

The North Texas Commission's

Fast Facts about North Texas

The North Texas Commission's

Fast Facts about North Texas

A part of
Campaign: North Texas
produced 9/93
by the

North Texas Commission
P.O. Box 610246
DFW Airport, Texas 75261
(Metro) 214/621-0400

Letter from the President

Dear Reader:

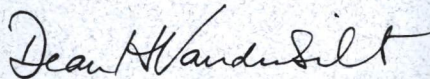
We are proud of the Dallas/Fort Worth Metroplex, our growing business base and the vast potential for future growth in this area.

This booklet is designed to describe the existing economic and cultural climate as well as the capacity of North Texas to accommodate a diversity of business activity.

We at the North Texas Commission would be pleased to answer any questions that you might have regarding this information or to provide you with any additional materials that you may require - all of which can be done confidentially.

We sincerely appreciate your interest in North Texas and look forward to assisting you in any way possible.

Sincerely,



Dean H. Vanderbilt
President

P.O. Box 610246
DFW Airport, TX 7526
1 (800) 234-5699

Table of Contents

Snapshot of the Region	1
Banking	3
Corporate Headquarters	4
Economy	6
Education	11
Favorable Government Attitude .	19
Health Care	21
High Tech/Manufacturing	27
International Business	29
Quality of Life	31
Real Estate	35
Superconducting Super Collider ..	37
Transportation Center	40

1993 Population

Ten largest Metroplex cities:

Dallas	1,013,550
Fort Worth	452,250
Arlington	271,750
Garland	184,450
Irving	160,250
Plano	149,100
Mesquite	106,400
Grand Prairie	102,250
Carrollton	86,500
Richardson	76,700

Total Metroplex: 4,168,268

D/FW Metroplex Age and Ethnic Distribution:

Age:

Less than 18 years	27.2%
18-24 years	11.0%
25-44 years	37.1%
45-59 years	13.6%
60 years and over	11.0%

Ethnicity:

White	66.4%
Black	12.6%
Hispanic	11.8%
Other	7.0%
Asian	2.2%

Significant Figures

1993 Unemployment Rate:	
Dallas Area	6.2%
Fort Worth/Arlington Area	6.7%
Personal Income Tax:	none
State Sales Tax:	6.25%
Median Existing Home Price:	
\$97,000	
Median Contract Apartment Rent:	
\$389	
Total Number of Businesses:	
99,289	
Total Civilian Labor Force (11/92):	
2,180,200	
Total Employment (11/92):	
2,025,500	
D/FW Gross Sales (1991):	
\$124 billion	
D/FW Percent of Texas Gross Sales:	
27%	

Climate

Annual Average Temperature:	
66.0° F	
Average Summer Temperature:	
86.3° F	
Average Winter Temperature:	
44.0° F	
Sunny Days	286
Freezing Days	39
Rainy Days	79
Annual Rainfall	32 inches
Annual Snowfall	3 inches

Banking

North Texas is one of the nation's largest and busiest banking centers.

- North Texas hosts the regional headquarters for the Federal Reserve Bank of Dallas and the Federal Home Loan Bank of Dallas.
- Four of the ten top U.S. holding companies (Bank of America, Bank One, Chemical/Texas Commerce Bank and NationsBank) have a major presence in the Dallas/Fort Worth market and four other interstate operators also have branches here. A number of independent banks round out the healthy D/FW banking picture.

Texas Banking

- Texas ranks fifth in the nation in terms of bank equity capital among commercial banks.
- Texas ranks twelfth in the nation for net income growth.
- Texas is rated seventh in the nation for largest number of loans and for fastest loan growth.

Corporate Headquarters

The North Texas area is a "command-and-control" center for some of the most significant corporations in the world.

- Since 1980 more than 150 companies have relocated their headquarters to the Metroplex including AMR, GTE Telephone Operations, Exxon and JCPenney.

- D/FW is home to the third largest concentration of *Fortune* 500 company headquarters with 29. They are:

American Medical Holdings

AMR

Burlington Northern

Centex

Central and South West

Dresser Industries

Dr Pepper/Seven-Up

Electronic Data Systems

Enserch

Exxon

E-Systems

FINA

Greyhound Lines

Halliburton

JCPenney

Kimberly-Clark
Mary Kay Cosmetics
 Maxus Energy
National Intergroup
 NCH Corporation
Oryx Energy
 Southland Corporation
Southwest Airlines
 Tandy Corporation
Texas Industries
 Texas Instruments
Texas Utilities
 Trinity Industries
Valhi

■ D/FW ranks fourth as the best U.S. location for business according to Baring Institutional Realty Advisors.



Economy

D/FW's economy is strong and growing because of its corporate citizens and their ability to operate profitably here.

Employment

■ Over the last decade, the D/FW economy has generated more jobs than any other major Texas city—ending the decade with half a million more jobs than in 1980.

