

# Profile of North Texas

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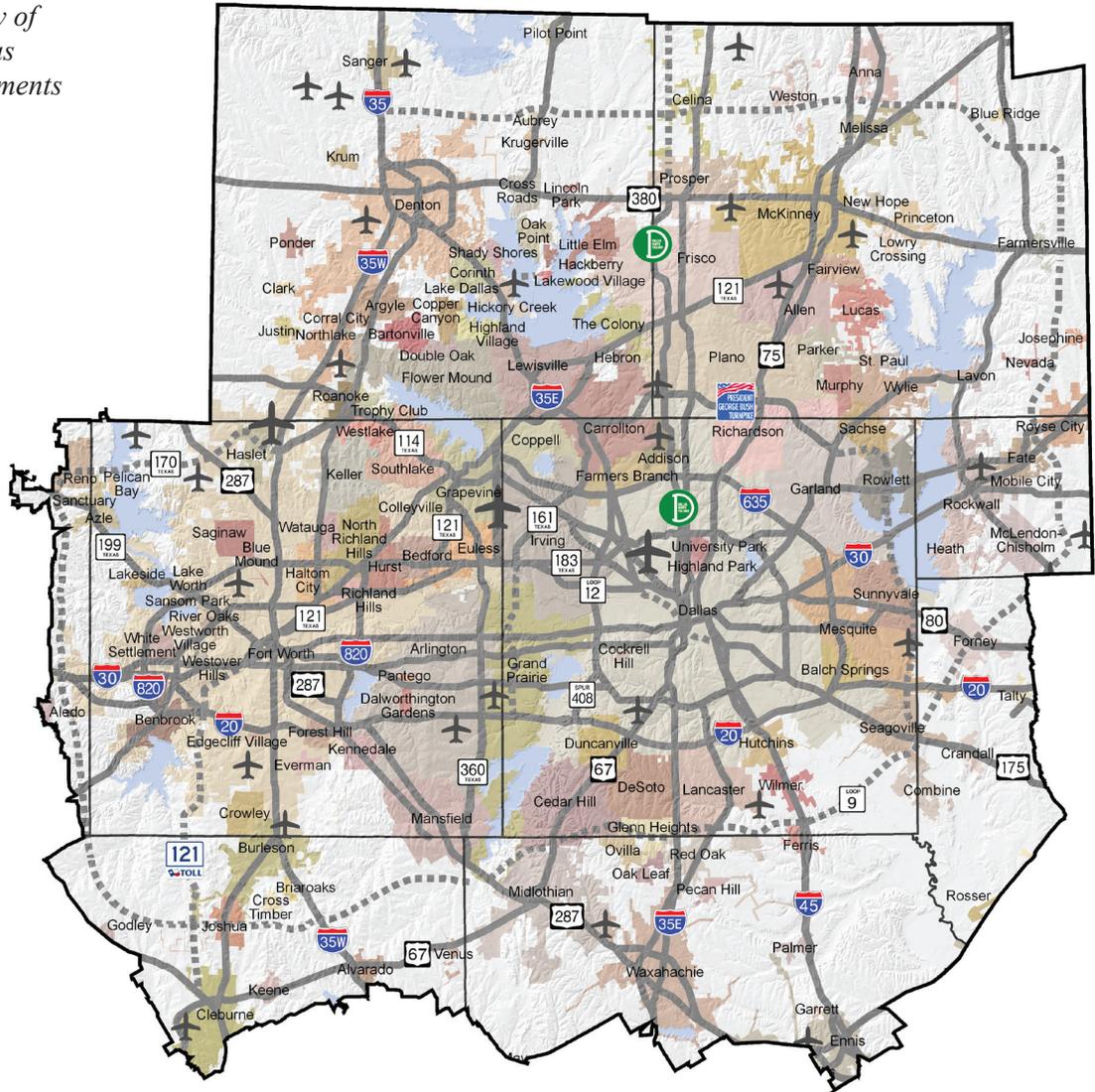
**A regional economic profile  
produced by the North  
Texas Commission**

