

Welcome to the

4th

**Fastest
Growing City
in Texas!**

*Source Homesnacks.com 2022
Based on US Census*

CITY OF PALMVIEW, TEXAS

ECONOMIC PROFILE

2023



CITY OF PALMVIEW
TEXAS



KEY STATS

POPULATION 2020

17,410

POPULATION 2010

5,546

PERCENT GROWTH

213.9%

ABSOLUTE GROWTH

11,864



CITY OF PALMVIEW
TEXAS



Welcome to **PALMVIEW!**

A community rich in culture, beauty, and history, Palmview is centrally located in fast-growing Hidalgo County, between Falcon Dam and South Padre Island. It is convenient to Valley tourist attractions and birding hot spots, from the time the sun rises to the time it sets, there are so many things to do and see here.

Palmview welcomes people from our neighboring countries to the north and south, all over the United States, and the furthest corners of the globe. We welcome home our Winter Texans and celebrate those that have decided to call Palmview "home"!

Palmview enjoys beautiful tropical weather all year round, offering only the best in outdoor activities. The average annual temperature is 74.25 degrees, making Palmview a great place to escape the winter chill!

Fifty-three (53) percent of the land in the ETJ is undeveloped. The McAllen Miller International Airport is a 13-minute drive.

Palmview is an ideal city for businesses looking for younger, skilled, production workers earning competitive wages.

The combination of the existing transportation infrastructure, a large regional labor pool, multiple tracts of available land, and a business-friendly government make Palmview, Texas an ideal city for doing business!



AREA FACTS

- Close proximity to Mexico - our location puts us at the **center of international trade** with a consumer base of 10 million within a 200-mile radius
- Buying power of the Rio Grande Valley's Hispanic population is over **\$10 billion**
- Part of the **fastest-growing** MSA in Texas
- Region has the **lowest cost of living** in the nation
- Young, bilingual, and skilled workforce
- Region ranks **3rd nationwide** in job growth since the recession
- Texas/Mexico corridor was named a **Top Region to Watch** in 2012 for automotive manufacturing revival

It's the right place & the right time to do business in Palmview!

- Palmview is strategically located to meet the logistics needs of a variety of industries and is also surrounded by a strong and capable workforce.
- Within a 10 minute radius, there are over 100,000 people with 30,000 households that have household income of over \$50,000 with a consumer demand potential of over \$80 million.
- Region has one of the lowest cost of living in the nation.
- There are over \$70 million in infrastructure improvements taking place in our community in roadway improvements and sewer expansion.
- The City is proud to have a team of experienced development professionals to assist groups on a project from start to finish.

"When we decided to open our third location in the Rio Grande Valley, the City of Palmview made it easy. We wanted to be in the middle of the growth and that is exactly where Palmview happens to be. After 45 years of servicing the RGV's building materials needs, our presence in Palmview has expanded our service area tremendously!"

- Ben Smith
 Owner/Manager
 Matts Building Materials



"Everything is on the upswing, and my business is stronger than ever. We love Palmview!"

- Fidel Trevino, Jr.
 Owner
 Rio Portrait & Design Studio



OPPORTUNITY AWAITS IN PALMVIEW!

JOIN OUR BRAND-NEW MAIN STREET DISTRICT

COMMERCIAL LOTS FOR SALE
 CONTACT MICHAEL PACHECO
 (956) 739-5172

COLDWELL BANKER
 COMMERCIAL
 RIO GRANDE VALLEY

- City-Owned Property Ready for Development
- 8.8 Acres | Commercial Lots for Sale
- Prime Location off of Interstate 2
- Home to Palmview's First-Ever Main Street

Bring Your Business
 to Our Downtown!