■ The Dallas/Fort Worth area added 34,600 jobs in the year ending June 30, 1993, making the area the third fastest growing job market in the U.S.

■ North Texas will be one of the U.S.'s most rapidly expanding employment centers through the year 2000.

■ TD Industries, Southwest Airlines, Mary Kay Cosmetics, J.C. Penney Co. and Chaparral Steel of North Texas were listed as five of "the 100 best companies to work for in the United States."

■ Over the next five years, D/FW will rank as one of the top 10 metropolitan growth markets for employment and population.

■ NPA Data Services projects that Dallas will be one of the top 10 metropolitan areas for the most new job creations.

■ D/FW ranks fourth in the U.S. for non-agriculture employment growth.

■ Texas ranked third in the nation for personal income growth.

High Rankings

■ Nine D/FW companies were ranked among the nation's 500 fastest growing privately owned firms.

■ D/FW is home to the third largest concentration (29) of *Fortune 500* company headquarters in the nation.

■ Six North Texas firms made *Inc.* magazine's list of the nation's 100 fastest growing publicly held companies.

■ Twelve Dallas firms made the 1992 *Forbes* 200 best small business list.

■ Pro-Line Corporation in Dallas, Alan Young Buick-GMC Truck in Fort Worth and First Texas Bank in Dallas were cited in *Black Enterprise* magazine's list of the "Top 100 African-American-owned businesses."

Business Climate

■ For three consecutive years, Dallas/Fort Worth ranked as one of the top ten cities in America to do business.

■ D/FW ranks third in the nation as an area where business conditions are expected to most improve.

■ D/FW was ranked the number one city in America for economic and real estate growth.

■ For a firm wanting to enter a national market, transportation cost savings in the range of 35 to 45 percent would be realized in North Texas over many mid-continent and Great Lakes locations.

■ \$100 worth of industrial electricity in D/FW would cost \$284 in New York, \$209 in Chicago, \$191 in Boston, \$183 in Los Angeles and \$104 in Denver.

Strong Assets

■ Dallas and Fort Worth were rated by *Financial World* magazine to be two of the top 10 best-managed large cities in the U.S. with Dallas rated number one for two years in a row.

■ Dallas/Fort Worth is a leader in the production of aviation products, electronic equipment, computers, and pharmaceuticals.

■ Dallas shares the highest bond rating (AA+) with only one other major U.S. city. Fort Worth, Arlington, Garland, Irving, Richardson and a number of other Metroplex cities have a AA rating or better.

■ Dallas ranks first and Fort Worth twenty-third in a *City & State* magazine survey of the fiscal health of major cities in the U.S.

■ D/FW ranks second in the U.S. for best existing facilities for business relocations.

■ The Dallas Market Center is the world's largest wholesale merchandise mart, with \$7.5 billion in annual sales and one million visitors per year.

■ North Texas is the second largest apparel and fashion center in the nation because of the International Apparel Mart and the International Menswear Mart in the Dallas Market Center.

■ Out of the 24 U.S. metropolitan regions, the Metroplex has the lowest cost of distributing products and services to the top 50 U.S. consumer markets.

■ Texas trails only California in agricultural cash receipts and it is the largest cotton and wool producer in the nation. Texas is the fourth largest vegetable producer in the country.

Relocation "Hot Spot"

■ Dallas is the most popular city for corporate relocations according to a 1993 survey by Baring Institutional Realty Advisors.

■ D/FW ranked fourth as the best U.S. location for business.

■ Texas ranks first in states and Dallas ranks third in cities for new manufacturing plants.

■ Dallas ranks first and Fort Worth/Arlington ranks sixth nationally for new and expanded corporate facilities.

Education

North Texas is home to some of the top educational institutions in the nation.

Outstanding Public Education

■ Of the approximately 15,000 National Merit Scholarship semifinalists for the 1992-93 school year, 1,092 were from Metroplex area high schools.

■ In a recent report released by the Texas Education Agency for standardized test scores, drop-out rates and attendance, seven Metroplex area school districts were rated as "exemplary."

■ According to the state's Academic Excellence Indicator System, North Texas-area school districts generally outperform similar school systems across Texas in a majority of academic categories.

■ J.J. Pearce and Lake Highlands High Schools have made Richardson ISD the only district in the nation with six national academic decathlon championships.

■ Twelve Metroplex-area elementary schools were among 228 "Blue Ribbon Schools" recognized by President Clinton for excellence in leadership, instruction and organization.

■ Fort Worth's Vital Link program, featured on *ABC Evening News'* "American Agenda," serves the nation as a role model for education reform for integrating classroom experience with the needs of the workplace.

■ Superintendents of the Dallas and Fort Worth ISDs were named by *Executive Education* magazine as being among the 100 best school managers in the U.S.

Specialty Schools

■ North Texas is home to both the Dallas International School and the Japanese School of Dallas which were created to serve the Metroplex's growing French and Japanese communities.



