



CITY OF DALLAS

February 2007

### Highlights

In this issue of *D Economy*, read about plans for a new mixed-use development coming to Oak Cliff (page 2) and the growing number of employed Dallas residents (page 3). Also, learn about the Office of Economic Development's updated Council District fact sheets, which present detailed demographic and economic data for each city council district (page 4).

### Inside this issue:

News Shorts	2
Dallas Employment	3
Council District Fact Sheets	4

# D Economy: A Monthly Briefing

## Business Headquarters Flourish in Dallas

A common bragging right of cities and states is their number of Fortune 500 company headquarters. Fortune 500 companies are those that rank in the top 500 in the nation by revenue, as compiled by *Fortune* magazine.

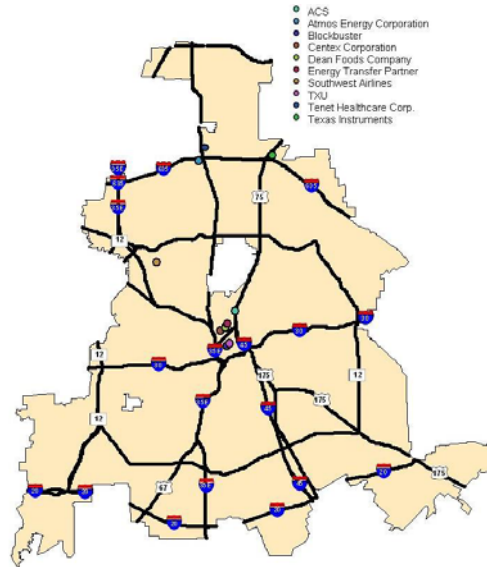
Presumably, the more big business headquarters a state or a city has, the better business climate it must have. For businesses, a better business climate translates into more qualified workers and more company profit. For cities and states, a better business climate translates into more employment, more revenue and a better quality of life for residents.

In 2006, Texas was second only to California with 102 Fortune 500 companies. Dallas has 10 companies on the list and ranks fourth in the nation (Figure 1). These are impressive numbers, but lost in the data are the numerous headquarters operations that fall outside the Fortune 500. Recent leverage buy-out trends have increased the prominence of private companies. Additionally, there are many smaller

### Council News

On January 24, City Council approved \$271,000 in public improvements for the construction of 28 town homes in the Farmers Market TIF District. The public improvements include paving, streetscape and pedestrian lighting improvements on Central Expressway, Canton Street and Pearl Street (Council District 14). The projected private investment is \$6.8 million. ●

Figure 1  
Fortune 500 Headquarters in Dallas



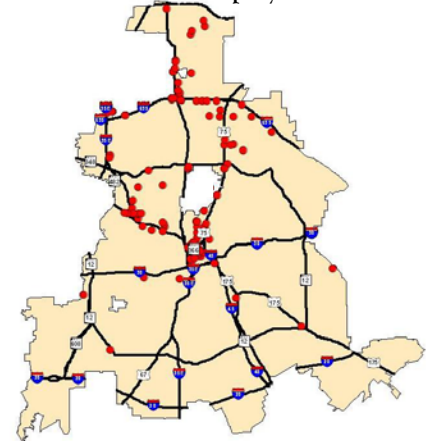
headquarters operations in Dallas. These other headquarters businesses are just as integral to Dallas' economy but don't show up on the *Fortune* list. For instance, Dallas is home to 132 businesses headquarters that each employ at least 1,000 people worldwide (Figure 2).

Dallas attracts and keeps these operations because of its plentiful and educated work force. No business can survive without a qualified labor pool from which to choose. Dallas is strong in the

professional and business services employment sector, so large businesses headquartered in Dallas have plenty of accountants, lawyers, IT professionals and financiers to support their operations. The low cost of living in Dallas makes recruitment easier for operations competing nationally for managers and professional talent.

