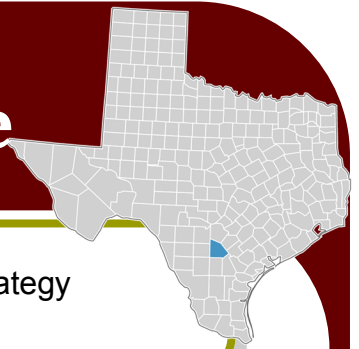


# Atascosa County Economic Profile



Comprehensive Economic Development Strategy  
October 2012

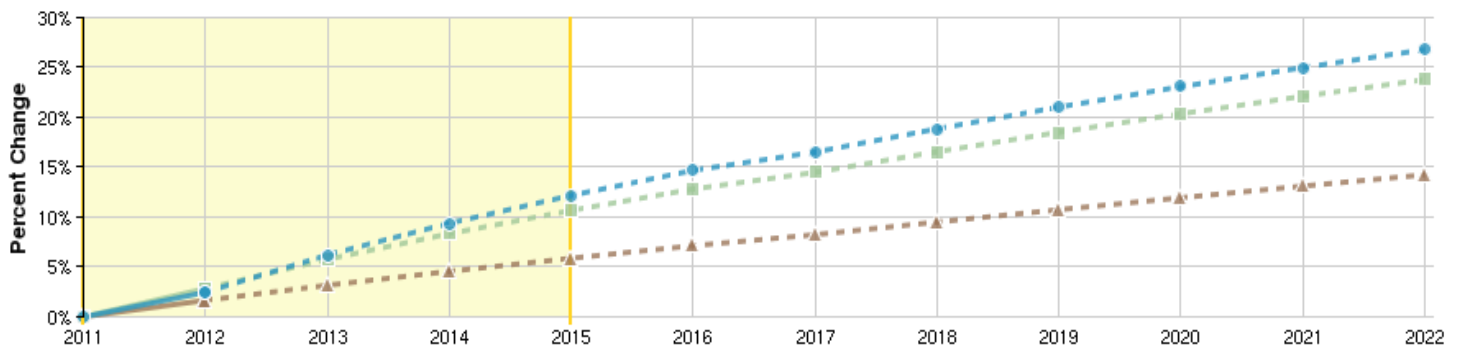
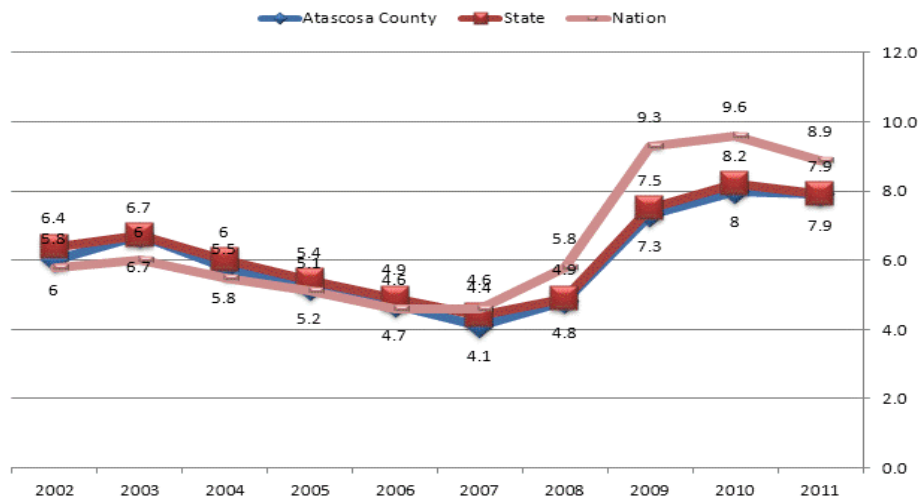
## Labor Force Data

The Atascosa County unemployment rate averaged to 7.9 percent in 2011, down from 8.0 percent averaged in 2010.

Comparing Gillespie County to the state and nation, the Texas unadjusted (actual) unemployment rate averaged 7.9 percent in 2011, while the nation's unadjusted (actual) unemployment rate was 8.9 percent in 2011.