**2009**

# AN INTRODUCTION TO NORTH TEXAS

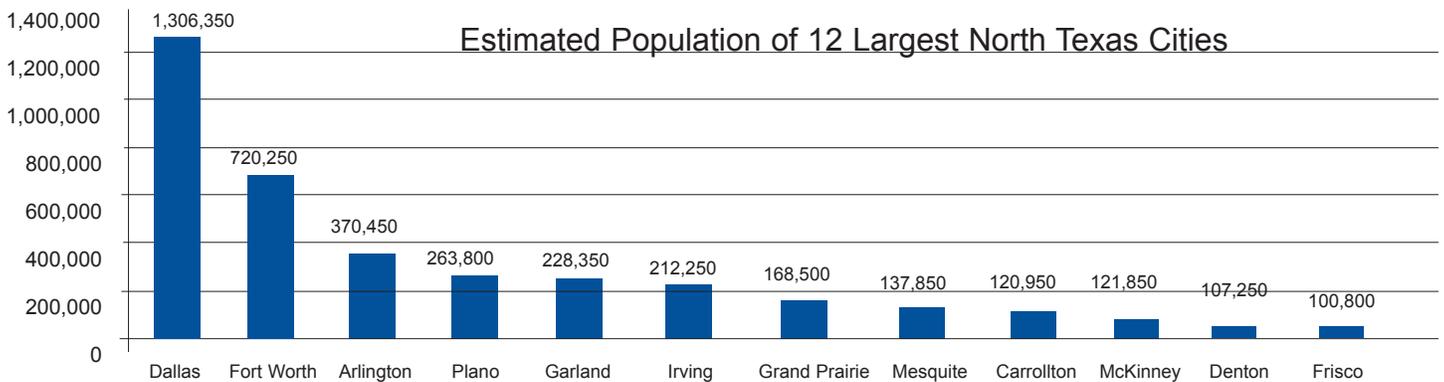
Welcome to North Texas! When companies look for a place to build business while providing a good home for their employees, they look no further than the 12-county region that includes Dallas, Fort Worth and all the cities in between. More than 6 million people call North Texas home and for many good reasons: there are 25 FORTUNE 500 companies headquartered here, the cost of living ranks below the national average and DFW International Airport is the third busiest airport in the world. North Texas is more than cowboys and oil wells these days. Our diverse economy provides a healthy workforce for those in health care, technology and logistics. As the 4th largest metropolitan region in the U.S. and growing, North Texas is quickly becoming the region of choice.

*Metropolitan Planning Area Map Courtesy of North Central Texas Council of Governments*



## Population

North Texas has 12 cities of more than 100,000 people.



Source: North Central Texas Council of Governments (4/09)

## North Texas Leads the State's Economy

North Texas represents the following percentages in Texas: (07/08)

- 3% of Texas' land area
- 26% of Texas' population
- 28% of Texas' employment
- 29% of Texas' retail sales
- 29% of personal income
- 32% of Texas' Gross Domestic Product

## Housing Costs

Median sale prices of existing single-family homes in selected U.S. metro areas

Pittsburgh	\$124,200
St. Louis	\$133,600
<b>Dallas/Fort Worth</b>	<b>\$150,700</b>
Houston	\$157,400
Atlanta	\$121,400
Minneapolis	\$184,500
Denver	\$223,700
Phoenix	\$131,100
Chicago	\$204,300
Portland	\$246,200
Seattle	\$328,400
Boston	\$336,100
New York	\$379,800
Los Angeles	\$311,100
San Francisco	\$472,900

Source: National Association of Realtors (2Q 2009)

