



Rowlett
T E X A S

City of Rowlett,
Economic
Development

**Community
Profile 2025**

FROM THE MAYOR

Welcome to Rowlett, Texas. Where Opportunity and Community Thrive.

As Mayor, it's my pleasure to welcome you to Rowlett—a vibrant, lakeside city where innovation, growth, and community spirit come together to create something truly special. Nestled along the scenic shores of Lake Ray Hubbard and just 25 minutes from Downtown Dallas, Rowlett is a place where people and businesses alike can grow, connect, and thrive.

Rowlett is a city with a compelling story of steady growth and a deep sense of pride in where we've been, who we are, and where we're going. Whether you're a resident, a visitor, a business owner, or a developer, you'll find a welcoming community with a clear vision for the future.

For families, Rowlett offers an exceptional quality of life with top-rated schools, abundant parks and trails, and a variety of housing options to fit every lifestyle. We take pride in our connected, neighborly atmosphere where community involvement is encouraged and valued.

For businesses and investors, Rowlett presents a strategic location, a pro-business mindset, and an energetic environment for economic development. With direct access to major highways and DART light rail, as well as an exciting transformation underway in our Downtown, Rowlett is positioned as a hub for innovation, commerce, and opportunity.

As a community, we honor our heritage while eagerly anticipating the opportunities ahead. Whether you aim to build, invest, or simply experience a strong and dynamic community, Rowlett is eager to welcome you.

Thank you for considering Rowlett as part of your journey. We look forward to partnering with you to shape a successful future together.



A handwritten signature in white ink that reads "Jeff Winget". The signature is stylized and cursive.

Jeff Winget
Mayor

QUALITY OF LIFE



As the Eastern Gateway to the Dallas-Ft. Worth (DFW) region, Rowlett retains its small lake-front community feel, despite being the fastest-growing city in Dallas County in 2024.

Situated on beautiful Lake Ray Hubbard is the vibrant community of Rowlett, Texas. A mere 20 minutes east of Downtown Dallas, this community beckons, offering an exceptional array of amenities tailored to individuals of all ages.

Distinguished by the serene beauty and recreational possibilities offered by Lake Ray Hubbard, Rowlett also features award-winning schools, unique shopping experiences, diverse housing options, and top-tier healthcare facilities. Rowlett's identity embodies a commitment to quality living. Boasting a robust trail network, lakeside parks, an exceptional marina, and unparalleled year-round special events, the city presents a tapestry of opportunities for residents to enjoy.

Businesses thrive in Rowlett due in large part to the city's strategic location and well-connected transportation thoroughfares, including Interstate 30, the President George W. Bush Turnpike, State Highway 66, and the Dallas Area Rapid Transit (DART) Light Rail Station providing a direct connection to Downtown Dallas.

Come and discover the essence of Rowlett.



DEMOGRAPHICS & WORKFORCE




POPULATION


	Rowlett	Dallas County
1990	23,260	1,852,810
2000	44,503 (+91.3%)	2,218,899 (+19.8%)
2010	56,199 (+26.3%)	2,368,139 (+6.7%)
2020	62,533 (+11.27%)	2,611,995 (+10.3%)
2025	68,123 (+8.94%)	2,656,028 (+1.69%)



WORKFORCE

	48,776	Rowlett Labor Force (71.6% participation)
	1.8M	Dallas County Labor Force
	96,068	Rockwall County Labor Force
	4.6M	DFW Regional Labor Force



	93.6%	Rowlett High School Graduate
	38.2%	Rowlett Bachelor's Degree or Higher



	\$113K+	Rowlett Household Income
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2024-2025 ROWLETT ECODEV TRENDS



60

New Businesses



361

New Jobs



97

Certificates of Occupancy



\$142M

New Commercial Permits Value



50

Business Retention
and Expansion Visits



71k

Website Views



+6.6%

Top 40 Taxpayer Sales

DFW AREA SNAPSHOT



Ranked
First in
2025

JOB CREATION



467

Residents Added
DAILY
(in the Dallas region)

3

Third Largest
Concentration
of High-Tech
Jobs in the USA

25

44

FORTUNE
500 & 1000
HEADQUARTERS



354k

Students Currently Enrolled
in Higher Education at Major
Colleges and Universities in DFW



HOUSING

on Par with the National Average



4.4 MILLION

Regional Labor Force

EDUCATION

K-12

From pre-school through college, Rowlett offers access to excellent educational opportunities. Rowlett is served by two award-winning school districts, the Garland Independent School District (GISD) and Rockwall Independent School Districts (RISD).