Another important asset is the ease of air transportation in Dallas. The city's central location, mild weather and first-class airports make traveling anywhere an uncomplicated process. Added to Dallas' image as a city where business thrives, it is no wonder that large corporations feel at home here. ●

Figure 2  
City of Dallas Headquarters with 1,000 or More Employees



## Center City News

Gilley's Dallas has completed construction on a new 65,000 square foot facility that encompasses the Palladium Ballroom, Gilley's Showroom and South Side Event Center. The expansion can accommodate up to 5,000 people, and it is expected to host over 500,000 guests throughout the year. *Source: Pegasus News, January 25, 2007.*●

The 1929 U.S. Post Office building at 400 N. Ervay St. has been purchased by Todd Interests LP, who plans to redevelop the property (Council District 2). The U.S. Postal Service will retain its 25,000 square feet, and the remaining balance of the

123,602 square foot property is slated for a mixed-use plan, costing upwards of \$100 million. Plans call for retail, restaurant, entertainment and office space, as well as about 40 residential units. *Source: GlobeSt.com, February 6, 2007.*●

The architectural and design firm Corgan & Associates has completed its headquarters building in the West End (Council District 2). The new 58,000 square foot building will house 280 employees. Corgan & Associates has been located in the West End since 1986. *Source: Dallas Business Journal, February 12, 2007.*●

## Business News

The Dallas Market Center is reporting a nearly 10 percent increase in attendance in lighting buyers in January, which marked the grand opening of the 500,000-sq.-ft. Trade Mart expansion (Council District 2). The expansion doubled the space dedicated to the lighting industry. *Source: Home Accents Today, February 5, 2007.*●

*Expansion Management* magazine has named Dallas-Fort Worth one of the top 50 metropolitan statistical areas in the nation for business expansion and relocation of manufacturing plants, headquarters or back-office operations. The magazine did not rank cities within the top 50. *Source: Dallas Business Journal, February 19, 2007.*●

## Real Estate News

The under-construction Park Lane development at North Central Expressway and Park Lane has secured a lease with the restaurant Daily Grill (Council District 13). The development and the restaurant are scheduled to open in late 2008. *Source: GlobeSt.com, January 22, 2007.*●

Waldham Bros. LLP, a 54-year-old insurance brokerage firm, is moving its office from Plano to Dallas. The new leased space will be at 6200 LBJ Freeway (Council District 11). *Source: GlobeSt.com, February 6, 2007.*●

## Southern Sector News

The new Sierra Vista Shopping Center will soon have a new tenant. Cinema Latino Theaters will open its first theater in Dallas in time for the holiday season of 2007 (Council District 1). Cinema Latino Theaters caters to U.S. Hispanics, and its programming consists of first-run Hollywood films dubbed or subtitled in Spanish as well as Spanish-language Mexican and Latin American films. *Source: Boxoffice.com, January 25, 2007.*●

Developers have purchased the Colorado Place apartment complex at Colorado Boulevard and Fort Worth Avenue in Oak Cliff with plans to demolish and replace it with a mixed-use development that is likely to include retail, apartments and condos (Council District 3). The complex is on the site of the original La Reunion settlement, which was founded in 1854 by French and European immigrants as a utopian community. *Source: Dallas Morning News, January 26, 2007.*●

California-based Central Garden & Pet Co. is relocating its regional distribution center from Houston to a 480,000 square foot warehouse in Pinnacle Park in Dallas (Council District 3). The pet products supplier is making the move to save money, time and operating efficiencies by moving into a newer facility in North Texas, which will put it closer

to more customers. *Source: GlobeSt.com, January 29, 2007.*●

The unofficial number of students at the University of North Texas Dallas campus is 1,611 students, which is equivalent to 644.2 full-time students. The spring enrollment is a 15 percent increase from the year before. It is also 5 percent higher than the fall 2006 enrollment. UNT Dallas began classes in its first building on the 264-acre site at 7300 Houston School Rd. on January 16 (Council District 8). *Source: Oak Cliff Tribune, February 8, 2007.*●

Around the Clock Freightliner Group LP (ATC) plans to construct a \$15 million, 185,000-square-foot sales and service dealership at Bonnie View Rd. and I-20 in the Dallas Southport Center business park (Council District 8). It is expected to open in 2008. The new facility will employ 200 workers, primarily service technicians who will earn \$15 to \$25 an hour. *Source: Dallas Business Journal, February 16, 2007.*●

A 1980s apartment complex will be razed by its new owner, INCAP Fund, and replaced with townhomes. The 168-unit apartment complex is located on West Davis Street near Hampton Road. *Source: Dallas Morning News, February 23, 2007.*●

## Dallas Employment

This month's *D Economy* presents a summary of employment data for the year 2006 instead of the month-to-month results normally presented. This change is due to the delayed release of Bureau of Labor Statistics and Texas Workforce Commission's statistics. Monthly reporting will resume in the March issue.

