

# FAST FACTS



## DEMOGRAPHICS

Current Population projection: 31,569  
Projected build-out population: 34,188

### Population by age:

Under 24 years - 57.5%  
25-64 years - 34%  
65 years and older - 8.5%  
2022 median age: 40

2022 average persons per household: 3.26  
2022 average household income: \$265,839  
2022 median home sales price: \$1,290,253  
2022 number of households: 9,430  
90% owner occupied

### Education level for population 25+ years of age:

Some college, no degree - 13.31%  
Associate Degree - 6%  
Bachelor's Degree - 40%  
Graduate/Professional Degree - 28%

\* Information obtained from ESRI, NCTCOG and NTREIS

## QUALITY EDUCATION

### Carroll ISD

Enrollment: 8,318  
100% Graduation Rate  
(817) 949-8222 - SouthlakeCarroll.edu

### Northwest ISD

Enrollment: 25,264  
95% Graduation Rate  
(817) 215-0000 - NISDTEX.org

### Keller ISD

Enrollment: 34,279  
96% Graduation Rate  
(817) 744-1000 - KellerISD.net

### Grapevine - Colleyville ISD

K-12 Attendance: 13,890  
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

- Second most connected airport in the world
- Over 62.5M passengers in 2021
- Over 192 domestic destinations and 67 international 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 27,000 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



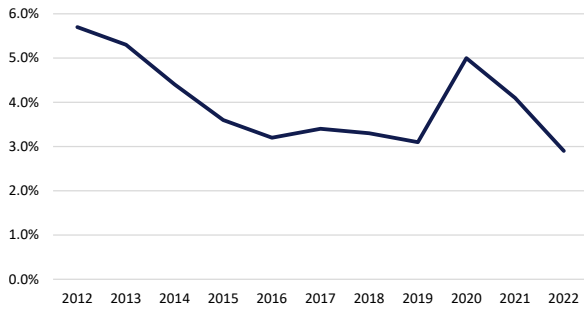
# FAST FACTS

## LOCAL ECONOMY

**Total Businesses: 2,600+**  
**2022 Unemployment Rate: 3.1%**



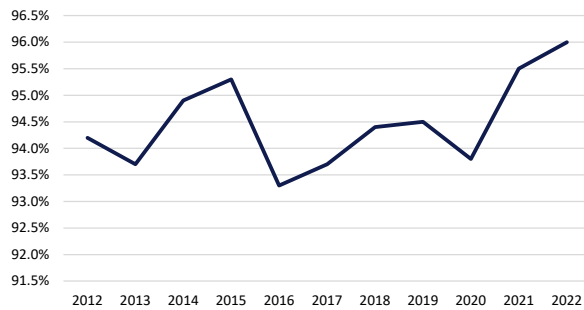
Unemployment Rate



## Retail Occupancy

**Total Square Footage: 4,642,199**  
**2022 Occupancy Rate: 95%**

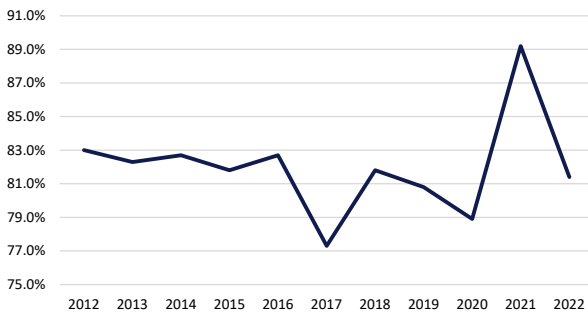
Retail Occupancy Rate



## Office Occupancy

**Total Square Footage: 5,047,060**  
**2022 Occupancy Rate: 81%**

Office Occupancy Rate



## TOP EMPLOYERS

Sabre Holdings - 2,200  
 TD Ameritrade - 1,867  
 Carroll ISD - 1,176  
 Verizon Wireless - 650  
 Keller Williams - 650



## LABOR

Total employees in Southlake: 32,603  
 Estimated daytime population: 46,358



Labor pool age 16+:  
 Within 5 miles of Southlake - 92,991  
 Within 10 miles of Southlake - 339,140  
 Within 20 miles of Southlake - 1,632,245

Texas has no state personal income tax  
 Texas is a "Right-to-Work" state





# FAST FACTS



## FINANCIAL PERFORMANCE

### **Southlake Property Tax Rate: \$0.36**

Reduced for FY 2023 by three cents

### **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 2023 Sales Tax Revenue**

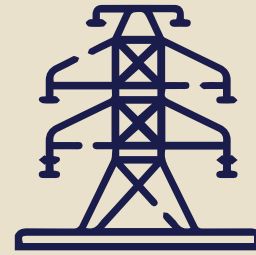
\$39,653,500

### **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](http://SouthlakeWaterUtilities.com)

### **Electricity**

Power to Choose - (866) 797-4839  
[PowertoChoose.org](http://PowertoChoose.org)

### **Natural Gas**

Atmos Energy - (888) 286-6700  
[AtmosEnergy.com](http://AtmosEnergy.com)

### **Telephone**

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

### **Cable / Satellite**

Spectrum  
(888) 406-7063  
[Spectrum.com](http://Spectrum.com)  
Frontier Communications  
(800) 921-8101  
[Frontier.com](http://Frontier.com)  
Dish Network  
(888) 825-2557  
[DishNetwork.com](http://DishNetwork.com)  
DirecTV  
(877) 916-5137  
[DirecTV.com](http://DirecTV.com)

### **Solid Waste and Recycling**

Republic Services - (817) 317-2424  
[RepublicServices.com](http://RepublicServices.com)



# FAST FACTS

## RECREATION

[ExperienceSouthlakeTexas.com](http://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.



## HEALTHCARE

### **Cook Children's Urgent Care & Pediatric Specialties**

[CookChildrens.org](http://CookChildrens.org)

30 Exam Rooms; Mix of Providers

### **Methodist Southlake Hospital**

[MethodistSouthlake.com](http://MethodistSouthlake.com)

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

### **Texas Health Harris Methodist Southlake**

[TexasHealthSouthlake.com](http://TexasHealthSouthlake.com)

24 Overnight Suites; 365 Medical Staff

### **Baylor Scott & White Medical Center - Grapevine**

[BaylorHealth.com](http://BaylorHealth.com)

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

### **Baylor Medical Center at Trophy Club**

[TC-MC.com](http://TC-MC.com)

20 Beds; 225 Medical Staff

## LIBRARY



Southlake Town Hall  
1400 Main Street, Suite 130  
[SouthlakeLibrary.com](http://SouthlakeLibrary.com)

Main: (817) 748-8243

Email: [southlakelibrary@ci.southlake.tx.us](mailto:southlakelibrary@ci.southlake.tx.us)