

# ***SOUTHLAKE, TEXAS - FAST FACTS 2004***

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## **The City of Southlake, Texas**

- ❖ Web Site: [www.ci.southlake.tx.us](http://www.ci.southlake.tx.us)
  - ❖ 22 square miles
  - ❖ Located in the heart of the DFW Metroplex
  - ❖ Centrally located between DFW International Airport (5 miles east) and Alliance Airport (8 miles west)
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## **Demographics**

- ❖ January 1, 2004 population est. of 24,555  
2010 population projection of 26,490  
Projected build-out of 30,160
  - ❖ Population by age
    - Under 14 years 31%
    - 15-19 years 8%
    - 20-44 years 32%
    - 45-64 years 26%
    - 65 years and over 3%
  - ❖ 2000 avg. annual household income of \$150,956
  - ❖ 97% of residents\* have high school degree
  - ❖ 40% of residents\* have bachelor's degree
  - ❖ 19% of residents\* have graduate degree
- \*Population 25 years and older
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## **Financial Status**

- ❖ City Bond Ratings
    - "AA" from Standard and Poor's
    - "Aa3" from Moody's Investor
    - "AA -" from Fitch IBCA
  - ❖ Fiscal Year 2003-2004 assessed property value totals over \$3.8 billion
  - ❖ Annual sales tax revenue of \$10,213,548
  - ❖ 8.25% total sales tax rate - includes 0.5% for parks and 0.5% for crime control district
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## **Labor Force & Economic Base**

- ❖ Labor pool ages 18-65:
    - Within 5 miles of Southlake: 86,541
    - Within 10 miles of Southlake: 458,315
    - Within 20 miles of Southlake: 1,766,865
  - ❖ Employment by occupation
    - 55% Managerial/Professional
    - 7% Service Occupations
    - 27% Sales and Office
    - 4% Construction/Maintenance
    - 10% Production/Transportation
  - ❖ Over 2100 businesses and non-profit organizations, 42% are home based
  - ❖ Texas is a "Right-to-Work" state
  - ❖ Texas has no state personal income tax
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## **Transportation**

- ❖ Major highways are S.H. 114 and F.M. 1709
  - ❖ S.H. 114 connects I-35W and I-35E
  - ❖ Airports
    - DFW International** - [www.dfairport.com](http://www.dfairport.com)
      - ♦ Third busiest in airport in the world
      - ♦ Generates \$11.2 billion annually for North Texas economy
      - ♦ Provides over 200,000 area jobs
      - ♦ Access to anywhere in the continental US in four hours
      - ♦ Home to American and Delta hubs
    - Underway is a Capital Development Program to invest \$2.6B over the next five years, focusing on Airfield, Automated SkyLink People Mover, International Terminal D, Support and and Roadway Infrastructure. Approximately 70,000 new jobs will be created.
    - Fort Worth Alliance Airport** - [www.allianceairport.com](http://www.allianceairport.com)
      - ♦ The nation's first industrial airport
      - ♦ 15,000-acre mixed-use, master planned community
      - ♦ More than 125 corporate residents
      - ♦ Provides 20,000 area jobs
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## **Recent Major Developments**

- ❖ Sabre Holdings' Headquarters
  - ❖ Verizon Wireless Network Control Center
  - ❖ Southlake Town Square
  - ❖ Gateway Plaza
  - ❖ Shafer Plaza
  - ❖ Wyndham Plaza
  - ❖ Cornerstone Plaza
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## **Top Employers**

- ❖ Sabre Holdings
  - ❖ Carroll Independent School District
  - ❖ Tri-Dal, Ltd.
  - ❖ Verizon Wireless
  - ❖ City of Southlake
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## **Top Non-Residential Tax Payers**

- ❖ Southlake Venture
  - ❖ First Security Bank
  - ❖ Wyndham Properties LTD
  - ❖ Costco Wholesale Corp
  - ❖ Oncor Electric Delivery Co.
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## **Recreation**

