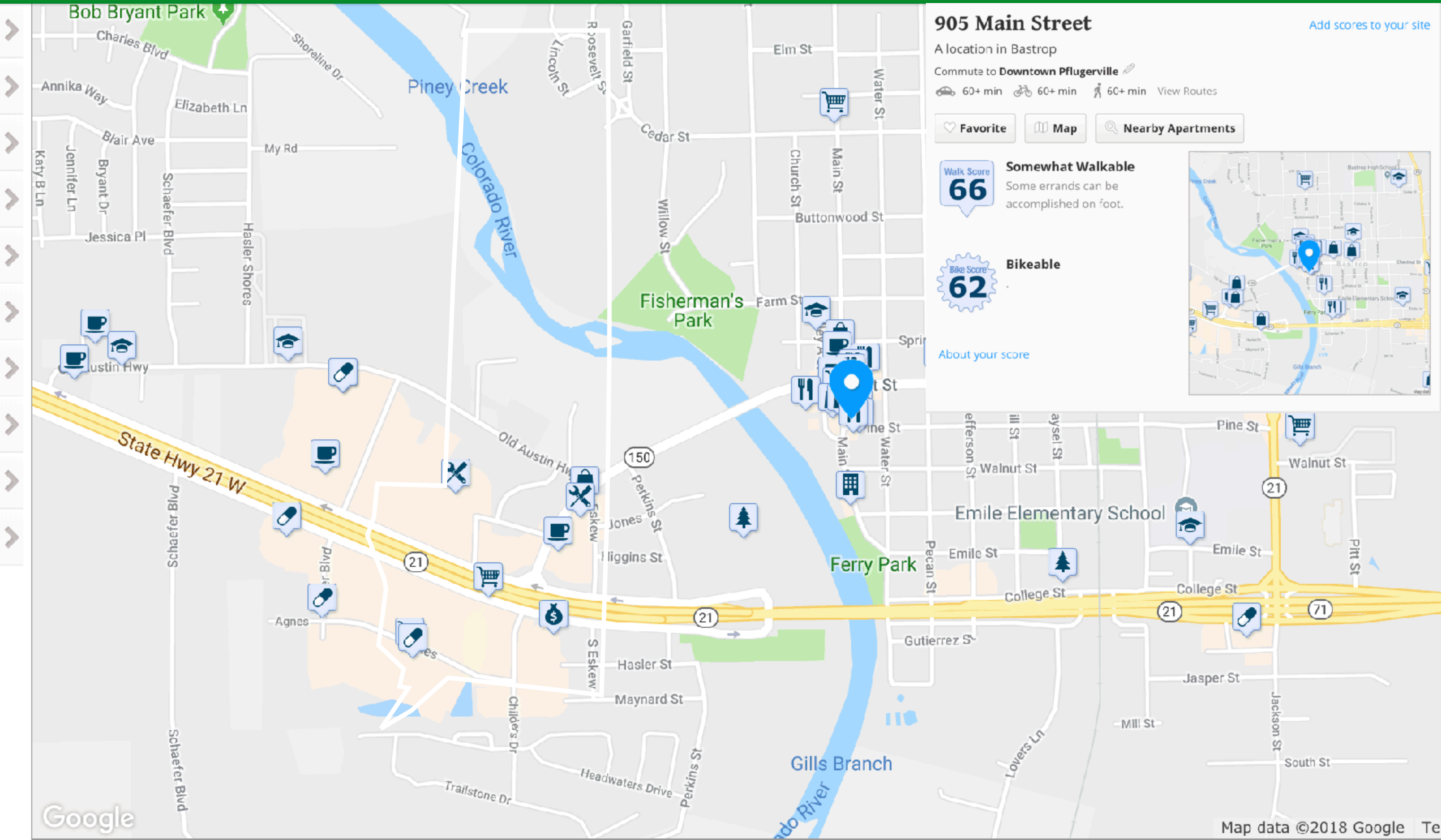
Entertainment:

Bastrop County Historical Soci... .1mi ➤

