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## ***Welcome to Texas!***

Dallas residents and global visitors make connections between the past and the present by exploring history at The Sixth Floor Museum at Dealey Plaza, which chronicles the assassination and legacy of President John F. Kennedy.



***Join today!***

Connect with community members and explore Dallas' history when you become a Museum member. For a limited time, new members receive a **free Coffee with Kennedy porcelain cup**, inspired by an artifact from Kennedy's 1960 presidential campaign. Members enjoy free admission, exclusive event invitations, a store discount and more! Support local history and preservation by joining now at [jfk.org/join](https://www.jfk.org/join).



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PHOTO: MICHAEL SAMPLES



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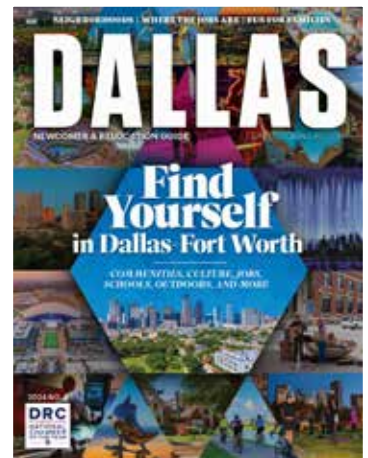
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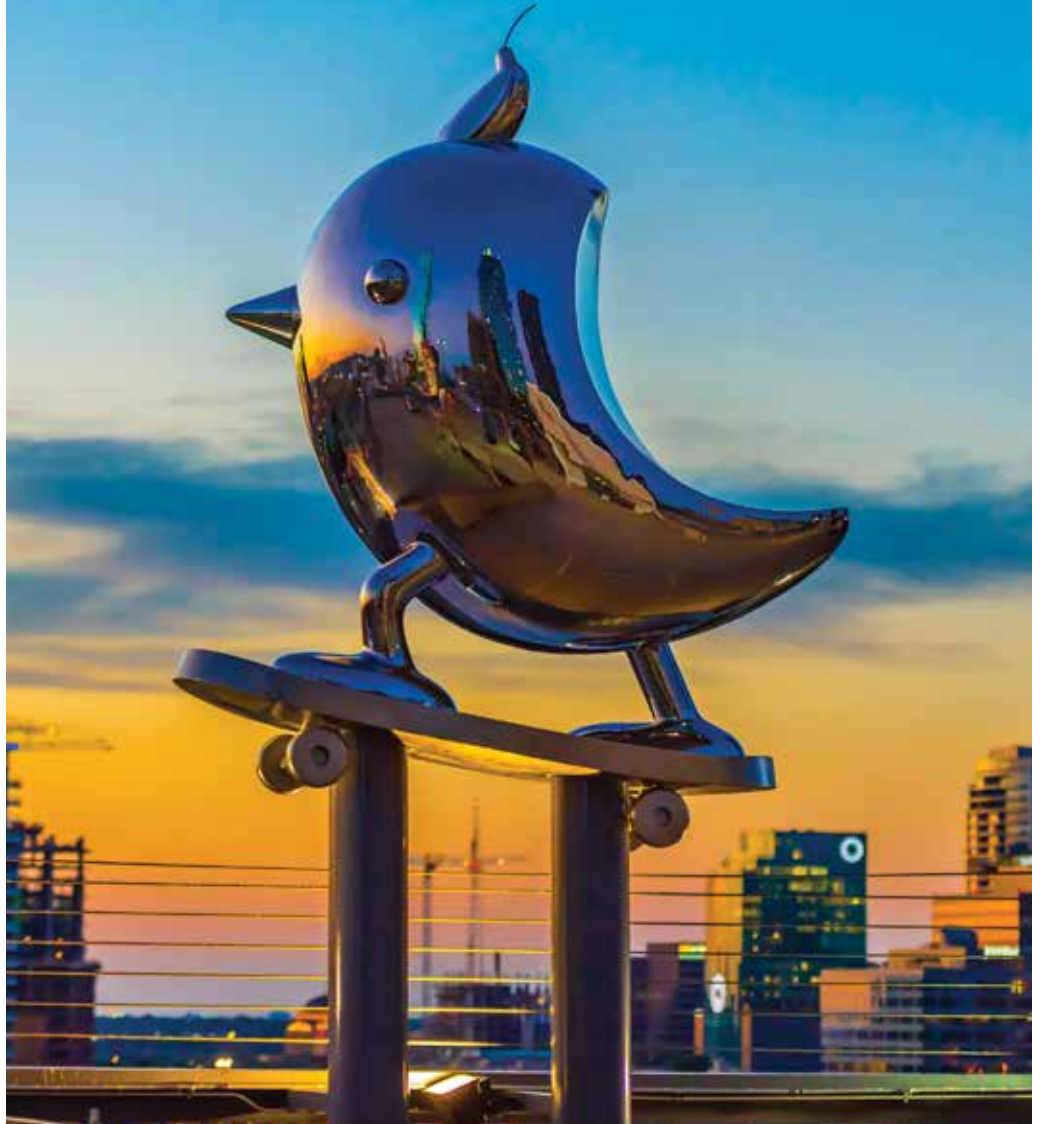
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# WELCOME

FROM THE DALLAS REGIONAL CHAMBER

---



**I wake up every day feeling lucky to be living in the fastest-growing and most prosperous community in America. The Dallas Region has an unmatched generosity of spirit—a real “we” mentality. And with all my favorite pastimes just outside my door, it’s the perfect place for me.**

My career has taken me from my hometown of Detroit to Washington, D.C.; Cooperstown, New York; Los Angeles; and Dallas, and my wife and I loved living in each of these places as we started and raised a family. Every American city, big or small, has its own history and flavor created by the people who call it home. But no place holds a candle to the quality of life we’ve found here. Why? Because people in Dallas-Fort Worth are always looking for opportunities to roll up their sleeves and work together to do good—to make our community even better tomorrow than it is today.

The region offers plenty of opportunities for fun too—in fact, I feel like I’m at the center of the sports universe. We come together to root for the Dallas Cowboys, the most valuable sports franchise in the world; the 2023 World Champion Texas Rangers; the Dallas Mavericks, with arguably the world’s greatest player in Luka Dončić; the Dallas Stars, who made a deep 2024 playoff run; FC Dallas, owned by the family of Lamar Hunt, the founder of Major League Soccer; and the Dallas Wings, our exciting Women’s NBA team.

Our arts and culture scene is vibrant and helps us connect with one another on a human and emotional level. Because we are centrally located and the fourth-largest U.S. market with eight million people, because it’s easy to fly in and out with two major airports, and because we have world-class venues, Dallas is a must-stop for every national tour. In 2023 alone, Taylor Swift, Beyoncé, George Strait, Andrea Bocelli, “Les Misérables,” and “To Kill a Mockingbird” played to sold-out audiences here.

Whatever your interests, I guarantee you’ll enjoy what the Dallas Region offers—from intellectual pursuits to opportunities for career growth, to ways to rest and relax at every stage of life—not just in Dallas proper, but in our nearby communities like Fort Worth, Arlington, Plano, Frisco, Irving, Richardson, and beyond. I invite you to come for a visit—find which “Dallas” is right for you. You may find yourself thinking what I do every day:

What a place to be ... and what a time to be here!

**Dale Petrosky**

President and CEO  
Dallas Regional Chamber

---

## GET CONNECTED

Named the National Chamber of the Year by the Association of Chamber of Commerce Executives, the Dallas Regional Chamber is one of America’s most respected business organizations and serves as the voice of business and the champion of economic development and growth in the Dallas Region. We work with our member companies and regional partners to strengthen our business community by advocating for pro-growth public policies, improving our educational system, attracting talented workers from around the world, promoting diversity and inclusion, and enhancing the quality of life for all. Our goal is to make the Dallas Region the best place in the United States for all people to live, work, and do business. For more information, please contact the DRC at 214-746-6600 or visit [www.dallaschamber.org](http://www.dallaschamber.org).





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“Panda” by contemporary French artist Richard Orlinski welcomes visitors to downtown Dallas’ East Quarter.

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■ **Like what you see in this guide, but want more information?**

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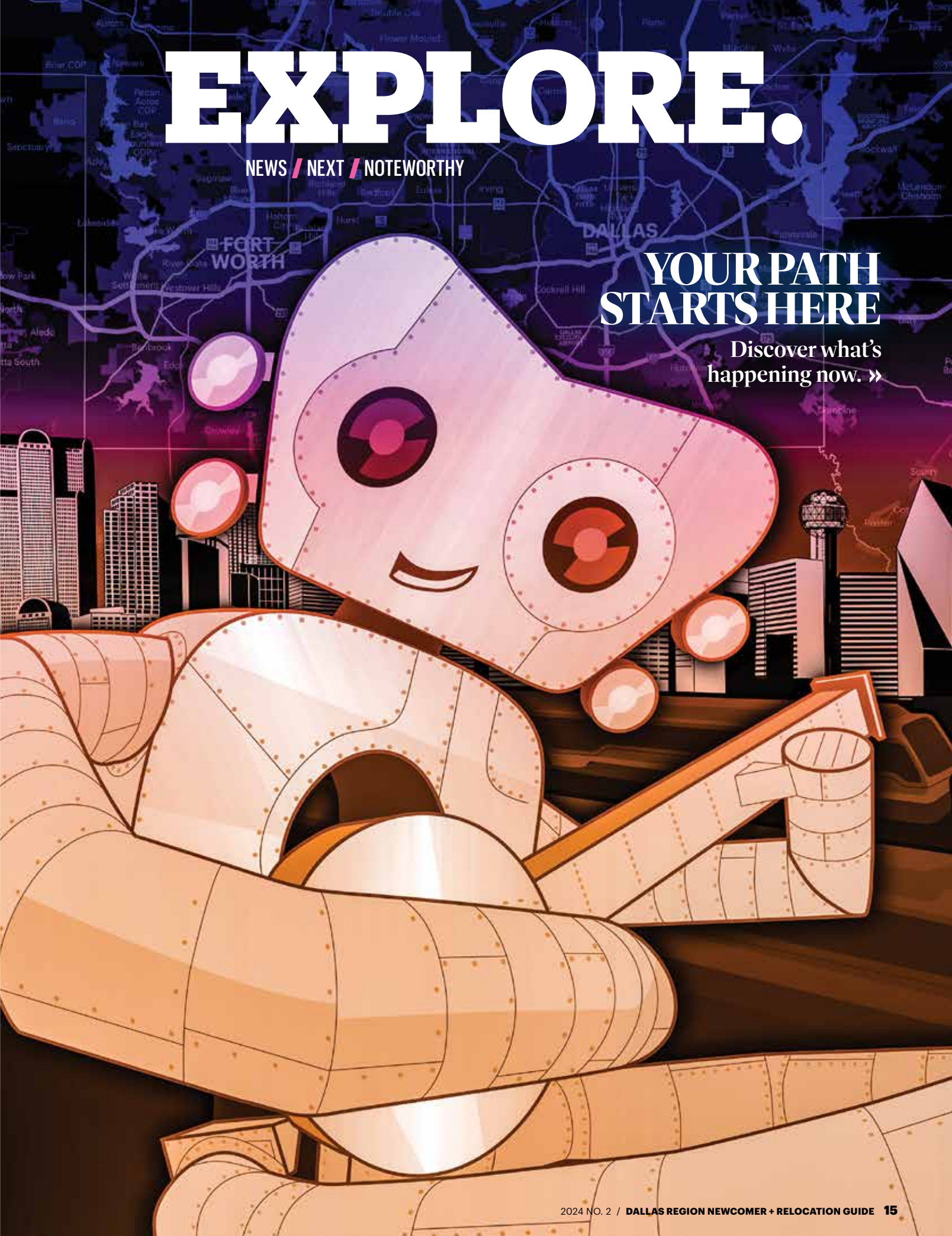


# EXPLORE.

NEWS / NEXT / NOTEWORTHY

**YOUR PATH  
STARTS HERE**

Discover what's  
happening now. »





## EXPLORE

### TAKING FLIGHT



## DFW Delivers: Pioneering the Future of the Skies

Look! Up in the sky! Across Dallas-Fort Worth, you might see a Flytrex drone zooming Chili's wings over the town of Granbury. Or a Wing drone lowering a Walmart order to a driveway in Dallas. Or a different Wing drone zipping above Frisco with medications for a Walgreens customer. Those are just a few of the many drone delivery services operating commercially in the region. Fort Worth's AllianceTexas development has a whole Mobility Innovation Zone—the MIZ—where drones, flying cars, air taxis, and more are tested to pioneer the future of air mobility. In November, aiming to help lead the new wave in the sky, DFW Airport and the city of Arlington announced partnerships with California's Overair to explore air taxi services with electric vertical takeoff and landing aircraft. Takeoff time: as soon as 2028.

**THE 66-MILE DFW  
DISCOVERY TRAIL WILL  
CLEAR YOUR PATH THROUGH  
FIVE GREAT CITIES.**



As part of The Loop Dallas, the Hi Line Connector will provide safe, reliable, pedestrian and bicycle infrastructure between the Katy Trail and the Trinity Strand Trail.

### ON A ROLL

# DFW DISCOVERY TRAIL

Whether you bike, hike, jog, or stroll, you'll soon be able to crisscross Dallas-Fort Worth in one long ribbon of connected city trails.



It's been years in the making, and now, DFW's 'Route 66'—a.k.a, the DFW Discovery Trail, is about 95% complete. An ambitious project that was spearheaded by the leaders of five communities, it is more than 60 miles of trail, connecting Dallas, Fort Worth, Arlington, Grand Prairie, and Irving.

"It's a great addition to the area and gives people an easy way to get outside—whether they want to take a call while walking the trail, or they're training for a 60-mile bike ride," says Philip Hiatt Haigh, executive director of The Loop Dallas.

North Texas cities are investing heavily in projects that connect residents to the outdoors, like parks and trails. He says The Loop Dallas, including the Skyline Trail, which is adjacent to the DFW Discovery Trail, will bring neighborhoods together "and make walkable, bikeable green space a strong part of Dallas' identity."

Another section will run along parts of the Trinity River from downtown Dallas to downtown Fort Worth.

And starting in the west, the trail begins at Panther Island in Fort Worth (see next page) and weaves its way past Centreport/DFW Airport Station near the border of Arlington and Grand Prairie, then forks north through Irving and south through Grand Prairie. Those two forks reconnect close to the

Denton to Dallas Regional Trail. A final stretch still to be completed will hook up with the Trinity Skyline Trail, offering striking views of both the river and the nearby Dallas skyline.

Building the Discovery Trail hasn't been without some delays—notably the section leading to the Mike Lewis Trail in Grand Prairie.

"That stretch is under 390—one of the area roadways identified for construction and repairs. It's fully funded, but the trail can't be built until they're done working on 390," says Haigh.

The trail system adds to the area's quality of life in a few ways. In fact, one of the long-term goals of the DFW Discovery Trail is to alleviate traffic congestion. Members of the North Central Texas Council on Governments (NCTCOG) air quality team were brought in to quantify the projected benefits of the Discovery Trail, and although the team does not have a simple analogy to explain the expected improvements, there is a formula that can be applied.

Assuming 1,000 people used the DFW Discovery Trail for 1 mile, rather than using a motor vehicle, there would be:

- .95 pounds/day reduction in harmful Nitrogen Oxides (NOx), and
- 1.08 pounds/day reduction in harmful Volatile Organic Compounds (VOC) from the air in North Texas.

The Discovery Trail will be a total of 66 miles of off-road access to run, walk, or bike.

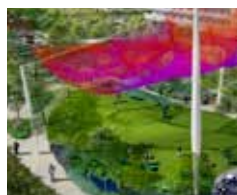


PARK PLACES



**GREEN SPACES:  
FROM DECK PARKS  
TO KALEIDOSCOPIC  
ATTRACTIONS**

Across North Texas, green spaces soothe the soul—bringing people together to play, unwind, and share community events. New respites are now on the way, including Southern Gateway Park, a sprawling deck park coming in 2025 to Dallas’ Oak Cliff neighborhood near The Dallas Zoo. An innovative oasis called Kaleidoscope Park will open in 2025, too, as a 5.7-acre attraction in the heart of Frisco’s HALL Park, one of Texas’ premier office parks. In the meantime, you can visit Fort Worth’s Botanic Garden, Plano’s Arbor Hills Nature Preserve, the Dallas Arboretum, or the countless parks and urban green spaces across DFW.



# GOING GLOBAL

## THE DALLAS INTERNATIONAL DISTRICT

Globally inspired, locally funded—transforming the Valley View-Galleria mall area into a mixed-use attraction.

Dallas is at the center of North America—between Mexico City and Toronto—as well as the middle of the United States between east and west coasts. Roughly 1.5 million Dallas-Fort Worth residents are foreign-born—entrepreneurs, corporate executives, and university students count themselves among this group. All this makes DFW the perfect place for a development that celebrates international cooperation and building business ties.

“The Dallas International District is an important part of strengthening Dallas’ position as a global city. It deepens our city’s ties with other nations and facilitates trade and cultural exchange between Dallas and the rest of the world,” said Mayor Eric Johnson.

Worlds will collide on the 450-acre district, with retail next to residential next to global and all of it local for residents and visitors.

A few major successes to date include:

- The Prism Center—purchased by the City of Dallas—will serve as an anchor for the district, housing the French Trade Office, European Chamber of Commerce, and other international offices;
- A series of International Night Markets—one-of-a-kind events which celebrate the diversity of the city’s food, culture, and art;
- A new International Workforce Center;
- Being named as a regional transportation innovation zone—thanks to a partnership with the North Central Texas Council of Governments and a \$10 million dollar grant.

The live-work-play-visit environment, being built north of the LBJ Freeway, between the Dallas North Tollway and Preston Road, will also include a Dallas ISD International STEAM Academy, international library, and 20-acre iconic urban park.



The International District’s central park.

TRINITY VISION



**PANTHER ISLAND  
IS SET TO ROAR**

And a river will run around it.

Fort Worth—historically known as the Panther City—is working to expand and enhance its downtown district by rerouting part of the Trinity River to create Panther Island. The 330-acre development is designed to connect downtown Fort Worth to the city’s cultural district and the Stockyards, according to the Trinity River Vision Authority. Creators envision a pedestrian-friendly mixed-use waterfront district for living, working, and playing, with apartments, businesses, hotels, office space, and retail shops that integrate recreation along the river. The project has been compared to the River Walk in San Antonio. In 2022, the Army Corps of Engineers received \$423 million in federal funds to advance the long-term project.

**HOT JOBS**

From tech jobs to a growing life sciences sector to a steady import of companies from California, jobs in Dallas-Fort Worth are here for the taking.

“Texas leads the nation in sustainable job growth, with more than 2.7 million positions added in the past decade,” Texas Workforce Commission Chair Bryan Daniel said in 2023. The DFW metro area has been a big reason for that trend. According to

CompTIA, DFW was the No. 3 metro in the U.S. for tech job postings in March, trailing only Washington, D.C., and New York City. Dallas has had an iron grip on that No. 3 spot for some time. And Texas’ civilian labor force reached 15,189,869 in March (seasonally

adjusted) according to the TWC. “The most dynamic economy in the nation is built by Texans,” Gov. Greg Abbott said in April. “I am proud that Texas again leads all states in annual job creation.” Meanwhile, job seekers across North Texas have plenty of opportunities

to explore skills training workshops, technology bootcamps, and more. One big proponent? “Shark Tank” billionaire investor and Dallas Mavericks owner Mark Cuban (right), whose foundation offers free AI bootcamps for underserved students across the DFW region.







### A 'SOCIAL DRINK RINK' SKATES IN

**The retro throwback to the '80s will make you think Madonna has a new single out in her glory days, and you're rolling along for the ride.**

Ride On, an adults-only "social drink rink" roller-skating concept, is slated to open soon in the Dallas Design District. The venue will offer a fusion of tech and nostalgia—with a restaurant, craft cocktails and mocktails, an arcade, and custom-made skates for the rink. The facility will have an '80s cyberpunk atmosphere that will transport individuals right back to the iconic decade. "We can say there is nothing like this in the world. Trust me, we've checked," said Adrian Verdin, CEO of On Brand Hospitality. "An adult-only roller rink, quality food and beverage, state-of-the-art sound system, custom-made skates. And we can't wait to reveal who our chef is." The 7,000-square-foot rink will feature a state-of-the-art sound system and have a disco-ball DJ booth right in the middle of the action.



# Immersive Entertainment Rules

Ready to really get in the game? Dallas-Fort Worth has become a major testing ground for an endless variety of immersive entertainment concepts—and more high-tech amusements are on the way.



**If you like entertainment you can sink yourself into—from "full-body" virtual reality to mind-bending art trips to reimaged arcades—you're in the right place. Dallas-Fort Worth just may be America's greatest high-tech playground. Some of the latest concepts in immersive entertainment have gotten their start here, and the region's also attracted the first U.S. expansion of some of the U.K.'s most popular high-tech venues.**

**Here's a look at what's waiting for you all over—one experience at a time.**

### COSM IS COMING TO WOW YOU.

Cosm, a leader in experiential media and immersive tech, is bringing one of its first two entertainment venues to Grandscape in The Colony in 2024—bridging the gap between virtual and physical realities. Founded by Dallas' Mirasol Capital in 2020, Cosm hired

Dallas' HKS to design the sprawling three-level venue, where an 87-foot LED screen will work wonders for up to 1,500 stunned spectators. Cosm's proprietary dome and curved display tech will take you inside the action—from live sports and entertainment

to experiential events, immersive art, music, and more. Cosm is creating a "new category of immersive entertainment called 'shared reality,' working with partners globally to stream live content to physical venues and to virtual alike," said majority owner Steven Winn. In November, Cosm inked a multi-year broadcast deal with TBS Sports.



ANNOUNCED



**UNIVERSAL PARKS & RESORTS IS PLANNING A 'ONE-OF-A-KIND' KIDS THEME PARK IN FRISCO**

Universal Parks & Resorts wants to capture a whole new generation of fans—and it plans to do that right here in DFW with a “one-of-a-kind” theme park in Frisco. Calling the planned park “unlike any other in the world,” Universal is designing it specifically for families with kids aged 3 to 11. The new park concept—set in a “lush green landscape featuring immersive themed lands”—will bring well-known Universal characters and stories to life “in ways that will wow even the youngest theme park goers,” the company said. The park will be sited within 97 acres of land Universal purchased in Frisco, with a more intimate scale than larger Universal parks. Major construction is slated to begin in 2024. The new Frisco park will be “full of family-friendly attractions, interactive and playful shows, character meet-and-greets, and more.”

**A PEPPA PIG THEME PARK IS PINK-ING ITS WAY TO NORTH TEXAS**

Little kids will be excited about another new theme park coming to North Richland Hills in 2024. The Peppa Pig Theme Park will feature multiple rides, interactive attractions, themed playscapes, and shows, all based on recognizable locations from the beloved pig’s brightly hued world.



**CELEB-BACKED SANDBOX VR.**

At Sandbox VR, groups of up to six gear up in the “most immersive full-body VR” for action-packed metaverse experiences. Inspired by the Star Trek Holodeck—and now open in Dallas and Fort Worth—the local venues let you don a VR helmet and body gear and grab your virtual weapon to play one of eight wildly interactive games. Built by EA, Sony, and Ubisoft veterans, Sandbox VR has attracted investors including Justin Timberlake, Katy Perry, and Will Smith.



**SURF’S UP IN NORTH TEXAS.**

Who needs Hawaii? Starting in 2024, you can shred waves right here in North Texas. In Dallas’ Deep Ellum, Goodsurf Dallas will combine “standing wave” surfing with a bar, restaurant, and beer garden. At Grandscape in The Colony, Fireside Surf will offer a restaurant with craft beers, cocktails, and its own pool with up to six-foot curls. Both will deploy tech from Germany-based citywave, offering “a perfect, naturally shaped wave.”



**3 NEW SPINS ON MINI-GOLF.**

First, Puttery opened its “modern spin on mini-golf” at Grandscape in The Colony with four wildly creative 9-hole “golf courses” on two floors with three bars (above). In 2024, Grandscape will also get Popstroke, Tiger Woods’ more realistic putting course concept. And now open in Addison, Puttshack offers its own neon-bright mini-golf vibe.



**MEOW WOLF ROARS IN.**

Meow Wolf is as strange, imaginative, and deliciously weird as its name implies. Millions have “portal hopped into worlds unknown” at its locations in Santa Fe, Las Vegas, and Denver. Last July, a fourth, 40,000-square-foot Meow Wolf opened at the Grapevine Mills mall in Grapevine. Called “The Real Unreal,” it’s a journey through a Technicolor wonderland that blends storytelling, technology, and immersive art. In this cosmic odyssey, surprises await around every corner.



**REAL-LIFE MINECRAFT EXPERIENCE.**

The best-selling video game of all time has inspired a “real-life, in-person” adventure called Minecraft Experience: Villager Rescue—and it’s getting its global debut in Plano in September of 2024. Attendees will go on an epic rescue mission “at the crossroads of game design, experiential storytelling, and high-tech multimedia,” organizers say. After the Dallas-area run, the touring experience will then be “spawned” in cities around the world.



**SWINGING IN FROM LONDON.**

North Texas is the home of Major League Cricket’s Texas Super Kings and the nation’s first pro cricket stadium in Grand Prairie. And last July, Sixes Social Cricket swung in from London to open at Grandscape in The Colony. Sixes’ high-tech immersive simulator nets let you hit cricket balls at targets as “opposing players” appear on a video screen.

PHOTOS: MEOW WOLF, ATLAS MEDIA; TWO BIT CIRCUS, DALLAS INNOVATES; UNIVERSAL; ORLANDO LANDMARK; MAANSON/SHUTTERSTOCK; OTHERS COURTESY OF THE COMPANIES





**CUP CRAZY:** Dallas will be one of 16 host cities in the U.S., Canada, and Mexico for the 2026 FIFA World Cup.



**FORE:** PGA of America's Frisco HQ is just one of many golf and golf-entertainment HQs teeing off in the Dallas area.



**STICKY WICKET:** Major League Cricket launched its first-ever season in July at Grand Prairie Stadium, with the Texas Super Kings as the local heroes.



**GET SPIKED:** The players above are some of the athletes who'll pound kill shots for the Pro Volleyball Federation starting in February 2024.



**A PICKLE PLACE:** With two Dallas billionaires deeply invested, pro pickleball has taken off big-time in Big D.



**WORLD CHAMPS:** OpTic Gaming's esports team The Dallas Fuel won the November 2022 world championship in the Overwatch League.



BALLS TO THE WALL

# The Future of Sports Is in North Texas

If the future of sports has one home, it's right here in North Texas—with new leagues, hot new sports, and newly minted champions.



The Texas Rangers capped a big year for DFW sports in November by winning the first World Series in their 63-year history. But baseball is far from the only game in town. First (and some would say above all) there's the Dallas Cowboys. There are also the NBA's Dallas Mavericks, the WNBA's Dallas Wings, the NHL's Dallas Stars, MLS' FC Dallas, the XFL's Arlington Renegades, and the indoor-soccer Dallas Sidekicks. But some of the biggest news lately is coming from new, up-and-coming leagues with a strong presence in North Texas—from Major League Cricket to the Pro Volleyball Federation to Major League Rugby to the PPA Tour. Here are some compelling reasons why the future of sports has found a new address.

## JERRY WORLD GEARS UP FOR THE 2026 WORLD CUP.

The Dallas Cowboys top the list of the most valuable sports franchises on earth at \$9 billion, according to Forbes. But when the team announced it was spending \$295 million to spruce up AT&T Stadium, owner Jerry Jones had something else on his mind: the 2026 FIFA World Cup, to be played in 16 cities in the U.S., Canada, and Mexico. Dallas will be one of the host cities, with several matches slated to be played on the Cowboys' home "pitch." The ultimate prize Jerry seeks: Hosting the World Cup Final right here in DFW—and attracting a global viewership even bigger than the record 1.5 billion who watched the 2022 final.

## MAJOR LEAGUE CRICKET.

Sticky wickets have made their way to North Texas. So have cartwheels, cherries, diamond ducks, and golden ducks. We had to learn these terms and more when Major League Cricket launched in DFW in July 2023. Local investors Anurag Jain and Ross Perot Jr. joined a \$44 million funding round to build out the league's infrastructure, with six teams representing Dallas, San Francisco, New York City, Seattle, Los Angeles, and Washington, D.C. The MLC adopted the sport's shortened Twenty20 format and played its first match—and the MLC championship—at the new "world class" Grand Prairie Stadium. With major event capacity and seating expandable to 20,000, the stadium is also the home of USA Cricket, the governing body for the sport in the U.S. It will host international tournaments as well.

## AMERICA'S 'GOLF MECCA'

The PGA of America moved its HQ from Florida to Frisco, debuting its \$33.5 million, high-tech new home in 2022 as part of PGA Frisco, a \$500 million-plus mixed-use development that's been dubbed "the Silicon Valley of golf." The new HQ has lots of company in North Texas. Dallas-based Invited is the world's largest owner and operator of golf and country clubs. Also headquartered in Dallas: tech-driven Topgolf, Drive Shack, and Puttery, as well as Arcis Golf, the second-largest owner of private, resort, and daily-fee golf clubs in the U.S. Other golf-themed local attractions on the way include Puttshack and Tiger Woods' Popstroke. No wonder Invited CEO David Pillsbury calls Dallas "a golf Mecca."

## PICKLEBALL GETS HOTTER.

Millions have fallen head over paddle for pickleball, and Dallas billionaires have gotten in the game. In 2022, Tom Dundon, chairman and managing partner of Dallas' Dundon Capital Partners and owner of the NHL's Carolina Hurricanes, acquired majority ownership of the Professional Pickleball Association, e-commerce platform Pickleball Central, and PickleballTournaments.com. Dallas Mavericks minority owner Mark Cuban was named the first team owner of the PPA's six-team VIBE Pickleball League, which merged with Major League Pickleball to unify the sport under the MLP brand. Meanwhile, a long list of venues have announced locations across North Texas, including Pickleball Kingdom in Plano, Pickle and Social in Frisco, Picklemall in Dallas, and The Pickl'r in Dallas and Fort Worth.

## BEATING THE WORLD IN ESPORTS.

The Rangers aren't the only DFW team that's snagged a world championship lately. Frisco-based OpTic Gaming saw its e-sports team The Dallas Fuel win the 2022 Overwatch League world championship in front of thousands of fans at California's Anaheim Convention Center. "We had a chance to make history today and got the job done," OpTic owner and Chief Gaming Officer Mike Rufail said at the time. Rufail's company was formerly known as Envy Gaming before its merger with OpTic in 2021. In 2022, Envy retired its branding and adopted the OpTic name. OpTic Gaming also operates the 100,000-square-foot Esports Stadium Arlington, which will be hosting the SMITE World Championship in January.



## WOMEN'S PRO VOLLEYBALL SPIKES TO LIFE.

It's not just for the Olympics anymore. The Pro Volleyball Federation, an indoor women's volleyball league based locally out of Frisco as well as Columbus, Ohio, is launching its inaugural season in February with seven teams: the Atlanta Vibe, the Columbus Fury, the Grand Rapids Rise, the Omaha Supernovas, the Orlando Valkyries, and a team in San Diego. (A Dallas franchise is slated to join the PVF in 2025.) In September, pop and R&B star Jason Derulo, an owner of the Omaha Supernovas, increased his stake by making "a major equity investment" in the new league. Former college player Jen Spicher, the league's CEO, calls the PVF "a fantastic new opportunity for these awesome athletes." Dinks, spikes, and digs, anyone?



TEXAS LIVE!

## SPORTS & MORE IN THE HEART OF ARLINGTON

It's more than the home of some of DFW's biggest sports teams—it's a destination all its own.

The Arlington Entertainment District is the home of the Cowboys' AT&T Stadium, the Rangers' Globe Life Field, and the Renegades' Choctaw Stadium. But more than just sports is on tap here: Outside Globe Life Field, Texas Live! has all kinds of dining and entertainment options, including the 35,000-square-foot Live Arena, where you can catch live music and see games on a 100-foot screen. The district's family fun includes Six Flags Over Texas and Six Flags Hurricane Harbor. Coming in 2025: the National Medal of Honor Museum.



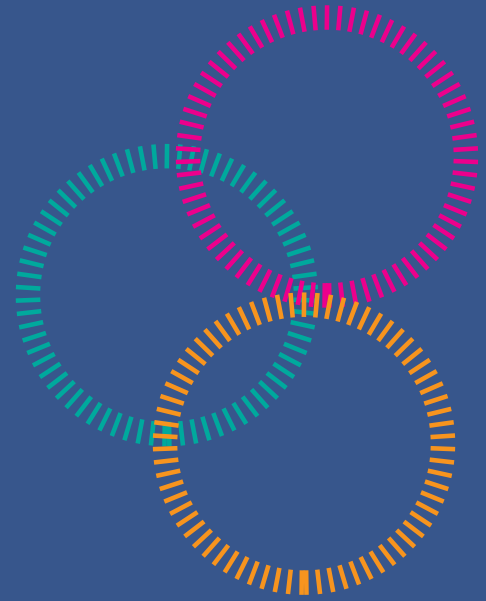
## TEQBALL BOUNCES IN

Trying to do what pickleball did.

A cross between soccer and ping-pong, teqball is played on a curved table with "Teqers" kicking, kneeling, and heading a soccer ball back and forth. Fort Worth set up teq tables for public use at two parks in 2022, a year after Big D hosted the Dallas Challenger Cup for teqball-playing men and women.



GROWTH, CONNECTIVITY & CULTURE



# Why Dallas- Fort Worth Feels Like Home.

**Come for the opportunity, stay for the community.**

Whether they're entrepreneurs, college students, tech executives—or just someone seeking a **fresh start in life**—those who've flocked to North Texas in recent years appreciate the area's welcoming spirit of **positivity, possibility, collaboration, and connectedness**. As Nextdoor.com co-founder and new Dallas resident Nirav Tolia succinctly puts it: "It's a great place to live." See why Tolia and other dynamic newcomers believe diverse, fast-growing Dallas-Fort Worth is a new land of opportunity for **21st-century pioneers**.





When someone like tech entrepreneur Nirav Tolia—co-founder of Nextdoor.com, the world's largest hyper-local social network—chooses to move from San Francisco to Dallas, people sit up and take notice.

Tolia, who was also employee No. 84 at internet pioneer Yahoo in the 1990s, says he relocated because Dallas and North Texas exude a unique spirit of partnership and positivity.

“There’s a long tradition of entrepreneurship here. There already are giants in this area,” Tolia said at a recent innovation summit in Frisco. “There is an incredible optimism and positive attitudes with people in this area.

“So many people are moving here,” he said. “It’s a great place to live. You can raise a family here. You can afford to be here. We shouldn’t take those things for granted, because they don’t exist in almost every other place in the country—if not the world.”

Tolia, who grew up in West Texas,

returned to the Lone Star State with his family in 2021. He and his wife, Megha—the president and COO of global TV production company Shondaland—moved to Highland Park in part so their children would grow up in a strong community that values hard work and collaboration.

The power couple are hardly alone in their lifestyle decision. Over the last decade or so, the population of North Texas has swelled by more than a million people.

### A welcoming culture

Between 2010 and 2020, the DFW region grew by an estimated 1.3 million residents. That’s roughly the entire population of New Hampshire, and it represents the most growth of any U.S. metro area during that period.

Where did all the new arrivals come from? About 40% relocated from elsewhere in the U.S., 20% arrived from other countries, and the rest were the result of natural population growth.

For many new residents of North Texas, relocation was compelled by an

expanding family, an attractive career or academic opportunity, or simply the quest for a better quality of life.

For Peter Phillips and his wife, a year of social distancing and laying low at their home in the Northeast due to the pandemic made their decision to move to DFW an easy one.

“We were locked down like the rest of the country, and realized there was nothing really tying us to the area anymore,” Phillips said. “And why pay that much in taxes for schools that your kids no longer attend?”



Peter Phillips

With both their children attending college in different states—and the rest of the family geographically dispersed as well—the couple sought a new home offering intellectual challenges, ample entertainment options, and a central base for travel. So, in July 2021 they moved to North Texas, ready to open a new chapter in their lives.





Phillips, a veteran tech and media executive who'd worked for high-profile companies including Fandango and Marvel Entertainment, quickly found his footing in DFW by co-founding Colossal Biosciences, which he now advises. Colossal, proclaimed a “most influential company” of 2023 by Time magazine, is best-known for its effort under CEO Ben Lamm to bring back the woolly mammoth in order to preserve biodiversity.

“There’s a bunch of us who used to work in entertainment, and we’ve found each other” in North Texas, Phillips said.

The idea of “finding each other” is something that can happen easily in DFW, whether you’re new to the state or find yourself in a new part of the region. There’s a welcoming culture that fosters connection, as well as an ethos of helpfulness—whether you’re looking for child-care options or a place to learn how to dance the Texas Two-Step.

### Growing the business footprint

Business organizations, including local chambers of commerce, are good ways to get plugged in and rooted in an area. As voices of the business community, chambers have insight into what makes their city hum and are accomplished at communicating its assets. Over the last decade, chamber messaging about DFW’s magic business touch has struck a chord with leaders across industries.

The North Texas business community has been steadily expanding since 2010. In 2024 the region was home to 21 Fortune 500 companies including construction-equipment manufacturer Caterpillar, which moved to Irving from Deerfield, Illinois. The list of Fortune 500s in DFW reflects diverse industries including tech, defense, life sciences, and financial and professional services.

Some companies have preferred to test the area first with a smaller presence, and then expand. Goldman Sachs is a case in point. Having first moved to the region in 1968, the investment bank and financial services company broke ground on an 800,000-square-foot tower in Dallas’ Victory Park neighborhood in 2023. Once completed in 2027, the building will be able to accommodate 5,000 employees—1,000 more Goldman employees than currently work in the Dallas area. John Waldron, the company’s president

and chief operating officer, called the investment a “testament to the incredible talent and strong client base in the region.”



John Waldron

Goldman’s growth mirrors that enjoyed by other companies across the region. DFW is consistently near the top of the list when it comes to the creation of new jobs. That translates to an abundance of opportunity for anyone looking to start, grow, or change their career.

### The advantages of diversity

DFW’s growing population represents a diversity not just of backgrounds, but of thought as well. The result is a dynamic environment that enhances quality of life. It’s also something the business community appreciates, as it helps create a strong pipeline of workplace talent.

Whether someone is looking for formal education, mid-career upskilling opportunities, or some other kind of learning, opportunities for all of them are woven throughout the fabric of North Texas. DFW is the state’s No. 1 region for higher education, boasting more than 70 accredited colleges and universities.

Hundreds of thousands of post-secondary students are enrolled each semester in North Texas, and a whopping 72% of them stay to work in the region after graduation. That’s the sixth-highest “retention” rate in the country. DFW also is the No. 1 Texas metro for Carnegie-designated R1 and R2 doctoral research universities.

Indeed, the high concentration of good colleges and universities in North Texas is what initially attracted Veena Somareddy, CEO of Neuro Rehab VR, to the area.

“I was looking at a couple of cities, and Dallas has such a big Indian community—it made me feel safer,” Somareddy said.

Situated in the center of the country, with direct flights to more than 190 domestic locations and nearly 70 international cities, DFW is rooted in geographic diversity. In fact, more than 230 languages are spoken in the region. Somareddy chose the University of Texas at Dallas to study for her master’s degree, and it was at UTD that her interest in video-game development evolved into a desire to create products to help people.



**“Dallas was created by pioneers who were pushing west. They were courageous and creative ... Dallas wasn’t born with a silver spoon; we built this city by picking ourselves up by our bootstraps.”**

CHRIS GANNETT

In 2017 she co-founded Fort Worth-based Neuro Rehab, a successful physical-therapy company utilizing virtual reality.

**DFW’s pioneering spirit**

Like Somareddy, executive and investor Chris Gannett saw and capitalized on North Texas opportunities.

“There’s this entrepreneurial heritage that has endured through the years,” Gannett said. “Dallas was created by pioneers who were pushing west. They were courageous and creative.”

Gannett moved with his family to DFW in 2016. It was a homecoming of sorts for him—and a reminder of an enduring advertising campaign his father once created for the region.

“My dad was an ad guy of the ‘Mad Men’ variety, and he created this campaign for [Dallas] in the 1970s that was recognized by the mayor, and that stuck with me personally,” Gannett said. “It essentially communicated, ‘Dallas wasn’t born with a silver spoon; we built this city by picking ourselves up by our bootstraps.’”

After working with startup com-

panies and holding executive roles at Sony and with hit TV shows “American Idol” and “So You Think You Can Dance,” Gannett reintegrated into DFW, serving on the Dallas Museum of Art marketing committee and joining the steering committee for Venture Dallas.

He says some members of his Dallas “tribe” are reformed Hollywood and tech types like himself. Now, they’re plugging into local organizations that align with their missions and interests.

Experts say DFW benefits from the state’s business-friendly policies and a local innovation ecosystem, the combination of which enables the region to continually reinvent itself.

It’s something it’s been doing since Dallas’ pioneer days, Gannett said, and he sees the same spirit reflected in the region’s citizens today.

“I think a lot of the personality of DFW can be traced back to those settlers,” he said.

It’s likely the area’s 21st century pioneers—like Tovia, Phillips, and Somareddy—would agree.



**Eats From Elsewhere**

Dallas-Fort Worth, a melting pot of culinary delights, offers a taste of the world in its vibrant food scene. From Michelin Star establishments to street food wonders, the area is a haven for food enthusiasts, showcasing an eclectic mix of regional and international flavors.

While it wouldn’t be DFW without authentic barbecue joints, regional staples from across the country also have found homes here—a testament to its sophisticated palate. New York, Chicago, and California are just a few places whose food scenes have been “imported” to DFW.

Consider, for example, Sadelle’s in Highland Park Village. Inspired by New York’s great delis and described as an “all-day restaurant,” Sadelle’s choices range from freshly made bagels with smoked salmon to gourmet salads and seafood.

District, an imported favorite from San Francisco, opened in Addison in 2022. Part neighborhood bar, part refined dining spot, it’s the chain’s first location outside of California. The restaurant boasts a diverse menu, from farm-grown vegetarian options to oysters on the half shell to pizza. There also are extensive wine and whiskey lists, as well as “Whiskey of the Month” cocktails.

Quartino Ristorante and Wine Bar is an Italian neighborhood eatery from Chicago that opened in 2023 in the Grotto District of Grandscape, in The Colony. Patrons can choose from shared plates, handmade pastas, Neopolitan-style pizza, and more. Quartino offers two levels, including an indoor and outdoor bar plus dining room seating.

These are just a few of the out-of-state eateries that have found their way to DFW, rounding out the area’s traditional options like steakhouses and Tex-Mex cuisine.

“We go to a different restaurant every Friday night,” said Andrea Hopkins, a British transplant and Knox-Henderson resident since 2019. “Gourmet Asian cuisine, ‘proper’ fish and chips, buffalo chicken dip ... it’s all here for the taking.”



Chris Gannett



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# LIVE.

COMMUNITIES, NEIGHBORHOODS, AND MAKING YOUR HOME IN THE DALLAS REGION.

## MEET DALLAS- FORT WORTH

Explore the largest and fastest-growing cities  
and towns that make up the Dallas mega-region.



Big Tex welcomes  
visitors to the  
State Fair of Texas.





MCKINNEY SQUARE



REUNION TOWER, DALLAS



FORT WORTH



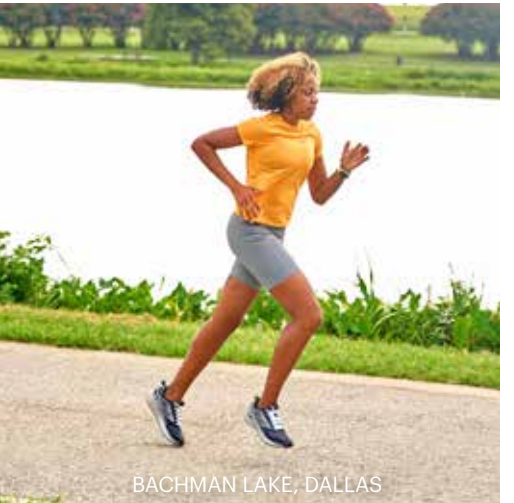
JAPANESE GARDENS, FORT WORTH



SOUTHLAKE TOWN SQUARE



TEXAS LIVE!, ARLINGTON



BACHMAN LAKE, DALLAS



PGA OF AMERICA, FRISCO



GRAPEVINE GRAPESTOMP



CEDAR HILL



PLANO



WHITE ROCK LAKE, DALLAS



# Finding Home

DISCOVER YOUR PERFECT NEIGHBORHOOD FIT IN DALLAS-FORT WORTH.

**The Dallas-Fort Worth region is a modern metro with more than 200 cities, each unique in personality but all Texas proud. The region's four most populous counties are Dallas, Tarrant (home of Fort Worth), Collin, and Denton. Each has its own feel, as does every city, town, and neighborhood within. Nine surrounding "outer ring" counties are dotted by small Texas towns and a few larger cities.**

In our "insider guide," you'll find a snapshot of the largest cities within these counties. We also highlight key neighborhoods and interesting facts. It's a lay of the land to help you find the right community for your lifestyle and family.

With so many welcoming neighborhoods, Dallas-Fort Worth has something for all types of homebuyers. Millennials flock to urban areas like Uptown, Downtown Dallas, and Near Southside in Fort Worth for an on-trend, walkable lifestyle. Families seek out newly built neighborhoods in suburban cities like Plano, Frisco, and Southlake. They'll also be pleased to find educational excellence throughout the region, including ISDs with 2023 National Blue Ribbon School honorees like Dallas, Garland, and Royce City. Empty nesters retire to low-maintenance living in active adult communities. Outdoor lovers head to Lake Ray Hubbard, Grapevine Lake, or Lewisville lakefront neighborhoods. Architecture buffs restore historic homes in areas like Highland Park, Dallas' Swiss Avenue, or Fort Worth's Ryan Place. Golf enthusiasts have premier golf communities like Las Colinas' Four Seasons, Westlake's Vaquero, and McKinney's TPC at Craig Ranch, plus the PGA recently opened its new national headquarters in Frisco, bringing major tournaments to courses in the area. Those looking for space can find acreage in scenic countryside cities like Celina or Rockwall.

Despite explosive growth, DFW remains affordable compared to other major U.S. metros. The region offers move-up, lateral, and downsize housing options to fit many budgets. With so many cities and types of real estate, newcomers can find their ideal home. From single-family homes of every design, to bespoke high-rises, to neighborhood townhomes, to modern apartments, to live-work-play communities, you'll discover your perfect fit in Dallas-Fort Worth. You'll also find land, and plenty of it, giving DFW a spacious, open feel. Start your exploration in the pages ahead.



CITYLINE, RICHARDSON



DALLAS



WATER STREET, IRVING

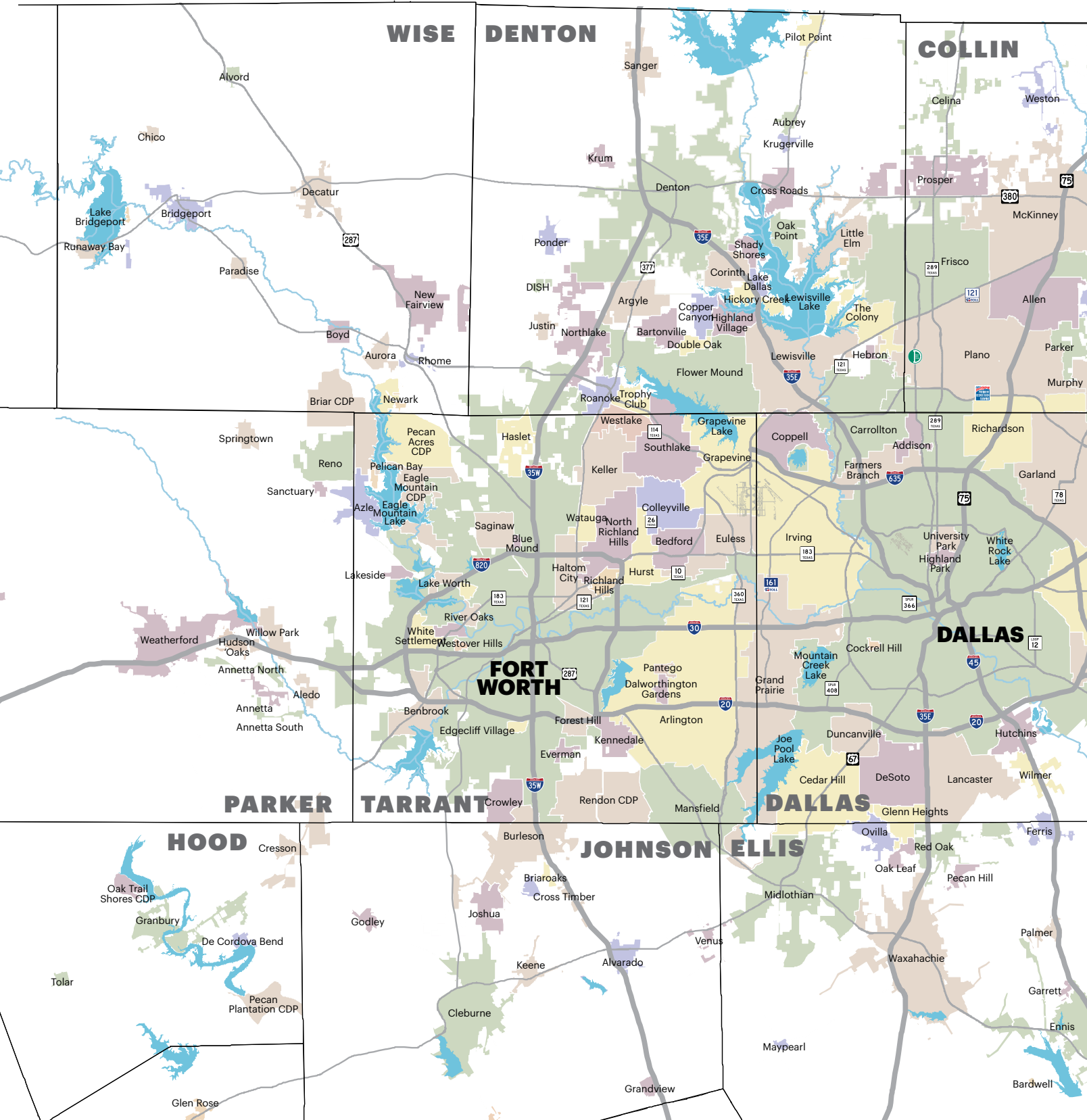


MCKINNEY



# The Lay of the Land

Start talking to people about Dallas-Fort Worth, and you'll quickly realize the sheer expanse of its urban and suburban landscapes. The official North Texas metropolitan area comprises 11 counties and more than 8,600 square miles, making it the largest landlocked metropolitan area in the United States. Its geographic diversity mirrors the variety of its people and cultures.

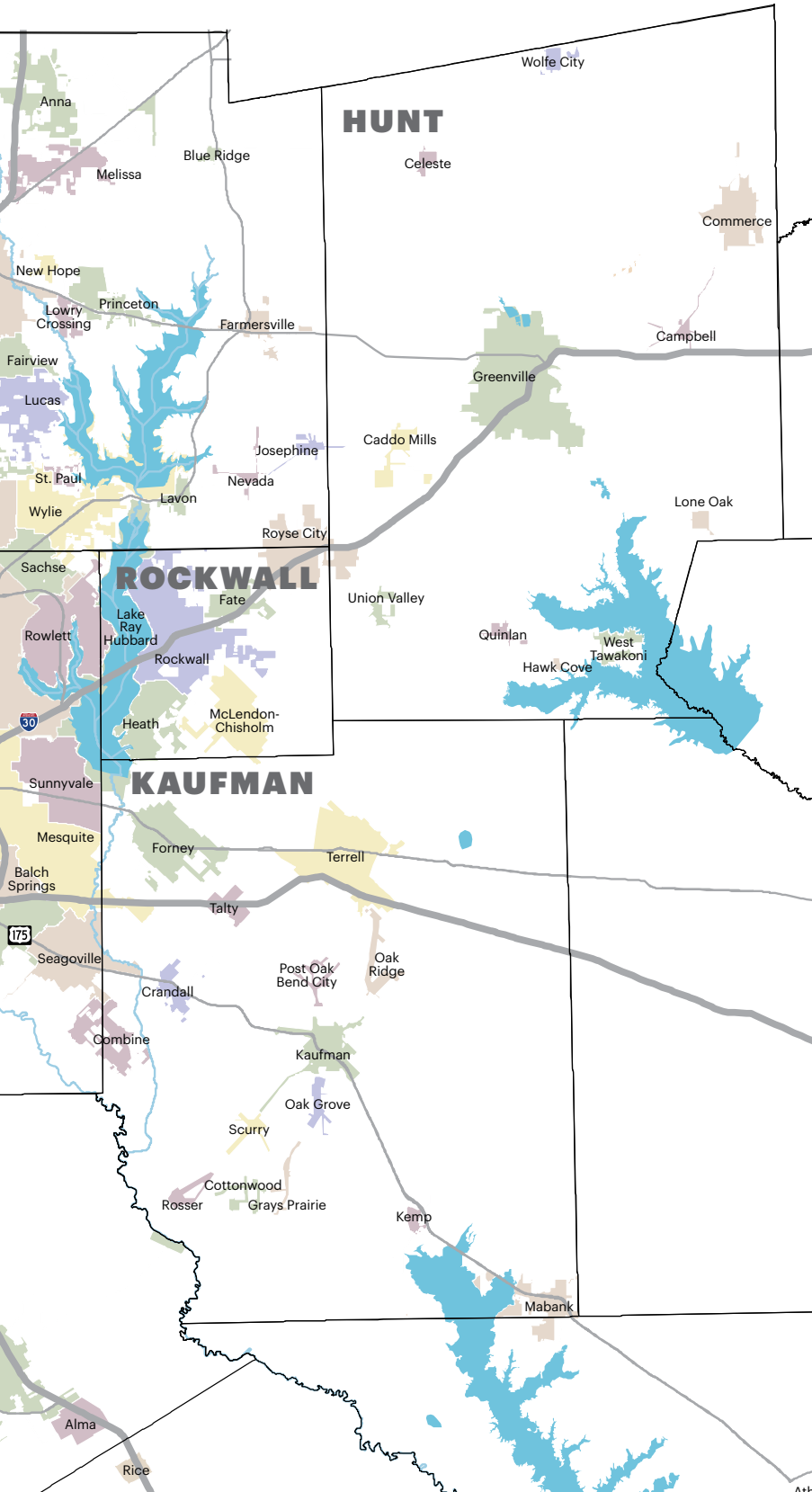




WHERE THE PEOPLE ARE

# 15 Largest Cities in Dallas-Fort Worth

Big things are happening in DFW's booming metro area. Here are the region's 15 largest cities, ranked by their official 2023 Census populations, along with the percentage of growth from 2010 to 2020.



**No. 1 DALLAS** 1,302,868  
Growth: 8.9% | County: Dallas

**No. 2 FORT WORTH** 978,468  
Growth: 24.0% | County: Tarrant

**No. 3 ARLINGTON** 398,431  
Growth: 7.9% | County: Tarrant

**No. 4 PLANO** 290,190  
Growth: 9.9% | County: Collin

**No. 5 IRVING** 254,373  
Growth: 18.7% | County: Dallas

**No. 6 GARLAND** 243,470  
Growth: 8.4% | County: Dallas

**No. 7 FRISCO** 225,007  
Growth: 71.4% | County: Collin

**No. 8 MCKINNEY** 213,509  
Growth: 49.0% | County: Collin

**No. 9 GRAND PRAIRIE** 202,134  
Growth: 11.8% | County: Dallas

**No. 10 DENTON** 158,349  
Growth: 23.4% | County: Denton

**No. 11 MESQUITE** 147,317  
Growth: 7.4% | County: Dallas

**No. 12 LEWISVILLE** 133,553  
Growth: 17.3% | County: Denton

**No. 13 CARROLLTON** 132,918  
Growth: 12.0% | County: Denton

**No. 14 RICHARDSON** 117,435  
Growth: 20.4% | County: Dallas

**No. 15 ALLEN** 111,620  
Growth: 24.2% | County: Collin



Scan the QR code to explore 200+ cities that make up the Dallas Region.





