

McAllen CityCenter

*The bullseye in McAllen's Retail
and Hospitality Market Place*



Top 20 Cities Mixed Beverage Tax Comparison Summary Jan-April 2023

	City Name	Payment YTD	% Change
1	Houston	\$7,676,592.12	13.60%
2	Dallas	\$5,703,207.99	11.40%
3	Austin	\$5,434,235.46	17.80%
4	San Antonio	\$4,049,496.02	15.35%
5	Fort Worth	\$2,413,022.95	17.17%
6	El Paso	\$1,254,712.01	15.82%
7	Plano	\$944,432.90	9.33%
8	Grapevine	\$872,250.40	22.04%
9	Arlington	\$820,762.81	-4.32%
10	Lubbock	\$616,088.99	7.93%
11	Corpus Christi	\$565,797.36	7.11%
12	Frisco	\$558,099.17	24.08%
13	McAllen	\$490,312.22	12.68%
14	Addison	\$455,630.52	8.68%
15	Irving	\$444,062.96	14.51%
16	Midland	\$403,381.27	15.81%
17	Amarillo	\$370,745.07	2.61%
18	Galveston	\$359,226.88	19.89%
19	Round Rock	\$339,624.33	14.99%
	College		
20	Station	\$332,343.76	15.00%
		\$34,104,025.19	

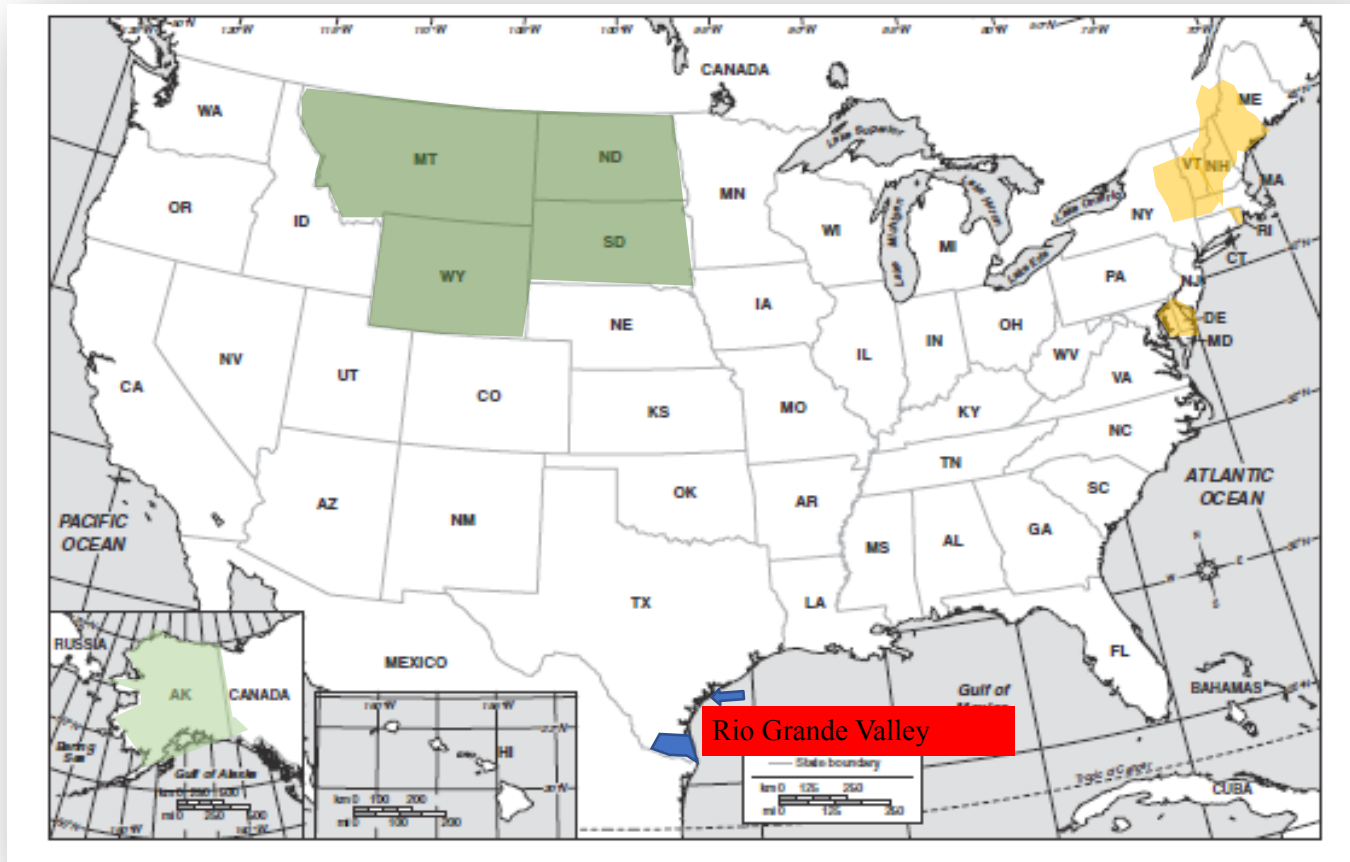
Source: <https://comptroller.texas.gov/transparency/local/allocations/mixed-beverage/cities.php>

