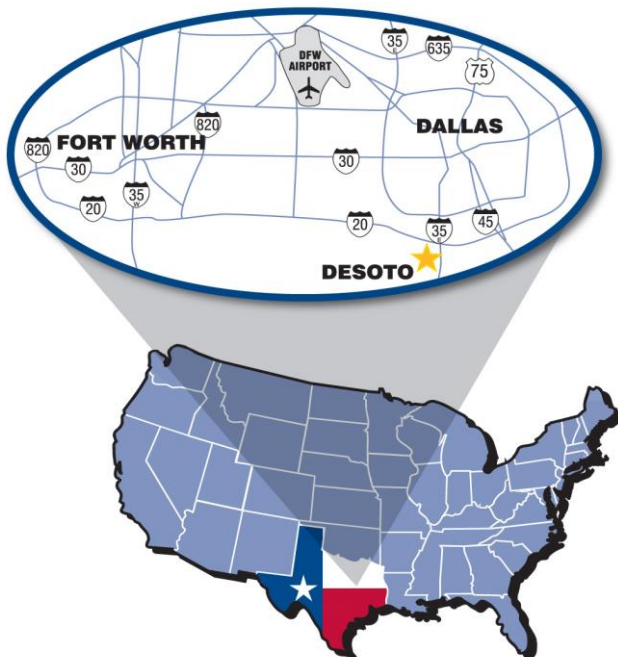


## Location

The City of DeSoto, TX, is located in the Central Time Zone in southern Dallas County. DeSoto is part of the Dallas/Fort Worth Metroplex, which consists of twelve counties and over 200 cities and towns, including Dallas and Fort Worth. The DFW Metroplex is home to over 7 million people and covers 9,286 square miles. Its economy is one of the healthiest in the country due to its central location, DFW International Airport and other transportation resources, 23 Fortune 500 company headquarters, and an extremely diversified economic base.



## Travel Times

All locations in DeSoto can be reached within 15 minutes. DeSoto is also easily accessible from all parts of the Dallas-Fort Worth Metroplex via nearby major highways.

<u>Destination</u>	<u>Miles</u>	<u>Travel Time</u>
DFW International Airport	31 miles	35 minutes
Dallas Love Field Airport	18 miles	22 minutes
Dallas Executive Airport	5 miles	8 minutes
Downtown Dallas	12 miles	15 minutes
Downtown Fort Worth	32 miles	35 minutes

## Access

### Highways

DeSoto is strategically positioned to all major highway and Interstate connections in the DFW Metroplex.

#### **East-West**

IH 20, located less than a mile north of DeSoto, provides direct access to Tyler and Shreveport, east of the Metroplex and Fort Worth to the west. IH 30, accessible via IH 20 & IH 635, provides direct access to Little Rock.

#### **North-South**

DeSoto offers 4 miles of frontage along the west side of Interstate 35E (NAFTA). IH 35E extends southward to Austin and San Antonio and northward to Oklahoma City and Kansas City. U.S. Highway 67 intersects DeSoto on the west at Wheatland Road and IH 35E to the north in Dallas. IH45, accessible via IH20 provides direct access to Houston.

### Air Service

#### **DFW International Airport**

Dallas/Fort Worth International is ranked as the fifteenth busiest airport in the world and serves more than 69 million passengers with nearly 2,000 flights per day. DFW provides nonstop service to 63 international and 190 domestic destinations. Flying times to any major North American city takes less than four hours.

#### **Dallas Love Field**

Dallas Love Field is served by three airlines (Southwest, Delta & Alaska Airlines) offering passenger service to U.S. locations.

#### **Dallas Executive Airport**

Dallas Executive Airport is a public commercial airport serving local businesses. Facilities include a 6,451 ft. concrete/asphalt runway, fixed base operations and instrument landing system.

#### **DeSoto Heliport**

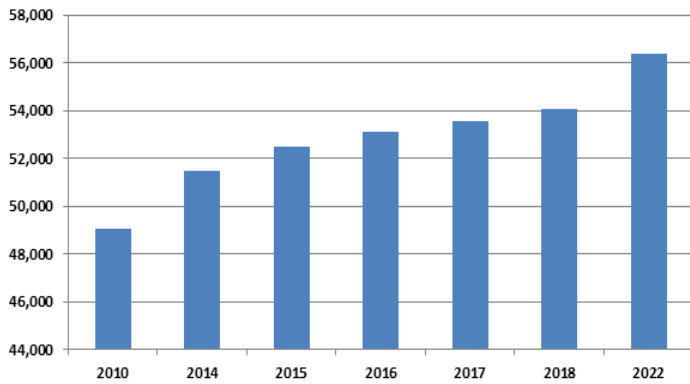
The DeSoto Heliport includes 35,000 SF of terminal/hangar space, accommodations for both large and small helicopters, Jet-A and 100LL available 24 hours at self-serve fuel island. DeSoto Heliport is 12 miles southeast of downtown Dallas and has easy access to all DFW business centers.