GARLAND INDEPENDENT SCHOOL DISTRICT

With an enrollment of over 52,000 students spanning 71 campuses, GISD is the second largest district in Dallas County and the fifteenth largest district in Texas.

The district offers specialized magnet programs, Career and Technical Education (CTE) courses, and a College for All initiative providing every student the opportunity to earn a minimum of 12 hours of college credit or an industry certification in addition to their high school diploma.

GISD is also home to the Gilbreath-Reed Career & Technical Center with over 100 courses and certifications taught by industry experts in a state-of-the-art environment to ensure they are career, college, and military ready.

ROCKWALL INDEPENDENT SCHOOL DISTRICT

Rockwall ISD is situated in one the fastest growing counties in the United States. With an enrollment of over 18,000 students, several new schools have been constructed to accommodate the massive influx of residents.

In 2018, RISD opened the Dr. Gene Burton College and Career Academy, a vital part of the Science, Technology, Engineering and Math (STEM) program. Offering several career clusters designed to provide students with an opportunity to explore career options and professional certifications, the Academy also offers courses from Collin College and houses its own student-run cafe.

GISD by the Numbers

2021-22 Attendance Rate	92.2%
2022 Graduates	4,007
Four-Year Graduation Rate	95.2%
Students Taking SAT/ACT	96.9%
Average SAT Score	974
Average ACT Score	21.5%
2021-22 National Merit Scholars	4

RISD by the Numbers

2021-22 Attendance Rate	97.1%
2022 Graduates	1,378
Four-Year Graduation Rate	99.2%
Students Taking SAT/ACT	83.6%
Average SAT Score	1026
Average ACT Score	23.6%
2021-22 National Merit Scholars	3



Dallas College – Eastfield Campus

HIGHER EDUCATION

Rowlett is fortunate to be located near several distinguished community and four-year colleges. Rowlett is most closely served by Dallas College with their nearby Eastfield and Richland Campuses.



Dallas College – Richland Campus

Offering more than 100 majors featuring one and two-year certificates and degrees to help students build a rewarding career. Pathways include schools of Business, Hospitality and Global Trade, Health Sciences, Manufacturing and Industrial Technology, among others.

Four-year colleges and universities nearby include The University of Texas at Dallas, Southern Methodist University, Texas Christian University, The University of Texas at Arlington, University of North Texas, and the University of North Texas at Dallas.

COMMUNITY



“Fireworks on Main” is Rowlett’s signature Independence Day event—an all-ages, community-wide celebration held on July 4, 2025.



