

# Aldea El Paso El Paso, TX



## Property Description

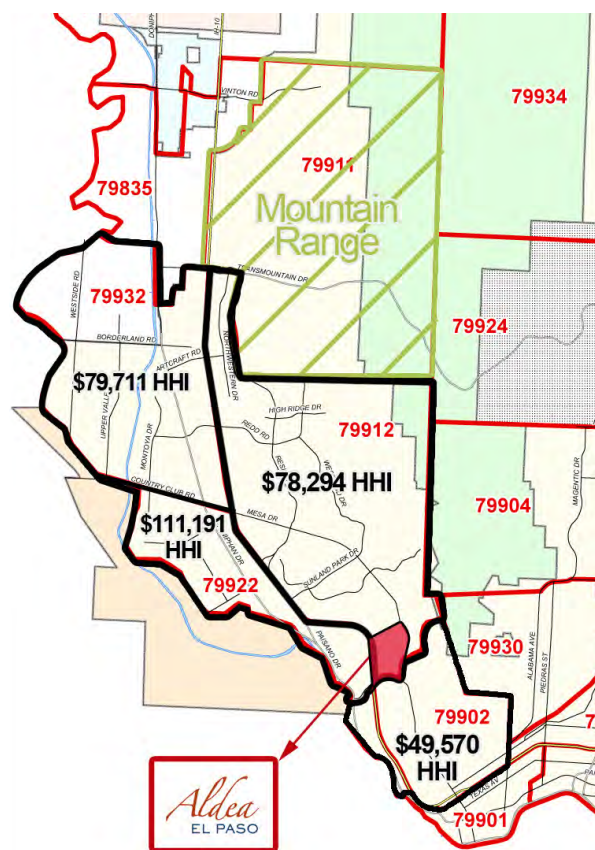
Aldea El Paso is essentially "the village at the pass." The new heart of El Paso, this desirable location has 3,300 feet of I-10 frontage, with easy access to I-10, Mesa St., Executive Center and Paisano. With a sense of intimate community, this is El Paso's first 100% Smart Growth Code urban live/work/play development with shops, restaurants, entertainment, office, and of course, shopping.

The project consists of 204 acres of land located along I-10 between Executive Drive and Mesa Street (two miles from Sunland Park Mall). The property is less than 3 miles from Downtown El Paso and just over 1 mile away from the University of Texas El Paso Campus and three major hospitals.

Ultimately the project will combine over 1 million square feet of high quality retail and entertainment (1,008,850 SF), two hotels (350 rooms) and more than 1/4 of a million square feet of office space (265,150 SF) with 1,245 new residential units of various sizes and types (apartments, condos, townhomes and live/work studios accommodating seniors, students and everyone in between).

For more information, please contact:

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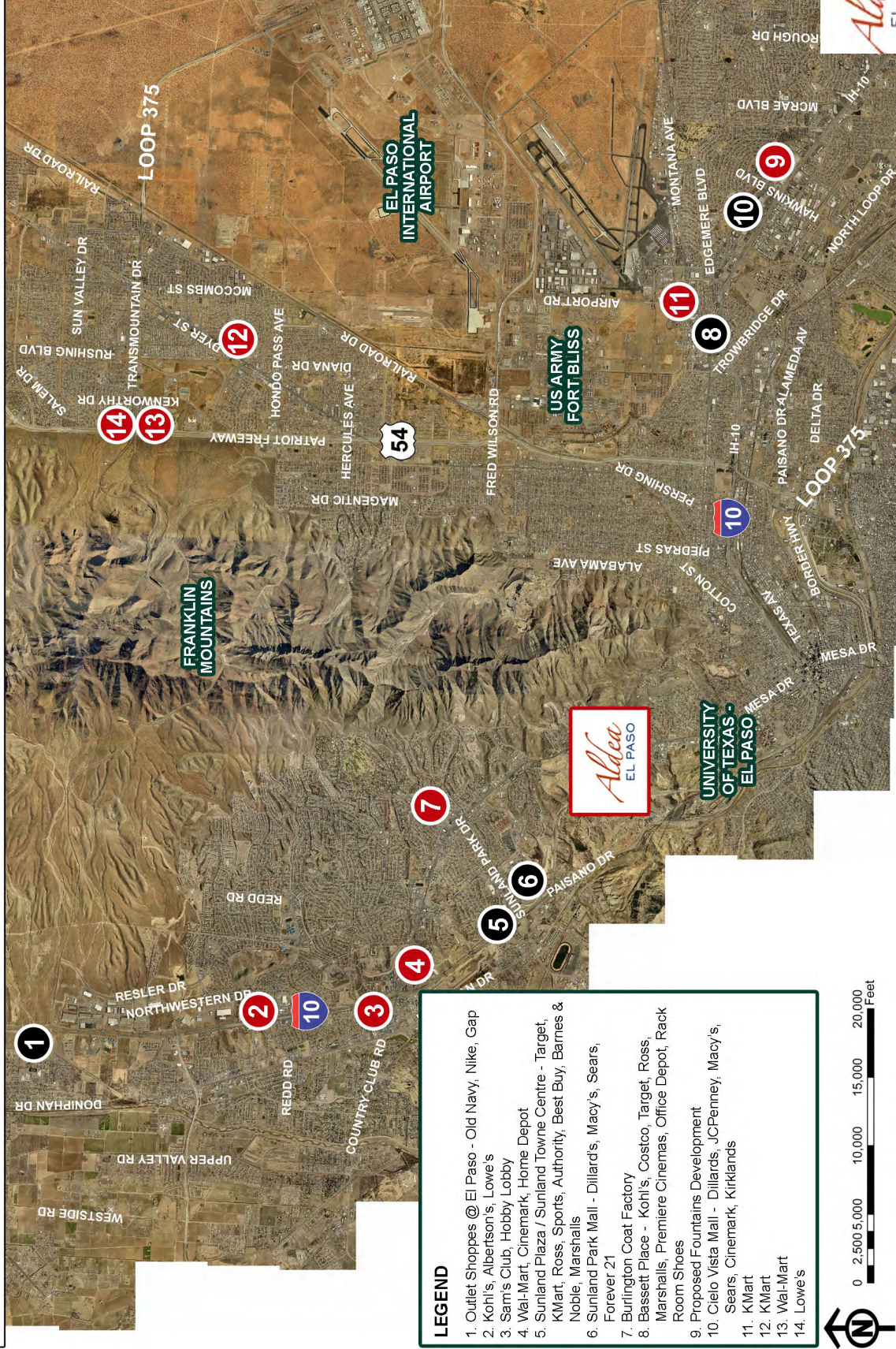


