

## Quick Market Overview

Statistics that attest to the incredible strength of Webster's super-regional market

- **Academy Sports + Outdoors:** Academy, which chose Webster, to build its 113,000 square feet mega-store, touts Webster as its top-performing location within the nation. In fact, Academy operates over 200 stores in 15 states with Webster continually performing as the number one store in the company. Academy is renowned as one of the nation's largest and most successful sporting goods retailers.
- **Ad Astra Rocket Company,** headquartered in Webster, is revolutionizing in-space propulsion with its plasma rocket, VASIMR. For more than five years, Webster has been home to one of the world's most innovative aerospace firms, founded by NASA Veteran Dr. Franklin Chang Diaz, record holder for the most spaceflights in history and inductee into the Astronaut Hall of Fame. Currently, the VASIMR rocket is being tested aboard the International Space Station as part of "Project Aurora," which is a Space Act Agreement between NASA and Ad Astra. This innovative company has developed a space cleaner for picking up space debris and dead satellites, as well as the rocket that will propel astronauts to Mars and beyond. NASA awarded Ad Astra a \$10M three-year contract in 2015 to advance the VASIMR Rocket Engine.
- **Aerospace Capital of the Southwest:** Located in Webster's backyard – NASA-Johnson Space Center (JSC) is located just four miles east of Interstate 45 on NASA Parkway and employs over 13,500 civil servants and contractors. Johnson Space Center's focus is on human spaceflight exploration and development of vehicles to accomplish the journey beyond low earth orbit. While the International Space Station (ISS) continues to be a mission of JSC, as six-member crews reside in space on a daily basis through 2020 performing scientific research, testing systems, and paving the way for deep space exploration, several Webster companies that perform cutting-edge work for NASA and the ISS include TRACLabs, Ad Astra Rocket Company, Lockheed Martin, Nano Racks, Stinger Ghaffarian Technologies Inc., and Boeing. As JSC celebrates 50 years of human space flight, major strides have been made in the fields of aerospace, biotechnology, robotics, neuroscience, space medicine, and planetary science.
- **Bay Area Rehabilitation Hospital:** This premier 54,000 square foot rehabilitation hospital, which opened June 2015, enhances Webster's world-class medical offerings, as Bay Area Rehabilitation Hospital's comprehensive services are unique to the region with a focus on maximizing patient recovery in areas, such as brain injury, spinal cord injury, amputation, stroke, wounds, and neurological disorders.
- **Baybrook Mall:** Located at the intersection of I-45 and Bay Area Boulevard, this top suburban mall accommodates over 18,000,000 visitors annually, consistently outperforming malls in The Woodlands, Sugar Land, and north Houston. This statistic is based upon sales per square foot (\$800) and visitor count. Baybrook Mall is second in sales only to the Houston Galleria and surpasses all other Houston-area malls.
- **Boating and Recreational Destination:** this area is home to the nation's third largest pleasure boat basin. The "Boating Capital of Texas" features Clear Lake, a 2,000 acre inlet of Galveston Bay.
- **Central Business District:** Webster has this nomenclature – the central business district of Clear Lake, with its daytime population that exceeds 200,000. When it comes to industry sectors, like medical, biomedical, aerospace, retail, entertainment, hospitality, professional office, higher education, and tourism, Webster outperforms neighboring cities.