Higher Education

■ Continuing education is important to North Texas residents. Collin County Community College District, Tarrant County Junior College District and the Dallas County Community College District alone boast a combined enrollment of more than 100,000 credit students.

■ The North Texas area has 18 outstanding colleges and universities and five community college districts with 14 area campuses.

Two-Year Institutions

Collin County Community College District
Cooke County College
Dallas County Community College District
Grayson County College
Tarrant County Community College District

Four-Year Institutions

Austin College
Baylor College of Dentistry
Baylor University
Dallas Baptist University
East Texas State University
Midwestern State University
Paul Quinn College
Southern Methodist University
Tarleton State University

Texas Christian University
Texas Wesleyan University
Texas Woman's University
University of Dallas
University of North Texas
University of North Texas Health Science Center at Fort Worth
University of Texas at Arlington
University of Texas at Dallas
University of Texas Southwestern Medical Center at Dallas

Outstanding Business Schools

■ University of Texas at Arlington (UTA) and the Southern Methodist University's (SMU) Edwin L. Cox School of Business have two of the top MBA programs in the country. The University of Dallas grants the largest number of MBAs each year of any university in the Southwest.

■ SMU's executive education program and business school program for executive MBAs both rank 19th in the nation.

■ The University of North Texas' (UNT) business computer information systems department was named by *Sourcebook* magazine as one of the top five undergraduate information systems programs in America.

■ The University of Dallas has the sixth-largest international business management program in the nation.

Outstanding Research and Medical Education

■ University of Texas Southwestern Medical Center at Dallas:

- is one of the nation's top 10 medical and research institutions.

- has 10 members named to the National Academy of Science.

- has three Nobel Prize-winning scientists on staff—more than any other medical school in the U.S.

- has 13 of the most cited scientists in the world.

■ The UTA's School of Nursing has been cited as a model for the nation.

■ Texas Christian University's (TCU) Harris College of Nursing ranks second nationally for private undergraduate nursing programs.

■ Baylor University Dental School in Dallas was ranked by *U.S. News and World Report* as one of the best private dental schools in the U.S.

■ TCU's pre-medical and pre-dental students have twice the national average acceptance rate into medical and dental schools.

■ The University of North Texas Health Science Center at Fort Worth, one of 15 colleges of osteopathy in the nation, is the largest residential two-year public technical college in the U.S.

Links to the Business World

■ The University of Texas at Arlington's Automation Robotics and Research Institute provides advanced technology that is helping business and industry solve manufacturing and production problems. The institute also provides customized training services for business and industry and offers a master's degree program in manufacturing engineering—the first of its kind in the nation.

■ Several area colleges and universities, including Baylor University, Collin County Community College District, Tarleton State University, SMU, Texas Woman's University, University of Texas at Dallas, UTA and UNT, offer business consulting and courses for small business development.

■ The Bill J. Priest Institute in Dallas, part of the Dallas County Community College District, was created to stimulate development of new business, open new markets and provide support services for new and existing regional businesses by providing management training, technical instruction and a wide range of corporate education offerings.

The Institute's International Business Center provides research and other support services for businesses seeking entry into expanding international markets.

■ The University of Dallas is a pioneer in developing degree programs that meet the changing demands of both domestic and international business operations.

■ *InterLink*, a regional work force planning organization, coordinates the work force needs of business in the future with the curriculum of area schools today.

Arts and Letters

■ UNT has the nation's second largest college of music and the nation's largest school of visual arts.



■ TCU had one of the first academically affiliated ballet programs in the U.S. and is one of nine private universities in the nation to be accredited by the Association for Education in journalism and mass communication.

■ The University of Dallas was recognized by the *National Review College Guide* as one of the nation's top liberal arts schools.

Favorable Government Attitude

D/FW ranks second in the nation for most favorable government.

■ The newly developed Texas Leverage Fund will provide loans to new and existing Texas businesses to give them the capital they need to expand.

■ There are various enterprise zones located throughout the Metroplex that offer sales tax refunds, job training, and priority consideration for businesses who choose to locate within the zone.

■ More than 60 taxing entities in the region have adopted the Freeport Amendment which exempts inventory in transit.

■ Texas is a right-to-work state which fosters a strong work ethic.

Recognition

■ Dallas' city manager was named "most valuable public official" by *City and State* magazine in 1992.

■ Fort Worth was named one of 10 All-America Cities in 1993 by the National Civic League. The award is widely recognized as the "good government" award.

■ Dallas/Fort Worth is one of 10 metropolitan areas rated highly for its "pro-business" attitude according to a Morgan, Stahl and Boyer study.

Tax Incentives

■ No corporate, income tax; no state property (ad valorem) tax; no city income tax.

■ No sales tax on the purchase of machinery and equipment in 1995. Machinery purchased in 1993 is eligible for a 50 percent refund of state sales tax; purchases in 1994 are eligible for a 75 percent refund.