**LIVABILITY**

Cost of Living 4% cheaper than elsewhere in Dallas County  
Average home price 14% lower than elsewhere in Dallas County

**PROXIMITY**

15 minutes to Downtown Dallas, TX  
30 minutes to Fort Worth, TX  
30 minutes to DFW airport  
3 hours to Austin, TX  
3.5 hours to Houston, TX

**NATURE**

Highest elevation in DFW  
17 Pristine Duncanville City Parks  
Minutes to Big Cedar Wilderness Trail and Mountain Biking  
Minutes to Cedar Ridge Preserve  
Minutes to Joe Pool Lake

# Urban Access *Hometown Feel*

**REGION**

Lowest Crime  
Highest Rated Schools  
Most Diverse Community  
Best Sports Programs  
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## We're Among the Fastest Growing Regions in the Country

With 8.1 million people—and counting—Dallas-Fort Worth is one of the fastest-growing metros in the country. And by 2045, 11.2 million will call DFW home.

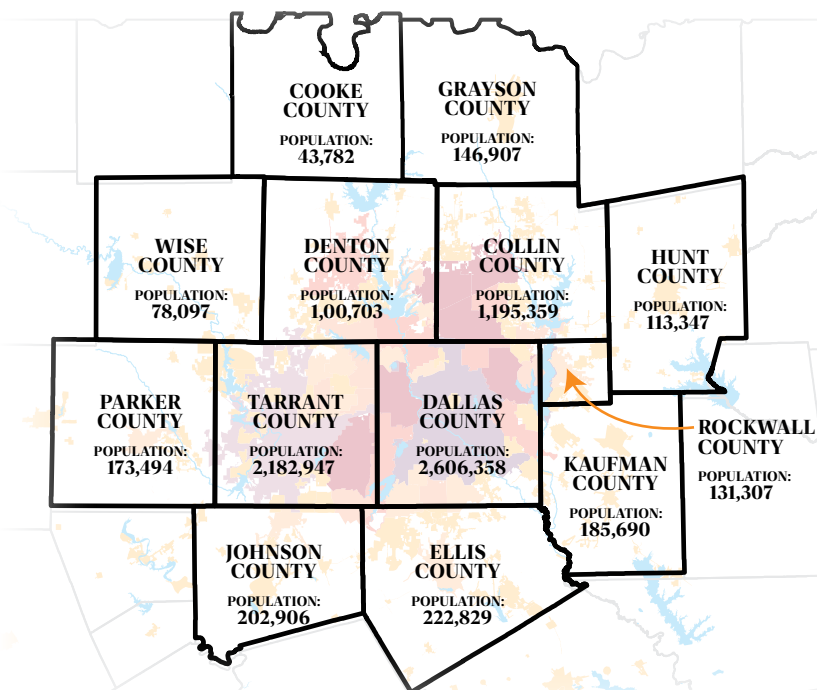
But don't worry, we have plenty of room. Our area is the size of New Jersey and Delaware combined, and we add more than 400 people to our population every day.

### Interesting people live here

Every world culture is represented. The area is diverse in every aspect of its population—culture, race, religion, sexual orientation, level of education, age, background, hometown, and home country. We welcome all y'all.

### Explore 13 Dallas-Fort Worth Counties

The DALLAS Relocation + Newcomer Guide spans the area below. These counties surround the major urban centers of Dallas and Fort Worth with a mix of urban, suburban, and rural areas. With over 230 sunny days a year in DFW, you'll have plenty of days to explore your favorite spots.



## 21 Fastest-Growing Cities

These DFW cities grew by more than 60% in the span of a decade, with Prosper and Northlake seeing populations triple since 2010 thanks to the region's flourishing economy and popularity with families and new residents. Per Census figures, here are the region's rapidly growing communities from 2010 to 2020 and 2023 populations.

- No. 1 PROSPER** 220.8%  
Population: 41,660 | County: Collin
- No. 2 NORTHLAKE** 201.2%  
Population: 9,453 | County: Denton
- No. 3 MELISSA** 196.9%  
Population: 23,571 | County: Collin
- No. 4 FATE** 183.0%  
Population: 24,626 | County: Rockwall
- No. 5 CELINA** 178.2%  
Population: 43,317 | County: Collin
- No. 6 MCLENDON-CHISHOLM** 159.3%  
Population: 4,954 | County: Rockwall
- No. 7 PRINCETON** 150.9%  
Population: 28,027 | County: Collin
- No. 8 ANNETTA** 137.1%  
Population: 3,385 | County: Parker
- No. 9 ANNA** 105.3%  
Population: 27,501 | County: Collin
- No. 10 LAVON** 101.9%  
Population: 7,495 | County: Collin
- No. 11 MIDLOTHIAN** 95.1%  
Population: 41,352 | County: Ellis
- No. 12 AUBREY** 92.5%  
Population: 8,267 | County: Denton
- No. 13 ALEDO** 79.3%  
Population: 6,287 | County: Parker
- No. 14 LITTLE ELM** 79.0%  
Population: 58,496 | County: Denton
- No. 15 PONDER** 74.6%  
Population: 2,757 | County: Denton
- No. 16 FRISCO** 71.5%  
Population: 225,007 | County: Collin
- No. 17 TROPHY CLUB** 70.3%  
Population: 13,666 | County: Denton
- No. 18 TALTY** 63.5%  
Population: 3,048 | County: Kaufman
- No. 19 ROANOKE** 61.8%  
Population: 10,798 | County: Denton
- No. 20 (TIE) FORNEY** 60.2%  
Population: 35,470 | County: Kaufman
- No. 20 (TIE) PROVIDENCEVILLE** 60.2%  
Population: 9,154 | County: Denton



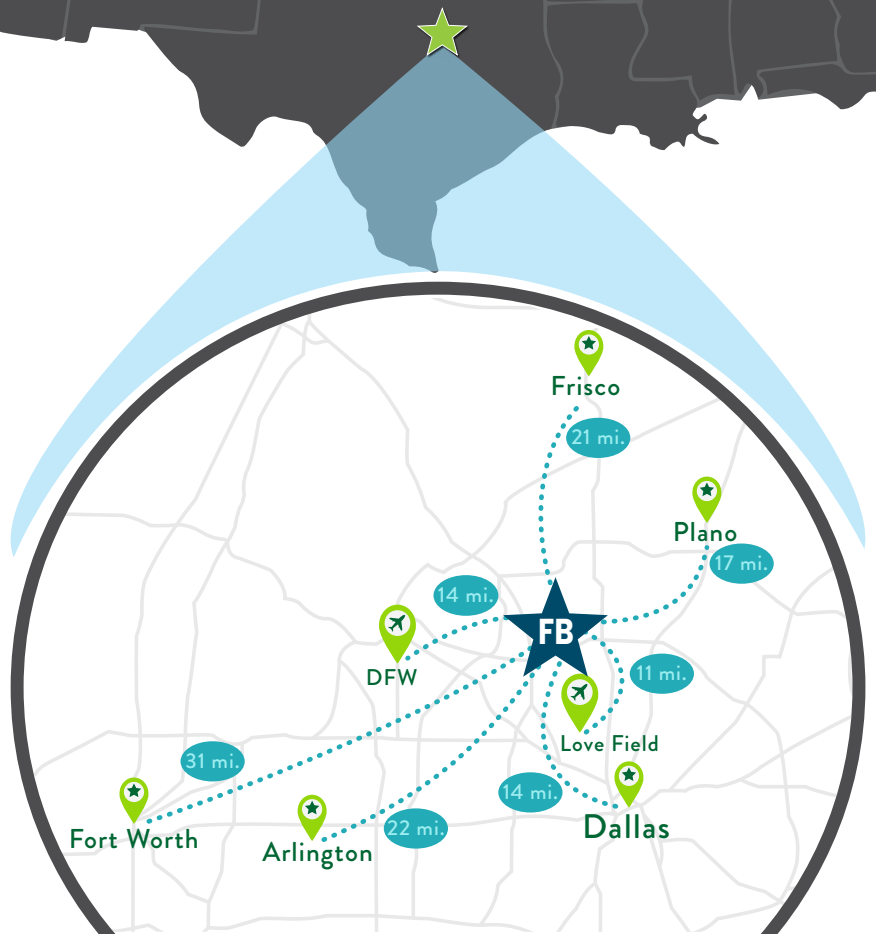


# WE LIKE FARMS, BUT WE DON'T HAVE ANY.



## FARMERS BRANCH, TEXAS

The Heart of the Dallas-Fort Worth Metroplex



**PREMIUM LOCATION · LOW CITY TAX RATE · NO FARMS**



CITY OF \_\_\_\_\_  
**FARMERS BRANCH**  
\_\_\_\_\_ TEXAS



# The Heart of the Region

Dallas County has it all—from big-city living to quiet neighborhoods with unique appeal.

Packed with parks, entertainment venues, museums, and other attractions, **Dallas County** is the second-most populous county in Texas. Roughly 2.6 million people call the county home, and nearly half of them live in the city of Dallas. The city offers a great balance of fashion, food, and fun, all with classic Lone Star State warmth. It covers a lot of ground, from the downtown Arts District to the art-deco Fair Park to White Rock Lake, which is an attraction for outdoor lovers. To the west is **Irving**. One of the most diverse U.S. cities, it's best known for Las Colinas, a community that's home to many Fortune 500 companies. To the north is the famed telecom corridor of **Richardson**, where the integrated circuit was invented and where UT Dallas churns out high-tech entrepreneurs. To the east are **Garland** and **Mesquite**, ring cities known for affordable neighborhoods, and down south are the heights of **Cedar Hill**, with beaming broadcast towers and wooded, birdwatching escapes—both above and beyond it all. And with more than 20 cities and a wide variety of vibes, there's a lot more to discover.







THE CITY OF

# Dallas

Residents: 1,302,868

**Dallas is home to 1.3 million people who work as business executives, artists, scientists, homemakers, students—the list goes on. The city’s communities are a big reason transplants like what they find here.**

Across Dallas’ neighborhoods, people can find the perfect match for their lifestyle. The city offers a wide range of housing options, from single-family homes and multifamily developments to high-rise luxury buildings, new construction, and lovingly restored properties from generations past. And everyone enjoys the area’s amenities, from nature preserves to modern entertainment venues, small boutiques to massive malls, and nationally ranked public and private schools to home-schooling options.

Dallas reflects its population’s diversity, and transplants find like-minded people in the area’s many houses of worship, volunteer opportunities, or when exploring the city.

Broadly speaking, Downtown and Uptown attract those who like the density of urban living, while neighborhoods like Preston Hollow and Lakewood offer a little more space. Communities north of Dallas proper tend to attract families who like suburban living and modern conveniences.

And Southern Dallas County has plenty of outdoor space and ample opportunities for growing businesses—the median age is about 33.

QUICK FACTS

Growth rate  
2010-2020:  
8.9%

Average household  
size: 2.44

Median age:  
34.1

Median household  
income:  
\$58,898





## TALKING POINTS

- Dallas' iconic **Reunion Tower** won "Most Instagrammable Big Market Spot" in the 2023 Texas Travel Awards. Its glowing orb is often lit in different colors to honor local sports teams or raise awareness for important causes. It's not just a skyline highlight: the tower houses an observation deck with views and a brand-new restaurant.



- In the national Best High School Rankings for 2024, U.S. News and World Report ranked Dallas ISD's **School for the Talented and Gifted** at No. 6 in high schools, No. 21 in STEM, and No. 3 in magnet schools. **Irma Lerma Rangel Young Women's Leadership School** placed No. 23 in high schools and No. 10 in magnet schools. **The Science and Engineering Magnet School** ranked No. 29 in high schools, No. 37 in STEM, and No. 11 in magnet schools.

- Dallas-based **UT Southwestern Medical Center** was No. 1 in Texas on the U.S. News & World Report **Best Hospitals Honor Roll** last year, in a tie with another hospital.

- Dallas ranked **No. 12** nationwide among U.S. cities for the **biggest share of luxury homes** in 2023, according to Point2.

Wherever people live in the region, they're eager to tell you why their slice of North Texas is the best. People in Dallas point to the nationally renowned Arts District, the historic West End, and Deep Ellum, as well as all the choices for foodies. Catching a game is easy, no matter what the season with professional basketball and hockey teams: the Mavericks, the Wings, and the Stars, who all play at American Airlines Center. The Cowboys and World Series Champion Rangers are nearby with stadiums in Arlington, which also hosts NCAA football and basketball games for the SMU Mustangs.

You've probably heard that "everything's bigger in Texas" and while we can't vouch for everything, Dallas does boast the largest urban nature preserve in the country along the Trinity River. With major employers like AT&T and Southwest Airlines, a growing life science market, and well-established financial services firms, it's no wonder people find the right balance of big opportunities and southern charm.



# Dallas Neighborhoods

The city of Dallas has a diverse mix of neighborhoods—each with its own personality—spanning nearly 386 square miles. There’s a place to call home, whether you’re seeking family-friendly living or urban excitement. The urban core includes charming enclaves of homes and parks aplenty. And in the heart of downtown Dallas, you’ll find loft living, restored historic buildings, first-rate museums, and restaurants for every palate across its many districts.

## DOWNTOWN DISTRICTS

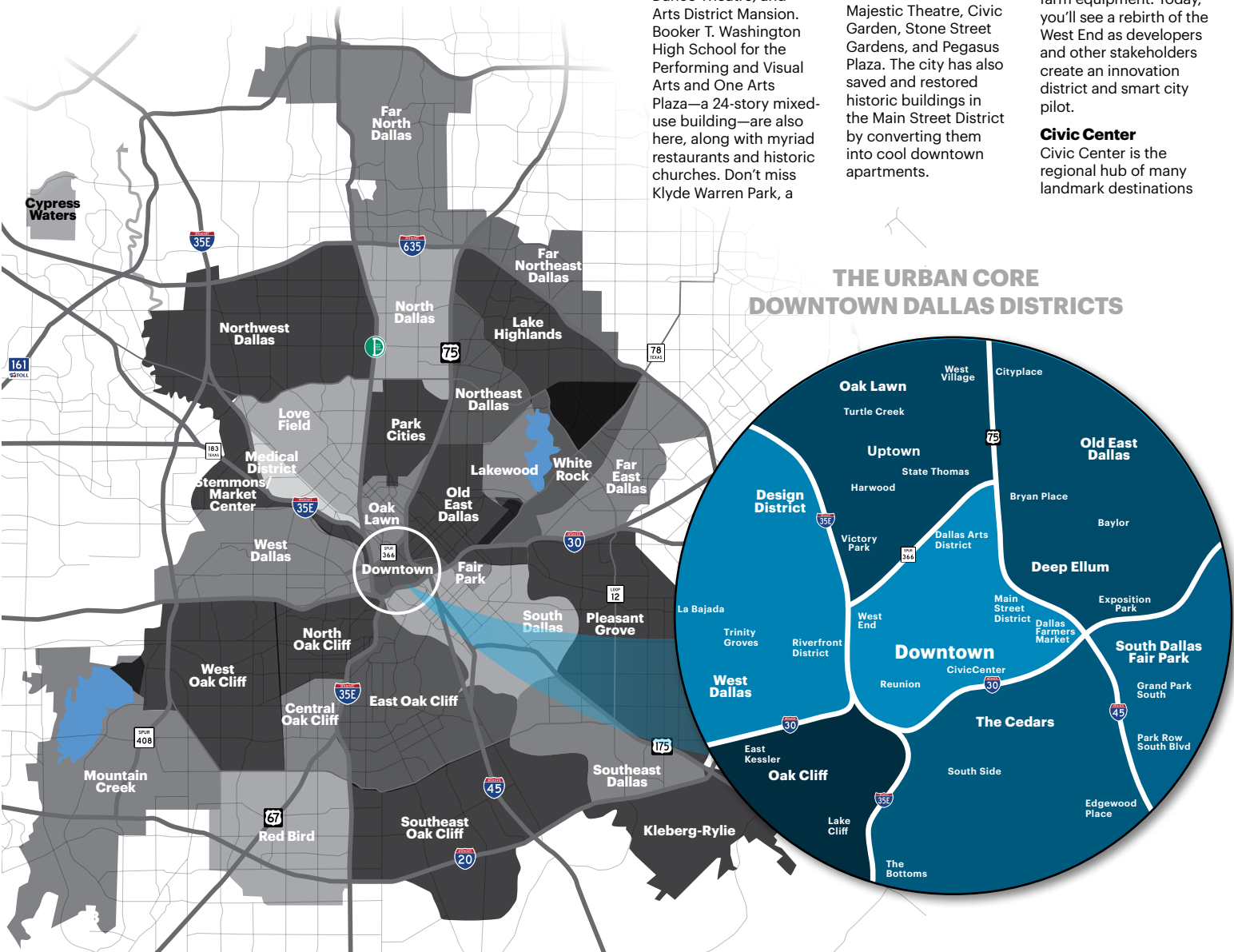
**Dallas Arts District**  
Known as a blend of the artistic, educational, and commercial, the Dallas Arts District—the largest contiguous urban arts district in the nation—supports both the city’s creative power and its healthy economy. Here you’ll find the AT&T Performing Arts Center, Dallas Museum of Art, Crow Museum of Asian Art, Morton H. Meyerson Symphony Center, Dallas City Performance Hall, Nasher Sculpture Center, Dallas Black Dance Theatre, and Arts District Mansion. Booker T. Washington High School for the Performing and Visual Arts and One Arts Plaza—a 24-story mixed-use building—are also here, along with myriad restaurants and historic churches. Don’t miss Klyde Warren Park, a

5.2-acre deck park built over Woodall Rodgers Freeway, bordered by eclectic food trucks.

**Main Street District**  
Walk, bike, or take the trolley to shop, relax, and take in a show. Highlights include the Neiman Marcus flagship store, which has been operating since 1914; Comerica Bank Tower; Bank of America Plaza; The Joule, Magnolia, and Adolphus hotels (where you can schedule a spa time and have a great meal); plus numerous stand-alone restaurants. Other can’t-miss landmarks are the AT&T Discovery District, Main Street Garden, Majestic Theatre, Civic Garden, Stone Street Gardens, and Pegasus Plaza. The city has also saved and restored historic buildings in the Main Street District by converting them into cool downtown apartments.

**West End**  
The West End Historic District is a “must-visit” for the American history buff. From the Sixth Floor Museum at Dealey Plaza, which tells the story of JFK’s assassination, to the Dallas World Aquarium and the Dallas Holocaust and Human Rights Museum, there’s always plenty to see. The area is also packed with restaurants and entertainment venues enjoyed by visitors and locals alike. In its previous life, the West End served as a manufacturing hub for everything from hats and other apparel to farm equipment. Today, you’ll see a rebirth of the West End as developers and other stakeholders create an innovation district and smart city pilot.

**Civic Center**  
Civic Center is the regional hub of many landmark destinations



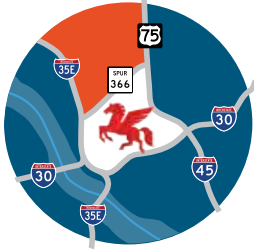


## DALLAS COUNTY

Dallas Arts District



and home to the Omni Dallas Hotel and the Kay Bailey Hutchison Convention Center, one of the largest convention centers in the country. Here, you'll find Dallas City Hall, Earle Cabell Federal Building and Courthouse, J. Erik Jonsson Central Library, George L. Allen Sr. Courts Building, Pioneer Plaza, and Pioneer Park Cemetery.



### URBAN CORE

#### UPTOWN TO OAK LAWN

##### Reunion District

The Reunion District is widely known for two primary landmarks: Reunion Tower and Eddie Bernice Johnson Union Station. Reunion Tower is one of Dallas' most iconic symbols. Eddie Bernice Johnson Union Station is a hub for the Trinity Railway Express, DART Light Rail, and Amtrak Intercity Rail. Stay in the Hyatt Regency Dallas and enjoy both of these amazing landmarks.

##### Farmers Market District

The Dallas Farmers Market has been providing the people of Dallas with fresh fruits, vegetables, and meats for more than six decades. It encompasses a large area bounded by Jackson Street, North Central Expressway, R.L. Thornton Freeway, and St. Paul Street. Not only does the Dallas Farmers Market District offer unique food and specialty vendors, including the renovated Shed 2, but it is also home to a collection of historic buildings, contemporary townhomes, and apartments. It's a short walk from East Quarter, which sits between the Farmers Market, Downtown, Deep Ellum, and the Central Business District. It covers eight city blocks and brings together creativity and craftsmanship.

##### Uptown

Uptown was one of Dallas' earliest settlements, and redevelopment has resulted in a mix of restored older homes and new high-rise buildings, with both ownership and rental opportunities. Construction projects during the last 20 years have transformed this area into a dense mixed-use, pedestrian-friendly place to live and work—it attracts people who like walkable neighborhoods with plenty of action. There are hundreds of dining options and nightlife venues, as well as galleries, boutiques, and an art-house movie theater. It all adds up to a lively mix of young professionals and retirees. The Historic State Thomas neighborhood and the West Village are two popular neighborhoods. Just north of Uptown and right along the Katy Trail is Knox-Henderson, which blends residential and retail. This is an area where you can walk out your front door and grab a bite, meet for drinks, have a coffee, or do some retail therapy.

##### Harwood

The Harwood District, under the direction of developer Harwood International, launched in 1984 with the Rolex Building on downtown Dallas' north side. Today, the 18-block, 30-acre district has 3.5 million

Reunion District



West End





square feet of Class A office, residential, and retail space, along with 8 acres of green space, with more to come.

**Victory Park**

Victory Park is home to one of downtown’s most recognizable sporting venues, the American Airlines Center, where you can see the Dallas Mavericks and the Dallas Stars. This 75-acre district offers luxurious urban living, dining, sophisticated nightlife, and office space. Also located here is the beginning of the Katy Trail and the Perot Museum of Nature and Science. Other landmarks include the W Dallas Victory Hotel and the House of Blues.

**Turtle Creek**

The elegant Turtle Creek corridor, north of downtown Dallas in the Oak Lawn area, makes up 80 city blocks containing approximately 90 acres of green space, as well as luxury townhomes and modern high-rises. The area has spectacular natural beauty with the Katy Trail running through

the neighborhood. Turtle Creek is also home to the Frank Lloyd Wright-designed Kalita Humphreys Theater.

**State Thomas**

The State Thomas area of Uptown Dallas offers easy access to freeways, the M Line Trolley, and close proximity to the central business district. Settled as a Freedman’s Town, State Thomas is one of Dallas’ oldest neighborhoods, with the largest collection of intact Victorian residential structures. It also has a modern touch, including mixed-use commercial and residential projects with restaurants, boutiques, art shops, and hotels.

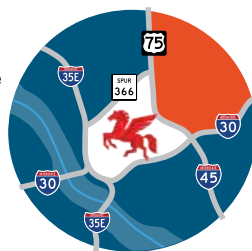
**West Village**

West Village is known as Dallas “Uptown’s Downtown” with 275,000 square feet of retail and restaurants, and more than 5,000 residential units. This walkable shopping and dining district has a variety of one-of-a-kind retail shops and boutiques, along with restaurants and entertainment options. Developed by Phoenix

Property Co. and Urban Partners, West Village has direct access to the Katy Trail, McKinney Avenue Trolley, and DART rail and buses.

**Oak Lawn**

Nestled between Highland Park and Interstate 35, which separates it from the Design District, Oak Lawn has long been a favorite of the LGBTQ community. It is brimming with LGBTQ-friendly clubs, restaurants, shops, and events like the annual Halloween parade. The mix of posh, high-rise apartments among renovated postwar homes draws child-free urban professionals of all ages who have both a taste for fine dining as well as fun and style. Budget-friendly options are also easily found. Just a block away, you’ll find Turtle Creek, a winding boulevard of shady green space and Reverchon Park. The area is also home to the Kalita Humphreys Theater and the five-star Rosewood Mansion—a hotel and restaurant with a separate sophisticated bar.



**DEEP ELLUM TO OLD EAST DALLAS**

**Deep Ellum**

Nestled east of downtown Dallas, Deep Ellum was established as a Freedman’s Town by former slaves after the Civil War. In the 1880s, the area was considered too far from downtown Dallas to be a reputable address. Today, Deep Ellum is an eclectic entertainment district with a funky style consisting of avant-garde shops, nightclubs, art galleries, restaurants, and loft and apartment developments. People who live here tend to eschew traditional styles and embrace the unique.

**Baylor**

Baylor University Medical Center anchors this district,

which is comprised of pedestrian-friendly streets, historic homes, condos, and apartments. The Baylor District is home to several nonprofit organizations located along Swiss Avenue, as well as the Latino Cultural Center, Bryan Place neighborhood, and Exall Park.

**Exposition Park**

Exposition Park’s focus is Fair Park, home to the State Fair of Texas in the fall. Exposition Park experiences hundreds of thousands of visitors, especially during the annual Oklahoma-Texas football game at the Cotton Bowl, known as the “Red River Showdown.” This area includes boutique shops and eclectic bars and restaurants.

**Cityplace**

The Cityplace District is best known for its 1.4-million-square-foot 42-story office Cityplace Tower (served by a DART station), as well as the 275,000-square-foot residential-and-retail West Village. Yet this 160-acre master-planned, mixed-use

community, bounded by Haskell and Lemmon Avenues and the Katy Trail, also offers the tree-lined Haskell Boulevard, along with its more than 3 million square feet of residential property, 500,000 square feet of retail, and 1.6 million square feet of office space.

**Bryan Place**

Originally named after Dallas founder John Neely Bryan, Bryan Place of East Dallas contains older houses and structures from the early 20th century, as well as 1980s houses developed by Fox & Jacobs. The primarily residential neighborhood offers townhomes, zero-lot garden homes, and close-by entertainment and restaurants; a 10-minute walk brings residents to the Dallas Arts District. Exall Park, complete with playgrounds, hiking trails, and sports fields, also defines Bryan Place.

**Old East Dallas**

Sought out for a mix of casual, yet foodie-approved restaurants and bars alongside older houses and new



apartment buildings, this area includes lots of neighborhoods, including Lower Greenville, The M Streets, and part of Knox-Henderson. You'll find areas that are designated as conservation districts of Tudor homes and cottages; historic mansions on Swiss Avenue; two-story Prairie houses of the Munger Place Historic District; and renovated '60s apartment buildings along Gaston Avenue. Most everything off of Ross Avenue is being rehabilitated. This is where families blend with young singles and schools are community-supported. It's known for the St. Patrick's Day Parade and the Granada Theater.

and engineer Santiago Calatrava. From an array of unique antique shops to the famous tacos and longhorns of Fuel City, the Riverfront District is home to some of Dallas' most-loved stops.

**West Dallas**

When the Margaret Hunt Hill Bridge opened in 2012, it transformed the Dallas skyline, while bringing new interest and energy into the area. Trinity Groves was the first true sign of innovation and a harbinger of the future of West Dallas (in other words: build a microbrewery, and they will come). Developers have made significant investments in the area and have a number of new communities in the works. There is a surge in apartment construction, and plans are underway for offices, shops, an urban farm, and more. It's not a stretch to say that West Dallas is poised to be the next big thing.

**La Bajada**

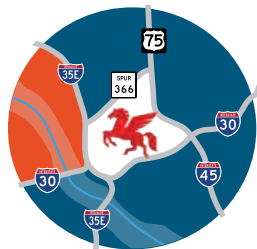
West Dallas has long been home to La Bajada, a largely Hispanic working-class neighborhood. The neighborhood of La Bajada is north of the mixed-use Trinity Groves with views of downtown Dallas. The area is home to Hispanic families, many of whom have owned their homes for generations. The area is revitalizing with small apartment buildings and retail under construction. The area is also home to Urban Youth Farm Park, a community garden in West Dallas that provides youth hands-on outdoor education.

**Trinity Groves**

This West Dallas neighborhood is a 100-acre, multiphased redevelopment of an area once containing light industrial buildings and warehouses. Trinity Groves' first phase consisted of a 10.3-acre restaurant/specialty food incubator. Other phases include the 352-unit Cypress at Trinity Groves and a 50-acre planned third phase.



Deep Ellum street banners celebrated its artistic and musical heritage for the district's 150th birthday in 2023.



**RIVERFRONT DISTRICT TO TRINITY GROVES**

**Design District**

As one of Dallas' most successfully branded destinations, the Design District consists of more than 300 specialty merchants offering a unique selection of art, furnishings, antiques, and designer goods. More than an attraction for interior designers, the Design District consists of numerous restaurants, residential, and other commercial projects that add to the district's vitality, making it a blossoming community as well as a creative epicenter.

**Riverfront District**

As the front door to the Trinity River (downtown Dallas' greatest natural feature), the Riverfront District has created the most significant change to the city's skyline with the construction of the Margaret Hunt Hill Bridge, designed by internationally renowned architect



Main Street, Dallas



## ‘Let’s Move to Dallas for a Year’

How a year in Dallas became a long-term move for a young Chicago couple

Kat Weaver was living in Chicago with her husband, Chad, when she made a suggestion: “Trust me, let’s move to Dallas for a year.”

Their move was spurred by Kat’s visit to speak at an investor panel in the city. “I’m an intuitive person,” Kat explains. Her gut feeling led the couple to a city that was ready to embrace them with open arms. “People are just nicer,” she said, highlighting the community’s warmth and their new connections.


Originally planned as a short-term experiment, their year in Dallas evolved into something much more meaningful.

In Dallas, Chad’s work as a senior associate at IQEQ thrived. And Kat found a business community that was welcoming and supportive of the company she founded, Power to Pitch.

“It’s been a more supportive ecosystem than I’ve ever experienced before,” Kat says. As a female entrepreneur, she says, Dallas’ collaborative spirit not only welcomed her but propelled her business to new heights. The Weavers emphasize the importance of networking right away. “You never know who you might meet or who could introduce you to people who will significantly impact your experience,” Kat said.

As their first year in Dallas came to a close, the Weavers found themselves buying a home in the Dallas Design District near downtown. Their Chicago-area families were surprised, having assumed the move was temporary. But the decision was firm, driven by the couple’s happiness and Kat’s thriving startup. “I’m flourishing and having the best time of my life and business,” she said.

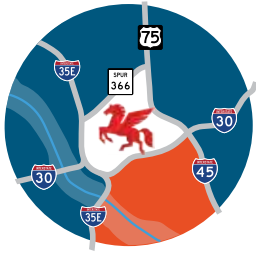
“I’ve never had a more successful career,” she said.

A photograph of a young man and woman sitting on a light-colored sofa. The man is on the left, wearing a blue blazer over a white shirt, and the woman is on the right, wearing a dark blue blazer over a white top. They are both smiling warmly at the camera. In front of them, a large, fluffy white dog is sitting on the floor, looking towards the camera with its tongue out. The background shows a modern interior with a wooden wall and a window with a plant.

**“Some may wonder why I’m so eager to share the Dallas secret, but I believe it’s essential to help others recognize the immense potential and opportunities here,” Kat Weaver says of the couple’s move to the city. “Dallas, in my opinion, surpasses even Austin in terms of its thriving entrepreneurial community, and we’re genuinely proud to call it our home now.”**



NEIGHBORHOODS  
THROUGHOUT DALLAS



urban pioneers who are quietly buying houses in need of renovation. Developers are interested as well because of Edgewood's proximity to Downtown, Deep Ellum, Farmers Market, and Baylor University Medical Center.

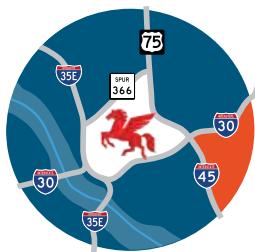
**THE CEDARS TO EDGWOOD PLACE**

**The Cedars and South Side**

Home to creative office and living space and affordable housing options, the Cedars neighborhood is where you'll find Dallas Heritage Village (a living history museum) at Old City Park, American Beauty Mill lofts, and the popular annual Cedars Open Studios art tour. You'll also find a growing base of urban dwellers—many of whom live at South Side—an area within the Cedars, named for the apartment complex South Side on Lamar. A remodeled Sears Catalog merchandising center, the building offers loft-style living with modern amenities and reasonable rents. It anchors a stretch of Lamar Street, also known as Botham Jean Boulevard, along which is the funky Canvas Hotel with its rooftop bar, several eateries, and other housing options. At the opposite end is Gilley's, a popular event space. Other points of interest include Jack Evans Police Headquarters and the administrative offices of the Dallas County Community College system.

**The Bottom**

The 126-acre Bottom District is bounded on the north by the Trinity River and on the west by Interstate 35, with Corinth and Eighth streets to the east and south, respectively. Originally settled as a Freedmen's Town, today it is the benefactor of more than \$100 million in investment designed to create more affordable housing, a renewed sense of community, and promote economic development. The Yvonne A. Ewell Townview Center School for the Talented and Gifted, considered to be one of the nation's best high schools, is here. Lundy City Park and Recreation Center features baseball and softball fields, a fitness center, tennis court, playgrounds, and more. The former Shiloh Baptist Church (now Living Waters), Golden Gate Missionary Baptist Church, and True Purpose Missionary Baptist Church are all here.



**Edgewood Place**

South Dallas Edgewood Place was once home to a predominantly Jewish community, and later on, African-American residents; many of today's Edgewood residents are from families who owned their houses for decades. Edgewood today is attracting the attention of young professionals and

**FAIR PARK TO PARK ROW SOUTH**

**Fair Park**

Built to host the Texas Centennial Exposition in 1936, Fair Park is a historically protected collection of Art Deco buildings housing



South Side  
Canvas Rooftop



Cedars/South Side



**FAIR PARK**  
A new 18-acre community park with a kids' playground, dog park, loop trails, and more has a goal of opening in 2025.





Lake Cliff

museums and exhibits. But everybody knows it as the grounds for the State Fair of Texas. The annual spectacular is a sight like no other. Year-round, people visit the Texas Discovery Gardens, the Music Hall at Fair Park, Dos Equis Pavilion, The African American Museum, and games at the Cotton Bowl.

A new initiative by the city just launched to revitalize both the park and the surrounding neighborhoods. Stay tuned.

**South Dallas**

South of downtown and surrounding Fair Park, these predominantly African-American and Hispanic-inhabited neighborhoods are pushing to rise again. Initiatives are underway to invigorate capital improvements and incentivize development. The Dolphin Heights area is a close-knit, family-friendly neighborhood. The South Boulevard/Park Row Historic District is undergoing a revival. Parkdale/Urbandale near the Keeton Park Golf Course is striving for the

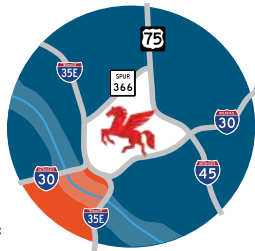
same. Proximity to the city offers great growth promise.

**Grand Park South**

Grand Park South (GPS) is a 228-acre tax-increment finance (TIF) district in South Dallas and adjacent to historic Fair Park with access to downtown and DART's light rail Green Line. Notable developments in the district include a 213,616-square-foot middle school that opened in 2013.

**Park Row South Blvd**

South Boulevard/Park Row Historic District is part of the Edgewood Historic District in South Dallas. The two-block neighborhood consists of 100 houses on South Boulevard and Park Row that were built by the Jewish community in the early 20th century when Temple Emanu-El was at Harwood Street and South Boulevard. This area is revitalizing with a mix of relatively intact Prairie School, Craftsman bungalow, and historical revival style homes by prominent Dallas architects of the period from 1910 to 1935.



**OAK CLIFF**

**Oak Cliff**

When mentioning Oak Cliff, most are referring to North Oak Cliff, but the district actually encompasses four unique sections—and a huge amount of real estate.

**North Oak Cliff**

People here are proud to represent a convergence of artists, musicians, and culture-rich Hispanic communities. While it's one of the older neighborhoods, it has seen quite the resurgence in recent years. Renovations to the Bishop Arts District and several historic districts like Kessler Park, with its hills and Tudor-style homes, and Winnetka Heights, with Prairie and Craftsman-style houses, spurred the

launch of independent restaurants and shops around family-owned Mexican restaurants and mercados. It strives to retain its open-minded, diverse character in the midst of its growing popularity. Stevens Park Golf Course saw a complete redesign by architect John Colligan and is open for public golfing. Kidd Springs Park offers walking trails and lots of outdoor opportunities.

**East Oak Cliff**

East Oak Cliff is home to the Dallas Zoo, plus four top 100 schools in the nation—the School For The Talented And Gifted (TAG) (6), Irma Rangel (18), School of Science and Engineering Magnet (23), and Judge Barefoot Sanders Law Magnet (93), all at Yvonne A. Ewell Townview Center.

**Southeast Oak Cliff**

This is a haven of education with the campuses of both recently expanded University of North Texas at Dallas and Paul Quinn College. Big plans are in the works for the areas

surrounding these schools.

**Central Oak Cliff**

Wynnewood North is prized for its mid-century houses on gently sloping hills. The 263-acre Kiest Park is full of sports options. Oak Cliff Nature Preserve offers eight miles of trails.

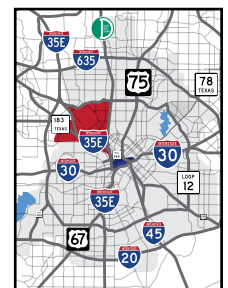
**East Kessler**

Established in the late 1930s by developer Roy Eastus and the Stemmons family, East Kessler's chalk hills, combined with many doctors living there, once earned it the designation of "Pill Hill." These days, East Kessler Park is home to Methodist Dallas Medical Center and is the furthest east of the Kessler Park neighborhoods in Oak Cliff. Crisscrossed by many creeks, this quiet residential area takes its street names from the many real estate figures who developed it, as well as the chalk hills embellishing it.

**Lake Cliff**

Lake Cliff takes its name from Cliff Park, which was constructed in the late 19th century.

Many of the houses in this northern Oak Cliff neighborhood were built between 1890 and 1930; during this time, John Zang and Charles Mangoled built the Crystal Hill entertainment complex. Lake Cliff includes the historic 12-story Lake Cliff Towers, once a hotel and now condominiums.



**INNER LOOP URBAN**

**MARKET CENTER TO MEDICAL DISTRICT**

**Stemmons/Market Center**

Located five minutes from downtown Dallas, this area is an extension



of the Design District and is starting to attract the attention of indie, artist-based businesses and a few trendy restaurants. Home to the prestigious, landmark Hilton Anatole hotel, this area is a short drive to the Medical District and the Oak Cliff neighborhood. The area is still warehouse-heavy with commercial properties, and developers have been eyeing properties for redevelopment.

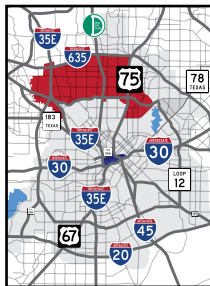
**Medical District**

A growing area, this neighborhood was already home to several of the city’s top-rated hospitals and research institutions and is now seeing new apartment buildings pop up. Parkland Hospital (famous for treating President John F. Kennedy), Children’s Medical Center, UT Southwestern Medical Center, and Zale Lipshy Pavilion-William P. Clements Jr. University Hospital all stand shoulder to shoulder, offering specialized care centers with top-notch services. Next door, Dallas Market Center, The Apparel Mart, and the World Trade Center serve as a wholesale trade resource for shops across the country. London’s Crystal Palace doppelganger, the Infomart, houses private, for-profit Wade College and data centers for numerous well-known firms.

**Love Field**

People of Dallas love their heart-of-the-city airport. Built in 1974, it got busier than ever when the Wright Amendment expired in 2014. It had governed the amount of air traffic and was enacted to protect DFW International. Its expiration spurred the growth of surrounding neighborhoods like Bluffview—an affluent area tucked around Inwood Village. Cliffs overlooking Bachman Branch, sometimes 50 feet high, give the neighborhood natural charm. Close by is Greenway Parks, a conservation district designed in 1927 in

the English commons tradition of clustering houses around private parkways. Perry Heights, south of the landing strip, is a collection of prewar homes and condominiums.



**NORTHWEST DALLAS TO NORTHEAST DALLAS**

**Northwest Dallas**

This pocket of Dallas has two distinct sections: residential and commercial. Neighborhoods developed in the late 1950s contain mid-century and ranch-style houses on midsize lots. Public schools are highly rated, and private schools are abundant. Park Forest is known for its community pool. Midway Hills is popular for the Disney Streets, whose character-named streets attract high demand.

Koreatown to the west, while mostly commercial, serves the largest Korean community in Texas. If you are looking for wholesale-only fabric and gift stores, head down to Harry Hines Boulevard.

**North Dallas**

North Dallas is the site of some of Dallas’ wealthiest neighborhoods, including Preston Hollow, which consists of Old Preston Hollow and 12 small neighborhoods. Strait Lane in particular is a multibillion-dollar address of influencers. These estate-filled neighborhoods with shade-covered hills, private lakes, streams, and expansive grounds house notables such as George W. Bush, Mark Cuban, Dirk Nowitzki,



Love Field



White Rock Lake



North Dallas NorthPark





Lakewood



Red Bird



Trinity Audubon Center



Dallas Baptist University; Mountain Creek

and Roger Staubach. Famous architects like Frank Lloyd Wright designed a majority of the older mansions. But new, custom estates are the current trend. Many children get their education at the prestigious private school corridor within the predominately family-centric community.

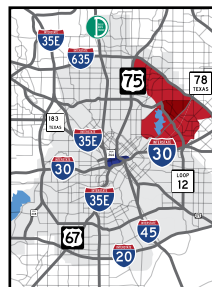
As you travel north, the Preston Forest neighborhoods scale into ranch homes, and prices drop slightly. Quick entry onto both the Dallas North Tollway and U.S. Highway 75 gives easy access to the rest of the city. High-end shopping and dining is found at Preston Center and the popular NorthPark Center.

**Northeast Dallas**

Apartment complexes and retail dominate Northeast Dallas. The Village, made up of 17 complexes served by central services and a community country club, draws young professionals. Nearby are newly built and renovated '50s complexes off University Drive which are popular with SMU students. North of Park Lane is a cluster

of apartments called Vickery Meadows. It's home to ethnically diverse families, including immigrants from all over the world. A pocket of mid-priced '50s-era housing communities is found east of Skillman Street.

Housing is close to Texas Health Presbyterian Hospital Dallas, shopping centers, and DART stations that line upper Greenville Avenue.



**INNER LOOP DALLAS**

**WHITE ROCK TO FAR EAST DALLAS**

**White Rock**

East of White Rock Lake is a host of diverse neighborhoods, plus the beloved Dallas Arboretum and Botanical Garden

with the Rory Meyers Children's Adventure Garden. Forest Hills rises up from the lake with larger homes and lots. Little Forest Hills is a funky, artistically minded bungalow community that loves to throw vivacious parades. Casa Linda, anchored by Casa Linda Plaza, uses the Spanish language as an influence for its street names. Mature trees fill the '50s-developed neighborhood and the surrounding mid-priced housing areas of Eastwood, Lake Park Estates, and Lochwood.

Bath House Cultural Center, just off the lake, features local art exhibits and plays. Public Tenison Golf Course and Samuell Grand Park with its summer Shakespeare Festival are close by as well.

**Lake Highlands**

It's all about family in Lake Highlands. Maintained as a huge farm until 1940, the community is large—composed of more than 40 neighborhoods—but flush with green space, parks, and a creek trail that leads to White Rock Lake. Officially

established in 1946, the area was heavily developed throughout the '60s. There are many homes of varying values to be found here.

While part of Dallas, most of the public schools actually fall into the Richardson ISD. That includes Lake Highlands High School. Morgan Fairchild went there, as did recent Grammy winner Annie Clark, a.k.a. St. Vincent.

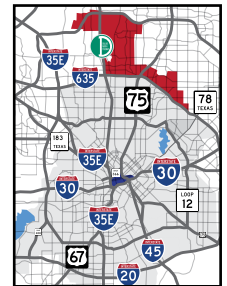
**Lakewood**

Tight-knit, eclectic in nature, and situated alongside White Rock Lake, Lakewood is adored for character close to downtown. Prized architects Charles Dilbeck and Clifford Hutsell designed many houses with modern or Spanish styles. Craftsman or Prairie styles fill Junius Heights Historic District. While houses are updated and urban sensibilities integrated, lifestyle here is not unlike the idyllic way it began. Folks still go to the Lakewood Shopping Center landmarked with the Lakewood Theater; walk, run, bike, row, and sail around the lake; or play golf at Lakewood Country

Club. And kids still go to Woodrow Wilson High School, one of many International Baccalaureate high schools in Texas.

**Far East Dallas**

This section of neighborhoods is closest to the southern tip of White Rock Lake and features tree-filled yards and one-story ranch houses from the '60s that make great starter homes. Grouped together as White Rock Hills, this area includes Claremont, Casa Linda Forest, and Hillridge. Casa View, built in the post-war building boom, has gained attention as a bargain opportunity. The Creative Arts Center, a neighborhood gem, teaches visual arts classes. Dallas College's Eastfield campus offers two-year degrees and continuing education. The private Dallas Athletic Club offers golf and tennis.



**OUTER LOOP DALLAS (NORTH)**

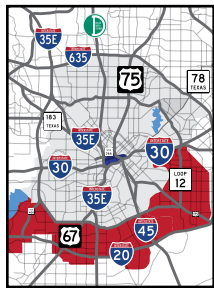
**FAR NORTHEAST DALLAS TO FAR NORTH DALLAS**

**Far Northeast Dallas**  
One of the largest companies in the world calls this area home. At the corner of Interstate 635 and east of U.S. Highway 75, just south of Richardson, lies the sprawling headquarters of Texas Instruments, a global semiconductor design and manufacturing company. Nearby is Dallas College's Richland campus, with both accredited and youth enrichment classes. People who choose to live here can expect a mix of lower-rent apartments alongside homes built in the '70s.



**Far North Dallas**

Far North Dallas is sandwiched between suburban Addison and Richardson and bounded by Interstate 635 and Belt Line Road. The area was first developed in the '70s and '80s, and many homes date back to that era. Residents enjoy easy access to the 6.3-mile Preston Ridge Trail and the Galleria, a multistory mall that includes an ice-skating rink (yes, in Dallas). The area is especially attractive to families with young children since it's close to Richardson ISD and is about equidistant to downtown Dallas to the south and Frisco to the north.



**OUTER LOOP DALLAS (SOUTH, EAST)**

**PLEASANT GROVE TO SOUTHEAST DALLAS TO RED BIRD**

**Southeast Dallas**

With roots tracing back to the early 1800s, much of Southeast Dallas is encompassed by the Trinity River green space. It includes the Trinity River Audubon Center—a nature preserve with hiking and biking trails and a bird sanctuary. Across Elam Creek is McCommas Bluff Preserve—a 111-acre wooded preserve. It's also home to the Trinity Forest Aerial Adventure Park and Texas Horse Park. Because of the scenery, this area is slated for future development.

**Pleasant Grove**

Named for a grove of cottonwood trees, Pleasant Grove was once its own town until annexed in 1954 and combined with other small communities.

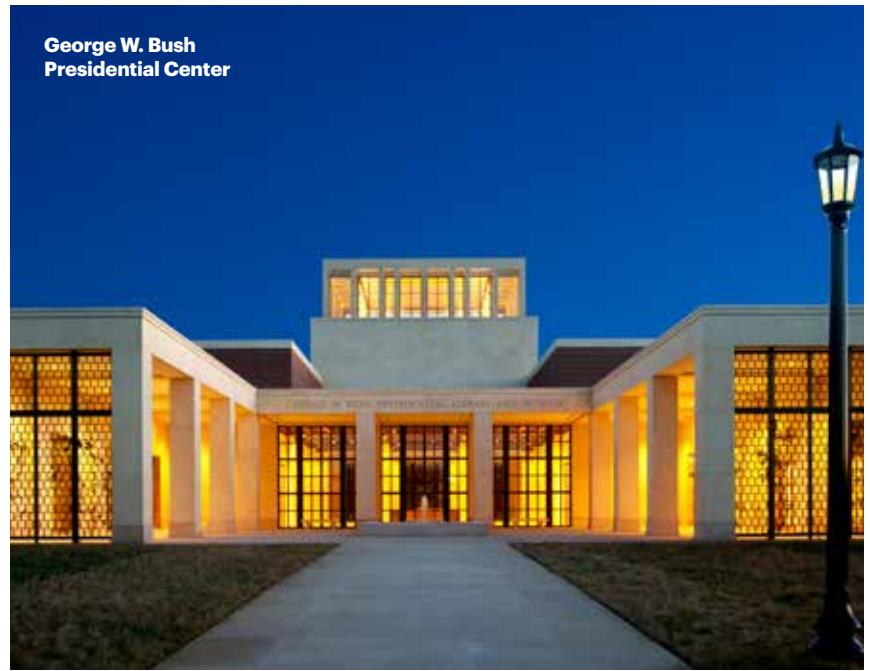
It's home to Skyline High—the nation's first magnet school and fourth largest high school in Texas. And it is also home to The Trinity Forest Golf Course, which hosted the most successful professional charity golf event on the PGA for the first time in 2018. SMU's golf program and First Tee of Greater Dallas are also housed there.

**Mountain Creek**

Named for Mountain Creek Lake, the neighborhood is home to Dallas Baptist University and Potter's House Church, led by Bishop T.D. Jakes. The "lake" was actually a reservoir designed to cool a power plant. Today, it is stocked with largemouth and white bass, as well as catfish. The park has a playground, picnic tables, and baseball and soccer fields. The Dallas-Fort Worth National Cemetery is also nearby.

**Red Bird**

Nestled between Oak Cliff and Duncanville, Redbird stands as an established and vibrant community where hard-working families proudly call Texas home. Offering a diverse range of housing options to suit every lifestyle, Redbird is a sought-after destination for residents seeking affordability without compromising on quality, with housing costs averaging half of Dallas's citywide average. The Dallas Executive Airport ensures swift business connections, while The Shops at Redbird offers retail and entertainment opportunities, designed with the community in mind. The presence of the Dallas Entrepreneur Center within The Shops at Redbird further enhances the area's appeal, making it a hub for entrepreneurship and innovation. Outdoor enthusiasts can explore the exhilarating Bounder Park Trail, and golf aficionados can enjoy the last Perry Maxwell-designed course at The Golf Club.



George W. Bush Presidential Center

**IN THE CENTER OF IT ALL**

The Park Cities are comprised of two independent entities: the **Town of Highland Park** (population 8,642) and the **City of University Park** (population 24,954). Highland Park is smaller, and known for its homes and affluence. University Park is home to Southern Methodist University. Each maintains its own tax structures, police departments, school districts, and municipal operations.

**Park Cities**

The placement of the Park Cities is unique because they are entirely surrounded by the city of Dallas. The well-to-do and influential live here, including Jerry Jones (Dallas Cowboys' owner). In fact, some of the highest per-capita incomes in all of Texas reside within these ZIP codes. Home prices easily reach the millions. Boutique shopping is luxe, providing high levels of personal service at places like Highland Park Village, the oldest shopping center in the United States.

While the houses are grand, the streets are lined with majestic oak trees. Lush green spaces are meticulously manicured. The presence of the private SMU campus lends a quaint Ivy-League air to these small-but-wealthy towns. At Christmas, horse-drawn carriages carry crowds to view the awe-inspiring light shows of the decorated mansions. The Park Cities are also home to the Dallas Country Club, George W. Bush Presidential Library and Museum, and Snider Plaza.



Highland Park Highland Park Shopping Center

PHOTOS COURTESY OF THE ORGANIZATIONS UNLESS OTHERWISE NOTED. HIGHLAND PARK: SC. SHUTTERSTOCK/VICTORIA BRUNO/SHUTTERSTOCK





Las Colinas' landmark flower clock gets a new look each season.

# Irving/Las Colinas

Residents: 254,373

Irving/Las Colinas calls itself the “Headquarters of Headquarters” for good reason. Six Fortune 500 companies have their global headquarters in the city. The central location makes for an easy commute, especially to the Dallas Fort Worth International Airport. That convenience is one reason so many companies have opted to expand or relocate here. And the industry diversity spells opportunity for potential residents.

Within Irving lies Las Colinas, a mixed-use community designed with resident and business needs in mind (one of the first in the United States). It was developed in 1973 by a cattle rancher named Ben Carpenter, who envisioned transforming his family’s 6,000-acre ranch—El Ranchito de Las Colinas (the little ranch of the hills)—into a world-class destination. Inspired by his travels, he brought landmarks to

QUICK FACTS	
Growth rate 2010-2020:	18.7%
Average household size:	2.67
Median age:	33.2
Median household income:	\$72,910

life with an eclectic blend of art, architecture, and design drawn from Europe and beyond. The city’s iconic flower clock, above, is a nod to Belgium; Las Colinas’ canals, below left, reflect the spirit of Venice; and its clocktower evokes London’s Big Ben.

At the heart of Las Colinas is Lake Carolyn, where residents and visitors can take in panoramic views while paddle boarding, riding in gondolas, or strolling along the waterfront. Mustang Park offers even more trails and activities, while the city’s Champion Trail offers a vast network of paths perfect for walking, jogging, or biking through this scenic section of Irving.

Attractions like the Irving Convention Center—designed by RMJM and Hillier, who have futuristic-looking projects around the world—the Toyota Music Factory entertainment complex, and the walkable Las Colinas Urban Center create an area that people like for both form and function.

Irving is also home to the University of Dallas, a four-year private Catholic school, and Irving ISD serves nearly 32,000 students.

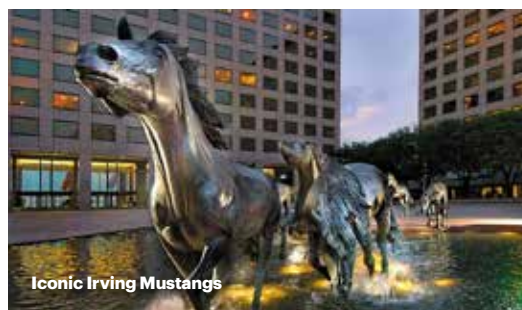
## NEIGHBORHOODS

Irving includes some of the most popular areas in the Dallas-Fort Worth region. Some notable neighborhoods include:

- **Las Colinas**, with housing options from apartments to luxury homes, is a planned community that caters to a variety of lifestyles and budgets and is very walkable.
- **Valley Ranch** includes canals, walking paths, and lush green spaces.
- The **Hospital District** is a quiet, older area, but just five miles from Toyota Music Factory.
- The **Heritage District** is Irving’s birthplace and is leading redevelopment efforts throughout South Irving. Here you’ll find the downtown corridor, including DART’s TRE station, the South Irving Library, and the Irving Heritage House.
- **Northgate Heights** offers a family-friendly atmosphere and a mix of affordable homes on tree-lined streets and reasonable rental prices for those not looking to buy.



Mandalay Canals



Iconic Irving Mustangs





Irving's Valley Ranch neighborhood

PHOTOS COURTESY OF THE REALTOR VISIT TEXAS. THIS PAGE INCLUDES SAMPLES





Firewheel Golf Park

# Garland

Population: 243,470

The city of Garland has something for everyone. Outdoor enthusiasts can enjoy miles of biking and hiking trails, while foodies and treasure hunters will lose themselves in unique dining and shopping. The historic downtown area has undergone an extraordinary two-year makeover, infusing fresh vitality into the heart of the city with new amenities, an illuminated entrance, a magnificent pavilion, and a sprawling event lawn designed for regular community gatherings.

QUICK FACTS

**Growth rate 2010-2020:** 8.5%

**Average household size:** 2.79

**Median age:** 35.5

**Median household income:** \$66,134

Garland's eclectic arts scene can be found at entertainment venues such as the Granville Arts Center and Plaza Theatre, which host a variety of vibrant performances, concerts, and events throughout the year. Residents have a wide variety of neighborhood and education options to choose from, including both the Garland Independent School District and Richardson ISD.

The city's massive skatepark is dedicated to the "Godfather of Adaptive Skateboarding," native Jon Comer, the first professional skateboarder with a prosthetic leg. Garland also unveiled its remodeled town square in 2023—a \$25 million project that enhanced its cultural and recreational appeal with a new event lawn, pavilion, and a vibrant shopping and dining scene, further enriching the community experience for residents and visitors alike. The event was headlined by Garland-raised country musician LeAnn Rimes.

Because Hatco and other hat manufacturers are located here, Garland was fittingly named the "Cowboy Hat Capital of Texas" by the state legislature in 2013. The city also sits against the shores of Lake Ray Hubbard, perfect for water sports and fishing. The Lake Ray Hubbard Greenbelt is 23.7 acres of natural wooded area and lakefront near Captain's Cove Marina in the southern part of the city.

Beyond the city's natural beauty, Garland features a robust local economy with a growing job market in manufacturing, technology, healthcare and more.



## NEIGHBORHOODS

Among the city's best-known neighborhoods:

- **Firewheel Estates**, in close proximity to Firewheel Town Center, has beautiful homes and lush landscaping.
- **Springpark** gives residents access to a private clubhouse, swimming pool, tennis courts, and walking trails.
- **Oakridge** is a tree-lined neighborhood with a mix of newer and older homes.
- **Club Hill** is known for its rolling hills and mature trees.
- **Camelot** features well-maintained homes, a community pool, parks, and playgrounds.



Duck Creek



Garland's skatepark at Rick Oden Park is the second largest in Texas, with a 48,500-square-foot skating area.

