

Estimated Economic Impact
305 N. Main

Norm,

Wes and I have prepared an estimated economic impact for the Cowen proposal. As you will see below, this project is exactly the type of project that the Downtown TIF was intended to generate. The new incremental ad valorem is just about equal to all other Rose District projects to date. The planned square footage for restaurants and retail will generate available space that exceeds what is currently on the block of Main between Commercial and Dallas. While it is impossible to predict the new incremental sales tax for this project, one can infer that it could be significant based on the price point of the goods sold.

The below estimates are based on typical establishments typically operating in the Rose District. Henceforth, they are only estimates and should be used only as a guide.

Direct Construction.....	\$18,000,000
150 Residents in the Rose District.....	\$600,000-\$1,000,000
Restaurant sales annually.....	\$3,000,000
Retail Sales.....	\$5,000,000-\$10,000,000
Estimated Impact.....	\$26,600,000-\$32,000,000
Property Tax Estimate	\$250,000
Sales Tax Estimate.....	\$150,000-\$300,000

*These are high level estimates based on proposed commercial space consisting of 25% restaurant and 75% retail mix.

** Restaurant projection based on average Rose District current restaurant profile. Retail will vary considerably based on inventory and price point.