



CALL FOR
MORE INFORMATION

DEMOGRAPHIC SNAPS

		3 MILES	5 MILES
2019 Total Population	96	102,688	235,802
2019 Average HH Income	\$117,764	\$97,567	\$94,038
2019 Daytime Population	6,142	63,538	137,486



FOR SALE

\$1,530,000

AVAILABLE LAND

5.019 Acres (218,628 SF)

Offers to purchase part of the parcel will be considered

PROPERTY HIGHLIGHTS

- Great Visibility with 345 +/- feet of frontage on Gattis School Rd
- Approximately 1 mile from where the planned extension of Kenney Fort Blvd. will intersect with Gattis School Rd
- Next door to the Fellowship Church of Round Rock and The Fellowship Christian Academy (pre-school)
- Less than 1 mile from the Kalahari Resort (1,000+/- hotel rooms currently under construction)
- Less than a mile from four schools including Cedar Ridge High School with over 2,700 students
- 3 miles to Dell headquarters with some 14,000 employees
- Zoned: PF3 – Permitted uses include: office medical, office public, day care, inpatient clinic, assisted living

TRAFFIC COUNT

Gattis School Road: 27,577 VPD (TXDOT 2018)

AREA TRAFFIC GENERATORS

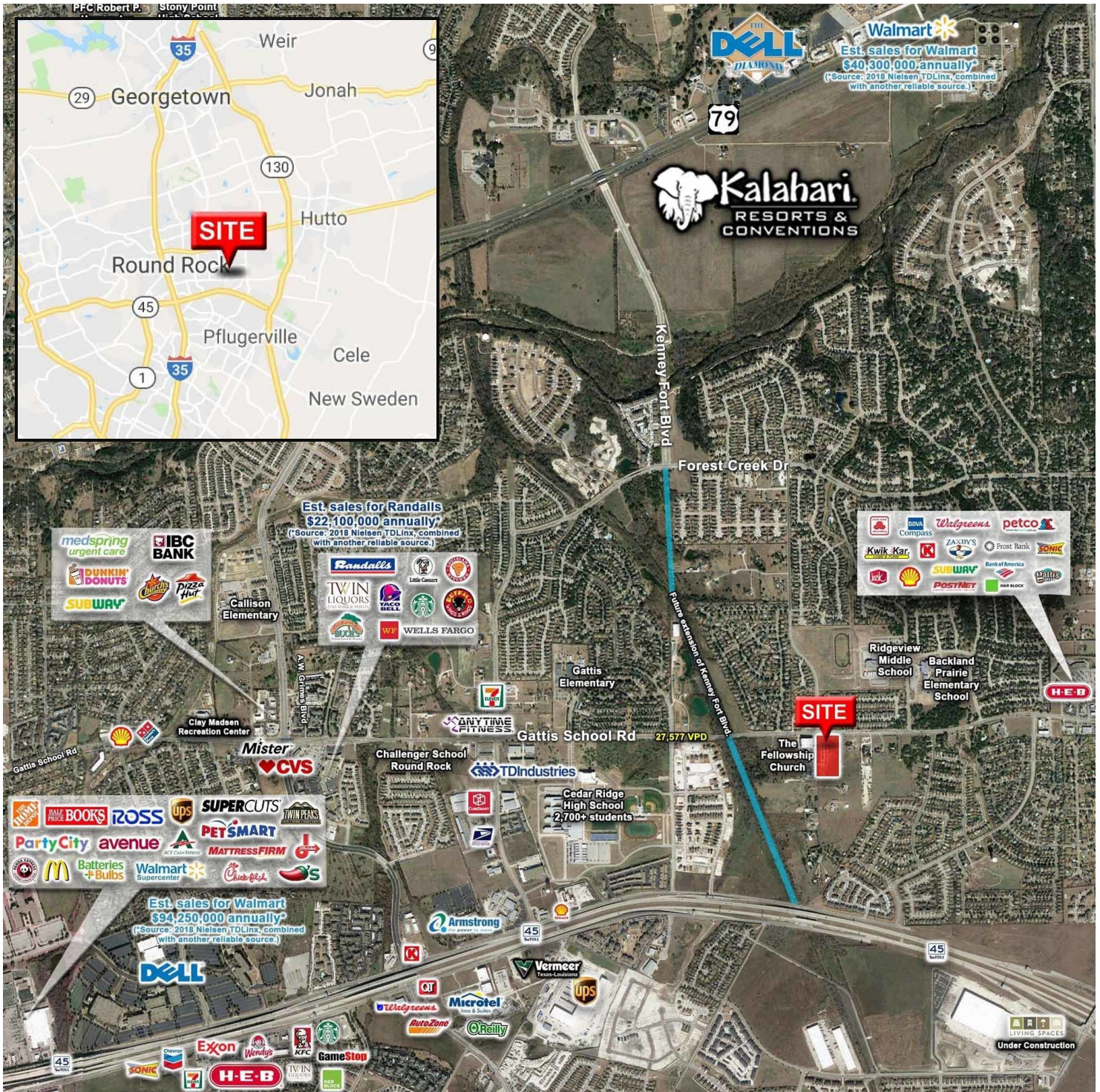


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Alan Rust, CCIM
alan@resolutre.com
512.474.5557
www.resolutre.com

3415 Gattis School Rd, Round Rock

SEQ GATTIS SCHOOL RD & WESTVIEW DR
 3415 GATTIS SCHOOL ROAD
 ROUND ROCK, TX 78664



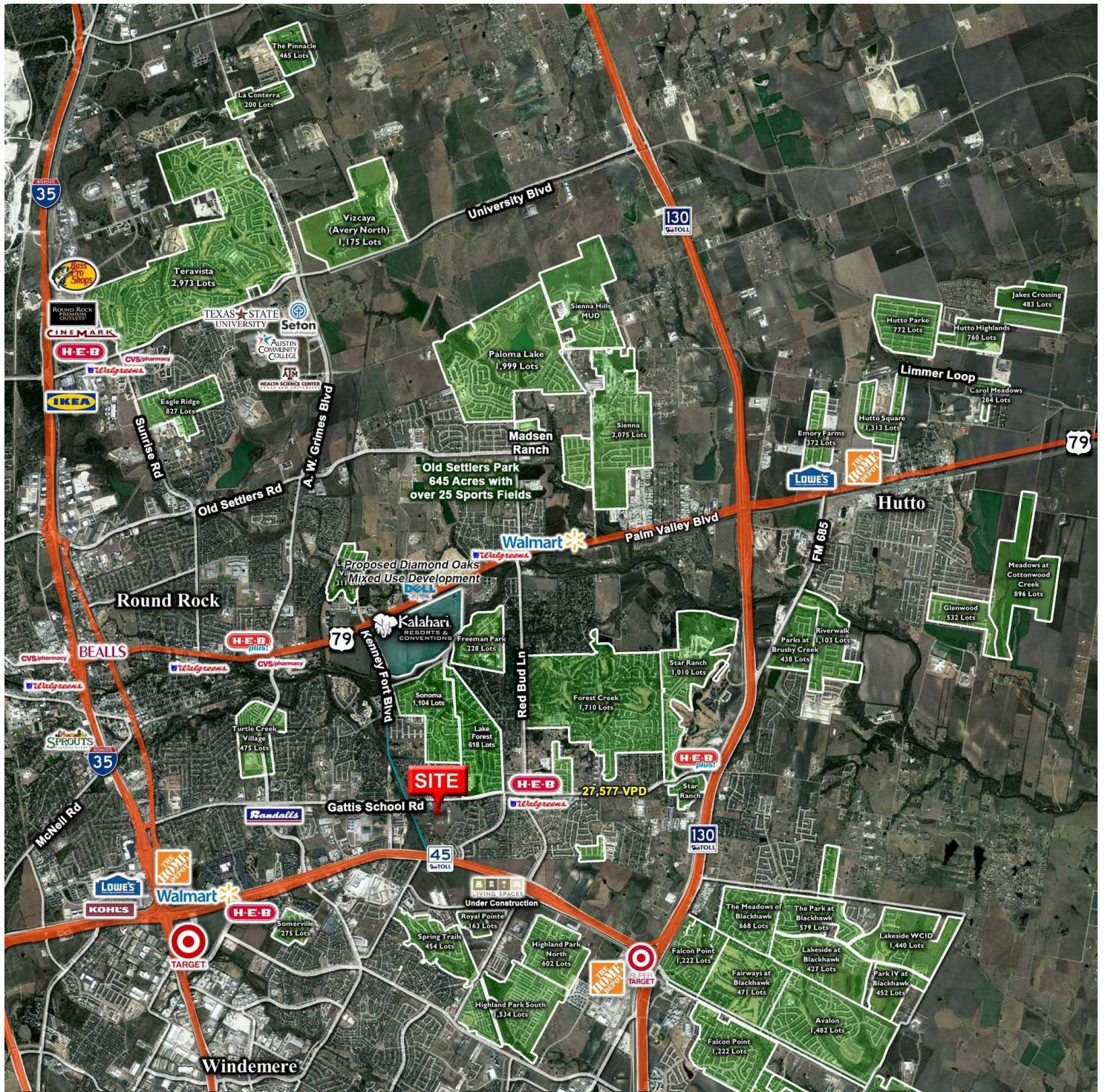
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Gattis School Rd

