



## Location, Location, Location

Waco, the seat of McLennan County, Texas, is located 90 miles south of Dallas/Fort Worth, 90 miles north of Austin and 180 miles northwest of Houston. The Waco Metropolitan Statistical Area (MSA) covers 1,000 square miles, with the Waco corporate limits encompassing 105 square miles, including 12 square miles of water.

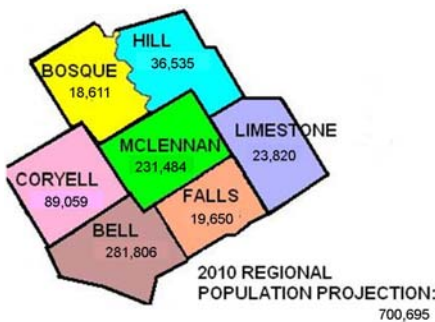
## Climate

Waco has a sub-tropical climate, with an average annual temperature of 67.2 degrees. The average minimum temperature for December is 38.3 degrees and the average maximum for July is 97.0 degrees. The average annual

rainfall is 33.33 inches and the growing season is 253 days. Elevation is 427 feet above sea level. McLennan County lies partially on the Grand Prairie and Blackland Prairie. Soil composition varies from shallow, stony terrain in the west to rich black, clay, and sandy loam in eastern McLennan County.

## Population<sup>1</sup>

CENSUS	2008 (EST.)	2000	1990	1980
Waco MSA	228,123	213,517	189,123	170,755
City of Waco	122,222	113,726	103,590	101,261
Bellmead	9,554	9,214	8,323	7,828
Hewitt	13,473	11,085	8,869	5,418
Lacy-Lakeview	5,854	5,764	5,310	4,765
McGregor	4,872	4,723	4,204	4,262
Robinson	10,048	7,845	6,947	6,034
Woodway	8,772	8,733	7,957	7,191
Regional <sup>2</sup>	670,118	662,495	565,277	497,260
Texas	23,904,380	20,851,820	16,986,510	14,167,914



## Race & Hispanic Origin, 2008

White – 82.1%  
 Hispanic or Latino Origin – 17.9%  
 Black or African American – 15.2%  
 Asian – 1.1%  
 Two or More Races – 1.8%  
 American Indian & Alaska Native – 0.5%

## Population by Age, 2008

0-4	7.3%
5-14	14.2%
15-19	8.0%
20-44	35.7%
45-64	22.5%
65+	12.5%

## DISTANCE TO SELECTED CITIES

CITY	MILES	(APPROX. HRS)
		DRIVING TIME
ALBUQUERQUE	710	11.0
ATLANTA	866	13.75
CHICAGO	1062	16.75
CINCINNATI	1028	16.5
DALLAS	95	1.5
EL PASO	676	10.5
HOUSTON	185	3.75
KANSAS CITY, MO	636	10.0
LAS VEGAS	1280	19.5
LOS ANGELES	1487	22.25
MEMPHIS	546	8.75
MIAMI	1368	22.5
NASHVILLE	758	12.0
NEW YORK	1642	26.0
OKLAHOMA CITY	288	4.75
PHOENIX	1116	16.75
SAN ANTONIO	182	3.0
SAN FRANCISCO	1794	27.5
SEATTLE	2187	33.0
WASHINGTON, DC	1428	22.75

## Population within 100-500 miles<sup>3</sup>



Distance:	Population:
100 miles	8,337,522
200 miles	20,266,465
300 miles	25,814,771
400 miles	32,469,228
500 miles	40,904,493

<sup>1</sup> U.S. Census Bureau 2008

<sup>2</sup> Region is 7 counties including: Bell, Bosque, Coryell, Falls, Hill, Limestone, McLennan

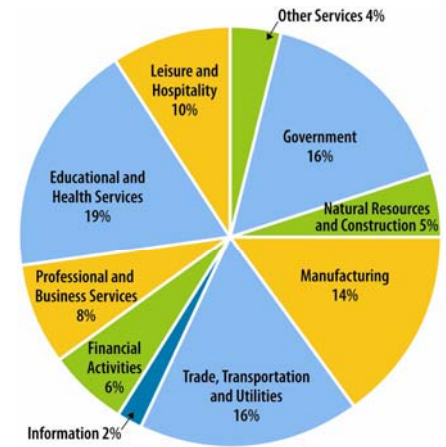
<sup>3</sup> U.S. Census Bureau 2007 figures

## Business Advantage

The Waco MSA is comprised of more than 9,200 businesses.

