



Rowlett^{TX}

On the Water. On the Move.

Economic Development
Update

Rowlett Chamber of
Commerce
February 9, 2022

Total # of Businesses: 1150

Population: 63,793 (Census.gov)
73,270 (N. Central TX Council of Gov)

Labor Force Participation 72.2% (over age 16)

Median Household Income: \$101,085

Average Commute Time: 33.2 min.

Bachelor's Degree or Higher: 36%

Median Home Value: \$228,800

.4% Homeowner Vacancy Rate

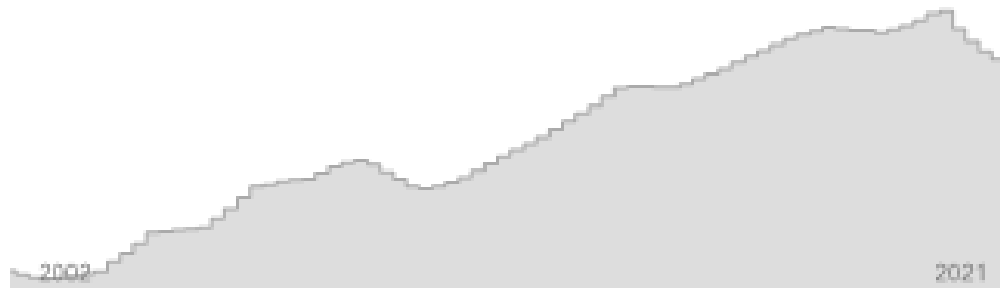
6.8% Rental Vacancy Rate



Spotlight Summary

Total - All Industries
City of Rowlett, TX – 2021Q2

EMPLOYMENT



13,494

Regional employment / 151,253,223 in the nation

WAGES



\$67,335

Avg Wages per Worker / \$64,141 in the nation

2-Digit Industry	Empl	Avg Ann Wages	LQ	Syr History	Annual Demand	Forecast Ann Growth
Retail Trade	2,293	\$45,724	1.62		330	1.0%
Health Care and Social Assistance	2,283	\$60,268	1.14		277	2.7%
Construction	1,660	\$69,865	2.08		183	1.2%
Accommodation and Food Services	1,433	\$23,323	1.40		261	1.9%
Educational Services	1,428	\$54,730	1.32		142	0.6%
Professional, Scientific, and Technical Services	839	\$100,557	0.87		87	1.8%
Other Services (except Public Administration)	610	\$42,205	1.04		82	2.0%
Administrative and Support and Waste Management and Remediation Services	563	\$46,446	0.66		76	2.0%
Manufacturing	487	\$88,033	0.44		53	0.5%
Public Administration	434	\$72,499	0.65		45	1.2%
Remaining Component Industries	1,466	\$78,686	0.43		178	1.3%
Total - All Industries	13,494	\$67,335	1.00		1,688	1.6%

Staffing Pattern

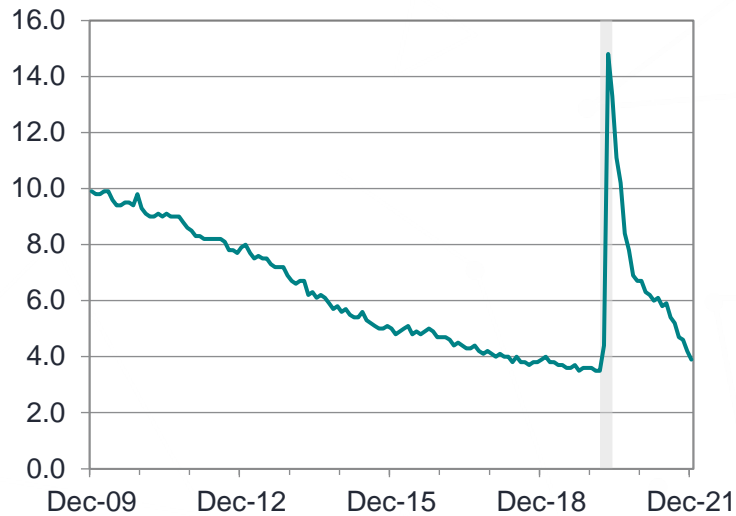


6-digit Occupation	Empl	Avg Ann Wages	Annual Demand
Fast Food and Counter Workers	655	\$23,100	146
Retail Salespersons	574	\$30,400	94
Cashiers	496	\$23,700	100
Registered Nurses	328	\$74,900	27
Office Clerks, General	292	\$38,400	38
Stockers and Order Fillers	260	\$32,900	40
Elementary School Teachers, Except Special Education	215	\$60,300	18
Customer Service Representatives	209	\$38,900	31
General and Operations Managers	207	\$131,300	23
First-Line Supervisors of Retail Sales Workers	203	\$47,300	25
Remaining Component Occupations	10,028	\$61,100	1,310
Total	13,465		

