

Economic Development Profile

January 2012

QUALITY OF LIFE

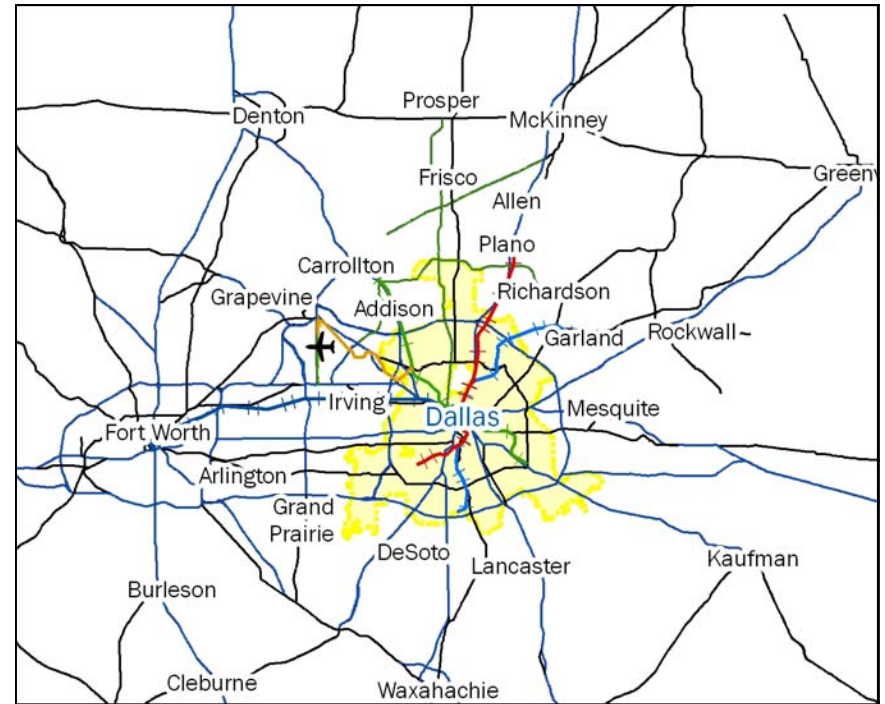
**DALLAS
ECONOMIC
DEVELOPMENT**



The *Economic Development Profile* introduces Dallas to prospective investors, developers, businesses and residents. The *Profile's* purpose is to support the development process by informing the private sector so that both public and private return are maximized.

The individual pages are also designed so that they can be combined in ways to support each client's individual needs. All components are available on the OED website at Dallas-EcoDev.org.

City of Dallas Publication: 06/07-84



Dallas is the largest city in the Dallas-Fort Worth metropolitan area, which is the nation's 4th most populous at 6.37 million. Dallas accounts for 25% of the economic output, 40% of the office space and 26% of the industrial space in DFW.

DFW Economic Overview

- 6th largest by output (BEA)
- 7th largest by income (BEA - 2009)
- \$380 B Gross Metro Product (2010)
- 424 Mil Sq. Ft. Commercial buildings (Dec 2011)
- 96.4% of U.S. Average Cost of Living (Q3 2011)

	City of Dallas	DFW
Businesses	65,000	325,000
Jobs	1,038,007	2,869,125

Industry Share (Sept 2010)

Trade, Transportation, and Utilities	18.8%	20.6%
Professional and Business	19.8%	15.6%
Government	13.5%	13.3%
Health and Education	11.0%	12.4%
Leisure and Hospitality	9.1%	9.9%
Manufacturing	6.4%	8.6%
Financial Activities	10.9%	8.1%
Resources, Mining & Construction	4.5%	5.6%
Other Services	3.2%	3.4%
Information	2.8%	2.5%

Source: Texas Workforce Commission, Bureau of Labor statistics, D&B (June 2011), OED, C2ER, CoStar.com.

