

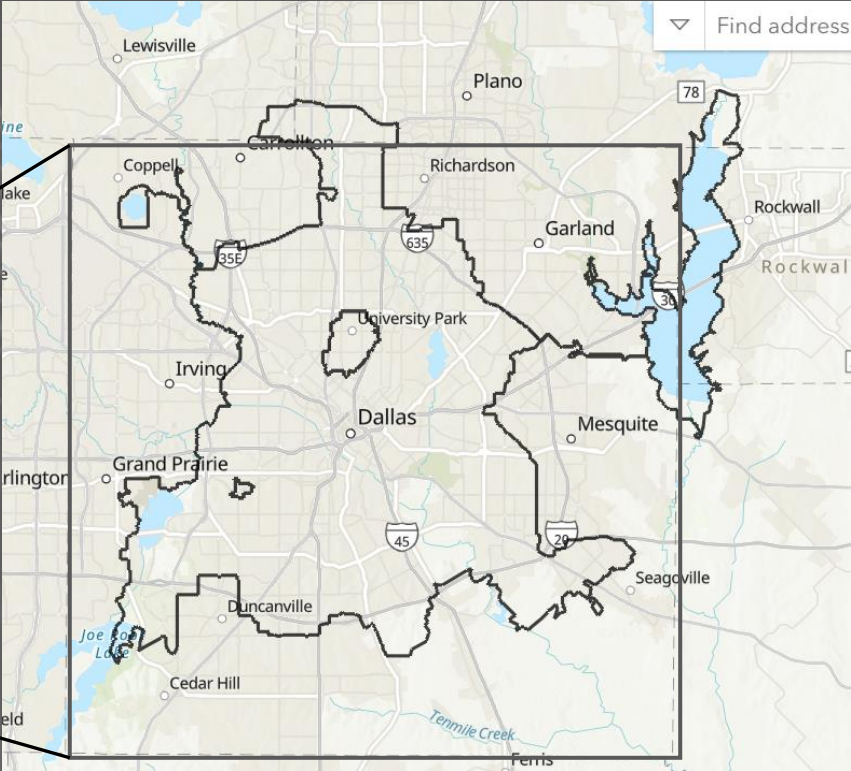