### McLennan County Major Employers

Providence Health Center	2434	Veteran's Administration Medical Ctr	735
Baylor University	2360	TYC-McLennan Co. Juvenile Correctional	721
Waco ISD	2350	Cargill Foods, Inc.	694
City of Waco	1729	Texas State Technical College	684
Hillcrest Health System	1700	McLennan Community College	677
L-3 Integrated Systems	1619	Pilgrim's Pride	645
H.E.B. Stores (All Stores)	1350	Mars Snackfoods	580
Wal-Mart (All Stores)	1290	Allergan	486
Sanderson Farms	1170	Veterans Affairs Regional Office	479
Midway ISD	955	Connally ISD	476
McLennan County	850	American Income Life Insurance	470
Examination Management Services, Inc.	750	Army & Air Force Exchange Service	450



Source: Texas Workforce Commission - Labor Market Information

### Wage Information<sup>4</sup>

Accountant/Auditor	\$25.86/hr	Shipping & Receiving Clerk	\$12.39/hr
Computer Programmer	\$21.46/hr	Secretaries	\$11.23/hr
Janitor	\$8.41/hr	Computer Operator	\$13.94/hr
Telemarketing	\$9.07/hr	Data Entry Keyers	\$9.49/hr
Electricians	\$17.48/hr	General Office Clerks	\$10.51/hr
Construction Laborer	\$9.14/hr	General Maintenance	\$12.51/hr
Sheet Metal Worker	\$14.48/hr	Machinery Maintenance	\$13.37/hr
Truck Drivers, Light	\$12.28/hr	Team Assembler	\$11.03/hr
Industrial Truck & Tractor Operators	\$11.05/hr	Machinists	\$13.18/hr
Packers & Packagers, Hand	\$8.61/hr	Welders, Cutters, etc.	\$13.65/hr
Customer Service Representative	\$12.71/hr	Sewing Machine Operator	\$9.25/hr

## Workforce

Waco MSA			
	Labor Force	Employment	Unemployment Rate
2008 (Dec)	114,975	109,405	4.8%
2007	112,867	108,094	4.2%
2006	112,117	106,732	4.8%
2005	112,730	107,076	5.0%
2004	110,752	104,797	5.4%
2003	109,045	102,440	6.1%
Region			
	Labor Force	Employment	Unemployment Rate
2008 (Dec)	301,758	285,506	5.4%
2007	294,897	281,595	4.5%
2006	296,649	281,336	5.4%
2005	296,979	281,585	5.5%
2004	291,131	275,029	5.9%
2003	285,932	267,693	6.7%
Texas			
	Labor Force	Employment	Unemployment Rate
2008 (Dec)	11,833,270	11,162,680	5.7%
2007	11,492,422	10,992,828	4.3%
2006	11,487,496	10,921,673	4.9%
2005	11,282,845	10,677,171	5.4%
2004	11,127,293	10,456,224	6.0%
2003	10,999,132	10,260,318	6.7%

Regional Counties: Bell, Bosque, Coryell, Falls, Hill, Limestone, McLennan; Source: [Texas Workforce Commission Labor Market Information](#)

**Heart of Texas Region:** Active Job Seekers (monthly avg July-Dec 2007): 4171

## Higher Education and Training

Waco has three institutions of higher education.

- Baylor University**, which was chartered by the Republic of Texas in 1845, is the largest Baptist institution in the world. A private university with fall 2007 enrollment of 14,004 students, Baylor offers 146 baccalaureate programs, 73 master's degree programs and 22 doctoral programs and 4 new professional programs.
- McLennan Community College** offers academic programs to more than 8,600 students. MCC is a public, two-year community college offering one- and two-year associate degrees and a variety of courses for transfer to a four-year institution. It also provides a wide range of workforce development training and continuing education courses. In addition, the school has partnerships with four-year state universities that offer bachelor's and graduate degree programs on campus through the University Center at MCC.
- At Texas State Technical College**, over 4,400 students are training in programs ranging in length from one to two years. There are over 100 Associate of Applied Science degrees or Certificate of Completion options available. TSTC was # 1 in 2007 for conferred engineering/technology degrees among community colleges. In addition, the TSTC Corporate College, located on the Waco Campus, provides a direct link between students and industry through its custom-tailored training solutions to meet or exceed the needs of industry.