Source: Department of Labor

### Regional Trends



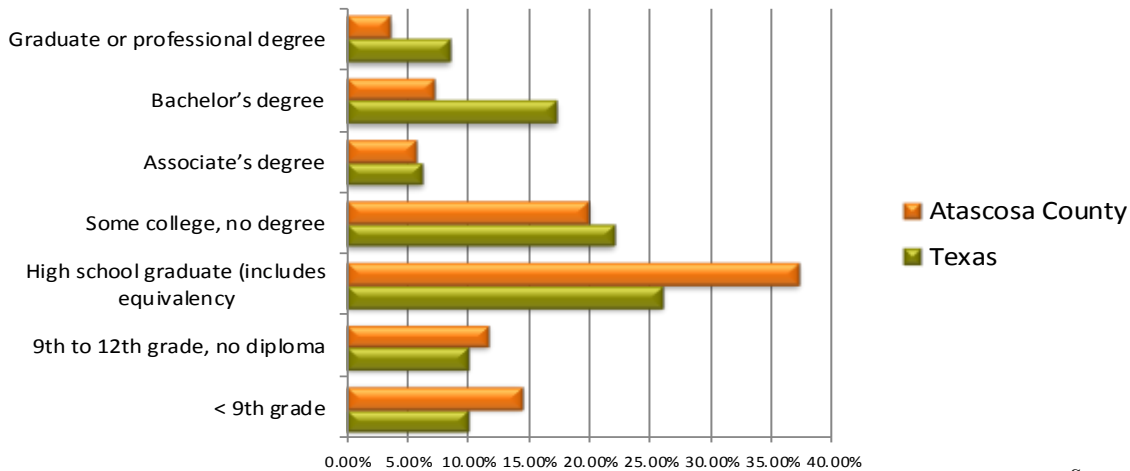
Region	2011 Jobs	2015 Jobs	% Change
Atascosa	18,598	20,862	12.2%
State	14,681,471	16,247,350	10.7%
Nation	176,769,254	187,155,067	5.9%

Source: EMSI, Economic Modeling

# Population, Educational Attainment, and Industry Data

	Total Population	% Population 20-54	Median Age	Households	Median Household Income	Per Capita Income
US	303,965,272	48.7%	36.9	76,254,318	\$51,914	\$27,334
Texas	24,311,891	49.4%	33.4	8,539,206	\$49,646	\$24,870
Atascosa County	44,049	44.5%	35.6	14,521	\$42,927	\$18,461

Source: 2010 US Census



Source: 2010 US Census

Industry	2012 Jobs	Avg. Earnings (2012)
Agriculture, Forestry, Fishing and Hunting	2,101	\$19,702
Mining, Quarrying, and Oil and Gas Extraction	1,283	\$59,965
Utilities	235	\$95,932
Construction	1,791	\$24,923
Manufacturing	530	\$46,079
Wholesale Trade	522	\$46,497
Retail Trade	1,969	\$26,403
Transportation and Warehousing	615	\$35,213
Information	110	\$44,039
Finance and Insurance	1,095	\$27,750
Real Estate and Rental and Leasing	789	\$21,045

Industry	2012 Jobs	Avg. Earnings (2012)
Professional, Scientific, and Technical Services	569	\$33,826
Management of Companies and Enterprises	0	\$0
Administrative and Support and Waste Management and Remediation Services	859	\$14,133
Educational Services (Private)	80	\$13,491
Health Care and Social Assistance	1,659	\$39,310
Arts, Entertainment, and Recreation	270	\$11,608
Accommodation and Food Services	1,091	\$15,651
Other Services (except Public Administration)	1,073	\$21,008
Government	2,409	\$42,812
Unclassified Industry	5	\$46,764