■ Third lowest of the 15 largest states in per capita state and local taxes.

■ Texas has a low corporate franchise tax of .25 percent of taxable capital or 4.5 percent of taxable earned surplus—one of the lowest corporate franchise taxes of all the major metropolitan areas.

Health Care

The North Texas medical system provides state-of-the-art care supported by aggressive programs of research and education.

- North Texas is home to more than 80 medical/surgical and psychological/chemical dependency hospitals.
- Dallas/Fort Worth has one of the nation's top sickle cell anemia programs for infants and young children.
- Parkland Memorial Hospital and Baylor Medical Center ranked among the best in the nation in 16 medical specialties according to *U.S. News and World Report*.
- Parkland Memorial doctors have delivered more than 15,000 babies, making them the nation's largest birthing center. According to *U.S. News and World Report*, Parkland ranks 16th in the country in gynecological services.

- Cook-Fort Worth Children's Medical Center's "Teddy Bear Air Transport" service is one of the largest pediatric air transport programs in the U.S.

Surgery/Rehabilitation

- North Texas is home to the largest private oncology group practice in the world.
- Baylor Hospital researchers have developed a new breast imaging method using 3-D magnetic resonance imaging to pinpoint breast lesions as small as an aspirin.
- Presbyterian Healthcare System's Texas Back Institute represents the nation's largest spine specialty clinic.
- Presbyterian Healthcare System is the Southwest's first location for the "Gamma Knife" which is used for non-invasive neurosurgery.
- Dallas neurosurgeons are national leaders in the number of operations performed to remove brain aneurysms.
- Humana Hospital is internationally recognized for craniofacial reconstruction.

■ People come from throughout the world to participate in wellness, sports medicine and rehabilitation programs at Presbyterian Hospital.

■ Harris Methodist Health System Fort Worth is home to the Mabee Rehabilitation Center, the largest hospital-based rehabilitation facility in the Southwest.

■ Dallas/Fort Worth is nationally recognized for back, bone and joint treatment surgery and rehabilitation.

Transplant Leaders

■ North Texas is the leading transplant center in the Southwest.

■ D/FW doctors performed the world's first combined heart, pancreas and kidney transplant.

■ Methodist Medical Center has one of the ten largest kidney transplant centers in the nation.

■ Baylor Medical Center has the highest survival rate in the nation for adult liver transplants.

■ Physicians at Baylor Medical Center performed Texas' first unrelated bone marrow transplant, Texas' first heart/lung domino transplant and the region's first successful single lung transplant.

■ Cook-Fort Worth Children's Medical Center has performed more pediatric bone marrow transplants than any other facility in the state.

Trauma and Burn Specialists

■ D/FW is an international center for burns and trauma care.

■ Parkland Memorial Hospital was the first hospital in Texas to be recognized as a Level One Trauma Center capable of handling virtually any medical problem.

■ Careflight, provided by Harris Methodist Fort Worth and Dallas Methodist Hospital, is the nation's eighth busiest helicopter air ambulance service.

■ Parkland Memorial has one of the nation's top 10 civilian burn units—treating more patients than any other civilian burn center in the world.

■ Cook-Fort Worth Children's Medical Center offers the only trauma receiving center in the region dedicated solely to treating children.

Outstanding Research and Medical Education

■ University of Texas Southwestern Medical Center at Dallas:

- is one of the nation's top 10 medical and research institutions.

- has 10 members named to the National Academy of Science.

- has three Nobel prize-winning scientists on staff-more than any other medical school in the U.S.

- has 13 of the most cited scientists in the world.

■ UTA's School of Nursing has been cited as a model for the nation.

■ Texas Christian University's (TCU) Harris College of Nursing is ranked second in the nation for private undergraduate nursing programs.

■ Baylor University Dental School in Dallas was ranked by *U.S. News and World Report* as one of the best private dental schools in the U.S.

■ TCU's pre-medical and pre-dental students have twice the national average acceptance rate into medical and dental schools.

■ The University of North Texas Health Science Center at Fort Worth is home to the College of Osteopathic Medicine, the only osteopathic medical school in Texas, and the Graduate School of Biomedical Sciences.

- The medical school graduates the largest percentage of primary care physicians of all of Texas medical schools.

- The health science center's DNA/Identity Laboratory is the only medical school lab performing paternity testing for the Texas Attorney General's office.

New and Unique Programs

■ surgical treatment of epilepsy

■ non-invasive brain tumor removal

■ major program to treat Alzheimer's Disease.

High Tech/ Manufacturing

Long considered a center of commerce, the North Texas area has rapidly earned a reputation as a major "international telecommunications center."