<sup>4</sup> Greater Waco Chamber of Commerce – Local Wage and Fringe Benefits Survey, conducted July 2005. Wages represent the weighted average of participant companies.

## Transportation

- Railroads:** Union Pacific, Burlington Northern/Santa Fe, Amtrak  
**Buses:** Waco Transit System, Greyhound Bus Lines (24 daily), The Waco Eagle/The Streak shuttle service to DFW  
**Highways:** IH-35, U.S. Hwy. 77, U.S. Hwy. 84, TX St. Hwy. 6, TX St. Hwy. 31, TX St. Hwy. 164, TX 317  
**Motor Freight:** More than 30 common motor carriers actively serve motor freight in Waco. Single carrier service is available to 32 MSAs in the southwest, with overnight radius for motor carriers of 400 miles.

### Motor Freight & Overnight Carriers

AAA Cooper Transportation	Con-Way Southern Express	Jaska Dozer Services	Re-trans
ABF Freight Systems	Crossroads Trucking	Johnson Transport	Roadway Express
Andrews Transport Inc	DoubleB Transport	Kenneth Kimball Trucking	SAIA Motor Freight
BAX Global	Fed Ex Freight	Land Air Express	Texas Transeastern Inc.
B Whitfield Co. Inc.	FFE Transportation	Mid-Way Transportation Inc	Texas Truckload
Carroll Fulmer Logistics Inc	Gilliam Trucking Inc	Mission Petroleum Carrier	UPS Freight
Central Freight Lines	Heritage Dedicated Services	Mike Muns Sand & Gravel	USF Reddaway
Central Transport International	Hillin Sand & Gravel	Mike Shaeper	Yellow Freight
Christian Transportation, Inc.	Interstate Distributor Co	Murray Freight Brokers, Inc.	
Clifford Davis Trucking	J&J Trucking	Old Dominion Freight Lines	
Coastal Transport Co	Jason Farmer Transportation	Overnite Transportation	

<u>Air Service:</u>	<u>Waco Regional:</u>	<u>TSTC/Airport:</u>	<u>McGregor Executive:</u>
Runway Length:	6,600 feet	8,600 feet	5,500 feet
Runway Surface:	Asphalt	Asphalt	Asphalt
Lighted:	Yes	Yes	Yes
Fuel:	Yes	Yes	Yes
Landing System:	Yes	Yes	Yes
F.B.O.:	Yes	Yes	Yes

- Local passenger air service provided by American Eagle and Continental Connection at Waco Regional Airport
- 2 International airports within 90 Minutes: Dallas/Fort Worth International, Austin-Bergstrom International

### Airline Passenger and Freight Traffic<sup>5</sup>

WACO REGIONAL AIRPORT; TSTC AIRPORT	# OF PASSENGERS		REVENUE FREIGHT (POUNDS)	
	IN	OUT	IN	OUT
2007	77,763	75,635	1,855	31,456
2006	74,429	76,465	2,121,415	45,600
2005	70,500	71,649	2,336,002	447,267
2004	64,565	65,204	2,286,505	912,645

### Traffic Counts<sup>6</sup>

Note: Counts represent 24 hour axle counts and do not account for vehicles with greater than two axles or variations due to time of day, day of week, or seasonality.

STREET	FROM	To	2005	2002	% CHANGE
State Highway 6	Waco Drive	Bosque Blvd.	45,560	41,240	+ 10.5
State Highway 6	Bosque Blvd.	Fish Pond Rd./Midway Park	27,790	25,310	+ 9.8
Steinbeck Bend Dr. (FM 3051)	Lake Shore Dr.	China Spring Rd. (FM 1637)	9,250	7,007	+ 32.0
Lake Shore Dr. (FM 3051)	Martin Luther King Dr.	Gholson Rd. (FM 933)	21,290	17,507	+ 21.6
Interstate Highway 35	S. University Parks Dr. (FM 434)	Martin Luther King Dr.	103,300	101,790	+ 1.5