27,577 VPD

**Future Church
Parking**

**The
Fellowship
Church**

Westview Dr.

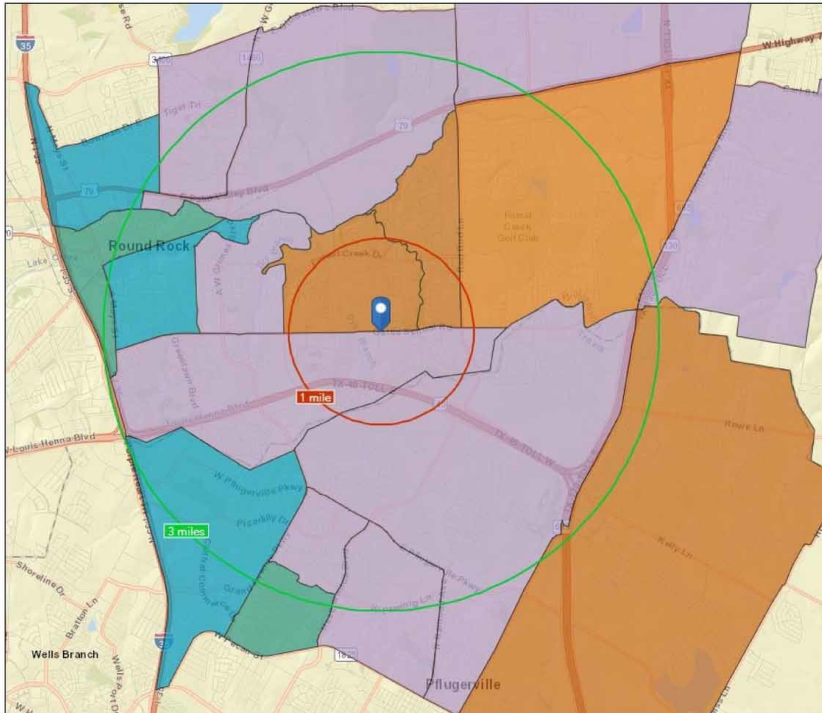
**Available
5.019 AC**

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Dominate Tapestry Segmentation		
Tapestry Segment	Percent (%)	Cumulative Percentage (%)
1 Mile Radius		
Boomburbs (Affluent Estates)	46.1%	46.1%
Up and Coming Families	34.3%	80.4%
Soccer Moms	11.3%	91.7%
Bright Young Professionals	8.3%	100%
3 Mile Radius		
Up and Coming Families	38.4%	38.4%
Bright Young Professionals	22.7%	61.1%
Boomburbs (Affluent Estates)	22.3%	83.4%
Soccer Moms	5.3%	88.7%