PALMVIEW

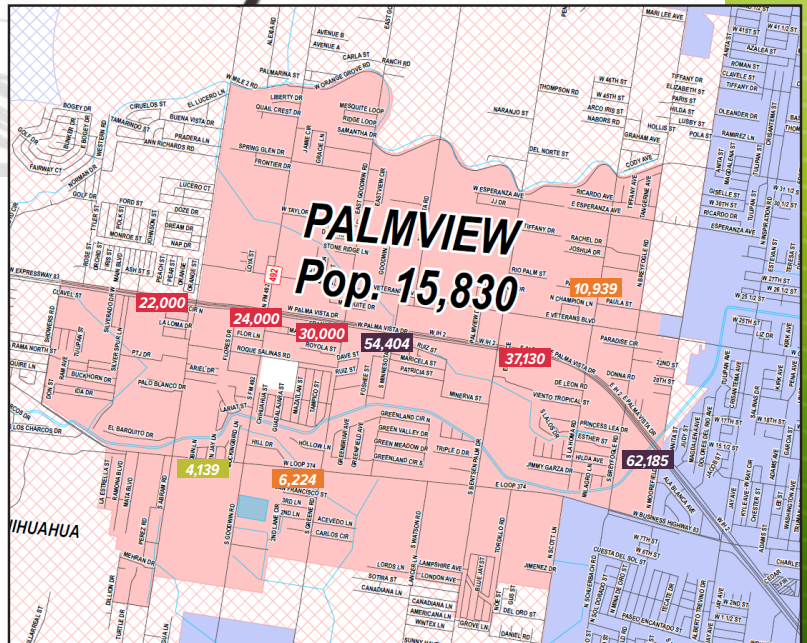
DAILY TRAFFIC COUNT ON U.S. 83

62,188

2.89 MILES
LENGTH OF EXPRESSWAY IN PALMVIEW

7 ON/OFF RAMPS
TO EXPRESSWAY 83 WITHIN CITY LIMITS

NEW LED ILLUMINATION
INSTALLED ENTIRE LENGTH OF PALMVIEW
SETTING THE EXAMPLE IN ENERGY EFFICIENCY



Average Daily Traffic Volume

- Up to 6,000 vehicles per day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000

"Since Peter Piper Pizza has been in Palmview, we have seen consistent growth throughout. Being in Palmview has been a blessing to Peter Piper Pizza and all of our staff."

- Abel Sanchez
General Manager
Peter Piper Pizza



"HEB and the City of Palmview are growing together!!"

- Linda Tovar
Senior Manager of Public Affairs
HEB



CITY OF PALMVIEW
TEXAS



BOOMING WITH BUSINESS!

The City of Palmview is home to a variety of local businesses such as restaurants, retail, building material and garden equipment and supplies dealers, as well as major large national chains that have chosen Palmview as their home. We support ALL BUSINESSES!

RECENT NEW BUSINESSES INCLUDE:



WINGS and RINGS



BLUEWAVE
express car wash



PALMVIEW

Retail Leakage Summary

- Analysis was conducted on the retail activity in each merchandise group in the City of Palmview. It was concluded that in the year 2021, Palmview experienced a retail LEAKAGE of \$4.7 million and a retail SURPLUS of \$102.1 million; thus, resulting in an OVERALL retail surplus of \$97.4 million.
- Palmview's largest surplus was in the Food & Beverage Stores, Health & Personal Care Stores, Gasoline Stations, and Motor Vehicle & Parts Dealers, respectively; indicating that individuals from outside the city were shopping for these items in Palmview.
- Palmview's largest leakage was in the General Merchandise Stores, Miscellaneous Store Retailers, and Clothing & Clothing Accessories Stores, respectively; in other words, people from Palmview were buying these types of products in other communities.

"We love serving our hometown people."

