

FAST FACTS

City of Southlake • Department of Economic Development & Tourism
1400 Main Street, Suite 460, Southlake, TX 76092 • (817) 748-8039 • EconDev@ci.southlake.tx.us



DEMOGRAPHICS



Current Population projection: 31,199

Projected build-out population: 34,188

Population by age:

- Under 24 years - 35%
- 25-64 years - 54%
- 65 years and older - 11%

2020 median age: 42.6

2020 average persons per household: 3.34

2020 average household income: \$232,533

2020 average home sales price: \$962,285

2020 number of households: 9,331

- 93% owner occupied

Education level for population 25+ years of age:

- Some college, no degree - 16%
- Associate Degree - 5%
- Bachelor's Degree - 40%
- Graduate/Professional Degree - 29%

* Information obtained from ESRI, NCTCOG and NTREIS



EDUCATION

Carroll ISD

Enrollment: 8,314

100% Graduation Rate

(817) 949-8222 - SouthlakeCarroll.edu

Northwest ISD

Enrollment: 25,399

97% Graduation Rate

(817) 215-0000 - NISDTX.org

Keller ISD

Enrollment: 35,352

95% Graduation Rate

(817) 744-1000 - KellerISD.net

Grapevine - Colleyville ISD

K-12 Attendance: 13,970

97% Graduation Rate

(817) 251-5200 - GCISD-k12.org

Four Montessori schools (private)

20 Universities within 40 miles

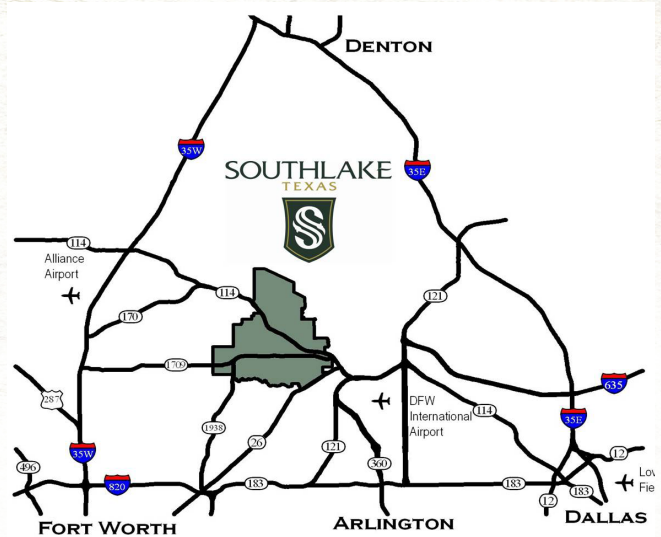
- University of North Texas
- University of Texas at Arlington
- University of Texas at Dallas
- Southern Methodist University
- Texas Christian University
- Texas Woman's University

FAST FACTS

LOCATION

City of Southlake Area: 22.5 square miles
Centrally located in the DFW Metroplex

- DFW International Airport (5 miles east)
- Fort Worth Alliance Airport (8 miles west)
- Downtown Dallas (25 miles east)
- Downtown Fort Worth (20 miles southwest)
- AT&T Stadium - Arlington (20 miles south)



TRANSPORTATION

Airports:



DFW International Airport

- Named 2019 Airport of the Year by ATW
- Ranked 4th in number of foreign flights
- Over 73M passengers in 2019
- Over 190 domestic destinations
- Provides over 228,000 area jobs
- Encompasses an area of 26.9 square miles
- Every major city in the continental United States can be accessed within four hours
- Access to Dallas Area Rapid Transit (DART) & TEXRail transit rail systems