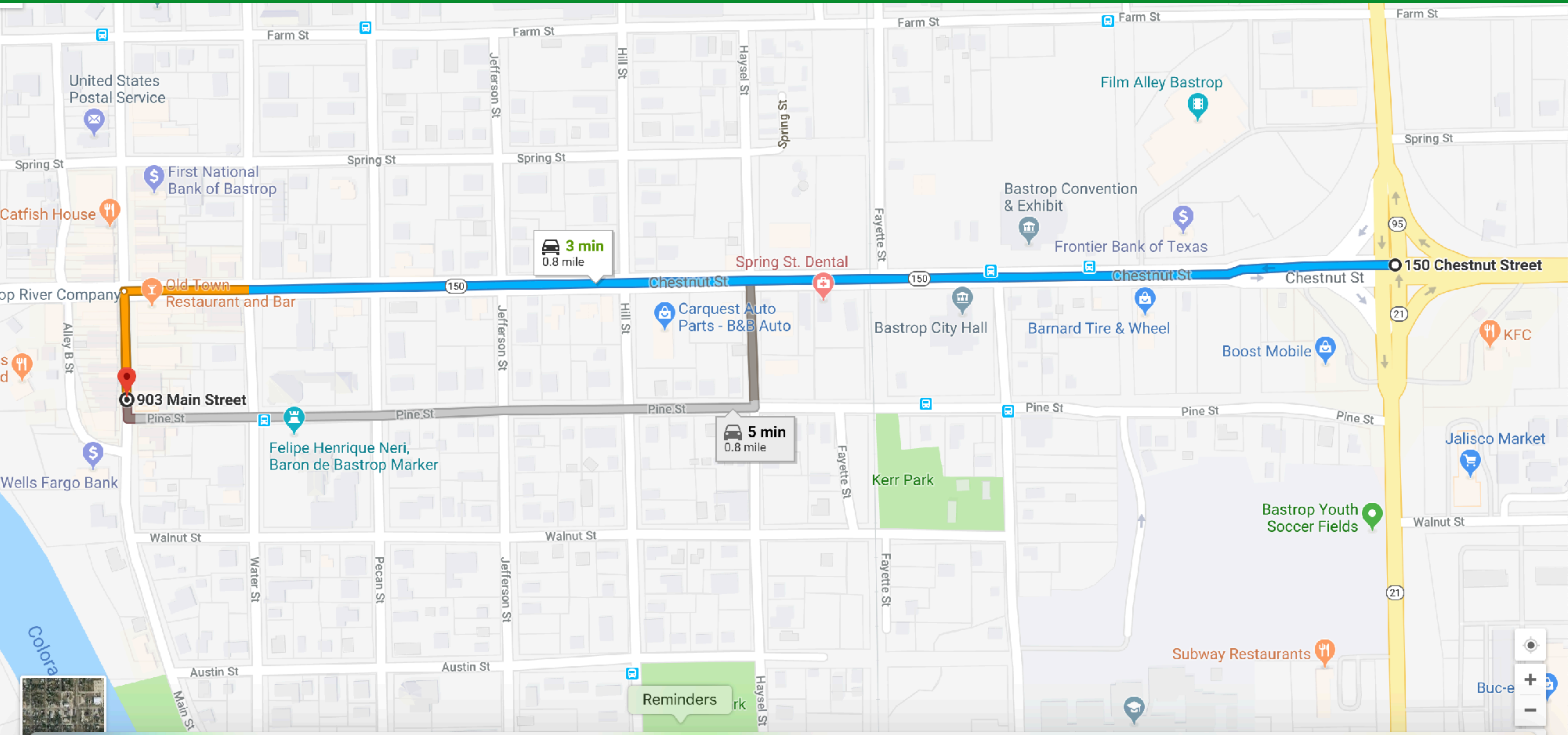
Errands:

Kelly-Moore Paints .5mi ➤