- Albert Ramos
General Manager
Whataburger



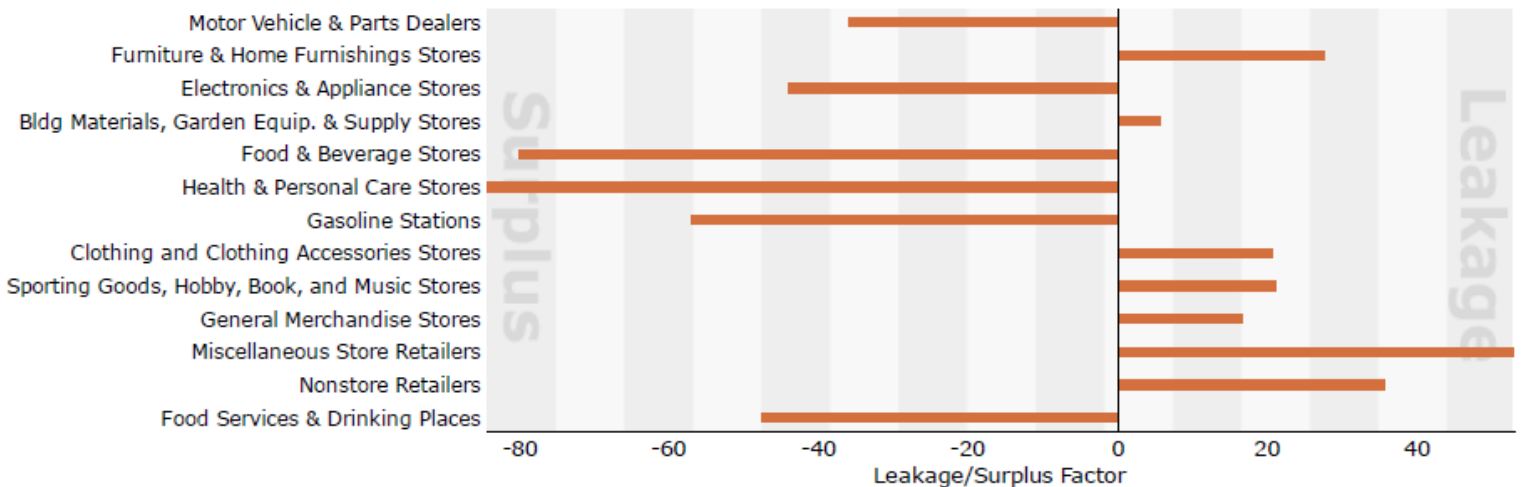
Summary Demographics

2021 Population	5,868
2021 Households	1,525
2021 Median Disposable Income	\$32,811
2021 Per Capita Income	\$12,682

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$39,541,260	\$136,950,939	-\$97,409,679	-55.2	75
Total Retail Trade	44-45	\$35,713,545	\$126,116,991	-\$90,403,446	-55.9	56
Total Food & Drink	722	\$3,827,715	\$10,833,948	-\$7,006,233	-47.8	19