- The Metroplex represents the fourth largest concentration of producers and users of advanced technologies in the nation and has been dubbed the "Silicon Prairie."
- Dallas/Fort Worth was ranked second nationally among U.S. metropolitan areas for new and expanded research and development facilities and the state as a whole ranked fifth.
- Richardson's Telecom Corridor has the nation's second highest concentration of telecommunications firms—approximately 400 within a two-mile area.
- North Texas specializes in air transportation, including the manufacture of aircraft parts, electronics and communication equipment, semiconductors and other manufacturing industries.

- The University of Texas at Arlington's Automation Robotics and Research Institute provides advanced technology that is helping business and industry solve manufacturing and production problems. The institute also provides customized training services for business and industry.

- Texas is nationally ranked first in new business development; first in industrial automation; third in computer technology growth; third in growth of instrumentation industries; fifth in telecommunications; fifth in electronics-based industries, and tenth in basic research.

Employment

- The D/FW Metroplex is second in telecommunications manufacturing employment in the U.S.
- Dallas/Fort Worth is among the top 5 centers for job growth in computers, telecommunications and instruments.
- Dallas/Fort Worth has the second highest concentration of telecommunications manufacturing employment and third highest employment in high tech manufacturing in the United States.

International Business

Dallas/Fort Worth is a "gateway" to international markets.

- Dallas/Fort Worth ranks ninth in the nation as an import/export center.
- D/FW ranks fourth best in the U.S. for access to markets.
- The United States leads the world in Global 500 corporation locations with 161, four of which are headquartered in Dallas/Fort Worth.
- Currently, there are approximately 550 foreign-owned companies in the region employing more than 41,000 people.
- Japan leads the amount of foreign-owned companies in the Metroplex with approximately 200.
- Since 1989, the number of international destinations served by DFW International Airport has more than doubled to 57 with Mexico accounting for nearly half

of all arrivals and departures. The number of international daily flights increased by about 50 percent during the same period.

■ North Texas has four foreign trade zones including one at DFW International Airport and a newly formed zone at Alliance Airport in Fort Worth.

"Gateway to Mexico"

- D/FW is the natural "gateway to Mexico" because of its transportation, manufacturing, distribution and financial infrastructure.
- Studies predict D/FW will reap the largest benefits from North American Free Trade Agreement.
- Texas ranked as the nation's top exporting state to Mexico, accounting for 46 percent of all U.S. trade.
- Texas exports to Mexico rose 17 percent in 1992 and have increased 190 percent since 1987.
- Local railroad companies Burlington Northern and South Orient have teamed up to transport U.S. goods to Mexico and take advantage of the abundant opportunities offered through the North American Free Trade Agreement.

Quality of Life

Dallas/Fort Worth is ranked the seventh most livable area in the world.

- D/FW has an annual average temperature of 66.0 degrees, an average summer temperature of 86.3 and an average winter temperature of 44.0.
- Average work commute time in North Texas is 22.94 minutes with an average auto operating cost of 32 cents per mile.
- Texas has no personal income tax.
- D/FW has more shopping centers per capita than any other area in the U.S.
- There are more four-diamond rated hotels and more five-diamond rated restaurants in D/FW than anywhere else in the world.
- Dallas/Fort Worth has the largest urban arts district in America with numerous performing arts organizations such as the opera, theater, ballet, and symphony.

■ Dallas will be the host site for six games of World Cup USA soccer and will serve as international headquarters for the media, game officials and FIFA—the governing council for World Cup soccer—during the tournament, giving North Texas a total economic impact of approximately \$224 million.

■ Both Fort Worth and Plano were cited as two of the best places in the world to raise a family. According to *Money* magazine, Fort Worth/Arlington and Dallas rank among the top 50 of the 300 best cities in which to live.

■ D/FW is the fourth least expensive place in the U.S. to own or rent a home.

■ TD Industries, Southwest Airlines, Mary Kay cosmetics, J.C. Penney Co. and Chaparral Steel of North Texas were listed as five of the "100 best companies to work for in the United States."

■ D/FW has more than 50 lakes within a 100-mile radius for water skiing, sailing and fishing, plus 29 area municipal golf courses and 43 private facilities.

■ D/FW is the least densely populated major metropolitan area in the world.

Visitor Destination

■ Texas ranks third in the nation as a pleasure travel destination for U.S. residents and fourth for international visitors.

■ D/FW has more than 40,000 hotel rooms and has been named the best city in the country for overall quality and cost of lodging.

■ Dallas consistently ranks second in the nation as a convention city, attracting over three million convention delegates annually to more than 2,600 conventions.