- ❖ Parks, Lakes, Golf Courses
    - ◆ 450 acres of natural park area in Southlake
    - ◆ Over 624 acres of park land - two public and over 10 neighborhood parks
    - ◆ Five lakes within 40 miles; 23 lakes within 80 miles
    - ◆ Over 10 golf courses within 30 minutes of Southlake including Timarron Country Club located in Southlake
  - ❖ Convenient access to many cultural and entertainment facilities and activities
  - ❖ Annual special events including Holiday Celebration at Town Square, Stars and Stripes, and Masterworks Concerts
  - ❖ Variety of championship youth sport leagues including baseball, softball, swimming, tennis, soccer, lacrosse and football, as well as recreational classes for all ages
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## **Quality of Life**

- ❖ 2003 average appraised home value \$375,095
  - ❖ 2002 average sales of \$379,838
  - ❖ 2003 1Q Cost of Living Index  
Arlington - Fort Worth 93.9
  - ❖ Crime rate per 1000 population = 20.36
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## **Health Care / Hospitals**

- ❖ Baylor Medical Center - Grapevine  
104 Beds; 236 Medical Staff  
[www.baylorhealth.edu](http://www.baylorhealth.edu)
  - ❖ Harris Methodist Hospital - Opening Aug. 2004  
Short stay specialty hospital  
[www.hmhs.com](http://www.hmhs.com)
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## **Utilities**

- ❖ Sewer and Water  
City of Southlake - [www.ci.southlake.tx.us](http://www.ci.southlake.tx.us)
  - ❖ Electricity  
TXU - [www.txu.com](http://www.txu.com)  
Tri-County Electric Cooperative - [www.tcectexas.com](http://www.tcectexas.com)
  - ❖ Telephone  
Verizon - [www22.verizon.com](http://www22.verizon.com)  
SBC - [www.sbc.com](http://www.sbc.com)
  - ❖ Cable / Satellite  
Charter Communications - [www.chartercom.com](http://www.chartercom.com)  
OneSource Communications - [www.1scom.com](http://www.1scom.com)  
Dish Network - [www.dishnetwork.com](http://www.dishnetwork.com)
  - ❖ Solid Waste and Recycling  
Trinity Waste - [www.trinitywaste.com](http://www.trinitywaste.com)
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## **Southlake Public Library**

- 1400 Main Street, Suite 130  
(817) 481-5718 - [www.ci.southlake.tx.us](http://www.ci.southlake.tx.us)
- ❖ Special programs throughout the year for all ages
  - ❖ Meeting and study rooms, interlibrary loan and internet access computer stations
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## **Quality Schools**

- Served by 4 Public School Districts  
(in order of land area served)
- ❖ **Carroll ISD** - 5A (78%)  
Rated Exemplary by the State of Texas  
K-12 Attendance: 7,305  
99% Graduation Rate  
95% Go to College  
(817) 949-8222 - [www.southlakecarroll.edu](http://www.southlakecarroll.edu)
  - ❖ **Northwest ISD\*** - 4A (10%)  
Rated Recognized by State of Texas  
K-12 Attendance: 6,343  
91% Graduation Rate  
85% Go to College  
(817) 490-6473 - [www.northwest.k12.tx.us](http://www.northwest.k12.tx.us)
  - ❖ **Keller ISD** - 5A (7%)  
Rated Recognized by State of Texas  
K-12 Attendance: 21,786  
Graduation Rate-unknown  
Go to College-unknown  
(817) 744-1000 - [www.kellerisd.net](http://www.kellerisd.net)
  - ❖ **Grapevine / Colleyville ISD\*** - 5A (5%)  
Rated Recognized by State of Texas  
K-12 Attendance: 13,654  
97% Graduation Rate  
98% Go to College  
(817) 488-9588 - [www.gcisd-k12.org](http://www.gcisd-k12.org)
- \*Freeport Exemption offered
- ❖ Two Montessori schools (private)
  - ❖ 20 Universities within 40 miles
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## **Contacts**

- ❖ City of Southlake - Economic Development Dept.  
1400 Main Street, Suite 300  
Southlake, Texas 76092  
(817) 481-1686  
[econdev@ci.southlake.tx.us](mailto:econdev@ci.southlake.tx.us)  
[www.southlakesites.com](http://www.southlakesites.com)
  - ❖ Southlake Chamber of Commerce  
1501 Corporate Circle, Suite 100  
Southlake, Texas 76092  
(817) 481-8200  
[info@southlakechamber.com](mailto:info@southlakechamber.com)  
[www.southlakechamber.com](http://www.southlakechamber.com)
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