2017 Leakage/Surplus Factor by Industry Subsector



CITY OF PALMVIEW

RETAIL DEMAND OUTLOOK

NAICS	DESCRIPTION	2021 DEMAND	2026 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$651,766,036	\$733,868,135	\$82,102,099	2.40%
441	Motor vehicle and parts dealers	\$131,507,546	\$155,917,558	\$24,410,012	3.46%
4411	Automobile dealers	\$116,657,624	\$138,204,081	\$21,546,456	3.45%
4412	Other motor vehicle dealers	\$3,980,644	\$4,850,042	\$869,399	4.03%
4413	Automotive parts, accessories, and tire stores	\$10,869,278	\$12,863,435	\$1,994,157	3.43%
442	Furniture and home furnishings stores	\$5,906,422	\$5,719,438	-\$186,984	-0.64%
4421	Furniture stores	\$3,664,539	\$3,529,790	-\$134,749	-0.75%
4422	Home furnishings stores	\$2,241,884	\$2,189,648	-\$52,235	-0.47%
443	Electronics and appliance stores	\$12,593,243	\$14,654,152	\$2,060,909	3.08%
443141	Household appliance stores	\$3,083,188	\$3,426,571	\$343,383	2.13%
443142	Electronics stores	\$9,510,055	\$11,227,581	\$1,717,526	3.38%
444	Building material and garden equipment and supplies dealers	\$31,853,334	\$33,270,366	\$1,417,032	0.87%
4441	Building material and supplies dealers	\$28,358,265	\$29,538,551	\$1,180,285	0.82%
44411	Home centers	\$16,171,573	\$16,869,966	\$698,393	0.85%
44412	Paint and wallpaper stores	\$1,035,272	\$1,078,421	\$43,149	0.82%
44413	Hardware stores	\$2,692,164	\$2,810,795	\$118,631	0.87%
44419	Other building material dealers	\$8,459,256	\$8,779,369	\$320,113	0.75%
4442	Lawn and garden equipment and supplies stores	\$3,495,069	\$3,731,815	\$236,746	1.32%
44421	Outdoor power equipment stores	\$630,565	\$661,380	\$30,815	0.96%
44422	Nursery, garden center, and farm supply stores	\$2,864,504	\$3,070,435	\$205,931	1.40%
445	Food and beverage stores	\$104,982,998	\$109,853,939	\$4,870,941	0.91%
4451	Grocery stores	\$98,373,175	\$102,903,820	\$4,530,645	0.90%
44511	Supermarkets and other grocery (except convenience) stores	\$94,235,918	\$98,533,619	\$4,297,701	0.90%
44512	Convenience stores	\$4,137,257	\$4,370,201	\$232,944	1.10%
4452	Specialty food stores	\$2,990,547	\$3,084,933	\$94,386	0.62%
4453	Beer, wine, and liquor stores	\$3,619,275	\$3,865,185	\$245,910	1.32%
446	Health and personal care stores	\$16,459,206	\$18,656,361	\$2,197,155	2.54%
44611	Pharmacies and drug stores	\$12,940,132	\$14,657,272	\$1,717,139	2.52%
44612	Cosmetics, beauty supplies, and perfume stores	\$735,109	\$859,415	\$124,307	3.17%
44613	Optical goods stores	\$2,096,453	\$2,353,878	\$257,425	2.34%
44619	Other health and personal care stores	\$687,512	\$785,796	\$98,284	2.71%
447	Gasoline stations	\$62,551,261	\$79,464,228	\$16,912,967	4.90%