The annual average unemployment rate in Dallas improved from the previous year, dropping three-tenths of a percent to 5.5 percent. This matched the metropolitan change but was less than the state and national values. (Table 1).

The average number of unemployed persons in the city decreased since 2005 by 3.7 percent while the labor force increased 1.5 percent from the previous year (Table 2). This indicates that workers coming to Dallas are finding jobs.

The chart in Figure 3 measures the difference between the city unemployment rate and the U.S. rate—a negative number means the city's rate is higher than the U.S. While there was fluctuation in the gap during 2006, the overall trend has been flat with an annual average gap of 0.85 percent.

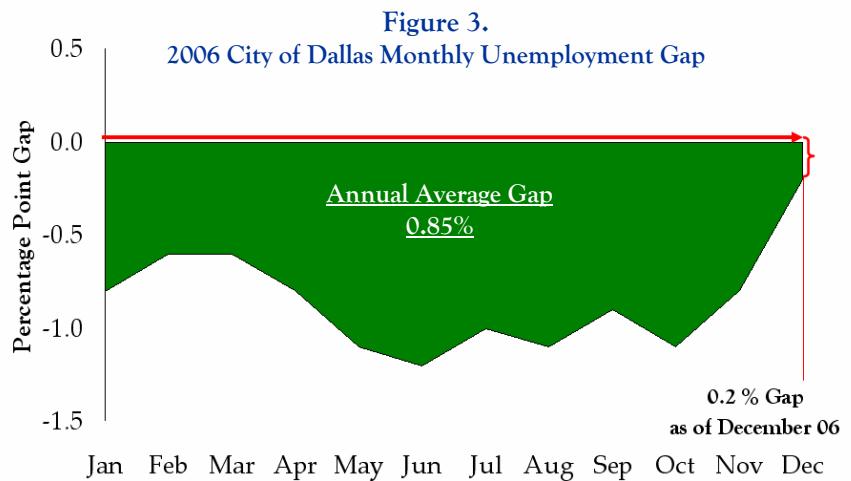
Figure 4 depicts the monthly household employment levels in 2006. Employment grew over 23,500 workers from the beginning to the end of the year, a 4.1 percent increase. This number reflects employment by Dallas residents only, wherever they may work. ●

Table 1. Annual Unemployment Rates			Table 2. City of Dallas Labor Force (Persons)			
	2006	2005	Point Change		Unem- ployed	Labor Force
City of Dallas*	5.5	5.8	-0.3	2006	33,790	618,798
DFW MSA	4.8	5.1	-0.3	2005	35,086	609,569
Texas	4.9	5.3	-0.4	Change	-1,296	9,229
U.S.	4.6	5.1	-0.5	% Change	-3.7	1.5
Largest U.S. Cities Avg.**	5.9	6.7	-0.8			

Source: Texas Workforce Commission, U.S. Bureau of Labor Statistics, Values Not Seasonally Adjusted.

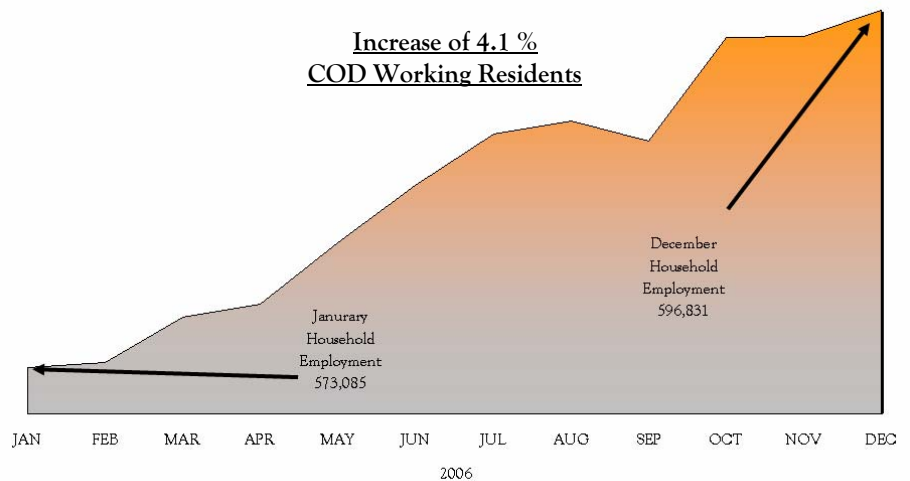
\* Previous month's values revised

\*\* Largest U.S. cities excluding Dallas are: New York, Los Angeles, Chicago, Houston, Philadelphia, San Antonio, San Diego, San Jose, and Detroit.