## Comparative Cost of Living

U.S. Average = 100

<b>Fort Worth</b>	<b>90.6</b>	Minneapolis	112.1
Houston	90.9	Portland	114
St. Louis	91.5	Chicago	115.3
<b>Dallas</b>	<b>92.6</b>	Miami	116.3
Pittsburgh	93.3	Washington D.C.	123.3
Cincinnati	93.6	Seattle	124.6
Tampa	96.7	Philadelphia	125.8
Kansas City	97.1	Boston	132.3
Atlanta	97.5	San Diego	136.1
Cleveland	97.7	Los Angeles	146.5
Detroit	100.9	San Francisco	173.6
Phoenix	101.1	New York	224.2
Denver	104.9		

This composite includes grocery items, housing, utilities, health care, transportation and miscellaneous goods and services.

Source: ACCRA 3rd Quarter 2008 (10/08)

## Major North Texas Industries

North Texas has a strong diverse economy

### WORLD CENTER OF AVIATION

- There are more than 850 aviation-related businesses in North Texas - more than any other area of its size in the world.
- There are more than 68,000 documented aviation-related jobs in the region.

### RETAIL CENTER

- North Texas is the 10th largest retail market in the country. Dallas Market Center, the world's most complete wholesale marketplace, hosts approximately 50 markets each year attended by more than 200,000 retail buyers from all 50 states and 84 countries, and conducts more than \$8 billion in wholesale sales annually.

### FINANCIAL AND BANKING CENTER

- North Texas is a major financial center and is home to one of 12 regional Federal Reserve Banks, as well as several regional bank offices and corporate headquarters to Comerica.

### HEALTH CARE EXCELLENCE

- North Texas is known for its extensive state-of-the-art health care facilities with more than 90 major hospitals and two major medical schools.
- Health care is one of the largest and fastest growing industries in the Dallas-Fort Worth region since the early 1990s. There are more than 350,000 health care jobs here.

### HIGH TECHNOLOGY CENTER

- North Texas is a national and global leader in the high-tech sector, and 8.3% of the region's total 2.7 million labor force is employed in high-tech fields, according to the Metroplex Technology Business Council.
- North Texas' 225,000 high-tech workers account for 52% of Texas' total technology workforce, and North Texas boasts 6,215 high-tech firms.
- Although the high-tech industry employs 8.3% of the North Texas workforce, the high-tech sector accounts for nearly 13% of wages paid to North Texas workers - indicating the relatively high-paying nature of these sophisticated jobs.

### LOGISTICS HUB

- DFW is a major logistics hub and has the lowest distribution costs to the top 50 U.S. consumer markets of any region.
- Since the passage of NAFTA, DFW trade to Mexico and Canada has more than doubled - in large part due to the proximity of Interstate 35 - the NAFTA Superhighway.



North Texas continues to grow in employment base and continues to entice corporations to relocate to the region with our strong workforce. Even in the face of national decline, our annual job growth has been steady with more than 22,000 jobs added in 2008, according to the Texas Workforce Commission. In North Texas alone, the region is the second highest in job growth in metropolitan areas. In the region, we have a saying that business comes where invited and stays where appreciated. That's especially true with regard to the 25 FORTUNE 500 companies that call North Texas home.

## Fortune 500 Headquarters

Company	City	Rank
Exxon Mobil	Irving	1
AT&T	Dallas	8
AMR	Fort Worth	104
Fluor	Irving	114
Kimberly-Clark	Irving	128
JCPenney	Plano	139
BNSF Railway Co.	Fort Worth	160
Texas Instruments	Dallas	215
Dean Foods	Dallas	216
Energy Future Holdings	Dallas	237
Southwest Airlines	Dallas	246
Commercial Metals	Irving	251
Tenet Health care	Dallas	283
Energy Transfer Equity	Dallas	286
GameStop	Grapevine	296
Centex	Dallas	308
XTO Energy	Fort Worth	330
Atmos Energy	Dallas	343
Celanese	Dallas	368
D.R. Horton	Fort Worth	378
Affiliated Computer Services	Dallas	401
Holly	Dallas	420
Dr. Pepper Snapple Group	Plano	427
Blockbuster	Dallas	434
Crosstex Energy	Dallas	479