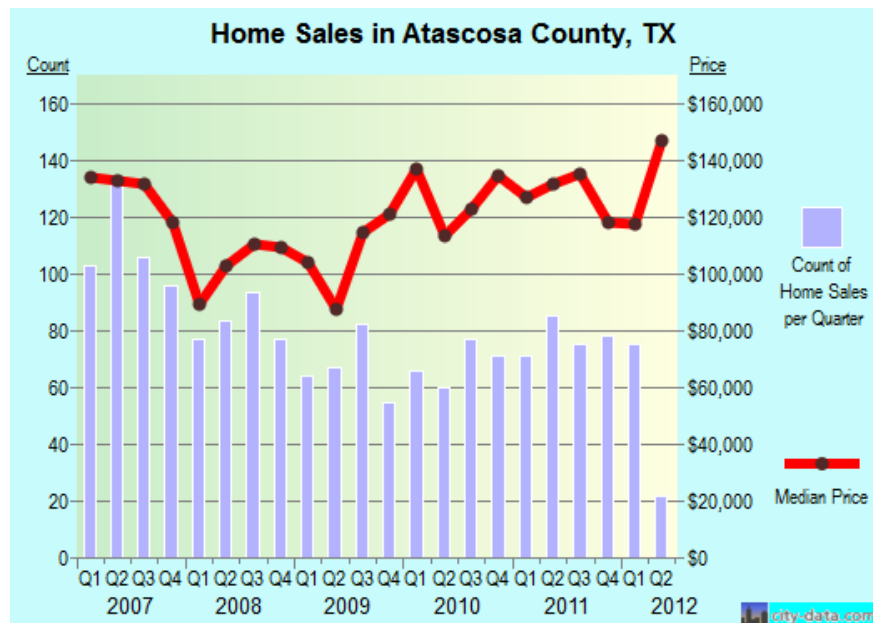
Source: EMSI, Economic Modeling

## Economic Strengths and Priorities

- Atascosa County sits atop the Eagle Ford Shale Play and is almost entirely in the liquids-rich or oil window of the Eagle Ford Shale. Primarily, drilling in Atascosa County targets the Eagle Ford Shale in the southern and eastern portions of the county where operators refer to both the crude oil and volatile oil windows.
- The emergence of the Eagle Ford Shale has increased demand for rental property, mainly multi-family units, and hotel capacity substantially.
  - Hotel capacity in Jourdanton has increased from 84 (2010) to 119 (2012) rooms. Hotel receipts have increased 348% during the timeframe (Q1 2010 to Q1 2012 comparison).
  - Hotel capacity in Pleasanton decreased from 199 (2010) to 185 (2012) rooms, but hotel receipts have increased 272% during the timeframe (Q1 2010 to Q1 2012 comparison).
  - Hotel capacity in Lytle has increased from 40 (2010) to 104 (2012) rooms. Hotel receipts have increased 670% during the timeframe (Q1 2010 to Q1 2012 comparison).

Source: Texas Comptroller of Public Accounts, [www.window.state.tx.us](http://www.window.state.tx.us)

- Jan. 2011 cost of living index in Atascosa County: 79.3 (low, U.S. average is 100)
- County sales tax revenue have increased 65% (2012) - The strong business and consumer spending trend boosted the monthly sales tax revenue. Collections from business sectors such as the oil and natural gas industry and consumer sectors including retail trade increased sales tax revenue for the fiscal year.
- Agricultural cash values in Atascosa County averaged \$97.3 million annually from 2007 to 2010. County total agricultural values in 2010 were down 1.2 percent from 2009. Major agriculture related commodities in Atascosa County during 2010 included Nursery, Other Beef, Fed Beef, Hunting, and Peanuts.
- Home sales have been relatively strong during the past few years, but prices have risen with housing stock diminishing at a fast rate.



Resources

US Department of Commerce (<http://www.bea.gov/index.htm>); TexasAhead (<http://www.texasahead.org/>); Window on State Government (<http://www.window.state.tx.us/taxinfo/sales/>); Texas Industry Profiles (<http://www.texasindustryprofiles.com/apps/cnp/index.asp>).

## Economic Development Challenges

- Traffic safety on roadways becoming a concern; TXDOT is releasing new safety campaign.
  - Pleasanton Main Street businesses are in need of additional parking to meet the growing number of customers; infrastructure changes are necessary.
  - Lack of affordable housing for working families and is a challenge to not only families, but existing businesses and new/expanding businesses as well.
  - Diminishing housing stock is driving up prices and leading to the emergence of RV parks and temporary housing of varied quality.
  - Educational attainment of the population age 25+ significantly trails the state and nation:
    - 73.8% are high school graduate or higher versus 80.0% and 85.0% for Texas and the nation respectively.
    - 11.0% achieved a bachelor's degree or higher versus 25.8% and 27.9% for Texas and the nation respectively.
  - Managing economic development activity with the rapid emergence of the Eagle Ford Shale Play and associated impact on infrastructure, demand for housing and commercial space, and indirect retail and service industry demands.
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