Source: U.S. Bureau of Labor Statistics.

**Figure 4.**  
2006 City of Dallas Employment

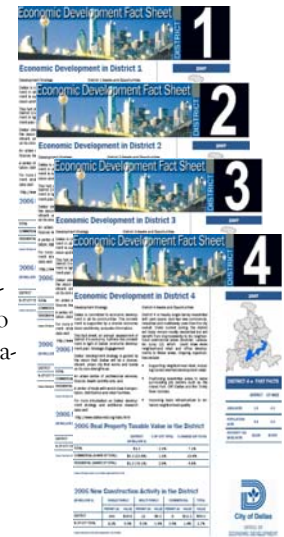


Source: City of Dallas, Office of Economic Development.

## New Updated Council District Fact Sheets Provide Localized Data and Economic Development Strategies

In the summer of 2006, the Office of Economic Development published council district fact sheets for each of the city's 14 council districts. The fact sheets have been updated for 2007 and will be updated annually each winter. These fact sheets are available online at [http://bigd-ed.org/council\\_profiles.html](http://bigd-ed.org/council_profiles.html).

The fact sheets present economic and demographic statistics about each district; a sampling is summarized in Figures 5 through 8. In some instances, the data is compared to the City average or total, or to the year before, so that they can be better put into context. Additionally, each fact sheet contains narrative text that describes the districts' assets and opportunities. The districts' attributes, such as location and demographics, are highlighted in relation to Dallas' economic development plan, *Strategic Engagement*. ●

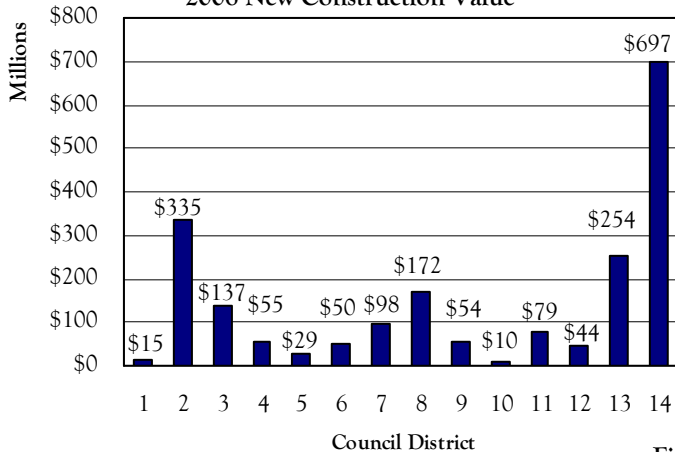


**Figure 5**  
Percentage Hispanic Population

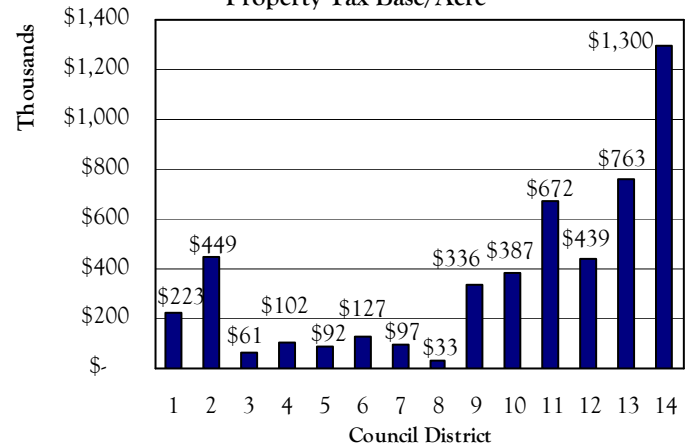
Council District	1	2	3	4	5	6	7	8	9	10	11	12	13	14
% Hispanic	84.5	70.0	49.0	37.0	39.0	79.0	38.0	30.0	34.0	23.0	36.0	13.0	32.0	30.0

*Note: Subsequent research has found a discrepancy in the City's Hispanic population data, which are provided by an outside vendor. For more information, contact OED.*

**Figure 6**  
2006 New Construction Value



**Figure 7**  
Property Tax Base/Acre



**Figure 8**  
Population and Jobs Per Acre