- **Cinemark:** an 18-screen theater, located at Interstate 45 and Magnolia, sells an average of 120,000 tickets each month. Cinemark attracts a super-regional population who resides in more than 14 cities. Webster Cinemark is ranked as one of the top ten highest performing movie theaters in the nation based on number of screens and ticket sales.
- **Clear Lake Regional Medical Center:** More than 40 specialties are represented at this super-regional hospital with 595 beds offering comprehensive inpatient and outpatient medical, surgical, and specialty services to 1.8M people. Clear Lake Regional Medical Center, which employs more than 3,000 medical professionals completed a \$92M expansion in 2013. Since 2007, Clear Lake Regional Medical Center has invested nearly \$200M in projects to expand and renovate its facility, including The Heart & Vascular Hospital. Webster touts the only Cycle II accredited Chest Pain Center south of Houston's Medical Center, as well as the only Pediatric Intensive Care Unit and Level II Trauma Center.
- **Destination Development:** With TopGolf to the north and Clear Creek to the south, a super-regional retail, dining, entertainment, and hospitality project is underway. TopGolf, one of the anchors of the destination development, opened Fall 2015.
- **Economic Vitality:** Webster's market is super-regional, as it features some of the best-performing retailers and entertainment venues in the chain. With perfect positioning midway between downtown Houston and Galveston, Webster touts the top Twin Peaks in the world, the top La Madeleine, Chuy's, and McAlister's Deli in the nation; the top Cafe Express, Carrabba's Italian Grill, and Luby's/Fuddrucker's in the State of Texas; and the top Ashley Furniture in the State. Webster features one of the top ten Discount Tires, Cinemarks, and Hooter's in the nation.
- **Edgewater:** Webster's premier master-planned community continues to develop. Edgewater is a high-end project on 500 acres, located on NASA Parkway just to the east of Highway 3. Edgewater is adding more than 2,600 new residents to Webster's market, along with vibrant, new retail offerings, amid water amenities. More than 400 villas have been completed, 165 single family homes, and 40 townhomes.
- **Exploration Development Laboratory:** At Lockheed Martin's Exploration Development Laboratory in Webster, Orion, the multi-purpose crew vehicle, is being developed to provide safe, reliable human transport to the International Space Station, as well as the moon, Mars, and beyond. Orion is an initiative between Johnson Space Center and Lockheed Martin that will enable human space exploration beyond low earth orbit, as Orion will voyage to asteroids and other planets with its ability to transport up to six people for 21 days.
- **Fry's Electronics:** This mega-electronics retail destination that encompasses 148,000 square feet is positioned along NASA Road 1 at Interstate 45 and features interior and exterior International Space Station theming. Fry's impressive Webster location consistently performs among the top four in the nation's chain.
- **Gateway to Economic Development:** Webster's news magazine received international recognition from International Economic Development Council for its exceptional content, layout, and platform. Current and archived issues are available on the City's website, [www.cityofwebster.com](http://www.cityofwebster.com).
- **Heart & Vascular Hospital:** Located at 495 Medical Center Boulevard and connected to Clear Lake Regional Medical Center via a pedestrian skywalk, the Heart & Vascular Hospital opened in April 2007 to provide the region with nationally-recognized cardiac care. The \$100,000,000 facility expands Clear Lake Regional Medical Center's campus by 255,000 square feet. The Heart & Vascular hospital completed a \$17M expansion in 2011 and constitutes the region's only dedicated heart hospital.