## DeSoto Population

Year	Population
2010	49,047
2015	52,486
2016	53,128
2017	53,568
2018	54,042
2022	56,357

Source: Texas Wide Open for Business & U.S Census Bureau

### DeSoto Population Growth

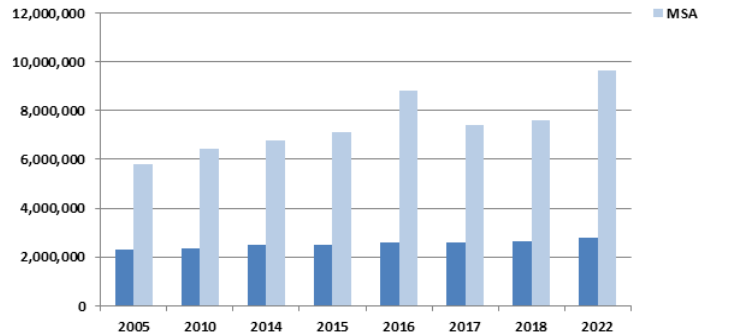


## Regional Population Growth

Year	Dallas County	DFW MSA
2005	2,330,050	5,823,043
2010	2,368,139	6,447,615
2015	2,496,364	7,135,507
2016	2,599,709	8,823,927
2017	2,636,234	7,468,846
2018	2,662,742	7,579,698
2022	2,784,288	9,639,133

Source: Dallas Convention & Visitors Bureau, TX A&M Real Estate Cente, TX Economic Develop. Corp., Texas Dept. of State Health Services, TX Wide Open for Business

### County & MSA Population Growth



## DeSoto Household Growth

### Total Households in DeSoto

Year	Households	Percentage Increase
2006	16,611	15%
2008	18,340	10%
2010	20,286	6%
2016	19,347	-
2017	19,606	1%
2018	19,939	1%

Source: US Census Bureau, North Central Texas Council of Governments USA.com, Inc Sep. 2014, Texas Wide Open for Business & Texas Economic Development Corporation

2018	Average Household Income	\$80,931
2018	Median Household Income	\$63,378
2018	Per Capita Income	\$29,170

Source: Texas Wide Open for Business, Demographics Now, Texas Economic Development Corporation, ESRI

## DeSoto Age & Education

### Age Range

Age Range	Percent of Total Population
00 to 24 years old	33.1 %
25 to 44 years old	25.8 %
45 to 54 years old	13.8 %
55 to 65+ years old	27.3 %
Total	100.00 %

Source: Demographic Now

Average Age 35.9 years

Median Age 38.0 years

Population Age 25+ High School Degree or Higher: 90.6%

Population Age 25+ Associates Degree or Higher: 40.5%

Source: Texas Wide Open for Business, U.S. Census Bureau, U.S. Bureau of Labor Statistics, & Texas Economic Development Corporation

## Property Tax Rates

2018- 19 Ad Valorem Tax Rates (Per \$100 Assessed Value)

Property in **DeSoto Independent School District**

City of DeSoto	0.7214
DeSoto ISD	1.4900
Dallas County	0.2431
Dallas Comm. College	0.1242
Parkland	0.2794
Dallas County School Equalization	0.0100
<b>Total</b>	<b>2.8681</b>

Property in **Dallas Independent School District**

City of DeSoto	0.7214
Dallas ISD	1.2821
Dallas County	0.2431
Dallas Comm. College	0.1242
Parkland	0.2794
Dallas County School Equalization	0.0100
<b>Total</b>	<b>2.6602</b>

The City of DeSoto includes property in three school districts. Only a limited area is in the Duncanville Independent School

## Sales Tax Rates

State Sales Tax	6.25 %
City of DeSoto	1.00 %
Parks	.125 %
Property Tax Relief	.50 %
Economic Development	.375 %
<b>Total</b>	<b>8.250 %</b>

*Source: Texas Comptroller of Public Accounts*

## Property Tax Exemptions

Residence homestead exemptions for 2017 are listed below. Applications for the exemptions are required to be filed in a timely manner.