<sup>5</sup> U.S. Bureau of Transportation Statistics

<sup>6</sup> Waco Metropolitan Planning Organization

## Housing/Cost of Living

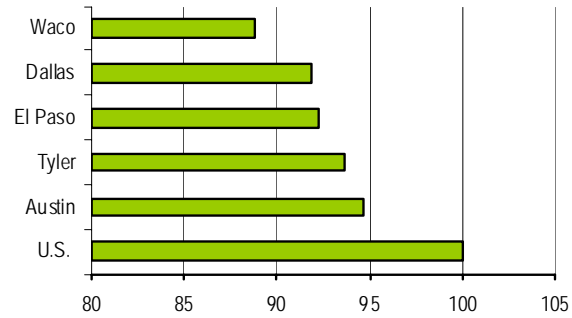
3rd Q 2008 Cost of Living Index: 91.2 Index (U.S. is 100)<sup>7</sup>

Cost of Home (New – 4 bdrm.) \$231,706  
 Monthly Apartment Rent (<10 years) \$698

### Housing<sup>8</sup>

Average Home Price (Dec 2008) \$123,900  
 Median Household Income (Dec 2008) \$108,600  
 Total Households (2008): 79,890  
 Average Household Income (2008): \$49,092  
 Median Household Income (2008): \$42,490  
 Average Household Size (2008): 2.76  
 Median Age (MSA): 32.1

Cost of Living Index for Texas Cities



## Taxation

Sales & Income	2008
Municipal Sales Tax	1.5%
State Sales Tax	6.25%
McLennan County Tax	0.5%
State Income Tax	0%
<b>Total</b>	<b>8.25%</b>

Real Property Tax (per \$100)	2008
City of Waco	0.78623
McLennan County	0.4505
McLennan Comm. College	0.151134
Waco Independent School District	1.359149
Farm to Market	0.0123
<b>Total</b>	<b>2.759313</b>

## Franchise & Special Fees (net earned surplus) 2008

Telephone (quarterly)	\$1.06 per line (residential) \$2.83 per line (non-residential) \$2.83 per line (point-to-point)
Cable Television	5% of gross receipts
Gas Energy	4% of gross receipts
Electric Energy	\$0.002709 per kWh
Commercial Solid Waste Haulers	4% of gross receipts

## City of Waco Building Permits<sup>10</sup>

Type	2008	Value	2007	Value	2006	Value	2005	Value
Single Family	386	\$55,851,808	484	\$75,555,054	488	\$80,328,135	498	\$75,799,613
2 Family/Multi Family (#permits: #dwelling units)	11: 400	\$35,441,400	15: 234	\$12,735,400	138: 217	\$15,912,194	25: 287	\$19,930,000
Commercial	36	\$135,725,502	45	\$62,747,086	39	\$192,090,441	27	\$17,726,197
Renovation – Dwelling	712	\$13,118,164	734	\$4,348,624	1629	\$11,589,907	979	\$7,219,905
Renovation – Commercial	281	\$61,423,542	305	\$94,325,498	374	\$66,737,445	265	\$32,754,394
<b>Total:</b>	<b>1426</b>	<b>\$301,560,416</b>	<b>1583</b>	<b>\$159,734,788</b>	<b>2668</b>	<b>\$366,658,122</b>	<b>1794</b>	<b>\$153,430,109</b>

## 2007 Real Property Taxable Value (McLennan County)<sup>9</sup>

Assessed Value \$12,339,712,965  
 Taxable Value (after exemptions) \$9,466,357,737

## Unemployment tax rate on new employer taxable wages

*Texas Workforce Commission:*

Approx. 2.7% up to \$9,000 per employee

## Waco MSA Retail Sales

2008 Retail Sales (2<sup>nd</sup> Q): \$782,501,860

2007 Retail Sales (1<sup>st</sup> Q): \$719,356,579

## Gross Retail Sales (Historic Trend)

2007	\$2,980,918,543
2006	\$2,818,254,064
2005	\$2,611,531,178
2004	\$2,472,619,323
2003	\$2,333,345,279

## McLennan County New Housing Starts<sup>9</sup>

2004	2005	2006	2007
1220	1224	1254	986

## Major Housing Starts by District

District	2004	2005	2006	2007
China Spring ISD	229	162	187	146
Robinson ISD	73	109	131	90
Midway ISD	420	474	481	359
Waco ISD	137	124	137	154

<sup>7</sup> ACCRA, 3rd Quarter 2008

<sup>8</sup> Waco MSA, Applied Geographic Solutions, 2007 Estimates and Texas A&M Real Estate Center