- **Hotel Growth:** Webster is indisputably the place to land for business travelers, family vacationers, and medical tourists. Webster features 19 hotels and over 1,600 guest rooms. Newest hotels include Home2 Suites, Springhill Suites, Staybridge Suites, Hilton Garden Inn, Holiday Inn, and Holiday Inn Express. Within Baybrook Commons, TRU Hotel by Hilton is Webster's newest hotel.
- **Hunting and Fishing Licenses:** Texas Parks and Wildlife reports that this area sells more hunting and fishing licenses than any other region within the State. Accessible and plentiful waterways, ample disposable income, sufficient leisure time among a solid workforce, and proximity to wildlife and recreational areas are the reasons behind this statistic.
- **Main Event Webster:** This 65,000 square foot family entertainment venue is consistently the number one location within the company's system, outperforming locations in Austin, The Woodlands, Grapevine, Lewisville, Ft. Worth, and Plano. Main Event Webster accommodates 35,000 to 40,000 guests each month.
- **Medical Center of the South:** While Houston is the medical center of the north and the largest medical center in the world, Webster is renowned as the medical center of the south. Within a three-mile radius, Webster touts more than 2,000,000 square feet of medical facilities—all with convenient, patient-friendly access, parking, and navigation. Webster's medical center is powered by four full-service hospitals with over 700 beds, more than 5,000 in the medical workforce, two long-term acute care hospitals, three rehabilitation hospitals, and more than 2,500 physicians. The medical center of the south accommodates 1,800,000 patients annually, and that number continues to escalate. Webster's medical center serves 24 cities within a 15-mile radius. Webster's medical center features the region's only Level II Trauma Center, Level III Neonatal Intensive Care Unit, Dedicated Pediatrics Unit and Intensive Care, Cycle II Chest Pain Center, and much more.
- **Medical Plaza at Clear Lake:** Webster's medical center is home to one of the region's most modern, integrated medical facilities, Medical Plaza at Clear Lake. This 110,000 square foot integrated medical care facility, located at 250 Blossom, is pioneered by Texas Gulf Coast Medical Group who expanded its services to serve Webster's growing medical service area population who seek integrated, "convenience medicine" or comprehensive healthcare in one location.
- **Medistar:** Webster's largest investor is this premier real estate development company that specializes in healthcare facilities. Medistar's CEO and founder Monzer Hourani develops, designs, and constructs highest quality facilities that are beautiful, advanced, sustainable, and efficient. Hourani, awarded for his advanced development of the post-tension foundation system, has built Webster's Bay Area Rehabilitation Hospital, Medical Plaza at Clear Lake, and Kindred Hospital-Clear Lake.
- **NanoRacks:** Known as the "concierge to the stars," NanoRacks transports payloads to the International Space Station and maintains a permanent laboratory called "NanoLabs" onboard the ISS. NanoRacks interfaces with NASA and other space agencies, submits all paperwork required for space transportation, manages the safety system, crew time, and operation instructions for the astronauts on the ISS, including insertion of the payload into the NanoRacks Platform, and oversees daily data download from the ISS to the client.
- **Restaurant Capital:** Webster features over 100 restaurants within its 6.7 square mile footprint, and many of the City's restaurants perform at the very top in their chain. For example, Webster's La Madeleine is the number one store in the company's holdings, which include 73 restaurants. And, Webster's La Madeleine has held this record for 17 years. Webster's Twin Peaks, too, is the number one or two store in the company's chain, which consists of 52 locations. The same great statistic holds true for Webster's Luby's/Fuddrucker's. Other Webster restaurants that are number one in the state or in the entire Houston MSA include Buffalo Wild Wings, Café Express, Carrabba's, Chuy's, Genghis Grill, Las Haciendas, Lupe Tortilla, McAlister's Deli, Pappas Seafood, and Red Lobster.
- **Retail Powerhouse:** Webster features top retailers whose Webster stores outperform other

Houston-area locations, including Academy Sports + Outdoors, Ashley Furniture, Barnes & Noble, Bed Bath & Beyond, Burlington Coat Factory, buybuyBABY, Chair King, Fry's Electronics, Harbor Freight Tools & Equipment, Hobby Lobby, James Avery, Jared, Party City, Stein-Mart, and World Market. Some of these retailers report their Webster locations as among the top in the State.