Project site with Average Annual Daily Traffic 2019



Demographic Surprise

- **The Rio Grande Valley Communities have a combined population of 1,389,464 which makes it a larger population than 11 states** including New Hampshire, Maine, Rhode Island, Montana, Delaware, South Dakota, North Dakota, Alaska, District of Columbia, Vermont and Wyoming.
- **Reynosa and Matamoros Mexico, major population south of McAllen and Brownsville have a current population above 1,538,000 million. Together the Valley and the Mexico population immediately south bring the Borderplex population to 3 million.**



10 MILE RADIUS



Population within this 10-mile radius exceeds 600,000 on the US side and 800,000 on the Mexico side of the Border with an average US household income greater than \$60,000. In addition, within 2 miles of the McAllen City Center Site there are more than 12 hotels with over 1,563 room with an 80% occupancy and RevPAR of \$100. McAllen is also #3 in per capita Retail Sales and #13 in Beverage Tax Revenue



Trade Area Map

THE LOCATION THAT PUTS YOU ON TARGET FOR SUCCESS

The Monterrey/Salttillo Metro Area, Exceeds 5.1 Million & Its Less Than 2 Hours From The Border. Monterrey is also the financial center of Mexico



10.3 Million People
2.7 Million Households
Market within 150 Miles

McAllen Hotel Data

- In 2023 The City of McAllen had 6,346 hotel rooms of all sizes and prices.
- The cities of McAllen Mission, Pharr had 8,041 hotel rooms
 - **78% of these rooms are in McAllen.**

YEAR TO DATE				RUNNING 12 MONTHS		
2019	2020	2022		2019	2020	2022
OCCUPANCY RATE				OCCUPANCY RATE		
68.10%	55.90%	74.70%		66.00%	59.20%	80.7%