DFW Demographic Overview

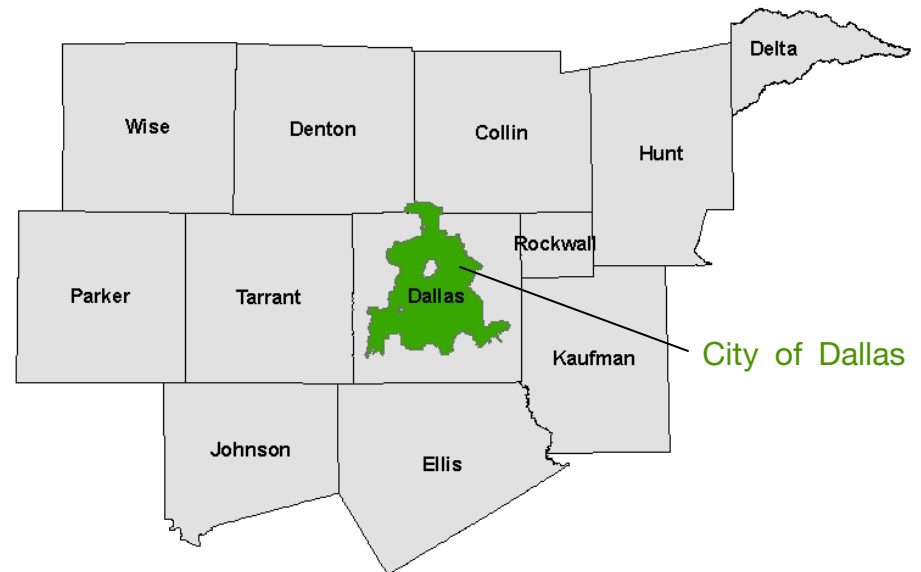
- 4th largest population
- Largest population growth of U.S. metro areas.

Demographics

	City of Dallas	DFW
Residents	1,197,816	6,371,773
Median Age	31.8	33.5
Bachelor's Degree or Higher	28.9%	31.1%

Source: Metropolitan and Micropolitan Statistical Area Estimates 2010, American Community Survey 1-Year Estimates, and U.S. Census Bureau; City of Dallas NCTCOG (population), OED.

Dallas-Fort Worth Metropolitan Statistical Area (MSA)



Comparative Metro Areas

Metro	2000-2010 Population Growth Rate	Cost of Living (Q3 2011; US Avg.=100)	Median House Price (Q3 2011)	2009-2010 Employment Growth Rate	Median Household Income (2010)
Atlanta	28.1%	98.8	\$101,900	-1.2%	\$53,182
Chicago	3.3%	114.4	\$187,700	0.8%	\$56,807
Dallas	22.0%	96.4	\$151,800	2.2%	\$54,449
Houston	27.4%	90.7	\$159,500	2.6%	\$53,942
Los Angeles	-21.6%	131.1	\$324,800	0.3%	\$56,691
New York	-10.9%	223.8	\$389,600	0.9%	\$61,927
Phoenix	28.9%	94.5	\$113,700	1.2%	\$50,385

Source: U.S. Census Bureau 2000 and 2010, C2ER 2011Q3 Cost of Living, National Association of Realtors, Bureau of Labor Statistics- Payroll Employment.

Counties of the Dallas-Fort Worth Metropolitan Statistical Area



Ten Most Populous U.S. Metro Areas (Millions) 2010

New York	18.92
Los Angeles	12.85
Chicago	9.47
Dallas-Fort Worth	6.37
Houston	5.98
Philadelphia	5.97
Washington	5.61
Miami	5.58
Atlanta	5.29
Boston	4.56

Source: U.S. Census.



The Texas economy is strong and diverse. Key sectors include:

- Transportation
- Aerospace and defense
- Financial services
- High-tech electronics
- Energy
- Retail and wholesale trade

Benefits of Texas as a place to do business:

- No personal income tax
- Affordable land
- Large labor force of 12.1 million and population of 25.1 million
- 51 Fortune 500 company headquarters (Third largest)
- Lower unemployment rate (Annual 2010 rate was 8.2%, 1.4 percentage point slower than the U.S.)
- 2nd highest gross state product in the nation (\$1.21 trillion in 2010)

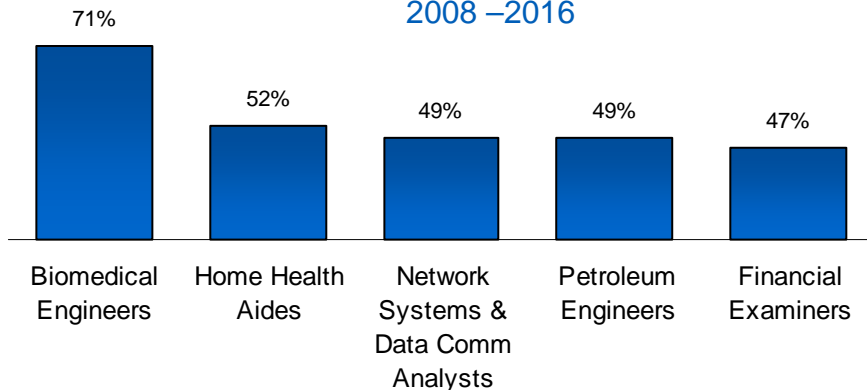
Dallas-Fort Worth is the largest metro area in Texas and is economically strong:

