

# Merchandising Plan - Colleyville, Texas

Project Contact: Marty Wieder, Director of Economic Development  
[mwieder@colleyville.com](mailto:mwieder@colleyville.com)  
(817) 503-1060



## Project Details:

Scope/Services  
Retail Merchandising  
Plan and  
Recruitment

Cost  
\$85,000

2011 - 2013

## Project Outline

The city of Colleyville was interested in increasing its retail offerings and becoming more strategic in economic development. The city had a vacancy rate of over 12% with several large anchors vacant. Most national restaurants had located in Grapevine and most softgoods retailers wanted to be in Southlake.

## Status

Catalyst has assisted in procuring many national and regional chains to Colleyville as a result of the Merchandising Plan. These include Walmart Market, Whole Foods. As a result the vacancy rate is less than 5% and sales tax revenue has increased over \$500,000.



Colleyville is a 22,500 population suburb within the Dallas/Fort Worth MSA. Colleyville is location 5 miles from DFW Airport and 16 miles east of Fort Worth. Colleyville is located along Highway 26 and has limited frontage on Highway 121.