1C Boomburbs

Household Married Couples **Housing Single Family**

33.7
Median Age

\$111k
Median Income

Households: 1,822,658

Prof/Mgmt
College Degree
White

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans

4A Soccer Moms

Household Married Couples **Housing Single Family**

36.8
Median Age

\$89k
Median Income

Households: 3,418,433

Prof/Mgmt
College Degree
White

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)

7A Up and Coming Families

Household Married Couples **Housing Single Family**

31.2
Median Age

\$68k
Median Income

Households: 2,706,528

Prof/Svcs
College Degree
White

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV

8C Bright Young Professionals

Household Married Couples **Housing Single Family, Multi-Units**

32.6
Median Age

\$54k
Median Income

Households: 2,678,779

Prof/Svcs
College Degree
White

- Go to bars/clubs; attend concerts
- Own US savings bonds; bank online
- Eat at fast food, family restaurants
- Rent DVDs from Redbox or Netflix
- Well connected via latest technology

Construction on America's largest water park, Kalahari Resort, begins in Round Rock

It's located right here in Central Texas.

KVUE ABC Author: Jay Wallis, Christy Millweard Published: 9:58 AM CDT May 15, 2018 Updated: 9:24 PM CDT May 15, 2018
<https://www.kvue.com/article/news/local/construction-on-americas-largest-water-park-kalahari-resort-begins-in-round-rock/269-552227152>

ROUND ROCK — Construction on America's largest indoor water park started Tuesday, and it's located right here in Central Texas.

Kalahari Resorts is a company that creates resorts made up of water parks, entertainment centers and convention centers -- all in one location. Back in 2016, Kalahari struck a deal to build its fourth location in Round Rock on U.S. 79, across the street from Dell Diamond Baseball Park. The other parks are in Wisconsin, Ohio and Pennsylvania.



"We're building this thing at the magnitude that people want to get here and see it, you have over 100-degree heat, where people are trying to get out of the heat," said Todd Nelson, the President and CEO of Kalahari Resorts.

"It's definitely a game changer, puts us on the map destination wise, brings a new audience to our city, which helps our tax payers overall," said Round Rock Mayor Craig Morgan.

The company held its groundbreaking ceremony Tuesday afternoon, starting construction on what will become a 200,000 square foot park that is encompassed in 200 acres of land. The facility will hold 975 rooms and have the largest indoor waterpark in the country.

Travis Nelson is the Kalahari spokesperson and said Kalahari envisions this park as being a destination for all types of people.

"Every single part of your family can have fun," Nelson said. "If you're in a bachelor or bachelorette party, you can have a great time. If you're bringing grandma and your little kids, you're going to have a great time. Everyone has something to do inside our water parks."

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While these parks are known for their prominent size, they also have an African theme and family-style lodging. The Round Rock park will cost \$350 million and also be a place for other companies too.

"Business travel is an extremely important part of what we do," Nelson said. "We have 200,000 square feet of a state-of-the-art facility that hosts state association groups, corporate groups and family groups. It's a huge part of what we do, and it's going to be the best we've ever built."

"Fifty percent of our occupied rooms will come from our convention center, so we thought round rock with the proximity to Austin, with the beautiful site, right across the street from the round rock express, 355 acres, we can grow for years and years and years, and I think it's the perfect site, it's absolutely perfect for us," said Nelson.

"I think it gives the public, the citizens a lot of things to do because it is open to all the public number 1, number 2, I think more than anything it's so important to round rock to have sales tax, you can't totally depend on it, but our voters years ago voted for a half cent tax reduction, so when people come into our community, they spend money, they leave, it helps out taxpayer overall number 1 in that area, number 2 these facilities don't use a lot of our core services and so they come in and it's the easiest on the services, so it's the pursuit form of economic development tourism," said Morgan.

Nelson said his team had a handful of cities to pick from for this fourth location. Once they honed in on Round Rock, Texas, though, he said it became an easy decision.

"Everything is bigger in Texas," Nelson said. "We want to be in Texas. Round Rock is a great location next to Austin. You've got Dallas, San Antonio and Houston. All right in the center of that great triangle."