Source: "The Fortune 500," Fortune (04/09)

## Twenty-Five Largest Corporate Employers

Employer	# of Employees
Wal-Mart Stores, Inc.	41,400
American Airlines	24,781
Bank of America	19,000
Baylor Health Care System	18,000
Texas Health Resources	17,485
AT&T	14,400
Lockheed Martin Aeronautics Company	14,000
Verizon Communications, Inc.	14,000
HCA North Texas Division	12,000
Target Corp	10,000
JPMorgan Chase	10,000
Citigroup Inc.	9,650
Texas Instruments	9,600
Raytheon Co.	9,100
United Parcel Service Inc.	7,452
JCPenney Company, Inc.	7,300
Kroger Food Stores	6,636
Albertsons, Inc.	6,600
Bell Helicopter Textron, Inc.	6,400
Methodist Health System	5,999
Children's Medical Center Dallas	5,365
Brinker International	5,257
Walgreens	4,721
Lowe's Co.	4,324
Tom Thumb	4,231

Sources: Dallas Morning News, 5/24/2009

## Five North Texas Companies are FORTUNE Global 500 Companies

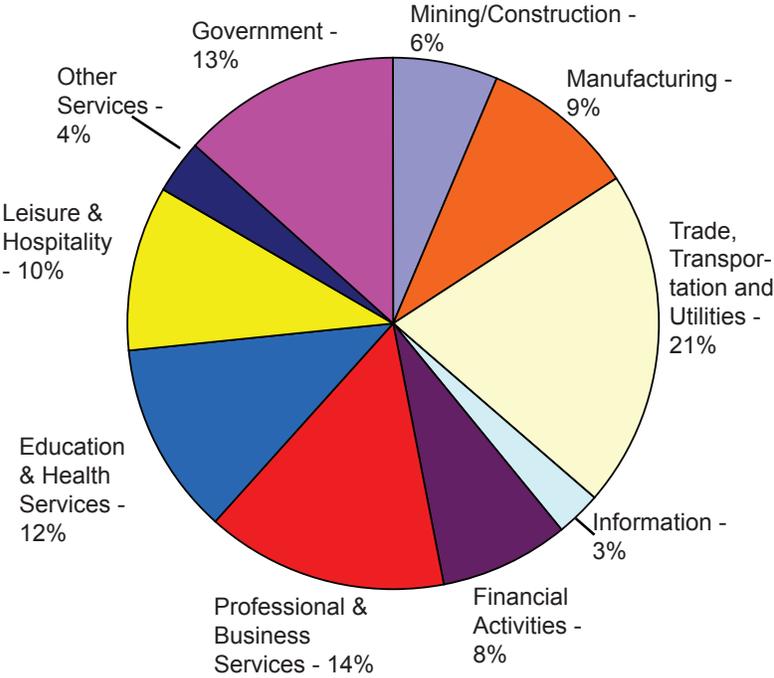
Global leaders in the North Texas area.

- Exxon (2)
- AT&T (29)
- AMR (381)
- Fluor (412)
- Kimberly-Clark (475)

Source: FORTUNE Global 500 (07/09)

**Employment by Industrial Sector**

North Texas has a labor force of about 2.9 million



Source: Texas Workforce Commission, 8/09



North Texas is well-known as a business-friendly location with a “can-do” attitude and an entrepreneurial spirit. Many municipalities in the area offer developers and investors a host of attractive incentives. Not only are there local, state and federal tax exemptions, but also employment assistance, training programs, enterprise zones, foreign trade zones, freeport tax exemption areas and a number of exciting inner-city initiatives. Among the largest industries in the area are health, financial services, tourism, aviation and defense, logistics and transportation, telecommunications and information technology. North Texas also ranks second in the U.S. as a high-tech economy, behind only Silicon Valley.