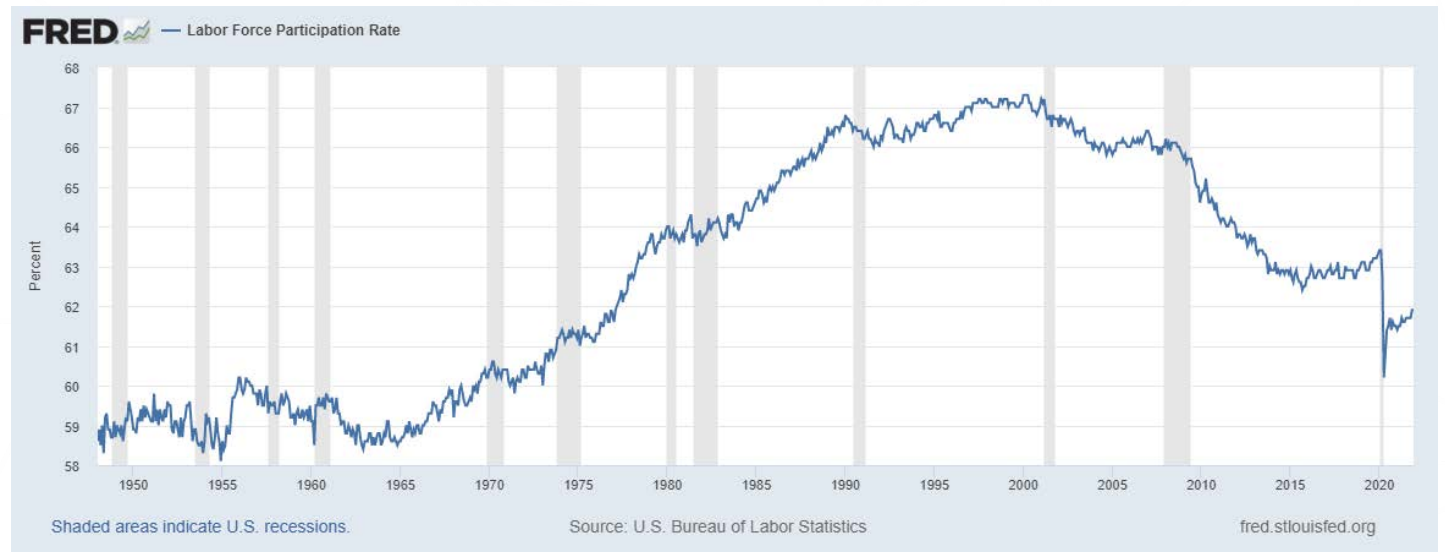
- Why is the Labor Participation Rate So Low?
 - Retirement
 - Hard to serve populations: out of school out of work youth
 - Generous stimulus checks and payment deferrals
 - Childcare issues
 - Vaccine mandates and COVID fears

Atypical Recession and Covid Hindrances are Driving a Hot Labor Market

Unemployment Rate Drops to 3.9%



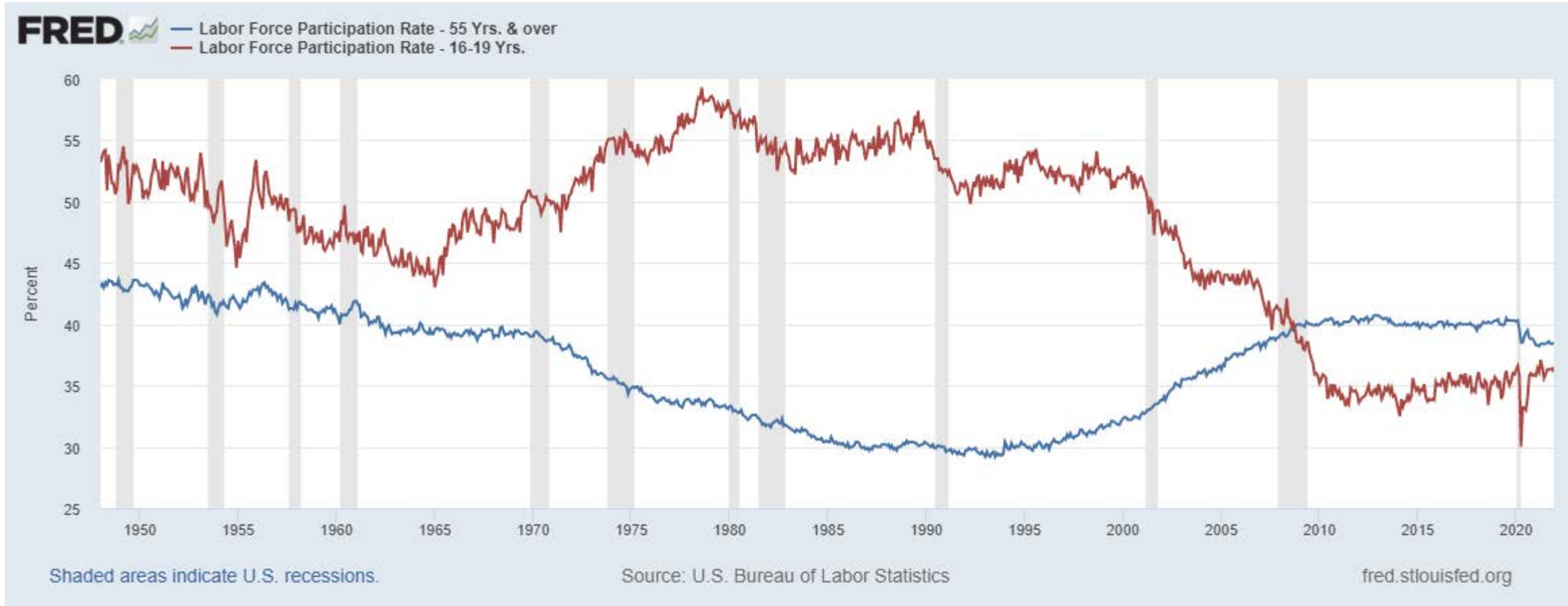
Participation Rate is Low



- Fell From 63.3% February 2020 to 61.9% December 2021
- Equivalent to a reduction about **2.4 million** workers
 - December 2021: **149 million** people employed
 - November 2021: **10.6 Million** job openings
 - December 2019: **6.7 Million** job openings

Participation Rate Inched Down From 36.2% February 2020 to 36.1% December 2021 for **16-19 year olds**

Number of workers declined 147,000



Solutions: Opportunities to fill openings from those exiting the workforce. Can we get back to pre-2010 participation rates? Focus on diversity and inclusion? Dual enrolment?