10 MINUTE DRIVE

NAICS	DESCRIPTION	2021 DEMAND	2026 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$19,655,942	\$19,843,655	\$187,712	0.19%
4481	Clothing stores	\$14,215,813	\$14,211,350	-\$4,463	-0.01%
44811	Men's clothing stores	\$537,203	\$542,056	\$4,854	0.18%
44812	Women's clothing stores	\$2,335,928	\$2,312,860	-\$23,067	-0.20%
44813	Children's and infants' clothing stores	\$1,066,404	\$1,068,923	\$2,519	0.05%
44814	Family clothing stores	\$8,897,764	\$8,920,307	\$22,543	0.05%
44815	Clothing accessories stores	\$414,517	\$414,174	-\$343	-0.02%
44819	Other clothing stores	\$963,998	\$953,029	-\$10,968	-0.23%
4482	Shoe stores	\$4,406,837	\$4,560,965	\$154,128	0.69%
4483	Jewelry, luggage, and leather goods stores	\$1,033,292	\$1,071,340	\$38,048	0.73%
44831	Jewelry stores	\$719,689	\$753,324	\$33,635	0.92%
44832	Luggage and leather goods stores	\$313,603	\$318,016	\$4,412	0.28%
451	Sporting goods, hobby, musical instrument, and book stores	\$7,573,691	\$8,649,415	\$1,075,723	2.69%
4511	Sporting goods, hobby, and musical instrument stores	\$5,835,361	\$6,806,888	\$971,528	3.13%
45111	Sporting goods stores	\$3,273,327	\$3,835,357	\$562,030	3.22%
45112	Hobby, toy, and game stores	\$1,152,235	\$1,252,597	\$100,362	1.68%
45113	Sewing, needlework, and piece goods stores	\$201,771	\$207,386	\$5,614	0.55%
45114	Musical instrument and supplies stores	\$1,208,028	\$1,511,549	\$303,521	4.58%
4512	Book stores and news dealers	\$1,738,331	\$1,842,526	\$104,196	1.17%
452	General merchandise stores	\$90,306,463	\$97,220,818	\$6,914,355	1.49%
4522	Department stores	\$5,554,748	\$5,856,925	\$302,177	1.07%
4523	Other general merchandise stores	\$84,751,715	\$91,363,893	\$6,612,178	1.51%
453	Miscellaneous store retailers	\$12,449,029	\$13,577,953	\$1,128,924	1.75%
4531	Florists	\$347,875	\$362,827	\$14,952	0.85%
4532	Office supplies, stationery, and gift stores	\$2,397,671	\$2,474,580	\$76,910	0.63%
45321	Office supplies and stationery stores	\$771,727	\$792,728	\$21,001	0.54%
45322	Gift, novelty, and souvenir stores	\$1,625,944	\$1,681,853	\$55,909	0.68%
4533	Used merchandise stores	\$2,267,621	\$2,503,531	\$235,911	2.00%
4539	Other miscellaneous store retailers	\$7,435,862	\$8,237,014	\$801,152	2.07%
45391	Pet and pet supplies stores	\$2,590,814	\$3,119,960	\$529,145	3.79%
45399	All other miscellaneous store retailers	\$4,845,048	\$5,117,054	\$272,007	1.10%
454	Non-store retailers	\$79,439,888	\$86,888,074	\$7,448,185	1.81%
722	Food services and drinking places	\$76,487,012	\$90,152,180	\$13,665,168	3.34%
7223	Special food services	\$5,387,513	\$6,356,768	\$969,255	3.36%
7224	Drinking places (alcoholic beverages)	\$1,526,090	\$1,696,757	\$170,667	2.14%
7225	Restaurants and other eating places	\$69,573,410	\$82,098,655	\$12,525,246	3.37%
722511	Full-service restaurants	\$32,354,445	\$38,049,184	\$5,694,739	3.30%
722513	Limited-service restaurants	\$31,534,627	\$37,344,959	\$5,810,332	3.44%
722514	Cafeterias, grill buffets, and buffets	\$802,512	\$950,603	\$148,090	3.44%
722515	Snack and nonalcoholic beverage bars	\$4,881,825	\$5,753,909	\$872,084	3.34%

PALMVIEW

is the ideal location to live,
work, and raise a family!

MARKET PROFILE

US 83 & La Homa Road, Palmview, Texas
FM-2894, Mission, Texas, 78572
Drive Time: 5, 10, 15 minute radii

