

KERRVILLE  
IS THE NEW  
KERRVILLE

*Kerr Economic Development Corporation  
By Gilberto Salinas, Feb. 14, 2019*

The logo for Forbes Magazine is displayed on a dark grey rounded square background with a fine, light-colored grid pattern. The word "Forbes" is written in a large, white, serif font, and the word "Magazine" is written below it in a smaller, yellow, sans-serif font.

**Forbes**  
**Magazine**

The Next Great  
American  
Metropolis is  
taking shape in  
Texas

The hottest regional economy in the U.S. is a 74-mile corridor in Texas, between San Antonio and Austin.

The area is home to the three of the nation's 10 fastest-growing counties with populations of 100,000, since 2010.

Since 2000, employment in Austin has expanded by 52.3 percent.

San Antonio not far behind at 31.1 percent job growth.

Both metro areas are attracting domestic migrants at a rapid pace.

No. 1 California

No. 2 New England

No. 3 Florida & SE

This corridor drawing similarities to  
the Silicon Valley of the 1980s.



Texas has much lower cost of living,  
better business climate,  
and with a Texan swagger,  
*Tex-Mex* flavor.

We have outgrown economies of:

New York X 3

San Francisco X 4

Los Angeles X 5

Chicago X 10

Since 2010, this corridor has surpassed all Texas cities for inbound migration.

## Elements fueling the superb growth:

Major universities

Job growth

Organic population

Inbound migration

Affordable housing

Transportation

Vibrant Tech Sector

Military Installations

Proximity to oil, shale gas, border and ocean

This corridor, has two bookends:

Waco-Temple-Killeen

Texas Hill Country

Kerrville-Fredericksburg-Johnson City-Boerne

This corridor has become a  
powerful magnet for  
entrepreneurs and  
*nerdistans.*

Poised for phenomenal,  
strategic growth.



# First Year Road Map for Kerrville



# Economic Development in Kerrville

Reactive economic development

VS

Proactive economic development

Reactive economic development

VS

Waiting for the  
phone to ring.

Proactive economic development

Relative economic development

# Face-to-face meetings

## VITO

Proactive economic development

Using the phone

Knocking on doors

# KEDC First Year Road Map to Competitive Kerrville

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## First Year Road Map to a Competitive Kerrville

Medical & Health

Nearly 3,000 direct jobs with three hospitals / Number nearly doubles with indirect, induced jobs and retirement centers

Advanced Mfg

Good base of manufacturers / Support with workforce programs  
Identify opportunities to expand current base

Aviation & Aerospace

Short term – Partner with airport, support Mooney, local workforce  
Long term – Fully develop an aviation and aerospace sectors

Data Ctr-Back Office

Broadband opportunity / Huge presence of financial institutions  
Central Standard Time Zone / Access to bilingual population

Craft Agriculture

Sweet spot for Hill Country / Emerging economic pillar in area  
People pay big money for an experience / Fast growing sector

Entrepreneur

Partner local suppliers / Identify opportunities / Identify the group of entrepreneurs / To be President & CEOs of their companies

Hi-Tech Spillover

Headquarters, run operations from Kerrville / Access to ATX-SA

Moving Dirt

Support 5-7 developers / Partner for recruitment, i.e. retail sector  
Huge opportunity to increase tax base, sales tax revenue

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## HOW?

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