The Kalahari team said they expect this facility to bring just under \$5 million annually in tax revenues. If the construction process goes smoothly and as planned, the water park should be built and ready to open by Fall of 2020.



You don't have to stay at the resort to have access to the amenities like the water park. The public can go to the restaurants, or use the spa, and can buy a day pass to the indoor water park. The company hasn't released prices yet for the Round Rock location, but the passes range from \$20 to \$80 dollars at their other locations depending on the time or day you go.

While the park is set to be built on 200 acres of land, Kalahari purchased 350 acres of land -- meaning they have 150 acres not being used as of now. Nelson said they plan to eventually use and develop that land to make the largest indoor waterpark even bigger.

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Kalahari Resorts & Conventions' Round Rock location on track to open in November 2020

Community Impact By [Kirby Killough](#) | 1:57 pm Feb. 5, 2019 CDT | Updated 2:02 pm Feb. 5, 2019 CDT
<https://communityimpact.com/austin/round-rock-pflugerville-hutto/development-construction/2019/02/05/kalahari-resort-convention-center-on-track-to-open-in-november-2020/>

Construction is underway on Kalahari Resorts & Conventions' Round Rock development after breaking ground in May at Kenney Fort Boulevard and Hwy. 79.

Kalahari representatives said Feb. 5 that the development is on track to open with 975 hotel rooms and a 200,000-square-foot convention center in November 2020.

The resort will include the largest indoor water park in the country at 223,000 square feet as well as outdoor pools built over 3 acres, according to Kalahari. Restaurants include the Double Cut Charcoal Grill/Liquor Bar, Mondo Sortino's Italian Kitchen, 5 Niños Tex-Mex restaurant, B-Lux Grill & Bar, Great Karoo Marketplace Buffet, Marrakesh Market Eatery, Redd's Piano Lounge, Rwanda Roasting Co. Coffee Shop, Last Bite Candy Store, and water park food and drink stands.



Kalahari Resorts & Conventions is on track to open its Round Rock location in November 2020 (Courtesy Kalahari Resorts & Conventions)

Kalahari's Round Rock location will also feature Tom Foolery's Adventure Park, which includes 80,000 square feet of thrill rides, a ropes course, climbing walls, an indoor zip line, bowling, laser tag and more than 250 arcade games.

THE PLANS FOR KALAHARI
Kalahari Resorts and Conventions broke ground on its fourth resort May 15. The Round Rock resort and convention center will offer a variety of attractions for not only guests but also the public.
DESIGNED BY MIRAMANDA BAKER
SOURCE: KALAHARI RESORTS AND CONVENTIONS
COMMUNITY IMPACT NEWS SERVICE

THE HOTEL'S 5 SIGNATURE RESTAURANTS

- Double Cut Charcoal Grill Kalahari's signature steakhouse
- Mondo Sortino's Restaurant Italian kitchen, pizzas and gelato shop
- 5 Niños Home-style Tex-Mex cuisine
- B-Lux Grill & Bar Burgers and drinks made from scratch
- Great Karoo Marketplace Buffet African-themed buffet restaurant

CONVENTION CENTER
200,000 square feet including:

- 40,000-square-foot and 27,000-square-foot ballrooms
- 16 meeting rooms
- Full-service business center
- 58,000 square feet of A&A door event space

WATER PARK
America's largest indoor water park covering 223,000 square feet including:

- Wave pool
- Lazyriver
- Outdoor pools spanning 3 acres
- Basketball pool
- Water slides
- Waterfall
- Surfslides

TOM FOOLERY'S ADVENTURE PARK
More than 80,000 square feet including:

- Thrill slides
- Ropes courses
- Climbing walls
- Indoor zip line
- Bowling
- Laser tag
- Mini-golf
- Games

HOTEL
975 guest rooms including:

- 1-, 2- and 3-bedroom suites
- Residential suites

PUTTING IT IN PERSPECTIVE
Across the street from the Kalahari site is another Round Rock attraction—DeWitt Diamond, home of the Round Rock Express minor league baseball team. DeWitt Diamond covers 85 acres; Kalahari will be built over 353 acres.

