

Invest In MERCEDDES .com

► Mercedes Retail Corridor

Invest In MERCEDDES .com



320 S. Ohio
Mercedes, Texas 78570
(956) 565-2230





Mercedes Retail Corridor

Mercedes caters to a consumer base of 10 million within a 200-mile radius!

The Premier Retail Hub of South Texas

Mercedes is the premier retail hub of South Texas, as it is located at the center point of international commerce. Catering to consumer base of 10 million within a 200-mile radius, Mercedes receives over 7 million visitors annually. Mercedes has formalized a South Texas friendly attitude into a competitive business-friendly environment creating opportunities for growth and long term expansion. Due to an abundance of commercial and retail space and a wide variety of environmental characteristics, the community can accommodate nearly any operation, large or small. Behind the boom in retail is a large influx of visitors, specifically Mexican visitors and Winter Texans. Served by 8 international bridges and 3 airports, Mercedes welcomes tourists from Northern Mexico and Midwestern States year round. As part of the fastest growing MSA in Texas, the area provides a strong consumer base of 2.3 million within a 50 mile radius supported by a young dynamic population.

The Mercedes Retail Corridor is a 640-acre development anchored by the Rio Grande Valley Premium Outlets, opened in November 2006. The first phase of this Chelsea property is a \$65 million, 400,000 square foot outlet mall housing over 100 tenants, including Nike, Coach, Burberry, Perry Ellis and many more. Rio Grande Valley Premium Outlets has quickly become the dominant shopping destination south of San Antonio. It serves not only South Texas consumers but also affluent Mexican-national shoppers from Mexico City, Monterrey, Reynosa and surrounding communities. The construction of phase II will provide an additional 150,000 sq ft with 45 outlets in the Fall of 2007 and plans are currently underway for phase III. Accompanying the Rio Grande Valley Premium Outlets is a La Quinta Hotel, Chili's Restaurant, First National Bank and a 40,000 square foot home appliance retailer.

Already one of South Texas' most popular destinations, the location, area growth and abundant work force continue to be the keys to attracting additional national franchises seeking sites for growth opportunities. The Mercedes Retail Corridor provides immediate highway access (US Expressway 83) with 80% of available properties fronting the expressway and will soon be serviced by a new \$70 million international bridge in 2008. Currently Texas DOT is completing an \$80 million expansion and renovation of US Expressway 83 providing additional traffic flow into Mercedes.



Who Visits Mercedes?

With over 11 million international bridge crossings annually in the MSA, it's easy to see how the Mexican consumer plays a big role in the local economy. Who is the Mexican consumer?

- Mexican visitors expend \$1.4 billion annually in the McAllen-Edinburg-Mercedes MSA.
- 85% of Mexican visitors cite shopping as the #1 reason for their visit.
- 45% of Mexican visitors visit the area several times per year, while 35% visit several times per month.
- 38% are from Monterrey, Nuevo Leon, 23% from Reynosa, Tamaulipas.
- Average expenditure per visitor is \$213.
- Annual average expenditure per visitor is \$4,547

Key Reasons to Invest In Mercedes

- 640 acres of prime commercial real estate
- 5 International Airports
- International metropolitan population of 2.3 million
- 7 Million visitors a year
- 8 International Bridges
- Fastest growing economy in South Texas

Expenditures By Category



Retail Sales	Texas	MSA	Mercedes
Per Capita	\$12,438	\$17,105	\$20,414
Per Household	\$63,650	\$51,755	\$66,759
Growth Rate	11%	38%	245%