# Average Daily Traffic Volumes

I-10 north of Executive Center Blvd.: 131,000 vehicles per day (2009 calculated – both directions)  
 Executive Center Blvd. west of Mesa St.: 30,190 vehicles per day (2010 calculated – both directions)  
 Mesa St. north of Executive Center Blvd.: 35,000 vehicles per day (2010 calculated – both directions)

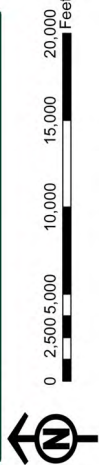
# Drive Times/Mileage

Route	Via I-10	2.0 miles	6 mins
Aldea El Paso to Sunland Park Mall	Via I-10	2.0 miles	6 mins
Aldea El Paso to Cielo Vista Mall	Via I-10	11.0 miles	18 mins
Aldea El Paso to Proposed Fountains Development	Via I-10	11.4 miles	20 mins
Aldea El Paso to Outlet Shoppes @ El Paso	Via I-10	10.4 miles	15 mins



# LEGEND

1. Outlet Shoppes @ El Paso - Old Navy, Nike, Gap
2. Kohl's, Albertson's, Lowe's
3. Sam's Club, Hobby Lobby
4. Wal-Mart, Cinemark, Home Depot
5. Sunland Plaza / Sunland Towne Centre - Target, Kmart, Ross, Sports, Authority, Best Buy, Barnes & Noble, Marshalls
6. Sunland Park Mall - Dillard's, Macy's, Sears, Forever 21
7. Burlington Coat Factory
8. Bassett Place - Kohl's, Costco, Target, Ross, Marshalls, Premiere Cinemas, Office Depot, Rack Room Shoes
9. Proposed Fountains Development
10. Cielo Vista Mall - Dillards, JCPenney, Macy's, Sears, Cinemark, Kirklands
11. Kmart
12. Kmart
13. Wal-Mart
14. Lowe's







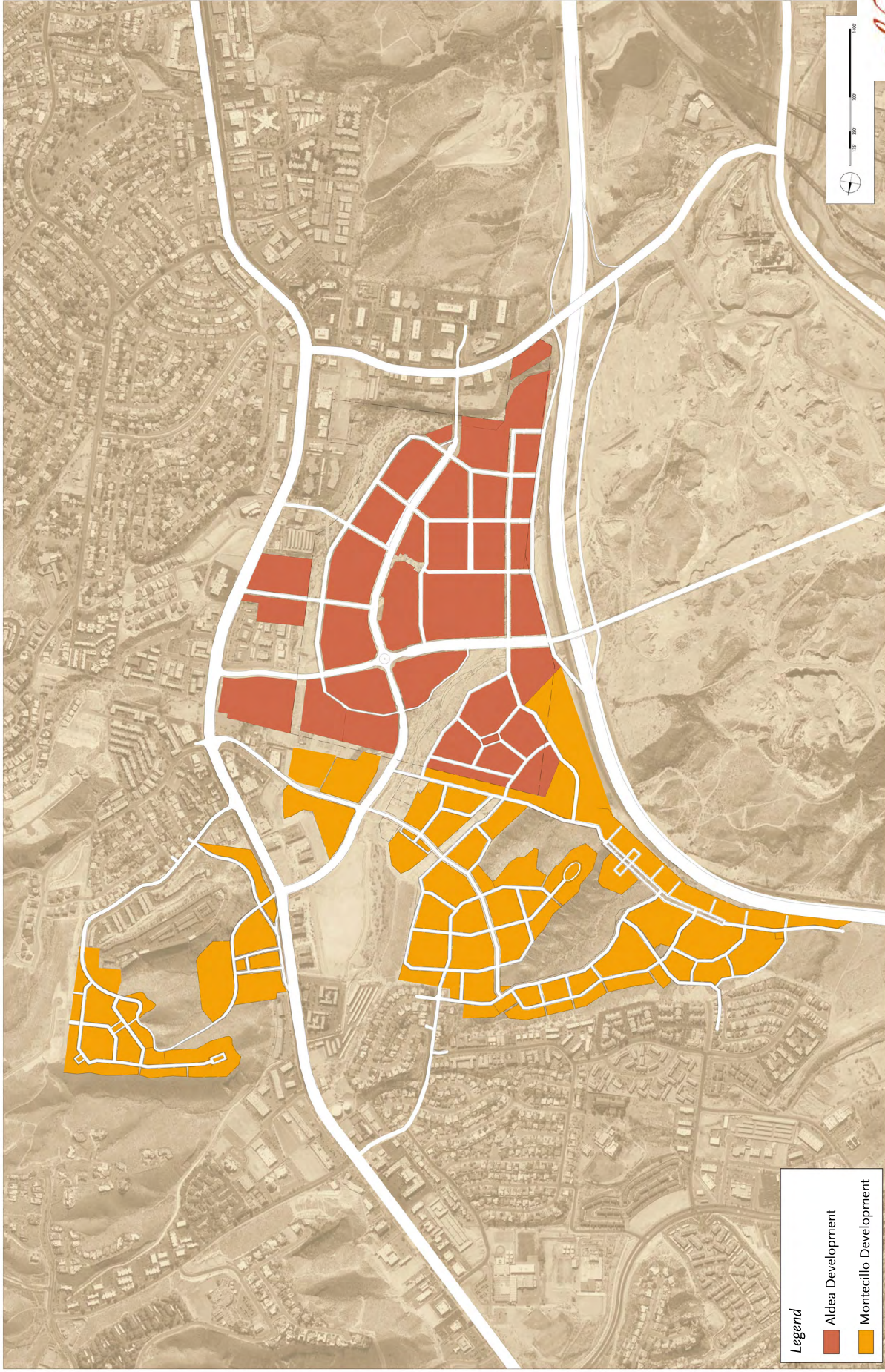
## Aldea El Paso - The Village at the Pass