Fort Worth Alliance Airport

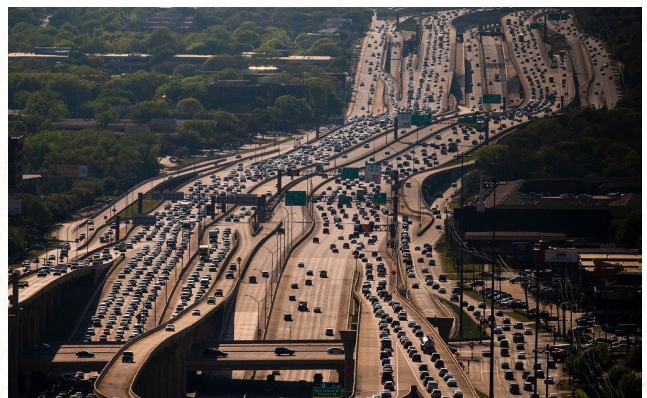
- The nation's first industrial airport
- Provides over 44,000 area jobs
- Part of an 18,000 acre mixed-use, master planned development
- Home to more than 425 companies

Major Highways:

State Hwy 114, FM 1938, and FM 1709



State Hwy 114 connects to IH-35W and IH-35E



** Courtesy of the Dallas Morning News (Smiley N. Pool/ Staff Photographer)*



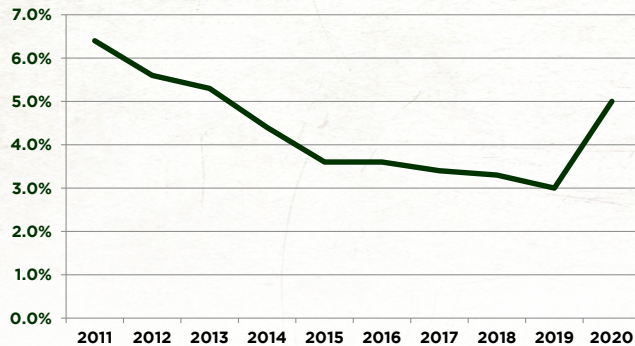
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LOCAL ECONOMY

Total Businesses: 2,601
2020 Unemployment Rate: 5.0%



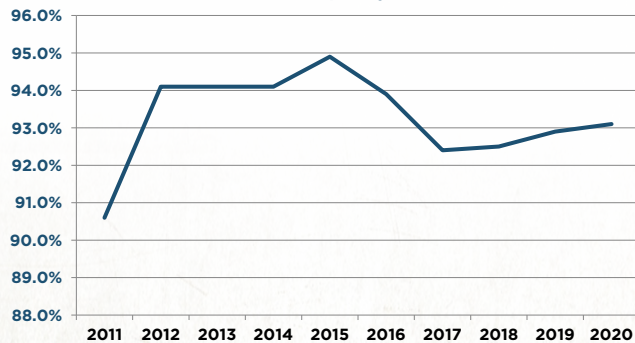
Unemployment Rate



Retail Occupancy

Total Square Footage: 4,562,426
2020 Occupancy Rate: 93.1%

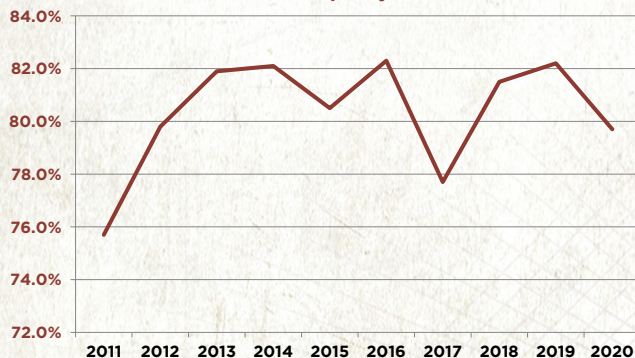
Retail Occupancy Rate



Office Occupancy

Total Square Footage: 4,688,353
2020 Occupancy Rate: 79.7%

Office Occupancy Rate



TOP EMPLOYERS



Sabre Holdings - 2,550
TD Ameritrade - 1,978
Carroll ISD - 1,154
Verizon Wireless - 670
Keller Williams - 650



