

SOUTHWESTERN COMMERCIAL DISTRICT

Grapevine's smallest district by acreage and business count, this area is a true neighborhood center boasting convenience and short commutes.



12-MONTH PATTERN:

VISITATION: Rising on Repeats **YOY Visits:** +4%

SALES HIGH: Aug 2025 **SALES LOW:** Feb 2025

TOP INDUSTRIES: Retail, Food Service

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (20%)

H.H. INCOME: \$250k+

H.H. SIZE: 5+ Persons

AVG. AGE: 51-65

World travelers with a taste for luxury in homes and vehicles, a penchant for charitable giving, and a preference for healthy lifestyles.

The vast majority are married homeowners, but nearly half are without kids.

Philanthropic Sophisticates (12%)

H.H. INCOME: \$100k-124k

H.H. SIZE: 2 Persons

AVG. AGE: 66-75

Comfortably retired and most likely married, with any kids in the home more likely to be young grandchildren. This crowd values quality and tend to see themselves as experienced connoisseurs.

Less likely to be tech-savvy than other demographics.

Across the Ages (8%)

H.H. INCOME: \$125k-149k

H.H. SIZE: 5+ Persons

AVG. AGE: 51-65

Multi-generational households with deep roots and a preference for the suburbs, outdoor hobbies, and an inclination toward making donations to charity.

3 in 4 are married with children ranging in age from 13-18 on average.

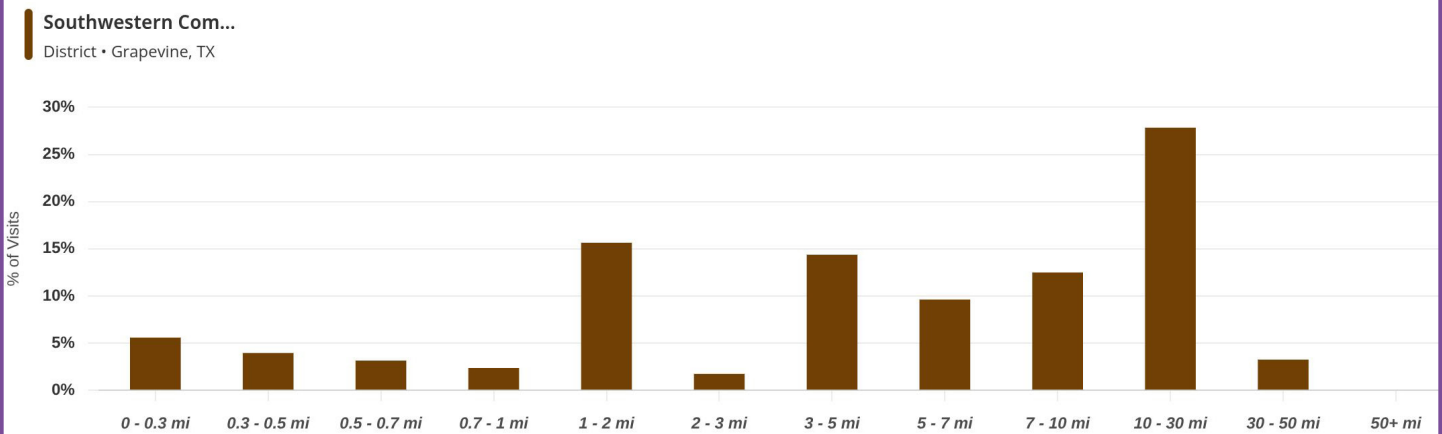


This report was assembled in March 2026 by the Grapevine Economic Development Department. It contains anonymized sales tax information and Placer.ai foot traffic estimates from a rolling 12 month period that was current at the time of assembly.

Visit choosegrapevintx.com or contact Steven Jones (sjones@grapevintexas.gov) for more information.

LOOKING CLOSER

Commute by Distance

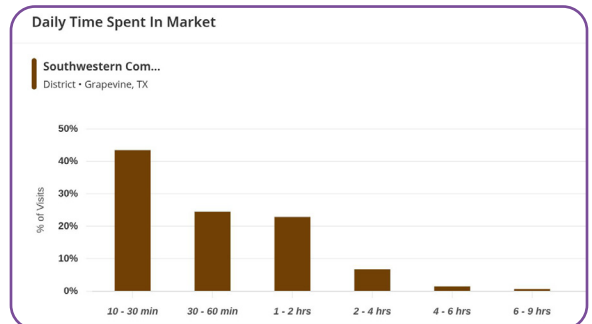


Straddling the borders of Euless and Colleyville, the Southwestern Commercial District is an archetypal neighborhood center with a median visitor income \$10k above the City's average visitor profile. The District boasts a highly localized workforce, with over a quarter of employees commuting three miles or fewer to work. Retailers supply the overwhelming majority of sales tax revenue, often through convenience items like fuel or coffee. Together, those factors create a uniquely predictable environment defined by these trends:



Steady as It Goes. The SW Commercial District displays one of Grapevine's most neatly balanced daily visit shares, with 11.3% of estimated traffic in the area attributed to Sundays and the remaining activity divided into nearly identical increments throughout the week. Visitor share peaks at 15.8% on Fridays and never drops below 13.9% (a mild slowdown on Mondays), except for the Sunday lull.

Regulars and Routines. At an average of 3.1 visits per unique visitor over the last full 12 months on record, this region has more consistent support than any of the City's more visitor-dependent markets. In fact, the Southwestern Commercial District ranks in the top half of all ten Business Districts within the City when it comes to customer loyalty, despite recording the fewest total visits amongst them.



Fuel of All Types. The area's busiest merchants are gas stations, convenience stores, and drink stops. Six of ten most popular vendors – two gas stations, Sonic, Black Sheep Coffee, Buon Giorno Coffee, and a UPS Store – have Hall-Johnson addresses, with easy access for commuters and locals in search of a quick excursion. 44% of visits last less than half an hour, and median dwell time is just 37 mins.