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## Aldea and Montecillo Developments



## Legend

	Campus 700 beds @ 0.7/bed (490 cars)
	Park Once Grove 500 cars
	Rambla District 300,000 sf @ 4/1000 (1200 cars)
*	
	Park Once Garage 800-1200 cars
	Walmart 185,000 sf @ 4.5/1000 + Gas station (832 cars)
	Anchor Retail 150,000 sf @ 5/1000 (750 cars)
	Freeway Retail 100,000-150,000 sf @ 5/1000 (750 cars)
	Office 265,000 sf @ 4/1000 (1060 cars)
	Hotel 1 125 rooms @ 1/room (125 cars)
	Hotel 2 250 rooms @ 1/room (250 cars)
	Housing Self parked
*	
	Retail 78,000 sf @ 5/1000 (390 cars)
*	
	Retail/ Housing 100,000 sf retail/ office @ 3.5/1000 (350cars) & 100 units housing

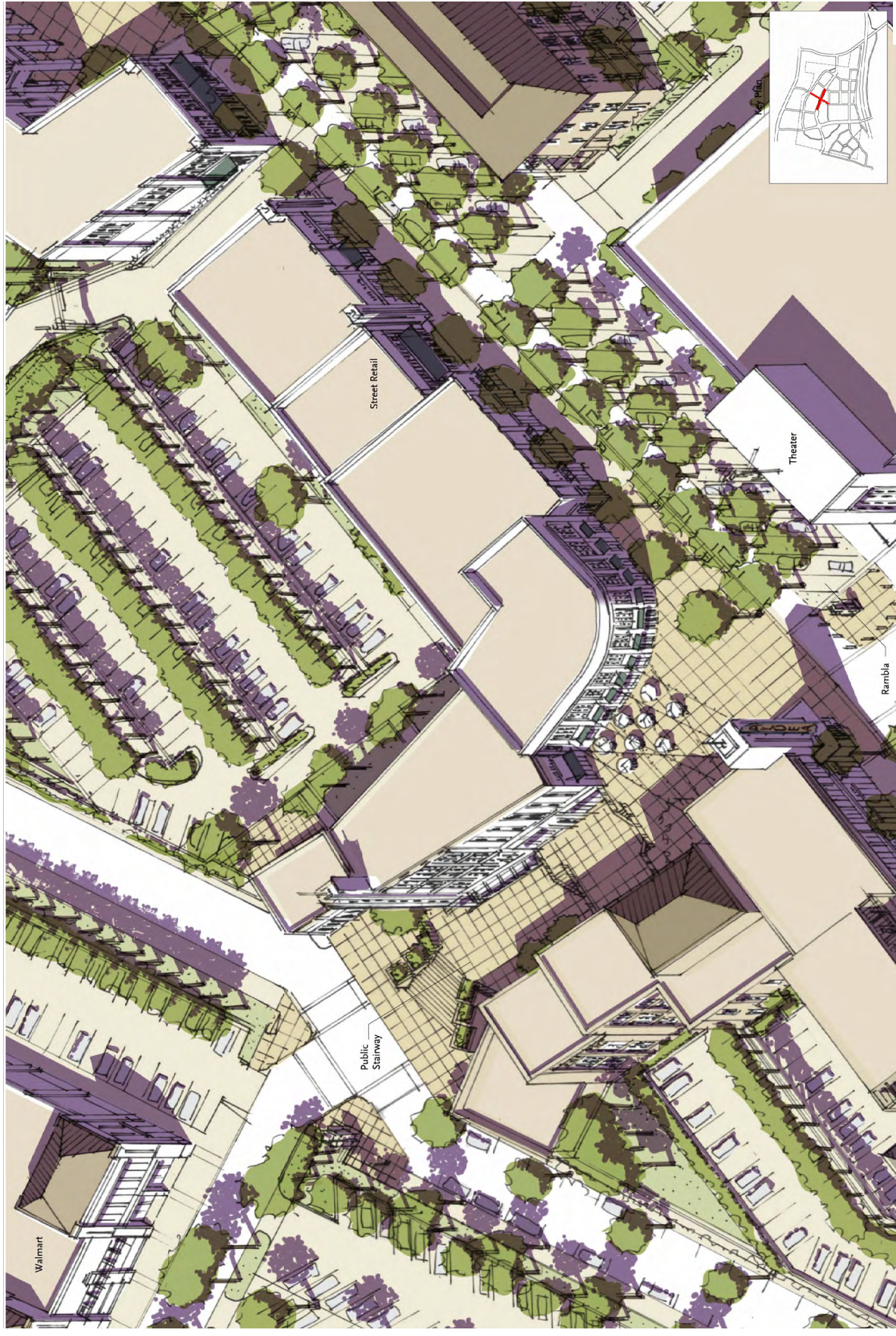
Convenience Center

\* Indicates that some parking is within the Park-Once Grove/ Garage



## Program/Parking by Use/Location





View of Rambla & Public Stairway to Walmart





View of Aldea Drive and Plaza





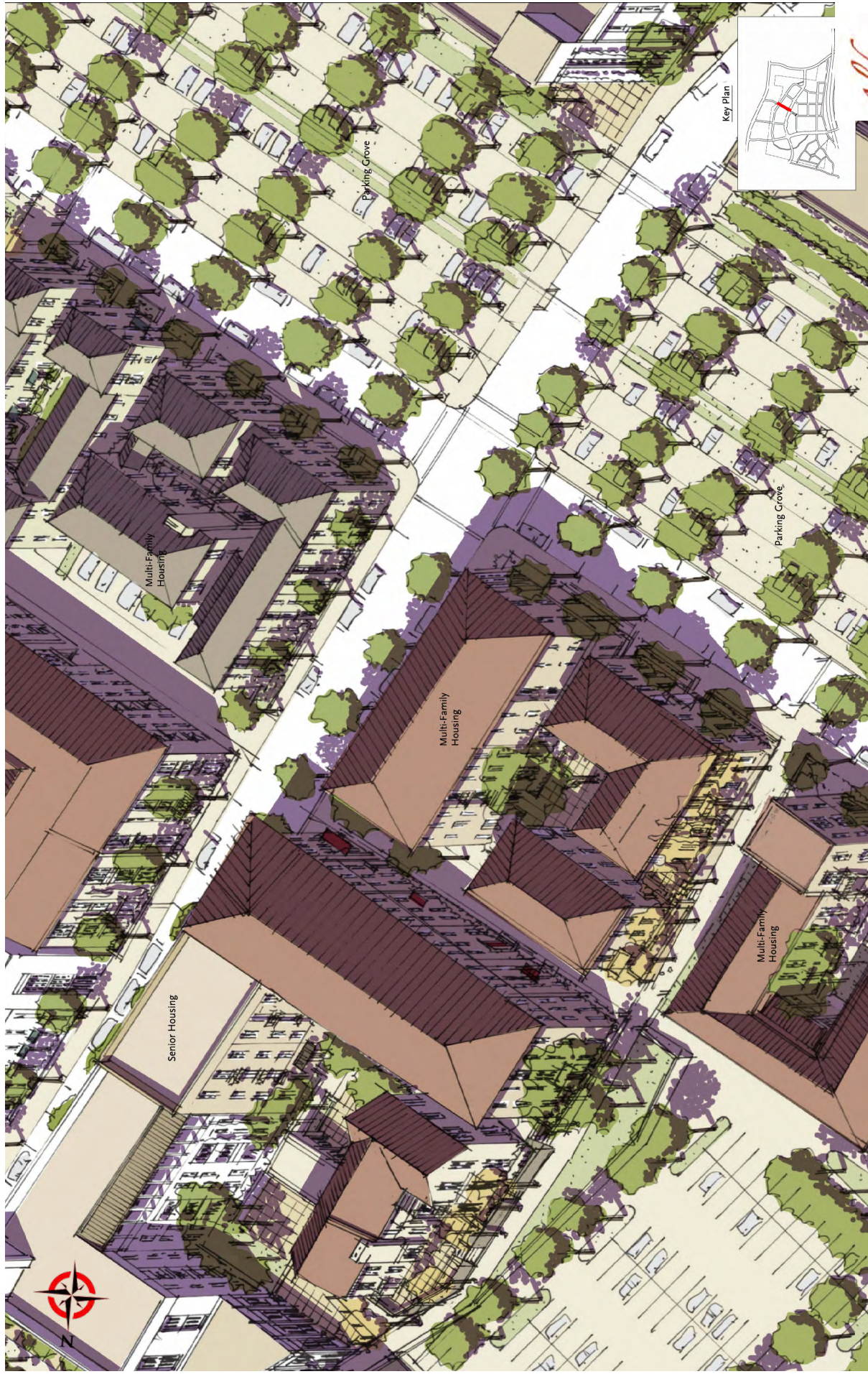
View of Rambla & Multi-lane Boulevard Intersection





View of Aldea El Paseo Town Center





## Multi-Family Housing & Parking Groves



# Household & Disposable Income Data

## Disposable Income Data Income Comparison Report : Spring 2010

Zip Codes	79932 Upper Valley	79922 Upper Valley	79902 UTEP	79912 Westside	Total