## TALKING POINTS

- **Herfurth Elementary** in Garland ISD is one of five 2023 National Blue Ribbon schools in North Texas. It's GISD's 14th Blue Ribbon accolade.
- Garland's **historic downtown district**, opposite, ushered in a new era with a two-year redesign unveiled in 2023.

PHOTOS COURTESY OF THE ORGANIZATIONS UNLESS OTHERWISE NOTED; DUCK CREEK PHOTO: MICHAEL SAMPLES; HAT OPENAL: DN STUDIO





Firewheel Town Center



Downtown Garland Square



Guitar legend Jimmy Wallace's Garland shop is part musician boutique, part museum.



Hawaiian Falls is a kid and family favorite.



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# GrandPrairie

Residents: 202,134

Grand Prairie straddles Dallas and Tarrant Counties, with the bulk of the land on the Dallas County side. It's a community that values both work and play.

In Grand Prairie, you can see a show at Texas Trust CU Theatre at Grand Prairie, watch horse racing at Lone Star Park, or visit the "oddtorium" at Ripley's Believe It or Not! In terms of education, Grand Prairie has a mix of public and private K-12 schools. Some of the top schools include South Grand Prairie High School, Crosswinds Accelerated High School, and St. John Paul II Catholic School.

For outdoor activities, residents enjoy parks and trails along Joe Pool Lake as well as Lynn Creek Park and its wetlands area.

The Ruthe Jackson Center, renovated in 2021, has an arboretum and botanical gardens.

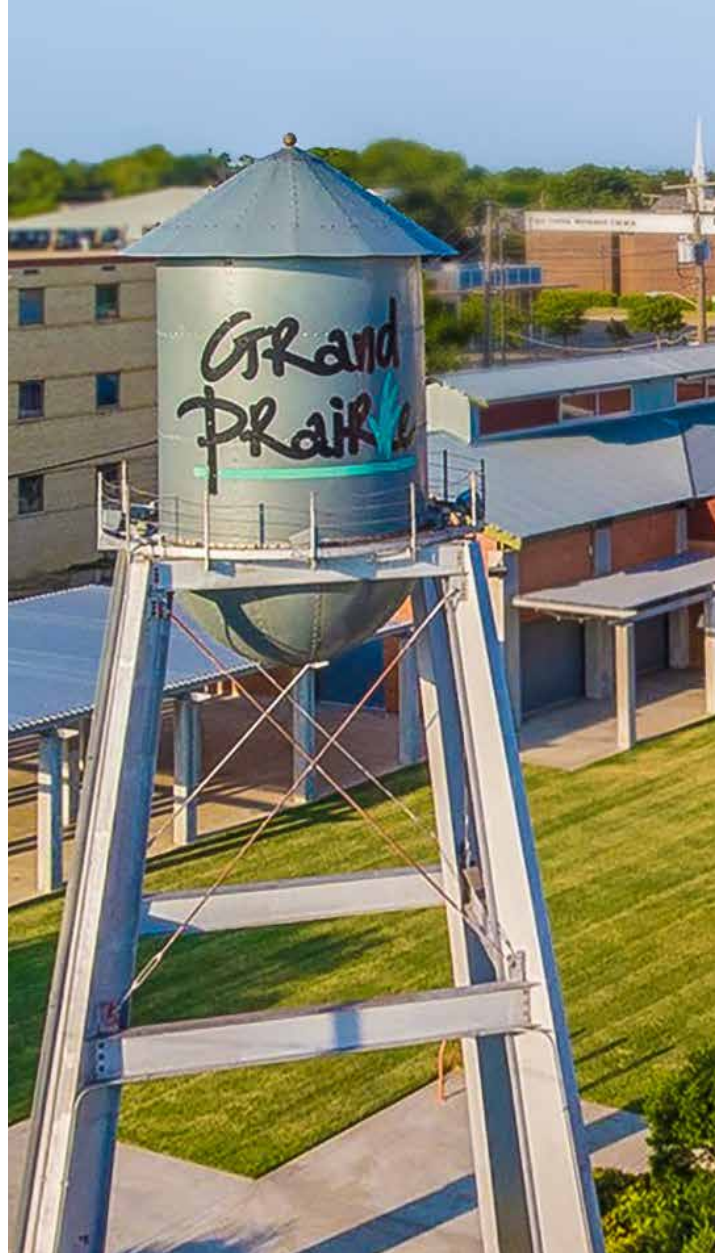
Grand Prairie has a long history dating back to the 1840s—in fact, the log cabin of pioneer settler William S. Peters still stands near

Main Street. During WWII, the North American Aviation plant in Grand Prairie produced over 6,000 P-51 Mustang fighter planes.

In terms of entertainment, the Epic Waters Indoor Waterpark provides year-round family fun. New dining and shopping options continue popping up, such as the Grand Texas complex with entertainment venues, restaurants, and a water park. The city also hosts popular events like Main Street Fest, and the Fourth of July "Stars & Stripes" celebration. Sports fans might want to watch watch the Texas Super Kings, a Texas-based team in Major League Cricket, play at Grand Prairie Stadium.

QUICK FACTS

- Growth rate 2010-2020: 11.68%
- Average household size: 3.01
- Median age: 33.1
- Median household income: \$74,275



An aerial view of the EpicCentral development in Grand Prairie, showcasing the sprawling 172-acre park with its indoor water park, "Bolder Adventure Park," new hotels, convention center, and restaurants, set against the backdrop of manmade lakes and lush greenery.



Andretti Indoor Karting



Chicken N Pickle has 11 pickleball courts.







Grand Prairie water tower at the local farmer's market.

**NEIGHBORHOODS**

Grand Prairie offers a variety of desirable neighborhoods that are right for young families and those looking for a central location in Dallas-Fort Worth:

- **Mira Lagos**, an upscale, master-planned community in south Grand Prairie, offers a mix of beautiful homes, parks, and excellent amenities.
- **The Parks at Joe Pool Lake** is in southeast Grand Prairie and features modern homes. It also is known for its excellent schools and is a popular choice for young professionals and growing families.
- **Westchester** is an established, family-friendly neighborhood in north Grand Prairie that is known for its spacious homes and tree-lined streets.
- **High Hawk at Martin's Meadow** is in east Grand Prairie and offers a mix of well-maintained homes and a strong sense of community. It's known for its excellent schools and convenient location.
- **Nottingham Estates** is in west Grand Prairie and offers easy access to parks, recreational facilities, and a variety of shopping and dining options.



**Olympian at Home in Big D**

**LAURYN WILLIAMS**  
**FOUNDER OF WORTH WINNING**

Williams grew up in Pittsburgh and Detroit and attended the University of Miami. After 12 years in Miami, the personal finance expert and podcast host lived in Houston before moving to Dallas in 2013. The 3-time Olympian won an Olympic gold medal and two silvers. She spoke with Say Yes to Dallas.

**How did your college career lead you to the Olympics?**

My junior year of college, I ran the second-fastest time in the world at the national championships and had to turn my focus towards the 2004 Olympic Games. Made the Olympic team, went on to Athens, Greece to get a silver medal in the 100m. It was such an awesome opportunity.

**What is your passion, and how does Dallas help fulfill it?**

My passion is helping young professionals organize their finances. Dallas caters to young professionals and entrepreneurs, so there are many opportunities to meet new friends or prospective clients.

**Tell us about the work environment here.**

No matter your industry, Dallas has a large community to foster your professional growth. I'm a member of the Financial Planning Association, and the DFW chapter is the largest in the country.

**What do you do on weekends or days off?**

I work virtually, primarily in Trinity Groves, Bishop Arts, on Greenville, and in Addison. They all have plenty of cool places to hang out, work, and play.

**TALKING POINTS**

Accolades and neat things to know include:

- Grand Prairie was designated a **Film Friendly Texas Community** in Nov. 2023 by the Texas Film Commission.
- **Epic Waters Indoor Waterpark** placed in the top three for Best Indoor Water Park in the USA Today 10Best Readers' Choice 2023 Travel Awards.
- In 2022, the city was certified as a **Scenic City**, joining 91 other designated Scenic Cities in Texas.
- More fun: Last year the city welcomed **Bass Pro Shops** and **Andretti Indoor Karting and Games**. It also added 11 pickleball courts at **Chicken N Pickle**.



The Illuvia fountain at EpicCentral in Grand Prairie has nightly Vegas-style water and light shows.

PHOTOS: VISIT GRAND PRAIRIE



# Mesquite

Population: 147,317

Mesquite Borders Dallas' eastern boundary. Lake Ray Hubbard, one of the larger lakes in Texas, lies to the northeast of the city.

Mesquite is called the Rodeo Capital of Texas, but it's also home to the Mesquite Symphony Orchestra, one of the nation's healthiest housing markets, and the \$69.5 million, 250,000-square-foot Vanguard High School, which educates students in construction science, technology, engineering, and health science.

QUICK FACTS

**Growth rate**  
2010-2020: 7.4%

**Average household size:** 2.98

**Median age:** 33.8

**Median household income:** \$60,715



Downtown Mesquite



Butterfly trail

## SCENES IN THE CITY



Mesquite Rodeo



Local water park



Mesquite conductor



Downtown performer



Mesquite Golf Course



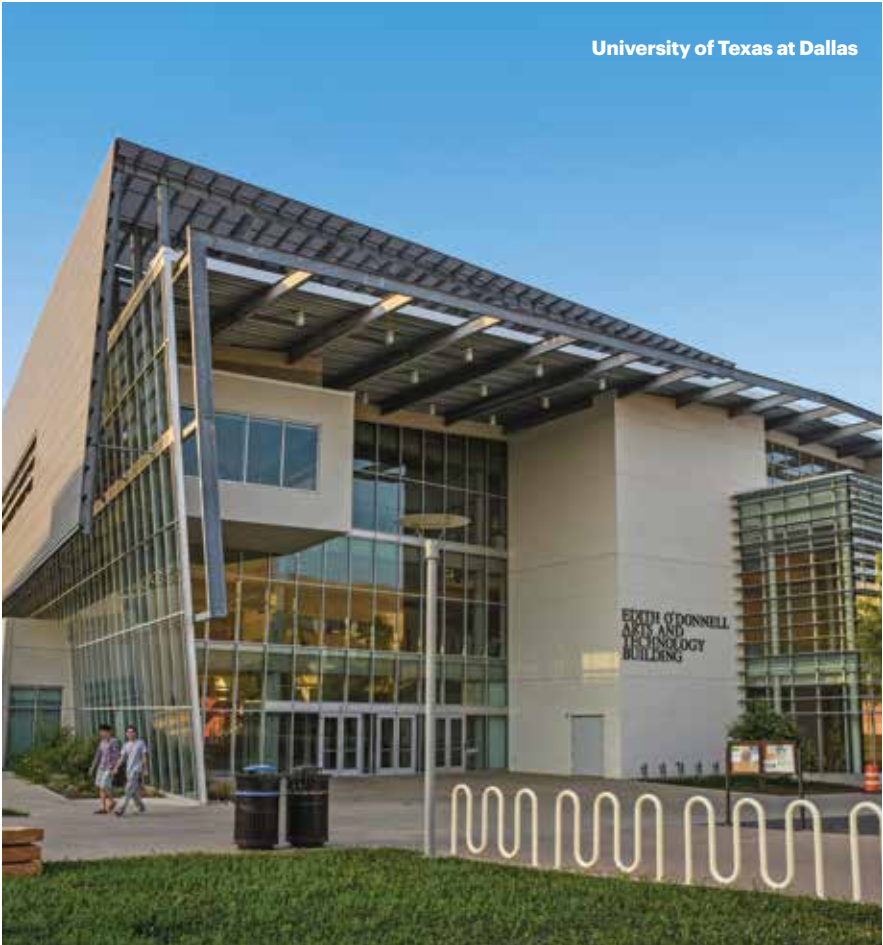
# Richardson

Population: 117,435

Residents of Richardson—a first-ring suburb of Dallas—love the close proximity to the urban experience of the inner city. But make no mistake, the town has a culture and community feel of its very own. Families clamor to enroll in RISD schools, known for teachers who go above and beyond to see students succeed, and a progressive set of magnet programs. People who want a taste of international flavor visit for Bollywood films, true dim sum, ethnic grocery stores, Persian delicacies, temples, mosques, and worldly excursions of all kinds. In fact, almost 40 percent of Richardson residents identify as an ethnicity other than Caucasian. The Telecom Corridor’s massive presence is filled with work opportunities. New live-work-play areas like CityLine were built around several DART stations. Houses are a mix of ages and sought after by era along with a recent trend of new builds. Acclaimed festivals and the Eisemann Center for Performing Arts up the culture and music quotient while the University of Texas at Dallas promotes science and innovation.

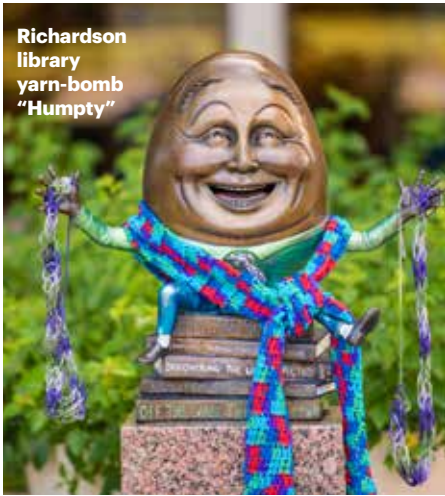
QUICK FACTS

Growth rate 2010-2020:	20.4%
Average household size:	2.46
Median age:	36.5
Median household income:	\$86,985



University of Texas at Dallas

**FAST FACT**  
Richardson earned the Texas Municipal Library “Achievement of Excellence” award for the 18th year straight in 2023.



Richardson library yarn-bomb “Humpty”



Cottonwood Park

## SCENES IN THE CITY



Aquatic center



Richardson IQ



Heights Shopping Center



Selfie mural



Wildflower festival concert



## MORE DALLAS COUNTY CITIES

From largest to smallest, here are other Dallas County cities with more than 30,000 residents, per the 2023 Census. Beyond the cities listed, the county has many other towns including Balch Springs (population 26,711) to Cockrell Hill (population 3,633).



Farmers Branch Stars Sports Complex



Cypress Waters, Coppel



Lancaster walking trail



Lancaster Square

### Rowlett

Population: 66,813

Rowlett takes its name from a nearby creek, but Lake Ray Hubbard is the main reason people choose this upscale suburb. Rowlett has more than 30 miles of shoreline and has benefited from recent extensions of the President George Bush Turnpike and DART. In 2021, the city, which straddles Dallas and Rockwall counties, was named the No. 3 most popular midsize city for home buying opportunity by moveBuddha.com, and in 2020 AARP named Rowlett an Age-Friendly Community. The U.S. Census Bureau said it was the No. 8 fastest growing city in the nation in 2019.

### DeSoto

Population: 55,740

DeSoto attracts families with affordable houses and civic-minded neighbors. In fact, the town has been named an All-America City, an award that nods to the community's ability to tackle problems with uncommon results. DeSoto ranks as one of the oldest settlements in North Texas. Just 11 years after Texas won its independence from Mexico, families first settled in the area that is now DeSoto in 1847. Among the noted attractions in DeSoto are the Windmill Hill Nature Preserve and the Roy Orr Trail and its scenic walking areas.

### Cedar Hill

Population: 48,411

Broadcast and communications towers make Cedar Hill visible from a distance, but don't let those harbingers of technology fool you—this is a pretty,

lake-adjacent community that prioritizes the natural environment. The city is located along the eastern shore of Joe Pool Lake and Cedar Hill State Park. Cedar Hill, which sits in Dallas and Ellis counties, has made open space a priority with 32 parks, a system of greenbelts covering about 2,480 acres, and more than 36 miles of trails. It's also home to the Cedar Hill Museum of History and the Dogwood Canyon Audubon Center.

### Coppel

Population: 41,404

Coppel is in the northwest corner of Dallas County, with a small area in the northern section extending into neighboring Denton County. Among the areas to see is Old Town in the city's historic district. The neighborhood is where the city began. It's a walkable area of businesses and restaurants clustered around a beautiful town square and home to the Coppel Farmers Market.

### Lancaster

Population: 40,215

Lancaster is only 15 minutes from downtown and all Dallas offers yet retains quiet suburban charm, award-winning schools, and robust economic growth. Surrounded by freeways—it's easy to venture out or enjoy hometown life from your front porch. It's one of Dallas County's earliest settlements, dating to 1852. The city's Historic Town Square contains unique shops and restaurants that maintain its early 1900s charm. In 2005 and 2006, Lancaster was a finalist for the All-America City Award, and in 2007 the National Arbor

Day Foundation designated Lancaster a Tree City USA. In 2019, Lancaster was one of 10 U.S. communities selected to receive the All-America City Award from the National Civic League.

### Duncanville

Population: 38,883

Duncanville has plenty to offer in outdoor and indoor activities. There's nearby Joe Pool Lake for water sports and fishing. Kidsville is the largest volunteer-built playground in the world and a great place to take the kids. You can visit the International Museum of Cultures that showcases artifacts and culture of indigenous peoples from across the globe. Dating back to 1840, the community began to grow 40 years later when the construction of the Chicago, Texas and Mexican Central Railroad connecting Dallas and Cleburne turned it into a town.

### Farmers Branch

Population: 36,917

Farmers Branch is known as a "City in a Park" for its 28 parks in just 12 square miles. The city has many things for visitors and residents to do. The Frog Pond Water Park is in the Farmers Branch Aquatics Center. The Farmers Branch Historical Park is a museum nestled on 27 acres that trace more than 175 years of Farmers Branch history along with the history of Peters Colony. The Firehouse Theatre is an award-winning theater. The Grove is a picturesque location that hosts many city events, including the city's annual Christmas Tree Lighting.





**Lakeridge, Cedar Hill**



**Bayside Regatta, Rowlett**



**Lakeside Park, Duncanville**



**Farmers Branch Joya Glow in the Dark Playground**



# Where the West Begins

Even as it boasts cutting-edge cultural and entertainment amenities, **Tarrant County** retains and relishes its authentic Western heritage.

The westernmost of the four counties making up the DFW Metroplex, **Tarrant** is the third-most populous of all the Texas counties. It's known for its universities and vibrant cultural and entertainment scenes, as well as its authentic Western heritage. It was the Western feel that drew the "Yellowstone" TV series to shoot in the county, including at the historic Stockyards in Fort Worth, the centrally situated county seat. Dubbed "Cowtown" for its location on the Old Chisholm Trail, Fort Worth has grown fast in recent years while preserving its friendly, small-town atmosphere. Its cultural jewels include world-class museums (the Kimbell, The Modern) and Bass Performance Hall in Sundance Square. East of Cowtown off Interstate 30 are Arlington and Grand Prairie, well known for their sports and entertainment venues. Among them are AT&T Stadium, home of the Dallas Cowboys, and the Hurricane Harbor and Six Flags Over Texas amusement parks.







The City of

# Fort Worth

Population: 978,468

**Nicknamed Cowtown, Funky Town and Panther City, Fort Worth is the nation's 12th largest city and one of the fastest growing large cities in the United States.**

Best known for its “Cowboys and Culture,” it’s gaining ground as a favorite hometown for everyone from Gen Zers looking for affordable multifamily to retirees seeking engaging communities.

Under the cowboy heading, you’ll find the Stockyards National Historic District, where you can watch a twice-daily longhorn drive, the annual Fort Worth Stock Show and Rodeo, and The National Cowgirl Hall of Fame, just to name a few.

The Fort Worth Stock Show and Rodeo is the city’s oldest and largest public event, with a 23-day run in January and February that draws more than 1.2 million guests to the Will Rogers Memorial Center and adjacent Dickies Arena.

Dickie’s Arena is home to the rodeo and also hosts NCAA basketball tourney games and some of the region’s hottest concerts.

For culture, head to the world-class Fort Worth Cultural District, boasting the Kimbell Art Museum, the Modern Art Museum of Fort Worth, the Amon Carter Museum of American Art, and the family favorite Fort Worth Museum of Science and History.

In the heart of downtown, you’ll find angelic Bass Performance Hall and Sundance Square for urban living, foodies, and fashionistas.

Nature enthusiasts will adore the Fort Worth Zoo, rated the best zoo in the nation by USA Today, the Fort Worth Nature Center & Refuge, Trinity Park, and over 100 miles of Trinity Trails.

Find NASCAR’s best at Texas Motor Speedway on the north edge of the city.

Top neighborhoods include Arlington Heights, popular with families and single millennials; Fairmount, a historic neighborhood in the Near Southside district, known for historic homes, unique multifamily, and food and fun along Magnolia Avenue; and TCU-adjacent Westcliff for great schools, affordable to upscale housing, and plenty of shopping and dining.

The city’s friendly warmth and diversity celebrate the motto “In Fort Worth, Y’all means ALL.”

#### QUICK FACTS

**Growth rate****2010-2020:**

24.0%

**Average household****size:** 2.79**Median age:**

33.6

**Median household****income:**

\$69,931





**SUNDANCE SQUARE'S CHISHOLM TRAIL MURAL:** A larger-than-life tribute by Richard Haas, where Fort Worth's cowboy legacy leaps off the wall.



Dickies Arena



Panther Island

IMAGES COURTESY OF THE VISIT FORT WORTH EXCEPT WHERE NOTED. DICKIES ARENA: FORT WORTH SPORTS COMMISSION



# FORT WORTH

## LAY OF THE LAND

Need-to-know districts in Fort Worth

**Downtown:** The heart of the city, known for its walkable streets and easy access to various entertainment options.

**Stockyards:** Historic district famous for its rich cowboy heritage and vibrant nightlife.

**Near Southside:** Including the prominent Medical District, the area is a mix of urban living, shops, dining, and live music.

**West 7th:** Known for its trendy shops, restaurants, and vibrant nightlife.

**Panther Island:** A unique area focused on riverfront development, offering outdoor activities and events.

**Riverside:** A district that combines residential living with commercial development.

**Southeast Fort Worth & Historic Southside:** These areas are known for their historical significance and community-focused living.

**Cultural District:** Home to world-class museums and cultural institutions.

**Camp Bowie District:** Offers a mix of historical charm and modern retail and dining options.

**University/TCU Area:** Centered around Texas Christian University, this area is bustling with student life and academic institutions.

**TMS/AllianceTexas:** A rapidly growing planned community known for the Texas Motor Speedway and commercial development.

**Clearfork:** A newer development known for upscale shopping, dining, and entertainment.

**Northside:** A neighborhood with a strong sense of community and cultural diversity.

**East Fort Worth:** An area that offers a blend of residential, commercial, and natural spaces.



Sundance Square barber

## TALKING POINTS

Accolades and neat things to know include:

- Already home to Texas Christian University, Texas Wesleyan University, and the University of North Texas Health Science Center (UNT HSC), Fort Worth is **adding Texas A&M Fort Worth campus**, which will include the TAMU School of Law and a Research & Innovation Building for engineering, biotech, and health sciences that also will offer space to partnering private sector tenants. “Welcome to Aggieland North,” says TAMU Chancellor John Sharp.

- **Fort Worth’s largest employers** include Alcon Laboratories, American Airlines, Bell, Ben E. Keith, BNSF, Amazon, Lockheed Martin, and health providers JPS Health Network, Cook Children’s Medical Center, and Texas Health Resources. Future-focused companies and orgs include AllianceTexas with its Mobility Innovation Zone for automated logistics vehicles; MP Materials, which will provide rare earth magnets for GM; and UNT HSC, which partners with the City of Fort Worth and others in the Techstars Physical Health Fort Worth Accelerator.

- Billboard rates **Dickies Arena**, which opened in late 2019, as North America’s top grossing venue for its size (10,001 to 15,000 seats). While it’s got all the modern amenities, it was designed to fit in with the century-old art deco vibe of the surrounding Will Rogers complex. In 2022, it took the PBR (Professional Bull Riders) World Finals away from Las Vegas. Yeehaw!

- The **National Juneteenth Museum**, slated to open on the city’s Southside in 2025, offers education, awareness, and celebration of June 19, 1865, when slaves in Texas learned they were free following the Civil War. Fort Worth’s own Opal Lee, the Grandmother of Juneteenth, led the effort to make the day a federal holiday. The museum also looks to the future to positively impact society and uplift the surrounding community.

## EVENTS

Cool happenings, every year

- **Fort Worth Stock Show and Rodeo:** In January and early February, find 23 days of fun-filled celebrations of Western heritage. Enjoy rodeos, livestock and horse shows, a carnival midway, and plentiful food and shopping. Celebrating more than 120 years, it lives up to its motto: “This thing is legendary.”

- **Main Street Fort Worth Arts Festival:** April brings downtown’s biggest event, offering more than 200 juried artists, and 300+ live performances. With free admission and kid crafting areas, it’s fun for all ages.

- **Van Cliburn International Piano Competition:** World-renowned concert pianist and one of Fort Worth’s favorite sons, Van Cliburn was the winner of the first International Tchaikovsky Competition in Moscow in 1958, at the height of the Cold War. His namesake contest, the “Van Cliburn,” happens every 4 years in May and June, next up in 2025, and draws the best pianists from around the globe. In between the big contests, watch for Cliburn Concerts featuring premier classical musicians —many of them past winners—throughout the year.

SUNDANCE SQUARE: JHYEPHOTO/ISTOCKPHOTO; BARBER: DARAH HUBBARD/VISIT FORT WORTH



National Juneteenth Museum



# Arlington

Population: 398,431

Arlington is home to several well-known sports, entertainment, and amusement park venues, as well as The University of Texas at Arlington, and a GM assembly plant.

Arlington officials like to say that the city was built on two words: "We can."

And here you can see a Texas Rangers game, attend a Dallas Cowboys football game, ride a roller coaster at Six Flags Over Texas, or shoot down a water flume at Hurricane Harbor.

In fact, the Arlington Entertainment District is becoming known as a center for dining, drinking, and music. Looking for something to do outdoors? You can enjoy River Legacy Park's 1,300 acres of forests and greenbelts. It's a popular place for birdwatching, jogging, relaxing for a picnic, and viewing wildflowers in the spring.

Nature enthusiasts can also explore the beauty of Crystal Canyon Natural Area, a hidden gem with unique geological features, providing a serene escape for hiking and nature photography. Arlington also celebrates diverse cultures with events like the annual Levitt Pavilion concert series, offering outdoor music performances.

And you can find a lot of down-to-earth folks who work hard to make things such as airplanes, cars, and pet products.

Arlington has a long history as a center for sports in Dallas-Fort Worth. Arlington Downs, a popular horse racing track, opened there in 1929 and operated until 1958.

Choctaw Stadium, formerly Globe Life Park, once was the home of the Texas Rangers, but now is used as a football and soccer facility. The stadium is the home of the Dallas Jackals of Major League Rugby, North Texas SC of MLS Next Pro (FC Dallas' reserve team), and the Arlington Renegades of the XFL.

QUICK FACTS

- Growth rate 2010-2020: 7.9%
- Average household size: 2.72
- Median age: 33.8
- Median household income: \$65,123



TEXAS Live! in the Arlington Entertainment District



## SCENES IN THE CITY



Esports stadium



Planned National Medal of Honor Museum





**View of AT&T Stadium**



**The District**



**Globe Life Field inside**

**Texas Rangers call Globe Life Field their home.**



**NEIGHBORHOODS**

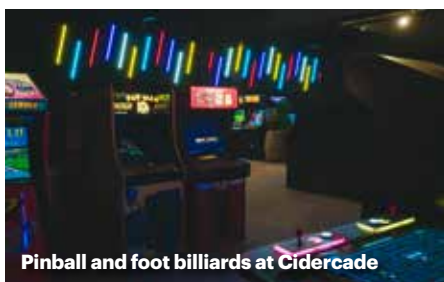
Significant communities and neighborhoods to know:

- **Viridian** is considered one of the wealthiest neighborhoods in Arlington and certainly has an upscale vibe. Viridian is only 10 miles from downtown Arlington and is characterized by a low crime rate and unique homes.
- The **downtown area** of Arlington is packed with things to do. You can catch a **Texas Rangers** game or go to a music festival at the university. The **Dallas Cowboys** play nearby at AT&T Stadium. It's also close to the popular Entertainment District.
- Not far from downtown is **East Arlington**, which is characterized by outdoor recreational experiences and green surroundings. It's a neighborhood with prime real estate for people who work in Arlington because it is affordable.
- **Pantego** is a small thriving neighborhood surrounded by Arlington that has all the amenities that any other neighborhood has to offer. Pantego has restaurants and retail stores that make it a convenient place to live.
- In Southeast Arlington, there are **three different parks** where you can run, jog, bike, or simply just enjoy walking outdoors. Downtown is just 8 miles away, which makes it super convenient to go and enjoy the area.

**TALKING POINTS**

Accolades and neat things to know:

- In 2023, WalletHub chose Arlington as the **best-run city in Texas** for the second straight year.
- In 2023, Niche named Arlington among the cities with the **Lowest Cost of Living in America**.



**Pinball and foot billiards at Cidercade**



**River Legacy Park**

GLOBE LIFE, TEXAS RANGERS, TEXAS LIVE: ARLINGTON CVB.



## MORE TARRANT COUNTY CITIES

From largest to smallest, here are other Tarrant County cities with more than 30,000 residents, per the 2023 Census. Beyond the cities listed, the county has many other towns including Colleyville (population 25,736) to Lakeside (population 1,597).



Southlake Town Square

PHOTO: SHAWN O'CONNOR

### Mansfield

Population: 78,542

Mansfield is a vibrant suburban city in Dallas-Fort Worth that sits in three counties, Tarrant, Ellis, and Johnson. There's plenty to do in the city, which offers visitors and residents the Hawaiian Falls Mansfield water park, the Elmer W. Oliver Nature Park, and the Mansfield Historical Museum and Heritage Center, for starters. The community dates back to the 1840s when pioneer farmers moved into the area.



Retail center, North Richland Hills

### North Richland Hills

Population: 70,658

North Richland Hills is known as the home of many businesses, a major hospital, a state-of-the-art library, good neighborhoods, and the NRH20 Water Park. It's the third largest city in Tarrant County, following Fort Worth and Arlington. In 2016, The Dallas Morning News listed the city as No. 9 on its list of best Dallas-Fort Worth neighborhoods. The insurance company HealthMarkets is headquartered in the city.



Haltom City

Festival is held on Labor Day weekend with national and local blues musicians, the barbecue cookoff, local artisans, and a children's area. The 60-acre Bob Eden Park offers hiking, a bike trail, nature preserve, and a creek.

### Haltom City

Population: 45,290

Haltom City was established around World War II and by the late 1940s it had a population of 200 and two businesses. By 1976, Haltom City had a population of 29,400 and 35 factories producing goods including sheet-metal products, clothing, plastics, and fiberglass. It is the home of Haltom Industries, a nationwide provider of ductwork solutions. Among the attractions in the city are The Historied Haltom Theater, The Birdville Historic Museum, DFW Elite Toy Museum, and The Salon and Spa Museum is nearby.

### Keller

Population: 46,316

Keller is a much-honored city that is known for its schools, variety of shopping and dining destinations, and award-winning city facilities, programs, and services. It's been called by some Texas's Most Family-Friendly City. The city has two distinct business districts, historic Old Town Keller and the urban Keller Town Center. Its citywide parks and trails system offers recreation and mobility. Recent accolades for Keller have included mentions as one of the "Best Small Cities in America," among the "Top 10 Places to Live in Texas," and among the "Best Places to Raise a Family in Texas."

Texas Star Golf Course, the Cinépolis Luxury Cinemas, The Upright Theatre Co., and several city parks.

### Grapevine

Population: 50,928

As the oldest city in Tarrant County, Grapevine gladly lives up to its name. Wine flows down the Urban Wine Trail, featuring eight Texas wineries. The Annual Grapefest in Historic Downtown Grapevine pours samples of regional wine by the gallon. But it isn't all about vino. It's heaven for families—or at least the kids. The Great Wolf Lodge is a mecca for the young, accompanied by the Grapevine Vintage Railroad pulled by Thomas the Tank Engine, Sea Life Grapevine Aquarium, LegoLand, and the events at The Gaylord Texan Resort. For the big kids, get ready to boat, ski, windsurf, fish, camp, and picnic at Lake Grapevine or shop the massive Grapevine Mills mall. Centered around almost 30 city parks and playgrounds, neighborhoods of all price ranges boast one of the lowest property tax rates in the area.

### Bedford

Population: 48,370

Bedford is a part of the Hurst-Euless-Bedford Independent School District in what is called the Mid-Cities area. It has a vibrant arts community. There's the Old Bedford School, a beautifully restored 1915 schoolhouse, where concerts and events are held. The historic Bedford Boys Ranch Park and the Civil War Memorial also are notable in the city. The annual Bedford "Blues & BBQ"

### Euless

Population: 59,686

Euless is known as a diverse city next to Dallas Fort Worth International Airport. The city, for example, has one of the largest concentrations of Tongans outside of Tonga, with a community of 3,000 to 4,000 people. It also has a sizable Nepalese population. Among the notable attractions in Euless are its annual Arbor Daze celebration, the



Grapevine Lake fireworks



## TARRANT COUNTY

**Grapevine Lake** was where North Texas entrepreneurs Brandon Cotter and Paul Kinney reimagined the future of boating. Their startup, **ALOY**, plans to launch the “first recreational boat with autonomous software and electric power” in summer 2024.

PHOTO: ALOY



## Hurst

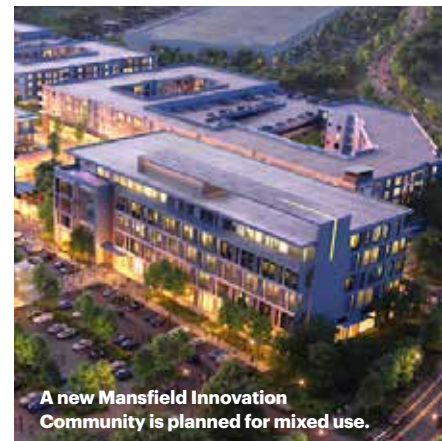
Population: 39,304

The city of Hurst is a center of education and manufacturing in Tarrant County. The Tarrant County College Northeast campus was built there in 1961. It's the home of the Tarrant County Northeast Courthouse, and the headquarters of Bell Helicopter (considered to be in the city limits of Fort Worth) is surrounded by Hurst. The Hurst/Bell Station is jointly owned by Dallas Area Rapid Transit and the Trinity Railway Express and is a major transportation hub. North East Mall in Hurst ranked as the No. 1 Shopping Mall in Tarrant County and is the third largest mall in the state of Texas.

## Southlake

Population: 31,137

This affluent suburb has a plan for progress in place through 2030. Already, the city paired with private entities to create a town square housing its Town Hall and post office along with shopping, a movie theater, and a hotel surrounded by parks. Homes in these mostly new planned communities cost a bit more than average and belong to the Carroll ISD. Proximity to Dallas Fort Worth International Airport makes it popular with frequently traveling executives. The city, which sits in two counties (Tarrant and Denton), is known for its shopping destination, Southlake Town Square, which is owned by Kite Realty Group. It's a destination shopping spot that has more than 100 stores, 27 eateries, three parks, medical offices, a theater, and a Hilton Hotel. It also is home to the Southlake DPS headquarters and Southlake Public Library along with residential living.



A new Mansfield Innovation Community is planned for mixed use.

RENDERING: GENSLER



Lakeside dining



# NORTH RICHLAND HILLS

Central to Success.

North Richland Hills is a centrally located and attractive city that utilizes a wide range of tools to promote quality development.

**NRH**  
Economic Development  
nrhed.com 817.427.6090  
linkedin.com/company/nrhed

15 MIN

North Richland Hills is centrally located between DFW Airport, Downtown Fort Worth and the Alliance Corridor.

A

Public schools that serve NRH average an "A" Niche rating.

NEW

New master planned mixed use development by Centurion American, called City Point.

2

Two commuter TEXRail stations located in NRH connect downtown Fort Worth and DFW Airport.



## Hometown Spirit Business Friendly

A City in the path of growth with a booming population, Celina is 78 square miles with 10 miles of commercial real estate along the Dallas North Tollway and 10 miles of Preston Road (State Highway 289). Located in the bustling corridors of Collin County, combine our prime location just 38 miles North of Dallas with flourishing neighborhoods, a charming historic Downtown Celina Square, A+ rated schools and you will dive deep into the heart and soul of Celina. Come and celebrate hometown traditions, 30+ annual special events and a thriving business community.

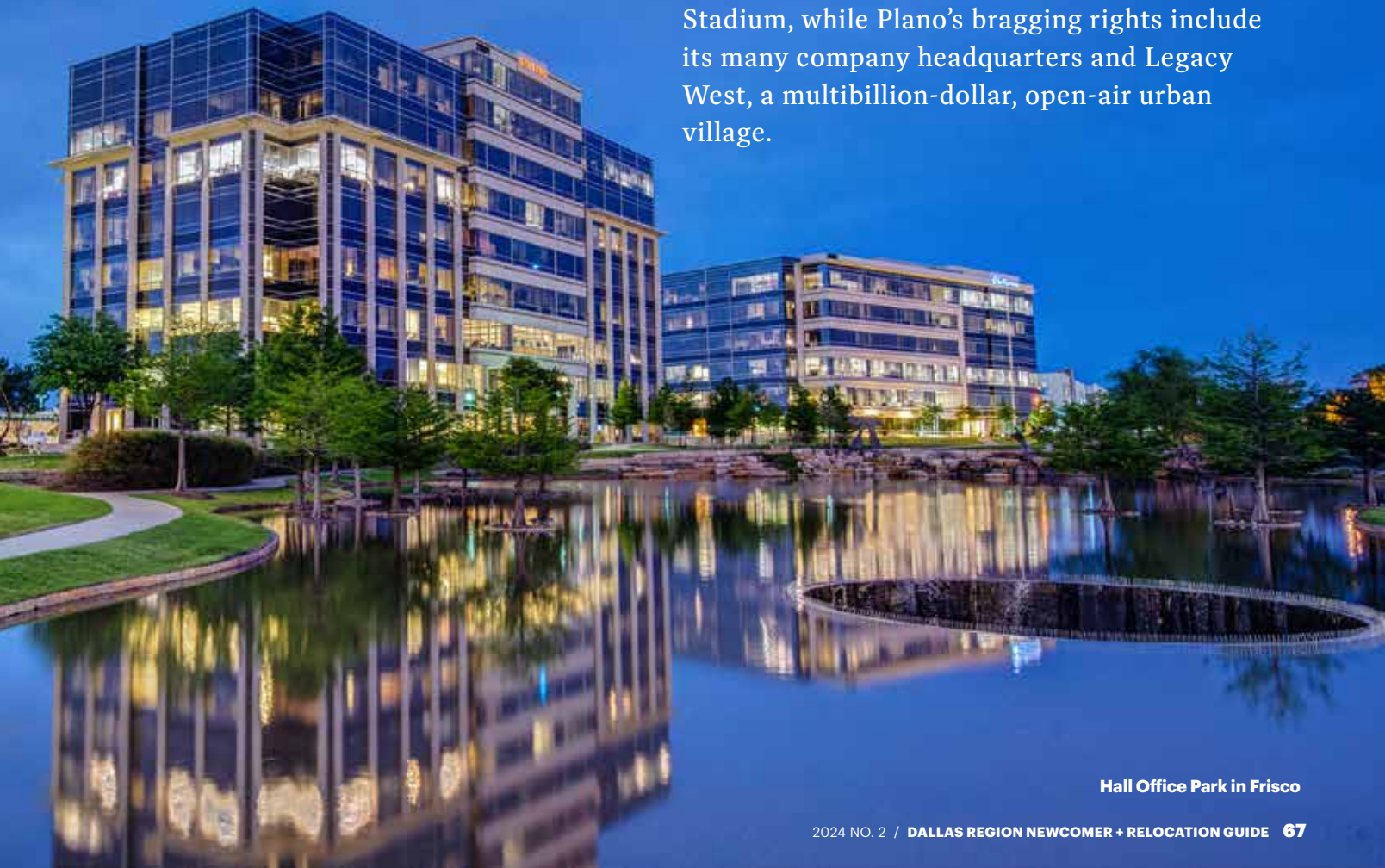
CelinaEDC.com | (972) 382-3455 | info@celinaedc.com



# Growing Into Greatness

Fast-growing **Collin County** is a corporate mecca boasting top schools, outstanding shopping and dining, and world-class sports facilities.

Collin County, just north of Dallas County, has consistently been ranked as one of the fastest-growing areas in the country. And no wonder. The corporate mecca has great schools, relatively affordable housing, and an outstanding quality of life. All that's evident in the county seat, McKinney, whose historic Downtown offers sterling shopping and dining options—not to mention entertainment and culture at the renovated, 1875-era McKinney Performing Arts Center in the Courthouse building. South and west of the county seat is Frisco, home to multiple professional sports teams, including the NFL's Dallas Cowboys. Frisco also boasts the sprawling Stonebriar Centre regional mall and unique attractions like the National Videogame Museum. To the east—and then south—of Frisco sit Allen and Plano, respectively. Allen is renowned for Allen High School's \$60 million, 18,000-seat Eagle Stadium, while Plano's bragging rights include its many company headquarters and Legacy West, a multibillion-dollar, open-air urban village.



Hall Office Park in Frisco



# Plano

Population: 290,190

Constantly appearing on Best City lists, Plano is a darling of suburbs. Families fill acres of affordable-planned neighborhoods and shopping centers. Corporate headquarters are flocking to new developments like Legacy West. While Plano is a commutable distance to just about anywhere, jobs increasingly will be within miles, as is every other modern amenity you might want: parks and trails, diverse restaurants, entertainment one-stops, churches of all denominations, major hospitals, and family-friendly events.

Though active for decades, Plano really started making a name for itself 20 years ago. The city concentrated its efforts on building a strong public school system. Combine that with being able to get a bigger, newer house for less than in the city, and families moved there. The spread continues west even today. While it grows older in some parts, Plano works to keep vibrancy and progress up to date, which may be why so many corporate headquarters have chosen to build national campuses in the city.

QUICK FACTS

Growth rate  
2010-2020: 9.9%

Average household  
size: 2.60

Median age:  
39.1

Median household  
income:  
\$101,176

## LAY OF THE LAND

### East Plano

This includes the oldest communities of Plano, like Historic Downtown, Old Towne, Douglass Community, and Haggard Park. You'll find it diverse in culture, housing types, and styles. For example, a strong Asian community thrives in Woodlands/Fairfield, while Ranch Estates is known for large lots, ranch homes, and animals.

### Central Plano

You'll find single-family, ranch-style homes mostly from the 1970s and 1980s with mature trees. This neighborhood is conveniently located near North Central Expressway.

### West Plano

The area is well known for two-story homes that are three or four times larger than homes in Central Plano. Granite has an urban appearance and high-rises. It's home to the mixed-use destination Shops at Legacy and West Legacy.

### North Plano

North Plano has a more diverse population, including a large Asian population. Homes in this area were built in the 2000s. Residents stay active at Russell Creek Park.



Downtown Plano arts district



Legacy West



Toyota North American headquarters





## THINGS TO DO



### PLANO BALLOON FESTIVAL

In September, the night and morning skies are illuminated with hot air balloons for three days, while the ground is filled with music, food, and family-centric fun.



### INTERNATIONAL FESTIVAL

The fall festival celebrates more than 100 cultures in the city through fashion, food, performances, free children's activities, booths, and a fitness/wellness fair.



### CYCLING IN PLANO

The city is a bike-friendly community with bike lanes on many streets and trails with scenic views passing through parks, nature reserves, and alongside creeks.



Go Ape treetop adventure course at Oak Point Park and Nature Preserve

### TALKING POINTS

- Plano made Outside Magazine's list of 15 "Happiest Towns" in America in 2023
- The city also boasts the **No. 1 park system in Texas** in 2024 per the Trust for Public Land.
- **Arbor Hills Nature Preserve** is a 200-acre park with 56 miles of trails crisscrossing the city.



- Plano is home to the **largest collection of cricket fields** in the Southwest.

### DART RAIL ACCESS

**Lines:** Red Line (full), Orange Line (peak hours; weekdays only)  
**Number of stations:** Two  
**Approximate time to Downtown Dallas:** 37 minutes



Southfork Ranch



Plano neighborhood



# Frisco

Population: 225,007

You might not believe that a mere 30 years ago Frisco was farmland. Now, it is a bustling microcosm of its own and simply exploding with growth. Even the Dallas Cowboys have moved their training facilities to Frisco at The Star, joining a host of sports activity already in play. The Dr Pepper Ballpark featuring the Frisco RoughRiders baseball team and Toyota Stadium with MLS soccer team FC Dallas are just two of many examples.

QUICK FACTS	
Growth rate 2010-2020:	71.4%
Average household size:	2.90
Median age:	34.7
Median household income:	\$134,935

And shopping? It is plentiful, including Stonebriar Centre Mall and Ikea. The area thrives with activities for families, such as the Frisco Athletic Center with its indoor water park, which opened in 2015, Frisco Commons with the town's largest playground system, and Frisco Discovery Center for science.

Something new and exciting opens almost daily, which means we're just seeing the beginning of all Frisco is to become.

For example, last year Universal Parks & Resorts announced a one-of-a-kind theme park to be built in Frisco designed to inspire fun for families with young children. The park's concept, set in a lush green landscape and featuring immersive themed lands, celebrates Universal's iconic brand of entertainment, humor, and innovation.

## EVENTS

Cool happenings, every year:

### TRICK-A-TROUT KID FISH

Every February, the Frisco Commons pond is stocked with 3,000 rainbow trout, and kids under 16 are invited to try the sport of fishing.

### MOTHER-SON / DADDY-DAUGHTER DANCES

Two citywide dances are held in the winter and fall of each year.

### EASTER EGGSTRAVAGANZA

More than 80,000 Easter eggs for children ages 12 and under are hidden at Toyota Soccer Center, along with bounce houses, face painting, and photos with the Easter bunny. Special-needs children get their own field. It's all free.



JEAN BURBANO/ISTOCK

## SCENES IN THE CITY



JERRY BALLARD/ISTOCK



STREKOZAI/ISTOCK





The Star

**COLLIN COUNTY**

**NEIGHBORHOODS**

Significant communities and neighborhoods to know:

- **Newman Village** is a master-planned community that is built around an appreciation for the fine arts, sculptures, and distinctive displays that enhance the landscaped grounds of the plaza. Homes with European and Mediterranean architectural influences create a unique streetscape.
- The **Chapel Creek** neighborhood features green spaces, bike trails, hiking trails, parks, and natural creeks. Its proximity to the North Dallas Tollway and large properties make this area a popular one.
- A 550-acre gated community, **Starwood** dates back to 1996 and consists of luxurious single-family homes that boast modern designs and high-end finishes.
- The Lakes on Legacy is a gated neighborhood that offers picturesque lake views and stunning estates. Residents in Lakes on Legacy also are included as members of the Lakes Tennis & Fitness Academy.
- The **Stonebriar** neighborhood is in close proximity to the Stonebriar Country Club and is a destination for those looking for the most expensive homes in Frisco. Some of the homes are in Lewisville Independent School District, and others are in Frisco Independent School District.



STREKOZAI/ISTOCK



National Soccer Hall of Fame



Kidzania

**TALKING POINTS**

Accolades and neat things to know include:

- No. 2 **Best Real Estate Market in U.S.** (2023, WalletHub).
- No. 1 **Safest City in the U.S.** (2023, SmartAsset)
- No. 5 **Happiest Cities in America** (2024, SmartAsset)



# McKinney

Population: 213,509

What once was a pioneer town has evolved into a growing, sophisticated city. McKinney pays homage to its roots through the Chestnut Square Historic Village, which is operated by the Heritage Guild of Collin County, and the historic Collin County Courthouse now serves as the McKinney Performing Arts Center, the cultural hub of downtown McKinney. The city is known for a vibrant historic downtown area that is full of retail and dining opportunities. A network of trails connects residents to dozens of parks, fitness centers, and sports complexes. The city also is home to major businesses including Globe Life Insurance, SRS Distribution, Encore Wire, and Raytheon Intelligence and Space, a major defense contractor.

QUICK FACTS

**Growth rate 2010-2020:** 49.0%  
**Average household size:** 2.83  
**Median age:** 34.9  
**Median household income:** \$104,372

## LAY OF THE LAND

### EastSide

This includes well-established communities like Eldorado (one of the first master-planned communities with more than 700 homes and mature trees surrounding a country club) and the 30-block historic district, which dates from the 1890s and is the second-largest historic district in Texas.

### WestSide

The newer side of McKinney is made up of many unique planned neighborhoods, including:

#### Craig Ranch

A 2,500-acre community anchored by the Tournament Players Club, which was named one of the 10 Best Courses in Texas by Golf Digest.

#### Stonebridge Ranch

The largest planned community in the city, made up of 68 distinctive villages ranging from houses in the \$160s to more than \$2 million. It's integrated with hills, lakes, and miles of hike-and-bike trails.

#### Tucker Hill

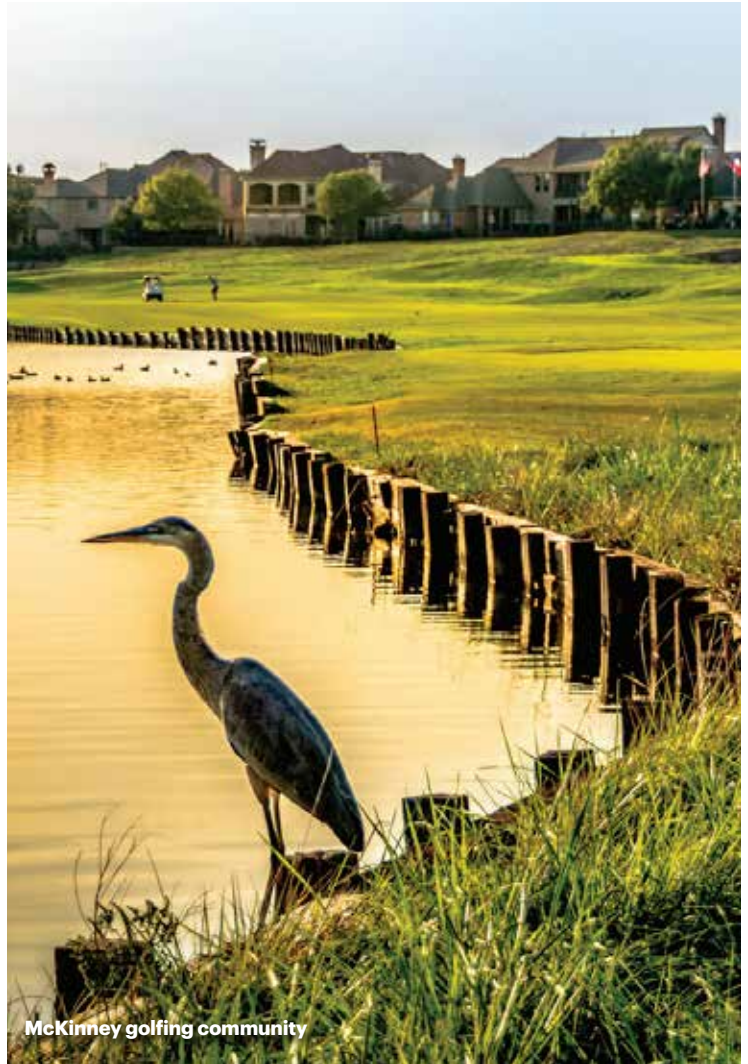
Neighborhoods that recreate an Americana feel, incorporating aspects of historic communities in architecture, horticulture, sidewalks, parks, and open spaces into a newly built community.

#### Adriatica

New homes inspired by the ancient beauty of a Croatian village in the Adriatic Sea. A future development will include a replica of St. Mark's Square in Venice.

#### Westridge

Seven neighborhoods positioned around a golf course and woven with hike-and-bike trails and a community park.



PHOTOS COURTESY OF THE CITY/ORGANIZATIONS EXCEPT WHERE NOTED. STADIUM: 900 LBS.



**WHAT'S NEW & NEXT**



**GRAIN SILO MURAL NEAR MAIN STREET**

Artist Guido van Helten, an Aussie who painted the historic 100-foot-tall concrete silos, was inspired by a Juneteenth celebration in a McKinney park.



**NEW CITY HALL ON THE WAY**

McKinney's new City Hall on the east side of town will be a gathering spot for residents—and could spark other redevelopment.



**TUPPS BREWERY**

TUPPS Brewery in the city's historic cotton mill is a hub for craft beer enthusiasts. The brewery is known for its expansive taproom, colorful murals, and lively community events.



Historic Downtown McKinney



In-town camping at Erwin Park

**NEIGHBORHOODS**

Significant communities and neighborhoods to know:

- **Adriatica** is a 45-acre, mixed-use development, just five and a half miles from downtown McKinney. It was modeled after a small Croatian fishing village.
- **Auburn Hills** is a newer master-planned community in McKinney that was begun in 2016. The Gray Branch Community Park in Auburn Hills includes amenities such as cycling and hiking trails, an amphitheater, sports fields, and both indoor and outdoor recreational facilities.
- **Craig Ranch** is 8.5 miles southwest of Downtown McKinney and is an award-winning, master-planned community that offers easy access to entertainment, shopping, dining, and work. It's home to the TPC Craig Ranch Golf Course.
- Homes in the **Hardin Lake** community of McKinney feature beautiful views. Its hillside lots feature terraced gardens.
- The **Serenity** neighborhood is located next to the 600-acre Heard Museum Nature Preserve.



**TALKING POINTS**

Accolades and neat things to know include:

- Livability named McKinney as the **18th best place to live in the U.S.** in 2022.
- In 2022, SmartAsset ranked McKinney as the **second safest large city in the U.S.**



# Allen

Population: 111,620

This wholesome community was newly built for families. Allen ISD has the largest high school in Texas with an enrollment of nearly

5,000 students. Its football stadium rivals professional operations with seating capacity for 18,000. The Eagles were football state champions in 2014 and 2017. But the entertainment isn't all about Friday night lights. Allen

Event Center puts on major concerts and national shows. Hydrous Wake Park keeps the kids cool, as does KidMania, one of the largest handicap-accessible playgrounds and spray grounds in Texas. Watters Creek offers fun times and shopping all in one. Allen-based Billings Productions (AKA The Dinosaur Company) has partnered with museums, zoos, and other educational organizations to host animatronic exhibits for the public. Allen Premium Outlets is a premier outlet shopping destination with more than 120 outlet designer and name-brand outlet stores including Tory Burch, Kate Spade New York, Michael Kors, The North Face and many more.

QUICK FACTS

Growth rate

2010-2020:

24.2%

Average household

size: 2.94

Median age:

35.7

Median household

income:

\$115,844



The \$59.6-million, 18,000-seat Allen Eagle Stadium has a sunken bowl design.

## NEIGHBORHOODS

Significant communities and neighborhoods to know:

- **Abbey Hill Park** is in East Allen with easy access to anywhere in the North Dallas area. Abbey Hill Park has an average home size of around 2,200 square feet featuring a variety of elevations, floor plans, and custom styling.
- **Morgan Crossing** is close to shopping and within minutes of Lake Lavon for family entertainment. It has exemplary schools, shopping malls, and fine dining within minutes.
- **Cumberland Crossing** is a luxury community located adjacent to Rowlett Creek and within minutes of Highways 121 and 75. The home sites in Cumberland Crossing wrap around a large woodland full of mature trees and rolling hills.
- **Avondale** is just off State Highway 121 and Alma in West Allen. It's a well-maintained neighborhood including patio homes and town homes.
- **The Preserve**, a 32.858-acre development, is a heavily wooded community with its own stocked catch-and-release lake.
- **Twin Creeks** is a master-planned golf course community.
- **Watters Creek** at Montgomery Farm is a sustainable mixed-use development featuring shopping, dining, and offices set in an open-air environment with lush green spaces and a creek.



Connemara Meadow Nature Preserve



Fireworks in Allen

## LAY OF THE LAND

### East Allen

Everything east of U.S. 75 is the original downtown plus a mix of newer and older homes nestled among mature trees and parks.

### West Allen

Most homes west of U.S. 75 were built in the last 15 years. This area has upscale housing, much of which sits along creekside trails.