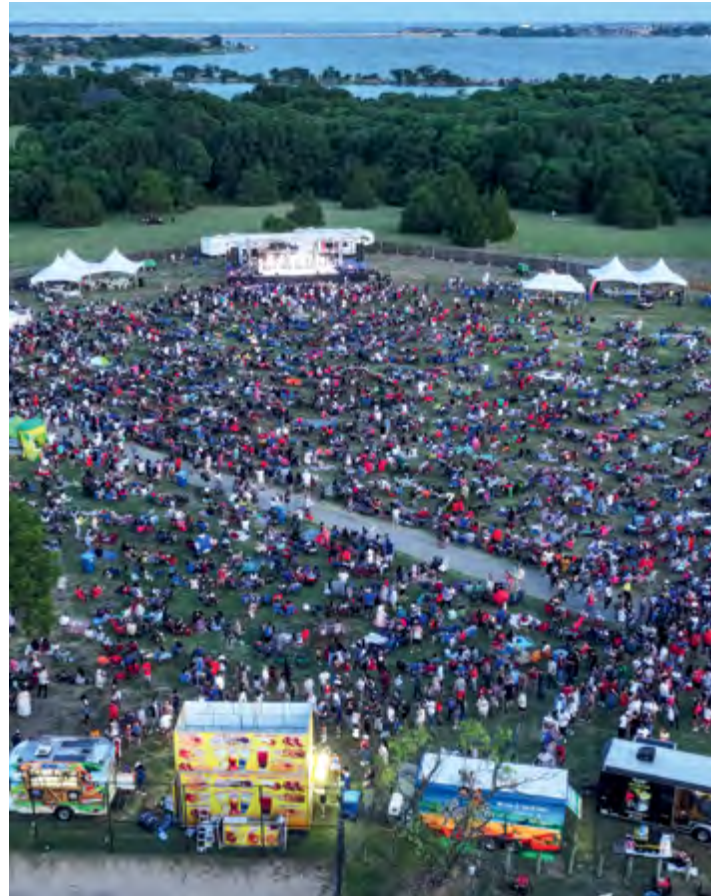
Each year, Rowlett comes alive on Independence Day with its hallmark community celebration—Fireworks on Main. This family-friendly event brings together residents, neighbors, and visitors for an evening of music, food, fun, and fireworks. Gates open early to accommodate the large turnout, with ample parking and free shuttle service provided from multiple convenient locations around town.

The entertainment lineup for 2025 showcased a mix of local and regional talent. The evening opened with performances by Brazos Elkins and Texas High Road, setting the stage for the headliner: Dallas’ own Emerald City Band, known for their high-energy shows and crowd-pleasing covers. Between sets, families enjoyed an array of food trucks, local vendors, inflatables, and a dedicated kids’ zone designed to entertain younger attendees.

Around 9:25 p.m., the Mayor of Rowlett took to the stage for a brief welcome, leading into the countdown for what proved to be a spectacular 15-minute fireworks display choreographed to music.

This free public event exemplifies Rowlett's strong sense of community and commitment to inclusive, high-quality programming.

With its blend of live entertainment, local flair, and family-centered activities, Fireworks on Main has become a beloved tradition and one of the city's largest annual gatherings. It not only celebrates the spirit of independence but also highlights the vibrancy and hospitality that define life in Rowlett. Whether you're a long-time resident or a first-time visitor, it's an unforgettable way to experience the city at its most festive.



Rowlett on Ice: A Winter First for Downtown

In December 2024, Rowlett brought holiday magic to life with its first-ever real outdoor ice rink, hosted in partnership with the Dallas Stars. Located next to the Downtown Green, "Rowlett on Ice" ran from December 9–29, offering free admission and skate rentals for residents and visitors alike.

As part of the city's expanded Holiday on Main Street programming, the rink featured themed nights, holiday movie screenings, festive décor, and family-friendly activities—making it a standout seasonal attraction. The event drew strong attendance, celebrating community spirit, and marking a new winter tradition in the heart of Downtown Rowlett.

ECONOMIC DEVELOPMENT INCENTIVES

The City of Rowlett will consider economic development incentives on a case-by-case basis according to the merits of the each project including new jobs, average salary, capital investment, and type of project.

Some of the incentives that may be offered include:

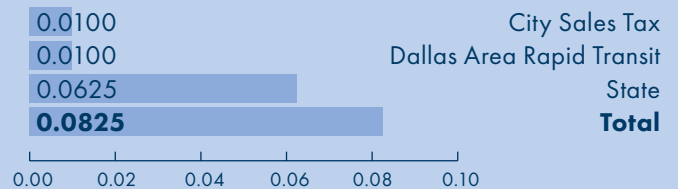
- Property Tax Rebates and Abatements
- Impact Fee Waivers/Reductions
- Chapter 380 Grants
- Job Grants
- Four Tax Increment Reinvestment Zones (TIRZ)
- Grease Trap Rebate
- Façade Improvement Grants (Downtown Core Specific)