Population	22,768	8,372	21,379	122,901	
Total Households	7,399	2,755	8,888	38,084	
Average Household Income	\$79,711.00	\$111,191.00	\$49,570.00	\$74,245.49	
Median Household Income	\$46,834.00	\$77,181.00	\$25,148.00	\$60,275.00	
Median Household Disposable Income	\$40,286.00	\$62,013.00	\$23,127.00	\$43,836.00	
Per Capital Income	\$25,980.00	\$36,920.00	\$20,498.00	\$30,192.00	

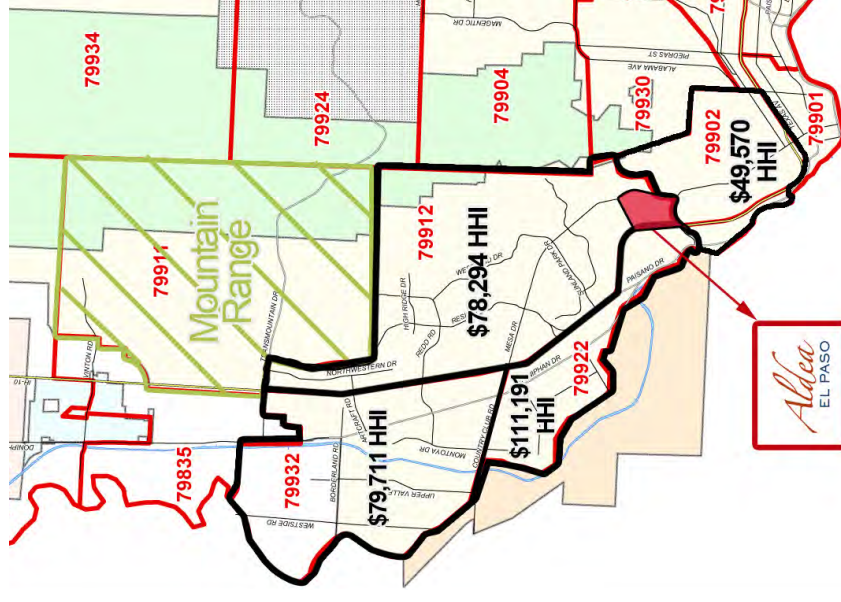
## Executive Center & I-10, 5-Mile Radius Base Daytime Population and Business Summary

Segment	Count	Percent
Technical Sales and Administrative	230	0.2%
Administrative Support Workers	20731	19.2%
Executive Managers and Administrators	12052	11.1%
Handlers Helpers and Laborers	2924	2.7%
Transportation and Materials Moving Workers	3150	2.9%
Machine Operators Assemblers and Inspectors	2122	2.0%
Private Household Service	0	0.0%
Farming Forestry and Fishing	2696	2.5%
Construction Repair and Mining	2256	2.1%
Precision Craft and Repair	8613	8.0%
Professional Specialty Occupations	20381	18.8%
Protective Services	1793	1.7%
Sales Workers and Clerks	8690	8.0%
Sales Professionals	2174	2.0%
Other Services Site Based	14581	13.5%
Other Services Field Based	887	0.8%
Technologies and Technicians	4949	4.6%
<b>Total Daytime Population</b>	<b>108,229</b>	<b>100.0%</b>