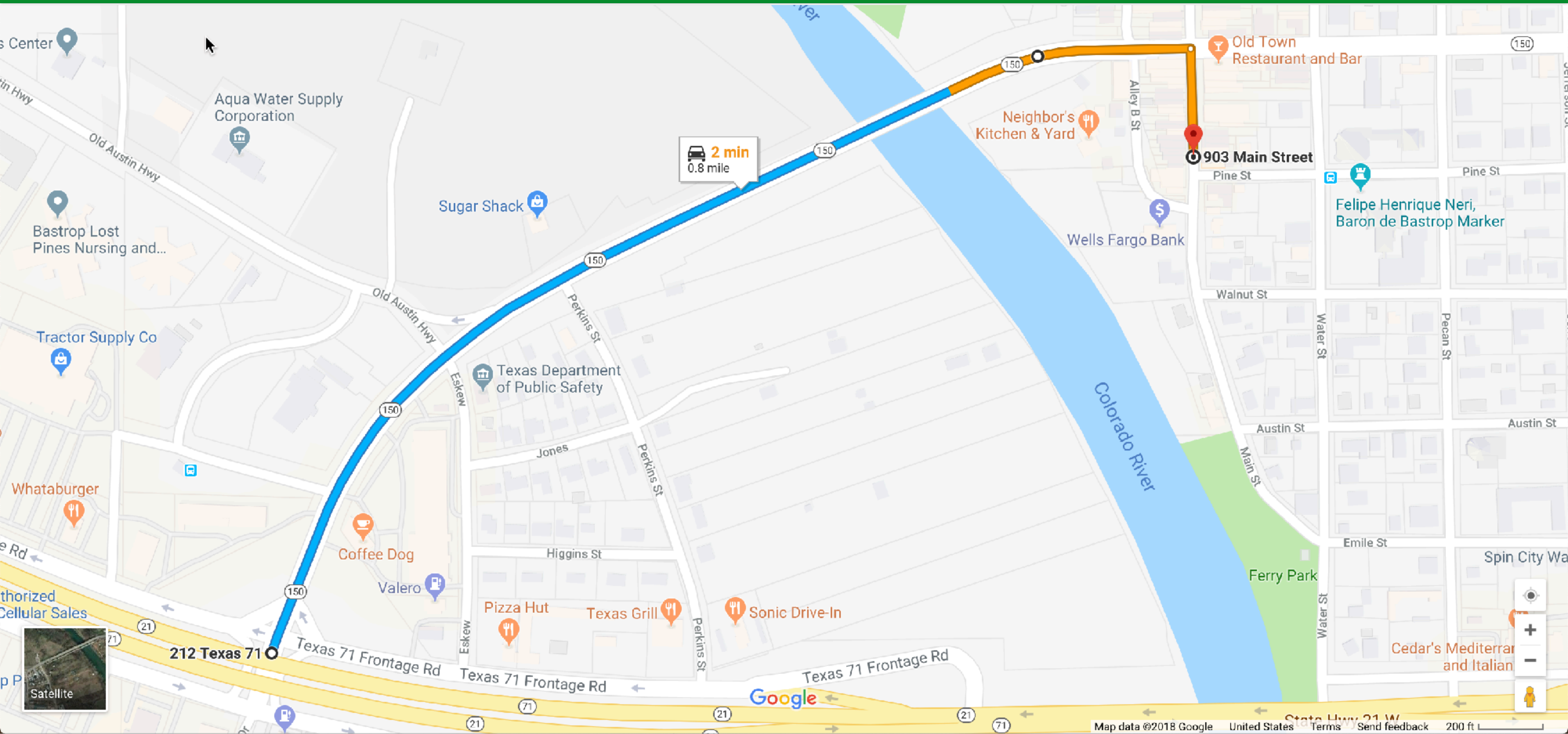
Search Nearby:



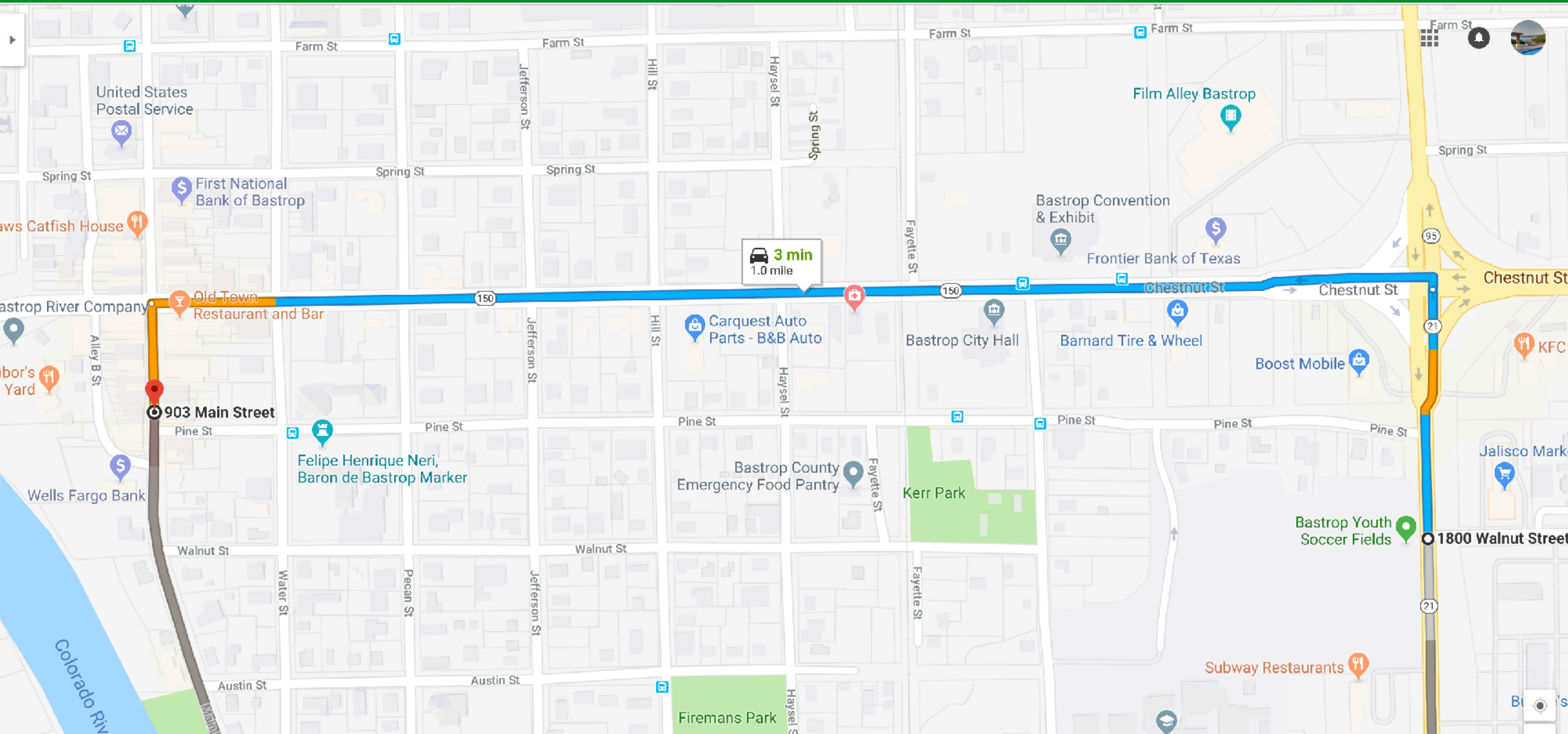
