

DEVELOPMENT & INVESTMENT  
OPPORTUNITIES

# BARDWELL LAKE

Seeking economic  
development partners  
with the vision to  
realize the potential  
and invest!



**ENNIS**  
TEXAS



An aerial photograph of a suburban area. In the top left, there is a body of water labeled 'BARDWELL LAKE RECREATION AREA'. To the right of the lake is a residential development with many houses and trees. Further right, a park area is visible, labeled 'PARK'. Below the park, another residential area is shown, labeled 'RESIDENTIAL'. A road with a '34' shield sign is visible in the lower right. The bottom left corner of the image has the text 'BDA-4N'. A white rectangular box with a thin border is centered in the image, containing text about Ennis.

**BARDWELL LAKE  
RECREATION AREA**

**PARK**

**RESIDENTIAL**

**34**

**BDA-4N**

Ennis is positioned to be  
**"THE NEXT BIG THING"**  
and is making "South of Dallas" attractive  
for investment and development.

Ennis and Bardwell Lake are located  
close enough to the Metroplex to access  
all the amenities and yet far enough  
away to maintain a small town character.



BDA-2



RESIDENTIAL

MULTIFAMILY

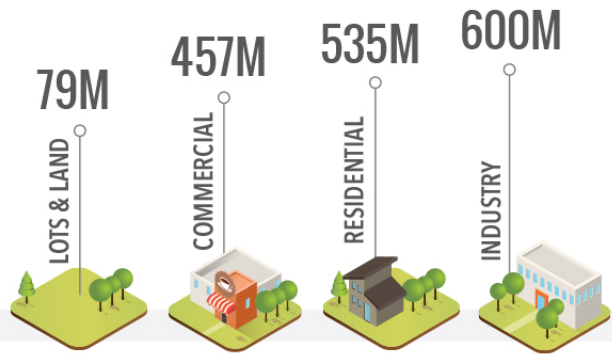
MIXED  
USE





## RETAIL TRADE AREA

PROPERTY VALUE  
**\$1.8 BILLION**



## DEMOGRAPHICS

### POPULATION

**41,330**

160,225

ELLIS COUNTY

### AVERAGE INCOME

**\$63K** \$46,486  
MEDIAN

**37** AVERAGE AGE

35.5  
MEDIAN

### ETHNICITY

36%

HISPANIC

73%

CAUCASIAN

8%

AFRICAN AMERICAN

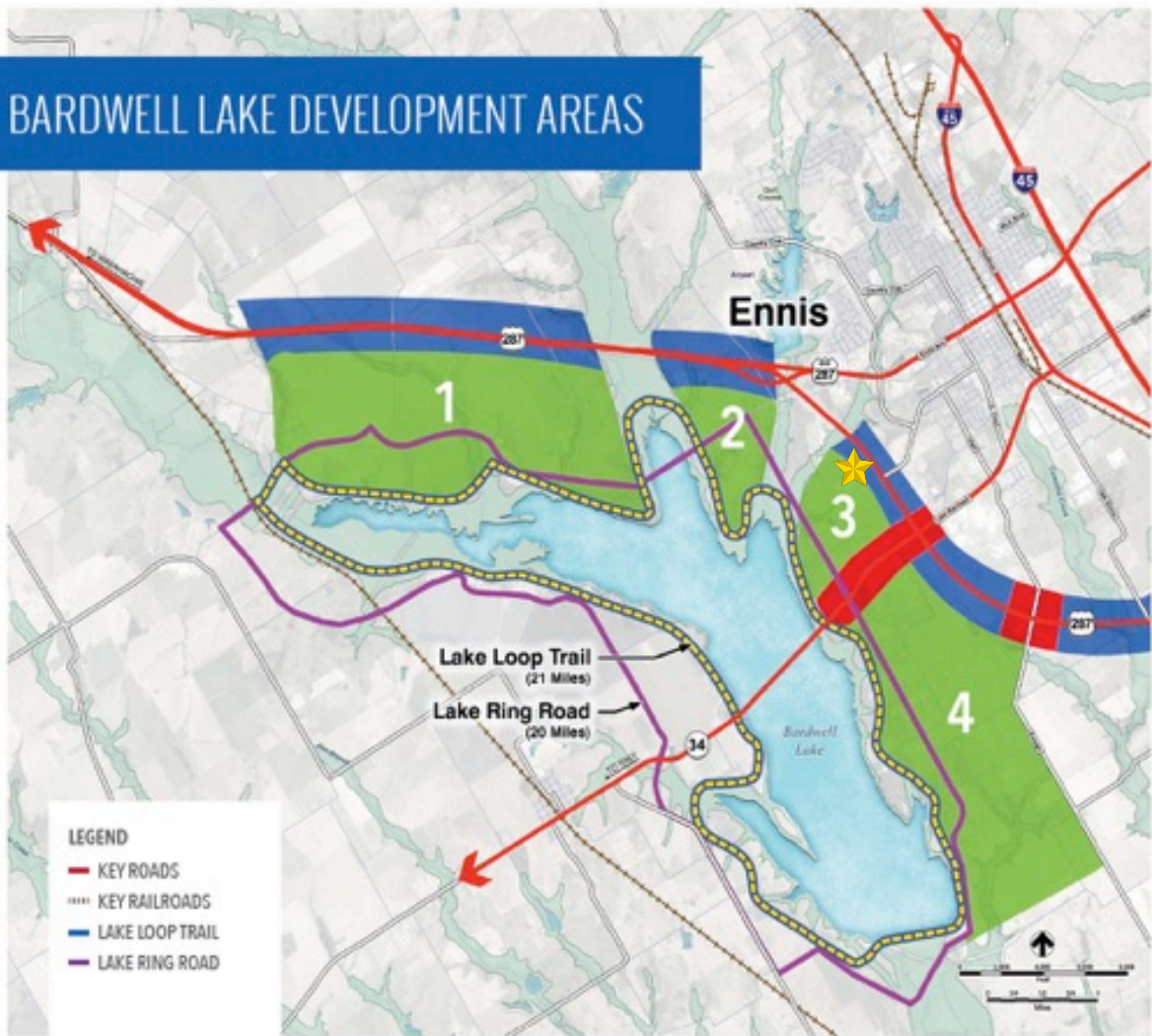
**\$278M** RETAIL SALES OPPORTUNITIES

NAICS	DESCRIPTION	GAP ESTIMATE	INDEX
441	Motor Vehicle & Parts	\$59,925,337	-52%
442	Furniture & Home Furnishings	\$8,514,172	-75%
443	Electronics & Appliances	\$8,131,116	-80%
444	Building Materials & Garden Equipment	\$43,817,472	-68%
445	Food & Beverage	\$28,047,300	-34%
446	Health & Personal Care	\$20,113,636	-54%
447	Gasoline	\$18,040,179	39%
448	Clothing & Accessories	\$17,852,447	-65%
451	Sporting Goods & Hobby	\$9,636,555	-93%
452	General Merchandise	\$18,366,446	25%
453	Miscellaneous Retail	\$12,536,540	-73%
722	Food Service & Drinking	\$33,014,568	-49%