- The region adds an average of 187 new jobs and 470 new residents daily
- It has 19% of the total state population,
- Produces 31% of Texas' total output
- Has 48% of Texas' high-tech workforce

Dallas' diverse business environment offers almost any career the opportunity to grow. Over 65,000 businesses call the City of Dallas home, including global leaders such as Texas Instruments, AT&T, Celanese and Southwest Airlines. Dallas' 53,000 small business offer numerous employment opportunities.

- 20 Fortune 500 companies are based in the Dallas area.
- Dallas job growth rate has exceeded the nation since 2003 and is forecasted to grow faster than the nation through 2018.
- Dallas' unemployment rate has been below the nation's throughout for over three and one-half years.
- DFW has 229,500 technology jobs, constituting 48 percent of all technology jobs in Texas, creating the state's deepest technology labor pool. Texas is the second largest cyber state in the United States.

Fastest Projected Percentage Growth Occupations in Dallas Workforce Development Area 2008 –2016

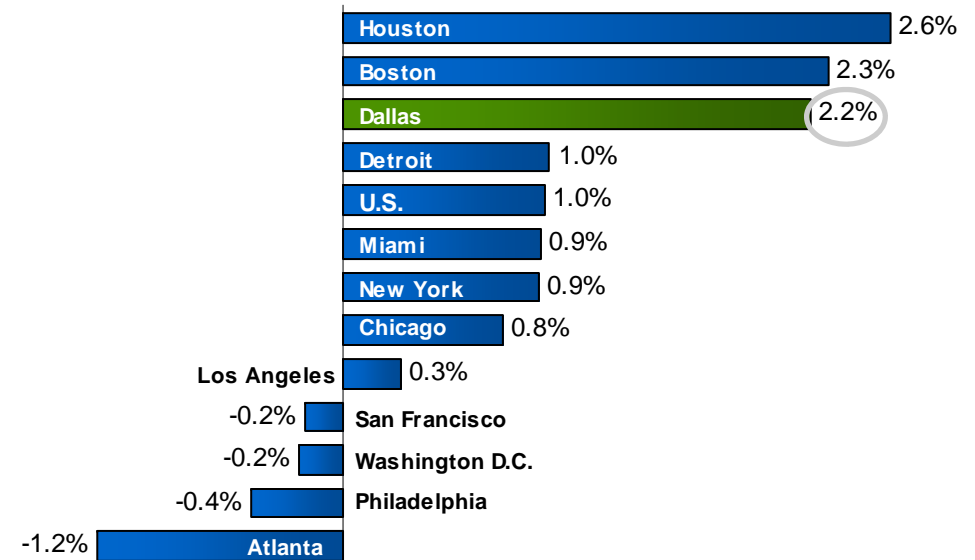


Dallas City Payroll Employment By Sector (2010)

Professional and Business Services	19.8%
Trade, Transportation, and Utilities	18.8%
Government	13.5%
Educational and Health Services	11.0%
Financial Activities	10.9%
Leisure and Hospitality	9.1%
Manufacturing	6.4%
Natural Resources, Mining & Construction	4.5%
Other Services	3.2%
Information	2.8%

Source: Texas LMI, Bureau of Labor Statistics and Dunn & Bradstreet.

Percentage Change in Employment for 12 Largest Metro Areas July 2010 to July 2011



Source: U.S. Bureau of Labor Statistics, Payroll Employment



Higher Education in Dallas

There are 25 colleges and universities in Dallas-Fort Worth, including ten in the City of Dallas or literally across the street.

TEXAS AGRILIFE RESEARCH & EXTENSION
Urban Solutions Center

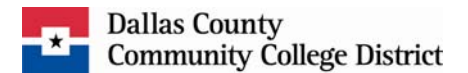


UNIVERSITY
OF DALLAS

Southern Methodist University, the University of Texas at Dallas, the University of North Texas at Dallas, Dallas Baptist University, Paul Quinn College, Criswell College, Dallas Theological Seminary, Parker University and the University of Dallas provide a diverse set of opportunities for four-year and advanced degrees in or adjacent to the City of Dallas.