Prepared by The Retail Coach
Latitude: 26.23121
Longitude: -98.36272

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	21,715	73,273	165,095
2010 Total Population	28,697	98,719	217,737
2021 Total Population	31,741	109,831	244,915
2021 Group Quarters	5	260	1,181
2026 Total Population	33,414	115,765	259,150
2021-2026 Annual Rate	1.03%	1.06%	1.14%
2021 Total Daytime Population	28,111	107,035	261,012
Workers	8,046	36,237	104,686
Residents	20,065	70,798	156,326
Household Summary			
2000 Households	5,649	20,960	46,343
2000 Average Household Size	3.84	3.49	3.54
2010 Households	7,761	28,775	62,378
2010 Average Household Size	3.70	3.42	3.47
2021 Households	8,670	32,176	70,425
2021 Average Household Size	3.66	3.41	3.46
2026 Households	9,147	33,969	74,597
2026 Average Household Size	3.65	3.40	3.46
2021-2026 Annual Rate	1.08%	1.09%	1.16%
2010 Families	6,879	24,087	51,649
2010 Average Family Size	3.96	3.80	3.87
2021 Families	7,642	26,709	57,912
2021 Average Family Size	3.94	3.79	3.87
2026 Families	8,048	28,129	61,224
2026 Average Family Size	3.93	3.79	3.87
2021-2026 Annual Rate	1.04%	1.04%	1.12%
Housing Unit Summary			
2000 Housing Units	7,738	29,077	58,852
Owner Occupied Housing Units	56.7%	55.9%	56.7%
Renter Occupied Housing Units	16.3%	16.2%	22.0%
Vacant Housing Units	27.0%	27.9%	21.3%
2010 Housing Units	9,527	35,450	72,777
Owner Occupied Housing Units	59.1%	59.9%	59.2%
Renter Occupied Housing Units	22.4%	21.3%	26.6%
Vacant Housing Units	18.5%	18.8%	14.3%
2021 Housing Units	10,724	39,919	82,703
Owner Occupied Housing Units	59.1%	60.1%	59.5%
Renter Occupied Housing Units	21.8%	20.5%	25.7%
Vacant Housing Units	19.2%	19.4%	14.8%
2026 Housing Units	11,332	42,187	87,672
Owner Occupied Housing Units	59.7%	61.0%	60.5%
Renter Occupied Housing Units	21.0%	19.6%	24.6%
Vacant Housing Units	19.3%	19.5%	14.9%
Median Household Income			
2021	\$39,268	\$41,697	\$39,939
2026	\$44,084	\$47,034	\$44,576
Median Home Value			
2021	\$89,022	\$95,960	\$106,248
2026	\$198,295	\$193,443	\$200,407
Per Capita Income			
2021	\$14,089	\$17,424	\$17,239
2026	\$15,812	\$19,742	\$19,501
Median Age			
2010	26.9	29.6	29.4
2021	28.7	31.4	30.9
2026	29.5	32.5	32.2

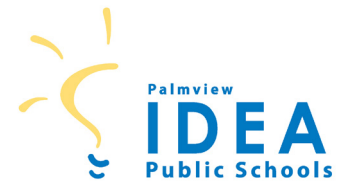
Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

LA JOYA ISD

Growing with Palmview!

Palmview is also home to



Part of the IDEA Charter School System

3RD LARGEST SCHOOL DISTRICT
in the Rio Grande Valley



17 OUT OF 38

LJISD SCHOOLS ARE IN PALMVIEW

26,618 TOTAL STUDENTS

4,098 TOTAL EMPLOYEES

SPORTS & LEARNING COMPLEX

- The LJISD Sports and Learning Complex offers multiple amenities for the students and community members of La Joya ISD.
- The Complex offers the latest State-of-the-Art Technology Lab.
- It houses a Full-dome Planetarium with lessons that connect with classroom curriculum.
- The complex hosts a top-of-the-line Natatorium to host swimming and diving meets and competitions.



PALMVIEW MUNICIPAL DEVELOPMENT DISTRICT (MDD)

400 W. Veterans Blvd. | Palmview, Texas 78572

PHONE: (956) 432-0300 | FAX: (956) 581-7494 | www.cityofpalmview.com

PALMVIEW CITY COUNCIL



RICK VILLARREAL
MAYOR



ALEXANDRA FLORES
MAYOR PRO-TEM



JAVIER RAMIREZ
COUNCILMAN



JOSE LUIS PEREZ
COUNCILMAN



JOEL GARCIA SR.
COUNCILMAN



BENITO HERNANDEZ
COUNCILMAN

PALMVIEW MDD BOARD OF DIRECTORS



ESPIE OCHOA
PRESIDENT



JAVIER RAMIREZ
VICE-PRESIDENT



ANA ALANIZ
TREASURER/SECRETARY



JOEL GARCIA SR.
DIRECTOR



JOSE LUIS PEREZ
DIRECTOR



LUCY ROSALES
DIRECTOR



RICK VILLARREAL
VICE-PRESIDENT



CITY OF PALMVIEW
TEXAS