0.8 MI from 21/95/150 interchange at Chestnut ST



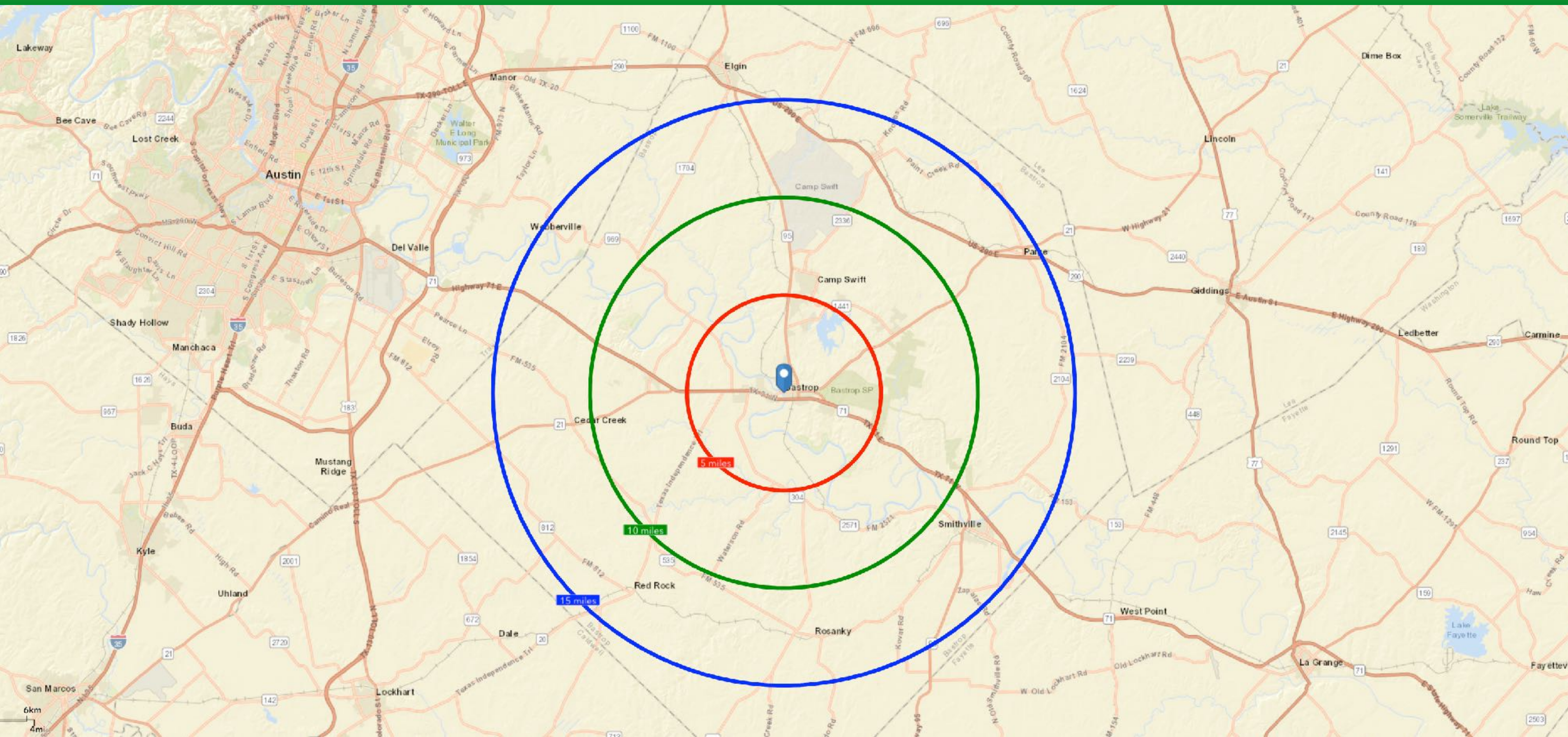