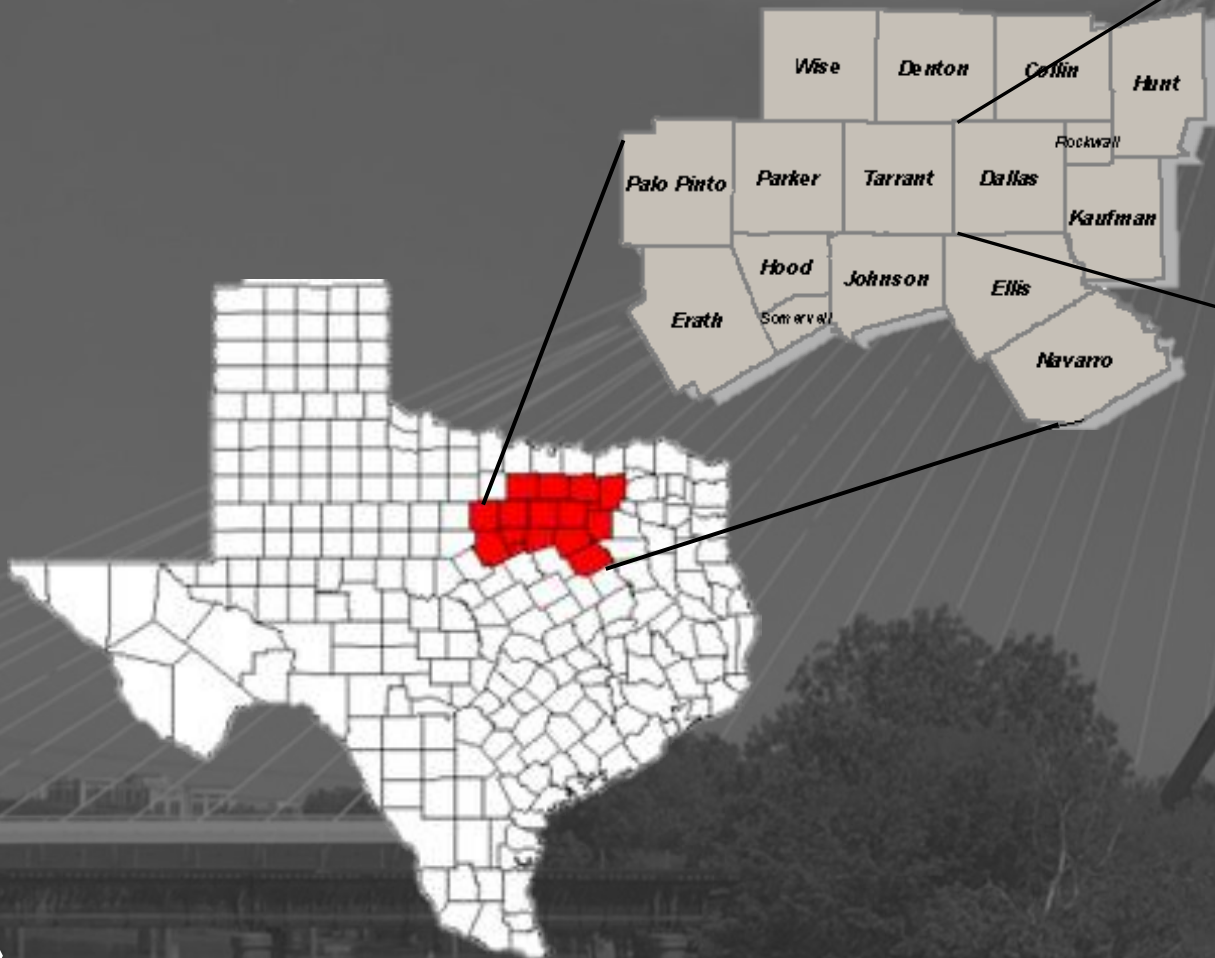
# City of Dallas Overview

