

Webster Means Business

The City of Webster is the nucleus of Bay Area Houston with its strategic position midway between Galveston and downtown Houston. Webster’s central corridors consist of Interstate 45 with 250,000 vehicles daily, Bay Area Boulevard with 100,000 vehicles per day, and NASA Parkway with 75,000 vehicles daily.¹ Additionally, Medical Center Boulevard, Texas Avenue, and Highway 3 are arteries that accommodate the “medical center of the south,” with a service area population of 1,800,000 patients annually.

Webster is known as the retail, dining, and entertainment capital of Bay Area Houston. With rooftops driving retail, the population is 3,385,000 within a 30-mile radius, 1,015,000 within a 15-mile radius, and 600,000 within a 10-mile radius.² Webster’s super-regional market includes 24 cities within a 15-mile radius.

Webster/Baybrook Trade Area³

2022 Projected Population	4,051,176
2017 Households	1,334,785
2022 Projected Households	1,476,011
2017 Median Age	33.8 yrs.
2017 Average Household Income ⁴	\$91,826

- Baybrook Mall accommodates 18,000,000 visitors annually and is the second most successful mall in the Houston Metropolitan Statistical Area (MSA), based on sales per square foot and visitor count.
- Many retailers tout their Webster location as top performers within the Houston MSA, including Academy Sports + Outdoors, Ashley Furniture Homestore, Barnes and Noble, Bed Bath & Beyond, Bel Furniture, Burlington, buybuy BABY, Chair King, Discount Tires, Guitar Center, Harbor Freight, Hobby Lobby, James Avery, Mardel, Michaels, Star Furniture, Stein Mart, and World Market.
- For big box retailers, like Academy Sports + Outdoors, Costco, and American Furniture Warehouse, the power of a Webster location is compelling. Webster’s Academy Sports + Outdoors is the top store in the nation and one of the largest in the 200+ store chain with over 113,000 square feet, while a Costco plans an October 2018 opening and American Furniture Warehouse plans a May 2019 opening for its 350,000 SF mega store.
- Webster serves up the region’s best restaurants and entertainment, including top performers, like Buffalo Wild Wings, Cafe Express, Carrabba’s Italian Grill, Cheddar’s Casual Cafe, Chuy’s, Delta Blues Smokehouse, Hooters, Jason’s Deli, La Madeleine, Luby’s / Fuddruckers, Pappasito’s, Pappas Seafood House, Pluckers, Red Lobster, Twin Peaks, along with Big Texas Dance Hall and Saloon, Cinemark, Main Event Entertainment, Putt-Putt FunHouse, Scout Bar, Studio 80, and Torchy’s Tacos.



Academy, with over 200 stores in 15 states, touts Webster as the top location in the nation.

1. Traffic Counts are based upon data reliable sources. The information is not warranted by the City of Webster.

2. Demographic Source: Calculated using Weighted Block Centroid for Block Groups

3. Demographic Source: Calculated using Weighted Block Centroid for Block Groups – Based on a 30-mile radius.

4. Demographic Source: Calculated using Weighted Block Centroid for Block Groups – Based on 10-mile radius.



Chuy's

Hooters

Salt Grass Steak House

Cheddar's Casual Cafe

Webster's Restaurants – Tops in Company's Chain

- | | |
|---|---|
| <p>BJ's Restaurant and Brewhouse – top in Texas
 Buffalo Wild Wings – top performer in region
 Café Express – number one in Texas
 Carrabba's Italian Grill – number one in the entire State of Texas
 Cheddar's Casual Café – number two out of 70 stores nationwide
 Chipotle – number two in Houston area in quality and service
 Chuy's Mexican Restaurant – top in chain since opening
 Delta Blues Smokehouse – Pappas' newest concept
 El Tiempo –
 Genghis Grill – among top ten in the nation
 Hooters – among top ten in the world
 Jason's Deli – ranked second "healthiest restaurant in nation"
 La Madeleine French Bakery – top location in nation
 Las Haciendas – top performer among all Houston-area locations</p> | <p>Lenny's Subs – among top three in the Houston area
 Luby's / Fuddrucker's - number one in nation
 Lupe Tortilla – within top three in chain
 Main Event Entertainment – number one location in the company
 Mamacita's – top Houston-area location
 McAlister's Deli – number one in the chain
 Pappas Bar-B-Q – third highest sales among all locations
 Pappas Seafood – fourth busiest in concept
 Pappasito's Cantina – second busiest in chain
 Red Lobster – consistently #1 or #2 in Houston region
 Salt Grass Steak House – among top four in region
 Torchy's Tacos – among the best in Texas
 Twin Peaks – top performer in world</p> |
|---|---|

Webster's Restaurants PERFORM!