## SCENES IN THE CITY



Allen trail



The Edge skatepark



Event center



KidMania sprayground



Bethany Lakes Park



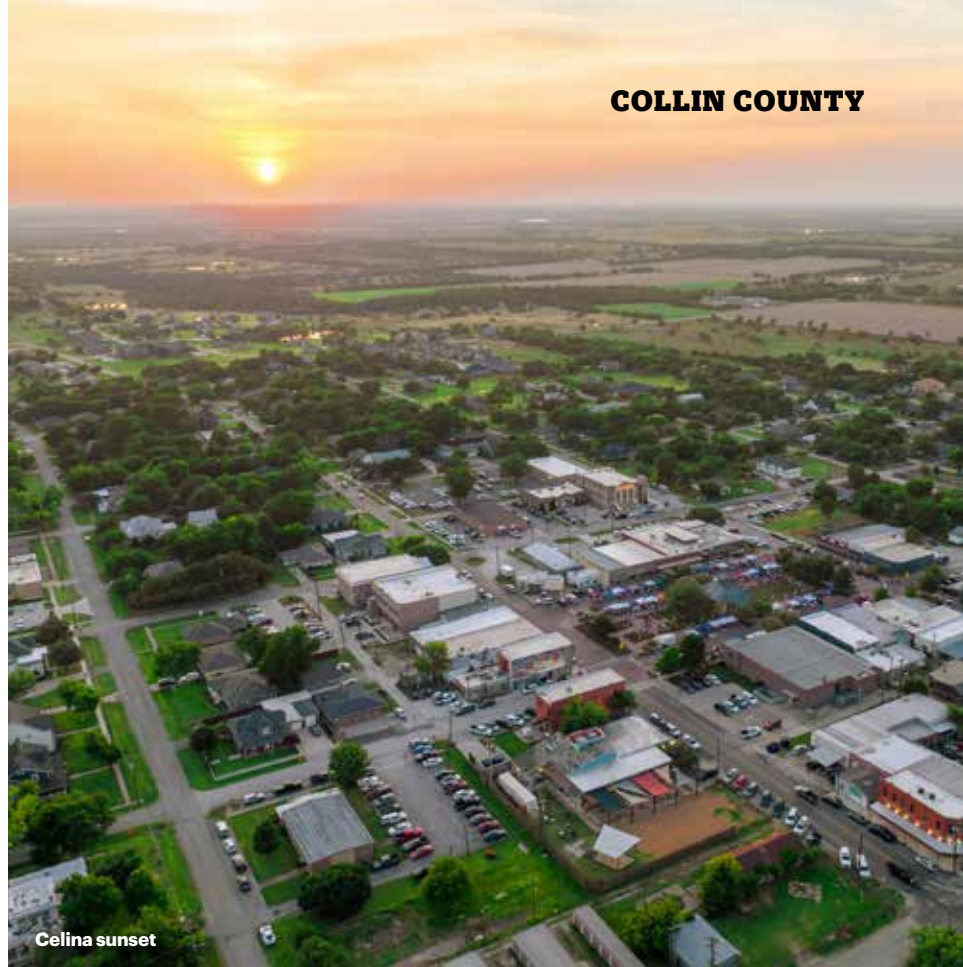
# MORE COLLIN COUNTY CITIES

Here are other Collin County cities with more than 30,000 residents, per the 2023 Census. Beyond the cities listed, the county has many other smaller towns including Murphy (population 20,920) to Lowry Crossing (population 1,680).

## Wylie

**Population: 61,078**

Like many towns and cities in North Texas, Wylie has its roots in the railroads that opened up new opportunities for burgeoning communities in the 1880s and later. Historic downtown Wylie is home to vibrant shops and fine restaurants, such as Ballard Street Café, Bold BBQ Pit, Frankie’s Casa, and Villa Vinci. The historic Brown House offers a glimpse back into the past when visitors drove a Model T or rode a horse to get downtown. The city also has special events such as Taste of Wylie, Bluegrass on Ballard, Wylie Championship Rodeo, and the Wylie Arts Festival.



Celina sunset

## Prosper

**Population: 41,660**

Prosper was among the fastest growing communities in North Texas in 2018, according to the Census Bureau. And between 2010 and 2020, the city more than tripled its population. Houses are going up on old farmland to fill the Frisco overflow, including the 2,000-acre Windsong Ranch planned community. The new builds won’t come cheap, as the median home price is around \$400,000.



Students in Wylie learn about fire prevention.

### TALKING POINTS

**Collin County and seven of its cities are especially notable for their fast growth from 2010 to 2020, per Census figures.**

Collin County was DFW’s third fastest-growing DFW county for the 10-year period at a 36.1% growth rate, nearly tied with No. 2 Denton County (36.8%) and just behind No. 1 Kaufman County (40%). Collin is the most populous of the three with more than a million residents. Individually, six cities more than doubled—and in one case tripled—their growth. Below, city/2023 population/10-year growth % 2010-2020:

<b>Prosper</b>	41,660	220.8%
<b>Melissa</b>	23,571	196.9%
<b>Celina</b>	43,317	178.2%
<b>Princeton</b>	28,027	150.9%
<b>Anna</b>	27,501	105.3%
<b>Lavon</b>	7,495	101.9%
<b>Frisco</b>	225,007	71.5%



Crystal Lagoon at Windsong Ranch in Prosper

PHOTOS COURTESY OF THE CITY/ORGANIZATIONS EXCEPT WHERE NOTED. WYLIE STUDENTS: WYLIE/CC BY-NC 2.0



# Cozy Suburbs and a College Town

Denton County offers a diversity of scenes, from a shopping mecca and recreational lakes to wholesome suburbs and a classic college town.

Situated in the northern part of the DFW Metroplex, Denton County is blessed with family-friendly suburbs, abundant recreational opportunities, and a rich historical heritage. At its heart is the city of Denton, the county seat, known for its two universities, its music scene, and Denton Square. The square's centerpiece is the Denton County Courthouse, built in 1896.

East and south of Denton is scenic Little Elm, an extended suburb of the college town. The Colony sits south of Little Elm along sprawling Lewisville Lake, famed for its fishing and recreational boating. The Colony also is a popular retail destination, as its Grandscape mixed-use real estate development includes Nebraska Furniture Mart of Texas—the biggest retail furniture store in the country.

Further south still are Carrollton, with its highly rated schools, as well as Flower Mound and Lewisville. The former is minutes away from DFW Airport, while the latter boasts marinas and restaurants fronting Lewisville Lake, plus a 2,600-acre nature preserve.







THE CITY OF

# Denton

Residents: 158,349

The city of Denton is home to the University of North Texas and Texas Woman’s University, which provide an infusion of youthful energy and a lively music scene. A charming historic town square is still the center of much activity. Housing is very affordable, and the neighbors are the kind you can share a cup of coffee with. Go north of Denton, and you’ll realize what “big sky country” is all about—and if you want land, you’ll find plenty of it. You can have a ranch.

And some animals. And never see your next-door neighbor if that’s what you want. It’s a vibrant city that’s ideal for families or those who love the outdoors with 37 bike trails, 31 playgrounds, and 41 parks.

Clear Creek Natural Heritage Center features family-friendly hiking trails through diverse habitats and is a gateway to more than 2,900 acres of bottomland hardwood forest, upland prairie, and diverse aquatic habitats. The city leases the land from the U.S. Army Corps of Engineers and is responsible for operation and maintenance of Clear Creek Natural Heritage Area.

Looking for a little history? The Bayless-Selby House Museum is in the Denton County Historical Park. It’s a Victorian-style house museum that tells the story of life in Denton at the turn of the century. Built in 1904, a simple frame house holds the Denton County African American Museum that was once part of an African American neighborhood known as Quakertown. The city also is home to the annual Texas Storytelling Festival, the longstanding Denton Blues Festival, the Denton Arts & Jazz Festival, and the Industrial Street Pop Festival.

Home to a thriving business community, Denton sits 35 miles northwest of downtown Dallas and 38 miles northeast of Fort Worth. You’ll find major companies such as Peterbilt Motors Co., Jostens, Southwire/United Copper Industries, Acme Brick, ESAB/Victor Technologies, and Sally Beauty calling Denton its corporate headquarters or primary manufacturing home for years.

QUICK FACTS

- Growth rate 2010-2020: 23.4%
- Average household size: 2.45
- Median age: 31.4
- Median household income: \$67,380



Denton’s town square at sunset, a picture of charm with unique shops and eateries, revolves around the historic 1896 Denton County Courthouse, a classic example of Romanesque Revival architecture.

## NEIGHBORHOODS

Significant communities and neighborhoods to know:

- **Southridge** is a well-established neighborhood in south Denton known for its large, tree-lined lots and custom-built homes. It has easy access to shopping, dining, and entertainment options.
- **Oakmont** is a master-planned community with a variety of home styles that has a country club, golf course, and excellent schools.
- **Forrestridge** in east Denton has tree-lined streets, large lots, and custom homes close to shopping, dining, and entertainment.
- **Northwood** in north Denton has top-rated schools, parks, and community events. It offers a variety of home styles and prices.
- **Idiot’s Hill** belies its name. It is a historic neighborhood in north Denton that has an eclectic mix of architectural styles and large, tree-filled lots.

## SCENES FROM THE CITY



SOURCES: PHOTOS COURTESY OF THE ORGANIZATIONS; DENTON TOWN SQUARE: MIKE MEZEUL II; NTX GIVING DAY: DAVID LEESON





The Festival at the Switchyard is an signature event that honors the important role the railroad played in putting Carrollton on the map and the continuing importance of rail in Carrollton's present and future.

# Carrollton

Population: 132,918

The city boasts that it is 20 minutes from everything. It is slated to be a rail transit hub, with travel going in six directions over the next two decades. Downtown Carrollton's charming 100-year-old buildings contain small jewelers, boutiques, and restaurants. The center gazebo stands watch while railroad tracks weave among pedestrians. Public school children, for the most part, attend the Carrollton-Farmers Branch ISD. The city features plenty of outdoor space for residents and visitors including the A.W. Perry Homestead, Green Trail, Nob Hill Greenbelt, the Greenbelt Disc Golf Park, and Elm Fork Nature Preserve.

**QUICK FACTS**

- Growth rate 2010-2020:** 12.0%
- Average household size:** 2.64
- Median age:** 37.9
- Median household income:** \$89,773



**PIONEER PARK VIEW:**

A new mural by local artist and R.L. Turner High School graduate Rasheal Winters in downtown Carrollton celebrates the city's vibrant growth and community spirit.

**NEIGHBORHOODS**

Significant communities and neighborhoods to know:

- **Castle Hills** is a master-planned community with beautiful homes, top-rated schools, and a multitude of amenities. It features a golf course, swimming pools, parks, and even a private lake for residents.
- **Austin Waters** offers a serene and peaceful environment for residents with tree-lined streets, green spaces, and beautiful homes—and amenities like a pool, playground, and walking trails.
- **The Homestead at Carrollton** offers a sense of community and a family-friendly atmosphere with a community pool, and walking trails.
- **Oak Creek Estates** offers a mix of traditional and contemporary homes with large lots and mature trees near top-rated schools.

**TALKING POINTS**

Accolades and neat things to know include:

- **Top 50 Best Real Estate Markets in Nation**, WalletHub, 2023
- **Carrollton Ranks in Top 10 Best Cities to Start a Family** Report, LendEDU, 2023
- **Municipal Award in Public Safety Finalist**, Texas Municipal League, 2022

**SCENES FROM THE CITY**





No matter who you are or where you're from,  
when you **Say Yes to Dallas**, you're Saying Yes  
to more than you might think.



**DRC**  
DALLAS REGIONAL CHAMBER  
NATIONAL  
CHAMBER  
OF THE YEAR  


[sayyestodallas.com](http://sayyestodallas.com)

say *yes* to  
*Dallas*



# Lewisville

Population: 133,553

Settled shortly after Texas received its statehood in the early 1840s, Lewisville grew rapidly after the completion of an enormous reservoir in 1954, now known as Lewisville Lake.

The more-than-29,000-acre lake offers excellent water recreational opportunities and features many marinas and public parks and boat ramp access for fishing, skiing, boating, and swimming. Further growth occurred due to its convenient location at the crossroads of Interstate 35E and the completion in 2012 of the Sam Rayburn Tollway. Lewisville takes arts, leisure, and recreation seriously with venues such as the Lewisville Grand Theater and Lewisville Railroad Park, 14 miles of trails, and all the outdoor amenities of the lake. Lewisville is the home to several large companies including Caliber Collision, Horizon Health, Air Medical Group Holdings and Xome.

QUICK FACTS

Growth rate  
2010-2020:  
17.3%

Average household  
size: 2.58

Median age:  
34.0

Median household  
income:  
\$79,877

## NEIGHBORHOODS

Significant communities and neighborhoods to know:

- **Castle Hills**, a massive 2,900-acre master-planned community spanning cities offers everything from rental living to luxury homes.
- **Lewisville Valley** is known as a place that's good for taking walks, especially with your dog.
- **Vista Ridge** is a well-kept neighborhood with good access to local highways.
- **Vista Ridge Village** is a neighborhood conveniently situated near the Vista Ridge Village shopping mall.



Lewisville Lake "old dam" trail



Grand Theater



Firefighter Pipe & Drum



Environmental Learning



Waterfront apartments

## SCENES FROM LEWISVILLE



City Hall



Metropolitan Winds



Western Days Rodeo



Public art: Railroad Park bench



# MORE DENTON COUNTY CITIES

From largest to smallest, here are other Denton County cities with more than 30,000 residents, per the 2023 Census estimates. Beyond the cities listed, the county has many other towns including Trophy Club (population 13,666) to Copper Canyon (population 2,171).

## Flower Mound

Population: 79,445

Flower Mound sits on Lewisville Lake and is popular with people who like trails and good schools. The city ranked 16th on Money Magazine's 2018 Best Places to Live list for its pedestrian-friendly Riverwalk development, stellar schools, and small-town feel. The city derives its name from an actual mound that was used by settlers as a hay meadow. It was never plowed, which made the wildflowers abundant during wet springs. It's a spot where wildflowers and native prairie grasses flourish throughout the year. Long known for its popular neighborhoods, excellent schools, medical facilities, and numerous shops and restaurants, Flower Mound also is a growing business community. For example, earlier this year Uniden America Corp., the North American subsidiary of Japan-based Uniden Corp., announced that it was moving its corporate U.S. headquarters from Irving to Flower Mound. And, Niagara, a leader in high-performance, water-saving toilets, opened a new state-of-the-art global headquarters in the city this year. The facility has an expansive distribution center spanning over 117,000 square feet.

## Little Elm

Population: 58,496

A beach in North Texas? Yep. Along Lake Lewisville are miles of sand, fire pits, a pavilion and snack bar, 10 regulation volleyball courts, an amphitheater, and a playground. Little Elm has 66 miles of shoreline within its city limits and a lake attitude to go along with it. As you can imagine, community events throughout the year center around the waterfront, including Christmas on the Beach. The town of Little Elm was presented with a Platinum Scenic City Certification

from the Texas Municipal League in 2023. By earning the highest designation of Platinum Scenic City Certification, the town showed that it embraces a responsible and forward-looking vision for its infrastructure standards and public spaces. In 2022, SmartAsset named Flower Mound the No. 4 "Most Livable Small City in the U.S." The Little Elm Craft Brew & Que Festival in June is a family friendly event featuring over 500 craft beers, barbecue from pitmasters across Texas, and some good Texas country music.

## The Colony

Population: 45,471

Affectionately known as "the city by the lake," The Colony features 23 miles of shoreline along Lake Lewisville and two lake parks. But the big news is the new construction that's occurring. Two nature-centric, master-planned communities, Austin Ranch and The Tribute, just arrived. The state's only Nebraska Furniture Mart, a Topgolf venue, and an 80-acre sports facility called The Colony Five Star also call The Colony home. The Colony's schools are in the Lewisville Independent School District and the Little Elm Independent School District. American Heroes: A Salute to Veterans & First Responders is a free annual event in November that honors America's heroes with live music, remembrance ceremonies, carnival, fair food, a car/truck/bike show, and a fireworks display. The Playtri Luck of the Irish Triathlon returns in March 2024 to the LISD Aquatic Center. Contestants will swim, bike, and run through The Colony. Keep Texas Beautiful recognized The Colony as one of 10 winners of the 2020 Governor's Community Achievement Awards for outstanding community improvement.



The Tribute at The Colony



Truckyard in The Colony



Concert at Grandscape



Award-winning retail/entertainment development Grandscape



Flower Mound



Flower Mound sunset



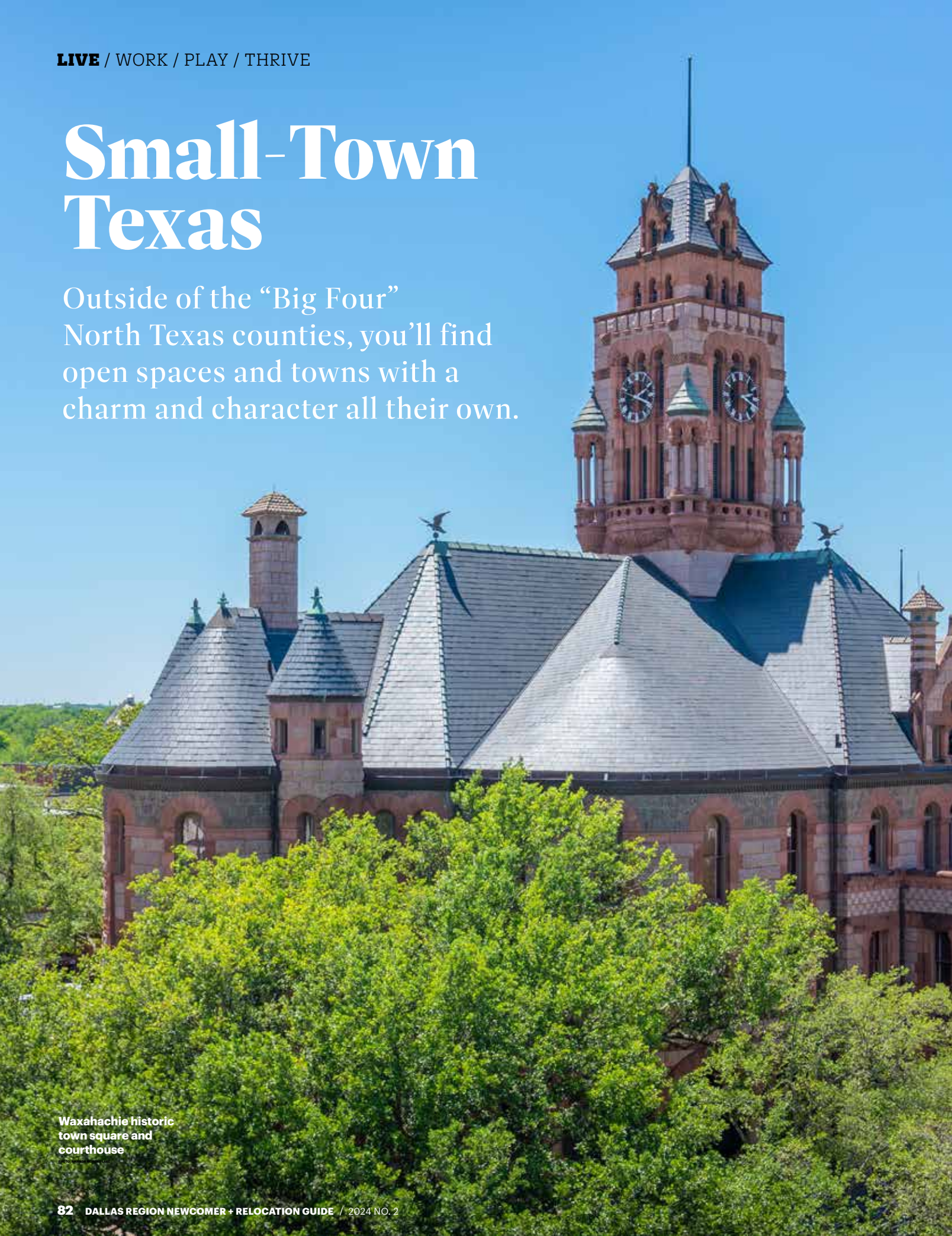
Little Elm beach

PHOTOS COURTESY OF THE CITY/ORGANIZATIONS EXCEPT WHERE NOTED. FLOWER MOUND: TRONG NGUYEN/ISTOCK



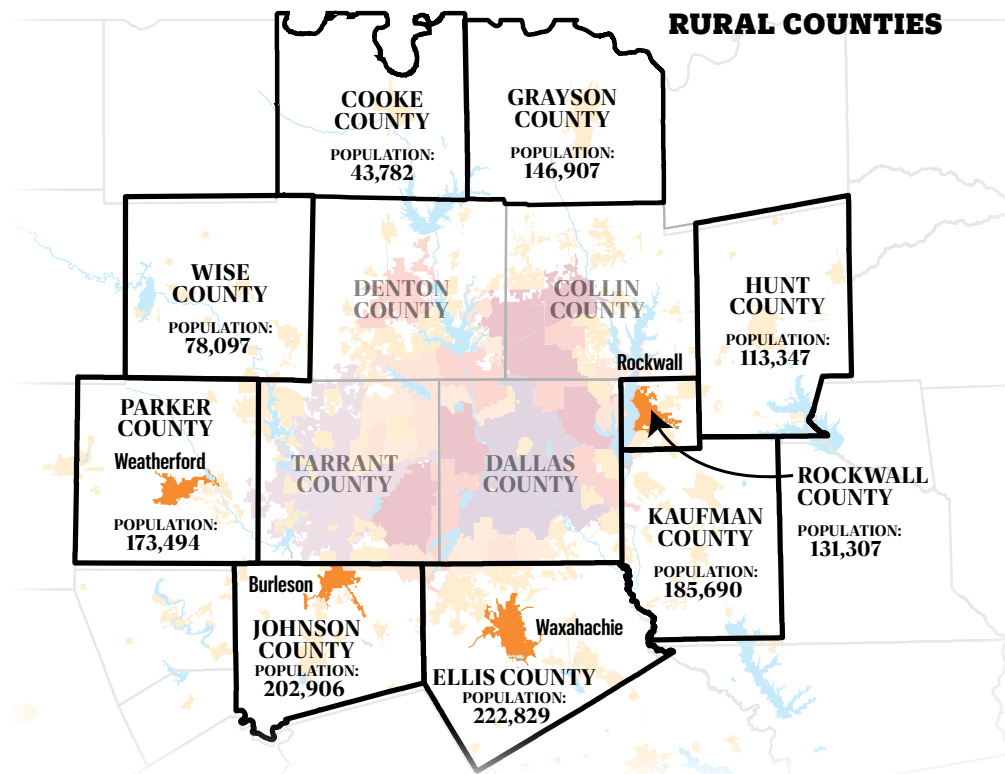
# Small-Town Texas

Outside of the “Big Four”  
North Texas counties, you’ll find  
open spaces and towns with a  
charm and character all their own.



Waxahachie historic  
town square and  
courthouse





The region's biggest counties jostle with nonstop hustle. But if you prefer laid-back, wide-open spaces, you're in luck: Seven outlying counties offer big skies and room to roam. Out west in **Parker County**, you'll find true Western heritage in **Weatherford** and smaller spread-out towns. To its north, **Wise County** offers the small-town appeal of **Decatur** with its Instagram-ready murals. East of Dallas, **Rockwall County's** namesake city is perched on Lake Ray Hubbard and makes full, fun use of it. South of Fort Worth, **Johnson County** is the home of **Burleson**, DFW's largest outlying city, with 55,220 people, two wineries, and an art center on a century-old farm. South of Dallas, **Ellis County** features the I-35 town of **Waxahachie**, whose town-square county courthouse is one of the most photographed in Texas. Nearby **Midlothian** saw 95% growth in the last census. Northeast of Dallas, **Hunt County** offers family-friendly fun from museums to fairs to a planetarium in **Greenville** and **Commerce**. And out east on Highway 80, Kaufman County's **Forney** is the "antique capital of Texas," while nearby **Terrell** offers historic downtown shops and more history on display at two must-see museums. Turn the page to read about a few of the biggest towns in the seven counties.



## SMALL-TOWN TEXAS

Here are cities with more than 30,000 residents, per the 2023 Census estimates. Beyond the cities listed, the outer ring counties have many other smaller towns from Greenville (population 32,717) to Chico (population 1,064). The fastest-growing town from 2010 to 2020 is Fate (population 24,626), which nearly tripled its size with 183% growth. McLendon-Chisholm and Annetta more than doubled their size, too.

### Burleson

Population: 55,220  
County: Johnson

Burleson, nestled between Johnson and Tarrant counties, was founded in 1880 as a midpoint station on the railroad expansion between Fort Worth and Alvarado. Today it blends small-town charm with modern amenities. The city offers a family-friendly atmosphere complemented by an emphasis on nature and recreation with over 550 acres of parkland. Of note, Grammy and American Idol-winning singer and television host Kelly Clarkson grew up there and graduated from Burleson High School in 2000. Former U.S. Treasury Secretary Robert B. Anderson was born in Burleson.

been filmed in the city, including Academy Award winners “Places in the Heart,” “Tender Mercies,” and “Trip to Bountiful.” The city’s downtown area has been undergoing a renaissance with redevelopment of older commercial properties and new construction underway. There are more than 100 retail locations and restaurants to choose from.

### Midlothian

Population: 41,352  
County: Ellis

In 2019, technology giant Google officially broke ground on its 800,000-square-foot, \$600 million data center in Midlothian. When fully operational, the data center will employ a number of people in a variety of full-time and contractor roles, including computer technicians, engineers, and various food services, maintenance, and security roles. The data center is a major feather in the cap for Midlothian, which long has been known as the cement capital of Texas for its three major cement plants. Like most North Texas cities, Midlothian has seen rapid population growth, up 395% since 2000.

### Cleburne

Population: 36,209  
County: Johnson

Cleburne is the county seat of Johnson County and is the home of Lake Pat Cleburne, which offers 1,500 acres of water for swimming, boating, fishing, and kayak and Jet Ski rentals. The city is known for its quaint downtown area with shopping and restaurants. And it’s home to the Chisholm Trail Outdoor Museum and Big Bear Native American Museum; the Cleburne Railroad Museum, and the Layland Museum of History. Cleburne has a Walmart Distribution Center with more than 1,000 employees, and Interamerican Foods La Moderna produces a variety of pasta products at its high-tech plant there.

### Rockwall

Population: 52,918  
County: Rockwall

Rockwall sprawls along the east side of Lake Ray Hubbard, and people who live here appreciate the swimming, boating, water skiing, and more that comes with living close to the water. The fast-growing community claims a hometown feel with all of the advantages of a major city, and it draws people from all over to its summer evening concerts by the lake. The city’s downtown area features more than 100 businesses, including retail, restaurants, and fitness, along with service businesses and several churches. Its name comes from the mysterious underground rock wall that was discovered in 1851 during digging for wells.

### Waxahachie

Population: 47,201  
County: Ellis

In 1997, Waxahachie was officially designated by the State House as the Grape Myrtle Capital of Texas, and in the summer, the city’s streets are lined by beautiful pink blossoms. In fact, Waxahachie is a picturesque place. Numerous television shows and movies have

Sunrise at Quanah Hill in Weatherford is a special event. The popular outdoor recreational area named after Comanche leader Quanah Parker features a trail system that’s frequented by hikers, mountain bikers, and runners.

PHOTO: SHUTTERSTOCK/STANLEY FORBES





A Texas sunset on Lake Ray Hubbard in Rockwall.

PHOTO: ROCKWALL.EDC



A Victorian house in Waxahachie.

PHOTO: IMPARK/PHOTOSHUTTERSTOCK



Google built its first-ever Texas data center in Midlothian.



Tack room on a working cattle ranch in Weatherford.

PHOTO: BOB POOL/SHUTTERSTOCK





Weatherford is known as the “Peach Capital of Texas.”

PHOTO: TRONG NGUYENS

## SMALL-TOWN TEXAS continued

### Weatherford

Population: 38,109  
County: Parker

Weatherford is the county seat of Parker County, just west of Fort Worth. It’s known as the “Peach Capital of Texas,” and each year it hosts the Parker County Peach Festival, one of the best-attended such festivals in Texas. The

headquarters of the National Snaffle Bit Association, an equestrian organization, is located in the city. The 150-year-old Weatherford College is a community college, with more than 35 study areas and 19 professional/technical programs. Originally built by the Masons, the college was one of the first in Texas.



Sherman’s population sign just got an update.

PHOTO: CITY OF SHERMAN/FACEBOOK

## TEXOMA REGION

Texoma, a portmanteau of Texas and Oklahoma, refers to an interstate region that in north central Texas consists chiefly of Cooke and Grayson counties. Cooke’s county seat, Gainesville, is known for its Victorian-era architecture, while a smaller town to the west, Muenster, is renowned for its German heritage. Grayson County’s city of Denison is the birthplace of U.S. President Dwight D. Eisenhower. Denison’s fast-growing neighbor to the south, Sherman, is the Grayson county seat.

### Sherman

Population: 47,473  
County: Grayson

The future of technology is unfolding today in Sherman, a once-quiet North Texas town that’s being reshaped into a high-tech manufacturing hub and an epicenter of the U.S. semiconductor industry. Texas Instruments and GlobalWafers Co. have chosen the Grayson county seat for major semiconductor projects that will create thousands of new jobs, attract skilled professionals to the area, and spark an economic boom.

The upswing is already having ripple effects throughout the region.

TI selected Sherman as the site of an unprecedented, \$30 billion project to build multiple semiconductor plants employing up to 3,000 and bolstering the U.S. chip supply chain. GlobalWafers is adding to the momentum by putting up a giant, \$5 billion silicon wafer factory—a critical base material for chips, marking the first such U.S. facility to be built in over two decades. As many as 1,500 jobs are expected.

Sherman’s rise also is being fueled by the Texoma Semiconductor Tech Hub, a new federal effort led by Dallas’

Southern Methodist University. The hub aims to knit together an entire regional semiconductor ecosystem, promoting innovation, and growing its workforce.

The latest developments reinforce Sherman’s “business-friendly” approach to growth as it touts its ample workforce, plentiful water supply, and diversified economy. To accommodate the new activity, the city has adopted an updated zoning map and is attracting significant new housing development. Smaller towns around Sherman also are preparing to accommodate workers with new housing, and industrial facilities for high-tech suppliers and vendors are popping up around the region as well.

“There are a lot of developers up here and a lot of new homes going in. It’s got a boomtown type of atmosphere,” Mayor David Plyler has said. New neighborhoods include Bel Air Village, which includes a lagoon feature. Sherman residents have a variety of parks and outdoor activities, including Binkley Park’s 10-mile bike trail and the nearby Hagerman National Wildlife Refuge.

Sherman ISD is a fast-growing district with roughly 7,800 students across 15 campuses.



The Texas state bird—the crane—is flying with the construction of Texas Instruments’ new multi-billion-dollar “fab” plants in Sherman.

PHOTO: TEXAS INSTRUMENTS



Planned Bel Air Village lagoon in Sherman.

RENDERING: BEL AIR VILLAGE

## ECONOMIC DEVELOPMENT ALLIES

In addition to the nine outer “ring” counties in the Dallas region, the Dallas-Fort Worth Combined Statistical Area includes Hopkins, Henderson, Navarro, Hood, Somervell, Erath, and Palo Pinto counties.





## At Home in the Saddle—and the Lab: Lassoing Life-Work Balance in DFW

**When life scientist Lynne Faust moved from Albany, New York, to Dallas-Fort Worth, she saddled up her thriving pharmaceutical career with her longtime passion for competitive horseback riding.**

As a competitive equestrian, she's found an unexpected harmony in her adopted home of North Texas, where high-tech industries coexist with cowboy culture.

Now based in Weatherford, just 25 miles from the Fort Worth Stockyards, Faust says she's found the ideal professional-personal balance in DFW.

By day, she leads the North American business development team for WuXi STA Pharmaceuticals, a contract research and manufacturing

leader speeding up drug commercialization. She partners with life science companies to help guide their discoveries through clinical trials and regulatory approvals required for market launch. This fulfilling work in the globally competitive biopharma industry allows Lynne to leverage her scientific expertise.

But after frequent business trips, she relishes coming home to ride in national equestrian competitions. "Almost all the national competitions start from here—Fort Worth and the Will Rogers Memorial Center is pretty much the hub for everything that we do," Faust explained. From shows in Oklahoma to yearly contests in Las Vegas and Scottsdale, the North Texas region puts her at the epicenter of hunter-

jumper events she enjoys most.

Faust began riding hunter-jumpers as a child and started the intercollegiate equestrian team at the University of Albany while in grad school. Now she's a member of the National Reined Cow Horse Association, Stock Horse of Texas, and the Ranch Horse Association of America.

Increasingly, Faust sees people getting priced out of bigger cities that have a reputation for fostering life sciences. Many are ditching the coasts for North Texas, looking for a better quality of life and bringing valuable skills and knowledge with them, she says.

And though not all of them will be heading to Dallas Fort Worth International Airport as often as Faust with her global role, "you truly can get anywhere you need to be nonstop," she says.





# Experience the Best of Celina Living



Mustang Lakes



Cambridge Crossing



The Parks

Ask your Realtor about Celina's premier master-planned communities, developed by Cambridge Companies.

New homesites are now available in all three communities from top North Texas homebuilders.



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LAKES**

PROSPER ISD  
[MustangLakes.com](http://MustangLakes.com)



**CAMBRIDGE  
CROSSING**

CELINA ISD  
[CambridgeCrossingTX.com](http://CambridgeCrossingTX.com)



**THE PARKS**  
AT WILSON CREEK

CELINA ISD  
[TheParks-Celina.com](http://TheParks-Celina.com)

Cambridge Companies





# Home Sweet Home

Find your perfect living style in Dallas-Fort Worth, from cozy single-family homes and modern apartments to active 55-plus communities and dynamic live-work-play developments.

Dallas-Fort Worth communities are filled with convenience and charm in lifestyle and housing opportunities. Whether you are an individual or a family of five, the region offers diverse housing options for all.

If you lean toward urban chic, relocate to a trendy loft with skyline views and a cool-kid downtown ambiance. Want something walkable? The newest trend in housing here is mixed-use developments, where you can live above shops and restaurants and access pretty much everything you need on foot. Established neighborhoods with an abundance of single-family homes with yards are plentiful. Or, for a more relaxed small-town feel, neighboring communities provide homegrown pride (and lots of space), mixed with big-city conveniences and friendly neighbors. Whatever your style, the region has the home for you. All you have to do is find it. What's more, housing in the Dallas area is very affordable. If you're moving from another major metro area, you're going to be surprised to find out just how far your money goes. Home prices in Dallas-Fort Worth are still among the most affordable in the country, according to research from the Urban Land Institute.

The local housing market's strength during global economic



East Dallas is renowned for its unique residential architecture, featuring homes with historical charm.



fluctuations is due to a combination of a lower cost of living—compared with other major metropolitan areas—and a diverse economic base that has kept unemployment figures well below national levels. The bottom line for families is that a dollar buys more square footage per home in DFW than many places in the country.

The ease of travel between smaller cities and major job centers allows employees to choose from a variety of communities and neighborhoods to accommodate their lifestyles and price points.

### Custom-built homes

If you search and don't find just the right house for your needs, there's always the custom-built route. Choosing every detail of a home, from the floor plan to the doorknobs, is exciting for a lot of people. Costs can amount to about the same as buying a pre-owned home, and you get exactly what you've always wanted. Dallas-Fort Worth has plenty of homebuilders and ready-to-build lots—urban, suburban, and rural.

One- and two-story traditional and contemporary single-family homes are the baseline for most new subdivisions, though patio homes (zero-lot-line houses) are also popular. It's also possible to customize a townhouse or condominium that's in the early stages of construction or preconstruction.

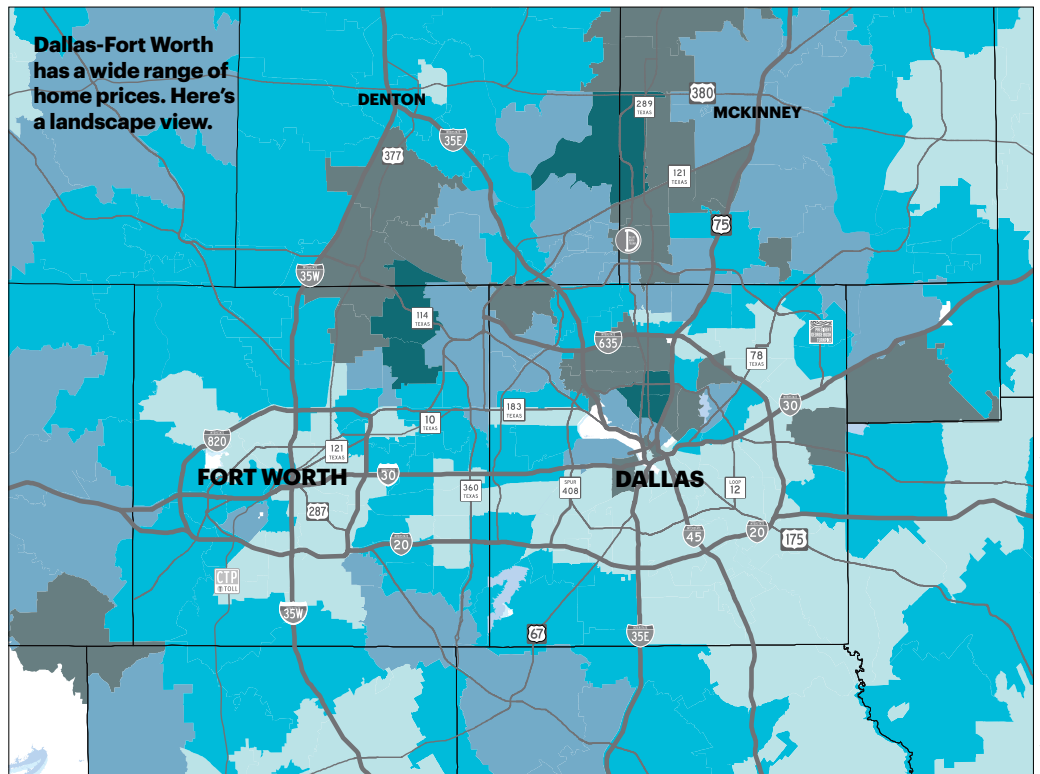
Unlike other parts of the country, one thing you're not likely to find here is a basement. The region's expansive clay soil typically precludes their construction.






Homes here often feature delightful outdoor living spaces, perfect for enjoying the region's sunny disposition, ranging from patios to elaborate outdoor kitchens, and inviting pools.

A growing trend towards eco-friendly living is also evident in features like drought-resistant landscaping and rainwater harvesting systems, aligning your home with the future of sustainable living. Building in Dallas-Fort Worth is not just about creating a house; it's about crafting a lifestyle.



### Median Home Price Points



 \$100,00-\$318,000	 \$318,001-\$430,000
 \$430,001-\$577,500	 \$577,501-\$899,000
	 > \$899,000

Sources: North Texas Real Estate Information Systems, Inc Quarterly NTRIS Economic Report

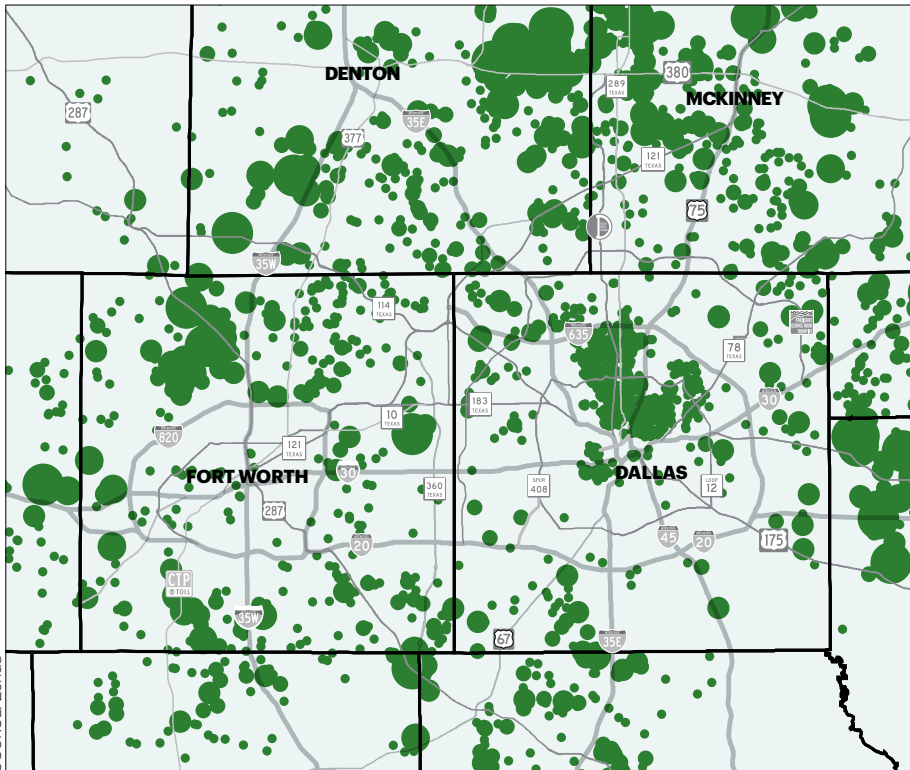




**MODERN URBAN LIVING:** Parkside view of three-story single-family residences in Richardson.

PHOTO: Trong Nguyen/istockphoto

## Ready-to-Build Plats



SOURCE: Zonda

**VACANT DEVELOPED LOTS:** The abundance of buildable lots in Dallas-Fort Worth is notable in a booming metropolitan hub. Here's a look at vacant recorded plats with streets and utilities in place, ready for building your future home.

## NEW CONSTRUCTION

NEW CONSTRUCTION HOTSPOTS

### Top 10 ZIP codes for new home sales



**75126**  
**FORNEY**  
1,065 HOMES SOLD  
AVG. PRICE: \$388,437



**76227**  
**AUBREY**  
739 HOMES SOLD  
AVG. PRICE: \$461,767



**76179**  
**FORT WORTH**  
631 HOMES SOLD  
AVG. PRICE: \$386,082



**76052**  
**HASLET**  
612 HOMES SOLD  
AVG. PRICE: \$461,322



**75407**  
**PRINCETON**  
601 HOMES SOLD  
AVG. PRICE: \$338,375



**75454**  
**MELISSA**  
599 HOMES SOLD  
AVG. PRICE: \$527,936



**75189**  
**FATE**  
583 HOMES SOLD  
AVG. PRICE: \$388,583



**75009**  
**CELINA**  
578 HOMES SOLD  
AVG. PRICE: \$663,852



**75078**  
**PROSPER**  
551 HOMES SOLD  
AVG. PRICE: \$844,549



**75071**  
**MCKINNEY**  
551 HOMES SOLD  
AVG. PRICE: \$524,935

SOURCE: MetroTex Association of REALTOR®s from the MLS, Dec 2022-Nov 2023





**DALLAS-SW** | 4,581 SQ FT | 4 BEDS/3.22 BATHS  
**\$629,000**



**FLOWER MOUND** | 2,156 SQ FT | 4 BEDS/2 BATHS  
**\$459,000**

# “How much house can I buy?”

*Photos provided by CENTURY 21 Judge Fite Company*



**HASLET** | 2,273 SQ FT | 3 BEDS/2.1 BATHS  
**\$434,900**



**IRVING SOUTH** | 1,195 SQ FT | 3 BEDS/2 BATHS  
**\$285,000**



**FORT WORTH** | 3,339 SQ FT | 3 BEDS/2.1 BATHS  
**\$824,000**



**WEATHERFORD** | 3,972 SQ FT | 5 BEDS/4 BATHS  
**\$849,341**



**CEDAR HILL** | 4,316 SQ FT | 5 BEDS/3.1 BATHS  
**\$615,000**



**GRAND PRAIRIE** | 1,496 SQ FT | 3 BEDS/2 BATHS  
**\$280,000**



**RICHARDSON** | 1,872 SQ FT | 4 BEDS/2 BATHS  
**\$570,000**



**PROSPER CONDO** | 1,868 SQ FT | 3 BEDS/2.1 BATHS  
**\$520,000**



**LAS COLINAS** | 3,218 SQ FT | 4 BEDS/3 BATHS  
**\$850,000**





**“FOREVER YOUNG”:** Avenida Carrollton is the new cool kid at the senior lunch table. A new active 55+ living community in Castle Hills tosses out the bingo halls of yesteryear for a saltwater pool, yoga studio, spa, fitness studio, and enough event space to cater to an active social calendar. It also offers garden-to-table dining, pickleball, and plenty of pocket parks. Avenida Partners says the property is the first of its type in the area to offer both “boutique apartments” and villas for residents.

## Active 55+ living

With a warm climate, easily accessible airports, abundance of golf courses, renowned healthcare, and myriad senior-focused activities, it’s no surprise Dallas-Fort Worth attracts retirees from across the country. Over 12% of the population here is 65 or older, and the area offers plenty of living options catering to this vibrant demographic.

Relocating families often choose to bring older loved ones with them. In recent years, active adult communities have been reimagined as age-restricted subdivisions with resort-style amenities like clubhouses, fitness centers, golf courses, pools, and walking trails. Builders also offer active adult products within traditional neighborhoods. For those desiring luxury, Dallas-Fort Worth provides premier high-end

communities with gourmet dining, concierge services, cultural excursions, and wellness programs designed for an elevated lifestyle. Independent living facilities also abound for seniors seeking rich, full lives without homeownership burdens.

Beyond active-adult communities, Dallas-Fort Worth offers every type of senior living. Assisted facilities strike the ideal balance between independence and support with daily activities. Specialized memory care centers provide compassionate, engaging environments for those with cognitive impairments. Continuing care retirement communities enable customized transitions between on-site care levels.

The breadth of diverse options means newcomers can find the perfect setting to suit their loved ones’ needs and budget.

## 55+ RETIREMENT COMMUNITIES

SUBDIVISION	CITY
<b>Robson Ranch</b>	Denton
<b>Frisco Lakes</b>	Frisco
<b>Heritage Ranch</b>	Fairview
<b>Elements at Viridian</b>	Arlington
<b>Kerala Estates</b>	Royse City
<b>Del Webb at Union Park</b>	Little Elm
<b>Del Webb at Trinity Falls</b>	McKinney
<b>Ladera Little Elm</b>	Little Elm
<b>Ladera at Prosper</b>	Prosper
<b>Ladera at Tavolo Park</b>	Fort Worth
<b>Avenida Carrollton</b>	Carrollton
<b>Overture Flower Mound</b>	Flower Mound
<b>Sweetwater at Light Farms</b>	Celina





**The new One Rangers Way multifamily community in Arlington is practically on Globe Life Field's doorstep—and within walking distance of AT&T Stadium too.**



## Multifamily living

Apartment dwelling in the DFW area depends on your preferences: all types and sizes are found throughout our region. Communities range from traditional apartment complexes to luxury high-rise buildings to large-scale communities with every bell and whistle imaginable.

Some newer apartment communities offer amenities such as dog runs, workout facilities, tanning services, and community activities ranging from movies on the lawn to wine tastings to Monday Night Football parties.

Townhouses offer a balance between single-family homes and condos and can be found throughout North Texas. Duplexes and triplexes, multifamily in a single structure, offer a more intimate living experience when compared to traditional apartment complexes.

Whether you hope for hardwood floors or just need an affordable studio, Dallas-Fort Worth offers rentals suiting all wallets and wishes. Those seeking an upscale urban experience will discover a burgeoning array of luxury communities cropping up across the region. Addison's incoming 290-unit Jefferson Addison Heights is slated for an October 2024 opening, while Streetlights Residential's high-rise Galatyn tower overlooking Highland Park plans 56 refined units with ample space.

Elsewhere, apartments of every type are in the works. Bridgeview Multifamily recently broke ground on apartments coming soon to Arlington and Denton. In downtown areas, several notable office-to-apartment conversion projects are underway. Downtown Dallas' wave of office building conversions are adding hundreds of units just steps from arts and culture. Woods Capital's conversions of both Santander Tower—a 50-story, 1.4 million-square-foot tower from the 1970s—and Bryan Tower—a 40-story, 1.1 million-square-foot edifice from the 1980s—will add nearly 600 residential units to downtown.

In downtown Fort Worth, several historic conversions are underway, including plans for the Oil & Gas building on West 7th Street, which is slated for 180 apartments, along with ground-floor retail.

Across the region, mixed-use communities—which include not only multiple apartment buildings, but also restaurants, shops, movie theaters, and underground parking—have sprouted all over, ready for those who want an urban, walkable neighborhood experience without the responsibilities of homeownership from Dallas to Fort Worth and Frisco to Rockwall.

In fact, multifamily living has become big business in North Texas, so big that even the World Series Champion Texas Rangers of Major League Baseball are getting involved.

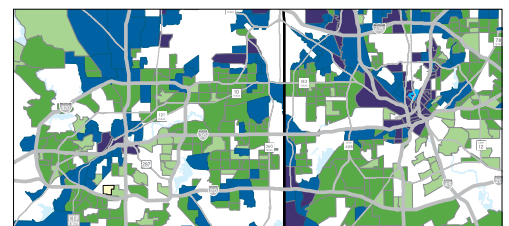
The Rangers and developer Cordish Cos. are building a new luxury rental community in Arlington's entertainment district. The eight-story, 299-unit One Rangers Way apartment community is being built south of Interstate 30 and adjacent to Globe Life Field and Choctaw Stadium and is slated to open in 2024.

A push already is underway for the next phase of the more than \$1 billion Texas Live! entertainment complex that includes the Live! by Loews Hotel, new Arlington Hotel & Convention Center, the National Medal of Honor Museum, and Spark Coworking. The apartment development will be within walking distance of AT&T Stadium, the Dallas Cowboys' home. A marketing center for One Rangers Way has opened in Choctaw Stadium.

But according to RentCafe, Frisco in Collin County is the top city for new apartments, according to a recent study of ZIP codes. The city, specifically ZIP code 75034, has seen a 69.5% increase in new apartments, with 5,872 units added in the previous five years. That growth is attributable to an influx of major corporations and the high desirability of the city, RentCafe said.

In fact, as far north as Grayson County, where Sherman is located, several apartment communities are being readied for new residents. Industry trackers forecast over 25,000 apartments metro-wide to finish construction by the end of 2024. As of May, developers had 57,142 spaces underway. That includes almost 10,000 breaking ground in 2023 alone, as builders strive to accommodate steady streams of new movers with housing hotspots.

### TWO-BEDROOM RENT RATES



#### Average monthly rent

Find the best rental area to match your budget; scan the QR code to see a breakdown of rates across the region, from less than \$762 to more than \$2,000.







**CITYLINE  
RICHARDSON**

Originally billed as city within a city, CityLine is centered around a DART rail station and State Farm offices.

# Live-Work-Play Hubs

Modern mixed-use developments in every corner of the region make the transition of a Dallas move easier than ever. We highlight a few notable locations.

These well-thought-out living centers make it possible to have a community where you literally walk from the place you live to shopping, dining, entertainment, green space, public transport, and sometimes even your workplace. And many more are in the process of being built. Imagine how much time that frees up, and how flexible your schedule becomes—not to mention the social opportunities it affords. In Dallas-Fort Worth, you're lucky to have many options for this style of living—true live-work-play environments where residents can easily embrace an integrated lifestyle.



**MAIN STREET DISTRICT DALLAS**

Downtown Dallas urban revival at its best. Preserved buildings let hotels pair with residences. Active nightlife and dining.



**DOWNTOWN MCKINNEY MCKINNEY**

The revamped original historic town square sits in the middle of quaint shops, local restaurants, and entertainment venues.



**WEST 7<sup>TH</sup> FORT WORTH**

The former headquarters of Acme Brick is now a pedestrian-friendly urban entertainment district not far from downtown, near TCU.



**MORE ONLINE:  
LIVE-WORK-PLAY  
MAP**

See where mixed use developments are located around the region



## MIXED-USE COMMUNITIES



### LEGACY & LEGACY WEST PLANO

The Shops at Legacy is the vibrant heart of the Legacy Business Park. Legacy West has 250+ acres of retail, residential, hotel, and offices.



### MOCKINGBIRD STATION DALLAS

Centered around a park-and-ride DART Station. Houses an Angelika Film Center, restaurants, shopping, loft-style offices, and dwellings.



### BISHOP ARTS DALLAS

Built in the 1920s around Dallas' busiest trolley stop. Recent redevelopment maintains the vintage artsy character with 160 shops and restaurants.



### CEDARS/SOUTHSIDE DALLAS

Conversion of an old Sears distribution center into lofts with community space for artists, bars, and retail.



### VICTORY PARK DALLAS

Anchored by the American Airlines Center with a big crowd-gathering screen-filled plaza. High-rise living is upscale and service-oriented.



### SUNDANCE SQUARE FORT WORTH

Park free on the 35 blocks of brick-paved streets in downtown Fort Worth. Features restored turn-of-the-century buildings and an expansive plaza.



### FRISCO SQUARE FRISCO

Incorporates Frisco's City Hall and public library along with lots of shopping, apartment buildings, and office space.



### ADDISON CIRCLE ADDISON

You'll remember it for the giant blue steel sculpture in the center of a roundabout. You'll visit for events like Kaboom Town and Oktoberfest.



### WATTERS CREEK ALLEN

The first LEED-certified retail complex in Texas offers open-air shopping, dining, office space, and apartments along with concerts and events.



### ALLIANCE TOWN CENTER FORT WORTH

National large retailers shoulder grocery stores, a Cinemark movie theater, casual restaurants, and three residential complexes.



### CYPRESS WATERS DALLAS

This thousand-acre planned community sits around a 36-acre lake near Coppell. Includes one of the first "net-zero" elementary schools.



### THE STAR FRISCO

The Star is the 91-acre campus of the Dallas Cowboys World Headquarters and practice facility, surrounded by shopping and housing.



### GRANDSCAPE THE COLONY

Grandscape is home to over 400 acres, anchored and owned by Nebraska Furniture Mart. A ferris wheel towers over this fun destination.



### EASTSIDE RICHARDSON

Just south of DART's Galatyn Park Station in the heart of the Telecom Corridor. Nice apartments surround international dining options.



### DOWNTOWN PLANO PLANO

Named as one of America's best downtowns, it includes a vibrant community of urban living, arts, unique shops, and restaurants.



### DOWNTOWN ROANOKE ROANOKE

They redesigned the town's established Oak Street and plaza, but maintained the historic downtown feel.



### PARKER SQUARE FLOWER MOUND

Antique-inspired awning-covered storefronts surround a park with gazebo. Also home to the campus of North Central Texas College.



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## WHERE GREAT CAREERS ARE BUILT

Dallas-Fort Worth nurtures professional growth from corporate ladders to startup trenches.





**LEARNING MEETS LEADERSHIP:**

Financial services and consulting giant Deloitte unites hundreds of thousands of leaders from all over at “Deloitte University” in Westlake, northwest of DFW International Airport at Hillword’s Circle T Ranch. The more than 700,000-square-foot DU campus with its quarter-mile-long building was Deloitte’s first dedicated training ground (the company now has five worldwide) for employees from all over the country. The company has in the works a \$300 million expansion of the part learning center, part ranch-style



# Opportunity Meets Momentum

MAJOR CORPORATIONS AND HIGH-GROWTH VENTURES CHOOSE DFW TO SCALE AMBITIOUS MISSIONS.

When it comes to job opportunities, Dallas-Fort Worth offers an abundance in established corporations, successful small businesses, and innovative startups alike. Massive global brands have headquarters here, yet scrappy upstarts also flourish for professionals seeking the energy of entrepreneurial spaces. Dominant pillars like finance, technology, logistics, aerospace, and healthcare persist in posting new positions as emerging sectors such as life science similarly expand. Odds are there's a fit for your background—whether you're aiming to lead a company, amplify skills through a corporate learning curve, or propel agile ventures.

With a diversity of industry players and sectors, the Dallas-Fort Worth job market holds keys for new residents to unlock their next chapter regardless of present specialty, experience goals, or risk appetite. Here you'll find a runway exists to cultivate nearly any ambitious trajectory.

The region is a magnet for corporate headquarters and major company operations—attracting 21 Fortune 500 firms as of 2024, Caterpillar being the most recent addition. Beyond these behemoths, 47 Fortune 1000 enterprises also position top leadership teams in the metro. Household legacy-builders across crucial sectors have planted roots here—from Texas Instruments and AT&T to American Airlines, Toyota, and beyond. The concentrated corporate might reflects DFW's durable workforce, infrastructure access, and affordable cost of doing business.

Notably, you'll find these powerhouses spread across the region rather than centralizing—hinting at convenient connections allowing people to navigate between opportunity centers. Scan the roster of major employers located in DFW, and you'll see the diversity of the DFW business community, from high-tech, telecommunications, logistics, and finance industry leaders to consumer brands





Dallas-based global tech unicorn LTK pioneered an entirely new industry of creator commerce. Founded by power couple Amber Venz Box and Baxter Box in 2011, its launch of the first-ever influencer-driven consumer shopping app in 2017 gave users the ability to instantly purchase real products in fashion, beauty, home, and family. Today, over 30 million fashion lovers and decor devotees can discover and instantly buy items recommended by their favorite digital celebrities, with LTK creators currently driving \$4 billion in annual sales.

that impact the daily lives of households across the globe. Ultimately, this varied blend of corporate influencers infuses economic resilience, so that growth is possible even during downturns in the business cycle or other economic disruptions.