## Household Composition

	El Paso MSA	Texas
Average Household Size	3.18	2.74
Population Younger Than 18 (in percent)	32.0	28.2
Population 65 and old (in percent)	9.7	9.9

Source: U.S. Census Bureau 2000 (1999 definition)





# El Paso MSA Statistics

## Quick Facts

MSA Land Area (2009 definition) 1,014.68 square miles  
 2010 Population Density 789.1 people per square mile  
 Counties El Paso

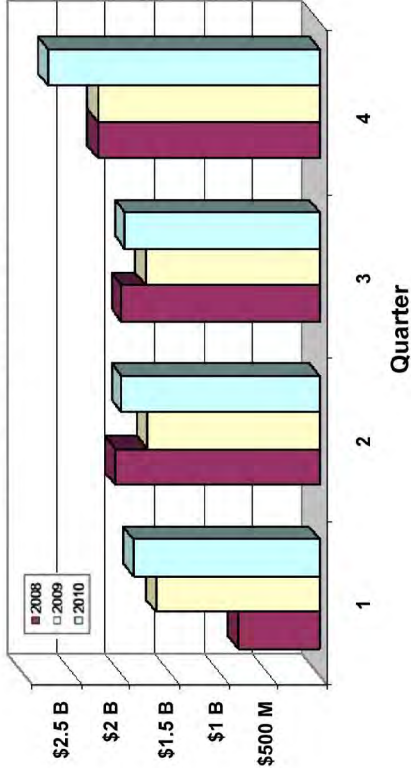
Area Cities and Towns  
 Anthony, Canutillo, Clint, El Paso, Fabens, Horizon City,  
 San Elizario, Socorro, Tornillo

This report's MSA data reflects either 1999 or 2009 MSA definitions based on data availability. Use of 1999 definition is noted where applicable.

Sources: U.S. Census Bureau and Real Estate Center at Texas A&M University

## El Paso MSA Gross Retail Sales

Source: Texas Comptroller's Office



Total Gross Retail Sales	2009: \$7,439,941,376	2010: \$8,666,520,080
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## Texas Metropolitan Area Population Change

Metropolitan Area	2000	2010	% Change
Austin-Round Rock San Marcos	1,249,763	1,716,289	3.7
McAllen-Edinburg-Mission	569,463	774,769	36.1
Laredo	193,117	250,304	29.6
Houston-Sugar Land-Baytown	4,715,407	5,946,800	26.1
San Antonio-New Braunfels	1,711,703	2,142,50	25.2
College Station-Bryan	184,885	228,660	23.7
Dallas-Fort Worth-Arlington	5,161,544	6,471,773	23.4
Killeen-Temple-Fort Hood	330,714	405,300	22.6
Brownsville-Harlingen	335,227	406,220	21.2
Tyler	174,706	209,714	20.0
Midland	116,009	136,872	18.0
<b>El Paso</b>	<b>679,622</b>	<b>800,647</b>	<b>17.8</b>
Texas	20,851,820	24,304,290	16.6
Lubbock	249,700	284,890	14.1
Odessa	121,123	137,130	13.2
Longview	194,042	214,369	10.5
Amarillo	226,522	249,881	10.3
Waco	213,517	234,906	10.0
Sherman-Denison	110,585	120,877	9.3
Corpus Christi	403,280	428,185	6.2
San Angelo	105,782	111,823	5.7
Taxarkana	129,749	136,087	4.9
Victoria	111,633	115,384	3.3
Abilene	160,245	165,252	3.1
Beaumont-Port Arthur	385,090	388,745	0.9
Wichita Falls	151,524	151,306	-0.1

Source: U.S. Census Bureau



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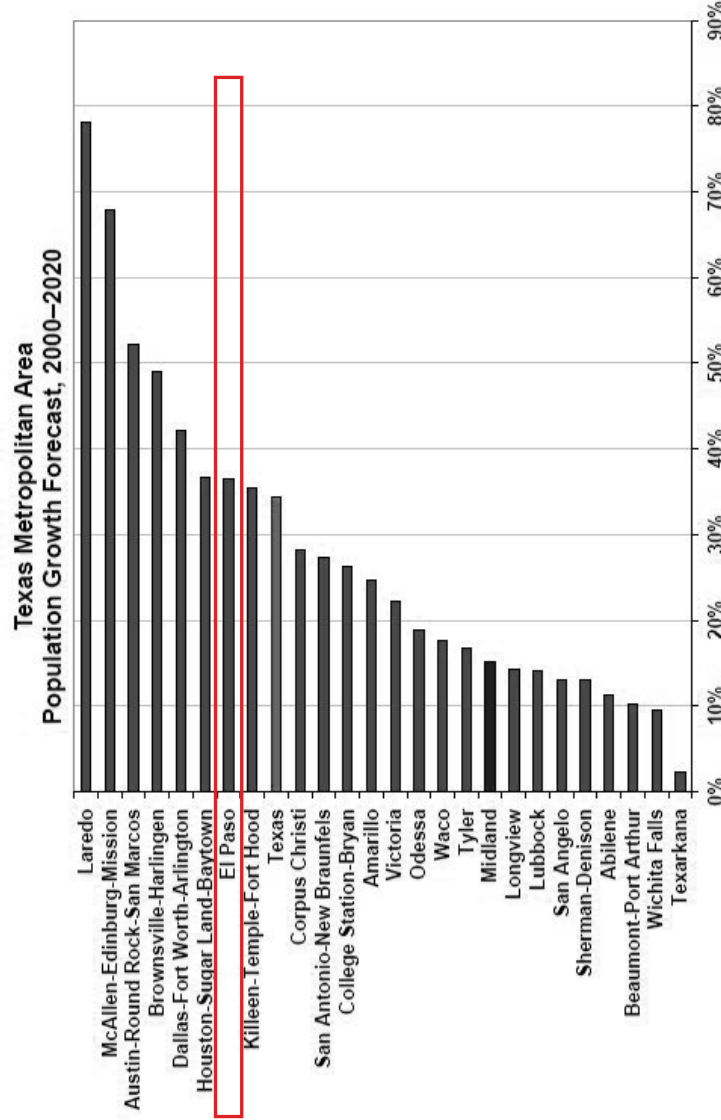
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## Population Select Area Cities