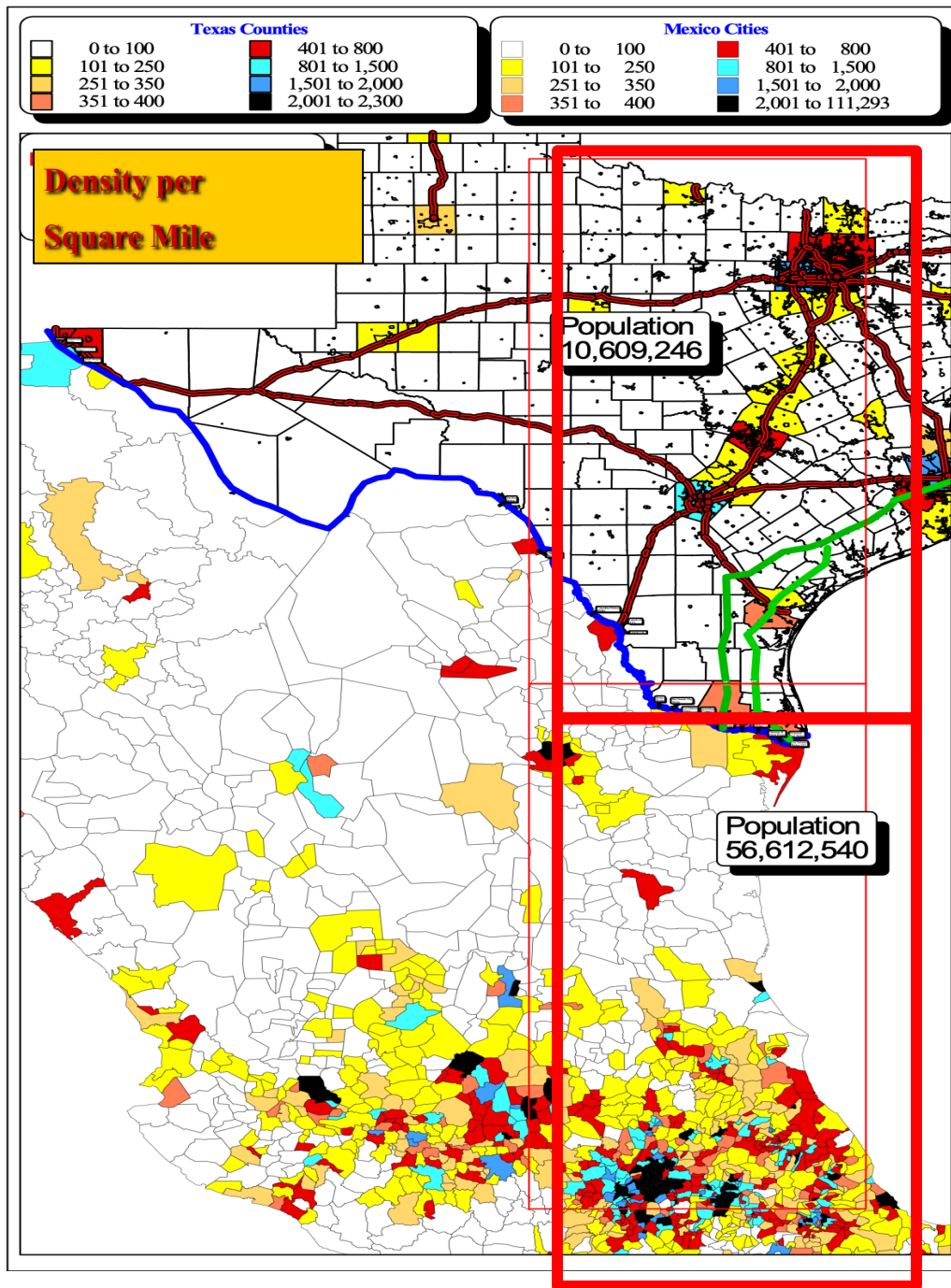
78% of the Hotels in McAllen, Mission and Pharr area are in McAllen

TOP 12 HOTELS MCALEN BY BRAND					
ZIP CODE	HOTEL NAME	ROOMS	2022 ROOM REVENUE	OCCUPANCY	\$ RevPar
78501	EMBASSY SUITES	150	\$9,140,449	88.60%	\$166.35
78501	RESIDENCE INN	78	\$3,388,145	87.00%	\$119.01
78501	LA QUINTA INN CAMBRIA SUITES	83	\$2,760,391	77.60%	\$91.12
78501	LA QUINTA 6765	121	\$3,992,937	75.10%	\$90.41
78501	HILTON GARDEN INN	114	\$3,707,071	77.00%	\$89.09
78501	CASA DE PALMAS	104	\$3,258,091	79.30%	\$85.83
78501	DRURY INN	165	\$5,013,778	72.80%	\$83.25
78501	COURTYARD BY MARRIOTT	171	\$4,238,639	73.20%	\$69.35
78503	HOME2 SUITES	110	\$3,662,604	84.20%	\$91.22
78503	DOUBLETREE SUITES	99	\$4,151,879	83.50%	\$114.90
78503	HOMEWOO SUITES	262	\$10,071,931	85.30%	\$105.32
78503	HOMEWOO SUITES	114	\$3,935,796	85.30%	\$94.59
	TOTAL TOP 12	1,571	\$57,321,711	80.70%	\$100.04

McAllen Hotel Data Economic Impact

CURRENT HOTEL ROOMS	DAYS IN A YEAR	ANNUAL POPULATION OF OCCUPIED ROOMS	IMPACT OF OCCUPIED ROOMS AT 75% OCCUPANCY RATE
6,349	365	2,315,925	1,736,943

McAllen's population of 150,000 is impacted by more than 1.7 MILLION people occupying rooms in McAllen on an annual basis.



Depicted are two rectangles 200 miles wide by 500 mile long.

The upper rectangle a population of **10.6 Million++**

The lower rectangle that extends into Mexico and includes the border region encompasses a population of **56.6 million++**

The Valley & Northern Mexico, in 2010, was on the cusp of substantial urbanization.