June 2025





# Dallas' Location within North Texas



SERVICE  
FIRST,  
NOW!

## Dallas At a Glance



Population  
1.3 M

9th largest city  
in the US



Added more than  
60,000 jobs since  
2020

Dallas  
unemployment:  
3.7%



Civilian labor  
force:  
730,948



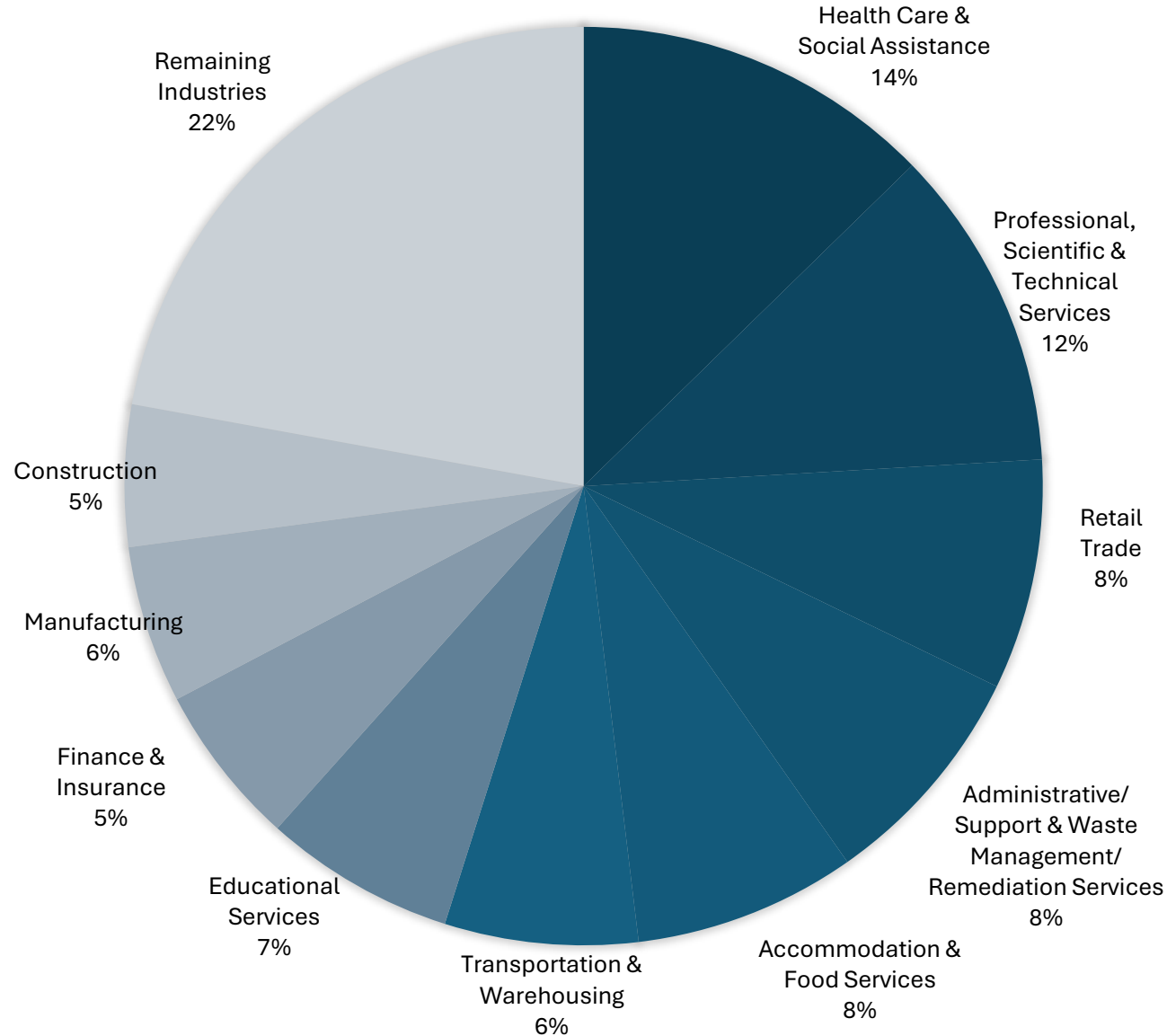
Affordable  
cost of living

Average  
commute time:  
26 minutes



Median home  
price (listing):  
\$400,000

## Industry Mix



One of the most diverse economies in the United States

No one industry exceeds 15% of the City economy

Approximately 83% of Dallas jobs are private sector, 11% are with the state, local or federal government and 5% are self-employed.

Dallas has approximately 65,327 businesses and 753,470 jobs

Dallas' targeted industries include biotech, life sciences and medical, advanced manufacturing, corporate offices, and financial services

## Central Location and Easy Access

2 Runways, 20 gates  
16.5 million passengers  
7 miles and 11 minutes from downtown Dallas  
Over 145 destinations  
Top-ranked medium-sized airport in the U.S.

7 Runways, 168 gates  
3rd busiest airport in the world by operations and passengers  
87.8 million passengers  
193 domestic & 68 international nonstop destinations  
18 minutes from downtown Dallas

With four interstate highways (I-20, I-30, I-35, and I-45) converging in Dallas, 93% of the U.S. population is a two-day drive or less.

Dallas is served by three Class I railroads (Union Pacific, BNSF, and KCS), two intermodal facilities plus multiple short-line rails.





## Quality of Life

### Parks, Recreation and Leisure

23,400 acres of park land, including over 20 acres in Downtown Dallas and the 6,000-acre Great Trinity Forest, almost 200 miles of hike/bike trails, including the 50-mile Dallas Loop hike and bike trail (final links completed in 2027), public golf courses, tennis centers, recreation centers, pools, libraries. 81% of population lives within a 10-minute walk of a City park.