	<u>City of DeSoto</u>	<u>DeSoto ISD</u>
Homestead	None	\$25,000
Over 65	\$30,000	\$25,000
Disabled Person	\$25,000	\$25,000

*Source: Dallas County Appraisal District*

## Corporate Franchise Tax

A corporate franchise tax is levied in Texas in place of a corporate income tax. The tax is levied on businesses organized in the corporate form in Texas. Corporations are taxed at the rate of the greater of \$2.50 per \$1,000 of net taxable capital or 4.5% of net taxable earned surplus.

## Income Tax

The State of Texas does not impose a personal or corporate income tax.

## Hotel/Motel Occupancy Tax

In the State of Texas, the hotel/motel occupancy tax is 6% with individual cities having the option to add up to 7% tax. The total hotel/motel tax in the City of DeSoto is 13%.

*Source: Texas Comptroller of Public Accounts*

## DeSoto Workforce

### DeSoto Civilian Labor Force Estimate

Civilian Employed	28,326
Civilian Unemployed	1,281
Unemployment Rate	4.3%

Source: Texas Workforce Commission, September 2018  
Texas Economic Development Corporation

## DFW MSA Workforce

### Dallas/FW/Arlington MSA Civilian Labor Force

Civilian Employed	3,880,958
Civilian Unemployed	130,301
Unemployment Rate	3.2%

Source: U.S. Bureau of Labor Statistics, May 2019 Texas Economic Development Corporation

## Top Employers in DeSoto

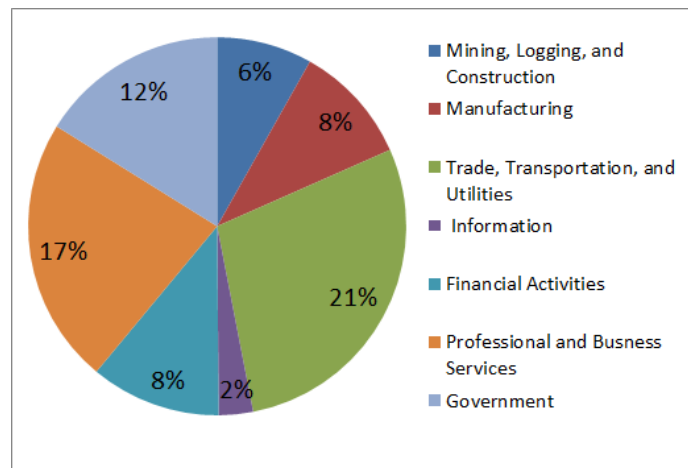
The largest employers in DeSoto include retailers, manufacturers, health care providers, and governmental organizations.

<u>Name</u>	<u>Business</u>	<u>Employment</u>
DeSoto ISD	Public Education	1,095
Kohl's e-Commerce	Distributor	800
City of DeSoto	Government	448
Solar Turbines, Inc.	Manufacturer	440
Williamsburg Village	Healthcare	350
GlasFloss Industries	Manufacturer/HQ	300
Marten Transport	Distributor/Logistics	250
Wal-Mart Distribution	Distributor	300
Hickory Trail Hospital	Healthcare	209
The Cedars	Healthcare	209
DW Distribution Inc.	Distributor	150
Cintas	Distributor	158
Vibra Hospital	Healthcare	168
Park Manor	Healthcare	125
Kroger	Grocery	112
Tom Thumb	Grocery	100

Source: DeSoto EDC, July 2019

The DFW Metroplex labor force brings diversified skills to the marketplace. 2019 non-farm employment in the DFW MSA totals 3,764,600 in various NAICS Sectors.

<u>Industry</u>	<u>Employment Estimate</u>
Natural Res., Mining & Construction	226,900
Manufacturing	283,700
Trade, Transportation & Public Utilities	793,400
Information	81,500
Financial, Insurance & RE	309,800
Professional & Business Services	634,200
-Education & Health Services	
-Leisure & Hospitality	
-Other Services	
Government	448,300
<b>Total Non-Agricultural</b>	<b>3,764,600</b>



Source: Dallas Regional Chamber/U.S. Bureau of Labor Statistics 2019

## Utilities

### Electric Power

### **Oncor Electric Delivery**

Transmission Voltage: 69 KV 138 KV 345 KV  
 Service Voltage: 120/208 120/240 240/480 277/480  
 Reliability: 99.962959

*The City of DeSoto is in an area of Texas designated by the Public Utility Commission of Texas as 'open to competition'. While Oncor Electric Delivery provides the transmission & distribution services, each customer can choose a preferred Retail Electric Provider. See [www.powertochoose.com](http://www.powertochoose.com) for more information.*

### Natural Gas

### **Atmos Energy**

Distribution: 30 in. transmission lines, 720 psi pressure  
 Distribution Pressure: 55 MAOP  
 BTU content per cubic foot: 1,050