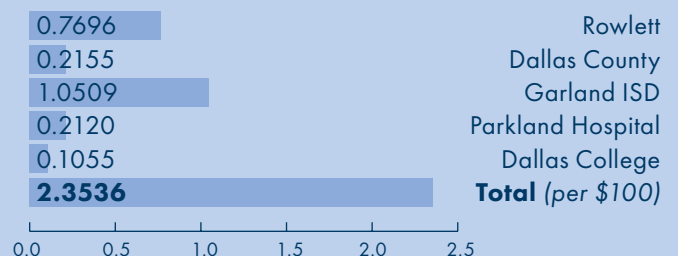
Rowlett is located in two different counties—Rockwall and Dallas. Both counties rank in the top 25 fastest-growing counties in the U.S.

TAX RATES

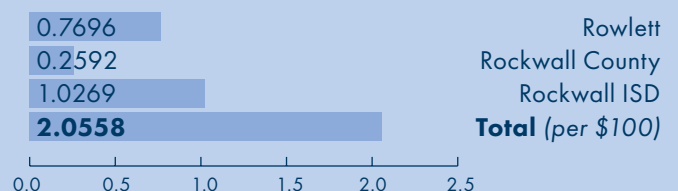
2024 Sales Tax Rates



2024 Property Tax (Dallas County)



2024 Property Tax (Rockwall County)



AREA OF OPPORTUNITY

NORTH SHORE



North Shore is poised to become one of DFW's most dynamic future destinations for retail, dining, and entertainment, all within a vibrant, mixed-use environment that also welcomes large-scale office and corporate campus development.

Strategically positioned along the President George Bush Turnpike, North Shore offers exceptional regional access to Downtown Dallas, the Plano/Frisco/Richardson corridor, and DFW International Airport. With hundreds of acres of developable land, it presents a rare opportunity to establish retail, dining, entertainment, office, medical, or corporate campus uses in a fast-growing market. Its high visibility, flexible development potential, and lower occupancy costs make it an ideal choice for visionary partners looking to shape DFW's next premier destination.

Prime land. Premier location. Unlimited potential. It's a blank canvas ready to attract visionary partners interested in shaping a next-generation destination in the heart of North Texas.