### Education

Dallas is home to the top 3 public high schools in Texas, 8 of the top 50 public high schools in Texas and 4 of the 100 public high schools in the U.S.

10% of DISD students graduate with an Associates degree; 29% with industry-approved certification

### Arts

4.1 million annually visit the nation's largest contiguous arts district, the Dallas Arts District, and its museums, performances, and events

### Connectivity

Largest light rail network in the U.S. (by miles), two street cars, robust bus system, on street and off-street bike paths



# Labor and Workforce

## Labor Force (City of Dallas)

Approximately 750,000 individuals

Labor participation rate 70%

Prime working age participation rate: 83%

## Education Levels (City of Dallas)

Highest level of education:

22% Highschool graduate

16% Some college or Associate's degree

38% Bachelor's degree or higher

## Top Occupations and employment

Material Movers: 53,000

Business Operations Specialists: 51,000

Information & Record Clerks: 44,000

Healthcare Workers: 43,000

Retail Sales: 41,000

Hospitality (food & beverage): 39,000

Computer Occupations: 39,000

Top Executives: 34,000

## Awards

### 2023 DFW Students



**96,349** total awards



**25,409** postgraduate degrees



**34,059** 4-year degrees



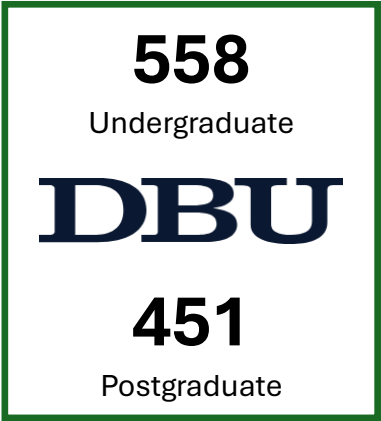
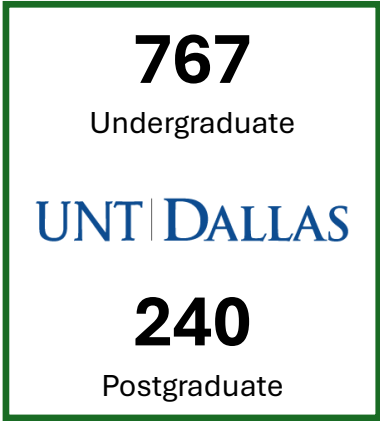
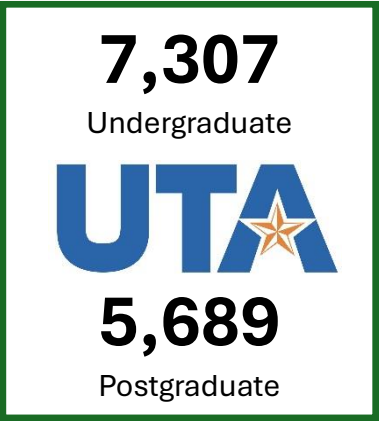
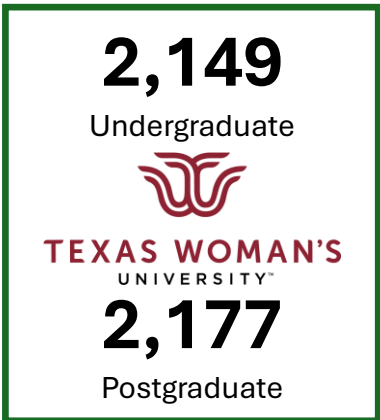
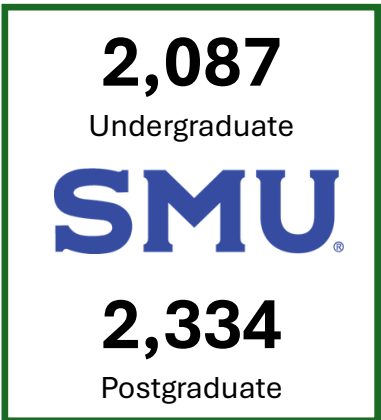
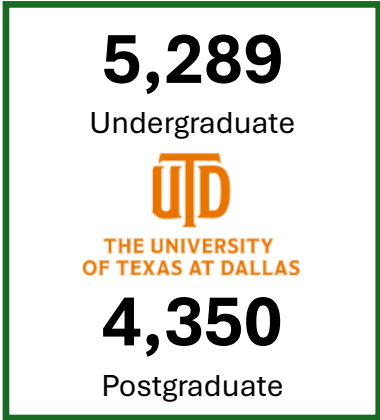
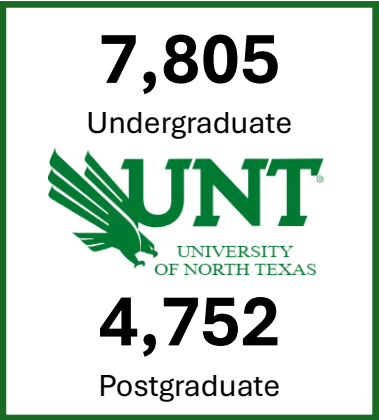
**36,881** 2-year degrees or certificates