Ethnic/City-wide celebrations

Cinco de Mayo
Chisholm Trail Round Up
Juneteenth
Kriskindl Market
Mainstreet Arts Festival
Mayfest
Oktoberfest
Pioneer Days

Lots to See and Do

Stockyards District
Sundance Square
Westend Market Place
The Mandalay Canal
State Fair of Texas

Six Flags Over Texas
Traders Village
The Sixth Floor
Southfork Ranch
Fort Worth Zoo
Dallas Zoo
Fort Worth Botanical Gardens
Fort Worth Water Garden
Japanese Gardens of Fort Worth
Dallas Museum of Natural History
Fort Worth Museum of Science
and History
The Science Place
Dallas Museum of Art
Kimbell Art Museum
Morton H. Meyerson Symphony
Center

Professional Sports

Dallas Cowboys Football
Texas Rangers Baseball
Dallas Mavericks Basketball
Dallas Sidekicks Soccer
1994 World Cup USA Soccer
Colonial National Invitational
Tournament
Byron Nelson Golf Classic
LPGA Charity Golf Classic
Virginia Slims Tennis
Championship
Dallas Stars Ice Hockey
Dallas Freeze and Fort Worth Fire
Ice Hockey
Dallas Dragoons Polo
Mesquite Championship Rodeo
Southwestern Exposition
Livestock Show and Rodeo

Real Estate

D/FW ranked first in the nation for economic and real estate growth.

Home Market

■ According to the National Association of Realtors, average existing home prices in Dallas increased by 7 percent in 1992. The Fort Worth/Arlington area had a 12 percent increase in home sales in 1992.

■ For the first quarter 1993, D/FW ranked fourth in housing construction permits.

■ D/FW ranked the fourth most affordable housing market according to PHH Homeequity Corp.

■ A home that costs \$100,800 in Dallas would cost \$165,400 in New York which translates into 29.8 percent of an average monthly income in Dallas vs. 39.6 percent of an average monthly income in New York.

■ PHH Homeequity's survey on 75 major metropolitan U.S. cities listed Dallas as the second most popular city for relocations in 1992.

Business Market

■ Based on a 1991 survey of over 400 investors, developers, bankers and lenders, Dallas/Fort Worth was the second most undervalued market in U.S. real estate.

■ D/FW ranked first in the nation as an investment market.

■ D/FW ranked first in the nation as a location for potential corporate moves.

■ D/FW has one of the highest office and industrial vacancy rates of major metropolitan areas which makes prices very competitive.

■ D/FW has one of the lowest office and industrial rental rates.

■ D/FW is expected to outperform the overall U.S. real estate investor market through the next decade based on studies by Salomon Brothers, Merrill Lynch and others.

■ During the first half of 1993, Dallas ranked number two in the nation for apartment construction.

Superconducting Super Collider

As the world's premier particle accelerator, the SSC will place North Texas at the forefront of scientific inquiry.

The Facts

- The SSC's racetrack-shaped ring will be 54 miles in circumference and will rest anywhere from 40 to 250 feet below the earth's surface.
- The proton beam, made up of millions of protons, will be no thicker than a strand of human hair and will travel at near the speed of light through the underground ring.
- The magnets used to guide the proton beams through the ring will be stronger than the pull of gravity.
- The detectors used to record the proton beam collisions will be as tall as a five-story office building and weigh as much as a battleship.

Education

- Every year, more than 20,000 students and teachers throughout the country participate in Super Collider education programs designed to improve math and science skills.
 - An advanced placement program sponsored in part by the SSC Lab has helped participating high school students achieve SAT scores well above the national average.
 - More than 1,000 scientists and graduate students at more than 120 colleges and universities in 36 states are participating in Super Collider research and fellowship programs, gaining access to the forefront of particle physics.
- ### ***Economics***
- In North Texas alone, direct SSC expenditures rolled over 2.8 times in the local economy for a total economic impact of nearly \$2 billion during the project's first four years.
 - SSC development has generated expenditures of approximately \$2 billion in wages, goods and services.

■ The U.S. Department of Energy estimates that nearly 15,000 direct and secondary jobs have been created nationally by the SSC project since 1989.

Applications

■ Magnet technology is expected to boost the efficiency of existing magnetic resonance imaging (MRI).

■ Biologists plan to use the advanced MRI to generate the first thorough map of the human brain.

■ Magnet technology is also being used to develop high-speed magnetic levitation passenger and freight trains that will travel at speeds up to 300 miles per hour.

■ Proton beams are being used to target cancerous tumors in highly localized parts of the body without damaging healthy tissue.

■ Work is underway to develop ultra fast computing systems for the SSC capable of processing the equivalent of 10,000 floppy disks of data every second.

Transportation Center

D/FW is the transportation hub of the Central United States.

DFW International Airport

■ Second busiest airport in the world with more than 2,100 flights daily to 276 cities worldwide.

■ Less than four hours travel time to any major U.S. city.

■ Located in the central time zone for ease in working with U.S. coastal markets.

■ DFW's proximity and easy access make it a natural gateway to South America and Mexico—two of the fastest growing markets into the U.S.

■ DFW ranked 9th in international air trade.

■ More than 300 companies that have moved their corporate headquarters cite DFW Airport as the primary reason for locating in the North Texas region.