## Big business magnet

Dallas-Fort Worth also continues to draw Fortune 1000 and Global 500 headquarters through growth and expansion of local companies and by attracting relocations. DFW is home to two Fortune 50 companies (AT&T and McKesson). These two DFW companies are also among the Global 100.

The DFW region is regularly identified as one of the nation's top markets for new and expanded corporate facilities. Past relocations to the region include headquarters moves for Fortune 500 and Forbes Top Private companies such as AT&T, Comerica, Fluor, and Toyota. More recent moves include well-known industry leaders like AECOM, Caterpillar, CBRE, Charles Schwab, Jacobs, and McKesson. Other major companies have expanded into DFW distribution, logistics, and manufacturing centers, including Amazon, BMW, DHL, Galderma, General Motors, MolsonCoors, and Pratt Industries. Meanwhile, corporations including 7-Eleven, American Airlines, Liberty Mutual, State Farm, and FedEx have expanded into new corporate office space. Goldman Sachs and Wells Fargo have announced new office construction for thousands of employees.

## Small business strength

In DFW, small business is a vital part of our economic success because of its entrepreneurial spirit and drive for innovation. Here, 75% of establishments in the region have fewer than 100 employees. They're a big part of the economic engine, according to the Small Business Administration: Businesses with fewer than 500 employees represented roughly 99.7 percent of all employers nationally, created 62 percent of net new private-sector jobs, and accounted for 40 percent of private payroll.

Many private companies are small and mighty. In 2023, 17 DFW companies made the Inc. 500 list, and a total of 216 companies were listed in the Inc. 5000.



# Major Employers in DFW

A snapshot of businesses powering the Dallas-Fort Worth economy.

## Construction

AECOM  
Andres Construction Services  
Austin Industries  
Balfour Beatty  
Beck Group  
Builders Firstsource  
Centex Corporation  
D.R. Horton  
Eagle Materials  
Fluor Corporation  
Green Brick Partners Inc  
Highland Homes  
Hill & Wilkinson  
Invitation Homes  
Lehigh Hanson Company  
McCarthy Building Companies  
MEDCO Construction  
Pogue Construction  
Primoris Services Corp  
SRS Distribution  
TDIndustries  
Turner Construction  
U.S. Concrete

## Energy

Atmos Energy Corporation  
Bass Enterprises  
Delek US Holdings  
Denbury Resources  
Energy Transfer LP  
EnLink Midstream Partner  
Halliburton  
HF Sinclair  
Hunt Consolidated/Hunt Oil  
Luminant  
Matador Resources Co  
Murex  
Oncor Electric Delivery  
ProFrac Holdings  
Range Resources  
Reliant, an NRG Company  
TXU  
Vistra Energy

## Education & Health Care

Abbott Laboratories  
Access Healthcare Services  
American Heart Association  
AMN Healthcare  
Axxess  
Baylor Scott & White Health  
Blue Cross Blue Shield of Texas  
Children's Health  
CHRISTUS Health  
Collin College  
Cook Children's Health Care System  
Dallas College

Galderma  
JPS Health Network  
McKesson  
Medical City Healthcare  
Methodist Health System  
Parkland Hospital  
Tarrant County College  
Tenet Healthcare  
Texas Health Resources  
UnitedHealthcare  
University of North Texas System  
University of Texas at Arlington  
University of Texas at Dallas  
UT Southwestern Medical Center

## Leisure & Hospitality

American Airlines Center  
Arcis Golf  
AT&T Stadium  
Brinker International  
CEC Entertainment  
Cinemark Holdings  
CorePoint Lodging Inc  
Dave & Buster's  
Del Frisco's Restaurant Group Inc  
Fiesta Restaurant Group  
Hilton  
Hotels.com  
Invited  
La Madeleine  
Live Nation  
Lone Star Park  
LSG Sky Chefs USA  
Pei Wei  
PGA of America  
Pizza Hut  
Six Flags Entertainment Park  
Smoothie King  
Texas Motor Speedway  
Topgolf Entertainment Group  
Yum China Holdings

## Manufacturing

Airbus Helicopters  
Alcon Laboratories  
American Leather  
Arcosa  
Bell Helicopter  
Bimbo Bakeries USA  
Bombardier Aviation  
Borden Dairy  
Caterpillar  
Celanese Corporation  
Cisco Systems  
Coca Cola Southwest Beverages  
Commercial Metals  
Dal-Tile Corporation

Darling Ingredients  
Diodes  
Encore Wire Corp  
Ericsson  
EssilorLuxottica  
Farmer Brothers Co  
Flowserve Corporation  
Fossil Group  
Frito-Lay North America  
Fujitsu Network Communications  
General Motors  
Gulfstream Aerospace  
Integer Holdings Corp  
Interceramic  
Interstate Battery  
Keurig Dr Pepper  
Kimberly-Clark  
Kraft Heinz Company  
Kubota  
L-3 Technologies  
Lennox International  
Lockheed Martin  
Mary Kay  
NCH Corporation  
Nokia North America  
Overhead Door Corp  
PepsiCo  
Peterbilt Motors  
Poly-America  
Qorvo  
Raytheon  
Reddy Ice  
Sally Beauty Holdings  
Samsung Electronics America  
Smith & Nephew  
Solar Turbines  
STMicroelectronics  
Tetra Pak U.S.  
Texas Instruments  
Toyota Motor North America  
Trinity Industries  
Triumph Aerostructures  
Valhi  
Williamson-Dickie

## Financial Activities

AAA Texas  
Alkami Technology  
Allstate  
Amegy Bank  
Bank of America  
Bank of Texas  
Billingsley Company  
Capital One Bank  
CBRE Group, Inc.  
Charles Schwab  
Citi  
Comerica Bank  
CyrusOne  
Digital Realty

Ebby Halliday  
Federal Reserve Bank of Dallas  
Fidelity Investments  
Frost Bank  
GEICO  
Globe Life  
GM Financial  
Goldman Sachs & Co.  
Hillwood Development Company  
HUB International  
JLL  
JPMorgan Chase  
Liberty Mutual  
Moneygram International  
Mr Cooper  
Options Clearing Corporation  
ORIX USA  
Pegasus Bank  
PlainsCapital Bank  
PNC  
Regions Bank  
Santander Consumer USA  
State Farm Insurance  
TD Ameritrade  
Texas Capital Bank  
TIAA  
Toyota Financial Services  
TPG  
Truist Bank  
Veritex Holdings Inc

## Professional & Business Services

Accenture  
Allied Universal  
AT&T  
Atos  
Boston Consulting Group  
Conifer Health Solutions  
CoreLogic  
Deloitte  
DXC Technology  
Ernst & Young  
FedEx Office  
Freeman Company  
Google  
HKS  
IBM Corporation  
Intuit  
Jacobs Engineering Group  
KPMG  
McAfee  
Microsoft  
NTT Data  
PwC  
RealPage  
Ryan  
Salesforce  
Sammons Enterprises

Tata Consultancy Services  
Thomson Reuters  
Thryv  
T-Mobile  
Tyler Technologies  
Verizon Wireless  
Weaver

## Trade & Transportation

7-Eleven  
Amazon  
American Airlines Group  
Andrews Distributing Company  
At Home Group Inc  
Aurora  
Ben E Keith Company  
BNSF Railway  
Boeing Distribution  
Consolidated Electrical Distributors  
Container Store Group  
Copart  
Dallas Love Field  
DFW International Airport  
Gamestop  
Greyhound Lines  
Hilti North America  
HOLT CAT  
J.C. Penney  
Match Group  
Michaels Companies  
Mode Transportation  
MV Transportation  
NEC Corporation of America  
Neiman Marcus Group  
Pier 1 Imports  
Republic National Distributing Company  
Sabre Corporation  
Sewell Automotive Companies  
Southern Glazer's Wine & Spirits  
Southwest Airlines  
Target  
Tom Thumb - Albertson's  
Uber Technologies  
Union Pacific  
UPS  
Upbound





American Airlines Group, Fort Worth

Many industry lists recognize and honor success, innovation, and growth in startups and small businesses. You'll find DFW companies populating national lists such as Inc. Magazine's Inc. 5000 and Deloitte's North America Technology Fast 500, two of the best known.

In DFW, SMU ranks the region's fastest-growing private companies in the Dallas 100 each year.

## Global connections

International business thrives in Dallas-Fort Worth, given its global

gateway airport and central U.S. location granting easy domestic access. It also appeals greatly to multinational firms aiming to advance North American missions. Plus, the region hosts over 30 consulates and trade offices along with the region's impressive corporate roster reflecting strengths from a skilled workforce to infrastructure boasting both smart technology and global reach.

Household names like T-Mobile, 7-Eleven and LG Electronics base significant subsidiaries in the region. And European giants from Swiss bank

UBS to French aerospace leader Airbus operate major regional presences, as do Asian titans including Toyota Motor Company, NTT Data, Tata Consultancy Services, InfoSys, and Tech Mahindra. You'll also find companies like Elbit Systems (Israel's largest private defense contractor) and GRUMA (the world's top tortilla producer headquartered in Mexico) leveraging the region as a springboard to broader opportunities across borders. Many global brands opt to headquarter in DFW. Some, like ophthalmic lens pioneer EssilorLuxottica, cybersecurity firm





## Centers of success

Dallas-Fort Worth continues to draw Fortune and Global 500 headquarters by growth and expansion of local companies as well as by relocations of headquarter operations. It is both a testament to the vibrant, diverse economy in DFW today as well as a natural progression for this region that is so recognized internationally for its strengths in advanced services and headquarters operations.

### Fortune 1000 headquarters (2024)

#### DALLAS

AT&T.....	No. 32
Energy Transfer .....	No. 51
HF Sinclair.....	No. 137
CBRE Group.....	No. 138
Southwest Airlines .....	No. 159
Tenet Healthcare.....	No. 195
Texas Instruments.....	No. 234
Builders FirstSource.....	No. 240
Jacobs Solutions.....	No. 249
AECOM.....	No. 291
EnLink Midstream.....	No. 511
Frontier Communications .....	No. 568
Primoris Services .....	No. 587
Comerica .....	No. 627
Atmos Energy .....	No. 710
ATI .....	No. 727
Brinker International .....	No. 731
Copart .....	No. 765
AMN Healthcare Services .....	No. 774
Match Group.....	No. 839
Trinity Industries.....	No. 891
Matador Resources.....	No. 930

#### IRVING

McKesson.....	No. 9
Caterpillar .....	No. 59
Kimberly-Clark.....	No. 198
Fluor.....	No. 265
Vistra.....	No. 283
Celanese .....	No. 369
Commercial Metals.....	No. 438
Darling Ingredients .....	No. 523
Nexstar Media Group.....	No. 648
Flowserve.....	No. 703

#### ARLINGTON

D.R. Horton .....	No. 120
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#### RICHARDSON

Lennox International.....	No. 645
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#### FORT WORTH

American Airlines Group.....	No. 86
Range Resources .....	No. 837
FirstCash Holdings.....	No. 860

#### MCKINNEY

Globe Life.....	No. 607
Encore Wire .....	No. 981

#### PLANO

Yum China Holdings .....	No. 368
Upbound Group.....	No. 747
Cinemark Holdings .....	No. 882

#### WESTLAKE

Charles Schwab .....	No. 160
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#### GRAPEVINE

GameStop.....	No. 624
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#### DENTON

Sally Beauty .....	No. 788
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#### SOUTHLAKE

Sabre .....	No. 909
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#### WILLOW PARK

ProFrac Holding.....	No. 971
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### Forbes Top Private Companies (2023)

#### No. 34

**Republic National Distributing Company,**  
Grand Prairie

#### No. 57

**SRS Distribution,** McKinney

#### No. 77

**Sammons Enterprises,** Dallas

#### No. 107

**Consolidated Electric Distributors,** Irving

#### No. 119

**Ben E Keith,** Fort Worth

#### No. 123

**Michaels Companies,** Irving

#### No. 146

**Neiman Marcus Group,** Dallas

#### No. 158

**Hunt Consolidated/Hunt Oil,** Dallas

#### No. 180

**Mode Global,** Dallas

#### No. 185

**Austin Industries,** Dallas

#### No. 233

**Mary Kay,** Addison

TrendMicro, and Ericsson’s networks and telecom solutions divisions anchor regional hubs here rather than elsewhere in the Americas. Ultimately for business leaders worldwide, Texas makes strategic sense as a foothold location to access key markets.

The visible impact international investment brings locally is apparent. Just glimpse Nokia’s Executive Experience Center showcasing communications innovations or Tetra Pak’s manufacturing plant powering forward-thinking food processing and packaging.



A woman with her hair in a bun is climbing an indoor rock wall. She is wearing a light blue tank top, a red climbing harness, and patterned leggings. She is holding onto a green rock hold with her right hand and a blue hold with her left. A rope is attached to her harness and runs up the wall. The wall is grey and has various colorful holds (green, blue, red, yellow, purple). To the right, there is a blue safety mat and a white rope retractor. The background shows a wooden ceiling and a white wall.

Company campuses in DFW offer all manner of amenities to attract—and keep—talent. Toyota Motor North America, which says its success is driven by its workers, has a two-story climbing wall at its headquarters in Plano to help employees stay fit. Toyota offers a fitness center that includes amenities such as yoga, treadmills, an indoor track, and basketball courts. It also offers an on-site medical center for primary health care, physical therapy, and a full pharmacy.



## Innovation for all

When visionaries across backgrounds choose to develop concepts and cultivate careers in Dallas-Fort Worth, they'll find fertile ground. Those drawn by iconic corporations spanning aviation to telecom can inject fresh thinking into tomorrow's products and services through internal R&D labs and incubators. To name a few, AT&T has established a 5G Innovation Studio in Plano, focusing on the development and application of 5G technology. Toshiba Global Commerce Solutions looks to "reimagine the store of the future" with a new innovation and incubation hub in Frisco. The new federal agency Advanced Research Projects Agency for Health, known as ARPA-H, has opened its Customer Experience Hub at Dallas' Pegasus Park.

Yet the breadth of experimentation runways also empowers startup dreamers. Whether aiming to launch an AI-powered supply chain optimization firm like o9 Solutions in Farmers Branch or envisioning a clean energy motor breakthrough like Linear Labs in Fort Worth, springboards across the region stand ready to nurture such ambition.

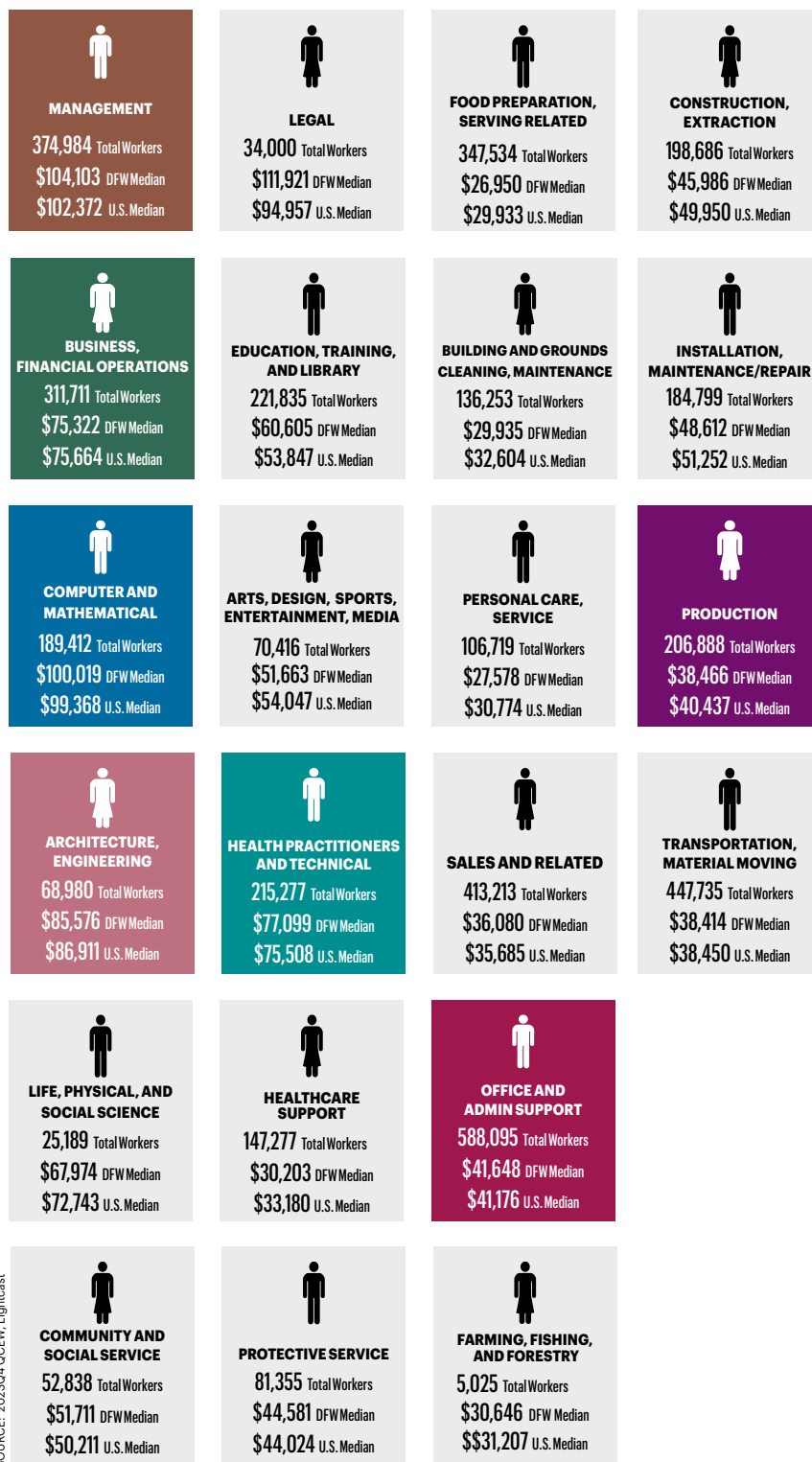
In Arlington, for example, the success of its dedicated esports arena helps cultivate the next generation of gamers chasing pro dreams. Mobility innovators receive tailored training grounds too. AllianceTexas' Mobility Innovation Zone provides companies the real-world testing ecosystems needed to refine smart transportation breakthroughs and take them to market. Startups in McKinney can also access direct grant funding through the city's Innovation Fund aimed at helping young ventures hit key growth milestones.

The DEC Network and focused acceleration through Plug and Play, RevTech, Techstars, MassChallenge, and many others are at the ready to assist with mentorship.

For those visualizing sandboxes where cutting-edge skills and breakthrough concepts receive support rather than skepticism, DFW offers outlets. Around barstools or boardrooms, good ideas here gain wings.

## Show me the money

You might feel like you get a raise when you move to Dallas-Fort Worth. With no state income tax and no payroll tax in Texas, you may feel like your wallet is a little fatter when you relocate here. Though median wages and salaries in the DFW region generally track slightly below national levels, it's less expensive to live here than in some other major metropolitan areas. An abundance of affordable housing, lower grocery bills, and cheaper health care tip the cost-of-living scale in our favor. Below you can see the numbers of workers in various job sectors, median wages, and salaries in the DFW area compared to the entire United States.



SOURCE: 2023Q4 QCEW, Lightcast



## Key Occupations in DFW Target Industries

DESCRIPTION	2023 JOBS	2024 JOBS	2025 JOBS	2026 JOBS	DFW MEDIAN
General and Operations Managers	131,764	134,867	137,476	139,715	\$93,059
Computer and Information Systems Managers	23,013	23,932	24,734	25,447	\$161,566
Financial Managers	23,409	24,395	25,276	26,071	\$149,149
Accountants and Auditors	43,397	44,730	45,861	46,822	\$79,694
Financial Analysts and Advisors	30,421	31,482	32,400	33,197	\$80,220
Credit Counselors and Loan Officers	12,239	12,468	12,668	12,846	\$73,363
Miscellaneous Financial Specialists	5,107	5,245	5,363	5,467	\$56,323
Computer and Information Analysts	26,404	27,559	28,576	29,483	\$111,625
Computer Support Specialists	31,069	32,162	33,097	33,906	\$57,390
Database and Network Administrators and Architects	23,765	24,512	25,144	25,690	\$107,275
Software and Web Developers, Programmers, and Testers	75,068	79,047	82,566	85,713	\$114,749
Mechanical Engineers	5,122	5,296	5,446	5,576	\$99,340
Registered Nurses	70,763	72,231	73,531	74,699	\$82,833
First-Line Supervisors of Sales Workers	47,076	47,791	48,398	48,906	\$45,055
First-Line Supervisors of Office and Administrative Support Workers	60,876	61,738	62,398	62,911	\$61,524
Bill and Account Collectors	10,917	10,974	11,008	11,026	\$40,012
Bookkeeping, Accounting, and Auditing Clerks	47,199	48,060	48,737	49,269	\$46,908
Customer Service Representatives	109,542	111,230	112,541	113,564	\$38,239
Loan Interviewers and Clerks	10,214	10,272	10,320	10,361	\$48,347
Receptionists and Information Clerks	31,704	32,396	32,961	33,432	\$32,627
Secretaries and Administrative Assistants	80,833	82,043	82,956	83,659	\$42,129
Office Clerks, General	65,099	66,215	67,081	67,765	\$36,540
First-Line Supervisors of Production and Operating Workers	18,092	18,385	18,614	18,794	\$62,121
Electrical, Electronics, and Electromechanical Assemblers	6,874	6,991	7,087	7,165	\$36,489
Miscellaneous Assemblers and Fabricators	37,347	37,774	38,034	38,169	\$35,722
Inspectors, Testers, Sorters, Samplers, and Weighers	16,746	17,000	17,188	17,323	\$39,820
Semiconductor Processing Technicians	1,692	1,716	1,736	1,753	\$38,152





# Industry Mix

Diverse business sectors fuel growth and career opportunities.

For professionals and newcomers eyeing Dallas-Fort Worth, the region's business diversity offers a robust platform for career development. Boasting a high industry "diversity index" akin to Chicago and on par with Atlanta, DFW's array of industries positions it as a multifaceted economic hub—and also offers resilience and stability.

For Dallas-Fort Worth transplants, the news is promising. Notably, Dallas-Fort Worth outperforms other major U.S. cities in the index such as New York, Miami, San Francisco, and Houston. Its broad industry base minimizes reliance on any single sector, offering a promising and dynamic environment for career growth and development.

Along with a top 5 national ranking

from Site Selection magazine in key sectors like aerospace (No. 1), tech, and trade, the area is proven fertile ground for both established corporations and innovative startups. DFW ranked in the Top 5 regions for 10 of 12 industries.

For career builders, these diverse sectors multiply avenues to flex skills.

From corporate ladders to tech trenches, DFW economic diversity breeds options. Unlike regions dependent on a single specialty sector, DFW's multifaceted economy empowers individuals and businesses to confidently navigate new directions.

Here, opportunities abound across various fields: pilots navigate global air cargo routes, programmers revolutionize logistics with cutting-edge cloud technologies, creatives design captivating retail experiences for leading brands, and corporate strategists orchestrate pivotal mergers and acquisitions. It's a diverse economic landscape that ensures people in DFW can explore a multitude

of career paths, from ascending corporate ladders to pioneering technological advancements.

Here are some of the major industries propelling regional prosperity.

## Advanced services

Advanced services have traditionally referred to headquarters. However, this category also includes financial, professional, and technical services—from management consulting firms to business insurers and from accounting to legal services. Its sphere includes knowledge-based companies providing specialized business expertise, strategic advice, financial guidance, real estate services and related offerings, technical consulting and communications services. underpinning enterprise operations. It includes a wide range of professional occupations from lawyers to management consultants to IT advisors and more. >>



## Manufacturing maverick

While Dallas-Fort Worth earns renown as a hub for corporate headquarters and logistics operations, another pillar is a cornerstone of the region's economy—manufacturing. Over 7% of DFW employment stems from producers spanning heavy industry to consumer goods creators.

In fact, the region claims more manufacturing activity than any other Texas metro. Goods fabricated locally run the gamut from bricks to aircraft parts, steel to plastics, apparel to SUVs. Just a few of the large manufacturing operations in DFW include the General Motors Assembly Plant in Arlington, Lockheed Martin in Fort Worth, and Texas Instruments in Dallas.

Beyond well known corporate names, small scale makers thrive as well crafting niche products in growing volumes yearly.

## Financial activity

Dallas-Fort Worth banks serious business. From fiduciary stewards including Charles Schwab and Goldman Sachs to institutions like Capital One driving fintech breakthroughs, it's no wonder DFW is a key U.S. financial center. But as a center, it's a hub that respects finance traditions while embracing pioneering innovation.

JPMorgan Chase, Citigroup, and Wells Fargo are among the top employers in the region. Capital One operates an innovation center that is helping to drive advances in fintech.

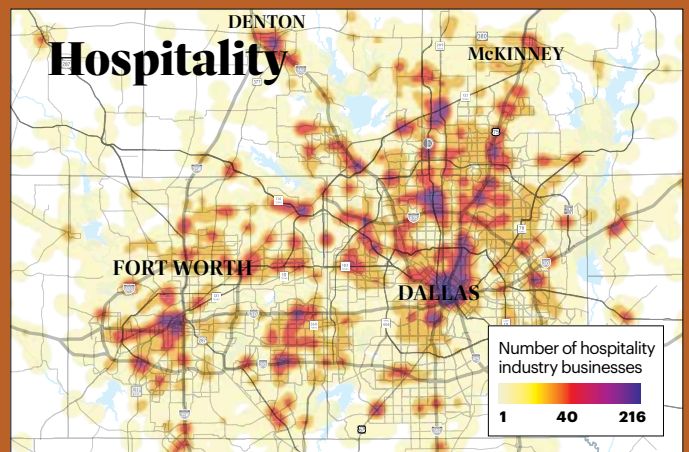
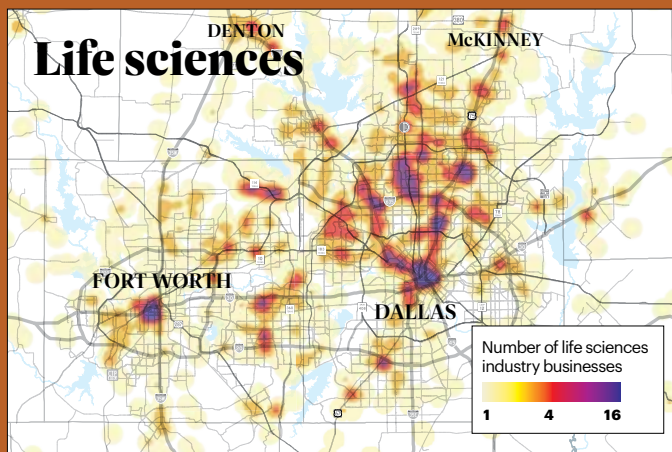
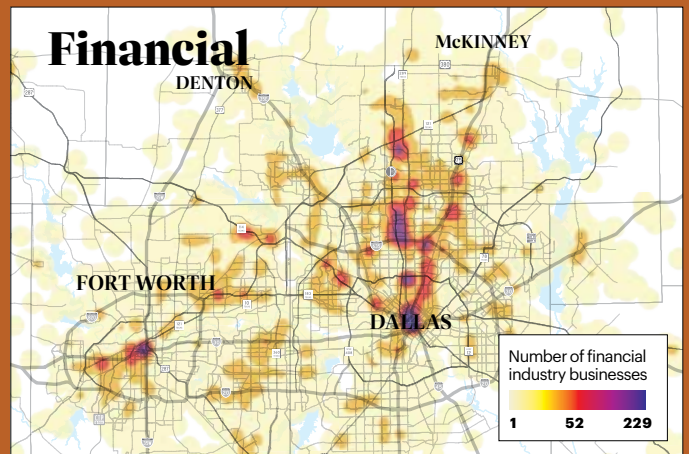
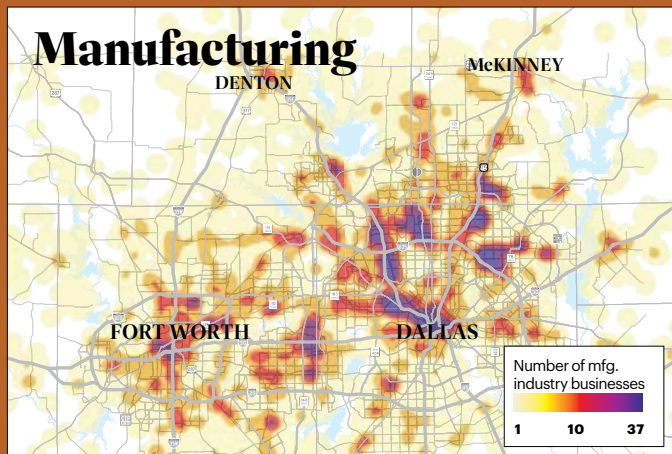
In 2021, Charles Schwab relocated its headquarters to DFW after acquiring TD Ameritrade, which also has a sizable campus in the region. And recently Goldman Sachs broke ground on a new HQ office development in downtown Dallas that will house 5,000 employees.

The Federal Reserve Bank of Dallas serves the 11th Federal Reserve District comprising Texas, northern Louisiana, and southern New Mexico. The Federal Deposit Insurance Corporation operates a regional office here, as well.

Financial firms are located throughout the DFW region, with the largest concentration centered in downtown Dallas and its northern suburbs of Addison, Irving, and Plano. Downtown Fort Worth also has many financial companies.

# Where the Jobs Are

Heat maps show significant industry clusters in Dallas-Fort Worth.





When it comes to insurance, the area is home to national or regional headquarters for most major providers, including State Farm and Liberty Mutual.

**Healthcare hub**

Dallas-Fort Worth boasts marquee medical centers such as the highly rated UT Southwestern Medical Center and Baylor University Medical Center, as well as Parkland Hospital’s burn unit, one of the most recognized units in the nation. Yet strength spreads beyond hospital walls. Manufacturers making essential medical wares, research wizards pioneering life-saving drugs and optimized distributors are also healing hands here.

The activities often cluster around

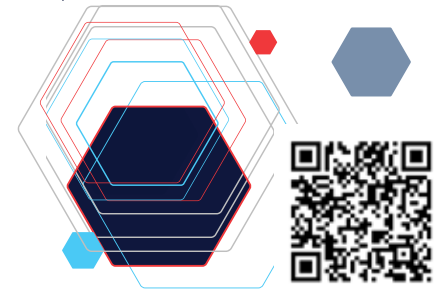
each other, creating synergy within the health care community.

**Life science convergence**

The Dallas-Fort Worth life science industry is dominated by pharmaceutical, optical, and medical device manufacturers, such as Alcon (Fort Worth) and EssilorLuxotica (Dallas). The region has shown enormous capacity to attract major industry players like McKesson and Galderma.

The convergence of innovative research and development with regional expertise in emerging technologies defines DFW’s life science industry. UT Southwestern Medical Center in Dallas is among the nation’s best in biology and biochemistry research, while UNT’s

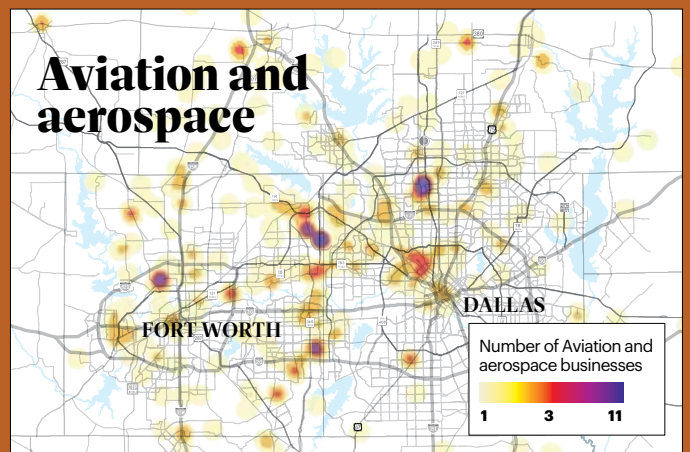
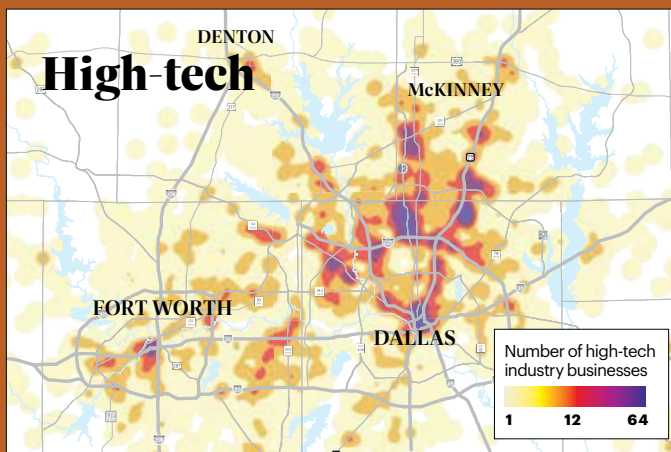
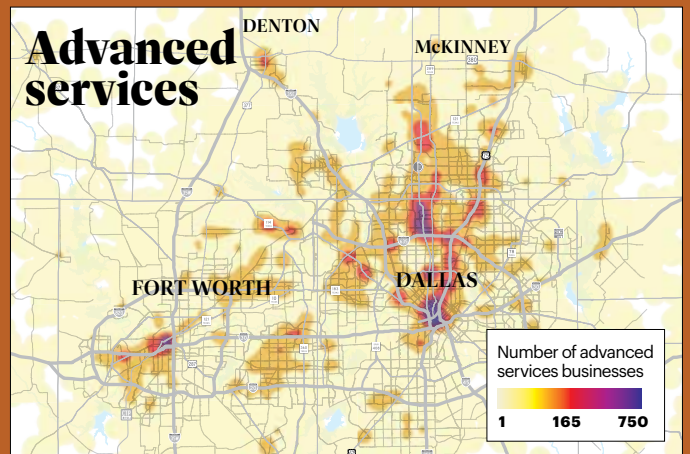
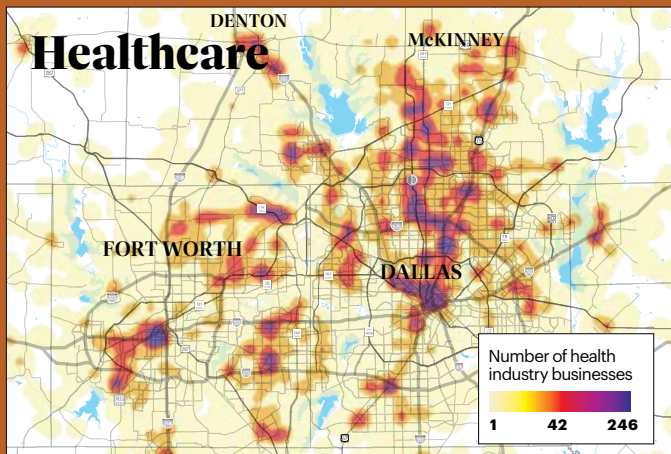
**LIFE Science**  
**CONVERGING IN DFW**



**DALLAS-FORT WORTH LIFE SCIENCE ECONOMIC DEVELOPMENT GUIDE**

Get the tool for understanding the DFW biotech and life science community. This data-driven resource can be used by companies and individuals making relocation or expansion decisions.

Scan the QR code to search for job openings as well as find helpful resources for education and job training across the region.





Health Science Center (Fort Worth), and Pegasus Park (Dallas)—the region's newest hub for life science discovery and commercialization—are providing a supportive ecosystem that attracts the most promising startups.

For people seeking to connect in life science, nonprofit trade organization BioNT is a bridge between life science and healthcare jobs, networking, cost savings services, and educational programming across North Texas.

## Aviation and aerospace

Dallas-Fort Worth is among the nation's top regions for aviation and aerospace activity. The region is home to the headquarters of two major airlines: American Airlines (Fort Worth) and Southwest Airlines (Dallas). Southwest operates a major maintenance base at Dallas Love Field, creating a strong foundation for aviation employment. Envoy Air, a regional jet operator and American Airlines partner, is headquartered in Irving, as well.

The regional aerospace industry comprises nearly 675 companies, accounting for more than 95,000 jobs in North Texas.

Industry leaders Lockheed Martin and Bell Helicopter are among the largest employers in the region. Combined they employ more than 15,000 workers. And the North American headquarters of Airbus Helicopters is in Grand Prairie.

Startups in the aerospace sector include Firehawk Aerospace, which makes rocket engines and 3D printed fuel in Addison; Kubos, an open-source software platform for small commercial satellites in DFW; and EXOS Aerospace, which is creating reusable rockets for suborbital commercial flights operating out of Caddo Mills.

## Hospitality haven

DFW is the most visited metro in Texas. But when over 370,000 professionals dedicate themselves to perfecting the art of first impressions and customer care from hotel check-ins to event production, it makes hospitality seem effortless in the region. Yet seamlessly serving everyone from high-powered executives to vacationing families remains no simple feat.

The numbers testify to the seamless guest experiences this workforce

facilitates across every register. Accommodation options span decadently luxurious to conveniently thrifty with many within 15 minutes of either DFW Airport or Love Field.

Plus major meeting facilities stand primed from downtown Dallas convention centers to Fort Worth's Will Rogers Memorial Center ready to handle groups from intimate executive retreats to mass attendee expos.

DFW is experiencing a significant boom in hotel development, leading the nation with a flurry of new projects. In the third quarter alone, North Texas had 189 hotel projects in the pipeline, totaling nearly 22,000 rooms. That trend is set to continue with about 80 hotels scheduled to begin construction in the coming year.

Several notable openings have already occurred in 2023, including the J.W. Marriott in downtown Dallas and the expansive \$520 million Omni PGA Resort in Frisco. In addition to these, Frisco is also set to welcome a \$500 million, 224-room hotel from the Hall Group, under Marriott's Autograph Collection, which is part of a \$7 billion mixed-use development known as Hall Park.

In Dallas, the Four Seasons Hotel and condo tower, managed by Carpenter & Company, is another luxury project underway in Dallas' Turtle Creek neighborhood. The \$750 million development will feature 233 hotel rooms, 118 residential units, and a private club, spreading over 1.1 million square feet.

## Logistics leader

Dallas-Fort Worth stands as a pivotal logistics and distribution epicenter, thanks to its prime position in the central U.S. that ensures swift access to key transportation channels. The area is renowned as a global inland port, encompassing high-capacity cargo operations at the Dallas Fort Worth International Airport and Fort Worth Alliance Airport. Additionally, it boasts superior rail connections with major hubs like the BNSF Railway and Union Pacific's Dallas Intermodal Terminal. The mesh of major highways and interstates like I-30, I-35, I-45, and I-20 presents versatile routing for trucking, linking distributors directly to a vast majority of the U.S. population and extending to Canada and Mexico via

the USMCA Corridor.

The region has gained traction in the autonomous trucking industry, with several companies actively testing and deploying their technologies. Gatik is using autonomous box trucks for deliveries to Sam's Clubs in the area and operates out of the Alliance Mobility Innovation Zone in Fort Worth. Aurora Innovation Inc. is working with Werner to launch a 600-mile autonomous truck route from Fort Worth to El Paso. ITS ConGlobal, in collaboration with Phantom Auto, is testing remotely controlled trucks at the Alliance Mobility Innovation Zone in Fort Worth. In addition, North Central Texas Council of Governments has approved funding for an automated vehicle truck port to support this growing sector. NCTCOG works to prepare North Texas for a future of connected and automated transportation. The newest developments, alongside the established Southern Dallas County Inland Port, help cement DFW as a major logistics hub.

## High-tech evolution

Ever since Texas Instruments' Nobel-winning 1958 microchip sparked the modern tech era, Dallas-Fort Worth has carved an integral role trailblazing advancements rippling worldwide.

That invention spurred the development of technologies ranging from laptop computers to smartphones to those that make space travel possible.

Today's landscape spans manufacturing, information services, professional technical consulting, biomedicine and beyond. Strongholds in semiconductors, telecom, and cloud foundational technologies now propel groundbreaking work in artificial intelligence, extended reality, quantum sciences, digital health, and more.

The region boasts the No. 5 Largest Concentration of High-Tech Jobs in the U.S. as of 2023. With 301,000 jobs, DFW rivals the San Francisco metro and outpaces Boston.

### COWORKING AND MORE

Find support through one of our many coworking spaces, incubators and accelerators, makerspaces, and innovation centers.







**David Williams, serving as the assistant vice president of automation at AT&T, plays a key role in advancing the company's initiatives in artificial intelligence. His work focuses on the rapid development and integration of AI technologies within AT&T's operations. He also encourages companies and professionals to adopt AI technologies proactively.**



# WELCOME TO DALLAS!



The Dallas Opera invites you to enjoy up to 4 tickets at 30% off using promo code **INTRO30** for your first visit!



Tickets and Upcoming Events at [dallasopera.org](http://dallasopera.org) or 214.443.1000

Season Sponsor: Linda VanSickle Smith, in honor of her parents, Edith and Elmer VanSickle



The Dallas Morning News



## DISCOVER WHAT'S **NEW + NEXT** IN DALLAS-FORT WORTH

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# PLAY.

CULTURE / SPORTS / OUTDOORS

## FINDING FUN

New experiences and adventures are just around the corner.

Perched on the nineteenth floor of The Statler hotel in Downtown Dallas, Waterproof is a pool bar by day and a rooftop lounge by night.



Klyde Warren Park has occasionally erected temporary skate ramps, with help from local skate park 4DWN.





# Play Your Way

WE'VE GOT TONS OF STUFF TO DO IN DFW.

There's a thriving cultural scene in Dallas Fort Worth, and there's always something to do. We take our food seriously. We also take our sports seriously. And our arts. And our fun. Dallas is one metro area in the country that was built around nothing—no major river, no port. So we built exactly what we wanted from the ground up. And we've got it all.

Great food options are available every day in Dallas-Fort Worth, no matter the weather. And if getting outside is the way you like to unwind, you can enjoy parks and nature centers throughout the region. We have stunning scenery to behold. Look around south of Dallas and you'll find rolling hills and the great Trinity Forest, the largest urban hardwood forest in the United States. East Dallas has White Rock Lake, Cedar Hill has Joe Pool Lake, and north of the city are Grapevine and Lewisville lakes, to name a few of our watering holes. In fact, within 100 miles of the region there are more than 400 public parks and more than 60 lakes.

DFW sees more than 230 sunny days each year on average, meaning there are plenty of chances to hike, bike, and swim year-round (but keep your parkas; you'll need them now and again).

If you're more of an "indoorsy" person, you can indulge your artsy side in downtown Dallas, which boasts the largest contiguous urban arts district in the nation, at 118 acres. Here you'll find wonderful choices for family time as well as date night: the AT&T Performing Arts Center, the Crow Museum of Asian Art, the Dallas Black Dance Theatre, the Perot Museum of Nature and Science, and more. Fort Worth, known as the "City of Cowboys and Culture," offers its renowned Cultural District, a haven for art lovers and history enthusiasts alike. The district, spanning several blocks, is home to the Kimbell Art Museum, the Modern Art Museum, and more.

Between local performers and big stars on national tours, DFW is never short on shows to see, either. In the last few years alone, Post Malone, the Rolling Stones, Santana, Chelsea Handler, DreamHack, and the immersive Van Gogh experience have all made stops here. They've been greeted by receptive audiences with diverse tastes who appreciate being able to catch musical theater, a Dallas Cowboys game, and the latest museum installation—all in the same weekend.

Start your adventure in the pages ahead.



# Art and Soul

Explore the creative pulse of the region's cultural scene.

Dallas-Fort Worth is a modern urban oasis that serves as home to people from around the country and world, creating a diverse culture and a global region. Whether you're looking for fine arts, entertainment, professional sports, or giving back, you'll never run out of activities—fun here knows no bounds.

DFW has not one but two major arts districts.

The Dallas Arts District, which is anchored by the Dallas Museum of Art, Morton H. Meyerson Symphony Center, Nasher Sculpture Center, and AT&T Performing Arts Center, is 118 acres—the largest urban arts district in the country. Here, you can catch a performance of Texas Ballet Theater, a Broadway touring production, classical or local musicians, a night of live storytelling, TED talks, movies and music under the stars, festivals, art exhibits, and so much more. We'd be willing to bet you could spend every weekend in our Arts District and never run out of new things to do.

What's more: The Fort Worth Cultural District claims five internationally recognized museums, including the Kimbell Art Museum, the Amon Carter Museum of American Art, and Modern Art Museum of Fort Worth.

Beyond our fantastic cultural centers, the Dallas Region is home to hundreds of smaller museums and public galleries, scores of professional and community theaters, dozens of local symphony and chamber orchestras, dance troupes, and opera associations. No matter what artistic pursuit you're into, you can find it here.



KAWS exhibit at the Modern Art Museum of Fort Worth

PHOTOS COURTESY OF VISIT DALLAS AND VISIT FORT WORTH EXCEPT WHERE NOTED.



## THE ARTS

### CULTURAL CANVAS



### 9/11 TRIBUTE AND WORLD TRADE CENTER ARTIFACT

The **Fort Worth Museum of Science and History's** 9/11 Tribute Exhibit features N-101, the largest World Trade Center artifact in Texas.



### JOHN WAYNE: AN AMERICAN EXPERIENCE

John Wayne had a deep appreciation for the Lone Star State—and the American Dream. The museum in the **Fort Worth Stockyards** features 400 pieces of personal and professional memorabilia.



Nasher Sculpture Center



Morton H. Meyerson Symphony Center



### NATIONAL COWGIRL MUSEUM

The **National Cowgirl Museum and Hall of Fame** in Fort Worth is a one-of-a-kind tribute to the women of the West.



# Hot Spots

Where the action is.

Dallas-Fort Worth is an entertainment field of dreams.

You could start with the 75-acre master-planned development that is Victory Park—packed with trendy shops and restaurants; the House of Blues; The W Hotel; and American Airlines Center, home of the Mavericks and the Stars, as well as a concert venue extraordinaire—and move on to McKinney Avenue, which teems at night with hordes of pretty people going from hot spot to hot spot all the way from The Rattlesnake Bar at The Ritz-Carlton to The Violet Crown Cinema at the West Village. For something a little more laid-back (but no less entertaining), you could hit Greenville Avenue for its funky shops, rooftop bars, and live music at the historic Granada Theater; or you could bop around Bishop Arts, Oak Cliff's repository of everything cool and home to some of Dallas' most sought-after restaurants (Lucia, Stock & Barrel, Oddfellows—to name just a few) and bars.

The suburbs have more than their fair share of things to do, too. Plano's Shops at Legacy brims with boutique shopping, best-in-class restaurants and bars, and the Angelika Film Center, while Frisco Square has Cinemark Next Gen-XD Theater, Toyota Stadium, and amenities such as the Black Box Theatre at Frisco Discovery Center. But we're only scratching the surface here; there's so much more to explore.



The Kessler, Oak Cliff



### CHECK IT OUT



#### MULE ALLEY, FORT WORTH

History meets the modern West in a bustling mix of restaurants, shops, and entertainment venues, set in Fort Worth's iconic Stockyards.



#### LEGACY HALL, PLANO

Legacy Hall in Plano buzzes with life, featuring a craft brewery, eclectic food stalls, wine bar, and the Box Garden outdoor event venue with LED screen.



#### GRANDSCAPE, THE COLONY

Starting with its colossal Ferris wheel, GrandScape is perfect for an impressive date night or family fun with open-air amusements. It's also packed with indoor entertainment like Andretti Karting, modern mini golf, laser tag, movies, and more. You'll find an array of dining from sports bars to wineries, too.



#### LAKWOOD AND LOWER GREENVILLE, DALLAS

These Dallas neighborhoods offer popular gathering spots with a lively mix of ambiance, entertainment, and community spirit.

PHOTOS VIA THE CITIES AND ORGANIZATIONS EXCEPT WHERE NOTED. THE KESSLER: MICHAEL SAMPLES





**BISHOP ARTS DISTRICT,  
DALLAS**



**DEEP ELLUM, DALLAS**

The downtown Dallas neighborhood, which just celebrated its 150th birthday in 2023, is brimming with eclectic boutiques, vintage stores, men's streetwear, indie goods, plants, and plenty of finds. After a walkable street experience appreciating the local art, you can refuel at one of its many eateries and watering holes. And maybe get a tattoo.



**STOCKYARDS, FORT WORTH**

Celebrity chef and entrepreneur Tim Love has launched the Love Collection, a premium limited edition, domestically made apparel and accessory brand that's hit the shelves in the heart of the Fort Worth Stockyards at Goods and Chattels in the Tannahill's Tavern & Music Hall lounge. Elsewhere in the area, you'll find western items, cowboy hats, gifts, and more.



**LEGACY TOWN CENTER, PLANO**

The mixed-use town center, which also has a hotel, entertainment, and housing, is home to The Shops at Legacy. You'll find retailers like Urban Outfitters and Kendra Scott, and eateries like Mi Cocina, Del Frisco's Grille, and Brasão Brazilian Steakhouse. You can catch a movie at the Angelika Film Center, too.



# Shop Like You Mean It

Dallas-Fort Worth is a fashionable place in every respect. Our ladies love to dress, our men love to look good, and we all love our houses and gardens to seem like something right out of a magazine.

Home and high-end clothing retailers Neiman Marcus and Stanley Korshak, as well as more casual companies such as JCPenney and Fossil, help us come by it naturally. And there's no shortage of places to shop.

The metro has every modern retail wonder you might imagine: posh indoor malls packed with amenities (think: modern sculpture, an ice skating rink, spas, and more) and every major retail brand; relaxed, open-air centers that encourage you to wear out your credit cards, grab a bite, and linger long after you meant to go home; and boutique districts that beckon with independent businesses with individual flair.

We've got outlet malls for bargain shoppers and scores of vintage shops for those who love history. And you'll find the arrival of unique stores like DAISO, which brings its whimsical array of affordable Japanese goods to Dallas-Fort Worth.

Shoppers here are in for an adventure, discovering everything from quirky stationery to exotic snacks in a vibrant, budget-friendly shopping experience all across the region. In short, you'll find whatever your heart desires.

SHOPPING SAMPLER



**NORTHPARK CENTER, DALLAS**

NorthPark Center blends sophisticated shopping with contemporary art. With more than 230 retailers and chic dining spots, it's a cultural rendezvous for the fashion-forward and art aficionados alike.



**STONEBRIAR CENTRE, FRISCO**

A top destination in the region, Stonebriar has a unique mix of shopping, dining, and entertainment. You'll find specialty stores and restaurants, including popular brands. For family fun, there's a theater with IMAX, Dave & Buster's, a carousel, and KidZania.



**HIGHLAND PARK VILLAGE**

The historic open-air center—a designated national landmark—offers high-end fashion and upscale shopping. The luxury experience includes about a dozen dining options, along with valet and other personal services.



GALLERIA DALLAS

PHOTOS VIA THE CITIES AND ORGANIZATIONS



# Fun for Families

DFW delivers nonstop entertainment to thrill kids of all ages.

Moms and dads know that when it comes to kids, entertainment is key. And entertainment in Dallas-Fort Worth comes in many forms, from flat-out fun to fun with an educational twist. Whether you have animal lovers, nature fans, budding Einsteins, aspiring sports stars, or kids who just want to play 'til they pass out, we have the perfect activity for your family.

Visit the Dallas or Fort Worth Zoos, both favorites among families, where kids can marvel at thousands of animals and engage in interactive exhibits. For aquatic enthusiasts, the SEA LIFE Grapevine Aquarium offers a peek into the underwater world, featuring a 360-degree ocean tunnel and a variety of marine life. The Fort Worth Museum of Science and History combines fun with learning through its innovative children's exhibits, planetarium, and IMAX theater, providing an immersive educational experience.

Nature-loving families will enjoy the Fort Worth Botanic Garden, where kids can explore beautiful gardens and participate in educational programs. For a splash of fun regardless of the weather, Epic Waters Indoor Waterpark in Grand Prairie offers exciting indoor water adventures, from thrilling slides to a relaxing lazy river. Sports enthusiasts shouldn't miss the opportunity to

tour the AT&T Stadium in Arlington, home of the Dallas Cowboys, offering a behind-the-scenes look at a world-class sports venue.

For a day of adventure, Six Flags Over Texas, also in Arlington, promises thrills with its roller coasters and family-friendly rides. Younger kids will love Storybook Land in the Dallas Arboretum, a magical experience set amidst beautiful botanical gardens. And the Frontiers of Flight Museum ignites the imaginations of young aviation enthusiasts with its extensive collection of aircraft and space vehicles.

Also in Dallas, the Perot Museum of Nature and Science is a treasure trove for curious minds, with hands-on exhibits spanning topics from dinosaurs to space exploration. For a unique outdoor experience, the Trinity River Audubon Center offers nature trails, bird watching, and environmental education programs, perfect for families looking to explore the great outdoors.

In Plano, the Crayola Experience provides a colorful and creative outlet for kids, with hands-on art activities and interactive exhibits. And for those hot Texas days, NRH2O Family Water Park in North Richland Hills offers a refreshing escape with water slides, a wave pool, and a lazy river.

These destinations and more are an opportunity for families to bond, laugh, learn, and create lasting memories in the region. From exploring the wonders of the animal kingdom to stimulating young minds with science and history, there's something in DFW for every family to enjoy.

**THE RORY MEYERS CHILDREN'S  
ADVENTURE GARDEN,  
DALLAS ARBORETUM  
AND BOTANICAL GARDEN**





IN-TOWN ADVENTURES



**GREAT WOLF LODGE**



**SIX FLAGS OVER TEXAS**



**FORT WORTH ZOO**



**DALLAS ZOO**



**CRAYOLA EXPERIENCE**



**FORT WORTH MUSEUM OF SCIENCE AND HISTORY**



**LEGOLAND DISCOVERY CENTER**

PHOTOS VIA THE CITIES AND ORGANIZATIONS. DALLAS ZOO: TAYLOR GREGORY/UNSPASH



# Game On

Sports fans in Dallas-Fort Worth have a lot to cheer about.

Baseball. Basketball. Football. Hockey. Soccer. Whatever your passion, DFW has a winning professional team to cheer on.

Riding the NBA's longest active sellout streak, the Dallas Mavericks won the 2011 NBA Championship. The Dallas Cowboys—who call billion-dollar state-of-the-art AT&T Stadium in Arlington home—hold five Super Bowl titles.

Globe Life Field in Arlington features a retractable roof, and serves as the home of MLB's 2023 World Champion Texas Rangers. Also based in Arlington are the WNBA's Dallas Wings.

Major League Soccer's FC Dallas has been a member of the league since its inception. The Dallas Stars claimed hockey's holy grail, winning the Stanley Cup in 1999, and hold two President's Trophies and three Western Conference titles.

Other professional teams include the Dallas Jackals Rugby team which plays at Choctaw Stadium in Arlington, the Panther City Lacrosse Club in Fort Worth, and the Dallas Sidekicks indoor soccer team based in Allen.

The area hosts two PGA Tour events. The CJ Cup Byron Nelson at TPC Craig Ranch in McKinney, and the Charles Schwab Invitational at Colonial Country Club in Fort Worth each spring.

There's auto racing at Texas Motor Speedway.

We've also got minor league teams galore. The Texas Elite Women's Football team, the Texas Legends NBA D-League minor league basketball team, the Allen Americans hockey team of the ECHL, the Frisco Fighters indoor football team, and the Frisco RoughRiders AA baseball team, all keep sports fans entertained year-round.



**WORLD CHAMPION TEXAS RANGERS**  
Globe Life Field, Arlington

#### WHERE THEY PLAY



**DALLAS COWBOYS**  
AT&T Stadium,  
Arlington



**DALLAS MAVERICKS**  
American Airlines Center,  
Dallas



## On the rise

### CRICKET



**Cricket is gaining popularity in Dallas-Fort Worth—and the U.S.—with two major leagues: Major League Cricket (MLC) and the National Cricket League (NCL).**

MLC's Texas Super Kings, based in Grand Prairie, will play in their new stadium, after its inaugural season in July 2023. Meanwhile, the NCL is set to establish a new cricket stadium in Dallas. The league features a fast-paced, high-scoring form of cricket. And fans can expect Bollywood-style entertainment, too. Both leagues aim to make the sport more prominent in the U.S., especially in a region with a rich sports culture and an established fan base.

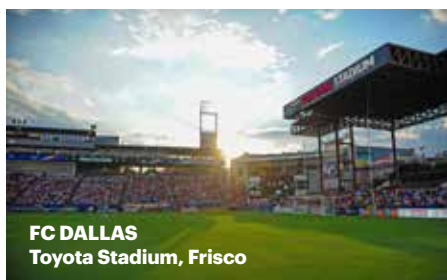


### ESPORTS



**Esports is a growing industry—and DFW is a big player.**

Since 2019, Dallas has hosted DreamHack—the world's premier gaming lifestyle festival. Professional esports are booming in the region, led by Complexity Gaming's training center at The Star in Frisco and the Dallas Fuel Overwatch team. The largest dedicated esports stadium on the continent, Esports Stadium Arlington, solidifies the region as a major hub advancing competitive gaming.