**Taxes**

Texas has a low tax burden for individuals and companies

- No personal or corporate state income tax
- Maximum state and city sales tax of 8.25%

**Climate**

Average high = 75.8; average low = 55;

- Days 90° or Above 100
- Freezing Days 35
- Percentage of Possible Sunshine 61%
- Average Annual Rainfall 35"

**Top Corporate Headquarters Regions**

North Texas has the fourth largest number of FORTUNE 500 corporate headquarters

Rank	Metro Area	Companies
1	New York-Northern New Jersey-Long Island NY-NJ	74
2	Chicago-Naperville-Joliet, IL-IN-WI	29
2	Houston-Sugar Land-Baytown, TX	29
<b>3</b>	<b>Dallas-Fort Worth-Arlington, TX</b>	<b>25</b>
5	Minneapolis-St. Paul-Bloomington, MN	18
6	Los Angeles-Long Beach-Santa Ana, CA	17
7	San Francisco-Oakland-Fremont, CA	16
8	Detroit-Warren-Livonia, MI	15
9	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	14
9	Washington-Arlington-Alexandria, DC-VA-MD-WV	14
10	San Jose-Sunnyvale-Santa Clara, CA	13
11	Boston-Cambridge-Quincy, MA-NH	11
11	Atlanta-Sandy Springs-Marietta, GA	11
11	Denver-Aurora, CO	11
12	Cincinnati-Middletown, OH-KY-IN	9
13	Seattle-Tacoma-Bellevue, WA	8
13	Charlotte-Gastonia-Concord, NC-SC	8
13	Cleveland-Elyria-Mentor, OH	8
13	Pittsburg, PA	8
12	Milwaukee-Waukesha-West Allis, WI	7
12	Richmond, VA	7
12	St. Louis, MO-IL	7
13	Bridgeport-Stamford-Norwalk, CT	7

Source: "The Fortune 500," Fortune (04/09)



BNSF Railway Company Hub at Alliance, Fort Worth

North Texas boasts transportation capabilities that are second to none and is one of the nation's top intermodal transportation centers. The linchpin is DFW International Airport, the third busiest airport in the world and the headquarters of American Airlines. Other strong assets are the 6,000-acre Dallas Logistics Hub developed by The Allen Group, Love Field in Dallas, home to Southwest Airlines, and AllianceTexas, a 15,000-acre international business, aviation and industrial trade development, located in Fort Worth.

The region also has central access to major markets, and among the lowest distribution costs in the country. BNSF Railway Company, the nation's second largest railroad, has its corporate headquarters in Fort Worth and FedEx, UPS, DHL and other package carriers serve the southern United States directly from DFW. In addition, three of the nation's Class 1 freight rail lines, more than 600 motor carriers and 100 freight forwarders operate out of the region.

## DFW International Airport

DFW International Airport is the third busiest airport in the world in operations

- Less than four hours to every major continental destination
- The world's only airport able to land 4 aircraft simultaneously
- 55.8 million annual passengers
- Over 624,726 metric tons of cargo
- 1,691 flights daily with nonstop service to 136 domestic destinations and 37 international destinations
- Second largest domestic route structure
- Served by 14 airline cargo carriers and 18 passenger airline carriers in 5 terminals
- 7 all-instrument runways, 3 control towers, 174 total gates

Source: DFW International Airport 9/09



## DFW's Nonstop International Destinations

DFW International Airport has 37 nonstop international destinations.

