

# Downtown Fort Worth Commercial Market Report



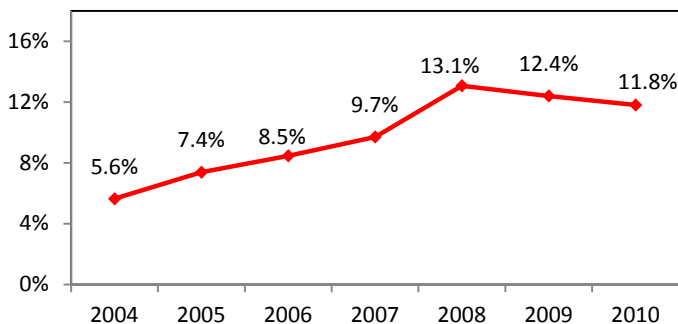
777 Taylor Street, Suite 100, Fort Worth, TX 76102 ★ (817) 870-1692 ★ www.dfwi.org

Fourth Quarter 2011

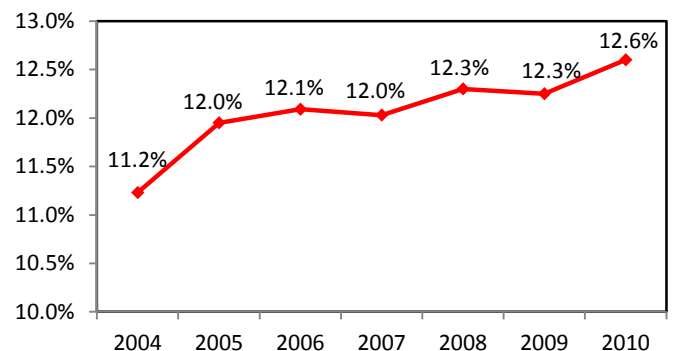
## Gross sales, Downtown Fort Worth

Industry	NAICS	2Q 2010	2Q 2011	Number of Outlets 2010/2011	Change
Construction	23	\$54,742,609	\$56,035,157	49/48	2.4%
Manufacturing	31	\$34,613,584	\$57,130,040	37/45	65.1%
Retail Trade	44	\$26,917,201	\$31,862,166	110/105	18.4%
Food and Beverage Stores	445	\$1,322,660	\$1,333,688	10/11	0.8%
Clothing and Clothing Accessories Stores	448	\$2,284,716	\$2,138,448	18/16	-6.4%
Clothing Stores	4481	\$1,326,747	\$1,094,637	11/11	-17.5%
Gasoline Stations with Convenience Stores	447110	\$2,832,565	\$3,863,384	6/6	36.4%
Non-Store Retailers	454	\$426,336	\$596,416	9/8	39.9%
Information	51	\$37,495,527	\$35,426,792	21/18	-5.5%
Finance and Insurance	52	\$2,046,525	\$2,615,641	36/39	27.8%
Real Estate and Rental and Leasing	53	\$24,738,362	\$29,820,606	35/37	20.5%
Professional, Scientific, and Technical	54	\$16,241,940	\$17,022,390	80/79	4.8%
Administrative Support	56	\$4,323,881	\$4,401,392	36/28	1.8%
Health Care and Social Assistance	62	\$3,573,935	\$5,589,657	8/6	56.4%
Arts, Entertainment and Recreation	71	\$1,835,167	\$2,584,891	15/15	40.9%
Accommodation and Food Services	72	\$37,487,974	\$40,024,298	128/133	6.8%
Food Services and Drinking Places	722	\$1,322,660	\$1,333,688	11/10	0.8%
Limited Service Eating Places	7222	\$2,925,279	\$3,186,134	26/27	8.9%
Drinking Places	7224	\$3,284,107	\$3,007,917	19/20	-8.4%
Full service Restaurants	722110	\$21,123,943	\$24,080,209	58/60	14.0%
Other Services	81	\$8,741,921	\$9,748,244	44/46	11.5%
Parking lots and Garages	812930	\$1,804,067	\$2,001,916	7/8	11.0%

Sales Taxes Paid by All Industries  
Downtown's Share as % of City



Accommodation and Food Services Gross Sales  
Downtown's Share as % of City



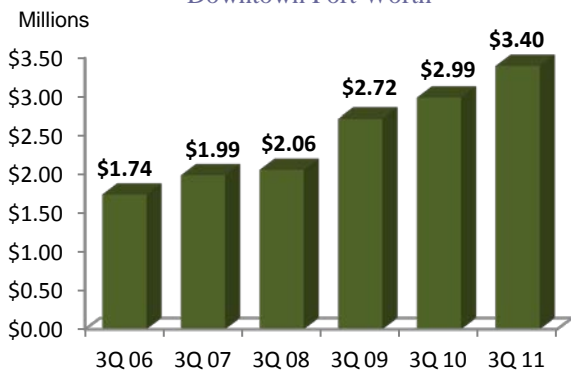
## Sales amount subject to state tax, Downtown Fort Worth