# LABOR & WORKFORCE

## Higher Education Institutes

(Annual Diplomas Awarded)

**72%** of DFW  
higher education  
graduates stay  
and work in the  
region, the **6th**  
highest retention  
rate in the U.S.



•Source: [JobsEQ®](#)  
•Data as of the 2022-2023 academic year unless noted otherwise; related occupation data as of 2024Q4.



## A Hub for Technology & Innovation

In September 2023, Pegasus Park was named the national headquarters of the ARPA-H Customer Experience Hub, which aims to ensure that future healthcare advancements are patient-centric and deliver improved outcomes for all Americans.

Awarded in October 2023, the Texoma Semiconductor Tech Hub, led by Southern Methodist University, seeks to unify existing and planned semiconductor supply chain infrastructure by enhancing regional collaboration and uplifting underserved communities through workforce expansion

Opened in 2015 in downtown Dallas, the USPTO Southwest Regional Outreach Office aims to promote innovation and stimulate the economy by connecting inventors and entrepreneurs to government resources, supporting students and teachers through STEM education programs, gathering feedback from regional stakeholders, educating the public about intellectual property, and recruiting diverse talent from the region.



## Sustainability



### COMPREHENSIVE ENVIRONMENTAL & CLIMATE ACTION PLAN

95% of Year 3 Work Plan Complete!

In FY22-23, the City of Dallas completed 192 of 202 milestones toward advancement of climate initiatives in 8 different sectors.



The City's Comprehensive Environmental & Climate Action Plan (CECAP) was adopted by City Council in 2020; it is a set of protocols to adapt the City to the reality of Climate Change and ensure the City is action-oriented in mitigating the risks that come with Climate Change (extreme heat, droughts, flooding, and public health), and ensuring a sustainable Dallas.

For More information: <https://www.dallasclimateaction.com/cecap>

# Welcoming Community

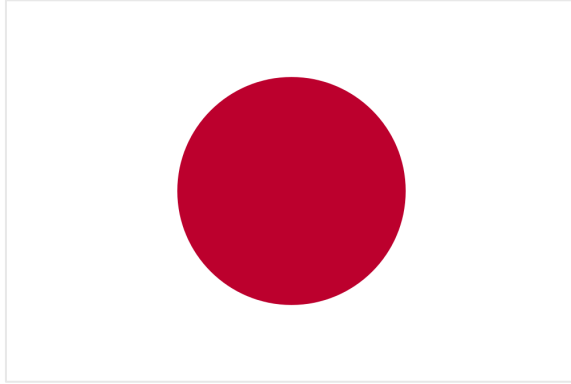
Dallas is a city of immigrants

23.8% of Dallas residents are foreign born  
(compared to 13.7% in the United States)

One of 25 nationally recognized Certified  
Welcoming Communities and the first  
welcoming city in Texas

42% of Dallas households speak a language  
other than English





## International Trade and Companies

Trade between DFW and Japan totaled \$3.5 billion in 2024

- 51.2% exports to the U.S.
- 48.8% imports to the U.S.