What Are Companies Doing In Response?

- Raising wages & advertising wages
- Focusing on enhancing the worker experience and mitigating causes of quitting
- Cutting unproductive products and focusing on highest sellers
- Unlocking new labor supplies like reentries and the disabled.
- “More than any other time in recent memory, the present moment offers many Americans a chance to make work better.”

Sources: [McKinsey](#), [Vox](#)

	TAXABLE sales	\$2,266,634		13%
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Quarter 1- FY 22

FY 22 Quarter 1



New Businesses 16



Jobs Created 123



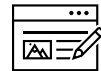
Certificates of Occupancy

22



New Commercial Building

6



Permits Estimated Value

\$2,210,739

Existing Commercial Building

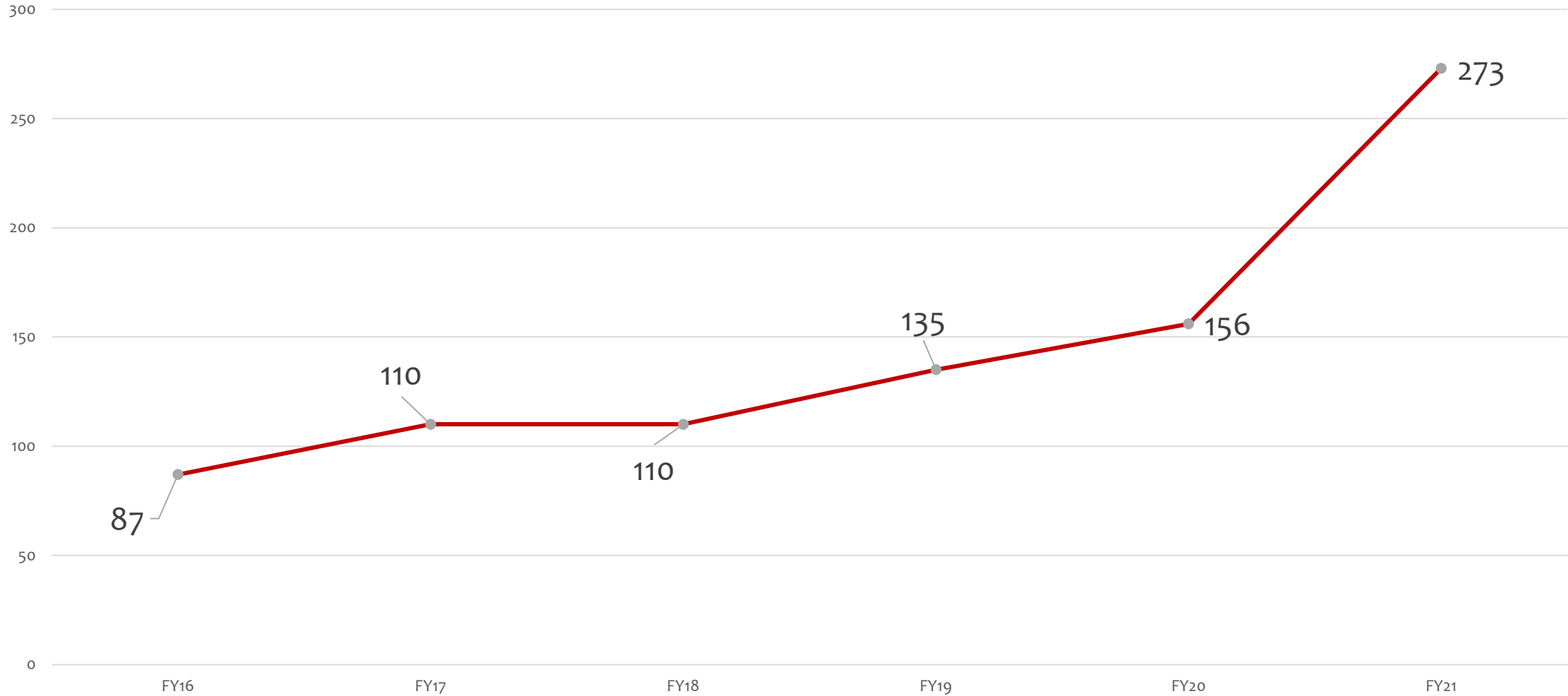
18

Permits Estimated Value

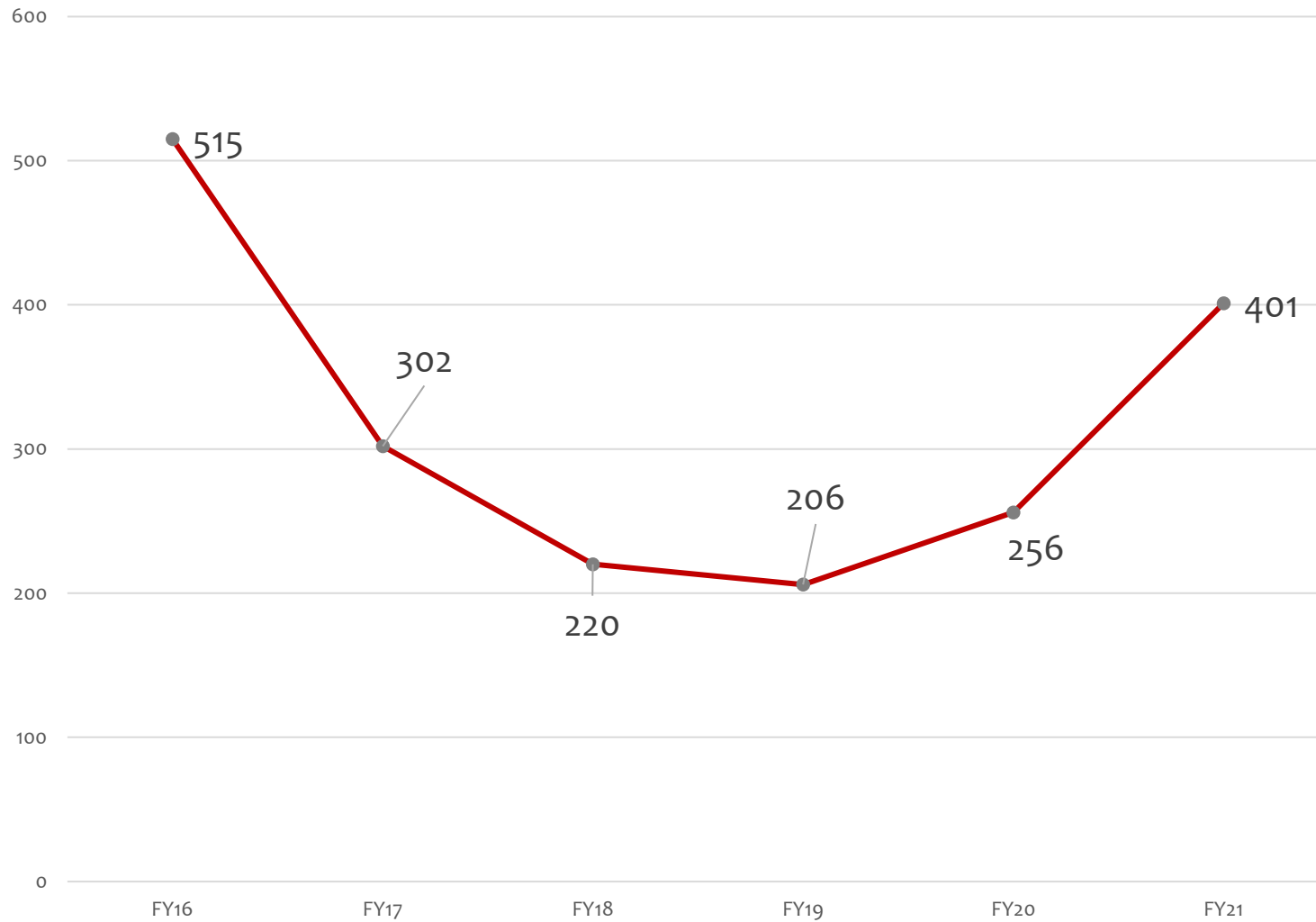
\$5,937,070

Sale Tax Receipts in December (most recent available) were the highest ever at \$901,236!