■ DFW Airport is home to American Airlines and is the second largest hub for Delta Air Lines.

■ There are more than 2000 aviation-related businesses in the D/FW region.

Love Field

■ One of the premier "close-in" airports in the nation with maintenance and refurbishment facilities for all types of aircraft.

■ Home to Southwest Airlines, 11-time winner of the coveted "Triple Crown" award for best on-time performance, baggage handling and overall customer satisfaction.

Alliance Airport

■ The nation's first industrial-only airport, built specifically to serve the needs of business.

■ Has a 9,600 foot runway designed to serve 747, C5, DC10, and 767 aircraft.

Other area airports

■ The Metroplex hosts 12 reliever airports and more than 13 general aviation airports.

Rail

■ The Metroplex is host to several of the nation's freight railroads, all of which allow North Texas a transcontinental rail system. They are: Santa Fe, Southern Pacific, Union Pacific, Burlington Northern, Kansas City Southern, Chaparral and Dallas Railroad, and Garland and Northeast Railroad.

■ South Orient and Burlington Northern have teamed up to move U.S. commodities to their Mexican destinations via a new trade route that connects North Texas with the cities of Torreon, Durango and Aguascalientes, Mexico.

■ Three of the rail lines have major intermodal, yard and car unloading facilities in the area.

■ Amtrak services North Texas passengers via Union Station in downtown Dallas and its Amtrak Station in Fort Worth.

■ Plans are underway to build a \$6.8 billion high-speed rail system that would connect Dallas and Fort Worth to Houston.

Roadway

■ Average work commute time in D/FW is 22.94 minutes.

■ Average auto operating cost is 32 cents per mile.

■ Texas boasts the nations largest road network with eight interstate highways and over 300,000 miles of roadway. Five interstate highways serve the Metroplex.

Trucking

■ Dallas/Fort Worth is the largest trucking center in the Southwest, served by approximately 150 regular-route common carriers. More than 50 firms have Metroplex terminals which provide direct service to all major shipping points in the U.S.

■ Legislation to substantially deregulate trucking in Texas is underway.

■ Costly transportation delays often encountered in cold-weather states are virtually eliminated due to Texas' mild year-round weather.

Bus Lines

■ Dallas Area Rapid Transit carries 170,000 people over 123 routes to 14 Dallas County cities per day.

■ The Fort Worth "T" services 265 square miles of Tarrant County.

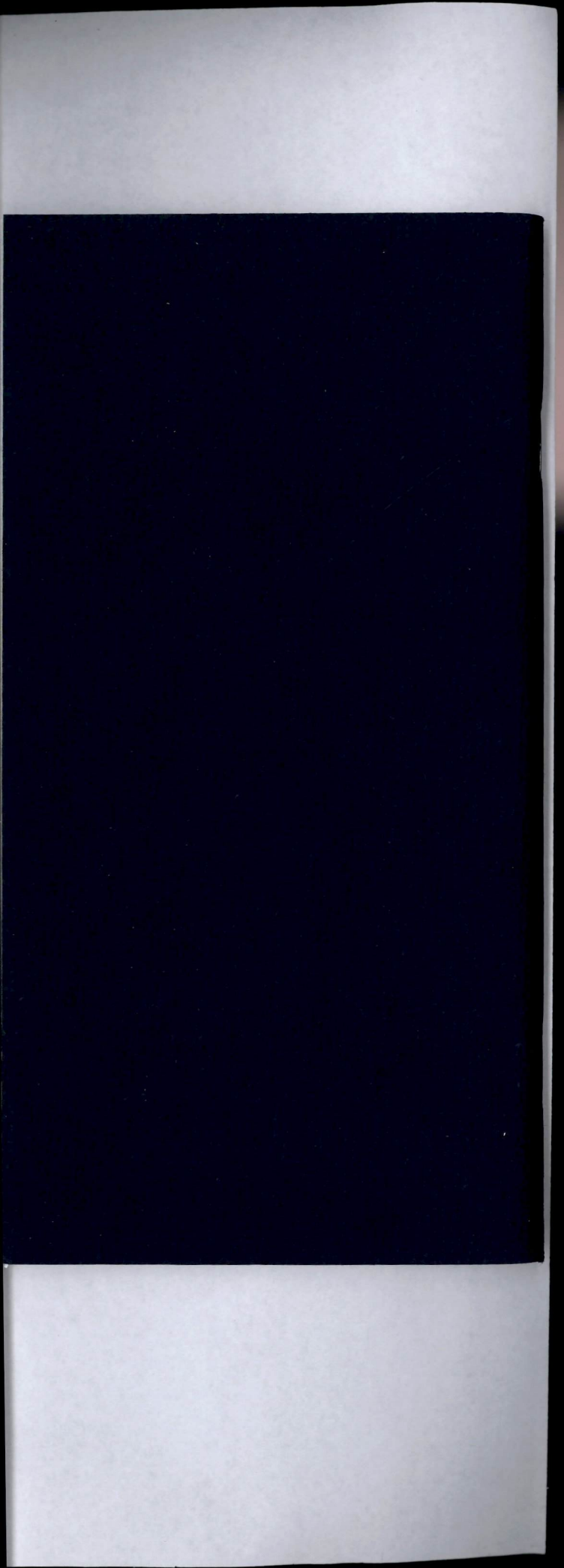
■ Greyhound Bus Lines is based in Dallas.