### Water

### **City of DeSoto**

Source: Contract with Dallas Water Utilities  
 Maximum System Capacity (Daily): 21.0 M gallons  
 Maximum Use To Date (Daily): 13.0 M gallons  
 Pressure on Mains: 45-105 psi  
 Size of Mains: 6 in., 8 in., 12 in., 16 in., 24 in., 30 in.  
 Storage Capacity: 18.0 M gallons

### Sewer

### **City of DeSoto**

Source: Contract with Trinity River Authority  
 Maximum System Capacity (Daily): 24 M gallons  
 Maximum Use To Date (Daily): 10 M gallons

### Telephone

### **AT&T & others**

### Cable TV

### **AT&T U Verse and Time Warner**

### Trash Collection

### **Republic Services**

### Broadband

### **Time Warner, AT&T**

## Community Services

### Health Care

Hospitals	2	Beds	281
Psychiatric Hospitals	2	Beds	127
Nursing Homes	4	Beds	571
Senior Living Centers	5	Units	769

### Newspapers

Focus Daily News	Published twice weekly
The Dallas Morning News	Published daily

### Banks

Bank of America  
 Bank of DeSoto  
 BBVA Compass  
 Chase  
 Comerica  
 First Convenience Bank  
 Plains Capital Bank  
 Guaranty Federal  
 Wells Fargo  
 Inwood Bank  
 Texas Federal Credit Union

### Hotels/Motels

America's Best Value Inn  
 Holiday Inn Express  
 La Quinta Inn  
 Magnuson Grand Hotel  
 TownePlace Suites by Marriott  
 Days Inn & Suites  
 GLo by Best Western  
 Home 2 Suites by Hilton  
 Hampton Inn & Suites

### Freight Carriers

Over 50 motor freight carriers  
 and 5 parcel service providers

### Fire Insurance Rating

ISO Rating: 1

## City Government

Type Government:	Council/Manager Home Rule Charter
Number on City Council:	7
Police Personnel:	84
Fire Personnel:	66
Incorporated:	1949
Total City Employees:	468
Total Annual Budget:	\$86,230,146
Land Area (square miles):	22

\* FY 2019 budget revenue all Funds

## Education

### DeSoto Independent School District

With a current enrollment over 9,400 students, the DeSoto Independent School District is a small, suburban district 15 miles south of Dallas. The 23-square mile district serves students in the communities of DeSoto, Glenn Heights and Ovilla with fourteen campuses. The district enjoys community support of academics and extra-curricular activities, along with taxpayer support for upgraded facilities, technology and instructional materials.

The most recent bond was passed in 2005 for a total amount of \$115 million to build two new schools, renovate and expand the high school, upgrade several existing campuses and provide funding for technology and land purchases for future growth. Katherine Johnson Elementary school opened in 2018 having been built by the last of these funds.

The district's vision, mission, values, goals and objectives are clearly defined - all part of the Academic Excellence by Design framework focusing on student learning. The district and community have bonded to develop a system of schooling where all students are expected to graduate with character, intellectual preparedness and personal leadership as outlined in the district's Portrait of a Graduate.

To that end, all campus, department and district improvement plans provide opportunities for students to achieve. Every school provides outstanding academic instruction supported by pyramids of instructional intervention, enrichment, behavior intervention and privileges.

#### The achievements of DeSoto ISD students have been remarkable:

- The Collegiate Magnet Program and Early College High School - DeSoto High School students (starting in 8th grade) can earn a high school diploma and an associates degree simultaneously through enrollment at Cedar Valley College. The largest class to date – 80 students – received their associates degrees in 2019.
- The district's Band, Choir and ROTC programs compete nationally every year. Athletics programs are competitive annually in 6A State playoffs - including calendar year 2016 where the district won state championships in boys basketball, girls and boys track and for the first time in district history, football!
- In 2018-19, DeSoto High School Students earned 329 industry certifications.
- The Class of 2019 graduated over 770 students with a 66% FAFSA completion that earned over \$16M in scholarships and had over 1130 acceptances to 2 or 4 year colleges!