The University of Texas Southwestern Medical Center at Dallas boasts three Nobel laureates on its faculty, more than any other Texas university.



Dallas County Community College District has nine campuses, five of which are in Dallas.



Area universities granted nearly 1,500 doctoral degrees in the 2008-09 school year.

2010 DFW Highest Educational Attainment:

- 21.1% earned a bachelor's degree
- 10.0% also earned a graduate or professional degree

Colleges and Universities	Enrollment
Public Universities	106,296
Private Universities	35,222
Community Colleges	167,137
Total	308,655

Source: 2010 American Community Survey 1-Year Estimates

Source: Texas Higher Education Coordinating Board



Courtesy of SMU, Hillsman Jackson

Southern Methodist University



Courtesy of DBU, Pete Lackner

Dallas Baptist University



Courtesy of UT Dallas

University of Texas at Dallas





American Airlines Center



Galleria Dallas



White Rock Lake Park



Meyerson Symphony Hall



NorthPark Center



Nasher Sculpture Center

Comfortable

Average temperature: January (44.1°F), July (85.0°F)
Average precipitation: rainfall (34.7 in), snowfall (2.6 in.)
Annual number of sunny/partly sunny days is 223.

Cultural

The Dallas Arts District is home to a diverse mix of museums, performance halls, restaurants, and residences. A \$338 million expansion included construction of the Winspear Opera House and the Wylie Theater to join the district's Dallas Museum of Art, Morton H. Meyerson Symphony Center and Nasher Sculpture Center.

Fair Park is a cultural and entertainment center on 277 acres of landscaped grounds two miles from downtown. This National Historic Landmark has the largest collection of Art Deco architecture in the world and hosts the largest state fair in the country, the State Fair of Texas.

Entertaining

Hometown to Neiman Marcus, Dallas is well-known for its abundance of shopping opportunities with over 70 million square feet of retail space.

The Dallas area has more restaurants per capita than any other U.S. city.

The Dallas park system includes 41 community and neighborhood recreation centers, 1,020 sports complexes, 490 playgrounds/picnic areas, 111 miles of hiking and biking trails and six 18-hole golf courses. The Great Trinity Forest, with 6,000 acres, offers additional natural trail experiences. Not part of the city's park system, the Dallas Zoo and Dallas Arboretum provide additional recreational opportunities.

Professional sports opportunities include the Dallas Cowboys (NFL), Dallas Stars (NHL), Dallas Mavericks (NBA), Texas Rangers (MLB) and FC Dallas (MLS)

Weather

The weather in Dallas is moderate, with very warm summers and cool but comfortable winters. Dallas experiences four distinct seasons with summer running from June through September. Temperatures reach their zenith during July and August when they can reach 100°F (38°C.)

Winter in Dallas is usually mild and lasts from November through February and daytime temperatures can reach up to 66°F (19°C), but temperatures can dip below freezing.