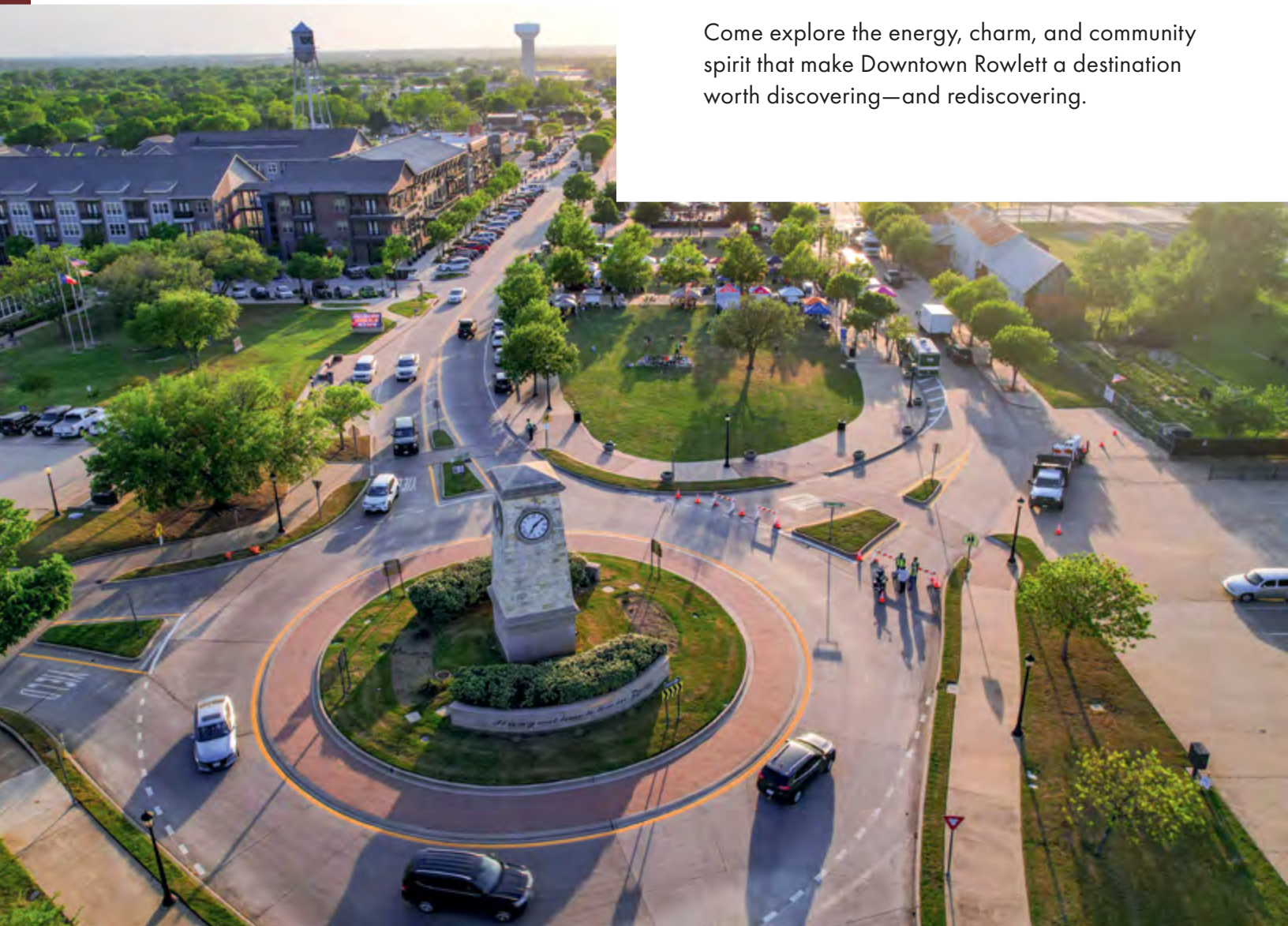
AREA OF OPPORTUNITY

DOWNTOWN ROWLETT

Downtown Rowlett is in the midst of an exciting evolution, welcoming a wave of new businesses that build on its already vibrant mix of restaurants, boutiques, and local services.

Anchored by major multi-family developments like The Village, Rowlett Station, Oasis Vista, and One90Main, the area benefits from a growing built-in customer base. Conveniently served by the DART Light Rail station, Downtown Rowlett offers easy access to Downtown Dallas and destinations across the DFW metroplex. At its heart, the Downtown Green, located across from the Rowlett Library, hosts lively, year-round events such as the Live on Main Market Series and Holiday Main Street Fest. Whether you're craving craft cocktails and hot chicken, a locally brewed beer, or authentic Latin cuisine, Downtown Rowlett offers something for everyone.

Come explore the energy, charm, and community spirit that make Downtown Rowlett a destination worth discovering—and rediscovering.



