

# MOVING BEYOND HOUSTON: EMERGING RETAIL IN FULSHEAR

## A Rich Past And A Bright Future

The City of Fulshear, TX, located just twenty minutes west of Houston, is a town with a rich history. Established in 1824, the community has a proud tradition of farming and ranching. But in the early 2000s, affluent Houston residents seeking a respite from the hectic pace of one of America's largest cities discovered the hidden charm of Fulshear's tight-knit community. The rest is



history, as Fulshear's population grew 700% over 14 years and projections show even more growth on the horizon.

## Growth Questions

With such rapid growth, Fulshear city leaders suddenly faced questions about the city's future, specifically how to create a vibrant shopping and dining sector for residents. The city was rich in land, but faced the challenge of recruiting retailers and developers willing to invest in new construction. Also of concern was the type of retail recruited to the city. City leaders envisioned Fulshear as a community where "small town charm meets urban sophistication," and wanted to recruit retailers and restaurants that match the lifestyles of the city's affluent residents.

Fulshear turned to Buxton for answers to these questions. City leaders were impressed with Buxton's web-based SCOUT platform and the company's reputation and experience. They knew that by having Buxton's validated community insights, it would be possible to identify and persuade the right retailers to take advantage of the opportunities in Fulshear.

### LOCATION:

- 20 minutes west of Houston

### POPULATION:

- More than 6,000

### CHALLENGE:

- Retail recruitment

### BUXTON CLIENT SINCE:

- 2013

## Growth Answers

Buxton's analysis confirmed many observations about the potential of retail in Fulshear and was quickly put to use. While the city's retail recruitment strategy did not change, it did evolve. Fulshear integrated the wealth of verified information into their presentations and marketing materials for prospective new businesses, and began using the customer analytics on a daily basis to educate developers on the opportunities available.

**"A lot of the statistics speak for themselves. They give developers an idea of what's available here and what the options are."**

**City Of Fulshear**

Fulshear uses SCOUT to pull reports to give to prospects, such as the consumer propensity report, which shows the shopping habits of residents. The city also uses SCOUT to give potential businesses a more in-depth visual view of the community.

## Open For Business

Today, developers and investors come to Fulshear weekly requesting information on opportunities. There are currently several developments in process which received Buxton analytics as part of the early conversations, and the city looks forward to welcoming its first grocery retailer recruited using Buxton information.

**"Buxton has been invaluable in marketing to interested businesses by showing them exactly how our trade area spends their money. I am eager to recommend Buxton to other Economic Development Directors and their communities."**

**Cheryl Stalinsky**  
**Economic Development Director**

Fulshear is transitioning to Buxton's new SCOUT 3.0 platform, and looks forward to using this mobile-friendly platform in the field when meeting with prospects. The future is bright, and Fulshear is ready.

## Take Your Retail Development To The Next Level.

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad regional demographics by drilling down to the household-level in order to give you the clearest picture of your community. We've helped 650 communities recruit over 35 million square feet of retail space.