City	2000	2010	Growth 2000-2010 (in percent)
Anthony	3,850	5,011	30.2
El Paso	563,662	649,121	15.2
Horizon City	5,233	16,735	219.8
Socorro	27,152	32,013	17.9

Source: U.S. Census Bureau



Source: Texas State Data Center - Scenario 0.5 (February 2009 projection)

## El Paso MSA Population

Year	Population	% Change
1999	675,397	-
2000	679,622	0.6
2001	687,635	1.2
2002	693,682	0.9
2003	702,507	1.3
2004	712,617	1.4
2005	721,598	1.3
2006	736,310	2.0
2007	734,669	-0.2
2008	742,062	1.0
2009	751,296	1.2
2010	800,647	6.6

\* July 1 population estimates, except 2000 and 2010

Source: U.S. Census Bureau



# El Paso Employment

## El Paso MSA Population

Employer	Sector	Employees
Fort Bliss (includes military/civilian)**	Government	32,371
T&T Staff Management LP	Employment Services	5,587
Tenet Healthcare Ltd.	Health Care	3,053
University Medical Center	Health Care	2,310
Echostar	Technical Support Center	1,830
GC Services	Inbound Customer Service Center	1,814
Texas Tech University Health Science Center	Education/Health Care	1,235
Automatic Data Processing Inc.	Business Solutions	1,100
Del Sol Medical Center	Health Care	1,100
El Paso Electric Corporation	Electric Utilities	961

\* Excludes Retail

\*\* For Bliss Public Affairs, January 2010

Sources: List generated by [www.referenceUSA.com](http://www.referenceUSA.com) and verified by El Paso Regional Economic Development Corporation, August 2010

## Top Ten Private Employers - El Paso

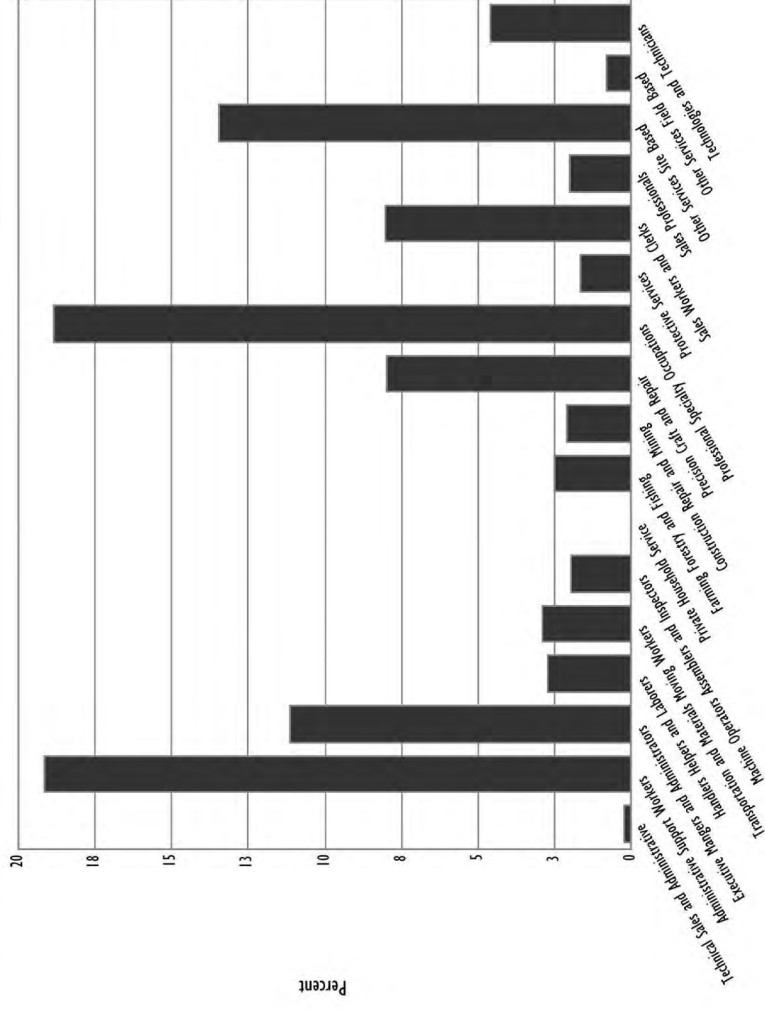
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Tenet Healthcare Ltd.	Health Care	3,053
Echostar	Technical Support Center	1,830
GC Services	Inbound Customer Service Center	1,814
Automatic Data Processing Inc.	Business Solutions	1,100
Del Sol Medical Center	Health Care	1,100
Helen of Troy Corporation	Inbound Customer Service Center	950
Visiting Nurse Association of El Paso	Health Care	900
AO Smith Corp.	Electric Equipment	860
Las Palmas Medical Center	Health Care	850

\* Excludes Retail

Sources: List generated by [www.referenceUSA.com](http://www.referenceUSA.com) and verified by El Paso Regional Economic Development Corporation, August 2010

\* Bold Indicates businesses located within the Executive Center, I-10 and Mesa Street trade center

