



# Economic Outlook

Executive Summary 2012

## EXECUTIVE SUMMARY

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Northwest Houston works! Three short words convey the story. There is a reason why the largest publicly traded petroleum and petrochemical enterprise in the world is consolidating many of their offices into a new campus under construction in this market area. Continued strong oil prices, technological improvements in drilling and strong demand from emerging markets for the products manufactured here is good news for the economy. Population growth is greater than the national average in part because Houston is among the nation's brightest economic stars. The Houston area is adding more jobs than any of the top 20 metropolitan areas in the country. The *Greater Houston Partnership* predicts that the Houston area will have created 80,300 jobs this year, a year over year gain of 3.1%. And next year's job growth is expected to be even better.

Within the greater Houston MSA, the Service Area (as hereinafter defined) presents an even more compelling story: compared to the Houston MSA, the 15-zip Service Area exhibits higher per capita income, lower unemployment rate, a younger better-educated workforce, a higher degree of owner-occupied housing, and higher median value of occupied housing units. It includes academically strong school districts, a strong and vibrant health care sector, a diverse range of housing options, and immediate availability of all types of commercial real estate at attractive prices.

Based on the data provided, the Service Area reflects the following characteristics:

	EDI Service Area	Houston MSA
Average Annual Population Growth	4.0%	2.6%
2011 Per Capital Income	\$27,977	\$25,974
2011 Median Household Income	\$60,880	\$52,849
2011 Average Household Income	\$81,206	\$73,288
2010 Owner Occupancy	58.2%	56.1%
2010 Vacancy Rate	9.1%	10.2%
2010 Unemployment Rate	8%	10%
Some College or More	62.9%	54.9%

Aside from these easily quantifiable measures, the Service Area additionally offers many "Quality of Life" measures including museums, arts and cultural activities, ample green space, numerous varied health and wellness centers and good transportation corridors.

## VISION

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Northwest Harris County has always been characterized as an energetic community of engaged, ambitious citizens and stakeholders with true pioneering spirit who seek creative, grass roots solutions to accomplish their goals. In keeping with this pioneer spirit, the vision for northwest Harris County through 2015 is ambitious, lofty and yet attainable. This vision focuses primarily on the business community as the primary drivers of economic growth and vitality although the total community is certainly impacted in a positive way.

The vision for northwest Harris County is simply this:

Northwest Harris County is an energetic, innovative and vibrant value-oriented area selected as the "community of first choice" by entrepreneurs and established business owners alike. It is a high quality, aesthetically pleasing destination for businesses and families that continues to draw increased attention from business owners seeking to expand existing facilities or relocate to the area. Northwest Harris County possesses a unique synergy of attractive amenities that work together to produce an ideal environment for a productive, gratifying quality lifestyle. These amenities include academically strong public and private schools, colleges and universities, government entities, thriving and successful businesses, churches, civic groups and associations, parks, green spaces, waterways and diverse and affordable real estate assets.

## MISSION

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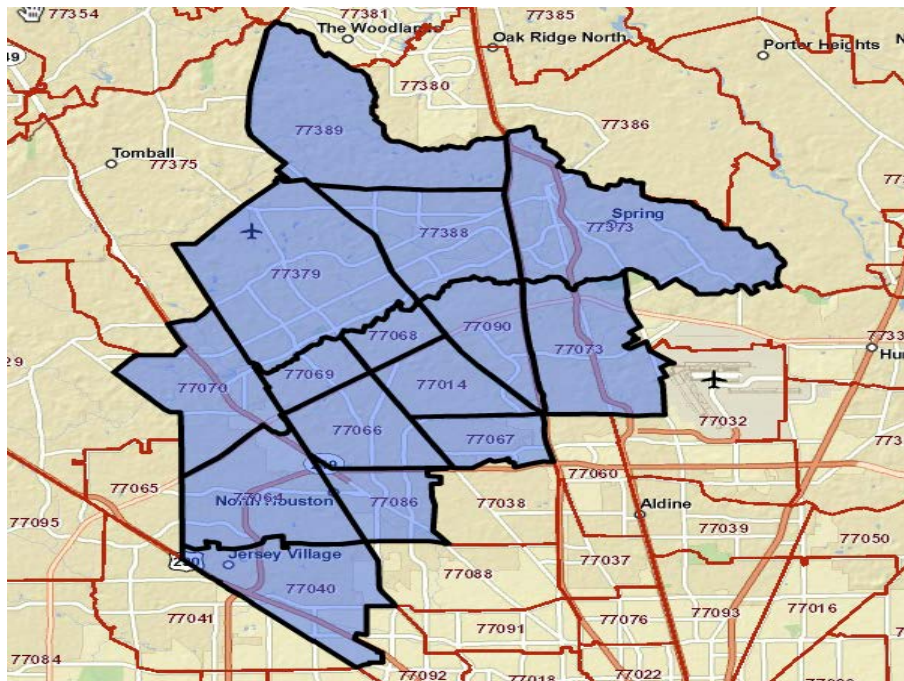
The mission of the EDISP is to implement a long-term process driven by clearly defined and consistently applied strategies that will promote economic development in our market area. The economic development process will create wealth through the mobilization of human, financial, capital, physical and natural resources to generate marketable goods and services. Additionally, the process will provide for the retention and expansion of job opportunities and the tax base for the benefit of the community. The focus and goal is to:

- Promote the region to be the first considered by business owners with regard to expansion or relocation
- Capitalize on strengths and lead the region toward even greater recognition
- Implement the Plan with the right combination of imagination and common sense infused with a “can do” attitude and culture of excellence in all we do.

## ECONOMIC DEVELOPMENT INITIATIVE SERVICE AREA

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It is recognized that local economies are not isolated systems and that a regional focus must be maintained. For purposes of this analysis, a 15-zip code area will be the primary focus. This area will be referenced as the “Service Area” and includes the following zip codes: 77014, 77040, 77064, 77066, 77067, 77068, 77069, 77070, 77073, 77086, 77090, 77373, 77379, 77388, and 77389. It is recognized that Jersey Village and the City of Houston are municipalities within this 15-zip area and they have their own economic development efforts. They have been included here merely for analysis purposes and to keep all 15 zip codes intact.



## DEMOGRAPHIC SUMMARY

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The 15-Zip Service Area boasts many valuable qualities. Based on the data, the EDI Service Area has the following characteristics:

- **Healthy population growth**

	EDI Service Area	Houston MSA
2000 Total Population	385,163	4,715,407
2010 Total Population	538,378	5,946,800
% Change	39.7%	26.1%

- **Young workforce**

	EDI Service Area	Houston MSA
2000 Median Age	32	32
2010 Median Age	32	33

- **Higher per capita income compared to the Houston MSA**

	EDI Service Area	Houston MSA
2000 Per Capita Income (PCI)	\$ 24,870	\$ 21,657
2010 Per Capita Income (PCI)	\$ 27,977	\$ 25,974

- **Higher ratio of owner-occupied housing units compared to the Houston MSA**

	EDI Service Area	Houston MSA
2010 Total Housing Units (HU)	203,505	2,308,205
2010 Owner Occupied Housing Units	118,024	1,294,913
2010 % Total HU Owner Occupied	58%	56%

- **Lower vacancy rate in housing compared to the Houston MSA**

	EDI Service Area	Houston MSA
2010 Total Housing Units (HU)	203,505	2,308,205
2010 Vacant Housing Units	18,481	235,580
2010 % Vacant of Total HU	9%	10%

- **Higher median value of owner-occupied housing compared to the Houston MSA**

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	EDI Service Area	Houston MSA
2010 Median Value Owner Housing Units	\$ 131,876	\$ 121,470
EDI Service Area 8.6% higher		

- **Higher overall education attainment compared to the Houston MSA**

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	EDI Service Area	Houston MSA
2010 Total Population 25+	328,891	3,772,362
Less than 9th Grade	18,610	381,954
Some HS	23,274	368,647
HS Grad	80,288	951,627
Some College	76,797	773,399
Associate's Degree	25,281	238,155
Bachelor's Degree	75,001	709,146
Graduate Degree	29,640	349,434
% of Age 25+ Population With Some College	62.8%	54.8%

- **Greater percentage of college graduates compared to the Houston MSA**

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**2010 Education (age 25+)** Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010.

2010 Total Population 25 and older	328,891		3,772,362	
Less than 9th Grade	18,610	6%	381,954	10%
Some HS	23,274	7%	368,647	10%
HS Grad	80,288	24%	951,627	25%
Some College	76,797	23%	773,399	21%
Associate's Degree	25,281	8%	238,155	6%
Bachelor's Degree	75,001	23%	709,146	19%
Graduate Degree	29,640	9%	349,434	9%

- **Lower unemployment rate compared to the Houston MSA**

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	EDI Service Area	Houston MSA
2010 Unemployed Population 16+	20,808	268,112
2010 Unemployment Rate 16+	8%	10%

## SUMMARY

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Northwest Harris County is a unique community possessing many amenities that enhance its appeal to businesses and families alike. Results, as measured by virtually every category of demographics, are exceptional. The 15-zip Service Area leads the Houston MSA, which in turn leads the Texas economy, which in turn leads the U.S economy as a whole. Numerous characteristics have generated this favorable economic growth: (i) abundant real estate inventory at attractive prices, (ii) a favorable regulatory environment, (iii) modest tax rates, (iv) a below average cost of living index, and (v) good transportation corridors.