• In the entertainment arena, Webster's Cinemark touts ticket sales averaging 120,000 per month or 1,440,000 tickets annually; Webster's Main Event Entertainment is the top location in the company's chain, outperforming venues in The Woodlands, Austin, Plano, and more. Webster's Putt-Putt Funhouse touts one of the top five Putt-Putt golf courses in the nation. Webster's Scout Bar is the top rock club in the region, outperforming the company's locations in San Antonio and Beaumont; and Big Texas Dance Hall is a super-regional nightclub, as well, accommodating more than 5,000 country western fans weekly.



Main Event Entertainment's Webster location is consistently top in the chain.

- Webster's revenues from the sale of mixed beverages are the second highest in Harris County, with Houston, quite naturally, as the top generator.
- Webster, the medical center of the south, provides services to more than 1,800,000 people annually. Clear Lake Regional Medical Center, The Heart & Vascular Hospital, and Houston Physicians Hospital are full-service, super-regional hospitals.
- Webster, the aerospace capital of the southwest, is home to top aerospace companies, like Lockheed Martin, Boeing, Ad Astra Rocket Company, Leidos, Nano Racks, and Stinger Ghaffarian Technologies, Inc., Further, Webster is Space Center Houston's exclusive municipal partner.
- Webster, the central business district of Bay Area Houston, features a daytime population that exceeds 200,000, which differentiates Webster from neighboring cities and drives restaurant and retail sales.
- Robotic Research and development inside Webster includes the world headquarters of TRAC Labs, which is developing a first-responder humanoid robot.



Fry's Electronics



Academy Sports & Outdoors.



Star Furniture



Ashley Furniture HomeStore

Webster's Affluent, Growing Market

Webster's attainment of a successful bond issue to develop additional infrastructure, together with an upgraded bond rating that reflects an expanding local economy and sales tax base with per capita sales nearly five times the national average, illustrates that Webster's market is ideal – and a leader among cities. Webster's ad valorem tax rate is among the lowest in the region – only .31725¢ per \$100 valuation.

Area is supported by major industry sectors: medical, aerospace, retail, higher education, specialty chemical, tourism, entertainment, and life sciences.

Major employers include Academy Sports + Outdoors, Ad Astra Rocket Company, ARI Armaturen, Bay Architects, Baybrook Mall, Boeing, Clear Creek Independent School District, Clear Lake Regional Medical Center and The Heart & Vascular Hospital, Cornerstone Hospital, Fry's Electronics, Houston Physicians Hospital, IBM Corporation, Kindred Hospital, Kindred Rehabilitation Hospital, Lockheed Martin, NASA-Johnson Space Center, Olympus Americas, Raytheon, Remington College, Space Center Houston, State Farm Operations Center, Stinger Ghaffarian Technologies, Texas Gulf Coast Medical Group, Texas Oncology Deke Slayton Cancer Center, Thrivent Financial, United Fire Group, and University of Houston-Clear Lake.

Webster is the Medical Center of the South

Webster's world-class medical center plays a vital role in the region's economy, as well as the 1.8 million people who depend on its services annually. Webster's renown as the medical center of the south is one of the City's strongest brands, as healthcare and hospital care are big business (\$3 trillion industry nationally that accounts for more than 17% of the GDP). Webster's hospitals generate the highest productivity level among industry sectors and include Clear Lake Regional Medical Center, with its extensive campus that includes 595 beds and 837,000 square feet of facilities, The Heart & Vascular Hospital; Houston Physicians Hospital, located at 333 North Texas Avenue; and more.

Webster's medical center offers services, specialties, and technology that are unique to the region, such as Level II trauma care, pediatric emergency care, neonatal intensive care, dedicated cardiology hospital, hybrid operating room system, and 3D digital tomography.

Hospitals and Significant Medical Facilities

- 251 Medical Center Blvd. – Platinum-LEED Medical Facility
- Bay Area Houston Medical Plaza – 1015 W. Medical Center Blvd.
- Bay Area Rehabilitation Hospital – 110 E. Medical Center Blvd.
- Bay Area Surgicare Center – 502 W. Medical Center Blvd.



The Heart & Vascular Hospital is top rated in cardiac and stroke care.



