



Economic Development 817.743.4020
www.KellerEconomicDevelopment.com



Location

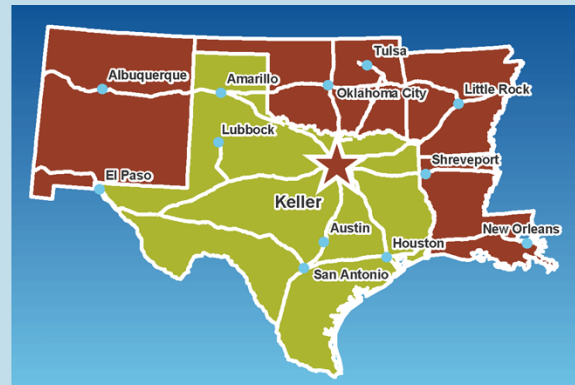
Approximately 19 square miles mid-way between Dallas/Fort Worth International and Alliance Airports.

15 miles northeast of downtown Fort Worth

25 miles northwest of downtown Dallas

9 miles west of Dallas/Fort Worth International Airport

4 miles southeast of Alliance Airport



Population and Demographics

Year	City Population*	County Population*
2010	40,474	1,829,400
Daytime Population of over 35,000 in a 5 mile radius of Town Center		
Median Age is 33.7; 89% White, 3% Black, 3% Asian, 5% Other		
City Population Growth (1990—2000)		99.9%
City Population Growth (2000—2010)		48.0%
Projected Population Growth (2010—2020)		11.3%
Named 2nd fastest growing City in US by Bloomberg in May 2011		

Income and Housing

Total Number of Households	13,191
Average Household Income <i>US average is \$67,529</i>	\$124,694
Average Home Value	\$273,270
Residential Building Permit Increase-2010	25%
Residential Permit Value Increase-2010	29%

Commercial Development

73 new businesses opened in 2010, including Toni & Guy Hair Academy and Liberty Mutual's Regional Office.

Between 2005 and 2010 there were over 2,587,887 total square feet and \$164,364,802 in commercial value development.

Economic Development Incentives: Competitive and aggressive incentives packages for quality commercial developments

Labor and Education

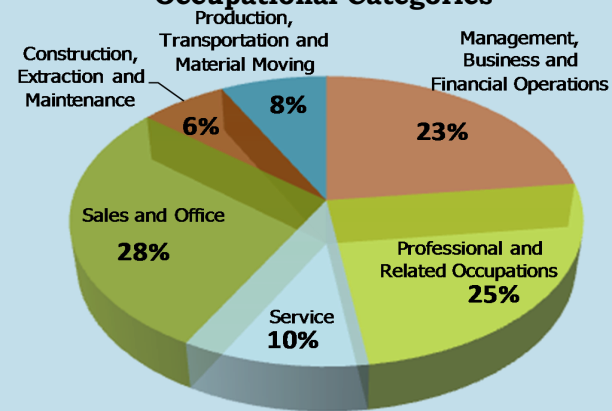
34% of residents have earned Bachelor's Degrees *(age 25 and over)*

9% of residents have earned Master's Degrees *(age 25 and over)*

Award-winning Keller Independent School District is one of the fastest growing school districts in Texas.

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

Occupational Categories

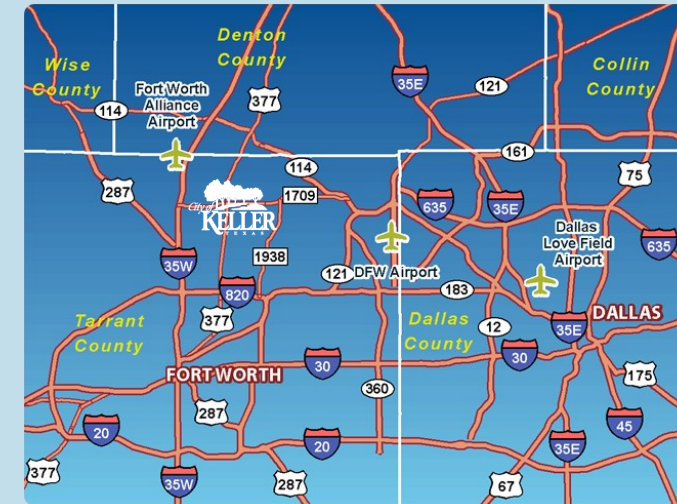


Tax Information

City of Keller Property Tax Rate is \$.442190 per \$100 taxable value

Total Effective Property Tax Rate is \$2.55807 per \$100 taxable value

Sales Tax Rate is 8.25%, State is 6.25%, Local 2.0%



2010 Traffic Count Map

Recreation

Sky Creek Golf Club is an 18-hole, private golf course with a full service clubhouse.

There are 336 acres of parkland at eleven parks and 16.58 miles of hike and bike trails.

The Keller Pointe is the city's recreation center featuring fitness, massage and indoor/outdoor pools with water park facilities.

Keller Sports Park has lighted baseball fields, volleyball courts, multi-use fields, soccer goals, and a one-mile trail.

Transportation

Centrally Located, with 6 lane divided arterials:
US Hwy 377 (North-South) and FM 1709 (East-West)

4 Routes to	I-35 W	3 miles West
3 Routes to	Loop 820	4 miles South
2 Routes to	Hwy 114	2 miles North
135	Minute flight to Chicago from DFW	
195	Minute flight to Los Angeles from DFW	
210	Minute flight to New York from DFW	

Regional Assets

Advanced Education

- Southern Methodist University
- Texas Christian University
- University of Dallas
- University of Texas at Dallas
- University of North Texas
- University of Texas at Arlington
- Texas Woman's University
- Tarrant County College
- Dallas County Community College District
- Collin County Community College

Healthcare

Ten hospitals are located within a 30 mile radius including Baylor Regional Medical. In Fall 2011, a new full-service Texas Health Resources Hospital is opening less than 3 miles away in Alliance.

Professional Sports

Dallas/Fort Worth is home to the Dallas Cowboys, Texas Rangers, Dallas Mavericks, Dallas Stars, and several semi-professional teams, as well as Lone Star Park Horseracing and the Texas Motor Speedway.

2011: Sources: Claritas 2011 • CoStar Group • City of Keller Community Development • Tarrant County Appraisal District