# The Outside Life

Dallas has more than 230 sunny days a year—and lots of sunshine means lots of time to be outside. Dallasites have access to countless outdoor activities with sprawling parks, green spaces, and several lakes featuring boating, water sports, and trails for mountain biking, road biking, and hiking—you won't have to go far to find your favorite spot.



White Rock Dog Park



# Parks & Trails

While big cities often boast impressive parks, Dallas-Fort Worth, encompassing cities like Dallas, Plano, Fort Worth, and Arlington, offers an array of stunning and functional green spaces that might surprise you. In the heart of downtown Dallas, Klyde Warren Park stands as an award-winning marvel. Built over Woodall Rodgers Freeway, this park is a feat of urban engineering, featuring a performance pavilion, a restaurant, walking trails, a mini dog park, a kid's playground, and more within its 5-acre expanse.

Not far from downtown, East Dallas is home to a crown jewel of the area's park system, White Rock Lake. This expansive park, spanning over 1,015 acres, provides breathtaking downtown views and is a hub for outdoor activities like walking, biking, and water sports.

Each city in the region boasts its own natural wonders, offering a slice of nature and recreation. From the open spaces of Plano's Oak Point Park and Nature Preserve to the charming Trinity Park in Fort Worth and the River Legacy Parks in Arlington, it's a rich tapestry of green spaces. Additional gems include the lush landscapes and walking trails of Grapevine's Parr Park, the serene beauty of McKinney's Bonnie Wenk Park with its dog park and amphitheater, and the sprawling Bear Creek Park in Keller, known for its extensive playgrounds and sports facilities. Wherever you are, a favorite park or trail is within reach.



**THE LOOP TRAIL**  
Dallas

Dallas' 50-mile loop trail includes travel from White Rock Lake to the Trinity Forest, around to the Trinity River, and through Dallas' urban core. The trail, still under construction in parts, "loops" together 39 miles of existing trails with 11 miles of newly built trails.



©DHOLLISTER7/NISIT FORT WORTH

**TRINITY RIVER TRAILS**  
Fort Worth



**MEADOWMERE PARK**  
Grapevine



**KLYDE WARREN PARK**  
Dallas



PARKS



**CEDAR HILL STATE PARK**

*Cedar Hill*

- Fishing, boating, and kayaking on Joe Pool Lake
- 1,200 acres with 15 miles of mountain biking trails
- Walking trails through open fields and wooded areas
- More than 350 wooded campsites
- Penn Farm Agricultural History Center



**RIVER LEGACY PARK**

*Arlington*

- 1,300 acres of forests and greenbelts
- 10 miles of cross-country trails
- A treetop playground that looks like a giant treehouse
- A canoe launch with access to up to 8 miles of paddling
- River Legacy Living Science Center



**ARBOR HILLS NATURE PRESERVE**

*Plano*

- 200 acres of rolling hills for exploring
- Off-road biking trails
- Picnic pavilion and kids' playground
- Butterflies, birds, and other wildlife
- Dog friendly

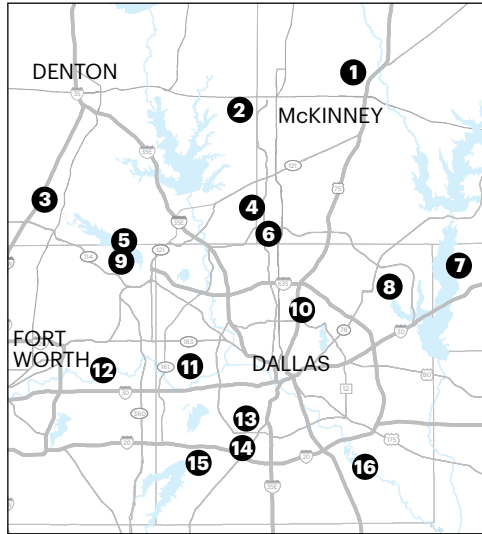




# Trails

Dallas-Fort Worth has hundreds of hike and bike trails—and outside of its urban areas, you’ll find plenty of pastoral pursuits.

The Katy, Santa Fe, and White Rock trails are lovely paved paths, but if a walk (or ride) in the woods is more to your liking, it’s only a matter of effort. Certified Master Naturalist Bill Holston recommends Cedar Ridge Preserve in southern Dallas for its wooded hills and wildlife, Dogwood Canyon in Cedar Hill for its hilly terrain and flowering trees in spring, and Oak Point Park and Nature Preserve in Plano for its creeks, ponds, and easy-to-follow routes.



- 1** Erwin Park
- 2** Frisco NW Community Park Trail
- 3** Knob Hills
- 4** Arbor Hills
- 5** Northshore Trail
- 6** Katie Jackson
- 7** Squabble Creek
- 8** Rowlett Creek Preserve
- 9** Horseshoe
- 10** Harry Moss Park
- 11** L.B. Houston Nature Trails
- 12** River Legacy
- 13** Oak Cliff Nature Preserve
- 14** Boulder Park
- 15** Big Cedar
- 16** Goat Island Preserve



# Nature Centers

There’s a wealth of natural beauty in the Dallas region. Here are just a few of the best spots to take in the natural wonders.

**CEDAR RIDGE PRESERVE**  
DALLAS

**CHILDREN’S AQUARIUM AT FAIR PARK**  
DALLAS

**DALLAS ARBORETUM AND BOTANICAL GARDEN**  
DALLAS

**DALLAS WORLD AQUARIUM**  
DALLAS

**DALLAS ZOO**  
DALLAS

**DINOSAUR VALLEY STATE PARK**  
GLEN ROSE

**DOGWOOD CANYON AUDUBON CENTER**  
CEDAR HILL

**FORT WORTH BOTANIC GARDEN**  
FORT WORTH

**FORT WORTH JAPANESE GARDEN**  
FORT WORTH

**FORT WORTH NATURE CENTER AND REFUGE**  
FORT WORTH

**FORT WORTH ZOO**  
FORT WORTH

**FOSSIL RIM WILDLIFE CENTER**  
GLEN ROSE

**HEARD NATURAL SCIENCE MUSEUM & WILDLIFE SANCTUARY**  
MCKINNEY

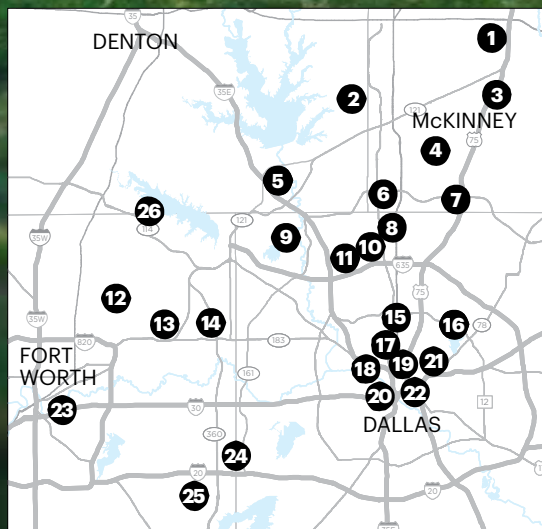
**RIVER LEGACY PARK**  
ARLINGTON

**TRINITY RIVER AUDUBON CENTER**  
DALLAS





**Bush Central Barkway, Richardson**



# Dog Parks

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>1 McKinney Dog Park</li> <li>2 Frisco Dog Park</li> <li>3 Canine Commons Dog Park</li> <li>4 Jack Carter Park</li> <li>5 Toyota of Lewisville Railroad Park</li> <li>6 Northbark Dog Park</li> <li>7 Bush Central Barkway</li> <li>8 Wagging Tail Dog Park</li> <li>9 Coppell Dog Park</li> <li>10 Redding Trail Dog Park</li> <li>11 Les Lacs Trail Dog Park</li> <li>12 Tipps Canine Hollow</li> <li>13 Bedford Bark Park</li> <li>14 Eulless Dog Park</li> </ul> | <ul style="list-style-type: none"> <li>15 Westminster Dog Park</li> <li>16 Mockingbird Point Dog Park</li> <li>17 Central Dog Park</li> <li>18 Mutts Canine Cantina</li> <li>19 The Pooch Patio</li> <li>20 My Best Friend's Park (at Clyde Warren park)</li> <li>21 Meadows Foundation Dog Park</li> <li>22 Bark Park Central</li> <li>23 Fort Woof Dog Park</li> <li>24 Central Bark Dog Park</li> <li>25 Tails N' Trails</li> <li>26 BooBoo's Buddies Dog Park (at Bob Jones Park)</li> </ul> |
|--|--|



# Dining With Dogs

Though there are scores of restaurants with pet-friendly patios all over Dallas-Fort Worth, it's the rare establishment that caters specifically to those who don't want to leave home without their furry best friends. That's where Mutts Canine Cantina ([muttscantina.com](http://muttscantina.com)) in Allen, Dallas, and Fort Worth and The Pooch Patio ([thepoochpatio.com](http://thepoochpatio.com)) in Uptown Dallas come in.

Mutts is a privately-owned park for dogs of all sizes to play off-leash and owners to socialize with friends and make new acquaintances. Separate areas for large and small pups, and a patio where people can eat without having to share their meals with their pets, mean everybody's happy. Membership is by the day or month.

Pooch Patio is a dog wash, doggie daycare, and bark boutique that also has a coffee and wine bar. Dogs are free to romp around both inside the building and out, and you're welcome to bring in a doggie bag, er, lunch if you wish. No membership required.



# Golf

As Dallas-Fort Worth continues to cement its status as a premier golfing destination, the PGA of America's headquarters relocation to Frisco in 2022 adds another feather to its cap.

The move adds to the region's rich golfing scene, which already boasts two PGA Tour tournaments each year: the CJ Cup Byron Nelson at TPC Craig Ranch in McKinney and the Charles Schwab Challenge at Colonial Country Club in Fort Worth. You don't have to be a pro to play these courses—and you've got plenty of other options, too. We have more than 100 public golf courses in the area, and they touch on all skill levels and price points. Golf Digest named Dallas National Golf Club in Southwest Dallas the top course in the state. Cowboys Golf Club in Grapevine makes several "best" lists. It's an "over-the-top NFL-themed golf course once owned by Jerry Jones," according to the Golf Channel—and a superb course despite the theme-park-sounding description. The Tribute and Old American golf clubs in The Colony also pop up on list after list, but there are many more worth a swing.



Rockwall Golf and Athletic Club



The Bridges in Gunter

## Top-Rated DFW Courses

- |  |   |
|--|---|
| <b>1</b> Fields Ranch (Frisco)               | <b>13</b> Indian Creek Golf Club (Carrollton) |
| <b>2</b> Dallas National (Dallas)            | <b>14</b> Stevens Park (Dallas)               |
| <b>3</b> Trinity Forest Golf Club (Dallas)   | <b>15</b> Grapevine Golf Course (Grapevine)   |
| <b>4</b> TPC Craig Ranch (McKinney)          | <b>16</b> Pecan Hollow (Plano)                |
| <b>5</b> Brook Hollow (Dallas)               | <b>17</b> Rockwood Park (Fort Worth)          |
| <b>6</b> Colonial (Fort Worth)               | <b>18</b> Vaquero (Westlake)                  |
| <b>7</b> Shady Oaks (Westworth Village)      | <b>19</b> TPC Las Colinas (Irving)            |
| <b>8</b> Preston Trail (Dallas)              | <b>20</b> Shady Oaks (Fort Worth)             |
| <b>9</b> Texas Rangers Golf Club (Arlington) | <b>21</b> Tierra Verde (Arlington)            |
| <b>10</b> The Tribute Golf Club (The Colony) | <b>22</b> Texas Star Golf Course (Euless)     |
| <b>11</b> Cowboys Golf Club (Grapevine)      | <b>23</b> The Bridges (Gunter)                |
| <b>12</b> Old American (The Colony)          | <b>24</b> Fossil Creek (Fort Worth)           |

*This list was compiled by cross-referencing lists from Golf Channel, Golf Digest, Golf Week, and the PGA.com.*



# On the Water

Dallas-Fort Worth has shores galore (though we do have to replace the surfboard with a wakeboard). The roughly 8,000-acre Grapevine Lake in Grapevine (where else?) is best known for its diversity of watersports. You can engage in many types of activities there, from swimming and boating to jet skiing and windsurfing. The lake also has good fishing and nice campgrounds. Joe Pool Lake, southwest of Dallas, is nearly as big, at roughly 7,000 acres. Joe Pool Marina and Lynn Creek Marina have hundreds of wet slips for all kinds of boats; rentals are available, too. Though the lake has great camping in Cedar Hill State Park and nice beaches, it is best known for its excellent fish stock: largemouth black bass; white, striped, and yellow bass; carp; catfish; crappie; gar; and sunfish. Reeling one in is as easy as baiting a hook.

## **WHITE ROCK LAKE** ▶

*East Dallas*

- Fishing and picnicking
- Kayak, canoe, and paddleboard rentals
- Corinthian Sailing Club—White Rock Rowing
- 9-mile running and biking trail around the lake







**LAKE RAY HUBBARD**

Dallas, Kaufman, Collin, and Rockwall Counties

- Great fishing (bass, catfish, crappie)
- Boating, including boat rentals
- Three marinas, a number of boat ramps, and several yacht clubs
- The Harbor Rockwall, featuring restaurants, shops, and entertainment



**LEWISVILLE LAKE**

Lewisville

- Boating, including boat rentals
- Five marinas
- Nice campgrounds
- Lots of beaches and picnic areas
- Party cove

More lakes around the region

**LAKE RAY ROBERTS**—Northeast of Denton

**LAKE ARLINGTON**—Arlington

**BENBROOK LAKE**—Southwest Tarrant County

**EAGLE MOUNTAIN LAKE**—Northwest Tarrant County

**LAKE LAVON**—near Wylie

**LAKE WORTH**—Fort Worth

**LAKE TAWAKONI**—near Greenville

**CEDAR CREEK RESERVOIR**—Henderson & Kaufman Counties

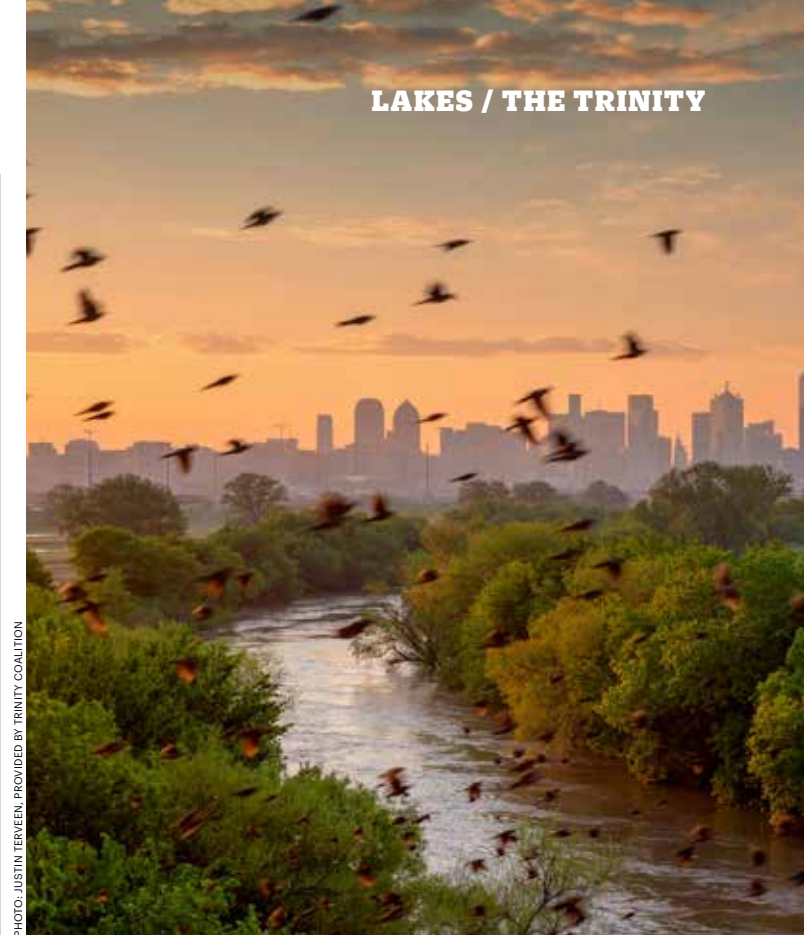


PHOTO: JUSTIN TERVEEN, PROVIDED BY TRINITY COALITION

A River Runs Through It

The Texas-sized Trinity River—the longest within a single state—winds through Dallas-Fort Worth and the Great Trinity Forest. It’s “Where Nature Happens,” offering hiking, biking, and a 130-mile paddling trail that spans nine cities.

“Nature happens here, on the river or in the forest—both of which are abundant in Dallas-Fort Worth,” says Steve Smith, who leads a group that wants people to know what bounty lies hidden in the heart of the region.

In fact, the group has trademarked the phrase “Where Nature Happens” to prove that up. It’s a well-deserved tagline, according to Smith, who says spreading the word is a mission for his team at the Trinity Coalition.

The Great Trinity Forest, a 6,000-acre wilderness that claims the status of “the largest urban hardwood forest in the U.S.,” is a gateway to the 710-mile Trinity River that wends its way through DFW.

Both offer plenty of possibilities for outdoor adventures, family memory-making, and Instagrammable moments.

Smith and his group, along with support from local municipalities, have created a contiguous 130-mile Trinity River Paddling Trail that received the National Park Service’s National Trail Designation in Fall 2020.

The paddling trail runs through nine DFW cities, including



Kayaking offers hidden views of the region’s natural wonders.

Fort Worth, Arlington, Irving, Carrollton, and Lewisville, with multiple launch sites.

The natural abundance of the Trinity Corridor offers something for most everyone, and there are many entry points and experiences of all types throughout the region.

In Dallas, you can bird-watch at the 128-acre Trinity River Audubon Center, hike and bike the 4.6-mile Trinity Skyline Trail, and experience the 75-acre Lower Chain of Wetlands.

In Fort Worth, you can take a geocaching adventure with the TRWD Trinity Trails Geocaching Adventure GeoTour and enjoy the only waterfront stage in Texas at the Panther Island Pavilion.

WHITE ROCK: MICHAEL SAMPLES; BOAT AND FISHING: SHUTTERSTOCK



# Hidden Gems

Obscure-yet-public spaces still exist in Dallas-Fort Worth, for those willing to strap on sturdy/sensible footwear and step into the unknown. Say Yes to Dallas has compiled an inaugural list of places in the Dallas Region—living, dead, and spirit-infused—that urban explorers should visit, if they really want to be considered such. Our criteria were straightforward: These places must be accessible without committing misdemeanors, e.g., the need for hypnosis of groundskeepers or the use of chloroform on distracted security guards. They must be physical destinations as much as states of mind, and they must be places that most people pass by, but are mostly bypassed because they're not places anyone has to be.



## THE GREAT TRINITY FOREST

6500 Great Trinity Forest Way\*,  
Dallas, Texas 75217

Note the asterisk at the address above. That's because this place is so wild, even Google has trouble pegging it with an accurate location. That address belongs to the Trinity River Audubon Center, one of 12 destinations and multiple trailheads within a 6,000-acre plot of land in Southern Dallas. Much of the forest is a landfill that nature (and the City of Dallas) have reclaimed. Gear up if you're planning a deep exploration. Far into the forest, in a place called Big Swamp, naturalists have reported lairs of water moccasins, snorting feral hogs, hand-size spiders, and chest-high poison ivy.



## DRAGON PARK

3520 Cedar Springs Rd, Dallas, Texas 75219

Dragons are nestled in the green space a few blocks from Dallas' exhaustively traveled Katy Trail. Facebookers have described this place as a "little oasis in the midst of a major city." Aside from the (of course) dragon, an archangel issues a clarion call, and a griffin (winged lion) stands guard at the park's entrance. Though the address is listed on Cedar Springs, it's best to enter from Hood Street.



## DALLAS HERITAGE VILLAGE

1515 S Harwood St, Dallas, Texas 75215

More than 100 years ago, before Interstate 30 sliced Dallas in half, the Cedars neighborhood was a premier destination filled with Victorian homes. Every week, mesdames and messieurs would depart their mansions and stroll past greenhouses to hear concerts at the neighborhood bandstand. Dallas Heritage Village has re-created this experience, right down to a reconstructed plantation-style (haunted?) mansion known as Millermore. Side note: Stanley Marcus of Neiman Marcus fame was born here. Second side note: Bring your wallet.



## MARIE GABRIELLE RESTAURANT AND GARDENS

2728 N Harwood St, Dallas, Texas 75201

Another example of urban green space, Marie Gabrielle hides in the shadows of foliage and can be easily missed. An English garden and reflecting pools often serve as makeshift picnic spots for patrons of Marie Gabrielle Restaurant, but many people visit or happen upon this place out of pure curiosity. Like a woodland sprite, much of Marie Gabrielle's charm lies in her seclusion and in the delight that comes in discovering her.



# THRIVE.

LIVE YOUR BEST LIFE IN DALLAS- FORT WORTH.



Dallas' **Deep Ellum** downtown district is known for its vibrant street murals, live music venues, galleries, and eclectic mix of restaurants and bars. Its water tower art adds to the area's artistic landscape, serving as a symbol of the community's inclusive and creative spirit.





Charmaine Tang, foreground left in flowered dress, at one of the gatherings of the Bad@ss Women networking group. Its nearly 80 women connect casually over drinks.

## Bad@ss Women: Creating Connections in DFW

**Charmaine Tang, President of ORCA AG, moved from NYC to Dallas in 2010 and “found her tribe.” Now she’s helping other women find theirs.**

**When you moved here, how did you find your community?**

**Tang:** I met my husband George, a native Dallasite and Brentfield/Parkhill/J.J. Pearce grad, at New York University.

He grew up in Far North Dallas, but we selected Preston Hollow as our home. We knew moving from NYC was probably going to be a culture shock, so we felt being closer to downtown Dallas would give us a city feel while enjoying family-friendly Preston Hollow.

Lamplighter was where my entire family found our tribe. It’s a magical school on 13 acres in the heart of Dallas. Farm animals,

chickens, zip line, creek, barn, and experiential learning, ahead of its time. Our kids and we made lifelong friends with whom we’re still close.

**How did the idea come about for Bad@ss Women?**

Christine Leong Connors, president and partner of EPIQ, and I were former J.P. Morgan colleagues. As luck would have it, her new Dallas office

head Henry Woodruff was my new next-door neighbor from San Francisco. Christine and I reconnected on Zoom and were thrilled to partner on our Bad@ss Women’s group, given our passion for getting interesting women together who could network casually over drinks. The group was originally 20 women and has since grown to closer to 80 women in less than 1 year!



# The Good Life

DFW IS PRIMED FOR CONNECTING,  
THRIVING, AND LIVING WELL

**When it comes to living life to the fullest, Dallas-Fort Worth rises as an ideal landing spot to put down roots. For starters, it's easier to connect to community.**

Case in point? Networking platform LinkedIn recently ranked metros nationwide for how quickly newcomers cultivate connections upon relocating. Not only did DFW land on the Top 10 for its welcoming spirit, but recently rooted residents made mutually beneficial contacts at a rate nearly 8 times the average velocity. Mostly in the first two months.

The reasons for such accelerated relationship building across DFW span from the prominence of growth industries ripe with meetups to the culture of Southern hospitality permeating social scenes. Neighborhood mixers, dog parks, interest groups, and volunteer work on common causes offer no shortage of avenues to uncover shared interests fast. Before long, digital contacts transform into lifelong friends meeting up for Trinity River strolls, museum-hopping adventures, or family playdates between aspiring sports stars.

Yet thriving encompasses more than bonding through common interests—it includes bettering every facet of health, mind, passion, and purpose too. First-class healthcare centers drive wellness advances ensuring community longevity, while academic options unleash every student's potential through both proven establishments and innovative curricula cultivating creativity.

Most of all, thriving here means embracing the vibrant, diverse cultural spirit that defines the DFW way of life. It means not having to sacrifice integral pieces of identity by compartmentalizing—rather celebrating all the dimensions of your life.

DFW's welcoming environment owes part to the diverse tapestry of faiths, backgrounds, and cultures converging as one community fabric. As Fort Worth's signature slogan goes, "Y'all means all." With open arms embracing arrivals from all walks, the invitation clears for new neighbors to fully belong right from the start.

Start your discovery in the pages ahead. On page 140, Esri's Market Tapestry offers insights into neighborhood attributes—from dominant demographics like age or background to common interests and spending habits defining day-to-day rhythms. By pairing data-driven visibility with on-the-ground exploration, your quest could culminate in communities where life feels full from the very first day.



*“Volunteerism and community service are other excellent ways to connect and meet people in Dallas-Fort Worth.”*

**Charmaine Tang**  
President of ORCA AG



# Find Your Community

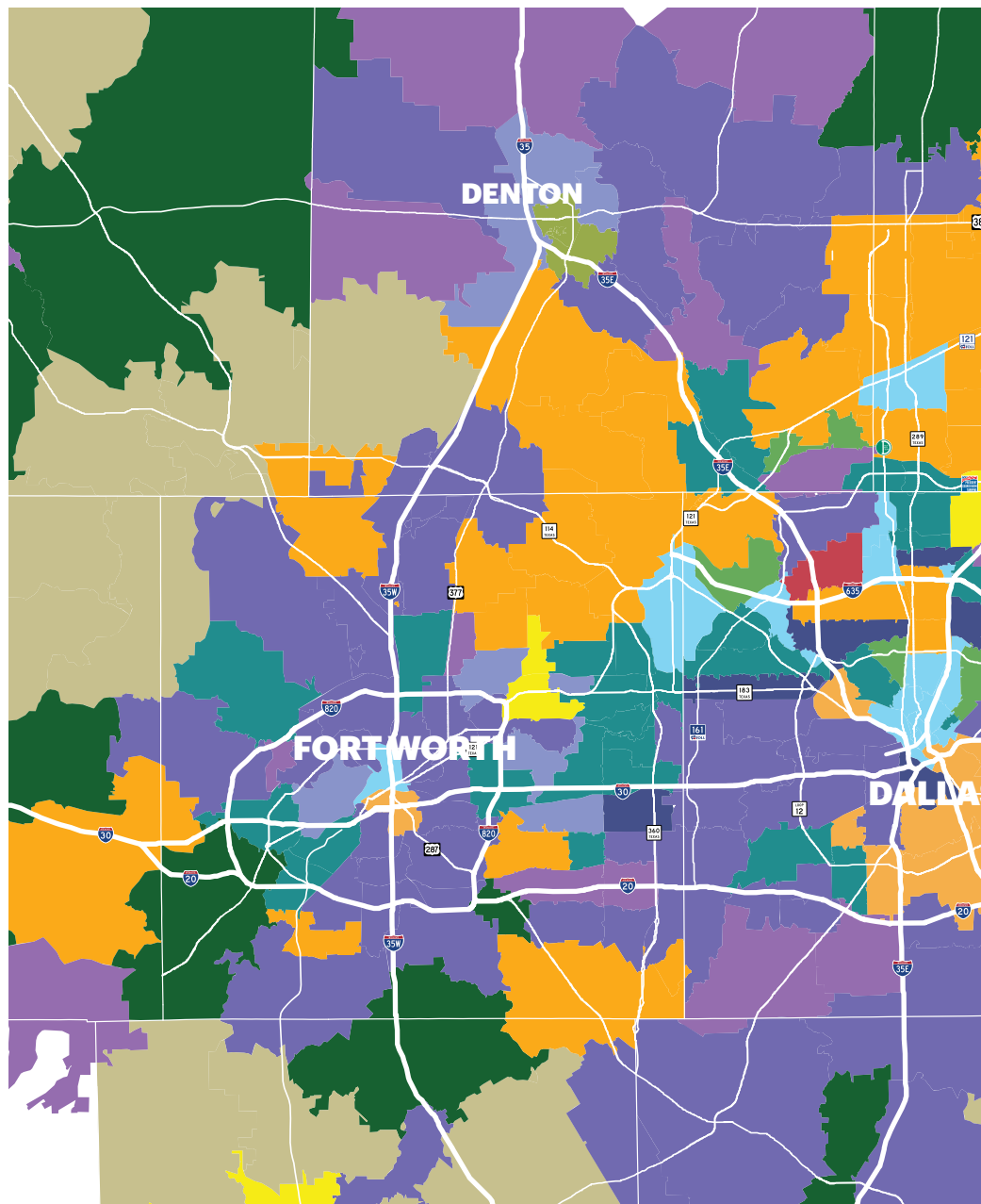
Dallas-Fort Worth ‘market tapestry’ insights can help weave a great culture and lifestyle fit.

The market tapestry is a fascinating snapshot of lifestyle choices. The main purpose of this type of demography- and geography-based data is targeted marketing efforts, but the high-level picture of types of neighborhoods and the people who live in them based on the activities and expenses of those people is a compelling story all on its own. Some segments develop as a result of age, some show up as a result of money, and still others result from ethnic influence.

For people looking to make a move to Dallas-Fort Worth, the quest for the perfect neighborhood is more than just about finding a new house; it’s about discovering a community where they can thrive. This is where Esri’s Market Tapestry Segmentation is a tool offering insights to guide newcomers through the diverse landscape of DFW neighborhoods.

Esri’s tapestry provides descriptions that help newcomers understand the lifestyle, demographic, and economic characteristics of different areas within DFW. The analysis helps identify areas that align with their specific preferences and needs, ensuring a choice that feels like home.

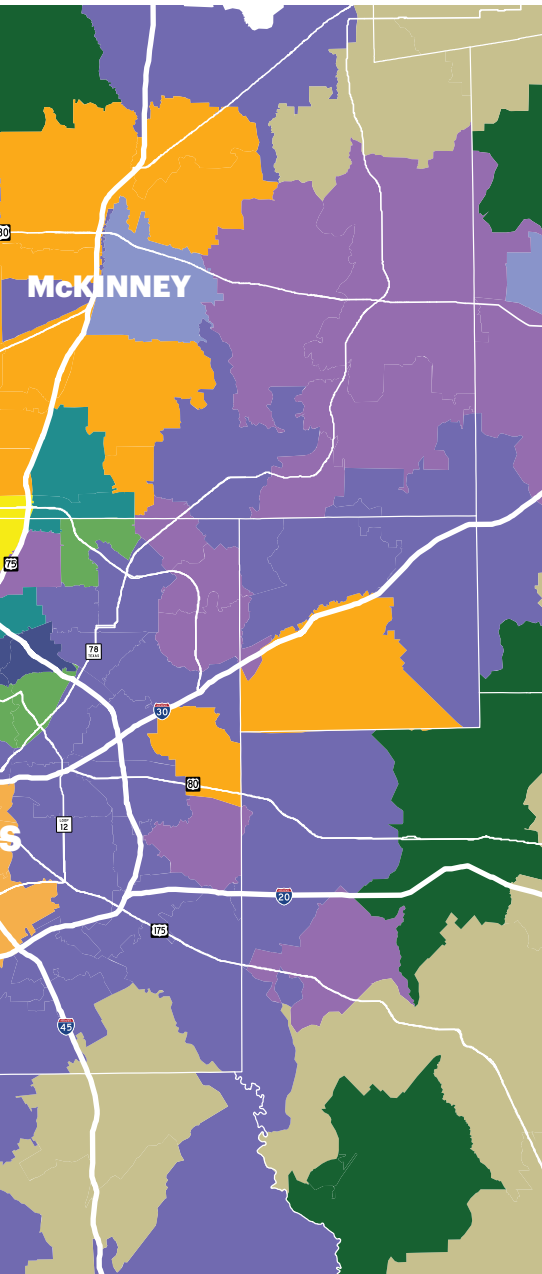
The tapestry’s insights delve into the unique aspects of communities—whether it’s family-oriented, dominated by young professionals, or rich in cultural diversity. The understanding can help newcomers pinpoint communities that resonate with their personal and family dynamics, for a sense of belonging right from the start.



**HOW IT WORKS:** Esri’s Tapestry Segmentation, shown on the map above, combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments. To create this map, U.S. census tracts are divided into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods.



## MARKET TAPESTRY



SOURCE: ESRI Business Analyst

These segments are then grouped into the 14 Tapestry Segmentation LifeMode Summary Groups, which are characterized by lifestyle and life stage and share an experience such as being born in the same time period or a trait such as affluence.

	Median Household Income	Median Net Worth	Households	Percentage of DFW Households
<b>AFFLUENT ESTATES</b> Established wealth—educated, well-travelled married couples	\$144,800	\$773,400	509,117	17.4%
<b>UPSCALE AVENUES</b> Prosperous married couples living in older suburban enclaves.	\$115,600	\$382,200	93,614	3.2%
<b>UPTOWN INDIVIDUALS</b> Young, successful singles in the city.	\$102,600	\$77,500	166,311	5.7%
<b>FAMILY LANDSCAPES</b> Successful young families in their first homes.	\$90,900	\$255,400	344,101	11.8%
<b>GEN X URBAN</b> Gen X in middle age; families with fewer kids and a mortgage.	\$76,400	\$221,800	165,531	5.7%
<b>COZY COUNTRY LIVING</b> Empty nesters in bucolic settings.	\$73,600	\$234,600	118,456	4.1%
<b>SPROUTING EXPLORERS</b> Young homeowners with families.	\$72,000	\$131,100	633,326	21.7%
<b>MIDDLE GROUND</b> Lifestyles of thirtysomethings.	\$61,900	\$71,700	178,860	6.1%
<b>SENIOR STYLES</b> Senior lifestyles reveal the effects of saving for retirement.	\$58,000	\$166,400	52,182	1.8%
<b>RUSTIC OUTPOSTS</b> Country life with older families in older homes.	\$53,800	\$130,700	114,786	3.9%
<b>MIDTOWN SINGLES</b> Millennials on the move—single, urban.	\$47,200	\$14,600	303,767	10.4%
<b>HOMETOWN</b> Growing up and staying close to home; single householders.	\$42,600	\$46,400	90,005	3.1%
<b>NEXT WAVE</b> Urban dwellers; young, hardworking families.	\$50,300	\$14,600	131,377	4.5%
<b>SCHOLARS AND PATRIOTS</b> Highly mobile college and military populations.	\$39,700	\$11,900	21,999	0.8%



# “Dallas is the biggest small town I know.”

**DAVID BURROWS**  
FOUNDER AND MANAGING DIRECTOR OF  
ARKEARTH

A DFW native, Burrows boomeranged back after his college days at Baylor. His first job was with Mark Cuban’s Broadcast.com, and he also worked at Yahoo before launching several Dallas-area startups. But when the pandemic hit, he and his wife, Margaret, decided to get buzzed—in the best sense.

“We wanted to do something meaningful,” he says. He’d been helping a friend bring a nonprofit that was researching bees and hive collabs from the Netherlands to Texas. “So I said, ‘What if we did our own foundation? We can create something to help save honeybees, but also butterflies and bats.’ All the pollinators.” That led to the launch of ArkEarth, a nonprofit with a mission to save bees and pollinators while helping to increase crop output in food deserts as much as 30%.

ArkEarth’s first project was with Restorative Farms, a nonprofit working with DART to create community gardens and urban farms in South Dallas. ArkEarth put beehives in the one-acre Hatcher Station Farm. Then it branched out to bumblebees for Profound Farms near McKinney. It did a project at the Trinity River Audubon Center, and gave honeybees a home atop the Fairmont Hotel in downtown Dallas.

For other pollination accelerators, ArkEarth offers butterfly enclosures and bathhouses from the “Shark Tank” startup BatBnB. “Bats pollinate at night, so they’re the night crew of the pollination group,” Burrows says.

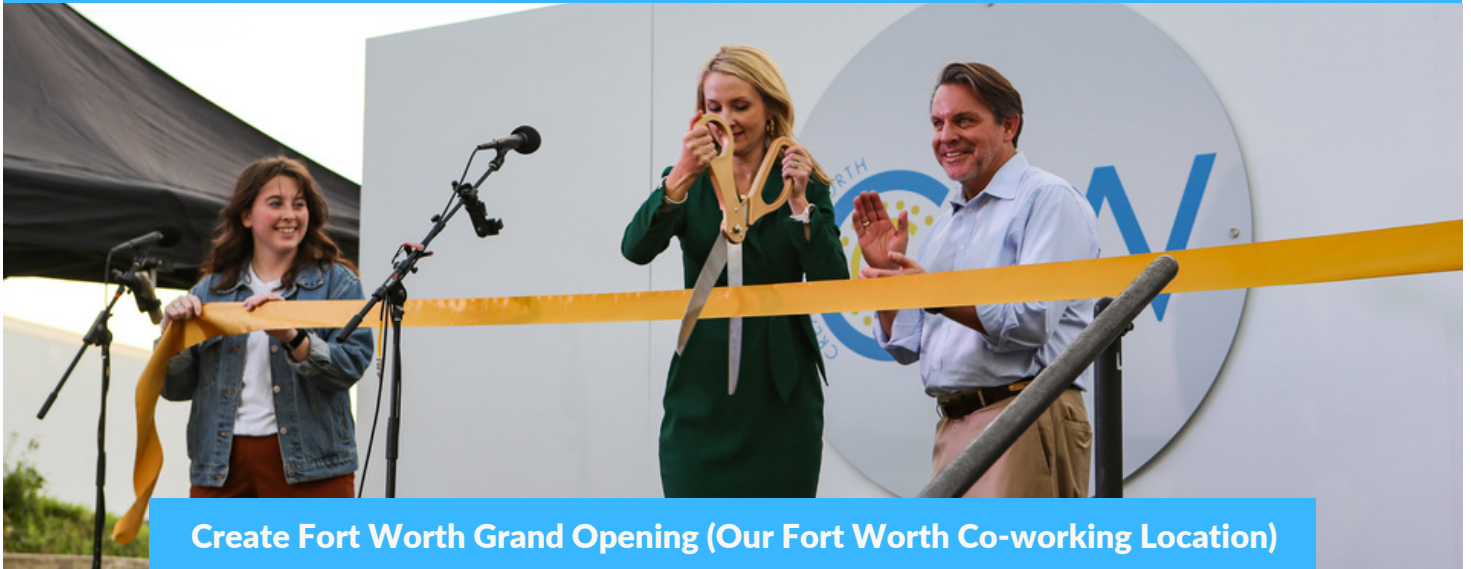
You can check out ArkEarth’s products—or make a donation—at its e-commerce site, [arkearth.org](http://arkearth.org).







# EMPOWERING ENTREPRENEURS IN NORTH TEXAS



Create Fort Worth Grand Opening (Our Fort Worth Co-working Location)

The DEC Network is a 501c3 nonprofit organization driving innovation, parity, and economic impact by helping entrepreneurs start, build, and grow their businesses. We provide expert education, thought-provoking events, access to knowledgeable mentors, and a vibrant community of like-minded entrepreneurs, with a particular focus on women and entrepreneurs of color.



Dallas Startup Week 2023



Your Level Up 2023 Winners & Judges



Redbird Innovation Center

## EVENTS

We host diverse events, featuring major speakers, fostering entrepreneurship, education and community engagement.

## PROGRAMS

With bootcamps, accelerators, mentorship, and workshops, we provide numerous opportunities to help entrepreneurs scale and develop their businesses.

## COWORKING

We offer dynamic co-working spaces, fostering collaboration and innovation, with state-of-the-art facilities and a vibrant entrepreneurial community.

✉ [info@thedec.co](mailto:info@thedec.co)

🌐 [www.thedec.co](http://www.thedec.co)

☎ 469.480.4466



# Cultures, Faiths, Communities

The pulse of DFW—strength in our diversity.

Demographics in the Dallas region are changing as the population diversifies. Just over 18 percent of residents are foreign-born, with Hispanics accounting for the largest minority group in both the region and the state. The region's low cost of living means we enjoy a higher standard of living on a lower median household income than most other large metro areas.

## Faith and religion

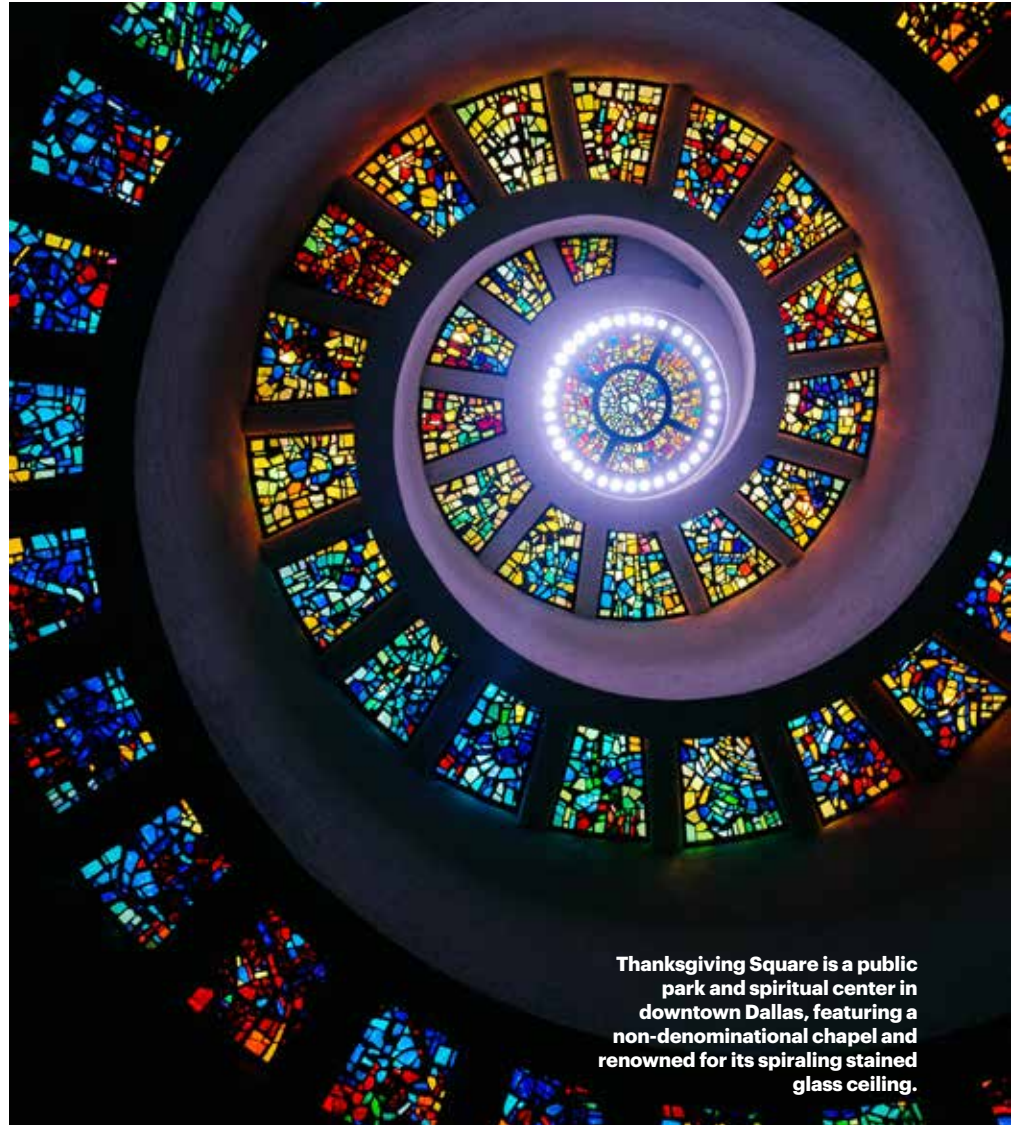
Dallas-Fort Worth is a marvelous mix of people of all faiths, Christian and non-Christian alike. Members of every Protestant group will find church homes here, as well as Catholics, Mormons, Seventh-Day Adventists, and Unitarian Universalists. Non-Christian faiths represented here include Judaism, Islam, Buddhism, and Hinduism, as well as smaller groups such as Bahá'í Faith, Jain, Sikh, Tao, and Zoroastrian. Dallas-Fort Worth hosts numerous religious festivals and events annually, celebrating the rich tapestry of faiths, from Diwali and Eid to Hanukkah and Christmas.

## International studies

Folks from Argentina to Zimbabwe call the region home. With a vibrant and growing immigrant population, the region provides all kinds of opportunities for people of many nations and ethnic groups to come together and share their cultures, talents, and perspectives on the world.

## A racially diverse region

The racial makeup of the region is more



Thanksgiving Square is a public park and spiritual center in downtown Dallas, featuring a non-denominational chapel and renowned for its spiraling stained glass ceiling.

PHOTO: UNSPLASH/ADAM GONZALES

diverse than you may think. Though the majority of our residents are Caucasian or Hispanic, our racial representation spans the world, encompassing ethnicities from every corner of the globe. Pockets of people from various countries pepper the metro area, giving the region a rich, international texture.

## LGBTQ community

The LGBTQ community thrives in Dallas-Fort Worth, with a widespread sentiment of welcome throughout

the cities and business communities. Many company headquarters based in the region, such as American Airlines, Southwest Airlines, Texas Instruments, Sabre Corporation, GameStop, and Dallas Mavericks, are leading the fight for diversity and gay rights in the state—and those are just a few of the business supporters. The region also hosts several Pride events and has numerous resources for the LGBTQ community, including community centers and support groups.





The Edith and Peter O'Donnell Jr. Athenaeum, a 12-acre new cultural district at the edge of UT Dallas, will be a second home of the Crow Museum of Asian Art.

RENDERING: UT DALLAS

**Cathedral Shrine of the Virgin of Guadalupe in the Arts District of downtown Dallas has the largest Latino parish congregation in the nation.**



PHOTO: DCVB



Oak Lawn Place, opening in 2024 in Dallas, will provide "high-quality affordable rental living" for residents 55 and older in the LGBTQ community.

RENDERING: PERKINS & WILL



Chua Dao Quang Temple in Garland is among two dozen Buddhist temples in DFW.

PHOTO: MICHAEL SAMPLES

LGBTQ

**KEY NEIGHBORHOODS**

**Oak Lawn**—This neighborhood hosts a high concentration of LGBTQ residents, shops, restaurants, and nightclubs. Popular joints include Round-Up Saloon, Jr's Bar & Grill, Sue Ellen's, Station 4 (S4), and The Rose Room.

**Oak Cliff**—Home to the Bishop Arts District, Trinity Groves, Kessler Park, and many historic designated neighborhoods. Favorite restaurants include Hattie's, Spiral Diner (vegan), and Hunky's Old Fashioned Hamburgers.

**LOCAL RESOURCES**

**Black Tie Dinner**—Largest fund-raising dinner for the gay, lesbian, bisexual, and transgender community in the nation.

**Cathedral of Hope**—Dallas hosts the "world's largest gay church," Cathedral of Hope, with more than 4,000 members.

**North Texas LGBT Chamber of Commerce**—Striving for inclusion through the LGBT WE zone for 8+ years

**The Dallas Voice**—Keep in touch with the Dallas LGBTQ community through the weekly magazine.

**Out of the Closet Thrift Store**—Offers free HIV testing and other medical support. The proceeds of shopping and donating go to support the AIDS Healthcare Foundation.

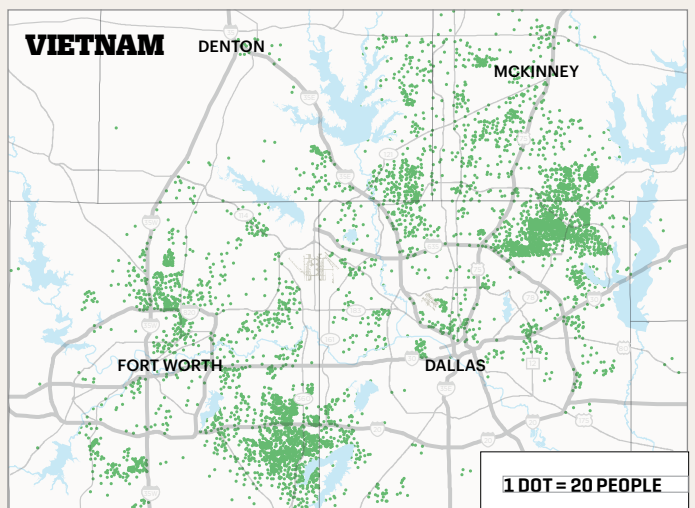
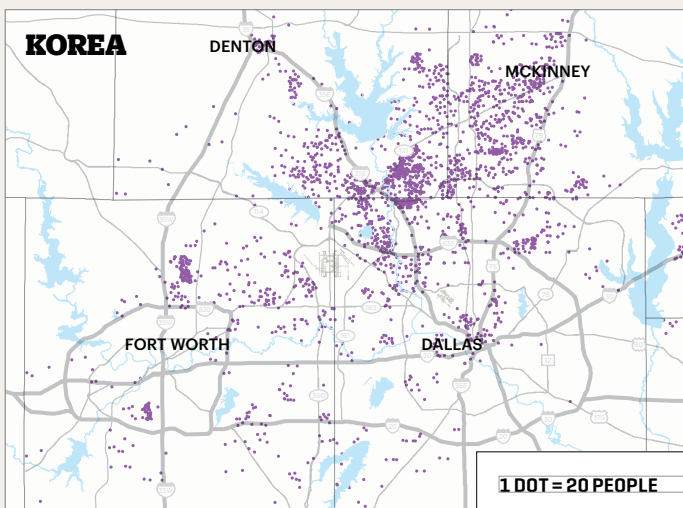
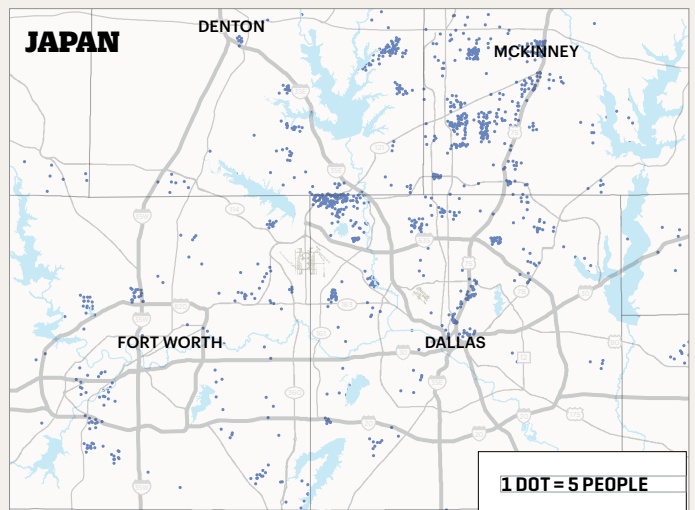
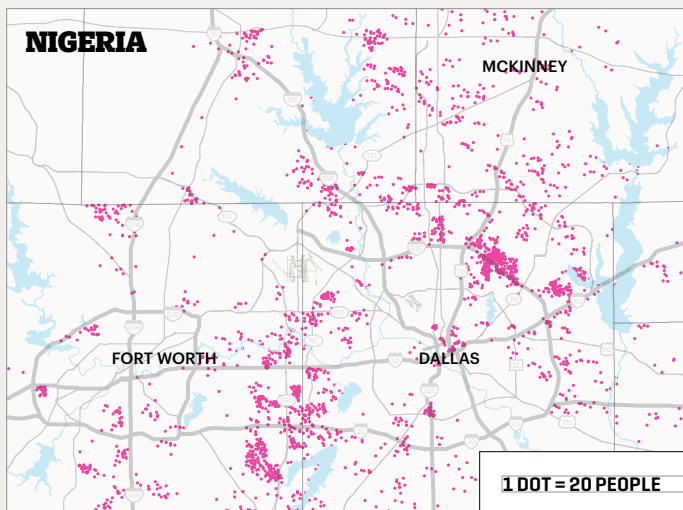
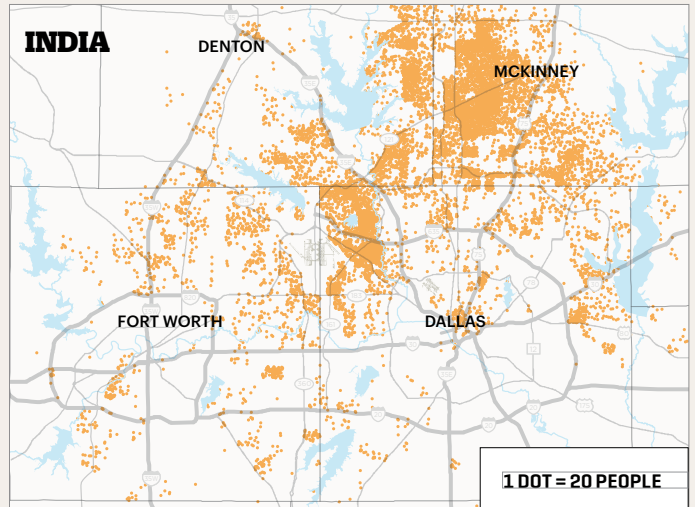
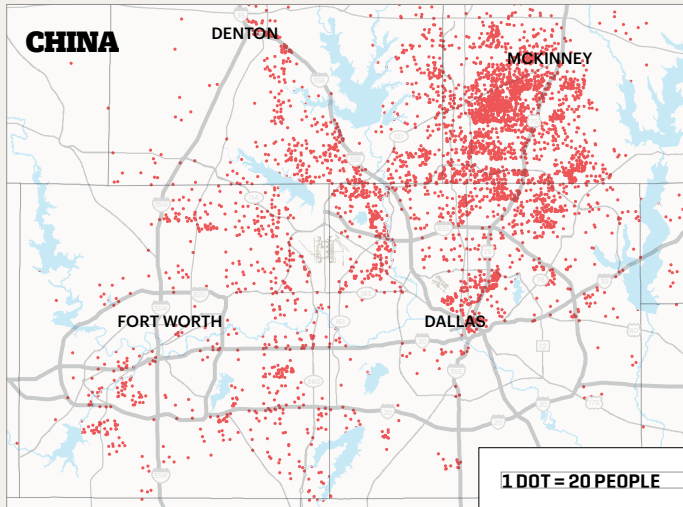
**Resource Center**—The Dallas-based center provides culturally sensitive, LGBTQ-friendly services including low-cost mental health counseling, vaccinations, lab work, transgender health, and HIV services.



# Dallas-Fort Worth: A Global Melting Pot

Home to a diverse immigrant community from Argentina to Zimbabwe, the region thrives as a cultural crossroads.

With a vibrant and growing immigrant population, the region provides all kinds of opportunities for people of many nations and ethnic groups to come together and share their cultures, talents, and perspectives on the world. The maps below are a sampling of clusters of various foreign-born populations in the region.



SOURCE: U.S. Census American Community Survey 2012 five-year estimates. Population groups are mapped by census tract. Individual dots are randomly located within a particular tract.





Ana "Cache" Torres, left, and Sara Douth are a dynamic duo.

# Connecting People, Sharing Stories

**ANA "CACHE" TORRES** IS A FILMMAKER; **SARA DOUTH** WORKS FOR CITI AND STARTED A CONNECTING COMPANY, MYNGLY.

**Ambitious creators often wonder—can I truly chase my dreams in Dallas? Just ask filmmaker Ana "Cache" Torres and tech founder Sara Douth.**

Douth moved to Dallas from small-town East Texas, while Torres immigrated here from Mexico. Despite their vastly different upbringings, they've leveraged their tenacity and connections to cultivate thriving ventures and careers in Dallas. One key thing they share: a passion for community and making a positive impact. Their secret weapon? Each other.

When COVID "halted traditional networking, impacting the connections crucial to my career," Douth felt existing social apps were too virtual. She founded Myngly to

blend virtual meetings with real-life interactions, showing users where potential matches are using geo-tagging.

And Torres sought big-screen ambitions. She founded Cache Films to showcase diverse perspectives through authentic storytelling. Though entering the industry wasn't easy, she leveraged her resilience to raise funding for passion projects celebrating Latin American voices.

As collaborators, the couple complement each other. "We play to our strengths," explains Douth, who handles the business side as an executive producer on Torres' films. Meanwhile, Ana provides creative direction for projects like Myngly's commercials.

Dallas provided fertile ground for

their ventures. Douth credits local mentors with ushering her into client-facing finance roles, leading to her success in private banking.

Though their careers are worlds apart, they found friends and success in Dallas by doing what they love. "I absolutely love Dallas," said Torres. "There's so much opportunity here if you just connect with the right people."

Douth found success through dedication: "Authenticity, hard work, and helping others matter more."

That ethos of community and service fuels both Myngly and Cache Films. Though tech and art are their trades, connecting people and sharing stories are at their core. "I want to leave something for posterity, telling stories that matter," Torres said.