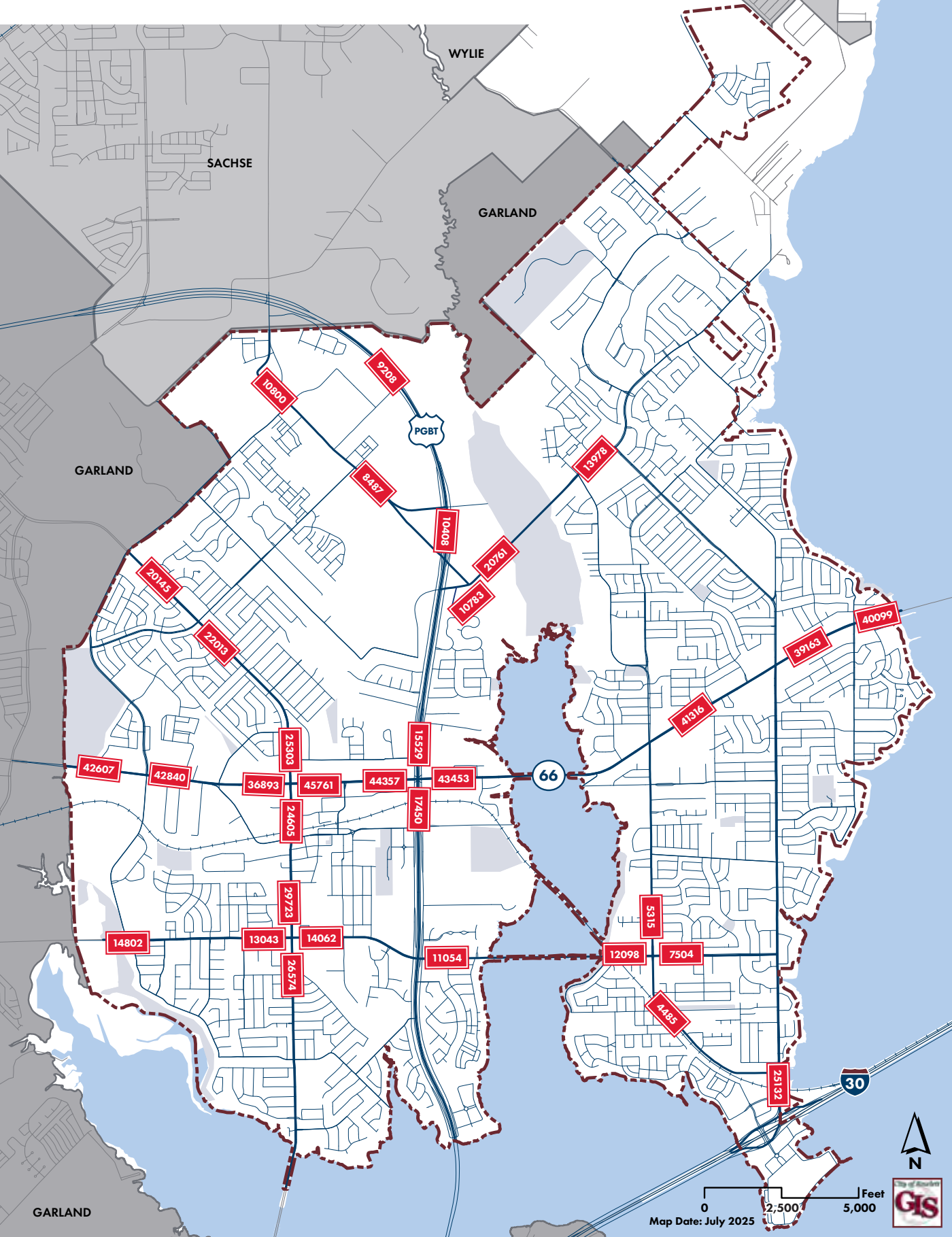


The City of Rowlett's Downtown Strategic Plan is a bold blueprint to reimagine the heart of the community as a dynamic destination that blends small-town charm with modern vibrancy.

The plan emphasizes placemaking, walkability, and thoughtful land use to foster an inviting environment for retail, dining, and entertainment. With cohesive streetscape improvements, public art, and enhanced infrastructure, the strategy is designed to elevate the downtown experience for both residents and visitors.

By focusing on high-quality design and a curated business mix, the plan lays the groundwork for long-term economic vitality and a stronger sense of place. Strategic investments and programming will activate public spaces, encourage community gatherings, and support local businesses. As a result, Downtown Rowlett is poised to grow into a celebrated regional destination that reflects the city's character while supporting continued innovation and growth.