That's **4.13X** the size of DeWitt Diamond.
SOURCE: DEWITT DIAMOND
COMMUNITY IMPACT NEWS SERVICE

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COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



solutions

RFULL9

Lat/Lon: 30.4959/-97.6277

	1 mi radius	3 mi radius	5 mi radius
3415 Gattis School Rd			
Round Rock, TX 78664			
Population			
Estimated Population (2018)	13,373	100,289	231,391
Projected Population (2023)	15,646	114,994	264,302
Census Population (2010)	11,157	75,725	175,416
Census Population (2000)	4,040	39,654	98,106
Projected Annual Growth (2018-2023)	2,273 3.4%	14,705 2.9%	32,911 2.8%
Historical Annual Growth (2010-2018)	2,216 2.1%	24,564 3.1%	55,976 3.0%
Historical Annual Growth (2000-2010)	7,118 17.6%	36,071 9.1%	77,310 7.9%
Estimated Population Density (2018)	4,259 <i>psm</i>	3,549 <i>psm</i>	2,947 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
Households			
Estimated Households (2018)	4,000	33,450	79,334
Projected Households (2023)	4,466	37,278	88,327
Census Households (2010)	3,517	25,955	61,584
Census Households (2000)	1,322	13,236	33,585
Projected Annual Growth (2018-2023)	466 2.3%	3,829 2.3%	8,993 2.3%
Historical Annual Change (2000-2018)	2,678 11.3%	20,214 8.5%	45,749 7.6%
Average Household Income			
Estimated Average Household Income (2018)	\$126,132	\$101,207	\$95,537
Projected Average Household Income (2023)	\$137,423	\$108,927	\$102,514
Census Average Household Income (2010)	\$106,336	\$81,540	\$75,850
Census Average Household Income (2000)	\$73,030	\$77,217	\$71,914
Projected Annual Change (2018-2023)	\$11,291 1.8%	\$7,720 1.5%	\$6,977 1.5%
Historical Annual Change (2000-2018)	\$53,102 4.0%	\$23,990 1.7%	\$23,622 1.8%
Median Household Income			
Estimated Median Household Income (2018)	\$110,086	\$90,170	\$85,605
Projected Median Household Income (2023)	\$128,685	\$104,018	\$98,503
Census Median Household Income (2010)	\$98,209	\$73,871	\$69,411
Census Median Household Income (2000)	\$65,584	\$66,345	\$63,984
Projected Annual Change (2018-2023)	\$18,599 3.4%	\$13,848 3.1%	\$12,898 3.0%
Historical Annual Change (2000-2018)	\$44,502 3.8%	\$23,825 2.0%	\$21,621 1.9%
Per Capita Income			
Estimated Per Capita Income (2018)	\$37,727	\$33,766	\$32,779
Projected Per Capita Income (2023)	\$39,226	\$35,321	\$34,280
Census Per Capita Income (2010)	\$33,516	\$27,948	\$26,629
Census Per Capita Income (2000)	\$23,545	\$25,740	\$24,622
Projected Annual Change (2018-2023)	\$1,500 0.8%	\$1,554 0.9%	\$1,501 0.9%
Historical Annual Change (2000-2018)	\$14,182 3.3%	\$8,027 1.7%	\$8,158 1.8%
Estimated Average Household Net Worth (2018)	\$1.06 M	\$778,539	\$705,378

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.



Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

TYPES OF REAL ESTATE LICENSE HOLDERS:

- A **BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A **SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

Reliance Retail LLC OR Texas RS LLC dba "Retail Solutions "	603091 OR 9003193	leads@resolutre.com	512-474-5557
Licensed Broker /Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone
David J. Simmonds OR David Russell Burggraaf	459263 OR 518156	leads@resolutre.com	512-474-5557
Designated Broker of Firm	License No.	Email	Phone
David J. Simmonds OR David Russell Burggraaf	459263 OR 518156	leads@resolutre.com	512-474-5557
Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date