# BARDWELL LAKE DEVELOPMENT AREAS



## ABOUT THE LAKE

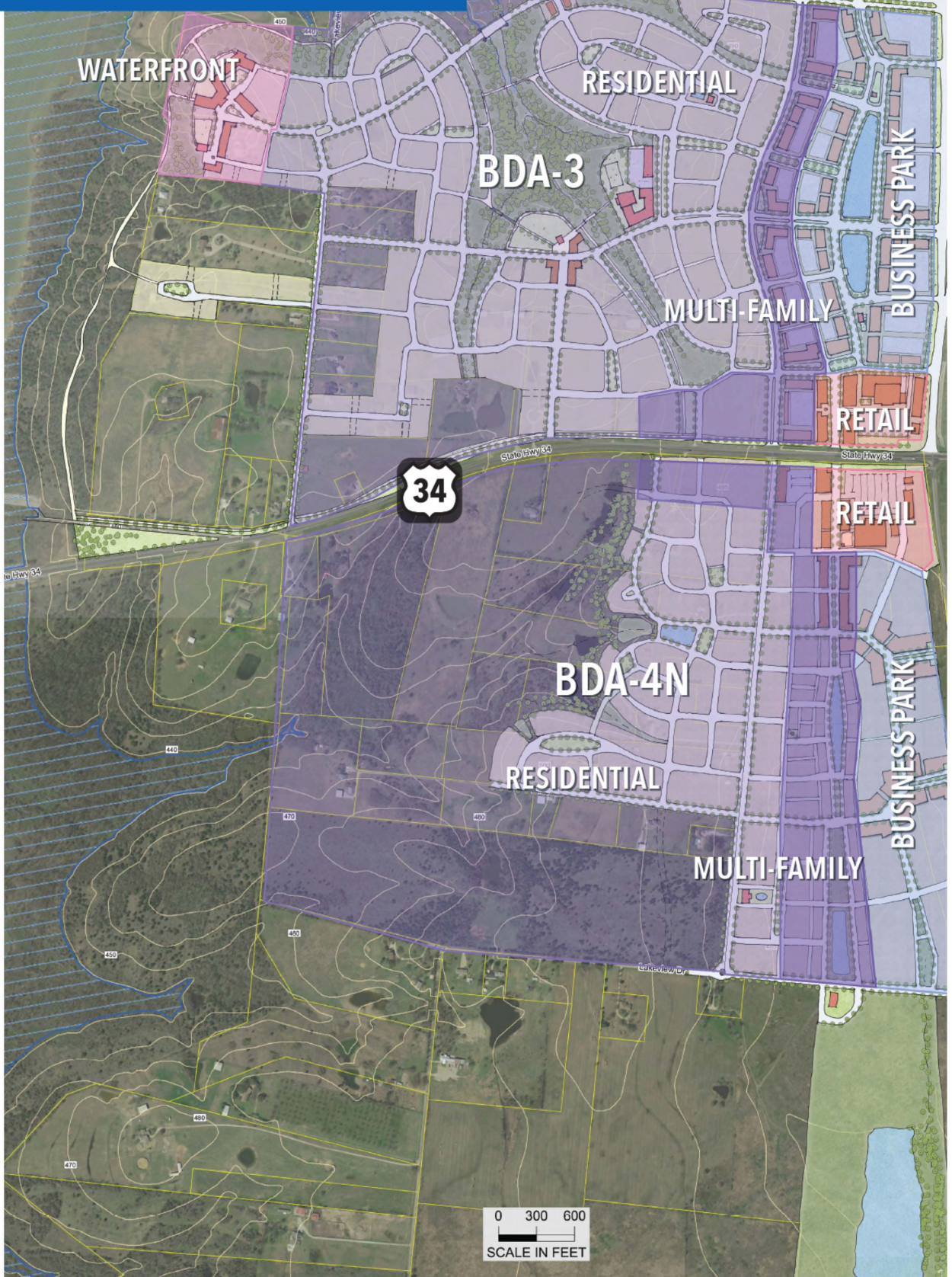
- USACE LAKE
- NUMEROUS PARKS & NATURE AREAS
- 7,488 TOTAL ACRES  
3,919 acres land  
3,570 acres water  
(double White Rock Lake)
- 5.7 MILES LONG
- 1.2 MILES WIDE
- 25 MILES OF SHORELINE PERIMETER







## DEVELOPMENT AREAS 3 AND 4N







**RESIDENTIAL:  
SINGLE FAMILY**

BDA-3: 219 Acres  
BDA-4N: 237 Acres

**RESIDENTIAL:  
MULTI-FAMILY**

BDA-3: 26 Acres  
BDA-4N: 42 Acres

**BUSINESS PARK**

BDA-3: 44 Acres  
BDA-4N: 42 Acres

**RETAIL /  
COMMERCIAL**

BDA-3: 8 acres  
BDA-4N: 10 acres

**WATERFRONT /  
ENTERTAINMENT  
VENUE**

BDA-3: 18 acres