- Acapulco, Mexico
- Aguascalientes, Mexico
- Amsterdam, The Netherlands
- Belize City, Belize
- Buenos Aires, Argentina
- Calgary, Canada
- Cancun, Mexico
- Caracas, Venezuela
- Chihuahua, Mexico
- Cozumel, Mexico
- Frankfurt, Germany
- Guadalajara, Mexico
- Guatemala City, Guatemala
- Ixtapa/Zihuatanejo, Mexico
- Leon/Guanajuato, Mexico
- Liberia, Costa Rica
- London-Heathrow, England
- Madrid, Spain
- Mexico City, Mexico
- Montego Bay, Jamaica
- Monterrey, Mexico
- Montreal, Canada
- Nassau, Bahamas
- Panama City, Panama
- Paris-Charles de Gaulle, France
- Puerto Vallarta, Mexico
- San Jose, Costa Rica
- San Jose-Cabo, Mexico
- San Luis Potosi, Mexico
- San Salvador, El Salvador
- Santiago, Chile
- Sao Paulo, Brazil
- Seoul-Incheon, South Korea
- Tokyo, Japan
- Toronto, Canada
- Torreon, Mexico
- Vancouver, Canada

Source: DFW International Airport 9/09

## Transportation Infrastructure

North Texas has an outstanding transportation infrastructure that consists of:

- 5 major interstate highways including I-35, the North American Superhighway
- 9 major intermodal facilities
- 3 major rail lines
- Dallas/Fort Worth International Airport and 15 general and reliever airports including Fort Worth's Alliance Airport and Dallas Love Field
- Tollway Authority for 4 counties

## Public Transportation

North Texas has an array of public transportation services

- Dallas Area Rapid Transit (DART) is the public transit authority for Dallas and 12 surrounding cities. DART provides bus, light rail, paratransit, HOV lanes and vanpool services for the area.
- The Trinity Railway Express, operated by DART in partnership with the Fort Worth Transportation Authority, carries about 5,000 riders daily between downtown Dallas and downtown Fort Worth.
- The Fort Worth Transportation Authority (The T) provides bus, airport shuttles, mobility impaired services, car and vanpools, and trolleys for primarily Tarrant County.
- The Denton County Transportation Authority (DCTA) provides fixed route bus and demand response services in the cities of Highland Village, Denton and Lewisville as well as commuter coach service between these cities and downtown Dallas. Additionally, the agency provides demand response services to other cities in Denton County on a contractual basis and operates the campus shuttle services for the University of North Texas in Denton.

## Higher Education Institutions

Institution	Level
Amberton University*	4 Yr./Grad.
Baylor College of Dentistry	Dental
College of Saint Thomas More*	4 Yr.
Collin County Community College District	2 Yr.
Dallas Baptist University*	4 Yr./Grad.
Dallas County Community College District	2 Yr.
Northwood University	4 Yr./Grad.
Paul Quinn College*	4 Yr.
Southern Methodist University*	4 Yr./Grad./Law
Southwestern Adventist College*	4 Yr./Grad.
Southwestern Assemblies of God University*	Graduate
Southwestern Christian College	4 Yr.
Tarrant County College District	2 Yr.
Texas A&M University - Commerce	4 Yr./Grad.
Texas Christian University*	4 Yr./Grad.
Texas Wesleyan University*	4 Yr./Grad./Law
Texas Woman's University	4 Yr./Grad.
Trinity Valley Community College	2 Yr.
Universities Center of Dallas**	4 Yr./Grad.
University of Dallas*	4 Yr./Grad.
University of North Texas	4 Yr./Grad.
UNT Health Science Center	Grad./Med.
University of Texas at Arlington	4 Yr./Grad.
University of Texas at Dallas	4 Yr./Grad.
UT Southwestern Medical Center	4 Yr./Grad./Med.
Weatherford College	2 Yr.