Certificates of Occupancy (CO)



Jobs Created



Estimated Value of Construction-Existing Buildings



Estimated Value of New Commercial Construction



- **New Businesses of Note:** Jimmy John's, Fish N Tails Oyster Bar, Wisp & Willow Boutique, Jabo's Ace Hardware, and MBM Auto

Jabo's **ACE** Hardware

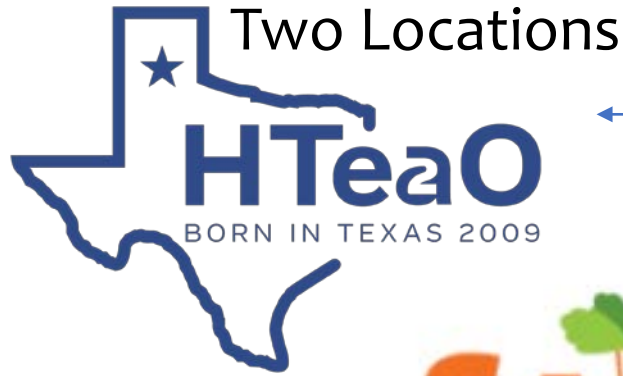
FISH N' TAILS
OYSTER BAR





Opens February 22





Still in
planning
process

Opens
Feb. 11



What's up with this building?



Was planned to be 24 Hour Fitness. Plans changed following bankruptcy. City is requiring developer to finish it out and landscape. May be filled with a similar use or several smaller businesses.

Hacienda del Centro Main & Rowlett Road



Rowlett residents Chris & Jessica Jones are remodeling one of Rowlett's oldest homes to be a Mexican restaurant managed by Harry & Vincent Morales former owners of El Centro. Projected opening in Spring 2022.



53 - 350 ACRES

MERRIT RD.

PGBT
TOLL

LIBERTY GROVE RD.

HICKOX RD.

