

**Exhibit D**  
Market Feasibility Study  
City of Killeen Texas

**1. Growth of the Killeen Market**

**a. Population**

The U.S. Census Bureau's population estimate for Killeen, in the year 2020, was 153,095 on April 1, 2020. The U.S. Census Bureau estimated Killeen's population to be 156,261 on July 1, 2021. This is a 2.4% increase in the population. Per the Texas Demographics by Cubit, Killeen is the 19th most populated city in the state of Texas out of 1,805 cities. According to World Population Review, Killeen ranks 175th in the country for its population. The estimated population will be 163,003 by 2027 per Claritas, a data-driven marketing company.

**b. Sales Taxes**

Sales tax are a good indicator of retail vibrancy. Sales taxes retained by the City of Killeen is 1 ½ % of every dollar in sales tax revenue. The sales tax revenue increased by 17.94 percent over the past four years. Sales tax collections for recent years are listed below:

<i>Year</i>	<i>City's Sales Tax Revenue</i>
2022	\$33,778,524
2021	\$31,528,007
2020	\$26,847,348
2019	\$24,990,652
2018	\$23,727,452

**c. Additional Growth Indicators**

**i. Policom.com**

In 2022, Policom Corporation, an independent economic research firm that specializes in analyzing local and state economies, ranked the Killeen-Temple- Fort Hood Metropolitan Statistical Area (MSA) as the 140<sup>th</sup> out of 384 MSA's strongest economy in the United States. The MSA ranked 165 in 2020.

**ii. Housing**

According to 2022-2023 U.S. News and World Report, Killeen ranked 5<sup>th</sup> for Best Places to Live in Texas. Out of 150 metropolitan areas in the U.S., Killeen

ranked 108<sup>th</sup> Best Places to Live and #91 in Best Places to Retire.

**iii. Livability**

Per areavibes.com, Killeen has a livability rate of 64 out of 100. The Cost of Living (COLI) Index is 88. The State of Texas COLI is 92.

**iv. Job Market**

The annual Killeen unemployment rate in 2020 was 8.4% and in 2021 it was 7.0%, per the Texas Labor Market, texaslmi.com.

**2. Retail Leakage**

**a. Trade Area**

A Retail Leakage Study was conducted by The Retail Coach in 2022. The study identified the retail trade area to be approximately 301,293 persons. The trade area boundaries extend from Lampasas, which is to the west, to Temple on the east, Fort Hoods most northern section and as far south as Florence.

**b. Retail Leakage**

According to the analysis, Killeen is leaking approximately \$1.818 billion of retail sales to neighboring communities. Of the 52 retail sectors studied, Killeen shows only four with sales surpluses: Sporting Goods, Shoes, Hobby/Toy/Game Shops and Miscellaneous Retail Stores, such as Florist, Gifts and Pet Stores. The chart below reflects some of the retail sectors experiencing major leakages. Note: Additional details from the Leakage Study available upon request.

<b>Retail Sector</b>	<b>Estimated Actual Sales</b>	<b>Potential Sales</b>	<b>Leakage</b>
General Merchandise	\$369,726,899	\$491,249,986	(\$121,523,087)
Grocery Stores	\$127,679,985	\$521,511,612	(\$393,831,627)
Electronic and Appliance Stores	\$27,296,229	\$53,204,500	(\$25,908,271)
Food Services and Drinking Places	\$142,681,344	\$566,875,596	(\$424,194,252)
Health & Personal Care Stores	\$33,136,318	\$213,838,694	(\$180,702,376)
Gasoline Service Stations	\$97,864,529	\$332,696,584	(\$234,832,055)
Home Furniture and Furnishings	\$32,521,362	\$86,776,352	(\$54,254,990)
Motor Vehicle and Parts Dealers	\$831,614,041	\$1,039,689,087	(\$208,075,046)

**3. Retail Projections.** This is a new dataset for 2022. It shows the projected demand in from 2022 to 2027

Description	2022 Demand	2027 Demand	Growth
General Merchandise	\$302,996,400	\$335,475,306	\$32,478,906
Grocery Stores	\$330,908,195	\$369,722,276	\$38,817,080
Electronic and Appliance Stores	\$42,500,048	\$47,082,614	\$4,582,565
Food Services and Drinking Places	\$357,090,768	\$399,269,007	\$42,178,238
Health & Personal Care Stores	\$56,507,736	\$65,588,474	\$9,080,739
Gasoline Service Stations	\$235,582,109	\$280,037,252	\$44,455,143
Home Furniture and Furnishings	\$22,091,788	\$23,255,554	\$1,163,766
Motor Vehicle and Parts Dealers`	\$562,802,107	\$635,278,984	\$72,476,877

**4. 2022 Estimated Demographic Data – 1 mile radius from the described sites.**

	Downtown Killeen	Killeen Business Park	Anthem Park	Rancier & 38 <sup>th</sup> Street	TIRZ	City of Killeen
<b>Population</b>	12,800	3,077	7,860	11,280	3,101	153,791
<b>Average Age</b>	27.72	34.29	34.32		33.55	32.10
<b>Average Household Income</b>	\$39,538	\$60,751	\$68,516	\$48,649	\$59,434	\$65,573
<b>Households</b>	5,676	1,289	2,904	4,854	1,344	57,508
<b>Families Below Poverty Status</b>	723	104	298	500	97	4,169
<b>Employed</b>	4,665	1,356	3,243	4,245	1,289	60,123
<b>Unemployed</b>	603	129	280	693	156	7,036
<b>Occupation Classification</b>						
<i>White Collar</i>	1,608	723	2,185	1,662	640	33,092
<i>Blue Collar</i>	1,470	297	498	1,239	272	13,418
<i>Svc &amp; Farm</i>	1,458	395	708	1,311	382	13,698

**CONCLUSION**

Killeen is the largest and fastest growing city in the Killeen-Temple-Fort Hood MSA. It is the hub of economic activity in the region. The economy of the community and of the region continues to expand despite weakening of the U.S. economy. The designation of Interstate 14, the growing student population at Texas A&M University -Central Texas and the close proximity to Fort Hood, have been key factors in the economic growth of Killeen.