Approximately 250 Japan-based companies with a presence in North Texas including 7- Eleven, Fujitsu, Hoya Vision Care NA, Kubota Tractor, NTT Data, Toyota, Trend Micro NA, and NEC Corporation

Approximately 20% of these Japan-based companies are located in Dallas



# Dallas International District

## Key Location in North Texas

- Strategically located at the new main street of North Dallas (north of LBJ Freeway and east of the Dallas North Tollway)
- A culturally and economically diverse urban areas
- Identified as one of the top 6 developments to watch in Dallas by the Dallas Business Journal

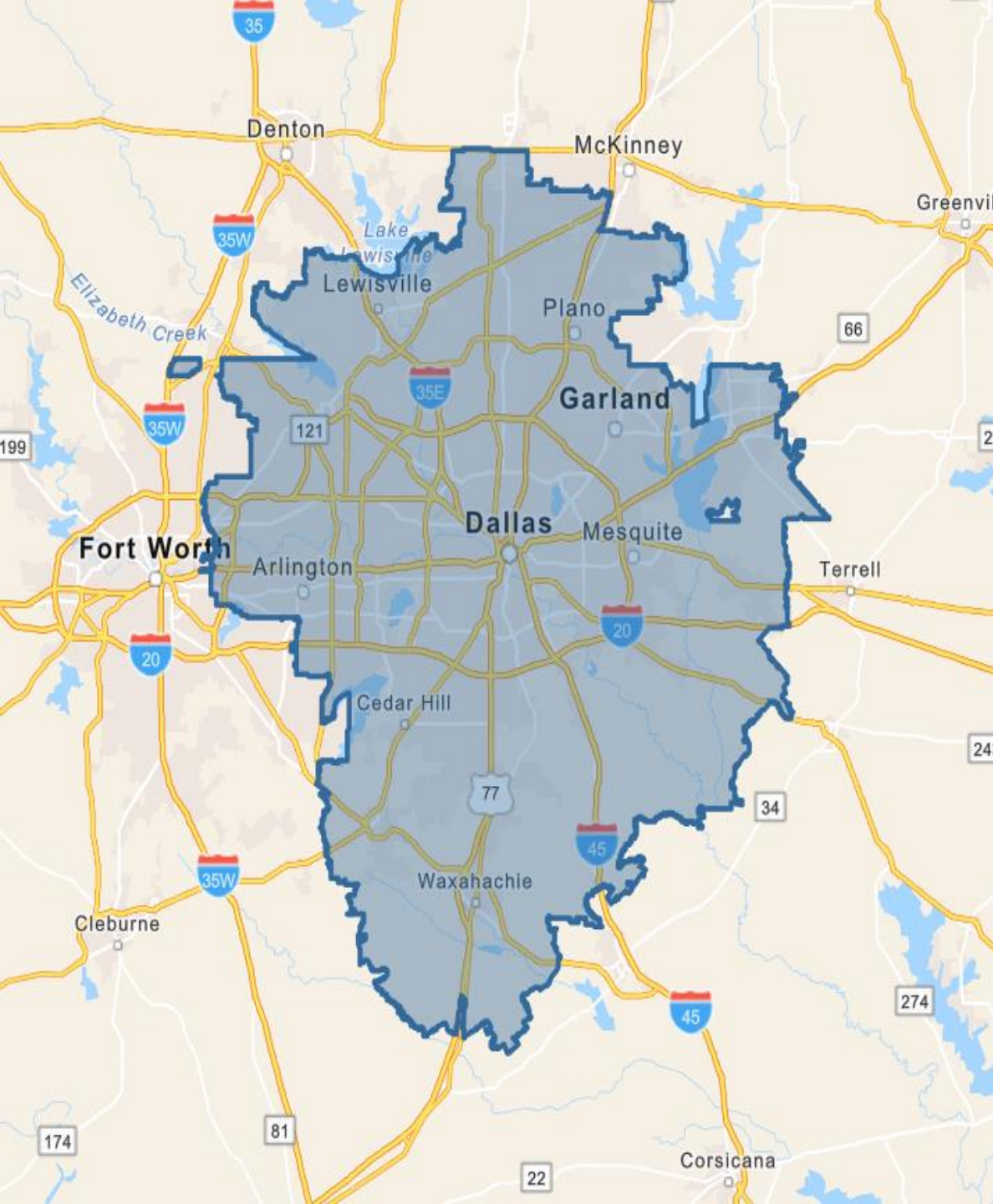
## Civic Innovation Zone

- Designed to be a 10-minute community where residents can access amenities and services within a 10-minute journey.
- At build-out, will include a public international school, Dallas library, a regional park, housing, office and recreation opportunities
- This type of offering in North Texas is unique and will attract residents, businesses, and technology enthusiasts to live-work-play in the District

## Strong Public-Private Support

- Home to a new International Workforce Center
- Underway: a new, public international Science, Technology, Engineering, Arts and Mathematics (STEAM) academy & library and a 20-acre park, the Dallas International Commons
- Dallas Mayor Eric Johnson calls the international district “a central hub for international business in a growing city that is already an important player on the world stage.”





## Within ~30 minutes of Downtown

### Regional Demographics

Population: 4.75 million

Median age: 35.8 years old

Labor force participation (ages 16+):

70.2%; 2.6 million workers

85.0% participation for prime working age; 1.73 million workers

Education: 86.8% population 25+ has a high school diploma or higher

### Regional Employment

Number of jobs: 3.19 million

Average annual salary: \$70,900

Job growth has increased by 2.6% over last three years (and projected to continue to grow)

Employment in Business and Financial Operations:  
235,962 (average wage: \$93,900)