ROWLETT ON THE MAP

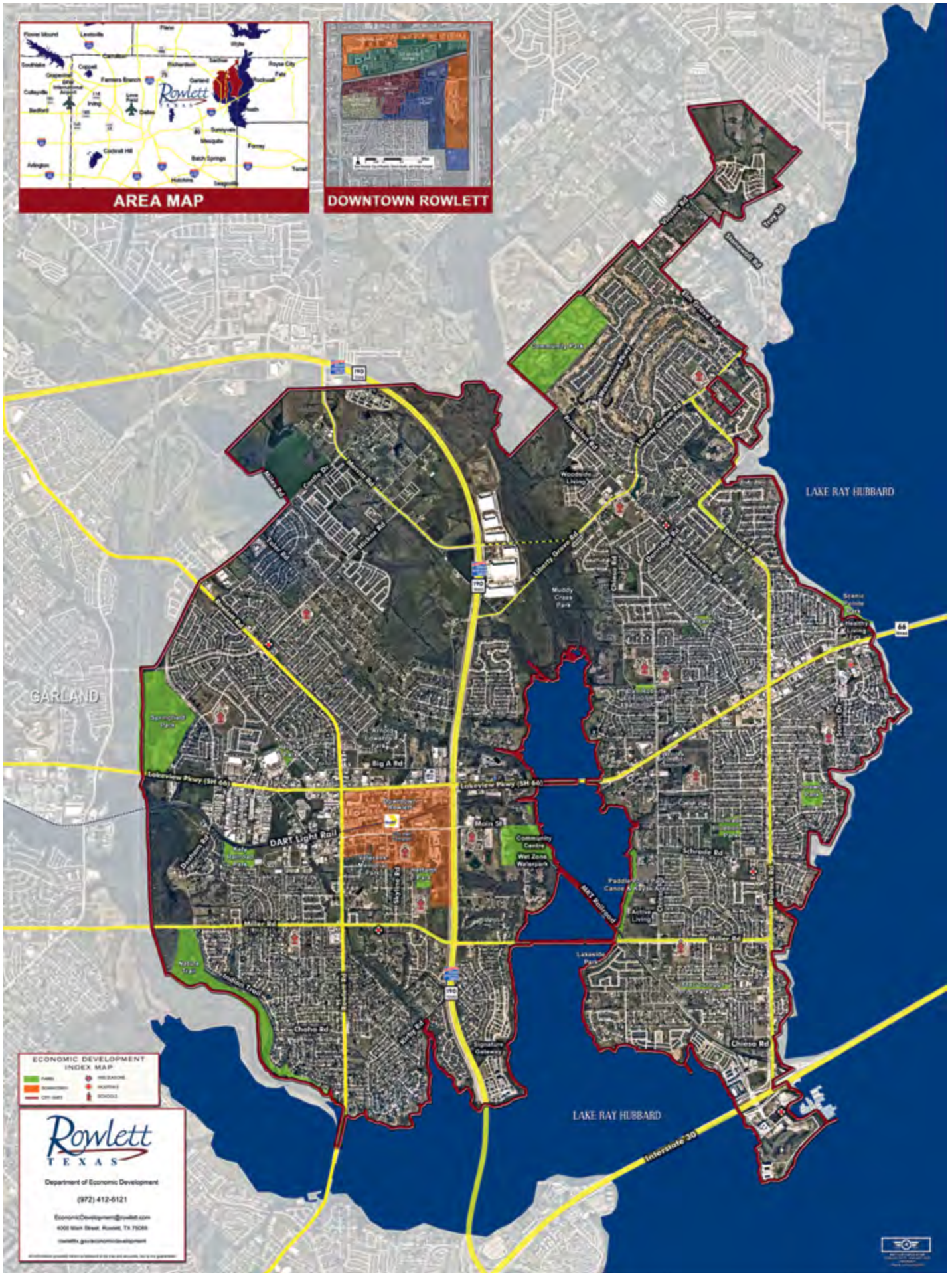




AREA MAP



DOWNTOWN ROWLETT



ECONOMIC DEVELOPMENT INDEX MAP

	PARKS		INDUSTRIAL
	COMMERCIAL		HOUSING
	OFFICE		RECREATION

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