\* indicates private university

\*\* degree is granted by an affiliated university

Source: Texas Higher Education Coordinating Board Fall 2008

## Higher Education Resources

Total Regional enrollment : 271,205

20 colleges and universities  
 17 graduate schools  
 3 medical/dental schools  
 2 law schools  
 20 community college campuses

Source: Texas Higher Education Coordinating Board Fall 2009

## Professional Sports Teams

North Texas features many season-winning sports franchises

Dallas Cowboys	Frisco RoughRiders
Dallas Mavericks	Frisco Thunder
Dallas Stars	Grand Prairie Airhogs
FC Dallas	Texas Rangers
Fort Worth Cats	

In addition to being a business and economic hub, North Texas is a cultural hub with world-renowned museums and performing arts venues spanning the entire region - there is a museum and a performing arts venue for every genre and every taste. In October 2009, the Dallas Center for the Performing Arts will open in the Downtown Dallas Arts District; and Fort Worth boasts a new Fort Worth Museum of Science and History scheduled to open November 2009. Arts and culture have a long history in North Texas dating back to the 1850s when European artists settled just south of Downtown Dallas to form La Reunion, a utopian artist colony. The vision of these pioneers has come full circle with La Reunion TX, an artist residency program in Oak Cliff.

In addition to arts, North Texas features world-class athletes, teams and sports facilities that offer residents multiple recreation options for their nights and weekends. The latest addition to the North Texas sports industry is the new, state-of-the-art Cowboys Stadium.

## North Texas Arts and Culture

North Texas is quickly emerging as a world renowned arts center

- Non-profit arts pumped an estimated \$828.5 million into the North Texas economy in 2006.
- 7.9 million people attended arts and cultural activities.
- Arts and culture groups provided more than 7,000 performances/exhibitions and more than 23,000 non-performance audience opportunities across the North Texas region.
- 789,000 school children benefited from cultural enrichment and learning experiences.
- 5.1 million people paid an average ticket price of \$36.42 to attend arts/cultural events.
- The industry generated jobs for 7,800 full-time, part-time and contract employees.
- Volunteers gave more than 493,000 hours to arts and cultural organizations, and many served as board members.

Source: North Texas Business for Culture and the Arts, 2006 Economic Impact Study

## Entertainment/Recreation Venues

Families can enjoy events at sports venues and theme parks

American Airlines Center	Mesquite Rodeo
Cowboys Stadium	Pizza Hut Park
Dr. Pepper Ballpark	Rangers Ballpark in Arlington
Dr. Pepper Stars Center	Six Flags Hurricane Harbor
Fair Park	Six Flags over Texas
Fort Worth Stockyards	Texas Motor Speedway
Lone Star Park	

# INTERNET ADVERTISING

Advertise on the North Texas Commission website and e-newsletter. For the first time, the NTC is offering exclusive advertising for members. Enhance your branding message and maximize traffic to your website with banner advertising.

## Benefits of online advertising with the NTC

- **Branding** – Increase name recognition and mindshare by consistently being in front of a local audience.
- **Traffic** – Drive traffic to your website.
- **Targeting** – The NTC website and e-newsletter target an audience specific to the North Texas region, including local consumers and business leaders.

## Pricing

- Website banner ad: \$250.00 per month
- Website small ad: \$75.00 per month or \$500.00 per year
- E-Newsletter banner ad: \$125.00 per issue
- E-Newsletter small ad: \$50.00 per issue



## Advertising

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## PROFILE OF NORTH TEXAS

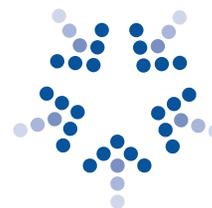
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## NTC MISSION:

The North Texas Commission (NTC) is **the one and only** public-private regional organization committed to enhancing the overall economic vitality and quality of life of the North Texas Region. NTC is a regional non-profit consortium of businesses, cities, counties, chambers of commerce, economic development entities and higher education institutions in the North Texas Region.

The North Texas Commission improves the economy, infrastructure and lifestyle of North Texas by leading and directing regionally cooperative initiatives to accomplish objectives in four primary areas: transportation, aviation, environment and long-range strategies.



**NORTH  
TEXAS  
COMMISSION**  
BUILDING THE REGION OF CHOICE

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