

Cove primes for commercial growth - 7/20/2006

(Killeen-Temple-Fort Hood: Demographics)

(Copperas Cove) - According to U.S. Census Bureau figures, 2004 median household income for Copperas Cove was \$43,248 compared to \$41,275 for the state. "That income is very, very attractive," said Monica Hull, EDC marketing director. Retailers take into account three things when considering locating in a new city. "Retail looks at cars, rooftops and money. They want to know traffic counts which is the cars. Rooftops is population and money is the average household income. That is where that \$43,000 comes into play because sometimes one of those factors overrides the other," Hull said. This means that even if the city's population is not quite up to a retailer's specifications, traffic counts and average household income could still make it attractive. Hull said that generally speaking, a retail store may want a population of 100,000 within a ten-mile radius, a traffic count of 50,000 or more and an average household income of \$30,000 or higher. "So we don't have the 100,000 people, but we do have the traffic count and we far exceed the income requirement which would make Copperas Cove a viable location," Hull said.

[Killeen Daily Herald]