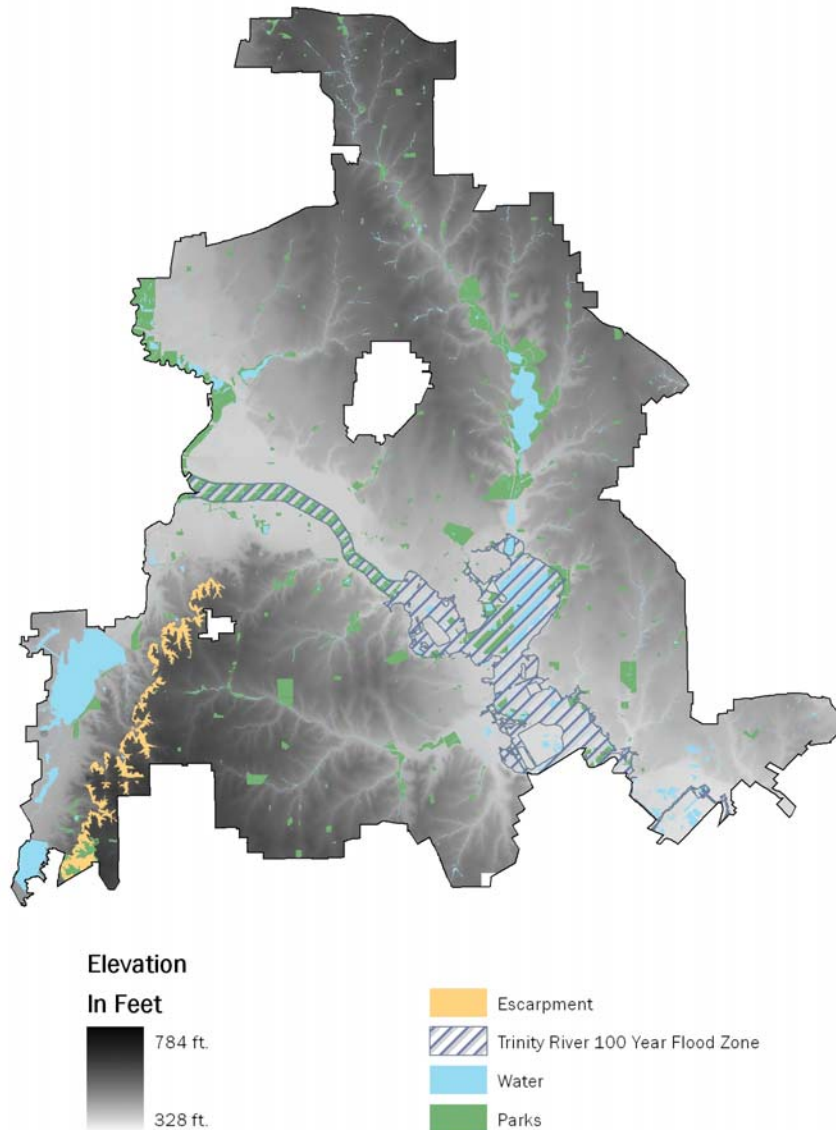
Dallas receives most of its visitors in the Spring, April and May, when thunderstorms are common and rainfall comes in heavy bursts.

- * Average rainfall is 34.7 inches per year.
- * Average snowfall is 2.6 inches per year.
- * Annual number of sunny/partly sunny days is 223.

Ecology

Dallas lies between the Piney Woods of east Texas and the Great Plains in the Blackland Prairie. Rolling grasslands are laced with bottomland forests along rivers and creeks. The Trinity River runs through the city, and just south of downtown is the 6,000-acre Great Trinity Forest, home to an estimated 1,300 plant and animal species.

Sources: World Wildlife Fund, Texas Parks and Wildlife Department, U.S. National Weather Service, City of Dallas



Trinity River Audubon Center

Trail in Great Trinity Forest

White Rock Lake



Meyerson Symphony Center



Winspear Opera House



Nasher Sculpture Center



Dallas Museum of Art



McKinney Avenue
Contemporary



Latino Cultural Center

The cultural arts community stands as a byproduct of the economic success in Dallas. Most recently, more than 100 private donors contributed \$1 M or more to support the AT&T Performing Arts Center.

The Dallas Arts District brings together renowned performance halls and museums, restaurants and residences to form a diverse arts destination that continues to grow. A \$338 M expansion culminated in the 2009 Grand Opening of the Margot and Bill Winspear Opera House, the Dee and Charles Wylie Theater, Performance Park, and the Annette Strauss Artist Square. City Performance Hall should be complete in 2012.

- A collection of 236 works of public art are showcased in the city.
- Cultural centers—such as the Bath House Cultural Center, the Latino Cultural Center and the South Dallas Cultural Center—provide intimate venues for performing and visual arts.
- The \$185 M Perot Museum of Nature and Science will open in 2013.
- The grounds of Fair Park are home to several museums, including the African American Museum and the Museum of Automotive History.
- Modern art lovers appreciate the Dallas Center for Contemporary Art, the McKinney Avenue Contemporary and the Museum of Geometric and MADI Art.
- The Meadows Museum at Southern Methodist University holds one of the largest collections of Spanish art outside of Spain.
- Fort Worth is known for the Kimball Art Museum, the Modern Art Museum of Fort Worth, the Amon Carter Museum and the Bass Performance Hall

The Dallas park and recreation system includes 17 lakes, 62 miles of jogging and bike trails, 41 recreation centers, 1,020 sports complexes, 490 playgrounds and picnic areas, 21 pools, six 18-hole golf courses, and two driving ranges. Covering 21,000 park acres it's the ninth largest parks system in the U.S.