FLEX INDUSTRIAL AND ADVANCED
MANUFACTURING OPPORTUNITY

Google Earth



JACKSONSHAW

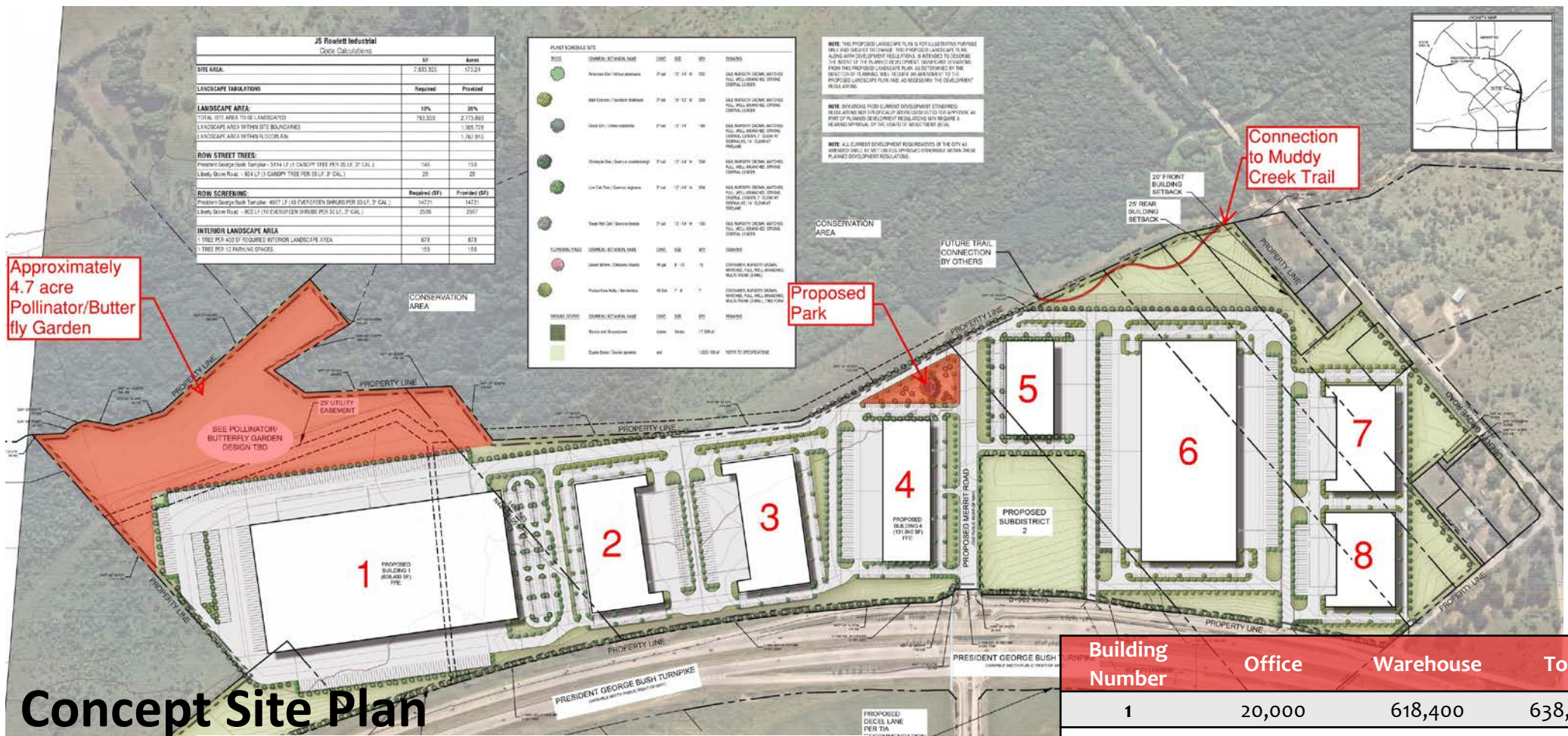


LAKEVIEW BUSINESS DISTRICT

LAKEVIEW BUSINESS DISTRICT

198 ACRES | 8-BUILDINGS | 1,816,032 SF



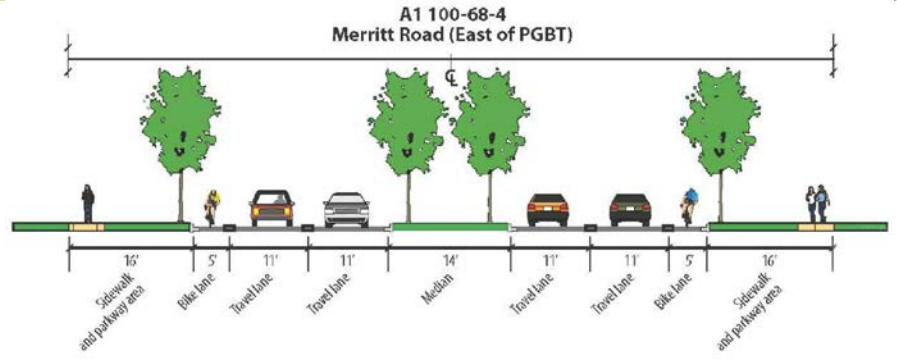


Approximately 4.7 acre Pollinator/Butterfly Garden

Proposed Park

Connection to Muddy Creek Trail

Concept Site Plan



Building Number	Office	Warehouse	Total
1	20,000	618,400	638,400
2	20,000	134,956	154,956
3	20,000	134,956	154,956
4	20,000	111,040	131,040
5	20,000	67,360	87,360
6	20,000	389,080	409,080
7	20,000	106,880	126,880
8	20,000	93,360	113,360
TOTAL	160,000	1,656,032	1,816,032





Updates:

- Financing
- Infrastructure
- What's next?

<https://sapphirebaytexas.com/>

Surf Park, Lagoon & Boutique Hotel with meeting space planned in first phase. 2023 construction start.