- **Space Center Houston:** Webster's exclusive partnership with Space Center Houston, NASA's official visitors center, spans 18 years and accounts for 40% of the City's hotel occupancy. Space Center Houston positions Webster as the place to stay, play, shop, and dine via the attraction's marketing initiatives that include internet, tv, radio, social media, website, and print advertising. Webster's Dining and Entertainment Guides are distributed at Space Center Houston's toll booth and at the interactive kiosk near the entrance/exit. Webster's exclusive video plays in a continual loop at the Tram Station.
- **Stinger Ghaffarian Technologies (SGT):** In July 2013, SGT was awarded an eight-year \$63 million NASA contract to provide logistics and operational support for the Extravehicular Activity (EVA) Space Operations Program. A year later, SGT was awarded a nine-year \$1.1 billion NASA contract to provide mission and flight crew operations for the International Space Station and the new Orion crew vehicle. Not only does SGT design, test, and maintain spacesuits for astronauts in route to and aboard the ISS but also the science and engineering services company trains astronauts for myriad duties – flight, maintenance and operations of ISS systems, and exploration.
- **Super-Regional Market:** Webster's market is super-regional because of its strategic location midway between downtown Houston and Galveston, its renown as the "central business district" of Clear Lake, its position as the Medical Center of the South, Aerospace Capital of the Southwest, and Retail, Dining, and Entertainment Capital of Clear Lake. Excellent traffic counts along major arteries, like Interstate 45, Bay Area Boulevard, NASA Parkway, Texas Avenue, and Highway 3 are what businesses seek. Webster's developer-friendly credo, along with outstanding demographics, propels Webster's market into the super-regional category. Within a 30-mile radius, the trade-market population exceeds 3,440,000.
- **Tax Advantage:** Webster's prime position as the central business district of Clear Lake translates into one of the lowest ad valorem tax rates in the region: 0.31725 per \$100 valuation. In Webster, commerce is strong, so property tax rates are ultra-low.
- **TopGolf Webster:** This phenomenal super-regional sports entertainment destination opened its 65,000 square foot venue amid 14.5 acres in November 2015. Since its opening, TopGolf Webster has proven to be one of the strongest, highest-performing locations for TopGolf. TopGolf Webster's perfect positioning on Interstate 45, south of Academy Sports + Outdoors, serves as one of the anchors for the destination development, an iconic entertainment, retail, dining, and hotel development that spans south to Clear Creek.
- **Tourism:** Webster features 19 hotels with over 1,600 guest rooms. Within the leisure segment, growth is attributed to the City's 17-year award-winning partnership with Space Center Houston, whose visitor counts reached 1,000,000 in 2016. Space Center Houston's visitor demographics reveal that 82% of visitors are from outside the Greater Houston Metropolitan Statistical Area, and 75% are first-time visitors. Space Center Houston's new exhibit, Independence Plaza, continues to drive visitor counts and hotel room activity. In the business segment, Webster hotels accommodate growing numbers within the aerospace, medical, retail, light industrial, specialty chemical, and life sciences sectors. Workshops, training events, conferences, and travel associated with development of new office, retail, dining, and entertainment projects continue to be drivers for the business segment. The Houston hospitality market is considered one of the top ten in the US for volume and is in an expansion mode to keep pace with demand.
- **TRAC Labs:** With its Webster headquarters, this innovative company that pioneers the science of robotics and automation has been a NASA contractor since the company's inception two decades

ago. Robonaut 2, currently aboard the International Space Station, was designed by a team of NASA engineers, TRAC Labs scientists, and other contractors. TRAC Labs' robots, systems, and software are essential for both NASA missions and non-NASA applications, like military and police operations, nuclear and chemical plant monitoring and maintenance, satellite surveillance and response, and undersea/underground exploration. TRAC Labs competed brilliantly in DARPA's Robotics Challenge with development of an autonomous first responder robot.

- **Trade Area:** Webster's trade area population continues to escalate, and as rooftops drive retail, Webster's positioning is quite strong. Centered on Baybrook Mall, within a 10-mile radius, the population is 600,000; within a 15-mile radius, the population is 1,014,000; and within a 30-mile radius, the population is 3,384,898.
- **Traffic Counts that Count:** Webster features exceptional traffic counts on major arteries that are key to businesses' success: Interstate 45 accommodates 250,000 vehicles daily; Bay Area Boulevard touts 100,000 vehicles daily; and NASA Parkway, the iconic "Gateway to NASA," serves 76,000 vehicles each day.
- **United Fire Group:** This Fortune 500 company chose Webster for its Texas headquarters and operates inside 64,000 square feet at Galaxy II (455 East Medical Center Boulevard). United Fire Group's Webster operation continues to burgeon. United Fire Group underwrites and markets property and casualty insurance to more than 1,200 independent agencies and brokers in 43 states, plus the District of Columbia, and as a life insurer in 36 states, represented by more than 900 independent life agencies. The Webster branch is United Fire Group's busiest location with a workforce of 175.
- **Wealthiest Zip Codes:** Within the Houston Metropolitan Statistical Area, the Houston Business Journal has identified the Webster/Clear Lake/Baybrook Mall area as the second wealthiest zip code with the median household income of \$127,000, median home value of \$387,000, median age of 40.5, and profile as well-educated, goal-oriented married couples who both work.