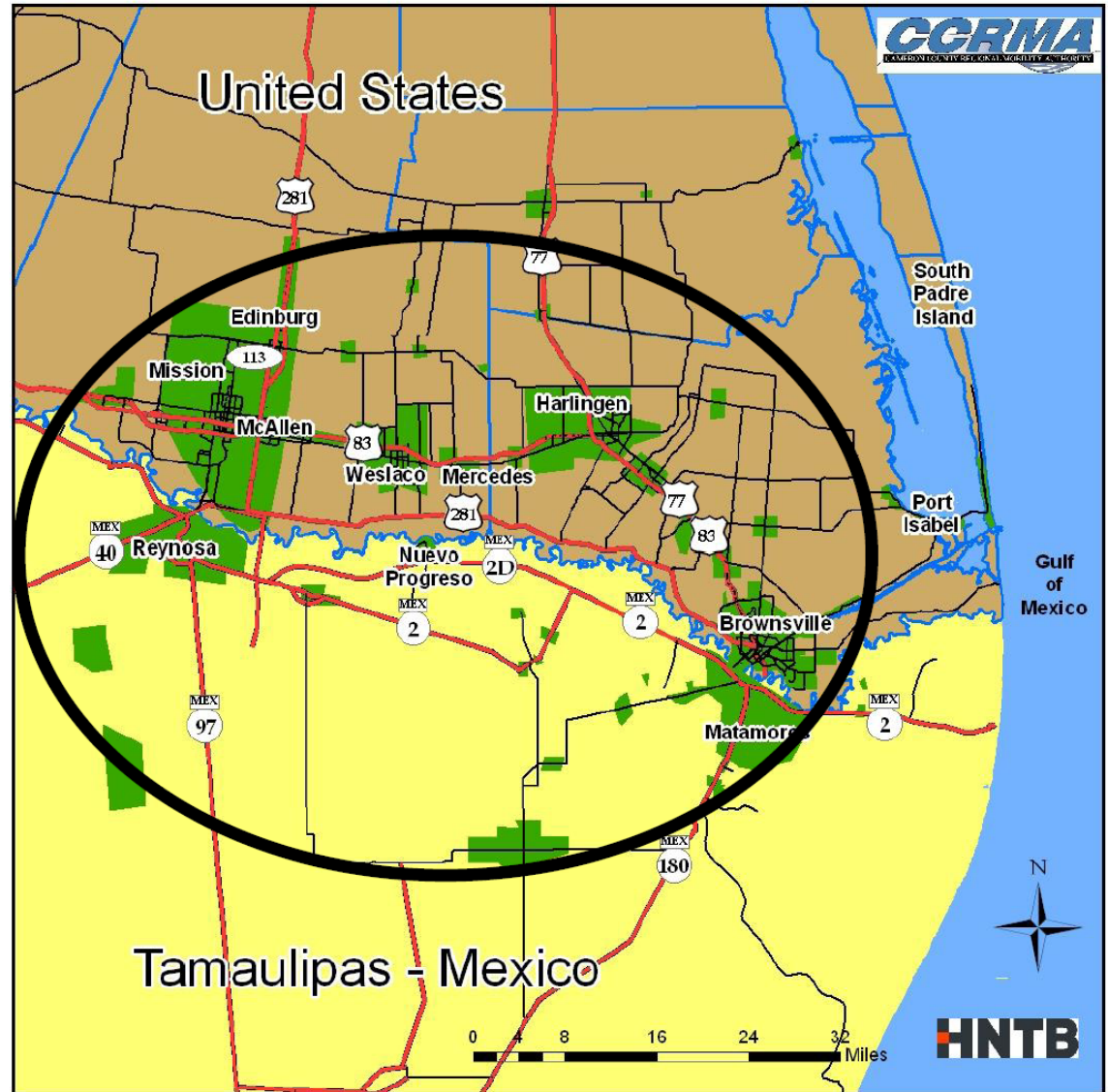
2010
Population

3.5
million

Source: Brownsville
Economic Development
Council

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Urbanization in the Valley & Northern Mexico over the next 30 years will transform the region into a urban powerhouse