Important Notice:

While every effort has been made to ensure current, accurate information, the North Texas Commission is not responsible for any errors, typographical or otherwise, or any inadvertent omissions in this publication. All facts are from 1992 or 1993 unless otherwise noted. Please notify NTC of any corrections that should be made prior to the next edition of *Fast Facts about North Texas*.

Thank you to everyone who contributed to this publication.







NORTH TEXAS COMMISSION

*Customer file
North Texas Commission*

1994 Board of Directors

Officers

- *Robert L. Herchert
Chairman
- *Erma C. Johnson
Secretary
- *C. H. Moore
Treasurer
- *Hal T. Thorne
General Counsel

February 9, 1994

Directors

- The Officers and
- *John L. Adams
- Elaine B. Agather
- Joseph Alcantar
- *R. Denny Alexander
- Tom Allen
- John C. Appel
- Steve Bartlett
- John R. Castle, Jr.
- John T. Chain, Jr.
- Winfred T. Colbert
- Richard L. Connor
- David Doyle
- Gale Duff-Bloom
- Hector Escamilla, Jr.
- Joe R. Ewen
- Valerie Freeman
- Kay Granger
- Donna Gray
- Carl L. Harris
- Douglas D. Hawthorne
- John J. Hernandez
- *Alfred F. Hurley
- Lee F. Jackson
- Devoyd Jennings
- J. Peter Kline
- *Robert B. Lane
- A. K. Mago
- Michael J. McCarthy
- Liz Minyard
- *Cipriano R. Munoz
- James N. Muns
- Charles R. O'Neal
- *J. J. O'Neill
- *Reece A. Overcash, Jr.
- Joe K. Pace
- Ronald L. Parrish
- Edward A. Peterson
- Paul R. Ray, Jr.
- J. Thomas Schieffer
- Kimberly J. Simpson
- Elwin L. Skiles, Jr.
- Bob Smith
- Ronald L. Smith
- *D. Lynn Spruill
- Annette Strauss
- Vernell Sturns
- J. Michael Talbert
- Wes M. Taylor
- Ted Tedesco
- Gary Terry
- Tom Vandergriff
- J. William Wenrich
- H. Ron White

Mr. Russell A. Gullotti
 President
 Americas Area
 Digital Equipment Corporation
 P.O. Box 9501
 Merrimack, New Hampshire 03054-9501

Dear Russ:

Thank you very much for spending time with me this morning. Best of luck in leading Digital's attack on the Americas!

Enclosed are a couple of propaganda pieces on the Metroplex, our "Fast Facts" booklet and a listing of the world's busiest airports. I appreciate your company's commitment to North Texas, and am sure the strengthened relationship between DEC and NTC will be mutually beneficial.

Thanks again for your time and interest. Don't hesitate to call if I can ever be of help to you.

Sincerely,

Dean H. Vanderbilt
President

DHV:pl

Directors Emeritus

- Jack W. Evans
- Bayard H. Friedman
- E. L. Langley

President

Dean H. Vanderbilt

***Executive Committee**

Mailing Address: P.O. Box 610246 • DFW Airport • Texas • 75261
 Street Address: 8445 Freeport Parkway • Suite 640 • Irving • Texas • 75063
 Telephone: 214/621-0400 (Metro) • 800/234-5699 • (Fax) 214/929-0916



Busiest World Airports

The Dallas/Fort Worth International Airport (DFW) remained the world's second busiest airport for the third consecutive year, according to airport rankings by the Airports Council International (ACI). In 1992, DFW remained second in total passengers and operations recorded, behind Chicago O'Hare.

TOP TEN AIRPORTS

	<u>Passengers</u>	<u>Operations</u>	<u>Air Cargo</u>
1. Chicago O'Hare - ORD	64,441,087	841,030	1,115,116
2. DFW International	51,943,567	764,242	577,318
3. Los Angeles - LAX	46,964,555	680,489	1,238,198
4. London Heathrow - LRH	45,234,993	406,433	834,916
5. Tokyo Haneda - HND	42,638,852	191,750	489,743
6. Atlanta - ATL	42,032,988	621,365	649,294
7. San Francisco - SFO	31,789,021	409,352	602,741
8. Denver - DEN	30,877,180	503,546	327,264
9. Frankfurt - FRA	30,746,463	340,468	1,399,802
10. New York - JFK	27,760,912	321,498	1,317,961

Source: ACI