SAPPHIRE BAY

ROWLETT, TEXAS - USA

Nationally Branded Boutique Hotel Concepts

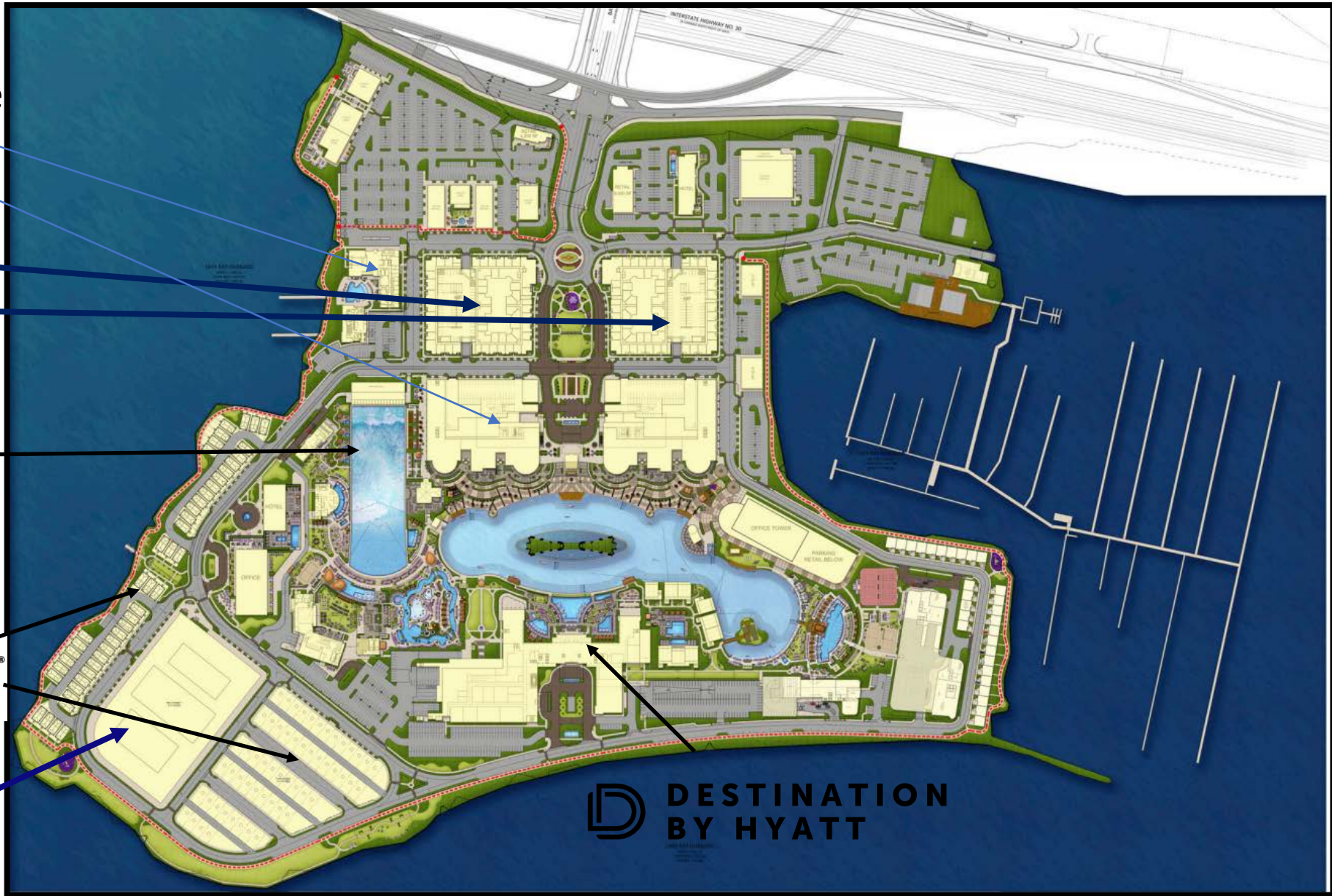
National Branded Multi-Family



KHovnanian
Homes

Multi-Family

 **DESTINATION BY HYATT**



IH-30 UPDATES



Dalrock Road

Sapphire Bay Drive



These will be initial projects beginning Spring 2022.

KHovnanian[®]
Homes

Homes from the low 500s



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SAPPHIRE BAY
ROWLETT, TEXAS - USA

Hyatt Destination Resort



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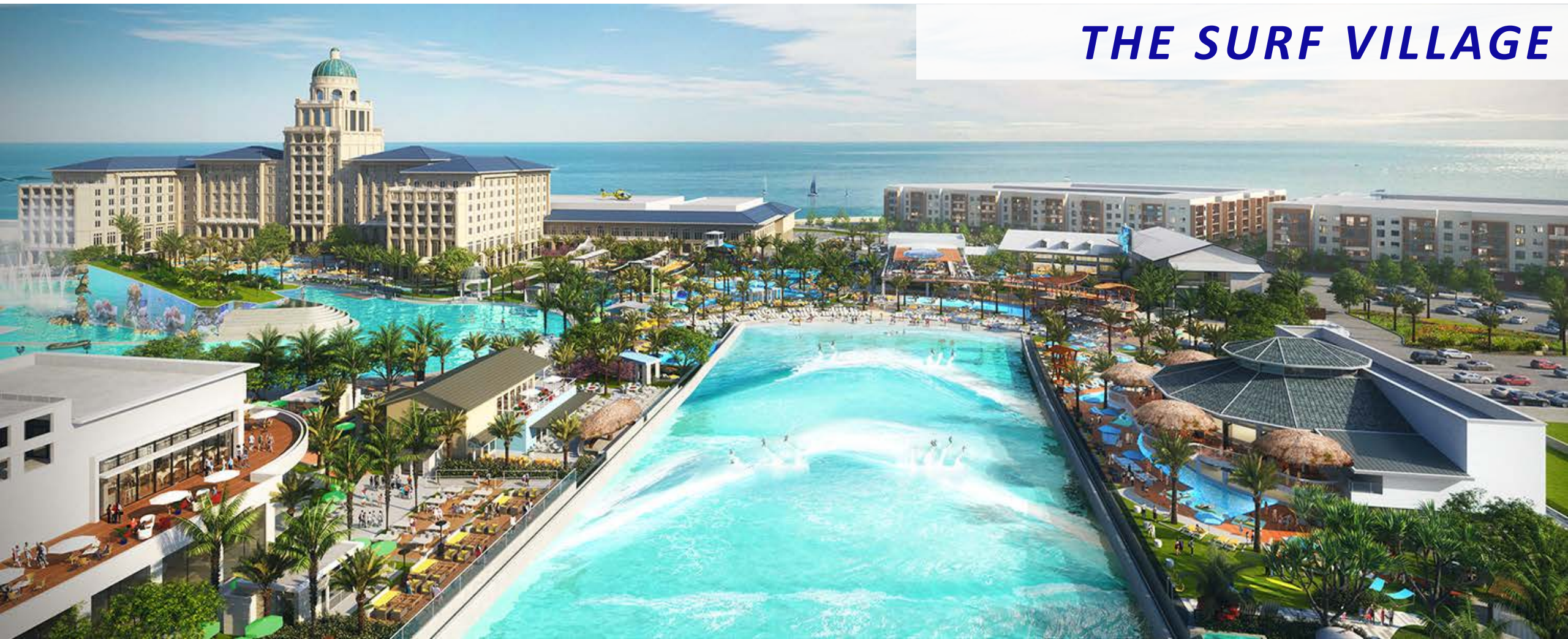




