

FAST FACTS



DEMOGRAPHICS

Current Population projection: 31,975
Projected build-out population: 34,188

Population by age:

Under 19 years - 30.9%
20-64 years - 54.9%
65 years and older - 14.2%
2023 median age: 42

2023 average persons per household: 3.24
2023 average household income: \$270,011
2023 median home sales price: \$1,292,042
2023 number of households: 9,592
93% owner occupied

Education level for population 25+ years of age:

Some college, no degree - 11.3%
Associate Degree - 5.4%
Bachelor's Degree - 39.7%
Graduate/Professional Degree - 34.1%

* Information obtained from ESRI, NCTCOG and NTREIS



QUALITY EDUCATION

Carroll ISD

Enrollment: 8,292
99% Graduation Rate
(817) 949-8222 - SouthlakeCarroll.edu

Northwest ISD

Enrollment: 29,150
96% Graduation Rate
(817) 215-0000 - NISD.TX.org

Keller ISD

Enrollment: 34,078
97% Graduation Rate
(817) 744-1000 - KellerISD.net

Grapevine - Colleyville ISD

K-12 Attendance: 13,568
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

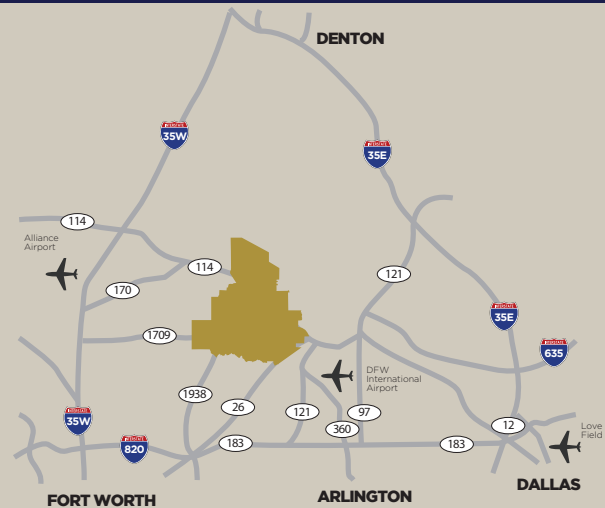
DFW International Airport (5 miles east)

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

- Third most traveled airport in the world
- Over 79.7M passengers in 2023
- Over 193 domestic destinations and 67 international destinations
- Provides over 634,000 area direct/indirect 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



1400 Main Street, Ste 460, Southlake, TX 76092
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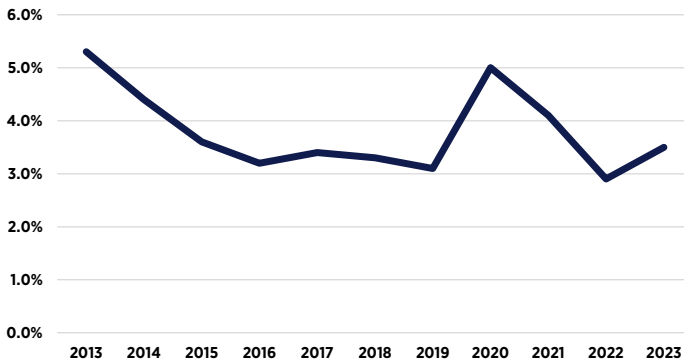
FAST FACTS

LOCAL ECONOMY

Total Businesses: 2,900+
2023 Unemployment Rate: 3.5%



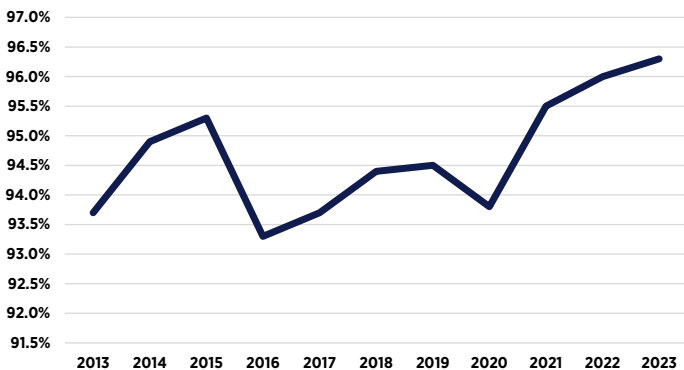
Unemployment Rate



Retail Occupancy

Total Square Footage: 4,321,785
2023 Occupancy Rate: 96.3%

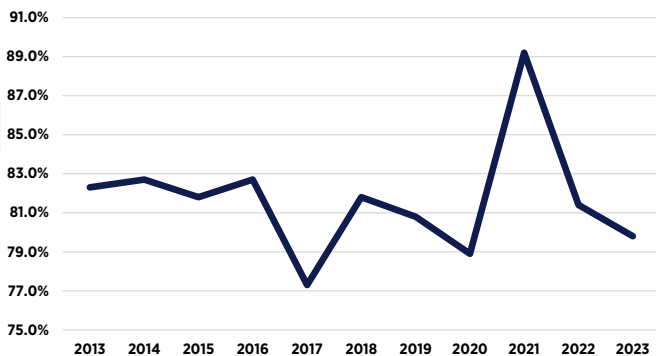
Retail Occupancy Rate



Office Occupancy

Total Square Footage: 5,310,204
2023 Occupancy Rate: 79.8%

Office Occupancy Rate



TOP EMPLOYERS

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



LABOR

Total employees in Southlake: 32,504
Estimated daytime population: 47,991

Labor pool age 16+:
Within 5 miles of Southlake - 81,872
Within 10 miles of Southlake - 326,501
Within 20 miles of Southlake - 1,492,249



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



FAST FACTS



FINANCIAL PERFORMANCE

Southlake Property Tax Rate: \$0.319

Reduced for FY 2024 by four 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 2024 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

Electricity

Choose Texas Power - 1-877-274-2161

ChooseTexasPower.org

Tri-County Electric Cooperative - (817) 444-3201

TCECTexas.com

Natural Gas

Atmos Energy - (888) 286-6700

AtmosEnergy.com

Cable / Satellite

Spectrum

(888) 406-7063

Spectrum.com

Frontier Comm.

(800) 921-8101

Frontier.com

Dish Network

(888) 825-2557

DishNetwork.com

DirecTV

(877) 916-5137

DirecTV.com

Solid Waste and Recycling

CWD - (972) 392-9300

CommunityWasteDisposal.com



SELECT
SOUTHLAKE

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RECREATION

ExperienceSouthlakeTexas.com

The Marq Southlake:

Legends Hall - (817) 748-8900

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 - (817) 748-8955

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, 9 pickleball 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; Fully Operational Emergency Room; 200 Medical Staff

Texas Health Harris Methodist Southlake

TexasHealthSouthlake.com

24 Overnight Suites; 365 Medical Staff

Baylor Scott & White Family Medicine, Urgent Care, and Surgical Institute - Southlake

BSWHealth.com

Over 41 Medical Practitioners

Baylor Scott & White Medical Center - Grapevine

BSWHealth.com

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