## Executive Center & I-10, 5-Mile Radius Employment by Type





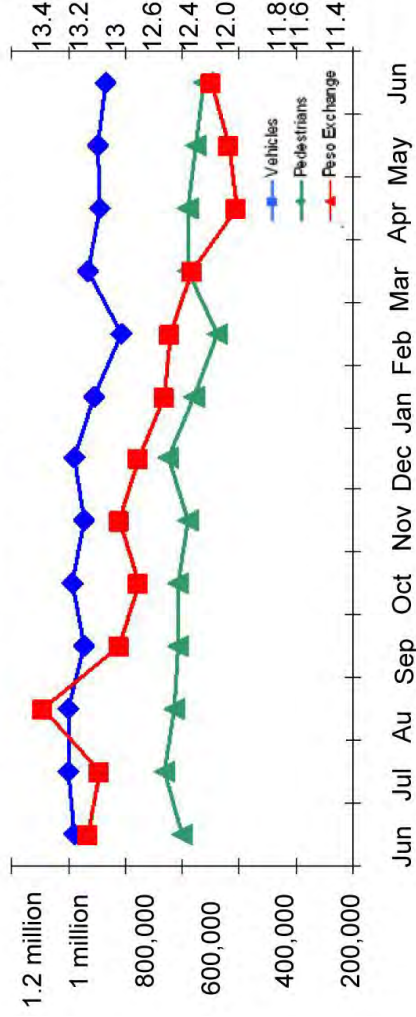
## Influence of Mexican Nationals on El Paso Economy

### Quick Facts

- Mexican nationals spend a significant amount of money in El Paso, approximately \$1.4 billion per year
- Cross-border retail shopping responds significantly to fluctuations in exchange rate
- There appears to be a significant change in consumption patterns by Mexican nationals after NAFTA

### Northbound Crossings (all bridges) & Peso Exchange

More than 19 million northbound crossings in 2010

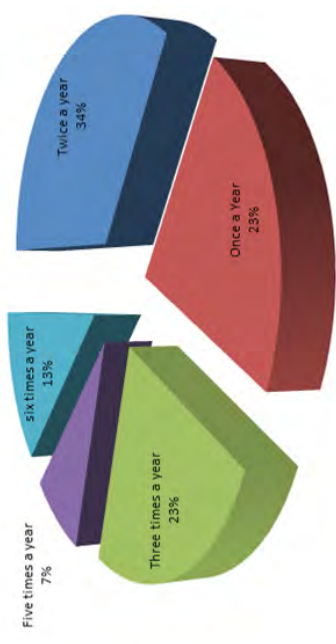


Source: Customs & Border Protection/X-Rate

What was the primary reason for travel to the US?



How many times in the past 12 months have they traveled to US to shop?



How much did they spend on an average shopping trip?





What does the Mexican consumer shop for in El Paso?

General merchandise stores	\$689 Million
Department stores	\$21 Million
Clothing and clothing accessories stores	\$118 Million
Men's clothing stores	\$17 Million
Women's clothing stores	\$8 Million
Children's and infants' clothing stores	\$0.60 Million
Family clothing stores	\$49 Million
Clothing accessories stores	\$2 Million
Shoe stores	\$56 Million

Compliments of: Roberto Coronado, Economist  
Federal Reserve Bank of Dallas–El Paso Branch

Distribution by Race & Hispanic or Latino Origin  
(in percent)

	El Paso MSA	Texas
White	73.9	71.0
Black	3.1	11.5
Asian	1.0	2.7
American Indian	0.8	0.6
Other	17.9	11.7
Two or more races	3.2	2.5
Hispanic (of any race)	78.2	32.0

Source: U.S. Census Bureau 2000 (1999



## El Paso Cross Border Retail Metrics

- Ciudad Juarez comprises about 40% of the total population in the state of Chihuahua with over 3 million people.
- Ciudad Juarez contributes approximately \$1.7-1.8 billion worth of retail sales in El Paso per year.
- Of the 1.3-1.6 million people in Ciudad Juarez, approximately 35% of the population has visas allowing them to cross into El Paso.

### 15,938,689 northbound border crossings in 2011 (pedestrians & vehicles)

- 9,858,382 private vehicle
- 6,080,307 pedestrians
- 806,908 trucks

On average, there are 43,000 private vehicles and 21,000 people crossing the bridges in El Paso daily.

- Travel automobile spend average: \$182/visit
- Travel by bus spend minimum: \$80/visit
- Travel by airplane spend average: \$ 2,038/visit

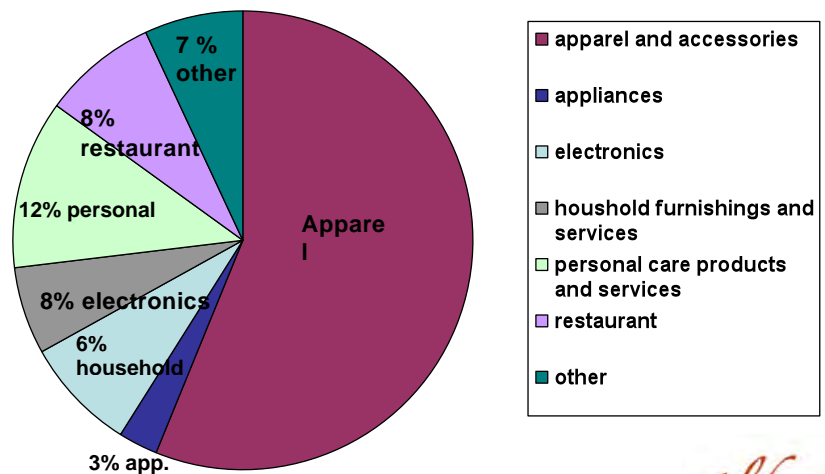
El Paso has 4 International Border Ports of Entry bordering its sister City of Ciudad Juarez and 6 International Border Ports of Entry outside of El Paso:

- Bridge of the Americas
- Ysleta International Bridge (Dedicated Commuter Lane)
- Paso Del Norte Bridge
- Stanton Street Bridge (Dedicated Commuter Lane)
- Santa Teresa/Fabens/Columbus/Presidio

The impact of purchases in El Paso by Mexican nationals is substantial in all accounts and plays a critical role in the retail trade sector. Since most of the retail trade conducted is done in cash, it is difficult to document the share of retail spending by Mexican nationals. However, the license plates in the parking lots tell the story.

Few of the reasons why people travel into the U.S and specifically El Paso:

- Better prices
- Higher quality
- Superior service
- Greater product availability
- Very high level of brand loyalty



Courtesy of City of El Paso Economic Development Department 2012



## Reasons Why Mexican Consumers Shop in El Paso



The data provided by Universidad Autonoma de Ciudad Juarez (UACJ) shows that 60 percent of consumers in Juarez prefer to acquire products in El Paso because of price, 17 percent want more quality and 10 percent of Juarez shoppers purchase in El Paso for the variety of goods offered.