0.8 MI from TX 71 at TX 150 Loop E



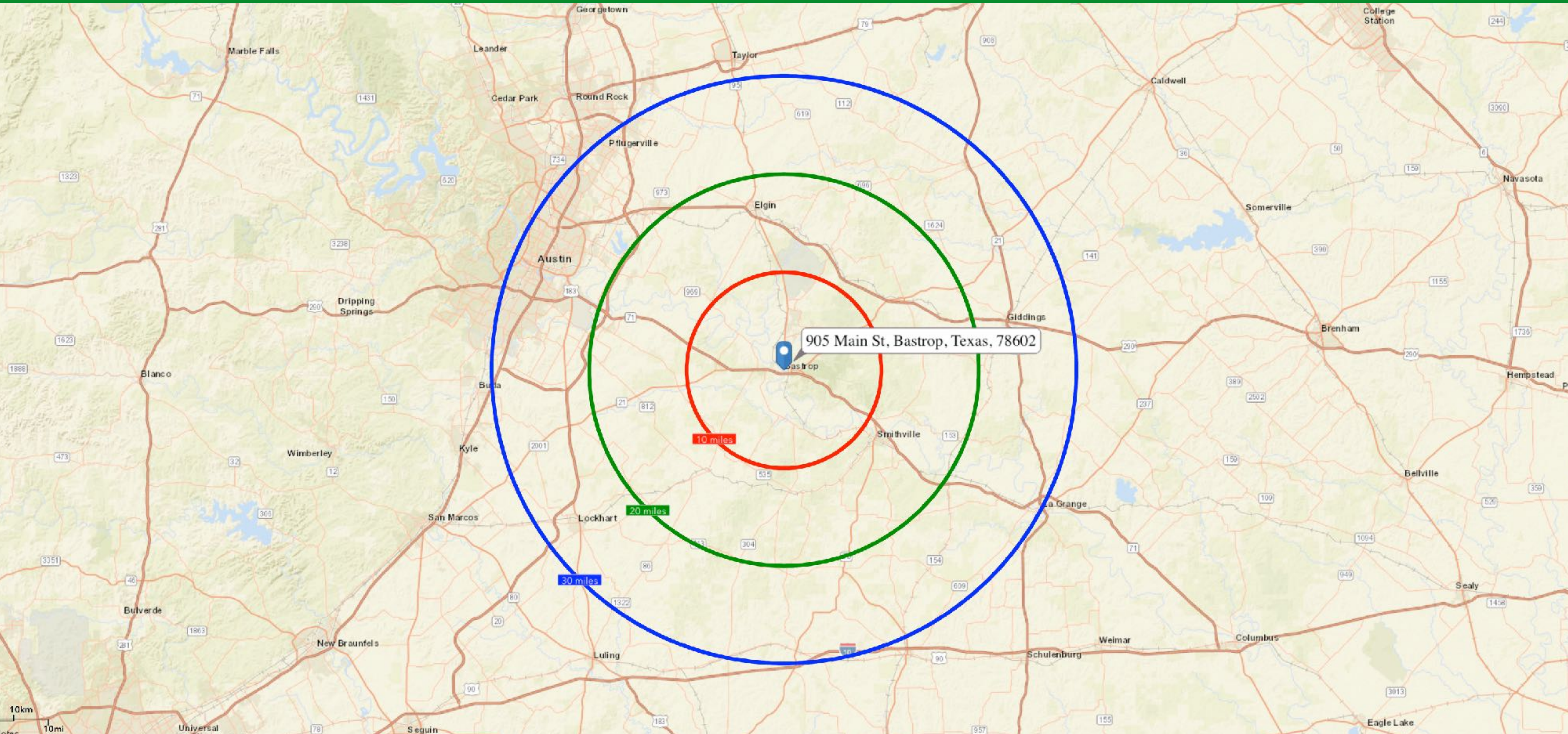
1 MI from Buc'ees



5 10 15 Mile Radii Map



10 20 30 Mile Radii Map



5 10 15 Minute Drive Time Map

