

CITY OF CLUTE, TEXAS



PRESS RELEASE

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Clute is at the Center of Retail Expansion Opportunities

Houston, TX, December 20, 2011... Clute is at the center of a region rich with recreation, cultural, education and employment opportunities, and City leaders are taking advantage of this position to bring new retail development to the community.

"Clute has many advantages," said Clute City Manager Gary Beverly. "We are positioned among numerous large petrochemical industries that employ thousands of permanent employees with quality incomes. Clute's cost of investments is lower than many areas of the country, and even within our region. We also provide incentives that will help businesses succeed grow and thrive."

To expand this aggressive approach to growth, the City of Clute has partnered with The Retail Coach, a national retail recruitment and development consulting firm that has assisted more than 150 cities in Texas and throughout the U.S. since 2000.

"We enjoy working in communities like Clute, where there is a pro-business attitude and strong community spirit," said Aaron Farmer, national project director of The Retail Coach. "Regional retail including Lake Jackson's mall is another factor that we can capitalize upon, while building Clute's unique identity as a location for new retail development."

The Retail Coach will complete a Retail Trade Area Determination, Retail Gap/Opportunity Analysis, Demographics and Psychographics Analysis, and Retailer Match Analysis for Clute. The firm will also perform a land use analysis, submarket determination, and Downtown Opportunity analysis. The project includes helping Clute recruit the retailers that are a good match for the City.

"We like the idea of receiving data that helps us identify potential retailers that fit well within the Clute landscape," said Mr. Beverly. "We also need help marketing our city, and liked that The Retail Coach would not just provide us the data, but would participate directly in this marketing effort with contacts in all areas of retail."

Mr. Beverly added that results of The Retail Coach's studies will be used to identify opportunities for existing businesses in Clute to expand.

Attributes that will be promoted in Clute's marketing program include the community's access to quality education. The City is served by numerous private and parochial schools, the highly regarded Brazosport Independent School District and Brazosport College, which works with local firms in preparing and presenting training programs. Other major colleges and universities within

commuting distance include Baylor College of Medicine, Houston Baptist University, Rice University and University of Houston.

The Center for the Arts and Sciences is located on College Boulevard in Clute and is home to the Brazosport Fine Arts Council, Brazosport Art League, Center Stages, Brazosport Museum of Natural Science, and Brazosport Nature Center and Planetarium. Clute is also in the center of numerous recreational opportunities, including 23 miles of nearby public beach, over 72 acres of City parks, and numerous parks and wildlife refuges.

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