Industry	NAICS	Sales amount subject to state tax		Number of Outlets 2010/2011	Change
		2Q 2010	2Q 2011		
Mining	21	\$117,878,067	\$131,624,067	15/14	11.7%
Wholesale Trade	42	\$3,366,707	\$6,784,745	37/36	147%

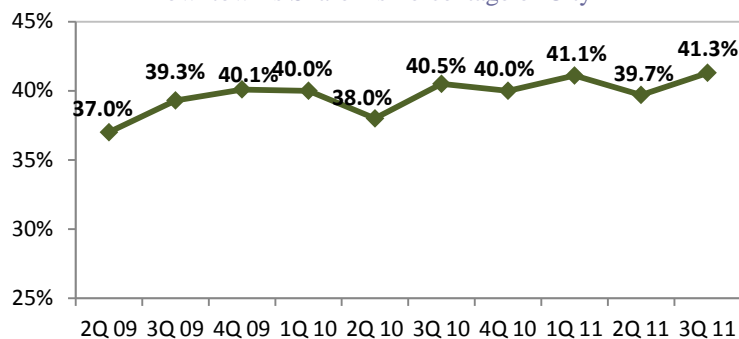
Retail Trade Ranked by Per Capita Sales (NAICS: 44-45) 2Q 2011

City	Population	Median Family Income	Gross Sale	Outlets	Per Capita Sales	Sales Per Outlets	Outlets Per 1000 Residents
Plano	259,841	\$96,146	\$1,739,374,617	2,531	\$6,694	\$687,228	9.7
Dallas	1,197,816	\$42,699	\$6,048,652,226	10,133	\$5,050	\$596,926	8.5
Denton	105,550	\$67,552	\$465,776,643	902	\$4,413	\$516,382	8.5
Carrollton	112,937	\$71,499	\$495,248,432	1,070	\$4,385	\$462,849	9.5
Irving	216,290	\$51,101	\$923,219,837	1,472	\$4,268	\$627,187	6.8
McKinney	131,117	\$79,468	\$538,857,458	943	\$4,110	\$571,429	7.2
Arlington	365,438	\$60,934	\$1,255,238,275	2,393	\$3,435	\$524,546	6.5
<b>Fort Worth</b>	<b>741,206</b>	<b>\$54,404</b>	<b>\$2,228,345,812</b>	<b>4,703</b>	<b>\$3,006</b>	<b>\$473,814</b>	<b>6.3</b>
Mesquite	139,824	\$56,274	\$381,859,773	938	\$2,731	\$407,100	6.7
Grand Prairie	175,396	\$53,156	\$467,938,582	1,091	\$2,668	\$428,908	6.2
Garland	226,876	\$52,435	\$574,441,119	1,406	\$2,532	\$408,564	6.2

Hotel Taxes Paid  
Downtown Fort Worth



Hotel Taxes Paid  
Downtown's Share As Percentage of City



Accommodation and Food Services Ranked by Per Capita Sales (NAICS:720) 2Q, 2011

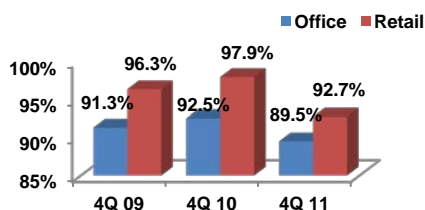
City	Gross Sale	Outlets	Per capita sales	Per outlet sales	Outlets per 1000 residents
Grand Prairie	\$195,025,066	304	\$1,112	\$641,530	1.7
Plano	\$161,105,050	904	\$620	\$178,214	3.5
Dallas	\$723,007,880	4,047	\$604	\$178,653	3.4
Irving	\$119,925,245	703	\$554	\$170,591	3.3
Denton	\$58,221,035	372	\$552	\$156,508	3.5
Arlington	\$184,221,141	907	\$504	\$203,110	2.5
<b>Fort Worth</b>	<b>\$328,844,252</b>	<b>1,947</b>	<b>\$444</b>	<b>\$168,898</b>	<b>2.6</b>
Mesquite	\$58,124,278	271	\$416	\$214,481	1.9
Mckinney	\$50,041,861	275	\$382	\$181,970	2.1
Carrollton	\$39,800,285	301	\$352	\$132,227	2.7
Garland	\$64,884,250	456	\$286	\$142,290	2.0

Data presented in this report are derived from the following sources: Sales and sales tax data are from the Texas Comptroller of Public Accounts, office occupancy and rental rates from Grubb and Ellis Company and retail occupancy rates from the Costar Group. For more information contact the Research Department at DFWI at 817-870-1692 or via email:

[RESEARCH@DFWI.ORG](mailto:RESEARCH@DFWI.ORG)

[WWW.DFWI.ORG](http://WWW.DFWI.ORG)

Office/Retail Occupancy Rates  
Downtown Fort Worth



Class A Office Rent  
Downtown Fort Worth



Office Rental Rates  
Downtown Fort Worth

Type	4Q 09	4Q 10	4Q 11
Class A	\$27.98	\$27.42	\$26.90
Class B	\$18.79	\$19.04	\$19.15
Class C	\$16.42	\$17.19	\$18.34

Full service rent (\$/SF/yr)