One of the most popular places for jogging, bike riding and sailing is White Rock Lake. The Dallas Arboretum is on the shores of the lake and hosts numerous annual events.

The Santa Fe and Katy Trails connect walkers, runners and cyclists north and east of downtown through in-town neighborhoods. Off-road biking trails wind through creeks and woods minutes from downtown at the Oak Cliff Nature Preserve and others.

The Trinity River Corridor Project includes the development of numerous trails, athletic fields, lakes, the Trinity River Audubon Center, and an equestrian center along the Trinity River through the heart of the city. In total, the Trinity will create a 10,000-acre park including almost 6,000 acres of forest.

Fair Park is a cultural and entertainment center on 277 acres of landscaped grounds just two miles from downtown. This National Historic Landmark has the largest collection of Art Deco architecture in the world and hosts the largest state fair in the country, the State Fair of Texas. Several museums and performance venues call Fair Park home.

The Dallas area is home to teams in all five major professional sports:

- Dallas Cowboys (football)
- Dallas Mavericks (basketball)
- Dallas Stars (hockey)
- FC Dallas (soccer)
- Texas Rangers (baseball)



Dallas Zoo



Trinity River Audubon Center



Dallas Mavericks Basketball



State Fair of Texas, Fair Park



Woodall Rodgers Deck Park
Rendering



Cedar Crest Golf Course

Environmental Initiatives

Dallas understands that doing business in a sustainable way enables the City to provide services more efficiently. For decades, the City of Dallas has demonstrated a commitment to environmental responsibility and innovation in running the city.

- One of the first major U.S. cities to pass a comprehensive green building standard for both residential and commercial buildings (2009).
- First U.S. city to implement the ISO 14001 certified environmental management system (2008).
- 41% of the city vehicles are alternative-fueled or hybrids.
- 40% of the city power is renewable energy, primarily wind power.
- McCommas Landfill captures methane gas, and an Enhanced Leachate Recirculation system accelerates decomposition extending the landfill's life.
- Per capita water demand has decreased 35% from 1998 to 2010.
- Energy efficiency upgrades in municipal buildings have saved over \$5.3million.
- Residential recycling reached 62% participation in 2010, increasing waste diversion by 28% to 44, 713 tons.

Accolades

- Smarter City for energy initiatives (National Resources Defense Council, 2010).
- Top ten purchaser of sustainable electric power (EPA, 2011).
- Tenth in number of Energy Star rated buildings in the city (EPA, 2010).
- Pilot city for EPA's Sustainable Skylines 3 year partnership (2007) evaluating sustainable issues and programs for metro areas.



The new Trinity Audubon Center is a LEED Certified environmental education facility.

Community Sustainability

Bicycle Advocacy and Complete Streets The 2011 Bike Plan Update combines public input and professional recommendations to improve bicycle infrastructure. Community support and public policy are creating plans for Complete Streets that provide space for pedestrians and cyclists of all ages.

Public Transit Dallas Area Rapid Transit (DART) provides bus and light rail service through Dallas and 12 surrounding cities. The Green Line's 28 mile addition in 2010 makes DART the second largest light rail network in the U.S.

Major Shopping Centers and Entertainment Districts

Galleria Dallas, a unique urban shopping destination with attached hotel and office buildings, has more than 200 nationally and internationally recognized shops and restaurants surrounding an impressive ice rink. It hosts over 19 million visitors annually.

NorthPark Center recently completed a \$235 million expansion and is now over 1.9 million square feet with 235 distinctive stores and restaurants. It is decorated with modern art pieces from the collection of Raymond and Patsy Nasher.

Downtown Dallas is home to Neiman Marcus' flagship store as well as boutiques, chain retailers and a growing farmers market scene. Nearby West Village and Uptown are popular mixed-use destinations for shops and restaurants.

The Asian Trade District along Harry Hines Boulevard and Royal Lane is known for its Asian flavor and affordable retail and wholesale goods. Sam Moon Trading Co. is a huge draw for shoppers looking for trendy accessories at bargain prices.

The Dallas area has more restaurants per capita than any other U.S. city. Clusters of unique restaurants and shops are scattered throughout the city, notably in destinations in downtown, Uptown, Bishop Arts District, Deep Ellum, Greenville Avenue, Knox-Henderson and Lakewood.