## Education

#### Facilities 2019-2020

Early Childhood	Amber Terrance Early
Elementary (K-5)	Woodridge Elementary Cockrell Hill Elementary Frank D. Moates Elementary Ruby Young Elementary The Meadows Elementary Katherine Johnson Elementary Technology Magnet Academy
Middle School (6 – 8)	DeSoto East Middle School DeSoto West Middle School Curtistene S.McCowan Middle School
High School (9 – 12)	DeSoto Freshman Campus DeSoto High School

#### Private Schools

Arbor Acre Preparatory	Cross of Christ Lutheran
Crossroads Academy	Community Christian
Ashbury Acad. Montessori	DeSoto Private School
Brook Hollow Christian	Grace Christian Academy
Calvary Christian	Park Ridge Academy
Cambridge Square Private	Southport Private School
Canterbury Episcopal	Trinity Christian School
Learning Adventure Children's Center	
Turning Point Christian Academy	

#### Charter School

Uplift Gradus Prep (K-5)
Golden Rule - DeSoto

## Infrastructure

Lane Miles of Streets	491
Miles of Alleys	96
Number of Fire Stations	3
Number of Police Stations	1
Number of Parks	21
Number of Libraries	1
Public Swimming Pools	1

*Source: City of DeSoto*

## DeSoto Incentives

Economic development incentives are used to encourage industrial and commercial retail/office business growth and development in DeSoto.

### Tax Abatement

Up to 90% Tax abatement may be available for 10 years on new real property improvements, machinery, and/or equipment for qualifying businesses. Minimum requirements are: An investment of \$1.0 million for new construction or development, or an investment of \$1.0 million for expansion of an existing facility or investment in machinery and/or equipment and at least 25 new jobs. Application for abatement is required prior to the commencement of construction or purchase of business personal property.

### Triple Freeport Equivalency

Under Section 380 of the Local Texas Government Code, the City may grant cash rebates to a business to equal up to 100% of the value of the taxed freeport inventory. Inventory must first qualify for freeport through the Dallas Central Appraisal District and the Dallas ISD.

### Infrastructure Participation

The DeSoto EDC will consider offering full or partial financial assistance to build and/or improve roads, install utilities, and upgrade infrastructure to encourage business growth and development in DeSoto.

### Sales Tax Rebates

The City of DeSoto will consider refunding a portion of the sales tax applicable to sales made by desired retail establishments in designated neighborhood empowerment zones.

### Economic Development Cash Grants

Infrastructure grants may be available to new, expanding, and relocating companies which are planning to make a new investment in DeSoto. Grants are screened by the incentive application submitted and a return on investment analysis. These grants may be used to renovate existing facilities, pay any associated construction fees, buy down the price of land, prepare the site, conduct engineering studies, or pay for any other activity necessary for a new, expanding, or relocating business.

## Contact

DeSoto Economic Development Corporation  
211 E. Pleasant Run Road  
DeSoto, TX 75115

Phone: 972-230-9611  
Fax: 972-230-9670  
Website: [www.dedc.org](http://www.dedc.org)

## DeSoto Advantages

DeSoto offers a competitive advantage for new, relocating, and expanding businesses. The combination of quality of life amenities and economic benefits produces an environment conducive to personal fulfillment and business prosperity.

### Developed Industrial Park

More than 400 acres of land are available for industrial and commercial development within the DeSoto Eagle Industrial and Business Park. Hillwood's Crossroads Trade Center in the Industrial Park offers 1.2 million square feet of build-to-suit distribution or light industrial space for lease at Centre Park Blvd and IH-35E.

### Low Cost Land Prices

Commercial and industrial sites are 'shovel-ready' for about \$1.00 - \$1.75 per sf. Retail and office sites along Interstate 35E are \$8 - \$12.00 per sf, and similar sites with frontage along major thoroughfares within the city are \$10 - \$14.00 per sf.

### Convenient Interstate and Highway Access

DeSoto has 4 miles of frontage on Interstate 35E (NAFTA) and is less than 1 mile south of Interstate 20 and 1 mile east of US Hwy 67. Texas FM 1382 (Belt Line Road) runs east & west through DeSoto, connecting U.S. Hwy 67 to IH-35E. DeSoto also has quick access to U.S. Hwy 175, IH45 and IH-30 via connections to IH-20 and IH-635. The Dallas Central Business District can be reached in 15 minutes and DFW International Airport is only 35 minutes away.

### Dynamic and Growing Local Economy

DeSoto's population - per the 2010 U.S. Census - is 49,047, a 26% growth rate since 2000, with an increase of 24% in the number of households during that same time. The number of building permits issued has steadily risen and permit valuation totalled over \$94 million for FY 2015-2016.

### Plentiful Labor Supply

The Dallas/Fort Worth Metroplex (MSA) employs a labor force of more than 3,707,500 workers. DeSoto draws from the skilled labor force, and over thirty five universities and community colleges in the Dallas/Fort Worth Metroplex.

### Aggressive and Flexible Incentives

The DeSoto Economic Development Corporation is committed to supporting new and expanding companies by creatively customizing incentive packages based on individual