# In Good Hands

You'll find top-notch healthcare in Dallas-Fort Worth.

Dallas-Fort Worth is home to exemplary medical facilities operating with the newest technology and top professionals. Our state-of-the-art healthcare ecosystem is supported by aggressive research and educational programs, two medical schools, and a dental school. Residents find it easy to maintain a healthy lifestyle with world-renowned physicians and top-notch hospitals providing the highest-quality health care. Wherever you live, there's a medical expert nearby able to treat conditions of all sorts, ranging from serious to minor concerns. But don't take our word for it: In 2023, 56 Dallas-Fort Worth general hospitals were listed as either nationally ranked or high performing by U.S. News & World Report. Three children's hospitals made the list.

In Dallas, UT Southwestern Medical Center, a leader in medical research, and Baylor University Medical Center, renowned for heart and cancer care, are just two examples of the region's medical excellence. In Fort Worth, Cook Children's Health Care System is an award-winning nonprofit leader in healthcare. And the city of Frisco, a rising star in sports health, boasts the Baylor Scott & White Sports Therapy & Research at The Star. The facility, in collaboration with the Dallas Cowboys, provides advanced sports medicine and rehabilitation services.

The healthcare landscape in the region is complemented by a holistic approach to health, with facilities like the Fort Worth Moncrief Cancer Institute integrating traditional healthcare with wellness practices, embodying the concept of whole self-health.

For people seeking diverse options, DFW has a plethora of whole-person experiences, innovative wellness practices, and high-tech fitness studios, too. You'll find cutting-edge spa and aesthetic treatments, meditation, immersive yoga, luxury spas, fitness-wellness fusion, every flavor of health club, ozone therapy, sound bathing, nutrient IV treatments, and creative mindfulness.



PHOTO COURTESY OF UTSW; RIGHT: PHOTO AND RENDERING COURTESY OF THE HEALTHCARE SYSTEMS; BRAIN: ISTOCKPHOTO

The **UT Southwestern Medical Center "DocStars"** program symbolizes the region's dedication to pioneering medical advancements and the promise of a healthier future for the community. Each year innovative early-career medical researchers are selected for their work advancing groundbreaking treatments and cures.

## AVERAGE HEALTHCARE PRICES



**\$143**

AVERAGE DOCTOR'S VISIT



**\$145**

AVERAGE OPTOMETRIST VISIT



**\$131**

AVERAGE DENTIST VISIT





**The Center for BrainHealth at UT Dallas**, with its new state-of-the-art Sammons BrainHealth Imaging Center, is pioneering advanced research to enhance brain potential—and intervention for issues.



Karen Meadows, leading **UNT Health Science Center's Regional Simulation Center** in Fort Worth, has created an innovative training hub with features like realistic clinic exam rooms, immersive virtual reality with 360-degree cameras, and diverse learning spaces revolutionizing healthcare education.

## HEALTHCARE

BEST OF THE BEST

### U.S News Best Hospitals 2023



#### UT SOUTHWESTERN MEDICAL CENTER

DALLAS

- Nationally ranked in 11 specialties
- High performing in 1 specialty and 19 procedures/conditions
- Ranked the No. 1 (tied) hospital in Texas

#### BAYLOR UNIVERSITY MEDICAL CENTER

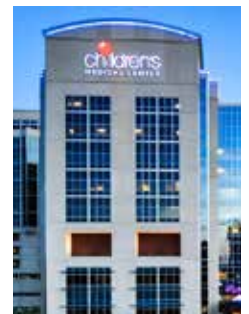
DALLAS

- Nationally ranked in 3 specialties
- High performing in 3 specialties
- High performing in 13 procedures/conditions
- Ranked the No. 5 hospital in Texas

#### BAYLOR SCOTT & WHITE ALL SAINTS MEDICAL CENTER

FORT WORTH

- Nationally ranked in 2 specialties
- High performing in 2 specialties and 8 procedures/conditions
- Ranked the No. 8 hospital in Texas



#### CHILDREN'S MEDICAL CENTER DALLAS

DALLAS

- Nationally ranked in 10 specialties
- Ranked the No. 2 children's hospital in Texas



Baylor Scott & White Sports Therapy & Research at The Star in Frisco offers a wide range of outpatient services, including treatment for both serious athletes and "weekend warriors."



# A Landscape of Options: Dallas-Fort Worth Education

## Getting Schooled on Education in Dallas-Fort Worth

A concern for families with school-aged children is often, what are the educational options? Finding a school for your child goes beyond choosing between public or private. Dallas-Fort Worth is served by traditional and nontraditional educational institutions, including charter schools, P-TECHs, “Early College High School,” virtual options, magnet schools, and a strong homeschooling network. Here’s a closer look to understand how things work.

The first thing to know is that statewide, public schools are organized by geographic region but not in the way you might expect. For example, while Dallas city council addresses issues affecting the residents who live and pay taxes to Dallas city government, Independent School Districts (ISDs) may cover multiple jurisdictions.

Richardson ISD is a perfect example—it serves parts of Richardson, Dallas, and Garland; approximately 240 thousand people live in RISD boundaries.

### Public school districts

The region’s school districts are a reflection of each area’s character. The two biggest are Dallas ISD and Fort Worth ISD.

Dallas ISD employs nearly 23,000 individuals, who serve a diverse population of roughly 140,000 students.

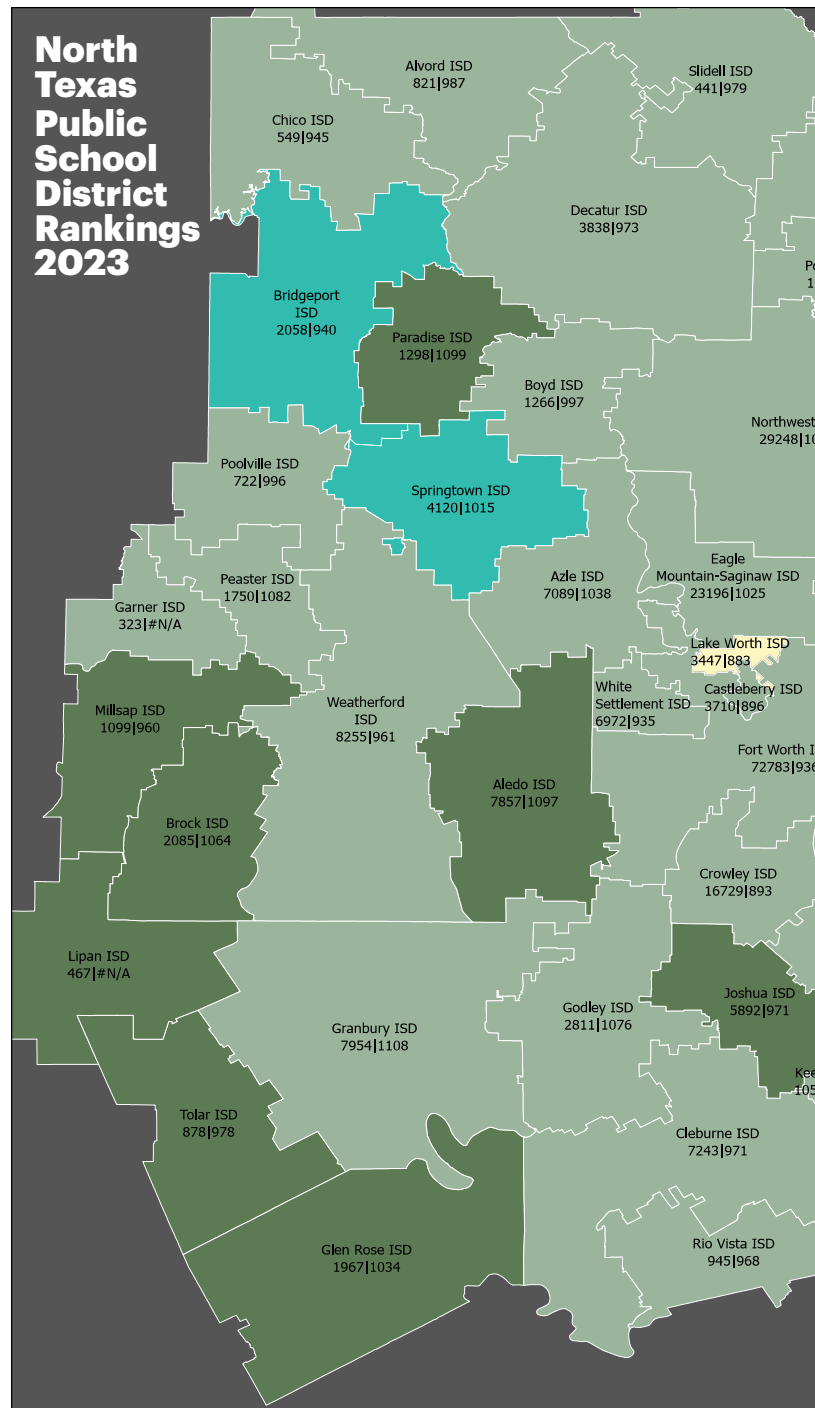
The district is comprised of 240 schools and has expanded pre-K classes; 150 two-way dual language programs; 25 P-TECHs and collegiate academies; as well as 30 magnet schools and academies, including several that have been nationally recognized.

Students attending DISD schools come from Addison, Balch Springs, Carrollton, Cockrell Hill, Dallas, Farmers Branch, Garland, Highland Park, Hutchins, Mesquite, Seagoville, University Park, and Wilmer.

How it makes the grade:

- National recognition: DISD schools are among the top 10% of Texas High schools in a 2023 ranking by U.S. News & World Report;
- Post-secondary preparation: according to a March

(Continued on p. 152)





**Garland High School** was picked as one of 30 U.S. schools for a college-readiness pilot—CREST—which is backed by the Gates Foundation.



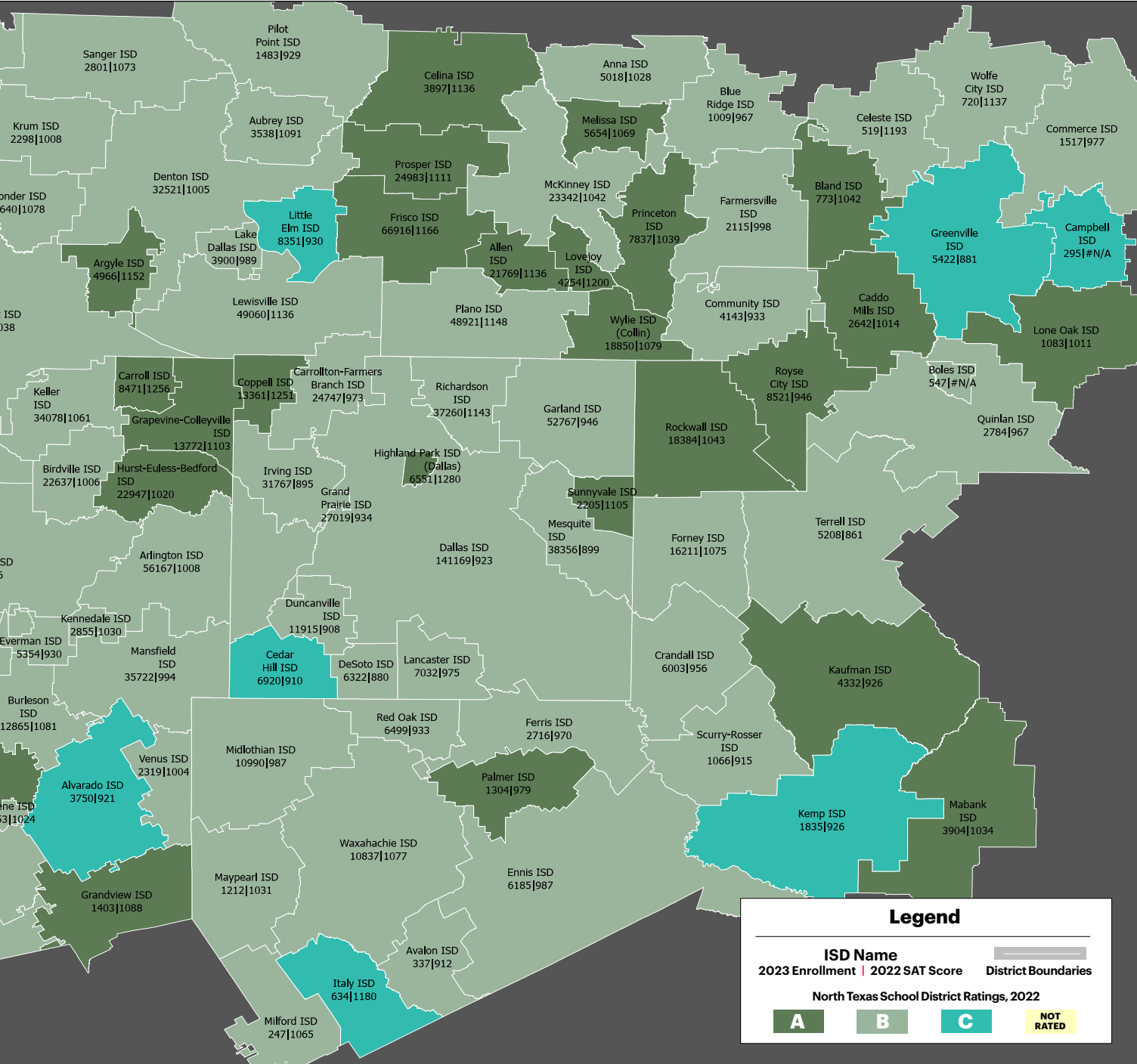
**Garland High School** step team in performance.



**Dallas ISD** teamed up with local startup **STEMuli** for learning in the metaverse.



**Cypress Waters** school with flexible learning space.





## PRO TIPS

## Tips for choosing a district

In Texas, public school districts operate independently and are governed by elected school boards that implement state guidelines through instructional programs and curriculum. This setup allows some flexibility in the types of programs being offered and their stance on statewide issues, like book bans.

Each district's board of trustees hires a superintendent to be CEO; sets a district philosophy (which might be called its vision, beliefs, or mission,) and local policies; selects a curriculum within the state guidelines; and sets the budget, district boundaries, and part of the tax rate.

In addition to school size, proximity, and philosophy here are some considerations for finding the right school district for you.

- English as a second language
- Courses that will help your child improve his or her reading, writing, grammar, listening, and speaking skills;
- Dual-language capability



(Continued from p. 150)

blog post from Commit Partnership—an educational partnership unique to Dallas County—45% of Dallas County residents, age 25 to 34, graduated in 2022 with an associate, bachelor, or graduate degree. That's up from 34% in 2012.

The second largest regional school district is Fort Worth ISD. It dominates Tarrant County, with approximately 75,000 students. It serves most of the city of Fort Worth, as well as Benbrook, Westover Hills, and Westworth Village. Students from parts of Forest Hill, Haltom City, and Kennedale also attend FWISD schools.

The district is home to the Leadership Academy Network. Comprised of six schools, the system was created to improve and maintain academic performance. The network was made possible by a partnership with the Texas Wesleyan School of Education and authorized by Texas Senate Bill 1882.

How it makes the grade:

- In the most recent accountability evaluation, FWISD notched a 14-point gain, earning a B;
- Community and Strategic Partnerships (CSP)—a partnership program that supports student achievement by teaming up with local businesses, community organizations, and faith-based groups.

The 2024 NICHE list of best Dallas-Fort Worth school districts is here: <https://www.niche.com/k12/search/best-school-districts/m/dallas-fort-worth-metro-area/>

All area ISDs, along with population size and average SAT score, can be seen on the map on pages 150-151.

## Specialized programs

### P-TECH

Pathways in Technology Early College

High schools, known as P-TECH, serve nearly 6,500 students across Texas. Business and industry partners provide career mentoring, host site visits, offer paid internships to enrolled students, and serve on advisory councils to improve alignment of programming with workforce needs.

Students who graduate from the P-TECH program enter the workforce with in-demand skillsets, making them top candidates in their chosen industry. Below are program differentiators, and examples of industries students can choose from.

- Open enrollment—acceptance is not application-based or determined by a lottery;
- Curriculum is balanced with an internship, apprenticeship, or other job training program;

Students can choose to complete a P-TECH program in:

- Financial services;
- Criminal justice;
- Network administration and support;
- EMT skills;
- Business operations;
- Software programming;
- Accounting;
- Education and training;
- Construction;
- Supply chain—specifically transportation, distribution, and logistics.

### ECCHS

Early College High School programs, or ECCHS, allow students the opportunity to earn up to 60 hours of college credit, along with their high school diploma.

- Curriculum includes: all classes required for high school graduation, plus dual-credit electives and classes emphasizing study skills and technology;
- Students must maintain a GPA of 2.0 or above;
- Up to 125 students can be accepted into ECCHS each year.

For an interactive map of statewide P-TECH and ECCHS locations visit [www.texasccrsm.org/school-locator](http://www.texasccrsm.org/school-locator)

### Career institutes

Career institute programs also provide access to training and exposure to career opportunities that are not available at student's home campus. Through a series of courses, projects, and experiences, including completion of an internship, students graduate high school with the background they need to enter a high-demand career immediately.



### Special education

Parents will find programs tailored to help your child with reading, writing, focusing, or other learning differences. For the 2024 list of top special education schools in the region, go to: <https://www.niche.com/k12/search/schools-with-special-ed-program/m/dallas-fort-worth-metro-area/>

### AP classes, and 'talented & gifted'

Advanced placement classes, as well as talented and gifted programs, are available throughout the region. You're advised to contact your school district for specific information.

### Paths to success

There are multiple ways parents and children can chart an educational course in Dallas-Fort Worth (see more options on page 156). For those who choose a public education—including charter, or magnet—there are also several pathways to choose from. Think of these as the directions you follow on GPS navigation. If you're driving to Plano from Knox-Henderson, you don't want to be going south on I-75, right?

In 2013, the state legislature aligned high school graduation plans with general career pathways, known as endorsements, through the creation of the Foundation High School Program. The legislation mandated that students attending public schools (including magnet and charter schools) choose one of five career-related pathways by the end of eighth grade. Once chosen, the student must complete the curriculum requirements in that pathway to earn an endorsement and graduate. (Yes, it is also possible to graduate without an endorsement, but you need written approval.) The five pathways or endorsements are:

- STEM (Science, Technology, Engineering, and Mathematics);
- Business and Industry;
- Public Service;
- Arts and Humanities; or
- Multidisciplinary Studies.

In addition to curriculum requirements for the endorsement, there are also core classes that students must complete in areas that include: mathematics, science, and fine arts.

For more information, visit: <https://tea.texas.gov/academics/graduation-information/foundation-high-school-program/hb5endorsementfaq.pdf>



## Need to Know

### Essential education and child care resources for parents

#### To search for a licensed child care center or home:

- [childcaregroup.org](http://childcaregroup.org) (Child Care Group)
- [dfwchild.com](http://dfwchild.com) (DFW Child)
- [dfps.state.tx.us](http://dfps.state.tx.us) (Department of Family and Protective Services)

For questions about testing into AP-level classes as well as gifted and talented placement; eligibility to join school sports teams; top-rated schools and what school district you're zoned for; transportation options, charter and homeschooling options, go to:

**TEA.texas.gov**

For information on the Texas Virtual Schools Network, go to: **[www.txvs.org](http://www.txvs.org)**

For information on private schools in your area, go to: **[tepsac.org](http://tepsac.org)**

#### Texas Schools 411

- ISDs across Texas have the option of requiring students to carry clear backpacks in public schools—contact your local ISD for guidance;
- Uniform/dress code may differ between ISDs;
- Like other jurisdictions, to enroll your child in any Texas school, you must have:
  - Birth certificate or other proof of identity;
  - Immunization records;
  - Any records from a previous school, and
  - Proof of residency in the district.

- Kindergarten and pre-K is encouraged but not required in Texas—roughly 250,000 children are enrolled in pre-K programs;

- Public schools typically begin the last week in August and include 180 days of instruction per year, with each district setting its own holiday calendars, winter, and spring breaks; Testing usually takes place in the spring for public schools.

- Private schools typically start earlier in August, with testing taking place in January or February;

- State of Texas learning standards are called the Texas Essential Knowledge and Skills (TEKS);

- Graduating seniors are required to complete a FAFSA (Free Application for Federal Student Aid) form, even if it is only to check the box opting out of assistance.

#### Special education/accessibility needs

For parents of children who have disabilities or need certain accommodations, one great resource is [DFWchild.com](http://DFWchild.com). There you can find a section devoted to the evaluation process in Texas, tips from experts, how to prepare your child for starting school, and more.

The Texas Education Agency also has information on support research and resources to help you and your child navigate the system. Go to [tea.texas.gov](http://tea.texas.gov) and search "special education."



Dallas ISD's School for  
the Talented and Gifted:  
Yvonne A. Ewell  
Townview Center



# Dallas-Fort Worth high schools make the grade.

60 high schools across the region rank on U.S. News & World Report's 2024 America's Best High Schools list.

These schools were featured in U.S. News & World Report's 2024 America's Best High Schools list. The ranking of nearly 18,000 of the best public high schools in the nation identified those that have proven the most effective in turning out college-ready graduates based on variables such as graduation rate, college acceptance rate, SAT/ACT scores, students enrolled in AP/IB/AICE courses, and others.

NATIONAL RANK	SCHOOL	CITY
6	School For The Talented And Gifted (TAG)	Dallas
23	Irma Lerma Rangel Young Women's Leadership School	Dallas
29	School of Science and Engineering Magnet (SEM)	Dallas
30	Grand Prairie Collegiate Institute	Grand Prairie
85	Judge Barefoot Sanders Law Magnet	Dallas
127	Westlake Academy	Westlake
129	Imagine International Academy of NorthTexas	McKinney
138	Trinidad Garza Early College At Mountain View	Dallas
166	School of Health Professions	Dallas
170	World Languages Institute	Fort Worth
185	Grand Prairie Fine Arts Academy	Grand Prairie
188	Uplift Education - North Hills Prep HS	Irving
248	School of Business and Management	Dallas
277	Young Women's Leadership Academy	Fort Worth
296	Booker T. Washington SPVA	Dallas
357	Highland Park HS	Highland Park
373	Independence HS	Frisco
378	Rosie Sorrells School of Education and Social Services HS	Dallas
422	Lovejoy HS	Lucas
434	Liberty HS	Frisco
435	Barack Obama Male Leadership Academy	Dallas
442	Reedy HS	Frisco
455	Cedar Hill Collegiate HS	Cedar Hill
509	Wakeland HS	Frisco
550	Dr. Wright L Lassiter Jr Early College HS	Dallas
571	Coppell HS	Coppell
625	Centennial HS	Frisco
667	Young Women's Leadership Academy at Arnold	Grand Prairie
815	Harmony School of Innovation - Fort Worth	Fort Worth
887	Lebanon Trail HS	Frisco

NATIONAL RANK	SCHOOL	CITY
888	Founders Classical Academy	Lewisville
920	Heritage HS	Frisco
925	Early College HS	Dallas
998	iUniversity Prep	Grapevine
1018	Texas Academy of Biomedical	Fort Worth
1064	Fort Worth Academy of Fine Arts	Fort Worth
1092	IM Terrell Academy for STEM and VPA	Fort Worth
1113	Harmony Science Academy- Carrollton	Carrollton
1143	Uplift Summit International HS	Arlington
1146	Flower Mound HS	Flower Mound
1190	Uplift Grand HS	Grand Prairie
1260	New Tech HS at Coppell	Coppell
1316	Arlington Collegiate HS	Arlington
1347	Byron Nelson HS	Trophy Club
1409	Wylie HS	Wylie
1421	Frisco HS	Frisco
1607	McKinney Boyd HS	McKinney
1622	Memorial HS	Frisco
1641	Keller HS	Keller
1651	Mansfield Lake Ridge HS	Mansfield
1659	Uplift Infinity HS	Irving
1670	Uplift Luna Preparatory HS	Dallas
1688	Harmony Science Academy- Euless	Euless
1712	Plano East Sr HS	Plano
1810	John Dubiski Career HS	Grand Prairie
1850	McKinney North HS	McKinney
1914	James M Steele Accelerated HS	Roanoke
1948	Harmony School of Innovation - Garland	Garland
1961	Hebron HS	Carrollton
1975	Uplift Williams Preparatory HS	Dallas

Source: U.S. News & World Report

PHOTO: MICHAEL SAMPLES



# FAQ: Navigating the system



## Researching schools

### Need-to-know terminology

#### Learning differences schools—

These schools provide for students with learning differences across the spectrum and can range from pre-K through 12th grade.

**Boarding schools**—Several of the single-gender private schools offer full-time boarding as well as day student options.

**Language/culture specific**—Some schools offer immersion in specific languages, such as French, Chinese, and Japanese. Many of these schools offer Saturday and summer options for families who want students to attend a traditional school and supplement with cultural immersion.

**Classical**—Usually characterized by small class sizes and a classics-based education, normally with fewer team athletic options.

**College preparatory**—Focused on academic rigor in preparation for demanding collegiate programs.

**Religious/parochial**—Some schools are associated with specific religious denominations or churches and incorporate religious teaching as part of the curriculum.

### available in DFW public schools?

Yes, many schools in DFW offer bilingual education and English as a Second Language (ESL) programs. These programs are designed to support students whose primary language is not English.

### What are my options for private or parochial school? How about home schooling?

You have many options. Explore [tea.texas.gov](http://tea.texas.gov) for more information on charter schools and home schooling. Check out [tepsac.org](http://tepsac.org) for information on private schools in your area.

### My son has autism. Will the district

### provide services until the age of 22?

Yes. Your son will continue to be educated under an IEP as dictated by federal and state law. Get in touch with the district as soon as you can to ensure a seamless transition.

### If my child wants to start college at a public Texas school, do we have to prove Texas residency?

Yes. To be classified as a Texas resident and be entitled to pay resident tuition, a person must establish a domicile and maintain continuous residence in Texas for 12 months preceding the school census date.

### I just had a baby. How do I find a day care or preschool?

To search for a licensed child care center or home, go to the Department of Family and Protective Services website ([dfps.state.tx.us](http://dfps.state.tx.us)). Other resources include DFW Child ([dfwchild.com](http://dfwchild.com)) and Child Care Group ([childcaregroup.org](http://childcaregroup.org)).

### My child is ready for kindergarten. What do I need to know about enrolling her?

Kindergarten is encouraged but not required in Texas. Students turning 6 as of Sept. 1 are required to attend school. To enroll your child in any Texas school, you must have: Birth certificate or other proof of identity, immunization records, student records from recently attended school, and proof of residency in the district.

### What is the school year calendar?

Public schools begin the last week in August and include 180 days of instruction per year. Each district sets its own holiday calendars, typically including winter and spring breaks. Testing

typically takes place in the spring for public schools. Private schools typically start earlier in August, and testing takes place in January or February.

### Does Texas follow the national Common Core State Standards?

No. Texas does not follow the Common Core State Standards program. State of Texas learning standards are called the Texas Essential Knowledge and Skills (TEKS). Every grade level and every subject have learning standards that drive curriculum development.

### Will my elementary school student need to retest for gifted and talented?

Yes, most likely. You'll need to confirm with your new district and school.

### Will my middle school student have to test in for his grade level? How are the grade levels aligned in Texas?

No. If your child has passed the sixth grade in your state, he or she will start in the seventh grade in Texas. Grade-level alignment varies by district.

### My son will be starting high school right after we move. Will he be able to join the basketball team?

Each district schedules its own tryouts, summer practices, and calendars. Speak with your new school to determine eligibility.

### My daughter will be starting 10th grade. Will she lose her credits toward graduation?

Probably not. Meet with your new school counselor as soon as possible to discuss graduation requirements.

### My child has always taken AP classes. Will they be offered in Texas? What about dual credit?

Yes. Most districts in the DFW region offer AP classes, International Baccalaureate programs, and dual-credit learning opportunities. You'll need to confirm with your individual district and school to be sure.

### Will transportation to and from school be provided for my child?

It depends. Bus service is provided to students living more than two

miles away from their schools. Transport is also provided in cases where students might face hazardous conditions such as crossing a major roadway or a lack of a crossing guard. Confirm with your new school.

### How do I know which school district my home is zoned for?

School district zoning is based on your residential address. You can find this information on your local school district's website or by contacting the district's administration office directly. Online tools and county appraisal district websites often provide zoning information as well.

### What are the top-rated public schools in the DFW area?

Ratings can be found on the Texas Education Agency's website or through independent review sites like [GreatSchools.org](http://GreatSchools.org). It's important to look at factors like academic performance, extracurricular offerings, and community feedback.

### Are there bilingual or ESL programs





# School, Your Way

If you're looking beyond traditional public schools, Dallas-Fort Worth has no shortage of education options to meet your family's needs from private academies to charter schools to homeschooling.

In addition to the state's more than 1,000 public school districts, Texas offers a variety of educational options for parents. These include private schools which may be accredited through various organizations; public charter schools, which are monitored and accredited under the statewide testing and accountability system; and homeschooling, which is not accredited or regulated by any state agency or commission in Texas. Here are some of the options.

## Private schools

Dallas-Fort Worth has hundreds of private schools, offering a wide range of options to families. From non-sectarian

to religion-affiliated schools, families can choose an environment that aligns with their values and preferences. Private schools aren't subject to state requirements, but the Texas Education Agency does work with the Texas Private School Accreditation Commission to ensure alignment between grades and subjects. Roughly 250,000 students in Texas are educated in private schools.

In DFW, parents will find several elite college preparatory private schools that consistently rank among the best in the nation for sending graduates to top universities. Many of these schools have highly selective admissions, often requiring entrance exams like the ISEE,

interviews, and academic criteria, with acceptance rates around 15-20%. Annual tuition at top schools can range from \$16,700 to \$35,000, but many offer financial aid and scholarship opportunities. (You'll find a chart ranking private schools by tuition on page 160.)

## Magnet schools

Magnet schools provide specialized programs or curricular focuses, such as STEM, the arts, or international studies, attracting students based on specific interests or aptitudes.

One notable example of a magnet school is Booker T. Washington High School for the Performing and Visual



Arts, which is in the heart of the Dallas Arts District. It counts several internationally known artists among its alumni. Another is the School for the Talented and Gifted and the School of Science and Engineering at Yvonne A. Ewell Townview Center in Dallas. Both are consistently recognized as being among the best in the nation by “U.S. News & World Report (see page 154).

Plano ISD Academy High Schools, Irving ISD’s Jack E. Singley Academy, and Garland ISD’s Austin Academy of Excellence are other magnet schools recognized by the same publication.

And it’s not just magnet schools getting the honor—U.S. News has also singled out Westlake Academy, Highland Park High School, Uplift Academy (Arlington, Dallas, Irving), Grand Prairie Fine Arts Academy, and Young Women’s Leadership Academy (Fort Worth).

In 2022, six area schools were recognized as Blue Ribbon Schools, increasing the total number of awards to 60 since 2014. The Blue Ribbon designation is a national honor awarded to those schools that have achieved academic excellence or made significant progress in closing the achievement gap.

**IB schools**

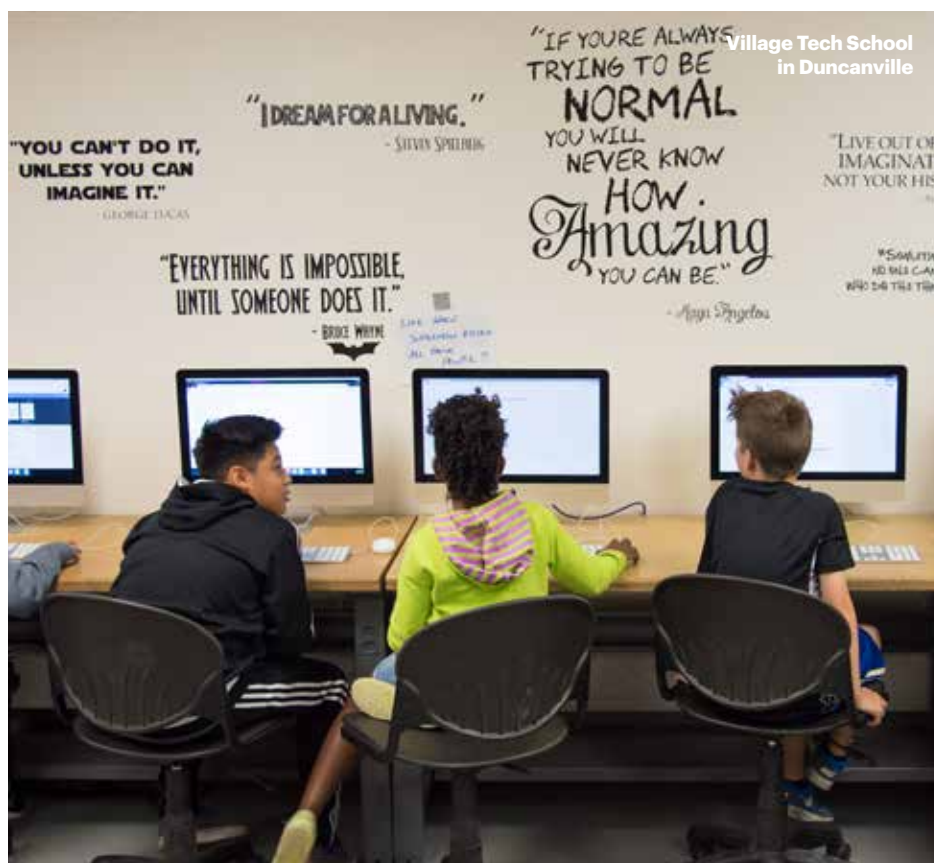
The International Baccalaureate program is headquartered in Geneva. It was founded in 1968 and works with schools, governments, and international organizations to develop programs that prepare students to take an active role in civic engagement.

Information on career institutes, IB schools, or similar programs can be accessed through each independent school district.

**Charter schools**

Charter schools are public and tuition-free—they vary in mission and model—and serve all types of students.

In DFW a couple of the larger charter “districts” include Harmony, which has a curriculum focused on STEM subjects, seven campuses in the Dallas cluster, and boasts a college acceptance rate of 100%; and International Leadership of Texas, which incorporates a global



Village Tech School in Duncanville

Recently relocated for work or family, some families relocated for Shelton.

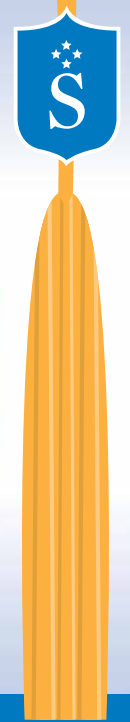
**Shelton School & Evaluation Center**

Early Childhood - Grade 12



Empowering students with learning differences

Since 1976



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Flight simulator at Dallas ISD's Career Institute

PHOTO: DALLAS ISD

perspective and education in English, Spanish, and Chinese languages on its six campuses in Dallas and Tarrant Counties.

These schools are held to strict financial and academic accountability standards, and account for more than 20% of A-rated districts in the state. As of this writing, they educate 6% of Texas public school students—roughly 317,000 children.

### Montessori

A Montessori education is another popular option for children in Dallas-Fort Worth. It follows a different philosophy from traditional schools in that students are encouraged to follow their own interests and work



Montessori students, like this 1-year-old at a McKinney school, learn through all five senses.

independently. In Dallas-Fort Worth, these schools are accredited by Association Montessori Internationale (AMI) and the American Montessori Society (AMS).

### Homeschooling

Schooling your child at home has been possible in Texas since the mid-1990s, when the state supreme court ruled that it is a legitimate educational option. A written curriculum must be followed and include reading, spelling, grammar, math, and a course in good citizenship.

The Texas Education Agency has no regulatory authority over home schools, and the state does not award diplomas to students who are home schooled. Check out the Texas Home School coalition for more information.

### Texas virtual schools

You can enroll your child in a virtual school from kindergarten through twelfth grade. The Texas Virtual Schools Network emphasizes flexibility. It launched in 2009 and calls itself “education with a destination.”

The virtual school curriculum has two components: the TxVSN statewide course catalog, which provides supplemental online courses to students in grades 8-12, and the TxVSN online schools program, which offers full-time virtual instruction through eligible public schools to Texas public school students in grades 3-12.

### Equivalency/GED options

The High School Equivalency Program, or In-School GED Option program, is designed to provide an alternative for high school students ages 16 and above, who are at risk of not graduating and earning their high school diploma.

Anyone age 18 or older who has not earned a high school diploma and is not currently enrolled in an accredited high school is eligible to earn a Texas Certificate of High School Equivalency.

Keep in mind that schools are not all regulated or monitored the same way.



### Charter schools in DFW

The region has many options, including KIPP Texas-Dallas-Fort Worth, Life School, Lumin Education, The Pegasus School of Liberal Arts and Sciences, Richland Collegiate High School, Texans Can Academies, Trinity Basin Preparatory, and Uplift Education.

To view the 2023 Niche list of top ranked charter schools in DFW, scan the QR code.





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**URSULINE ACADEMY OF DALLAS**

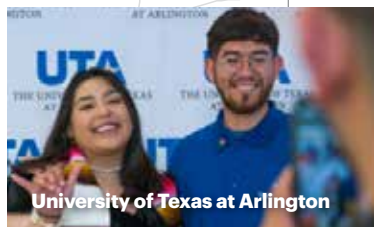
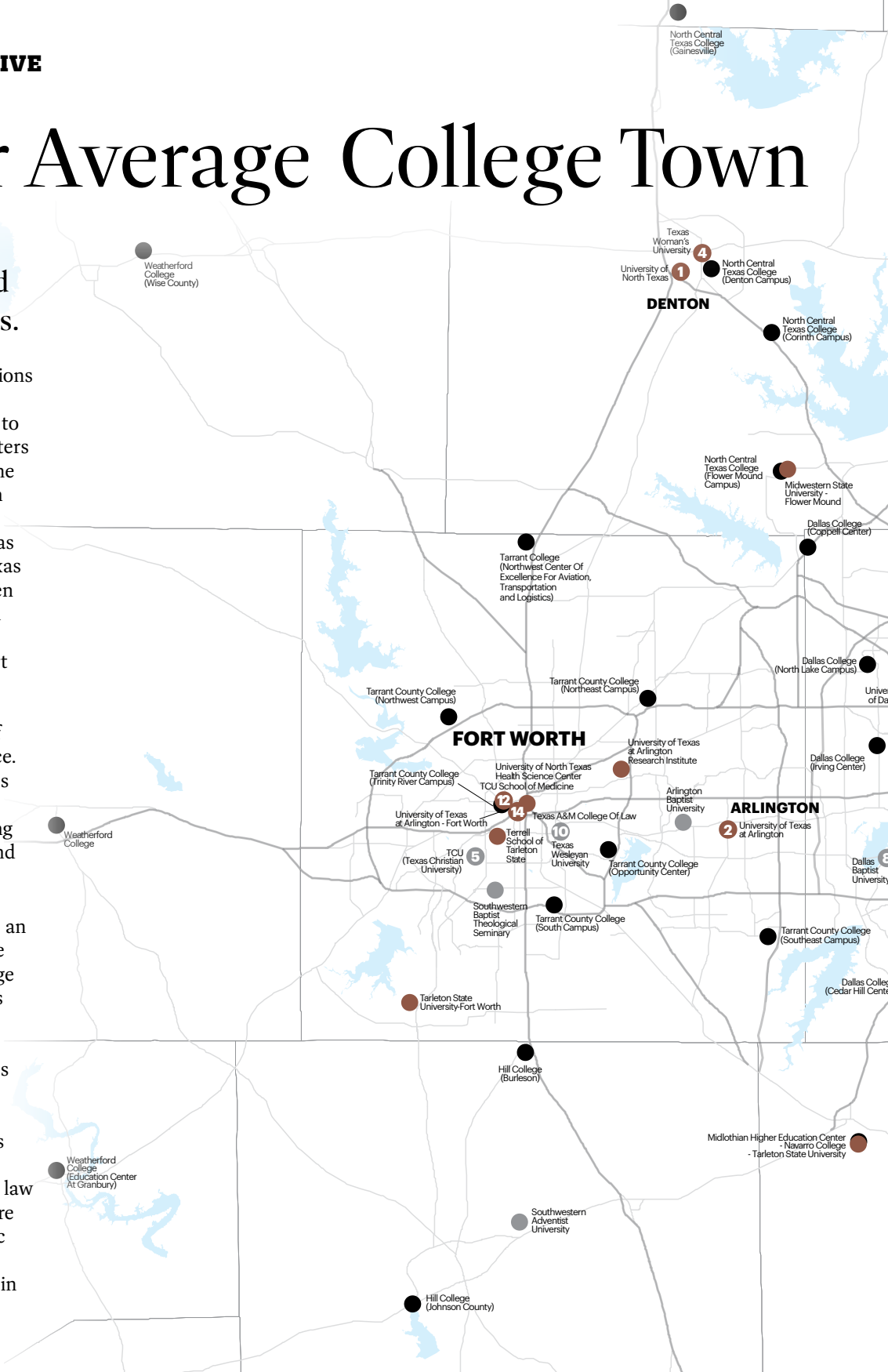


# Not Your Average College Town

Dallas-Fort Worth has more than 70 accredited colleges and universities.

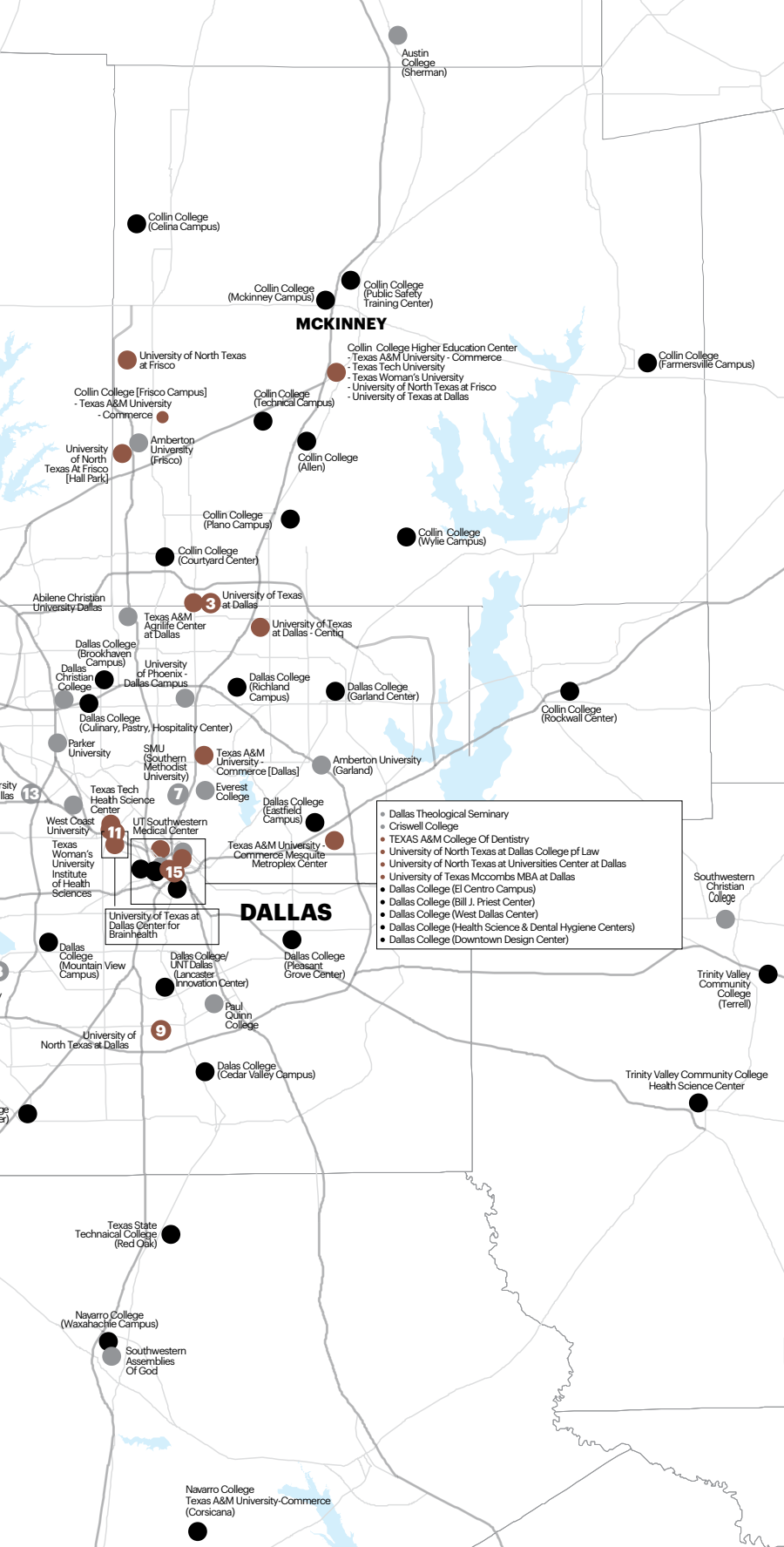
From public and private institutions with robust programming in life sciences, engineering, and the arts to community colleges and other centers of higher education, DFW offers one of the widest varieties of education in the country. The University of North Texas, the University of Texas at Dallas, and the University of Texas at Arlington are among Texas' seven emerging research universities and are currently expanding program capabilities and funding in an effort to become "tier one" research institutions, which are nationally recognized for the highest levels of innovation and academic excellence. UT Southwestern Medical Center is among the nation's best in biology and biochemistry research, boasting countless clinical breakthroughs and innovations, as well as six Nobel laureates.

The diverse economy in DFW is an advantage to students: Long before many graduate, students can engage in design thinking, pitch their ideas for new startups, and collaborate with major companies on real-world problems through internships and capstone projects. Where else would students collaborate with the professional sports team Dallas Cowboys while earning sports-management MBAs? Or enroll in a law school geared toward helping secure legal services for all socioeconomic statuses? Or train on one of the largest medical simulation centers in the nation? These experiences can lead to jobs in our vast talent pool.





# HIGHER EDUCATION



● Private University  
● Public University  
● Community College

### MAJOR UNIVERSITIES

UNIVERSITY	2023 ENROLLMENT*
1 University of North Texas (UNT) - Denton	46,751
2 The University of Texas at Arlington (UTA)	41,376
3 The University of Texas at Dallas (UTD)	30,846
4 Texas Woman's University (TWU)	15,180
5 Texas Christian University (TCU)	12,731
6 Texas A&M University (TAMU) - Commerce	12,094
7 Southern Methodist University (SMU)	11,835
8 Dallas Baptist University (DBU)	4,201
9 University of North Texas (UNT) - Dallas	3,798
10 Texas Wesleyan University	2,666
11 UT Southwestern	2,502
12 UNT Health Science Center - Fort Worth	2,317
13 University of Dallas (UD)	2,182
14 Texas A&M University School of Law - Fort Worth**	447
15 University of North Texas College of Law - Dallas**	417

\*preliminary \*\*2022 enrollment

### COMMUNITY COLLEGE DISTRICTS

INSTITUTION	2023 ENROLLMENT*
Dallas College	61,541
Tarrant County College	41,727
Collin College	36,380
North Central Texas Community College	7,497
Navarro College	6,548
Trinity Valley Community College	5,461
Weatherford College	5,448
<b>DFW Total Community College Students</b>	<b>164,602</b>

The Texas Workforce Commission provides funding for continuing education courses within the community college system. A total of 5,362 students enrolled in CE courses in the districts and colleges listed above in Fall 2023.

\*preliminary

### INSTITUTIONS OF HIGHER LEARNING

Here's a sample of other institutions of higher learning in DFW

- Abilene Christian University Online
- Arlington Baptist University
- Aviation Institute of Maintenance
- Chicago School of Professional Psychology
- Concorde Career College
- Dallas Institute of Funeral Service
- Dallas Theological Seminary
- DeVry University
- KD Conservatory College of Film and Dramatic Arts
- Lincoln College of Technology
- MediaTech Institute
- PCI Health Training Center
- Peloton College
- Remington College
- School for Allied Health Professionals
- Strayer University
- United States National Tennis Academy
- Universal Technical Institute
- University of Phoenix
- Wade College

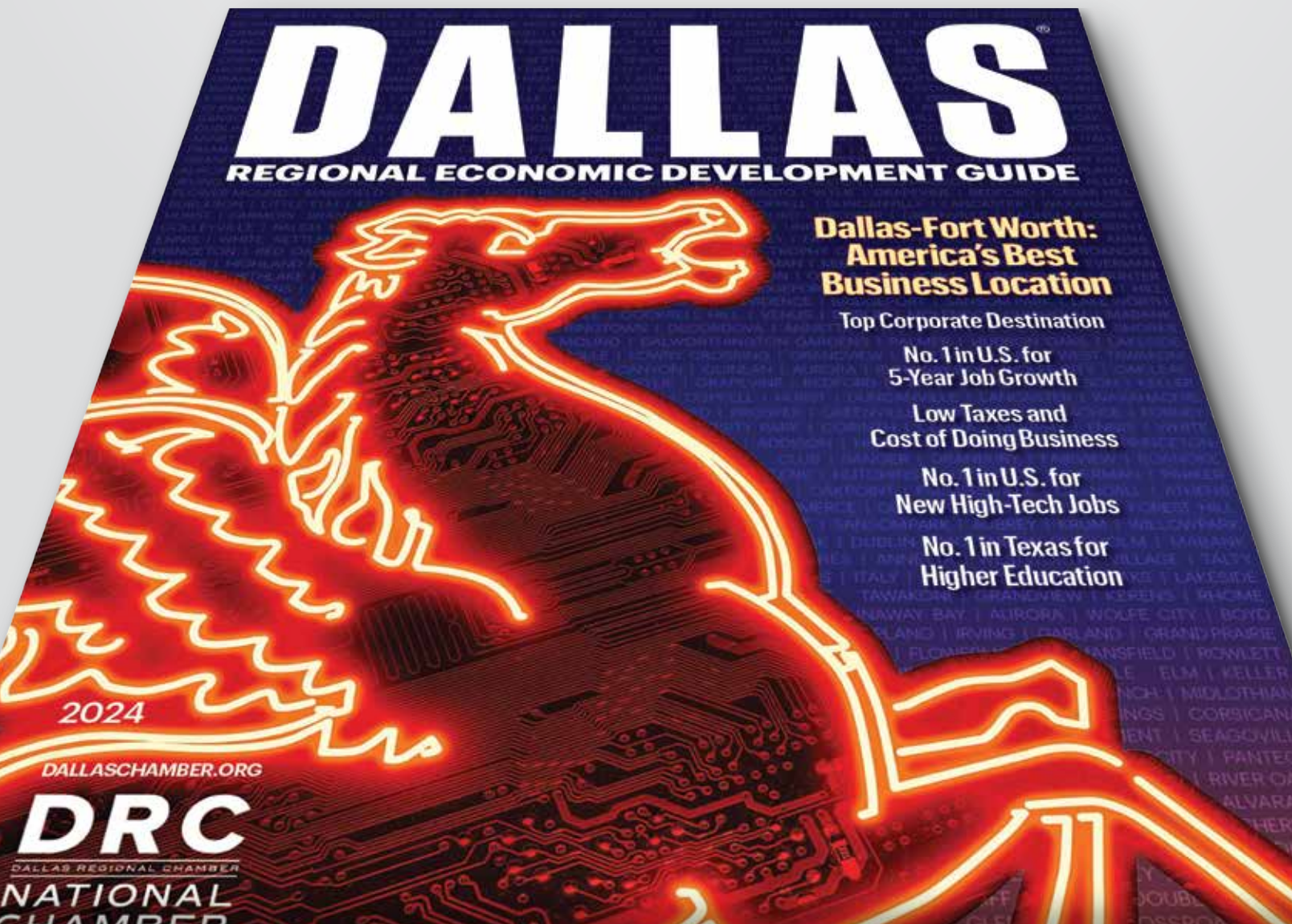


PHOTOS VIA THE UNIVERSITIES



# BUSINESS WORKS BETTER HERE

Dallas-Fort Worth's business climate is more than favorable, the workforce is highly skilled and highly educated, and the location is about as close to perfect as it comes. Explore our guide: Each page contains a snapshot of the DFW region, our people, companies, and industries. Use this fact-rich tool to promote the region, attract businesses to your community, and expand existing ones.



THE DALLAS-FORT WORTH REGIONAL  
ECONOMIC DEVELOPMENT GUIDE.

AVAILABLE AT [DALLASCHAMBER.ORG/DFWFACTS/](https://DALLASCHAMBER.ORG/DFWFACTS/)



# ESSENTIALS.

GETTING AROUND / MOVING IN / VITAL INFO

## NEED TO KNOW

Necessary information about getting around, taxes, laws, essential contacts, and a moving checklist.





# Getting Around

FINDING YOUR WAY IN THE DALLAS REGION




















Getting around the Dallas area is easy, thanks to a well-developed network of interstate freeways, state highways, tollways, and the Dallas Area Rapid Transit (DART) public transportation system, enabling easy access to key job centers in Dallas and its suburbs. With two major airports—DFW International, situated between Dallas and Fort Worth, and Dallas Love Field, located just seven miles northwest of downtown—the region has quick and easy access to the rest of the world.



MAKING SENSE OF HIGHWAY NAMES

**In DFW, we call some roads by their number, like “75,” and some by their name, like “George Bush Turnpike.” Here’s your handy guide to highways with more than one name.**

<b>Alternate name</b>	<b>What it looks like on a map</b>
<b>AIRPORT FREEWAY</b>	 S.H. 183 from S.H. 114 to the south DFW International Airport entrance
<b>PRESIDENT GEORGE BUSH TURNPIKE</b>	 PGBT, S.H. 190, S.H. 161 in Las Colinas
<b>JOHN W. CARPENTER FREEWAY</b>	 S.H. 183 and S.H. 114 from I-35E to the north Dallas Fort Worth International Airport entrance
<b>C.F. HAWN FREEWAY</b>	 U.S. Highway 75 south of downtown
<b>LYNDON B. JOHNSON FREEWAY (LBJ)</b>	 I-635 begins at the north entrance of DFW International Airport and circles the city from the north, east, and south; it includes I-20 in the south
<b>LOOP 12</b>	 Inner-city loop including Northwest Highway on the north, Buckner Boulevard on the east, Ledbetter Drive on the south, and Walton Walker Boulevard on the west
<b>TOM LANDRY HIGHWAY</b>	 I-30 between I-35E in Dallas and I-35W in Fort Worth
<b>MARVIN D. LOVE FREEWAY</b>	 U.S. Highway 67 from I-35E to I-635 south of downtown
<b>NORTH CENTRAL</b>	 U.S. Highway 75 from downtown to the north
<b>GEORGE W. BUSH</b>	 U.S. Highway 75 from Walnut Hill Lane to downtown Dallas
<b>JULIUS SCHEPPS FREEWAY</b>	 I-45 from downtown to the south
<b>STEMMONS FREEWAY</b>	 I-35E from downtown to the north
<b>R.L. THORNTON FREEWAY</b>	 I-35E south of Dallas and I-30 from downtown to East Dallas
<b>ELMER WEAVER FREEWAY</b>	 U.S. Highway 67 from I-635 to the south
<b>WOODALL RODGERS FREEWAY</b>	 Spur 366, the short freeway that connects I-35E with U.S. Highway 75 and I-45



# Life in the Fast Lane

Toll roads and managed lanes keep things moving.

Moving around the Dallas area, you might find yourself on one of the North Texas toll roads. Here's what you need to know before you do.

**North Texas Tollway Authority (NTTA):** The organization sanctioned by the State of Texas to develop and maintain toll roads in North Texas.

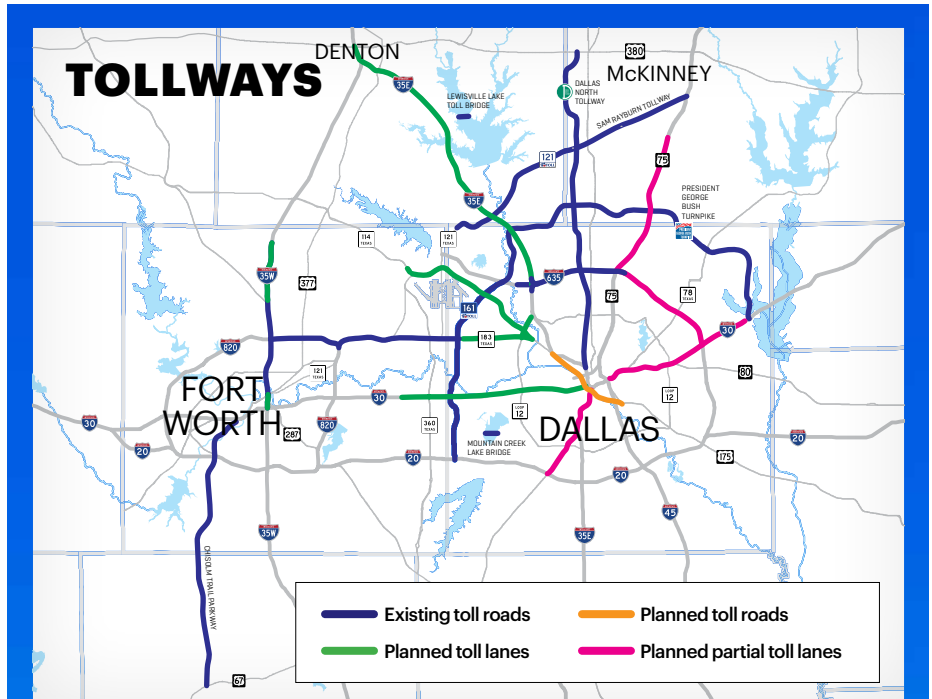
**Dallas North Tollway (DNT):** Runs north-south, connecting motorists between downtown Dallas and cities in Collin, Denton, and northern Dallas counties, passing through Dallas, Highland Park, University Park, Addison, Farmers Branch, Plano, and Frisco. It links with the Sam Rayburn Tollway, President George Bush Turnpike, I-635, and I-35E.