Employment in Computer and Mathematical Occupations:  
151,170 (average wage: \$118,100)





## Potential City Incentives and Support

### For projects larger than \$2 million and creating 50 or more jobs

Potential for economic development grants or tax abatements

### For projects larger than \$150,000

Small Business Assistance Program to provide reimbursement grant of 15% total project cost for businesses opening a physical office or storefront location in Dallas

### For all projects

Staff to help navigate City processes

Workforce: Connection with Dallas College, Dallas and Richardson ISDs and Workforce Solutions of Greater Dallas to develop workforce partnerships

Support for State of Texas Incentives (Texas Enterprise Fund, Texas Emerging Technology Fund, Skills Development Fund, and others) through coordination with state agencies and assistance with application processes



## City of Dallas Economic Development Corporation

### **Dallas EDC**

The City of Dallas Economic Development Corporation (“Dallas EDC”) is a non-profit entity created by the City of Dallas to assist in with economic development.

Specifically, the EDC offers:

### **Site Selection Assistance**

Utilize our resources to identify potential sites that match your specific requirements for space, infrastructure, and accessibility.

### **Community and Network Integration**

Engage with local business networks, chambers of commerce, and industry groups facilitated by the city to integrate your company into the Dallas business community.

### **Resources and Contacts**

The EDC is a valuable resource, offering detailed information on services, incentives, and contacts to assist you throughout the relocation process.





**SERVICE  
FIRST,  
NOW!**

## Contact Information

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[www.dallasecodev.org](http://www.dallasecodev.org)

For more information about which incentive program is best for your project:  
<https://dallasecodev.org/643/Incentives-Inquiry-Tool>

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