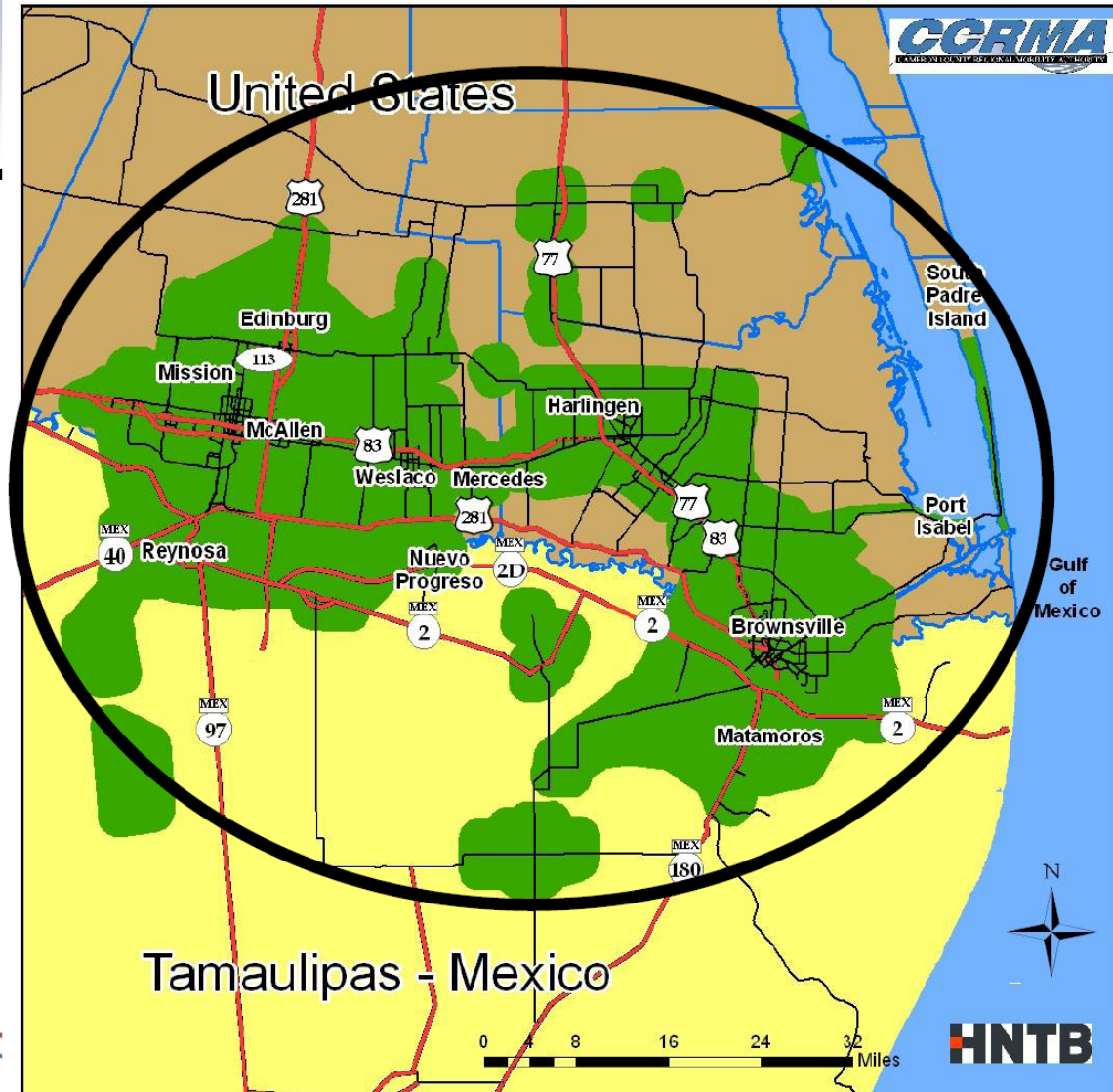
2040
Population

7 million

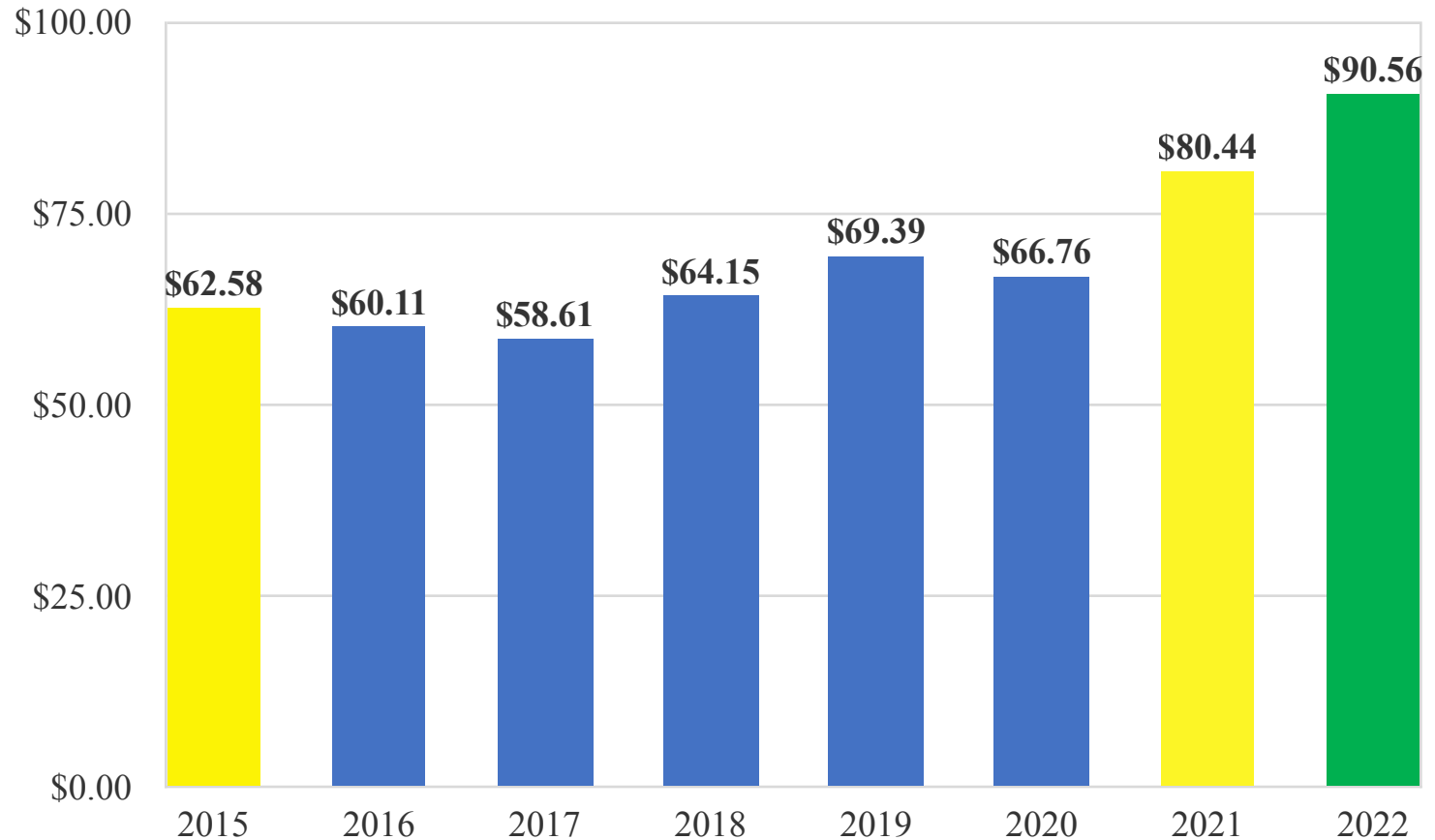
Source: Brownsville
Economic Development
Council

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McAllen Sales Tax Revenues in \$ Millions