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SAPPHIRE BAY
ROWLETT, TEXAS - USA

THE SURF VILLAGE



SIMULTANEOUS SEPARATE SKILL-ZONES

EXPERT / INTERMEDIATE

- MORE WAVES
- LESS INTERFERENCE
- BETTER EXPERIENCE

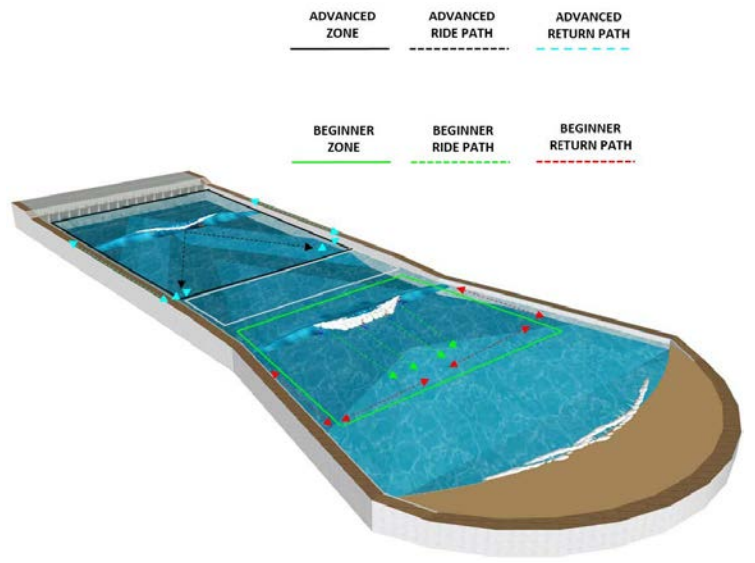
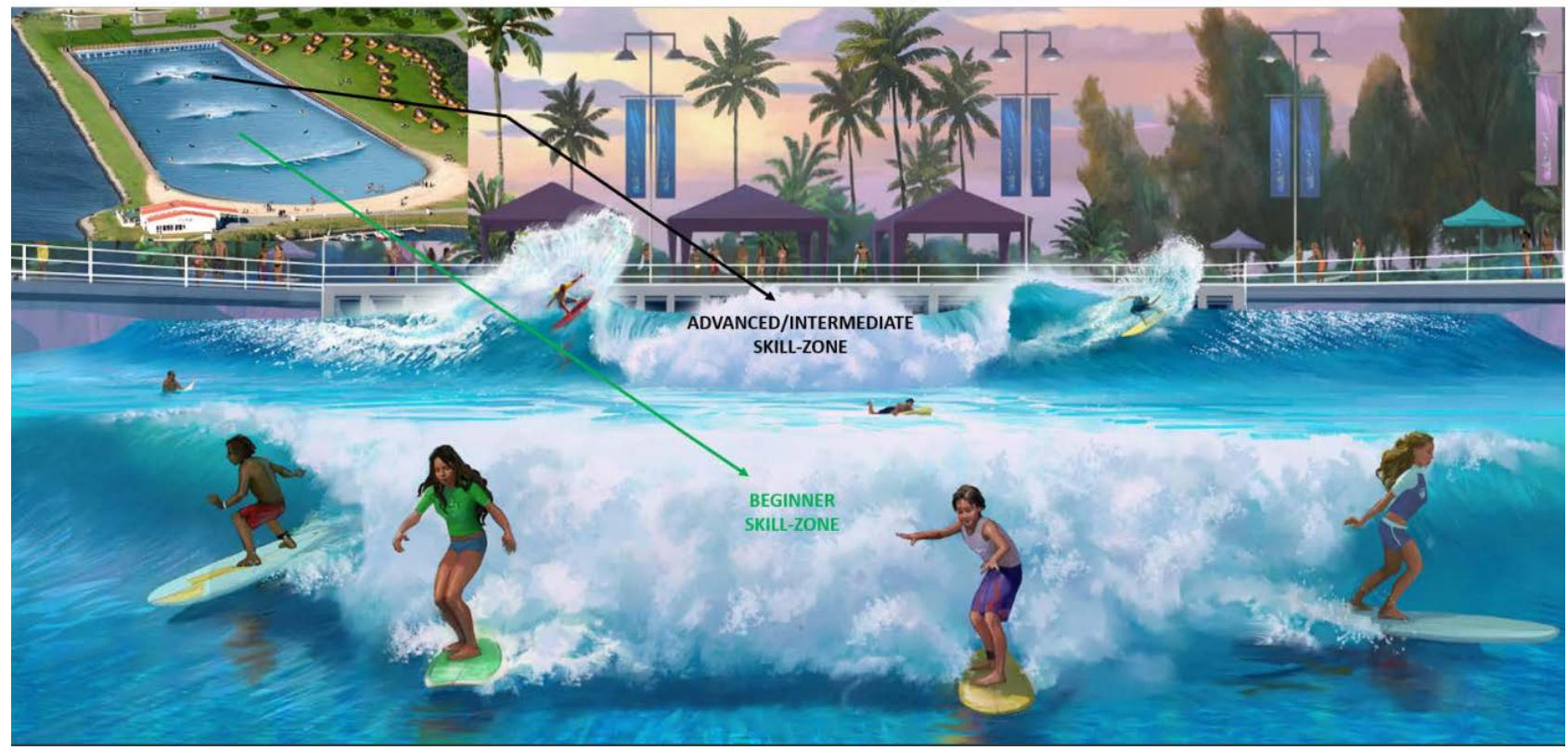
BENEFITS

