

# College Station, Texas Community Success

## COMMUNITY

## College Station, Texas

### THE CHALLENGE

College Station is located in East-Central Texas with a population of roughly 118,000 residents. The city is located 83 miles from Houston and 87 miles from Austin.

College Station is well known for being the home of Texas A&M University. The university was founded in 1876 and is the oldest institution of higher education in Texas.

The community is centered around being a college town, but is also home to a large population of permanent residents. Because of this, it is important that College Station maintains retail and restaurants that target both permanent residents and college students.

### THE SOLUTION

The city of College Station first partnered with The Retail Coach in 2015. Since 2015, The Retail Coach has worked closely with College Station economic development staff on a targeted retail recruitment strategy.

New retailers and restaurant added to College Station with the help of The Retail Coach include the following, just to name a few:

*Another Broken Egg, Dunkin'/Baskin Robbins, Five Guys, I Heart Mac & Cheese, Krispy Kreme, La Madeline, Lucchese, Snooze A.M. Eatery, Velvet Taco, Conn's, Five Below, HomeGoods, Lululemon, Party City and Orange Theory.*



**“We have been delighted with the retailers and restaurants that have already decided to make College Station a home for them, but we are confident many more are to come. With a growing permanent residents base, growing college student population, and strong Retail Trade Area, we expect this retail growth to continue for years to come.”**

Aaron Farmer, President  
The Retail Coach