Lakewood



Courtesy of The Galleria Dallas

Galleria Dallas

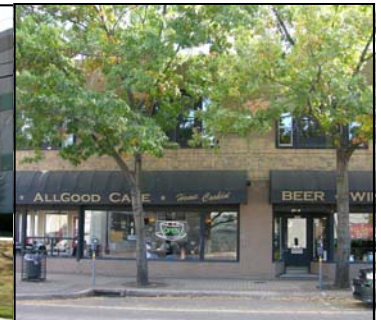


Courtesy of Mike Hemme, Colgan Associates

Dallas Farmers Market



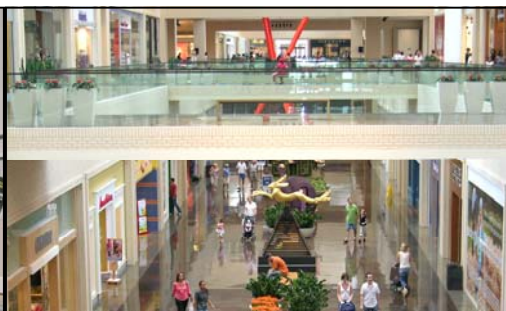
Asian Trade District



Deep Ellum



West Village



NorthPark Center



Bishop Arts District



Knox-Henderson

Dallas is home to recognized hospitals that are consistently ranked top in the nation. The city has many clinics, doctor's offices and diagnostic services offering comprehensive care and treatment. With over 5,400 direct care physicians, over 20,000 registered nurses, and over 1,400 dentists in Dallas County, quality health care is easily available.

Source: Texas Department of State Health Services, County Supply and Distribution Tables, September 2010.

Major City of Dallas Hospitals

	Staffed/ Licensed Beds	Doctors
Baylor University Medical Center at Dallas	1,025	1,225
Parkland Health and Hospital System	968	1,577
Texas Health Presbyterian Hospital Dallas	866	831
Medical City Dallas	645	1,152
Methodist Dallas Medical Center	515	269
Children's Medical Center Dallas	546	854
University of Texas Southwestern Medical Center (UTSWMC)	434	1,308
Methodist Charlton Medical Center	309	241
VA North Texas Health Care System	N/A	426

Source: Dallas Business Journal Book of Lists, 2011.

U.S. News & World Report 2011 hospital rankings:

- Children's Medical Center Dallas is 3rd in pediatric orthopedics, 9th in pediatric nephrology, 10th in pediatric urology 14th in pediatric cancer, 15th in pediatric diabetes & endocrinology and nationally ranked in the top 35 in five other categories
- UTSWMC is ranked in the top 45 nationally in six categories of care
- Baylor University Medical Center at Dallas is ranked in the top 50 in four categories
- Parkland Memorial Hospital is ranked 21st in gynecology and 32nd in orthopedics

Dallas Health Care Excellence

There are **three Active Nobel Laureates** on faculty at UTSWMC.

Level I trauma centers at Parkland Memorial Hospital and Baylor University Medical Center.

Children's Medical Center Dallas is the **only Level I pediatric trauma center** in Dallas-Fort Worth.

There are **three schools of higher education in health sciences** located in Dallas-Fort Worth.

Primary and Secondary Education in Dallas

In 2010-11 there were 133 state-designated exemplary and recognized public school campuses in the city. Of the five largest districts that serve the City of Dallas, Dallas Independent School District (ISD) had 78, Richardson ISD 33, Duncanville ISD 8, Plano ISD 5, Carrollton-Farmers Branch ISD 5, and Mesquite ISD 4 exemplary or recognized schools that Dallas students attend.

DISD has the top two public high schools in the nation in 2011, according to *Newsweek*. The School for the Talented & Gifted was named #1 and the School of Science and Engineering was ranked #2. Eight DISD high schools, two in Plano ISD, and one in Carrollton-Farmers Branch ISD rank in the top 500 nationally.

Forty-two state-registered charter school campuses are operating within the City of Dallas for the 2011-2012 school year in grade range of Pre-Kindergarten to 12th, including 31 offering grades K-5, 25 with grades 6-8, and 17 high schools.

Dallas is home to eighty private schools holding classes in a range of Pre-Kindergarten to 12th grade. Among the specialties of the city's private schools, twenty-nine are Christian (seventeen Catholic), nine are for special needs, eight are Montessori, and five are Jewish.

The growing diversity of the Metroplex is reflected in the variety of international schools that call Dallas home. Classes are available in twenty-one international schools in languages ranging from French to Arabic, Hungarian to Japanese.