Houston Physicians Hospital



251 & 253 Medical Center Boulevard



Heart & Vascular Hospital



Bay Area Regional Medical Center

- Clear Lake Medical Offices – 200-400 E. Medical Center Blvd.
- Clear Lake Regional Medical Center – 500 W. Medical Center Blvd.
- Cornerstone Hospital of Houston – 709 W. Medical Center Blvd.
- Texas Oncology Deke Slayton Cancer Center – 501 W. Medical Center Blvd.
- Dermatological Association of Texas – 451 North Texas Ave.
- Heart & Vascular Hospital at Clear Lake Regional Medical Center – 495 W. Medical Center Blvd.
- Houston Physicians Hospital – 333 Texas Ave.
- Kindred Hospital-Clear Lake – 350 Blossom
- Kindred Rehabilitation Hospital – 655 E. Medical Center Blvd.
- Medical Plaza at Clear Lake – 250 Blossom
- The Point Rehabilitation and Healthcare Center – 17231 Mill Forest
- Texas Gulf Coast Medical Group – 250 Blossom

Why is Webster the Medical Center of the South?

Renowned physicians, state-of-the art medical facilities, and convenience are the three central reasons why Webster’s medical sector is flourishing and burgeoning! Webster features Level II trauma care, the only dedicated heart hospital South of the Houston Medical Center, pediatric intensive care, and neonatal intensive care.

Webster’s Tourism and Business Traveler Market

Webster’s central location midway between downtown Houston and the beaches of Galveston make it a prime destination for tourists. Traveling north or south, visitors can enjoy all of the region’s fantastic amenities while staying in a convenient Webster location.

Boating activities and water recreation provide hours of fun and relaxation, while technology and history are just down the street. Johnson Space Center and Space Center Houston bring space “down to earth” for area visitors.

Highlighting the area’s great attractions and ideal location, Webster’s marketing reaches out internationally, bringing thousands of visitors to the area every year.

- Webster features 18 hotels with over 1,600 rooms. From economy class rooms to two bedroom suites with full kitchens, long term or overnight – Webster’s hotels accommodate both vacation or business travel needs. Two additional hotels are in the construction stage.
- Space Center Houston, NASA’s official visitor’s center, is the region’s number one attraction and Webster’s exclusive tourism partner.
- For the tourist, the top two reasons for visiting Webster are Space Center Houston and Galveston beaches. Space Center Houston accommodates over 1,000,000 visitors each year,



Wet-n-Wild Bumper Boats



All-Time Favorite Games



Live Laser Tag Action



Exciting Virtual Reality Rides

and Galveston beaches tout over 6,000,000 visitors annually.

- For the business traveler, Webster offers close proximity to NASA and its contractors, easy access to the Medical Center of the South, convenient access to energy and petrochemical headquarters, and a central locale – midway between Houston and Galveston.
- The region touts the third largest concentration of pleasure boats in the nation.
- Webster disseminates hundreds of “Discover Your Destination” vacation packages each month to prospective visitors via Webster’s toll-free tourism line, advertising, website, or through Space Center Houston.

Webster is the Aerospace Capital of the Southwest

Ad Astra Rocket Company, which is Latin for “to the stars” was founded to develop, test, and commercialize the technology of the VASIMR® engine, a plasma propulsion system that is much more fuel efficient and faster than traditional chemical rockets. Ad Astra is revolutionizing space exploration and transportation through its development of plasma technology and advanced electric propulsion systems.

Boeing – In September, 2014, Boeing was selected to manufacture the CST-100 as NASA’s human spacecraft provider. The CST-100 is designed to transport up to seven passengers or a mix of crew and cargo to low-Earth orbit destinations such as the International Space Station. The first uncrewed flight of the CST-100 is scheduled for early 2017 and the first crewed flight to the ISS will be in mid-2017.

Lockheed Martin is developing the Orion Space Capsule at its Exploration Development Laboratory, located at 505 Forge River. The multi-purpose crew vehicle will transport up to six people for 21 days and provide safe, reliable human transport to ISS, the moon, Mars, and beyond.

TRAC Labs – Currently, the second-generation Robonaut (“R-2”), designed by a team of NASA engineers, TRAC Labs scientists, and other contractors, is aboard the International Space Station to test its ability to operate in microgravity, radiation, and electromagnetic interference. TRAC Labs is designing and testing a robot behavioral simulation to assist ground controllers in operating R-2. TRAC Labs is also developing a first-responder humanoid robot for the Department of Defense.

Stinger Ghaffarian Technologies (SGT) – This engineering services company with two Webster facilities supports NASA contracts for development, testing, fitting, and maintaining inventory of spacesuits. SGT is also developing drill telemetry technology for the oil and gas industry.

Located in Webster’s backyard – NASA-Johnson Space Center (JSC) is just three miles west of Interstate 45, on NASA Parkway. From the early Gemini, Apollo, and Skylab projects to today’s International Space Station and tomorrow’s Orion Crew Exploration Vehicle, JSC leads NASA’s human space exploration initiative. Today, JSC employs over 13,500 civil servants and contractors, most of whom are professional engineers, scientists and astronauts.