<sup>9</sup> McLennan County Appraisal District

<sup>10</sup> City of Waco

## Utilities

### Telephone Service

*Service:* Deregulated  
Local Service Providers: AT&T, Grande Communications, Time-Warner Cable  
Fiber Optics: Available  
High Capacity Digital: Available

### Electricity Service

*Service Provider:* Deregulated  
Distributor: Oncor  
McLennan County Electric Cooperative

### Natural Gas Service

Distributor: Atmos Energy

### Cable Service

*Service Provider:* Grande Communications, Time-Warner Cable, AT&T

### Water Service

*Service Provider:* City of Waco  
*Source:* Lake Waco  
*Size of Mains:* 2-42 inches  
*Pressure on Mains:* 60 psi  
*System Looped:* Yes  
*Max. System Cap.:* 130,000,000 gal./day  
*Max Daily Use:* 53,498,000 gal./day  
*Avg. Daily Use:* 29,825,000 gal./day  
*Avg. Excess Daily Cap.:* 35,573,000 gal./day  
*Total Storage Capacity:* 26,300,000,000 gal./day  
*Treated Storage Capacity:* 40,000,000 gal./day  
*Waco Water Rights:* 79,100 acre-feet annual  
*Total Storage Lake Waco\*:* 109,600 acre-feet  
\*Does not include conservation storage

### Waste Water Service:

*Service Provider:* City of Waco  
*Treatment Plant Type:* Single Stage Ammonia Activated Sludge  
*Max System Capacity:* 80,000,000 gal./day  
*Max Daily Use:* 59,000,000 gal./day  
*Avg. Daily Use:* 24,700,000 gal./day  
*Avg. Daily Excess Capacity:* 13,100,000 gal./day

## Public Sector Services

Waco MSA (McLennan County) has 19 incorporated cities, including Waco. Waco is a municipal corporation with a council/manager form of government. County law enforcement services are supplied by eight McLennan County constables and the Sheriff's Office staffed by one sheriff and 115 deputies.

## Education

Twenty school districts are located in McLennan County. More than a dozen private and parochial schools can be found in the area along with three charter schools. Collectively, the 20 public school districts currently have a student population of 41,194 and produced 2,374 graduates in 2006.

## Communications Media

One daily newspaper and 5 weekly newspapers service the community. Twelve local radio stations provide programming in English and Spanish. There are 6 local television stations within the community. National Public Radio (NPR) and public television are available and have affiliations through Baylor University.

## Recreation and Area Attractions [www.wacowedosports.com](http://www.wacowedosports.com)

Waco is within 200 miles of 3 national parks and more than 50 state parks and historic sites. There are more than 60 parks within the community, including Cameron Park, offering scenic hiking and biking trails, rock climbing and the Cameron Park Zoo. Greater Waco is home to 2 country clubs, 14 museums, 10 health centers, 9 golf courses, 3 movie theaters, 5 recreation centers, an athletic complex, numerous softball and little league fields, a water park, 36 tennis courts, more than 325 restaurants, 3,297 hotel and motel rooms, 10 bed and breakfast facilities, and Lake Waco.

## The Arts [www.wacowedoarts.com](http://www.wacowedoarts.com)

From art museums and galleries to the Waco Symphony Orchestra, Greater Waco is rich in culture. Baylor University and McLennan Community College offer numerous performances each year along with the Waco Hippodrome and Waco Civic Theatre in outdoor venues on the Brazos and Bosque rivers and in three performing arts theaters.

## Medical

Waco is served by two fully accredited and not for profit hospitals. Hillcrest Health System has 393 beds and 7 local health clinics throughout Greater Waco. Providence Health Center currently has 603 beds (214 general acute, 48 operational psychiatric, 341 long term care) and 7 clinics within its Waco network. There are more than 300 doctors in 45 areas of study within Greater Waco. Waco is home to the Veterans Administration Hospital, which has 433 beds and offers numerous medical services to veterans across the region. In addition, there are 24 assisted-living and nursing care facilities in the community.