BEGINNER

- MORE INVITING
- EASIER TO LEARN
- BETTER EXPERIENCE

OVERALL

- RIDER SAFETY
- MAXIMUM EFFECENCY
- INCREASED REVENUE



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***THE PLAZA OFFICE,
RETAIL & RESTAURANTS***

SAPPHIRE BAY
ROWLETT, TEXAS - USA



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SURF & BEACH CLUB AREA

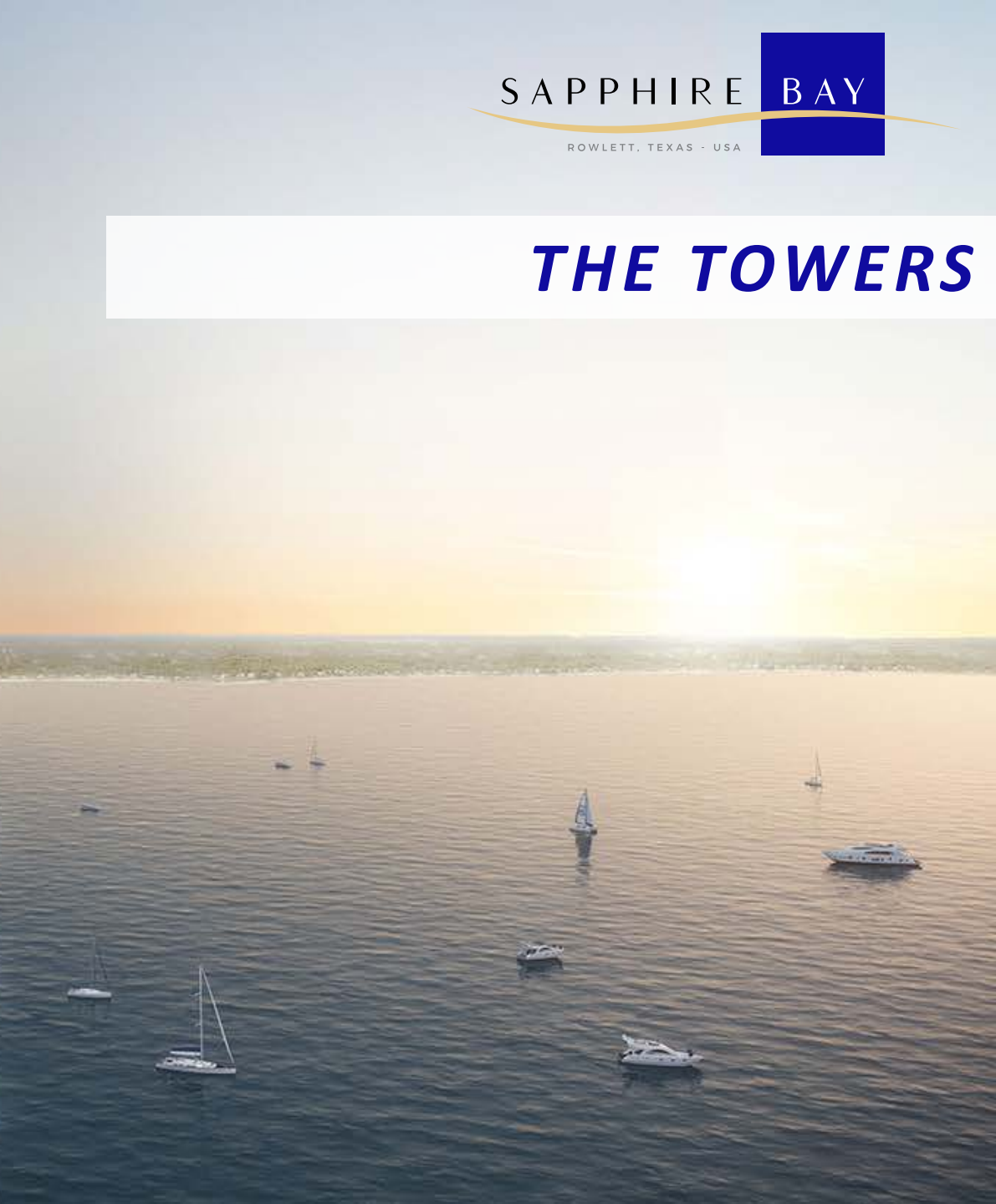
SAPPHIRE **BAY**
ROWLETT, TEXAS - USA



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SAPPHIRE BAY
ROWLETT, TEXAS - USA

THE TOWERS





Separate owners from Sapphire Bay. New Ship Store with bath house, boat rentals & fuel pumps.



February 4, 2022 announcement of Baywalk plan. 9000 SF
of Restaurant Space. Constructed by Dec. 2023.

<https://sapphirebaymarina.com/>



OMNIPLAN



OMNIPLAN

BAYWALK

Sapphire Bay | Rowlett, Texas





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