**President George Bush Turnpike (PGBT):** Makes a partial loop around the Dallas area, currently extending from I-20 in the Grand Prairie area west of Dallas; north across I-30 into Irving, Carrollton, and North Dallas; east to Richardson and into Garland; before turning south through Sachse and Rowlett, across Lake Ray Hubbard to the interchange at I-30 in Garland.

**Sam Rayburn Tollway (SRT):** Formerly State Highway 121, extends northeasterly from Business 121 near the Dallas/Denton county line to U.S. 75 in Collin County. It links with U.S. 75 and DNT.

**TollTag:** If you're going to be a frequent traveler on one of the tollways or the turnpike, you'll want to get a TollTag. The adhesive transponder sticks on your windshield and debits your NTTA account each time you use a toll road (there are no toll booths on North Texas toll roads). You can skip the whole TollTag business, but you won't get a free ride. The NTTA bills the registered owner of the vehicle by mail via ZipCash, which costs 50 percent more than paying via TollTag.

Bonus: You can use your TollTag to pay for parking and pass-through at Dallas Fort Worth International and Dallas Love Field airports. To open a TollTag account, go to [ntta.org](http://ntta.org) or call 972-818-6882. You can also apply for a tag in person at a regional NTTA partner, which includes government offices, libraries, and grocery stores all over the area.



## WHAT DOES IT COST?

NTTA toll road rates align to miles traveled. The farther you drive on a toll road, the more you pay. Rates are reset every other year on July 1. The average rate as of July 1, 2023 was 21.0 cents per mile. Here are a few examples of what you might pay on your commute.

Road	Route	TollTag	ZipCash
DNT	I-635 to PGBT	\$1.32	\$2.64
DNT	Legacy to I-35E	\$4.33	\$8.66
PGBT	Frankford to US 75	\$1.99	\$3.98
PGBT	I-20 to DNT	\$5.81	\$11.62
SRT	I-35E to Legacy	\$1.81	\$3.62
SRT	121 to US 75	\$5.01	\$10.02

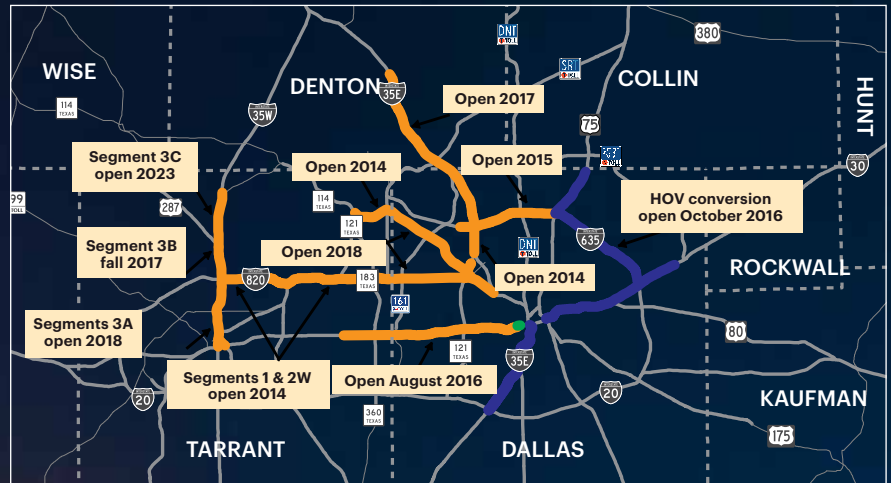




# CURRENT EXPRESS/HOV & NEW MANAGED LANES

The Dallas region has the most managed lanes of any metro in the U.S. The area's regional transportation planning agency has created a program to use managed lanes to ensure that critical transportation modes, such as buses, are able to maintain 50-70 mph speeds in order to reliably arrive on time. Managed toll lanes are taking the place of what were carpool lanes on freeways. Commuters who want to avoid congestion during peak travel times can take a managed lane for a price.

- █ Transitional HOV lane
- █ Major roadways
- █ Current express/HOV lanes
- █ New TEXpress managed lanes

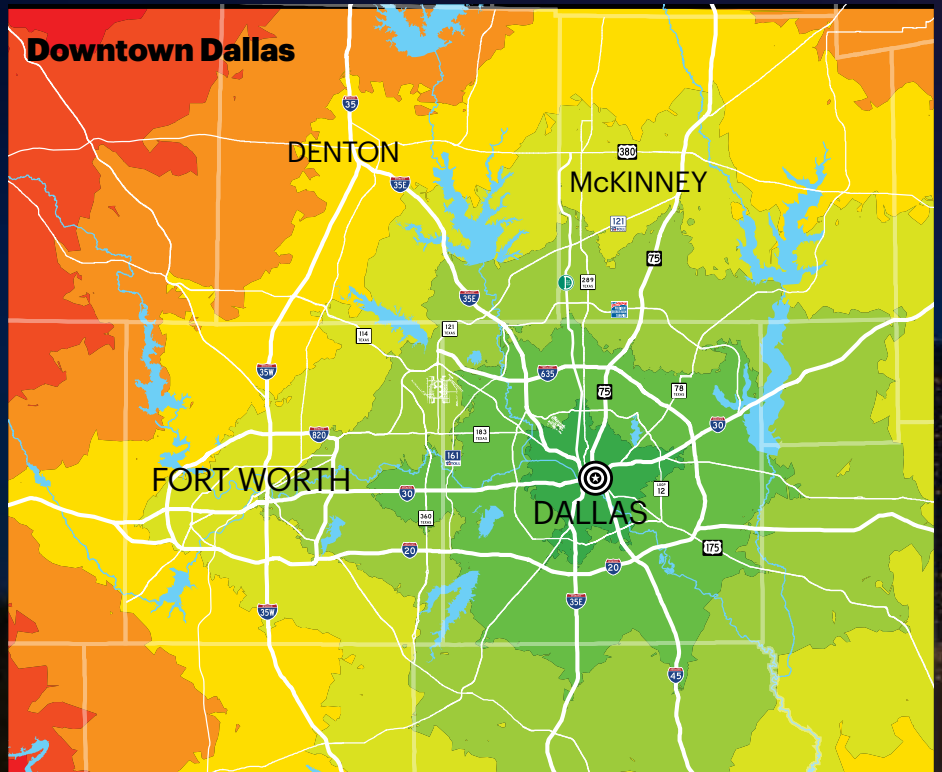




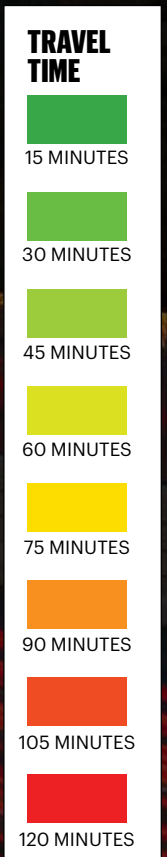
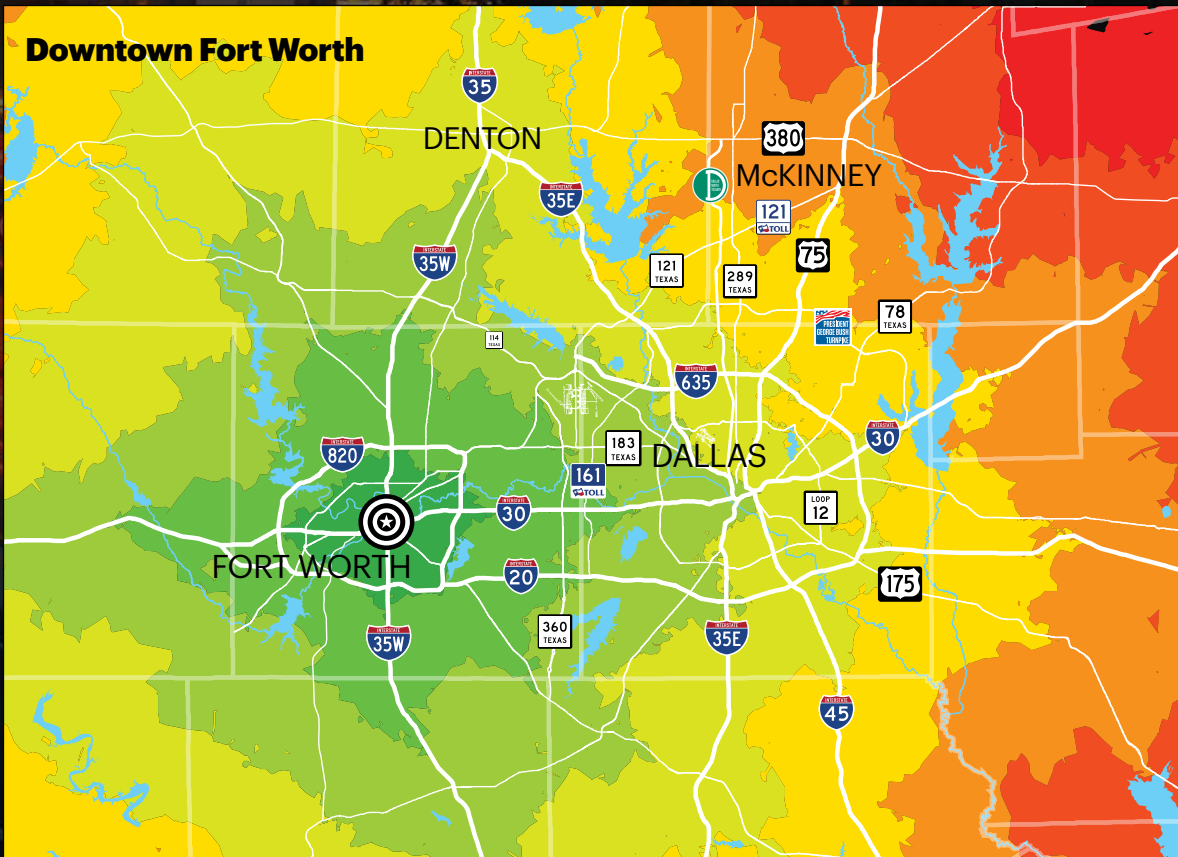
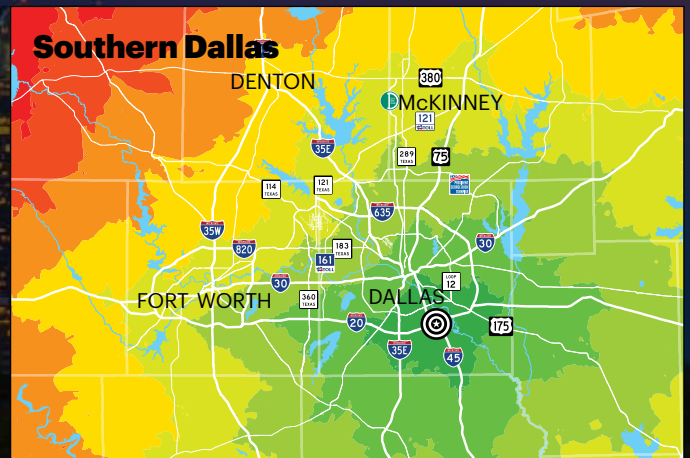
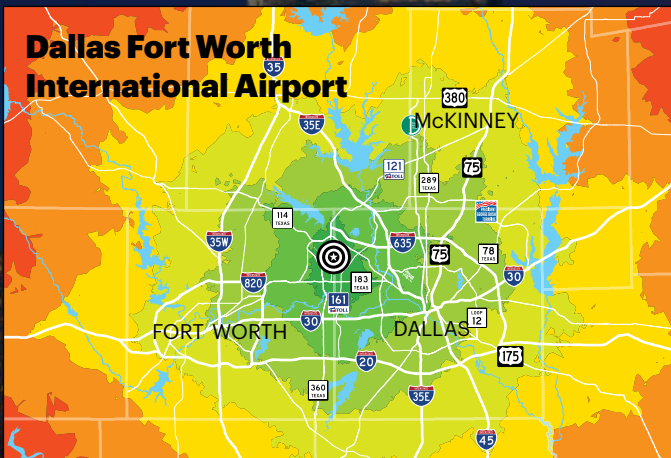
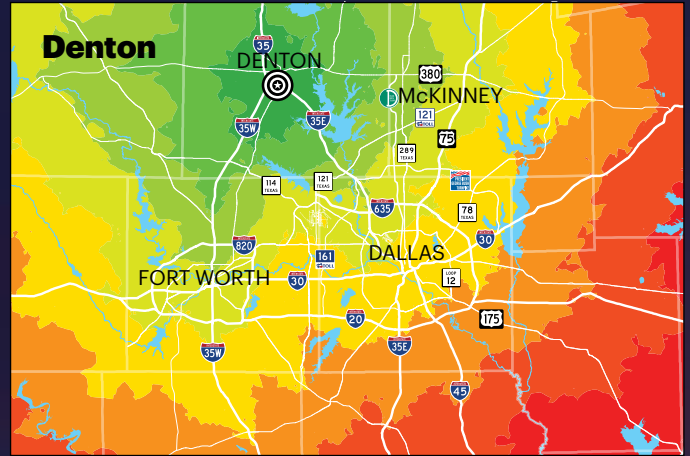
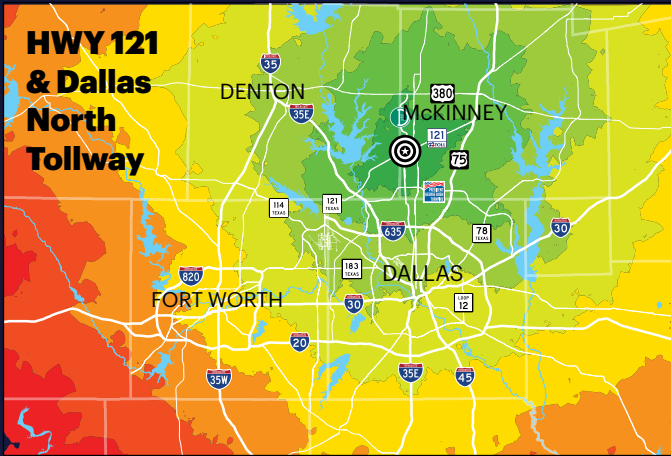
# Drive Time

A sampling of road travel times around the region.

It's common to work in one part of the Dallas-Fort Worth area and live in another. It's only a matter of getting from point A to point B. More than 90 percent of people who commute to work here do so by car, truck, or van. It's easy, thanks to our well-developed network of interstate freeways, state highways, and tollways connecting job centers to fast-growing new communities. The following maps—based on morning rush hour—give you an idea of how long you can expect it to take.











# Public Transit

The Dallas Area Rapid Transit (DART) system, which includes light rail and bus service, owns and operates the longest light rail transit system in the United States. It facilitates access to key job centers in Dallas and its suburbs, as well as the Dallas Fort Worth International Airport.

DART also interfaces with the Trinity Rail Express (TRE), a commuter train, to transport passengers between downtown Dallas and Fort Worth, with stops at several suburbs in between. Fort Worth residents are served by The T, a bus system that connects to the TRE.

The A-Train, operated by the Denton County Transit Authority (DCTA), connects DART riders in Carrollton to an additional five stations ending in Denton.

In addition, the Dallas area has two operating streetcar systems. The M-Line trolley system connects the West Village

in Uptown with downtown. The Dallas Streetcar began service in 2015 and connects downtown Dallas with the Bishop Arts District. TEXRail connects Downtown Fort Worth to Northeast Tarrant County, including Dallas Fort Worth International Airport.

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## DART BY THE NUMBERS

13

CITIES

34

MILES OF  
COMMUTER RAIL

58

RAIL  
STATIONS

73

MILES OF  
HOV LANES

93

MILES OF  
LIGHT RAIL

128










BUS  
ROUTES

700

SQUARE  
MILES



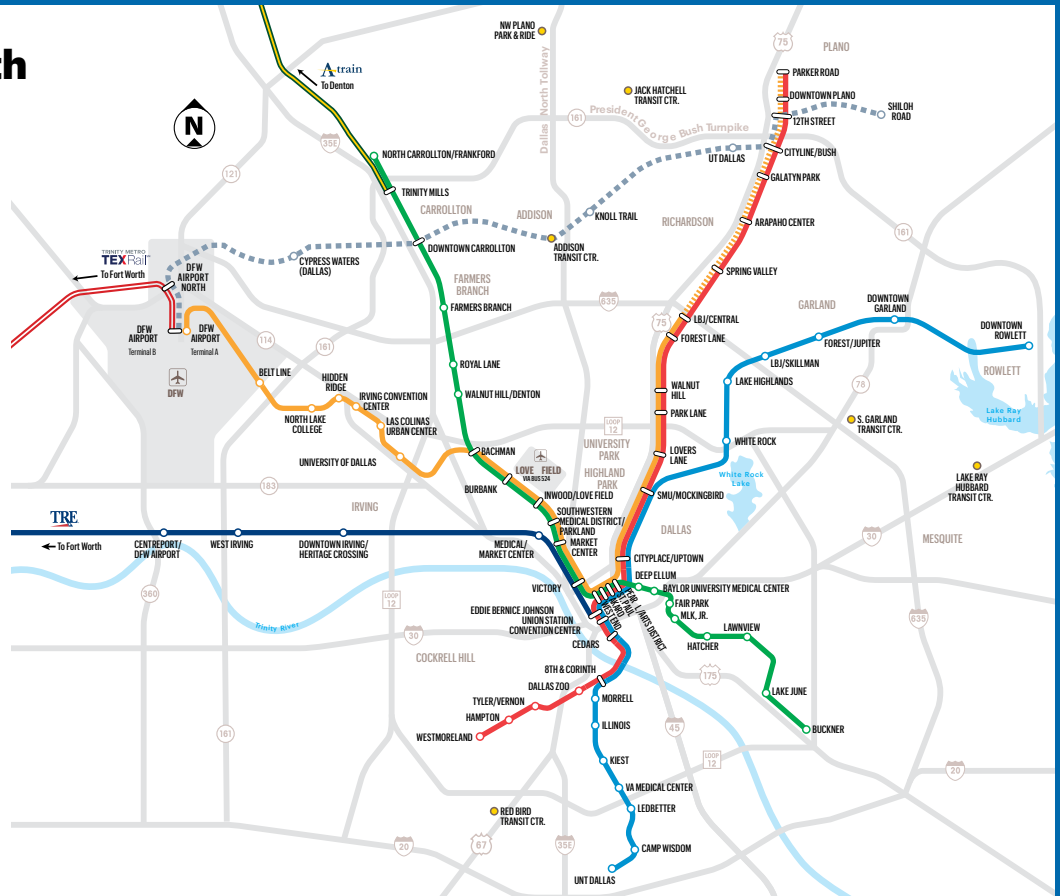
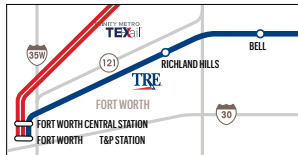
# Dallas-Fort Worth Rail System

-  Blue Line
-  Red Line
-  Green Line
-  Orange Line
-  Orange Line Weekdays Peak Only
-  Trinity Railway Express (No Sunday Service)
-  TEXRail (Trinity Metro)
-  A-Train (DCTA)
-  Transit Center or Park & Ride

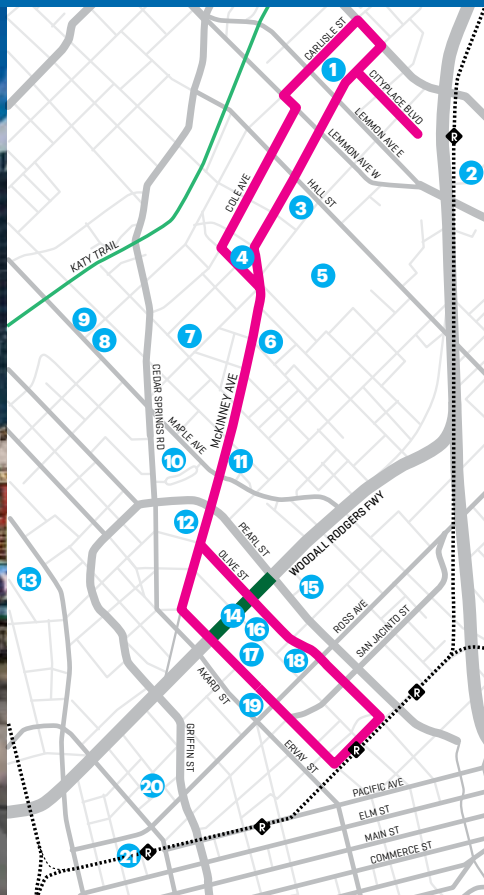
## Future Services

- DESIGN/CONSTRUCTION UNDERWAY
-  Silver Line (2024)

## TRE and TEXRail to Fort Worth



# M-Line Trolley



## POINTS OF INTEREST

1. West Village
2. Cityplace Tower
3. McKinney Plaza
4. William B. Travis Academy
5. Greenwood Cemetery
6. Uptown Visitors Center
7. Quadrangle
8. Hotel St. Germain
9. Maple Manor Hotel
10. Shops at The Crescent
11. Hotel ZaZa
12. The Ritz-Carlton Hotel
13. American Airlines Center
14. Klyde Warren Park
15. AT&T Performing Arts Center
16. Nasher Sculpture Center
17. Dallas Museum of Art
18. Crow Collection of Asian Art
19. Fairmont Hotel
20. Dallas World Aquarium
21. West End





# Taking Flight

## AIRPORTS AROUND THE REGION

Whether you're a family of four traveling to Mexico for vacation, a business traveler headed to Chicago for the day, or a busy corporate executive flying private, takeoffs and landings are easy here. Dallas is home to the world's largest global airline, American Airlines, and the U.S.'s largest domestic carrier, Southwest Airlines, as well as three full-service general aviation airports serving private and executive clients.

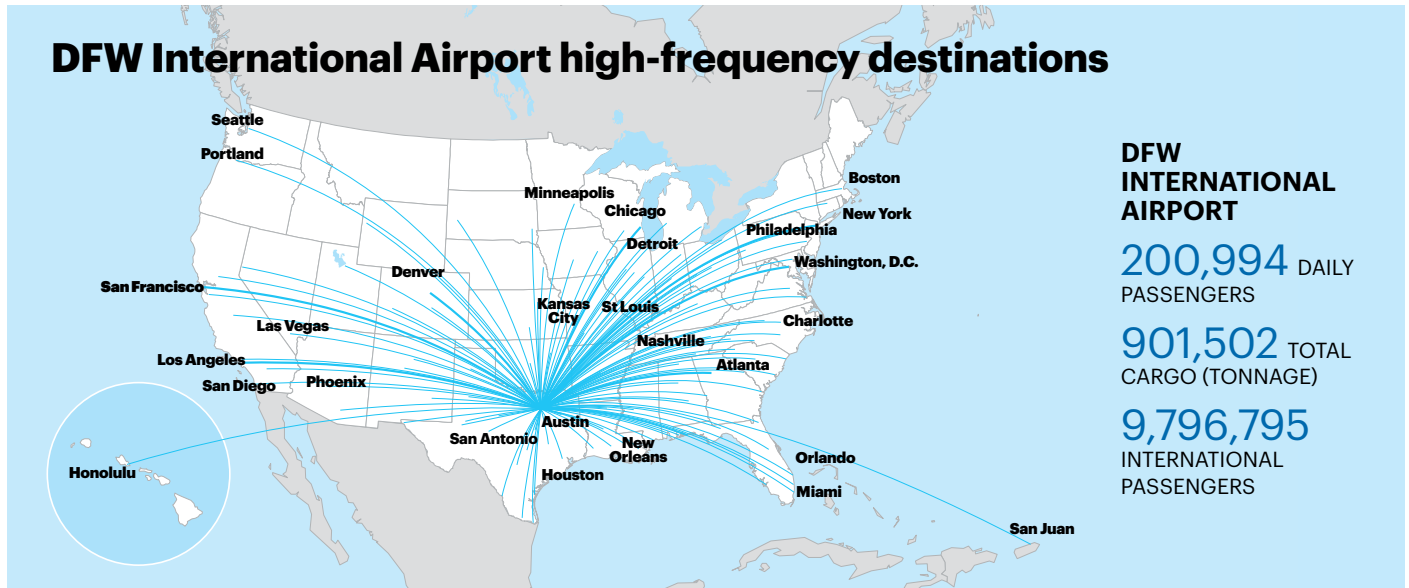
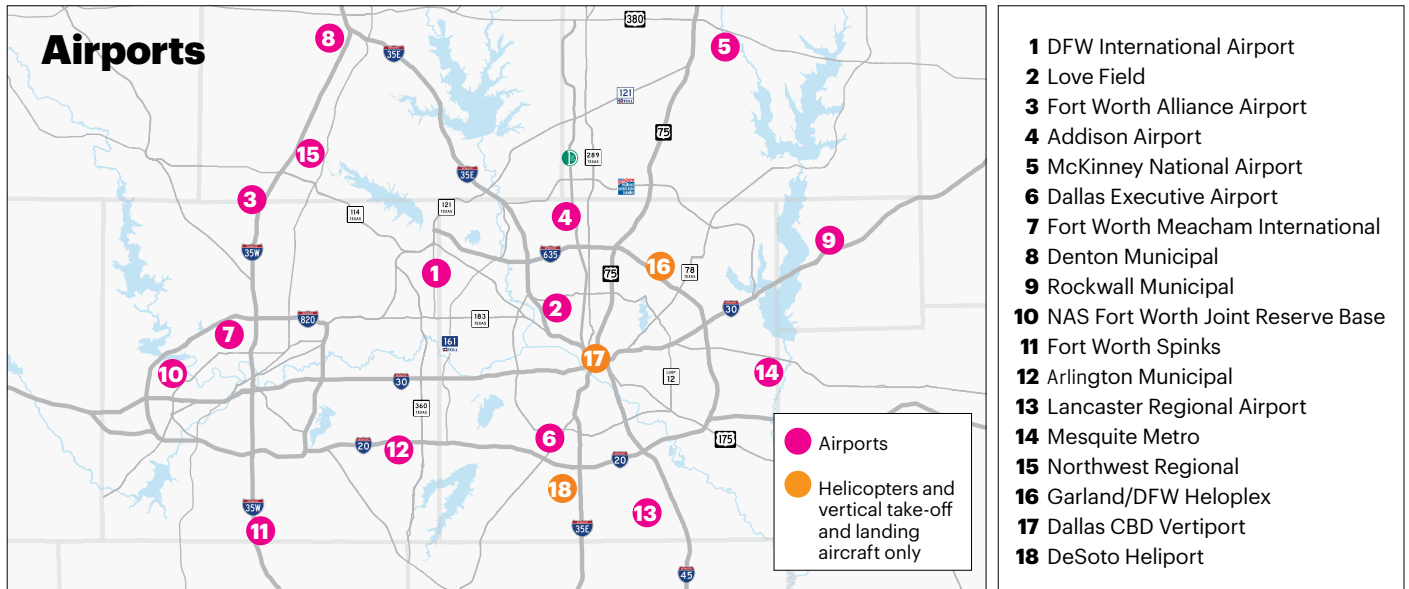
Situated between Dallas and Fort Worth, Dallas Fort Worth International Airport is the highest-capacity commercial airport in the world, connecting the area to the entire planet. The airport offers travelers a high-frequency schedule and access to any major city in the continental United States in less than four hours. More than a dozen new international routes have been added in the last few years. Plus, DART's Orange Line and Tarrant County's TEXRail run to DFW Airport, meaning it's possible to take public transportation to the airport. Dallas Love Field is a convenient general-use airport, located just seven miles from downtown Dallas, that is home to low-cost carrier Southwest Airlines. Alaska Airlines also provides service out of Love Field after acquiring Virgin America in 2017. The airport recently completed a \$519 million renovation



that included a centralized terminal with 20 gates, a new lobby, and an expanded baggage claim area. Together, these things mean a big future for this little airport.

Corporate jets most often operate out of Addison Airport, in North Dallas; McKinney National Airport, 30 miles north of Dallas; or Dallas Executive Airport, just south of downtown. These airports offer state-of-the-art infrastructure and amenities and first-class service to their clients.







# Nonstop Flights

## FLIGHT TIMES FROM DFW INTERNATIONAL AIRPORT

DESTINATION — FLIGHT TIME IN MINUTES

### Alaska & Hawaii



### Canada



### South America



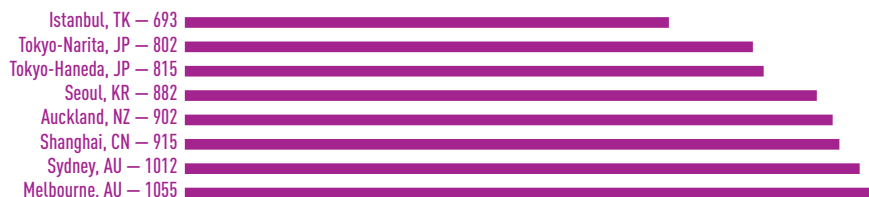
### Europe



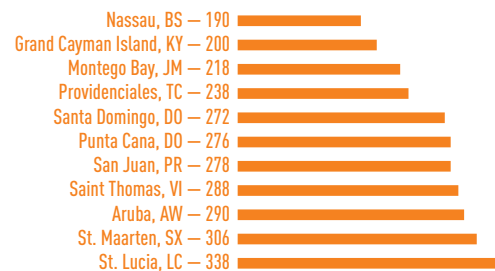
### Middle East



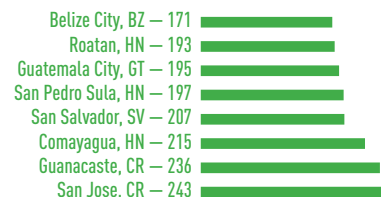
### Asia/Pacific



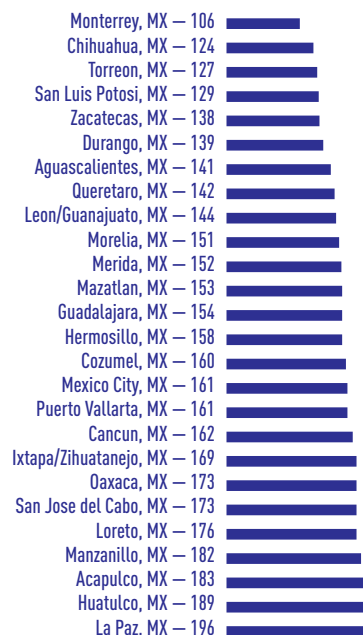
### Caribbean



### Central America



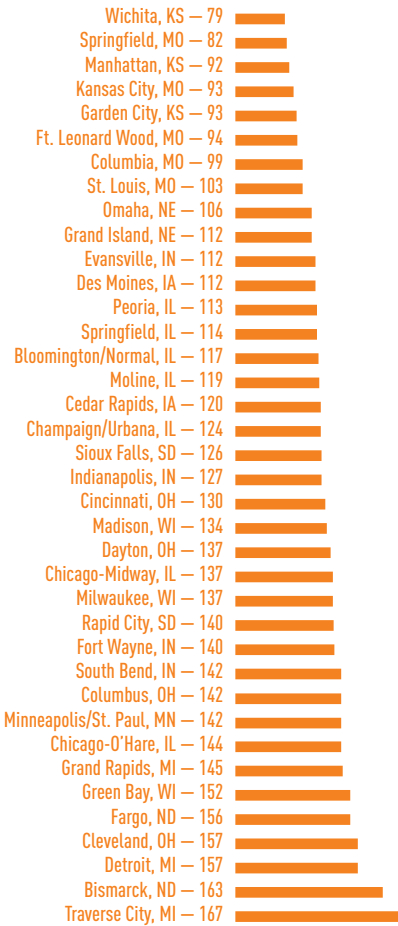
### Mexico



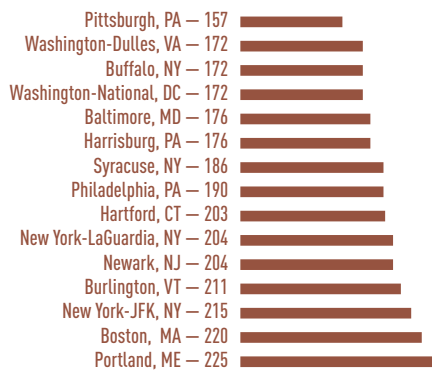
Source: Dallas Fort Worth International Airport



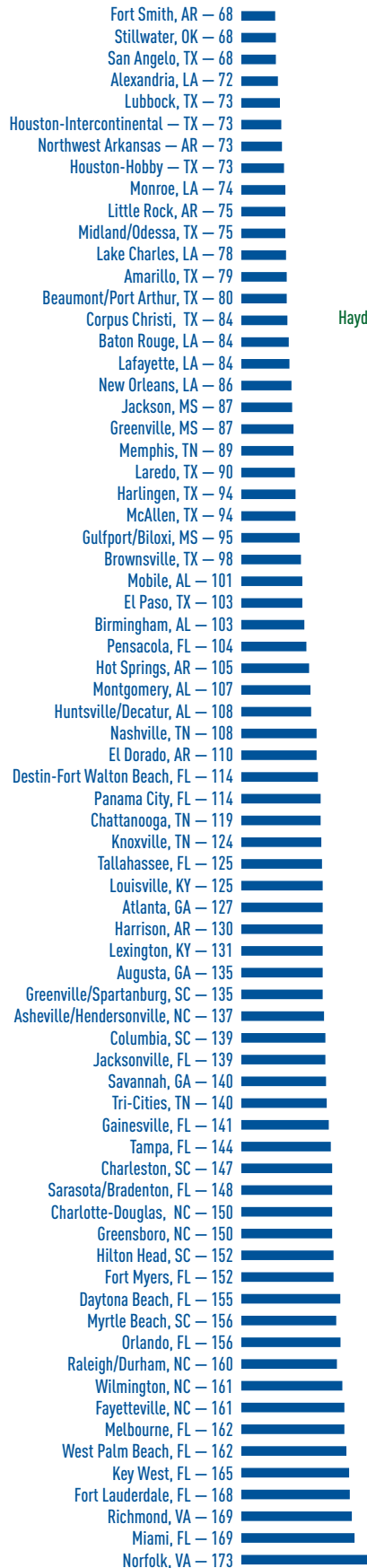
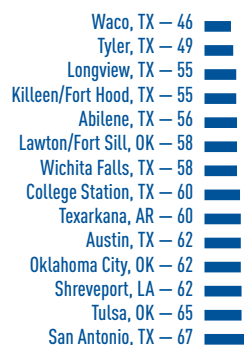
**U.S. Midwest**



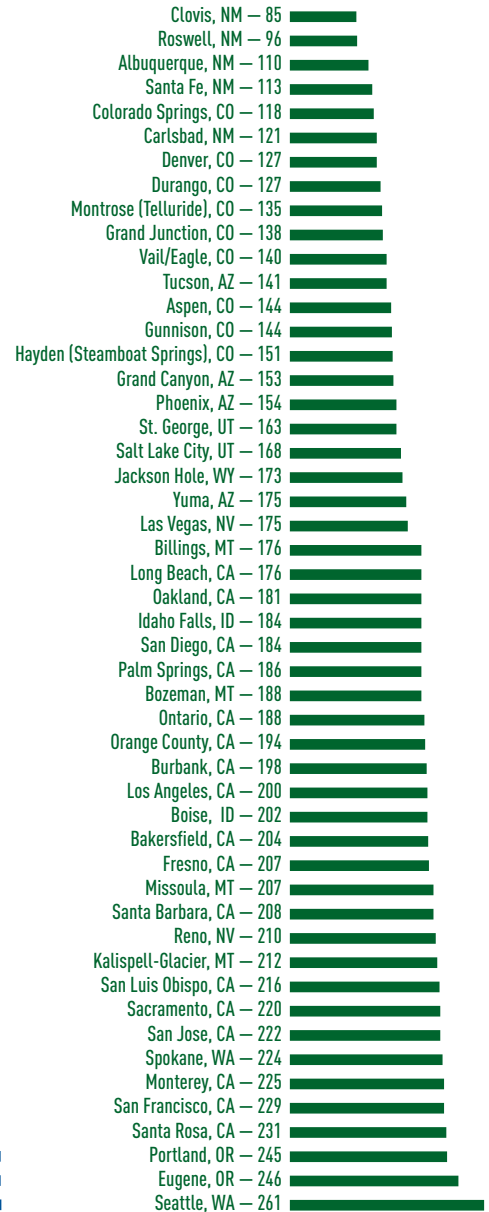
**U.S. Northeast**



**U.S. South**



**U.S. West**





# 24 Things to Do in Your First 30 Days

GET ESTABLISHED, MAKE CONNECTIONS, AND FEEL AT HOME

Settling into a new community takes time and often requires a checklist. Here are the things you need to do during those first few weeks to get established, make connections, and feel at home.

**1. First things first: Meet your neighbors.**

Research shows that knowing the people who live around you is good for both your physical and mental health. Don't wait for your neighbors to come to you—be your own welcome wagon.

**2. Read up on specific Texas and Dallas-Fort Worth laws that could impact you.**

**3. Get your vehicle inspected.** Texas requires an annual state emissions inspection. Many mechanic shops, gas stations, and oil change locations offer these inspections. Find one near you at [txdps.state.tx.us/rsd/vi/vlactivestationlocator](http://txdps.state.tx.us/rsd/vi/vlactivestationlocator). Be sure to take your driver's license and proof of insurance.

**4. Get your Texas vehicle registration sticker and license plates.** You can do this at your county tax assessor-collector's office. You'll need to show proof of ownership, such as registration or title from your previous home state, as well as proof of insurance.

**5. Apply for a Texas driver's license at the Texas Department of Public Safety office in your area.** To find the location nearest you, go to [txdps.state.tx.us](http://txdps.state.tx.us) or call 512-424-2600.

**6. If you're going to commute to work via public transportation, find your nearest DART station or bus stops and plot your route.** Buy passes and do a test ride.

**7. If you'll commute by car, map out first and secondary highway routes.** If toll roads are in your future, get a TollTag. Test out your routes.

**8. Drive other stuff, too.** DFW is a big place, and it can be difficult to budget for traffic. As you have time, pick a neighborhood that is not your own and drive to it. Do it a couple of times during different parts of the day. Then challenge yourself to get there and back home without using GPS. This will help you orient yourself to the area and make life easier when you need to get someplace out of your comfort zone.

**9. Print out emergency numbers, such as fire, ambulance, police, etc.** Program these numbers into your phone as well.

**10. Locate the hospital emergency room nearest your home.** Take a test drive to determine the



fastest route before you need it. Likewise, find the nearest urgent care center to your home and office—and review your health insurance policy to discover what it covers.

**11. Find a new doctor. Find a new dentist. Find a new hairdresser.** Find someone to fix your car when it breaks. Having the people you will need in place before you need them is peace of mind.

A good way to do this is ask neighbors and co-workers for referrals.

**12. If you have kids, register them in school.** If they'll be walking to classes, map out their routes and do a test run. If they'll be taking the bus, find out the schedules and routes. If school has already started, arrange a parent-teacher conference to kick things off right.

**13. If you have a dog, scout out dog parks.** Ask around for a veterinarian referral or check out a veterinarian's office close to your home. Locate the all-night emergency vet clinic in your neighborhood.

**14. Get up to speed on current local news.** Subscribe to the newspaper or a community magazine or bookmark related websites. Check your cable/satellite/digital channels for local news stations and program your radio with your favorites.

**15. Read up on our colorful past.**

**16. Join a gym near your home or office.** It's a good way to meet people and maintain a healthy lifestyle. Alternatively, you may want to join a club, professional organization, or special interest group. DFW has an abundance of running clubs, book clubs, car clubs, environmental groups, theater

troupes, etc. You're sure to find something that suits your interests.

**17. If you're keen on local politics, attend a local government meeting.** Call the one in your community and ask about open meetings.

**18. Register to vote and locate your polling place.** Go to [votexas.org](http://votexas.org) for information.

**19. Get to know your new co-workers.** Join an after-work happy hour or ask someone to lunch or coffee.

**20. If religion is an important part of your life, explore the churches, temples, or synagogues in Dallas-Fort Worth.** Our area has a plentiful and diverse selection of places to worship, so if your first selection isn't the right fit, there's likely another choice just around the corner.

**21. Get outside.** DFW has a lot to offer an outdoors enthusiast, including hiking trails, cycling paths, running trails, lakes, parks, and more.

**22. Support the home team.** Whatever your interest—football, basketball, baseball, hockey—we've got game (and a lot of trophies)! It's also fun to connect with your college alumni group so you can support your own teams. It's a good way to meet people with a background similar to yours and feel more at home.

**23. Volunteer.** It's good to give back, and helping out in your new community is a great way to meet like-minded people.

**24. Get some sleep.** Moving is stressful. Take care of yourself.



MY DALLAS STORY

## Cameron Woods

**City:** Carrollton

**Job:** Corporate Paralegal, Fay Financial

**When did you move here? From where?**  
I moved here from Chicago in August 2017.

**Where else have you lived?**  
Florida, Pennsylvania

**What made you choose the Dallas area?**  
My reasons for choosing Dallas and returning to Texas were numerous, including: family ties, cost of living, and new opportunities in general.

**Where do you go and what do you do on the weekends or days off?**  
I spend a lot of weekends road-tripping to catch up with family and friends in Tyler and Round Rock. When I'm not on the road, I love finding new food places, catching good movies, or going to places where I can get both—Alamo Drafthouse!!



“There are ALL stripes of people here, living and working together. It’s a very encouraging thing to see.”

## ✓ Moving checklist

### STEP 1: DECIDE WHEN YOU WANT TO MOVE

Moving can be both exciting and stressful as you pick up your entire life to start over somewhere new. If you have the freedom to pick when you want to move, there are a few things to consider. If cost is a factor, moving during the off-season, such as in spring or late fall, will give you the least expensive rates from moving companies. Try to avoid booking your move on the weekends, during the summer, or on the first of the month as rates can be their highest. If you have children in school, you may need to move during the summer as it's least disruptive to them.

Once you've weighed the pros and cons and figured out when to move, use our 8-Week Moving Checklist to help you plan an organized move to get you settled in your new place.

### EIGHT WEEKS UNTIL MOVE: GET ESTIMATES & MAKE LISTS

- Relocating for a job? Find out what expenses your employer will cover.
- If buying a home, contact a real estate agent in Dallas.
- Decide if you want to hire a moving company and start getting estimates.

### SIX WEEKS UNTIL MOVE: PURGE & START PACKING

- Begin organizing your closets and sorting out clothing, accessories, and shoes you do not want to keep.
- Choose what you can donate to charity and schedule a charity organization of your choice to pick them up (for example, Salvation Army or a veterans' charity).
- Have a garage sale or sell online (on Craigslist or eBay) value items and things that are not worth the cost of moving, but which you don't want to give away for free.

### FOUR WEEKS UNTIL MOVE: UPDATE ADDRESS

- Submit a change-of-address form. Go to your local post office and submit a change-of-address form in order to ensure that all your mail will be properly forwarded. You can do this online in order to save time.
- Request 1 or 2 days off from your work for date(s) planned for your move (unless you are changing jobs).
- Find a new primary doctor (and pediatrician, if you have children) and dentist and arrange for your medical records to be transferred.
- If you have children, check the pre-registration procedures for enrolling children in school.
- Talk to the current and future school/daycare to transfer school records and make plans for a smooth transition.

### THREE WEEKS UNTIL MOVE: TAKE CARE OF SPECIAL ITEMS

- Gather important documents, jewelry, and valuables and pack them separately in your personal bags or ship them with a trackable delivery with insurance.
- If you're driving long distance to your new home, have your car checked up and serviced for a long drive.
- Take an inventory of your most expensive or cherished possessions and take photos of them to have proof in case of damage.

### TWO WEEKS UNTIL MOVE: FINISH UP LOOSE ENDS

- Check the pre-registration procedures for enrolling children in school.
- Use up food from the refrigerator, freezer, and pantry, to minimize waste.
- Double-check that you've updated your address everywhere where needed.

- Notify movers ahead of time if you're moving big appliances which may need special handling; likewise, for gas appliances, consult with your gas utility provider.
- Refill your medication prescriptions and keep them easily accessible by packing them in your handbag.
- Keep some cash on hand for tips and small expenses, as you may not be able to pay by credit card everywhere.
- Update your shipping address on Amazon, eBay, PayPal, and other online shopping sites you use, and direct any scheduled or future shipments to the correct address.

### ONE WEEK UNTIL MOVE: TAKE CARE OF FINAL DETAILS

- Plan to transfer utilities. Call your utility companies—electricity, water, gas, telephone, mobile, internet, TV cable, sewer, trash—and put in a request to turn off utilities at the old address on the day after your move.
- Pack a personal suitcase with toiletries, essentials, valuables, and comfortable clothes for each person in your household; keep these suitcases with you.
- Do a final box count to have an accurate count for your records and for the moving company, if they request it.
- Confirm the important details with your moving company to avoid any last-minute misunderstandings: phone numbers on both sides, contact person's name, destination address, date and time when the truck will arrive, etc.

### MOVING DAY:

### YOU'RE OFF TO YOUR NEW HOME!







## Sample tax information for DFW communities

2023 RATE PER \$100 OF TAXABLE VALUATION

CITY	COUNTY	SCHOOL DISTRICT	OTHER	TOTAL
PLANO	COLLIN	PLANO ISD	CCD	\$1.726013
DALLAS	DALLAS	DALLAS ISD	SET HD CCD	\$2.304781
DENTON	DENTON	DENTON ISD		\$1.914367
FORT WORTH	TARRANT	FORT WORTH ISD	WD HD CCD	\$2.262770

SET = School Equalization Tax; HD = Hospital District; WD = Water District; CCD = Community College District

# Utilities

Dallas-Fort Worth ranks close to the national median in terms of overall electric rates. Reliability in the system is better here because 85 percent of Texas operates on a separate power grid from that of the rest of the country.

Since Texas has a deregulated electricity market, residents have the power to choose their providers, which creates flexibility in pricing and service. Powertochoose.org is the official electric

choice website of the Public Utility Commission of Texas and the place where you can compare providers' offers and select the plan that is right for you. Many providers offer rates well below the national average, but you have to take the time and make the effort to get a good rate—it doesn't happen automatically.

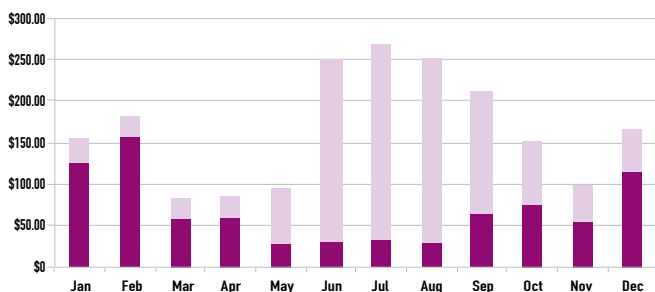
Though most of the region sits atop two aquifers, our residential water supply comes primarily from surface water (reservoirs and lakes). Water rates for moderate users are lower than in many comparable-size cities in the country.

Most cities in DFW have programs to encourage water conservation, and some impose watering restrictions due to drought conditions.

Natural gas prices are relatively low here, due in part to natural underground gas fields such as the Barnett Shale.

The charts here represent real-life examples of what you might expect in terms of power and insurance costs. Every home is different, and many factors contribute to insurance pricing. The prices you pay may or may not compare to these.

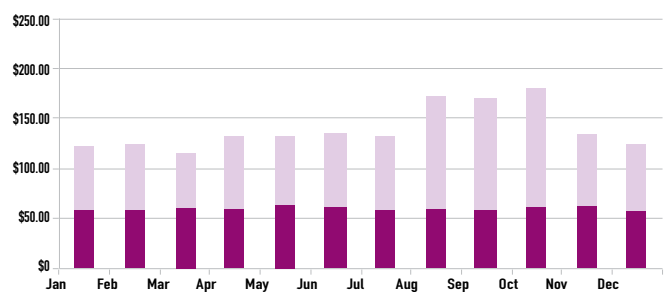
## Utility cost examples



**Single Family Home:** 1,755 Square Feet, 1 Story, Brick, Built in 1953, Dallas, TX

**Utilities:** Majority gas, including heating, gas water heater, and cooktop

**Home Insurance Rate:** Monthly: \$28.25



**Apartment:** 1,020 Square Feet, 1 story, 3rd Floor, Stucco Built in 1952, Dallas, TX

**Utilities:** Electric air conditioning and natural gas heating, gas water heater and cooktop

**Rental Insurance Rate:** Policy Amount: \$300,000, Monthly Rate: \$295.58

### Compare rates & save money

**powertochoose.org**—The official and unbiased electric choice website of the Public Utility Commission of Texas allows electricity providers to list their offers at no charge, so consumers can compare and choose what's best for them.

**helpinsure.com**—The free service of the Texas Department of Insurance and Office of Public Insurance Counsel helps Texans with their auto, commercial, and residential property insurance needs.



# It's the Law



Laws vary from state to state, city to city. Here are a few important laws that may be different in Texas and/or the area you plan to live in.

## Driving laws

### DRIVER'S LICENSE

You have 90 days to obtain a Texas driver's license after moving to the state. If you are over 18 and already have a valid, unexpired license from another state, you won't have to take the driving or knowledge test. To obtain your new Texas license you must:

- Submit an application to your local Department of Public Safety
- Provide proof of Texas residency
- Submit a valid form of ID, such as a passport, unexpired military ID card, or U.S. Citizen Identification Card and pay the fee

### VEHICLE INSURANCE

In Texas, you are required to have liability car insurance. It's OK if your auto insurance was issued by another state, but it will have to meet the minimum coverage requirement. In Texas, all drivers must have at least \$25,000 in coverage for property damage, \$30,000 for each injured person, and \$60,000 for injuries per incident.

### VEHICLE INSPECTION

Vehicle inspections are still a part of the registration process and are performed at Official Vehicle Inspection Stations licensed by the Texas Department of Public Safety. Inspections must be done within 90 days of registering your vehicle. Emission testing is required in 17 Texas counties that must comply with federally mandated clear air requirements.

### VEHICLE REGISTRATION

In 2013, the State of Texas changed the vehicle inspection and registration requirements, eliminating the inspection sticker. Residents must have their vehicle inspected within 90 days of renewing the state vehicle registration sticker. Under the one-sticker system, it now serves as both the inspection and registration sticker. You can register your vehicle online, by mail, or in person.

### HELMETS

Texas does not require drivers or passengers of motorcycles to wear helmets. The state also does not require helmets for bicyclists. However, city regulations vary on the latter, and the city of Dallas requires helmets for bicyclists ages 17 and younger. For more on driving laws, go to [dmv.org/tx-texas/safety-laws.php](http://dmv.org/tx-texas/safety-laws.php)

## Gun laws

### LEGALITY

Texas law allows most Texans age 21 and older to carry handguns—open or concealed—without a state license, if no other state or federal law applies.

There are some places and circumstances you cannot carry a handgun legally even under the handgun law. Owners of any establishment can prohibit handguns on their properties if they post a legal notice. For more on Texas gun laws, go to [dps.texas.gov/rsd/lrc/index.htm](http://dps.texas.gov/rsd/lrc/index.htm)

## Labor laws

### RIGHT TO WORK

Texas is a right-to-work state. That means you cannot be denied employment for participation or nonparticipation in a labor union/organization. Your employer cannot discriminate against you for choosing to join or not join a union. Texas is also an employment-at-will state, which means the employer or employee can terminate employment at any time, for any reason, with few exceptions. For more information on labor laws, go to [www2.texasattorneygeneral.gov/agency/right-to-work-laws-in-texas](http://www2.texasattorneygeneral.gov/agency/right-to-work-laws-in-texas)

## Smoking and drinking laws

### USE/PURCHASE OF TOBACCO

You must be older than 21 years of age to purchase tobacco products in Texas.

### SMOKING RESTRICTIONS

Smoking is not allowed in public places in Dallas, including city parks, libraries, buses, or within 15 feet of any pedestrian entrance. The city of Dallas has also banned smoking in bars and restaurants. However, some of the surrounding communities do allow smoking in bars.

### DRINKING RESTRICTIONS

The legal age to purchase and consume alcohol in Texas is 21. In Texas, driving with a blood alcohol content of .08 percent or higher is considered driving while intoxicated (DWI). It is illegal in Texas to have open containers of alcohol in the passenger area of your vehicle while you are driving or parked on a public highway.

### DRY VERSUS WET AREAS

A wet area is one in which sales of all alcoholic beverages are permitted at all times. A dry area is one in which some or all alcoholic beverage sales are restricted some or all the time. There are also partially wet areas in which beer and wine sales are legal, but the sale of liquor is not. DFW is a complicated patchwork of all of the above.

## Family laws

### MARRIAGE/DIVORCE REQUIREMENTS

To get married in Texas, you need to be at least 18 years old. Apply in person at a Texas County Clerk's Office to receive your marriage license. Texas is a no-fault divorce state, meaning you do not have to prove wrongdoing to be granted a divorce. Texas does not stipulate that a couple must be separated for any period of time prior to getting a divorce.

### COMMON-LAW MARRIAGE

Texas recognizes common-law marriage. You and your partner simply need to either file a Declaration of Informal Marriage or agree that you are married, live together in Texas, and represent to other people that you are married to each other.

### DOMESTIC PARTNERSHIPS

As of the summer of 2015, the State of Texas recognizes marriage, civil unions, and domestic partnerships between individuals of the same gender, per the U.S. Supreme Court ruling. For more on marriage and divorce, go to [dshs.state.tx.us/Vital\\_Statistics/Verification\\_of\\_a\\_Marriage\\_or\\_Divorce.aspx](http://dshs.state.tx.us/Vital_Statistics/Verification_of_a_Marriage_or_Divorce.aspx)

## Education laws

### KINDERGARTEN

Texas does not require kindergarten. However, children age 6 and over must attend school.

### TESTING

Texas requires students to take standardized tests in grades 3-8 and high school end-of-course (EOC) exams. The tests are called the State of Texas Assessments of Academic Readiness (STAAR) system. The number of EOC tests a student is required to take depends on what that student plans to do after graduation. For more on public education in Texas, go to [www.tasb.org/legislative.aspx](http://www.tasb.org/legislative.aspx).

## Real estate laws

### HOMESTEAD LAW

The Texas Homestead Exemption reduces taxes by lowering a home's taxable value. All school districts offer a \$100,000 homestead exemption, and some taxing units offer a separate exemption based on a percentage of a home's assessed value. The homestead exemption applies only if the property is the owner's primary residence. There are additional exemptions for people over 65. Also, under the Texas Homestead Exemption your residence is protected from the forced sale by creditors, with the exception of the lender, the IRS, or a contractor who works on your house and increases its value. When you buy a house, call the county appraisal district and ask for the forms for declaring your homestead. For more on the homestead exemption, go to [comptroller.texas.gov/taxinfo/proptax/exemptions.html](http://comptroller.texas.gov/taxinfo/proptax/exemptions.html)



Dallas Love Field (DAL), located just seven miles from downtown Dallas, achieved a significant milestone in 2023 by serving over 17.5 million passengers. Recognized as the busiest medium hub airport in the U.S., DAL has earned prestigious awards, including ACI-World's Airport Service Quality and ACI-NA's MarComCX. The airport plays a pivotal role in reshaping the airport experience. Over its history, DAL has contributed more than \$5.6 billion to the economy, elevating labor income by \$1.7 billion through the support of over 28,000 local jobs. DAL is dedicated to expanding its footprint and enhancing aviation services for an unparalleled travel experience.

## THANKS FOR MAKING DALLAS LOVE FIELD THE HUB OF BUSINESS IN DALLAS



Dallas Love Field





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\*50% SAVINGS BASED ON RIDING DART 5 DAYS A WEEK COMPARED TO DART DAY PASS.