LABOR



Total employees in Southlake: 28,209

Estimated daytime population: 46,007

Labor pool age 16+:

- Within 5 miles of Southlake - 70,471
- Within 10 miles of Southlake - 292,298
- Within 20 miles of Southlake - 1,423,533

Texas has no state personal income tax

Texas is a "Right-to-Work" state

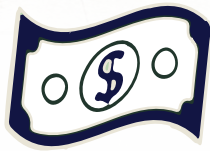


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FINANCIAL PERFORMANCE



Southlake 2021 Property Tax Rate: \$0.405

- Reduced for 2021 by one half cent

Total Sales Tax Rate: 8.25%

- 0.5% for City parks
- 0.375% for community enhancement/economic development
- 0.125% for crime control & prevention
- 1.0% to City General Fund
- 6.25% to State of Texas

Projected FY 2021 Sales Tax Revenue

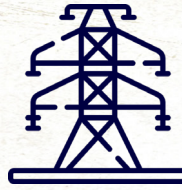
- \$28,436,146

City Bond Ratings:

- "AAA" from Standard and Poor's
- "AAA" from Fitch IBCA

Tax Relief:

- 20% Homestead Exemption
- Over-65 Exemption of \$75,000
- Disabled Exemption of \$75,000
- Over-65 Tax Freeze



UTILITY PROVIDERS

Water & Sewer
City of Southlake
(817) 748-8051
SouthlakeWaterUtilities.com

Electricity

Power to Choose - (866) 797-4839
PowertoChoose.org

Natural Gas

Atmos Energy - (888) 286-6700
AtmosEnergy.com

Telephone

Frontier - (800) 921-8101
Frontier.com
SBC / AT&T - (800) 288-2020
ATT.com

Cable / Satellite

Charter Communications
(888) 438-2427
Charter.com
Frontier Communications
(800) 921-8101
Frontier.com
Dish Network
(888) 825-2557
DishNetwork.com
DirecTV
(877) 916-5137
DirecTV.com

Solid Waste and Recycling

Republic Services - (817) 317-2424
RepublicServices.com



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RECREATION



ExperienceSouthlakeTexas.com

The Marq Southlake - (817) 748-8900

Legends Hall: Traditions Ballroom is a venue with 5,000 square feet for weddings, luncheons, parties, receptions and conferences for up to 300 guests. The Senior Activity Center features a lounge area, game parlor, fitness room, cafe and library for senior center members. The Legacy Meeting Rooms features 3 configurable rooms for a total of 1,400 square feet of meeting space.

Champions Club:

A multi-purpose 82,000 square foot recreation facility with fitness amenities such as cardio, strength training, aquatics, fitness classes, 2-court gymnasium, indoor playground, child watch and other family activities.

Southlake City Parks - (817) 748-8019

The City of Southlake contains over 1,100 acres of park land and open space. This includes 44 athletic fields, 14 pavilions, 8 concession/restroom facilities, 11 ponds, 21 tennis courts and 13+ miles of trail and a variety of both passive and active recreational spaces.

LIBRARY



Southlake Town Hall
1400 Main Street, Suite 130
SouthlakeLibrary.com

Main: (817) 748-8243

Email: southlakelibrary@ci.southlake.tx.us



HEALTHCARE



Cook Children's Urgent Care & Pediatric Specialties

CookChildrens.org

30 Exam Rooms; Mix of Providers

Methodist Southlake Hospital

MethodistSouthlake.com

54 Private Rooms; 10 Family Suites; 6 ICU Beds; 12 Operating Rooms; 20 Dedicated Specialties; 200 Medical Staff

Texas Health Harris Methodist Southlake

TexasHealthSouthlake.com

24 Overnight Suites; 365 Medical Staff

Baylor Scott & White Medical Center - Grapevine

BaylorHealth.com

Level II Trauma Center Designation; 302 Beds; 995 Medical Staff

Baylor Medical Center at Trophy Club

TC-MC.com

20 Beds; 225 Medical Staff



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