Out of a sample of 200 retailers, 176 completed a survey, with 54.5 percent indicating that at least half of their sales were to Mexican nationals. (John Hadjimarcou University of Texas at El Paso June 2006) Interviews done

with retailers and store managers in 2008 attest to this fact.

Purchases by Mexican consumers represented 32 percent of the total retail industry sales in El Paso in 2005, according to a study by the Universidad Autonoma de Ciudad Juarez (UACJ) and the Federal Reserve of Dallas in El Paso.

In January 2009, 1,760 online surveys were conducted with residents of the top five international inbound travel markets as defined by the U.S. Department of Commerce. The survey included 350 respondents from each country — Canada, Mexico, United Kingdom, Germany and Japan — representing 75 percent of all inbound U.S. Travelers. Survey respondents had visited the USA in the past 12 months and had spent at least \$250 on shopping.

Highlights of The International Shopping Traveler study results include:

Nearly 20% of these travelers say they have already booked their next trip to the U.S. and an additional 50% are very likely to visit and shop in the next 12 months.

**SHOPPING DRIVES TRAVEL.** For a large number of travelers, shopping influences destination choice.

30% said it was a factor in their choice of destinations

23% said it was a key reason for the trip.

Courtesy of City of El Paso Economic Development Department 2012



#### ECONOMIC IMPACT.

These travelers allocated a sizeable portion of total trip spend to shopping activities, spending on average \$1063 per person on shopping out of a total average of \$3692 per total trip, per person. While spending varies by market, the percent of shopping spend reported in the total trip spend was an average of 29%, and as high as 40% with Mexican Shopping Travelers.

	Shopping Spend	Total Trip Spend	Shopping % of total
Overall Average	\$1063	\$3692	29%
Canada	\$757	\$2490	30%
Mexico	\$1310	\$3249	40%
UK	\$968	\$3845	25%
Japan	\$1200	\$4722	25%
Germany	\$1085	\$4127	26%

APPAREL LEADS. International shoppers most frequently purchased apparel.

OTHER POPULAR CATEGORIES. Footwear (47%), food/candy (47%) souvenirs (47%), fashion accessories (39%) and cosmetics/beauty products (39%) were key categories purchased by the international shopping traveler.

SHOPPED FOR SELF AND FAMILY. 84% made purchases for themselves followed by spouse/significant other (68%) and children (44%).

BRAND SAVVY. Brand preferences\* vary by inbound market.

The top 25 brands shopped for overall are:

Nike

Levis

Gap

Polo Ralph Lauren and Tommy Hilfiger

Abercrombie & Fitch

Calvin Klein and Coach

Adidas, Gucci and Chanel

Sony, Armani, Banana Republic and Louis Vuitton

Apple, Prada and Victoria's Secret

Old Navy, Dolce & Gabbana, Diesel, American Eagle, DKNY, Hugo Boss and Hollister

\*Duplicate names on the same line indicate that the same percentage of International Shopping Travelers surveyed, selected those brands.

Courtesy of City of El Paso Economic Development Department 2012



MOTIVATORS: VALUE & SELECTION. Good value and a wide selection of brands are most often cited as important elements of the shopping experience.

#### CULTURAL & HERITAGE ATTRACTIONS AND UNIQUE DINING ARE

IMPORTANT. It is clear that International shopping travelers are also cultural travelers--visiting historic sites (48%), museums/art exhibits (39%), concerts/theatres (36%), national parks (48%) and 27% report also shopping at Museum Stores. 42% reported seeking out unique dining experiences while visiting the U.S.

ONLINE TRAVEL. The vast majority of international travelers currently use online sites to plan and book their travel to the U.S.

WHERE THEY SHOP. Destination preferences\* vary by inbound market.

The top 25 cities visited by international shopping travelers overall are:

New York, NY	Atlanta, GA
Los Angeles, CA	Phoenix, AZ
Las Vegas, NV	Dallas-Fort Worth, TX and Seattle, WA
Orlando, FL	Tampa, FL
San Francisco, CA	Philadelphia, PA
Honolulu, HI	Detroit, MI
Miami-Fort Lauderdale, FL	Fort Myers-Naples, FL
Chicago, IL	West Palm Beach, FL
San Diego, CA and Washington, DC	Denver, CO
Houston, TX	Portland, OR
Boston, MA and	Baltimore, MD
Buffalo, NY	

\*Duplicate destinations on the same line indicate that the same percentage of International Shopping Travelers surveyed, selected those cities.

Facts & Figures from THE INTERNATIONAL SHOPPING TRAVELER study:

Top five inbound countries to the U.S.: Canada, Mexico, Japan, U.K. Germany  
1760 respondents (approximately 350 per country; on-line study - January, 2009).

Number of trips in the past 12 months:

Mexico 4.4  
Canada 3.1  
U.K. 2.3  
Germany 1.7  
Japan 1.7

Courtesy of City of El Paso Economic Development Department 2012



Average trip expenditure is \$3692; average spent on shopping is \$1063

Mexican and Japanese travelers have higher mean shopping spend versus total (\$1310 and \$1200 respectively).

Nearly half of all international travelers in the five markets surveyed say that shopping was either a key reason for the trip or was a factor in their choice of destinations.

Good value and variety are most often cited as important elements of the shopping experience.

Apparel is the most frequently purchased item by international shoppers.

Footwear and food/candy (and souvenirs) are the second most frequently purchased categories; followed by beauty and accessories - both tied for third, followed by perfume, children's apparel and handbags.

Germans are most likely to stay the longest when traveling to the U.S. (15 - 21 days), followed by the British who stay up to 14 days.

Shopping accounts for a third of Canadian travelers' time when in the U.S., and is about nearly a third of their total trip expenditures.

51% of Mexican travelers state that they used friends and family as a source of travel information.

Japanese and Germans said that shopping opportunities helped them choose between destinations.

Courtesy of City of El Paso Economic Development Department 2012