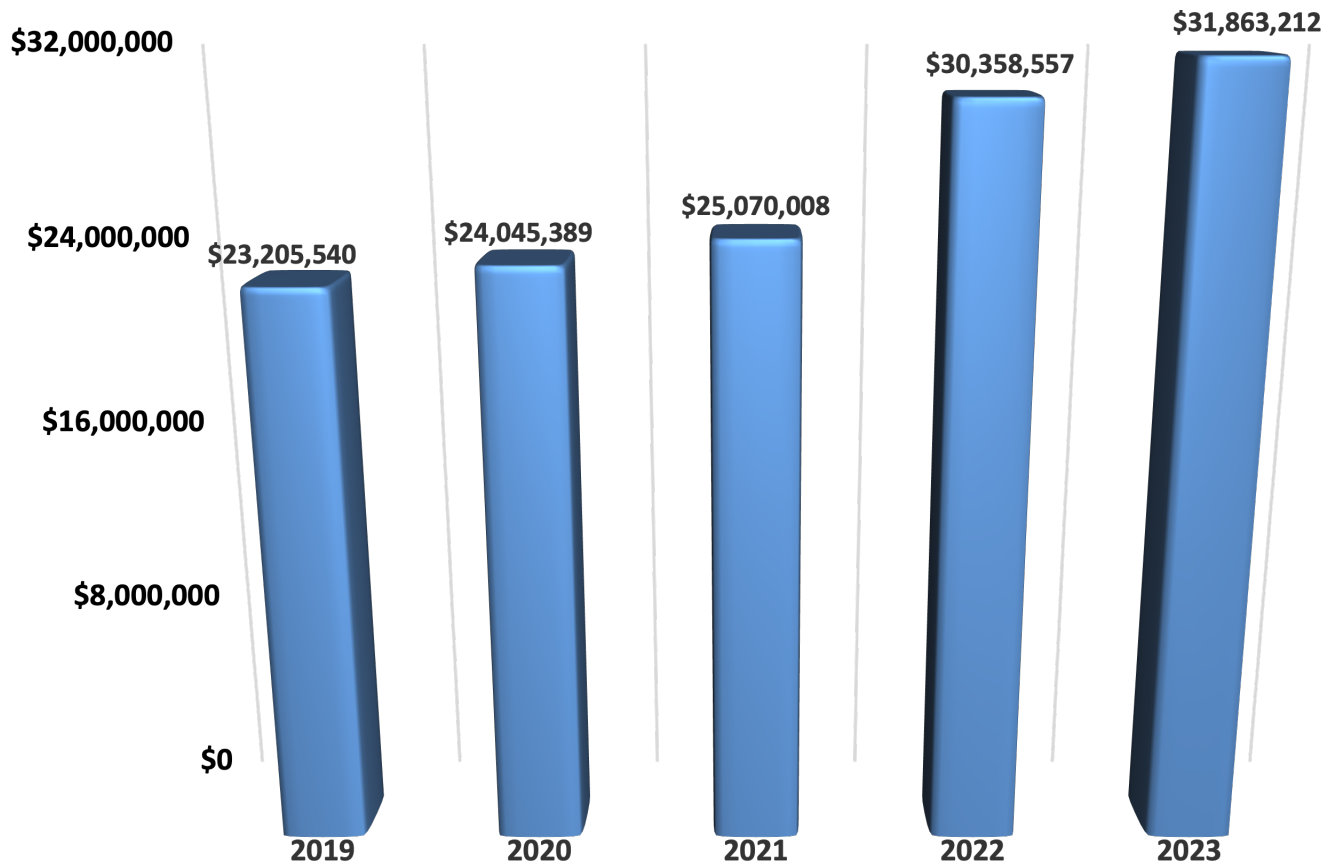


\$27.98 Million increase over 8 years

Source: Texas Comptroller website

McAllen Sales Tax Collections 2019 - 2023

MCALLEN SALES TAX COLLECTION JAN-APRIL



TOP 20 CITIES IN TEXAS RANKED BY PER CAPITA JAN- APR 2023

	City	2020 CENSUS	Payment YTD JAN-APRIL	PER CAPITA
1	Midland	98,081	\$28,099,074	\$286.49
2	Round Rock	142,418	\$38,820,409	\$272.58
3	McAllen	144,744	\$31,863,212	\$220.13
4	Odessa	114,852	\$23,942,476	\$208.46
5	El Paso	224,566	\$44,498,598	\$198.15
6	Sugar Land	117,910	\$22,658,983	\$192.17
7	Amarillo	199,747	\$33,477,124	\$167.60
8	Arlington	400,316	\$60,185,366	\$150.34
9	Grand Prairie	195,651	\$27,389,737	\$139.99
10	Plano	285,537	\$37,946,821	\$132.90
11	McKinney	214,035	\$28,169,126	\$131.61
12	Corpus Christi	236,546	\$31,017,771	\$131.13
13	Irving	263,648	\$34,261,230	\$129.95
14	Houston	2,323,660	\$296,612,617	\$127.65
15	Austin	1,011,790	\$114,100,744	\$112.77
16	Dallas	1,347,126	\$149,739,928	\$111.17