

City of Converse: Economic Analysis

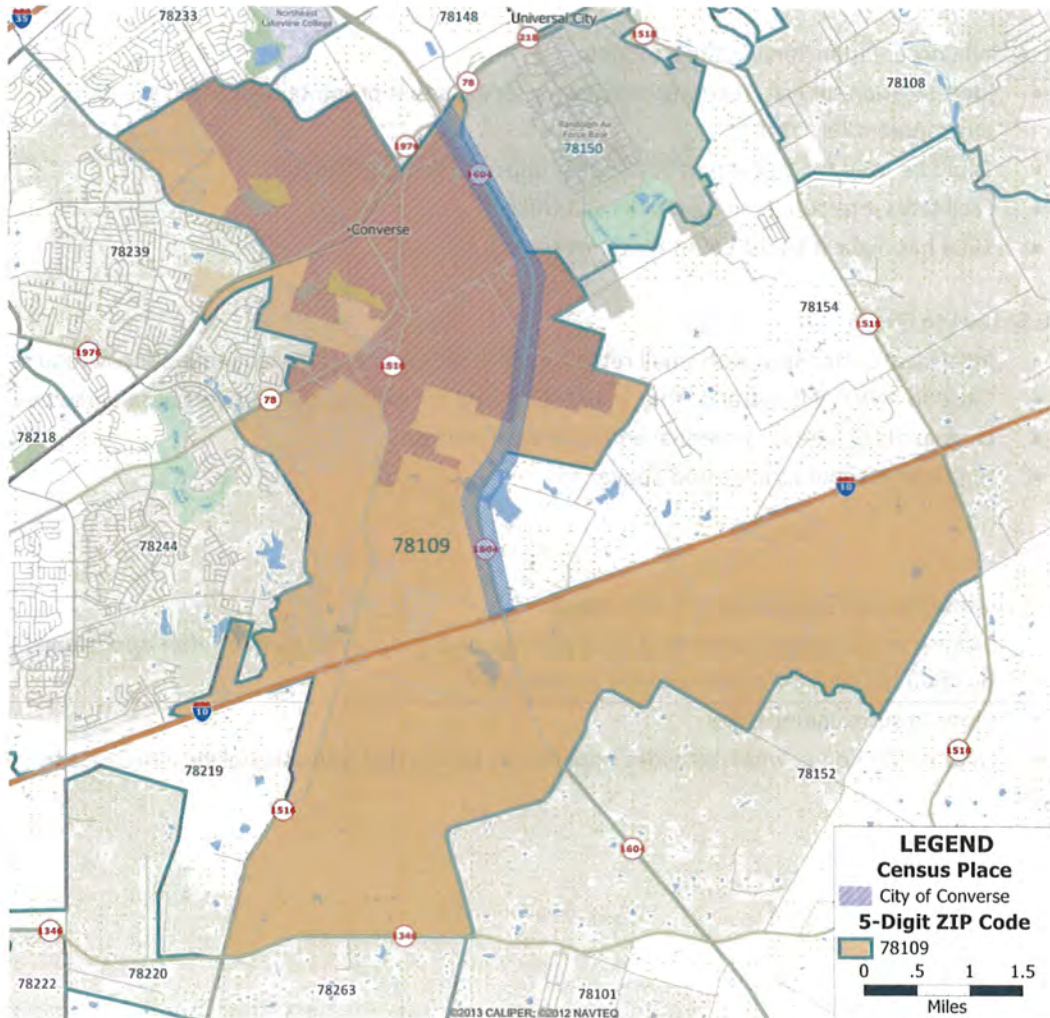
Phase II

1604 Corridor Study – How businesses operating between FM 78 and I10 on Loop 1604 affect the city of Converse.

Information on businesses operating in the corridor was obtained using Dunn & Bradstreet Business List database. Impacts were performed using IMPLAN. Due to the limitations on available data for smaller cities and towns, the zip code (78109) was selected to perform the analysis.

For 2012, the combined impacts from the 101 businesses located on the 1604 Anderson Loop Corridor:

- a. Created almost \$68 million in total economic output (or revenues) impact
- b. Supported 658 jobs in zip code 78109
- c. Paid over \$20 million in salaries and benefits paid to workers
- d. Produced almost \$38.5 million of gross regional product
- e. Added over \$934 million in State revenues
- f. Supplemented \$1 million in local government revenue



Phase III

Industry Mix Proposal

Converse Project: Development Zones

- 1) Zone 1: I-10
 - Location of transportation & warehousing and manufacturing facilities
 - Ideal highway access for distribution of goods
 - Already made up of largely light industrial services
- 2) Zone 2: Intersection of I-10 & 1604
 - Entry point into Converse from I-10
 - Higher traffic count and consequently higher market radius
 - Buildable land upon which to plant a potential retail strip similar to Forum, with entertainment anchor point and additional accommodation & food services
- 3) Zone 3: 1604 before Nature Preserve
 - Ideal location for light manufacturing facility, as it is downwind of the Nature Preserve and close enough to I-10 to facilitate distribution of goods
 - Away from current residential zones
- 4) Zone 4: Soil Conservation Service Site 6 (1604)
 - Ideal location for light recreation facility or services that promote health and the natural environment (ex. YMCA)
 - Could be used for enjoyment of all age groups, particularly children
 - Facilitates interconnection of parks and trails
 - 1604 has highest traffic count for Converse
- 5) Zone 5: 1604 to FM 78
 - Ideal location for strip with small retail, supporting services, and accommodation & food services
 - Close to new RAFB entrance that will attract need for services that support base personnel
 - Large plots of land for potential entertainment anchor
 - High traffic count as indicated above
- 6) Zone 6: Intersection of Toepperwein & Kitty Hawk
 - Existing retail, accommodation & food services, and supporting services offer opportunity to build up the area as key community anchor point
 - Close to surrounding cities
 - Near senior home, which provides opportunity for nursing trade school location close by

