



PLAN von CASTROVILLE.

SMALL BUSINESS

UNMET DEMAND

DARIN HAMM

Tourism & Business Development Director

darin.hamm@castrovilletx.gov

830.339.9912

BREANA SOTO

Community Development Director

breana.soto@castrovilletx.gov

830.931.4090

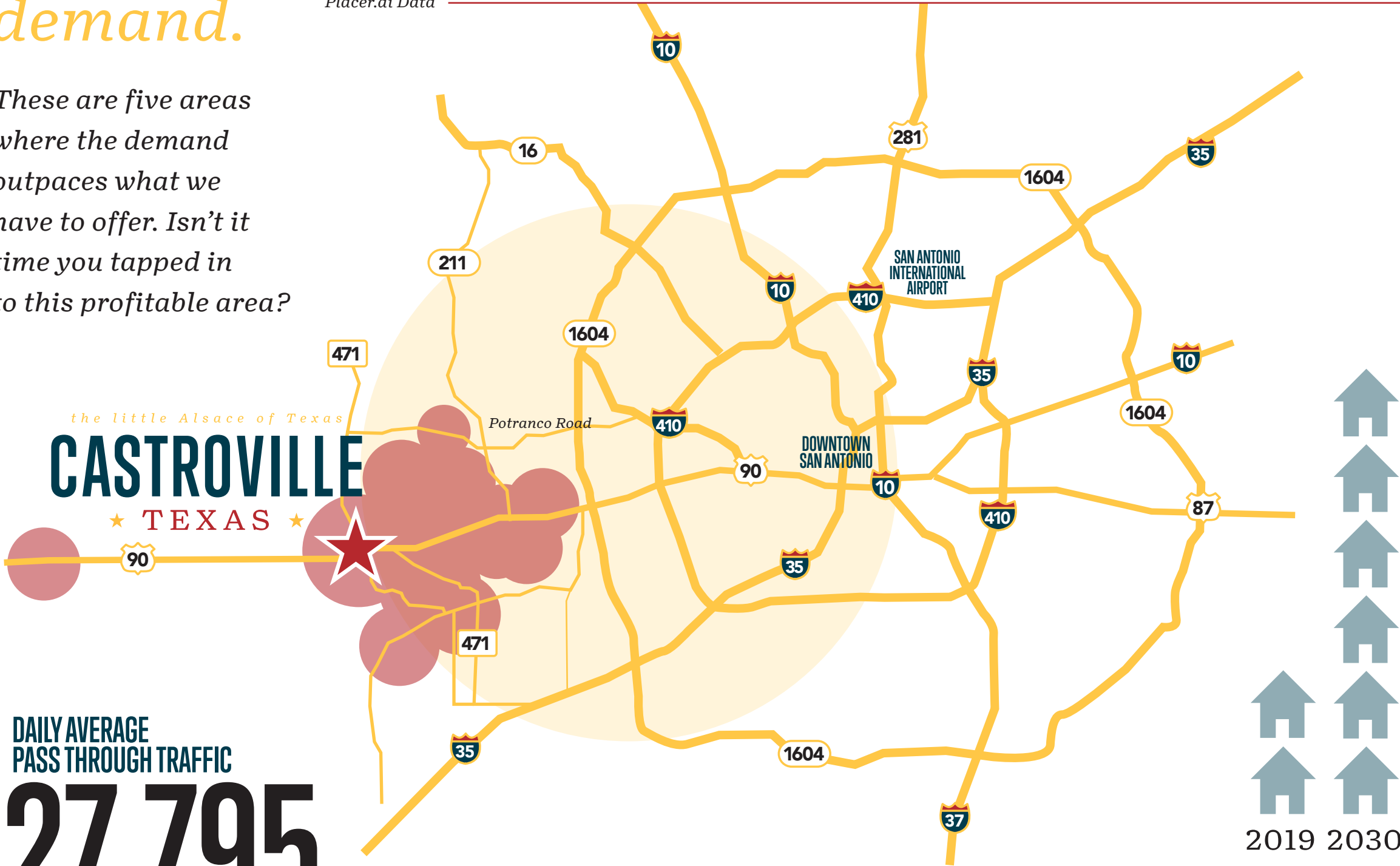


Area growth
has led to
unmet
demand.

These are five areas
where the demand
outpaces what we
have to offer. Isn't it
time you tapped in
to this profitable area?

GAS STATIONS	HEALTH & PERSONAL CARE	FULL-SERVICE RESTAURANTS	SPECIALTY RETAIL	SPECIAL FOOD SERVICES
Demand \$27.1M Supply \$21.7M	Demand \$14.87M Supply \$9.71M	Demand \$14.6M Supply \$3.7M	Demand \$3.8M Supply \$1.1M	Demand \$2.1M Supply \$1.0M

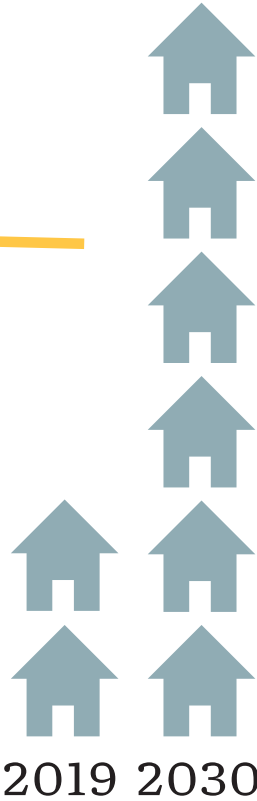
Placer.ai Data



DAILY AVERAGE
PASS THROUGH TRAFFIC
27,795

Over 5,000 home starts along the
U.S. 90 Corridor over the last three years
along with over 1000 home sites in Castroville.

POPULATION
GROWTH



RESPONSIBLE COMMUNITY GROWTH

Castroville, Texas has experienced remarkable growth in recent years, particularly in its visitor traffic. This year alone, visitor numbers have surged by 43%. This steady rise in traffic reflects Castroville's growing appeal as a destination, driven by its rich heritage, scenic beauty, and vibrant community offerings. The continuous upward trend highlights the town's successful efforts in enhancing its attractions and marketing strategies, solidifying its reputation as a must-visit location in Texas.

Castroville's close proximity to San Antonio gives us an advantage when consumers on the west side of San Antonio are looking for a place to shop and dine. While Castroville has a population of only 3,007, our market area is over 56,000 strong. We draw customers from the Potranco Road area of San Antonio as well as from the Highway 90 Corridor.

Castroville, Texas, proudly showcases its Alsatian heritage, a unique cultural legacy dating back to its founding in 1844. This rich heritage is evident in the town's distinctive vernacular, characterized by steep roofs, thick walls, and splayed windows. Castroville's commitment to preserving its history offers visitors a rare glimpse into Alsatian traditions and architecture, making it a unique community.

Take a look at what is happening in Castroville, and come grow with us!

