

The City of Victoria, Texas and The Retail Coach – A History of Success

COMMUNITY

Victoria, Texas

THE CHALLENGE

Victoria, Texas is the largest city in Victoria County and is located 30 miles inland from the Gulf of Mexico. It is a regional hub for a seven-county area known as the “Golden Crescent.” Known as the South Texas Crossroads, Victoria is located at the intersection of U.S. Highways 59 (future I 69), 77 and 87 and is within a two-hour drive of Corpus Christi, Houston, San Antonio, and Austin.

Victoria, a regional transportation center for surrounding counties, is located near major large and small freight carriers, Victoria Regional Airport, and railway terminals. The shallow draft Port of Victoria and the deep water Port of Port Lavaca – Point Comfort (30 miles from downtown) are accessible by rail.

The City offers a two-year community college and the University of Houston–Victoria. Victoria is home to the Victoria Mall and The Texas Zoo. There are a myriad of recreational and cultural events taking place all during the year including music festivals, theater, trail rides, barbecue festivals and more.

THE SOLUTION

Victoria partnered with The Retail Coach over five years ago to capitalize on the many positives in their community. Retaining small-town values and quality of life, while embracing the many choices offered by big-city proximity, Victoria wanted to continue to build momentum by attracting retail to increase the tax base and diversify their economy.

The Retail Coach determined Victoria’s retail trade area, produced a gap analysis and provided retail and restaurant recruitment. TRC also encouraged Victoria to participate in retail trade shows. The research and reports continue to be updated and Victoria’s retail trade show involvement expands.

There have been retail recruitment successes including Panda Express, Firehouse Subs and Planet Fitness, just to name a few. The newest addition to the retail/restaurant community is Raising Cane’s.

The Retail Coach and Victoria, Texas have developed a successful partnership and continue to build on that relationship.



“Other developers and retailers are interested in bringing business to the city. The city of Victoria is looking to increase sales tax dollars in the community, and each success helps towards that goal. There is a lot of interest in Victoria.”

Aaron Farmer, President
The Retail Coach