Baseline Assessment

Baseline Assessment: Highlights

- 19,265 residents in 2012, 73% increase since 2000 [ACS]
- One of highest percentage growth rates in population between 2000 and 2012, in regard to Texas average growth rate [U.S. Census Bureau]
- Population structure (high number of people ages 0-15 and 20-40) [U.S. Census Bureau]
- Diverse Community
- A low percentage of College Graduates (17.4% with a Bachelor's degree or higher) [ACS]
- 98% of Converse's working population commute out-of-town for work, while 1,980 people commute into Converse for work [U.S. Census Bureau, Center for Economic Studies]
- Average HH Income: \$66,337; Median HH Income: \$58,007 [ACS]

Demographic Detail Comparison Report

	Converse	Live Oak	Schertz	Universal City	Bexar	San Antonio-New Braunfels, TX Metro	Texas	Entire US
2012B Demographics:								
Employees	2,989	3,793	8,486	7,091	704,491	820,082	10,223,300	134,298,034
Establishments*	416	456	1,064	822	66,975	84,627	1,156,536	14,224,060
Total Population	19,265	13,940	33,764	19,138	1,787,979	2,235,203	26,081,206	313,859,562
Total Households	6,585	5,646	12,210	7,826	635,882	797,294	9,272,866	118,872,682
Educational Attainment:								
Total Population Age 25+	11,730	9,462	21,936	12,537	1,113,052	1,411,527	16,359,913	208,338,810
Grade K - 8	1.5%	1.1%	2.7%	2.6%	7.0%	6.9%	7.8%	4.8%
Grade 9 - 12	4.1%	4.5%	3.5%	4.7%	9.0%	8.6%	9.6%	8.3%
High School Graduate	25.0%	24.1%	22.0%	23.4%	24.8%	25.4%	25.4%	28.3%
Associates Degree	14.2%	10.2%	11.5%	11.6%	7.4%	7.4%	6.4%	7.7%
Bachelor's Degree	17.4%	20.4%	19.7%	19.7%	16.5%	16.5%	17.4%	17.8%
Graduate Degree	7.0%	6.7%	12.1%	10.5%	9.5%	9.3%	8.7%	10.5%
Some College, No Degree	29.9%	32.0%	27.8%	26.2%	24.1%	24.3%	22.8%	21.3%
Household Income:								
Average Household Income	\$66,337	\$67,293	\$84,432	\$73,065	\$69,999	\$71,599	\$72,915	\$75,373
Median Household Income	\$58,007	\$59,907	\$74,549	\$58,639	\$50,857	\$52,742	\$51,093	\$53,535
Per Capita Income	\$22,754	\$27,271	\$30,561	\$29,885	\$25,181	\$25,806	\$26,190	\$28,888

	Converse	Live Oak	Schertz	Universal City	Bexar	San Antonio-New Braunfels, TX Metro	Texas	Entire US
2000 Census Demographics:								
Total Population	11,125	9,856	19,275	13,830	1,392,917	1,711,685	20,850,474	281,302,576
Total Households	3,720	3,749	6,913	5,574	488,937	601,252	7,392,782	105,421,087
Educational Attainment:								
Total Population Age 25+	7,348	6,279	12,490	10,020	849,004	1,053,316	12,782,854	182,150,324
Grade K - 9	3.5%	2.4%	2.4%	2.9%	8.7%	8.6%	8.8%	6.1%
Grade 9 - 11, No diploma	6.7%	6.1%	6.4%	5.8%	11.8%	11.7%	12.9%	12.1%
High School Graduate	27.1%	28.6%	25.0%	23.3%	24.3%	25.5%	24.8%	28.6%
Associates Degree	10.4%	9.6%	10.5%	7.9%	6.0%	5.9%	5.2%	6.3%
Bachelor's Degree	13.3%	17.6%	18.4%	18.8%	14.3%	14.1%	15.6%	15.5%
Graduate Degree	5.5%	5.0%	8.4%	10.8%	8.3%	7.9%	7.6%	8.9%
Some College, No Degree	33.2%	29.7%	28.1%	29.8%	23.9%	23.7%	22.4%	21.1%
Household Income:								
Average Household Income	\$59,754	\$52,756	\$62,480	\$61,777	\$51,217	\$51,464	\$54,404	\$56,681
Median Household Income	\$48,058	\$49,120	\$55,534	\$50,548	\$38,444	\$39,087	\$39,928	\$42,253
Per Capita Income	\$19,982	\$20,069	\$22,408	\$24,897	\$17,978	\$18,077	\$19,290	\$21,242

Obtained from the US Census & ACS through DemographicsNow AGS database.

Industry Dominance and Potential

Dominant Industries	High-Potential Industries
Public Administration	Natural Resources
Transportation and Utilities	Information
Other Services	Manufacturing
Retail Trade	Construction
Financial Services	

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> 1. Location 2. Growing Population 3. High Resident Working-Age Population 4. Growing Economy 5. A strong Industry Mix 6. Pro-business Community 	<ul style="list-style-type: none"> 1. Lack of City Branding 2. Large Pool of Insufficiently Educated Workforce 3. A Commuter City 4. Population's Low Income Structure
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> 1. Upgrade of the Loop 1604 2. Opening of the Randolph AFB's west gate 3. Available Lands for Business Development 4. Commercial & Retail Development 5. Light Manufacturing Businesses 6. High Potential Industries 	<ul style="list-style-type: none"> 1. Competition from Neighboring Cities