## Worship Facilities

The religious needs of the community are served by more than 200 places of worship representing multiple faith

## Economic Development Information

### Business Parks

#### Waco:

Texas Central Park:	3,700 acres
Waco International Aviation Park:	1,053 acres
Waco Regional Airport:	200 acres

#### McGregor:

McGregor Industrial Park:	9,500 acres
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#### Hewitt:

Commerce Park:	147 acres
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#### Lorena:

Texas Corridor Industrial Park:	145 acres
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#### Robinson:

Robinson Industrial Park:	145 acres
Young Industrial Park:	40 acres

#### Bellmead:

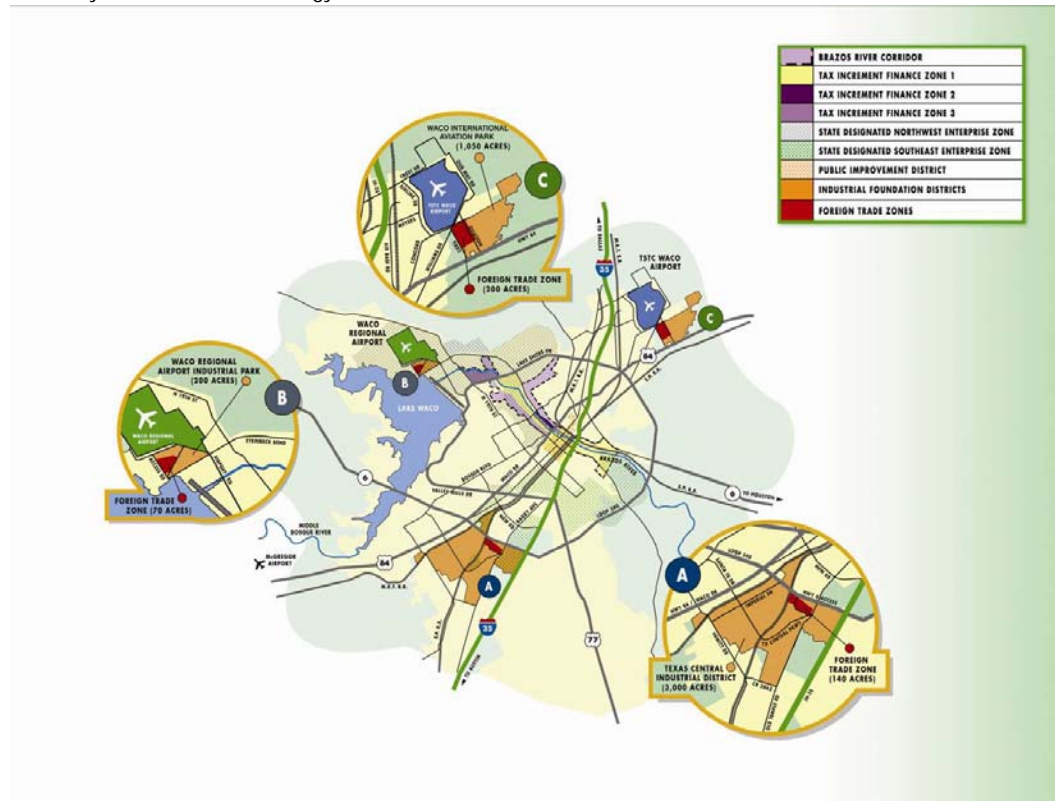
Bellmead Industrial Park	40 acres
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#### Moody:

Moody Business & Technology Plaza	87 acres
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### Incentives

City of Waco Industrial Grants & NAFTA Zones  
 Bond Financing  
 Downtown Public Improvement District  
 Emerging Technology Fund  
 Foreign Trade Zone # 246  
 Freeport Exemption  
 Tax Abatement (Sales & Property)  
 Tax Increment Financing  
 Texas Enterprise Zones  
 Waco Industrial Foundation  
 Waco-McLennan County Economic Development Corp  
 Workforce Grants



### GWCC Economic Development Staff:

[Scott Connell](#), CECD, Sr. Vice President-Strategic Development

[Sarah Roberts](#), Sr. Vice President-Economic Development

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For further information contact:  
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 (254) 752-6551  
 101 S. Third Street, Waco, TX 76701

Sources Include: City of Waco, Greater Waco Chamber of Commerce, McLennan County, Atmos Energy, Texas A&M Real Estate Center, Texas Workforce Commission, Waco Convention Center and Visitors Bureau, U.S. Census Bureau, Texas State Technical College, Baylor University, McLennan Community College, ACCRA, Bureau of Labor Statistics and Texas State Comptroller's Office. Please e-mail [acooper@wacochamber.com](mailto:acooper@wacochamber.com) with updates. Printed 2/5/2009. Updated quarterly. Further information available at [www.wacochamber.com](http://www.wacochamber.com)

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