St. Phillip's School, South Dallas



Booker T Washington High School for the Performing Arts, Downtown



North Dallas High School, Uptown

School District	Enrollment
Dallas ISD	156,728
Plano ISD	54,683
Mesquite ISD	37,175
Richardson ISD	34,736
Carrollton-Farmers Branch ISD	25,819
Duncanville ISD	12,882
Total	322,023

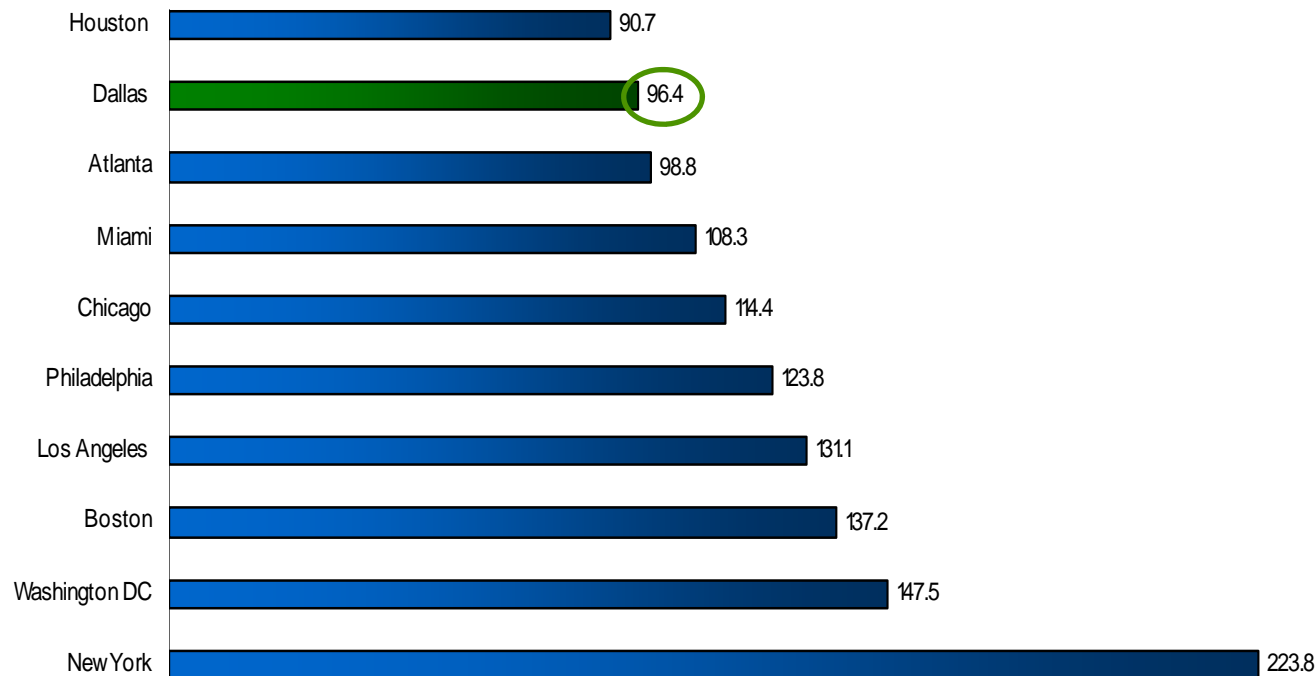
Source: Texas Education Agency

The ACCRA Cost of Living index consistently reports that it is less expensive to live in Dallas than the rest of the U.S. Dallas' total cost of living is 3.6% lower than the U.S. average

Dallas' Comparative Advantage:

- No personal or corporate income tax
Texas is 13th among states in total state tax burden (Source: Tax Foundation, 2011)
- Median home sales price —
DFW \$151,800 — 5th lowest price of top 20 U.S. metro areas (3Q 2011)
U.S. average \$169,500 (National Association of Realtors)

Combined Cost of Living: Ten Largest Cities Areas 3Q 2011



City of Dallas Cost of Living

Item	U.S Average=100
Total	95.8
Grocery	102.5
Housing	73.9
Utilities	107.4
Transportation	106.5
Health	104.0
Miscellaneous	104.7

Source: C2ER 2011, Second Quarter.

State Tax Per Capita in 2010

U.S	\$ 2,282
Texas	\$ 1,567

Source: U.S. Census Bureau, State Government Tax Collections Report.