

# Medina County Economic Profile



Comprehensive Economic Development Strategy  
October 2012

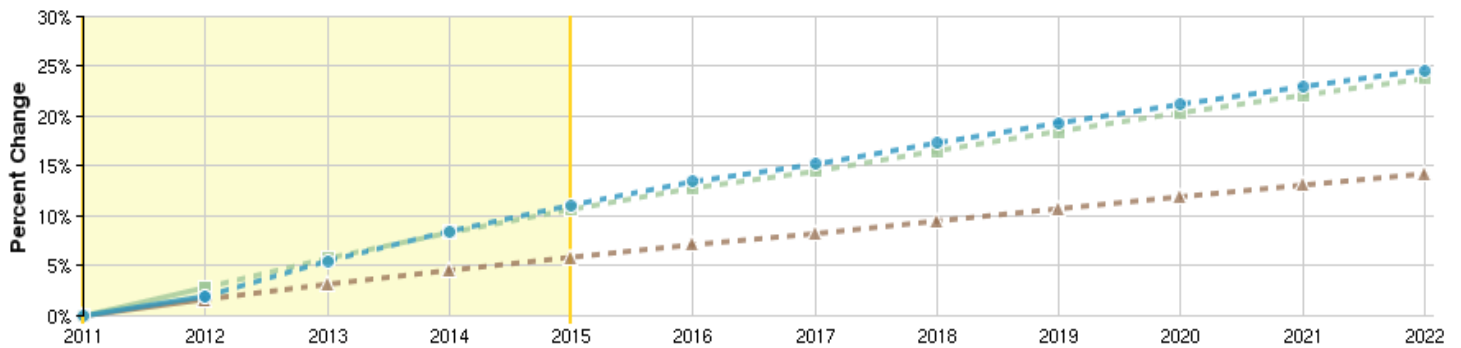
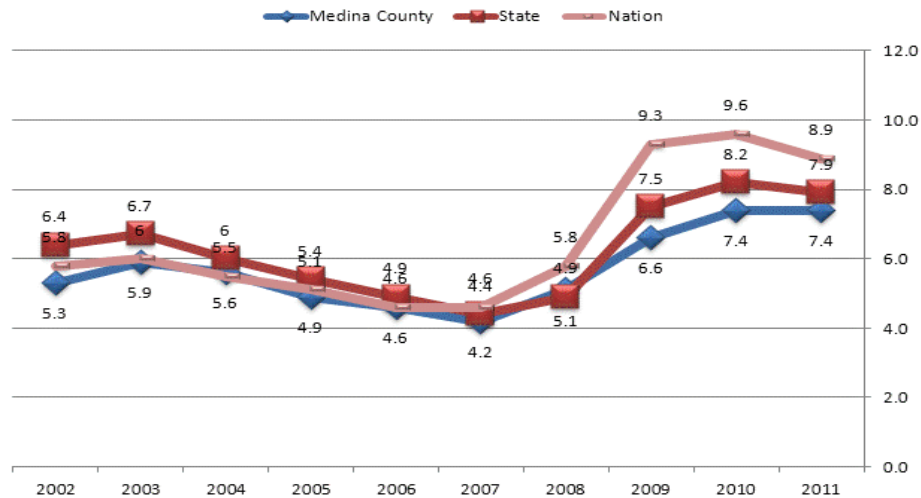
## Labor Force Data

The Medina County unemployment rate averaged to 7.4 percent in 2011, the same rate averaged in 2010.

Comparing Medina 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



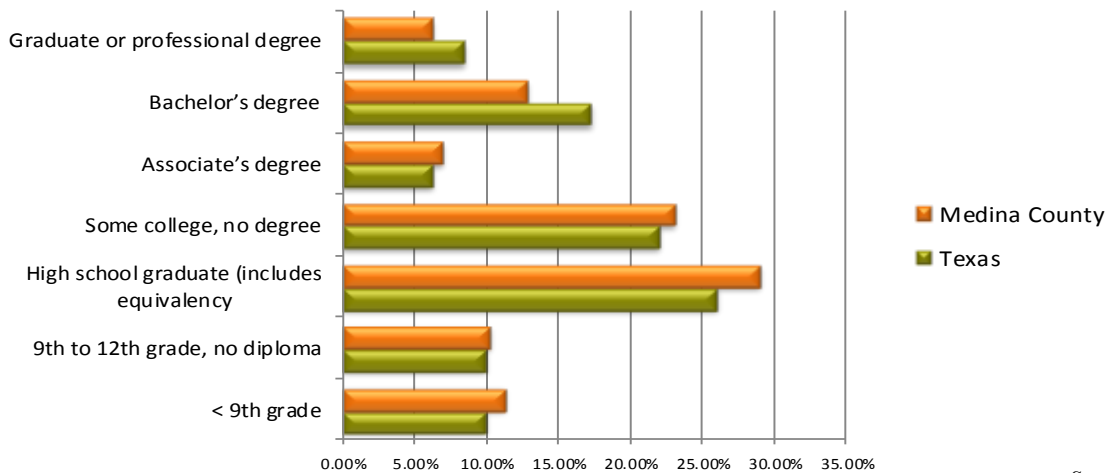
| Region | 2011 Jobs   | 2015 Jobs   | % Change |
|--------|-------------|-------------|----------|
| Medina | 15,555      | 17,282      | 11.1%    |
| State  | 14,681,471  | 16,247,350  | 10.7%    |
| Nation | 176,769,254 | 187,155,067 | 5.9%     |

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          |
| Medina County | 45,073           | 45.8%              | 37.6       | 15,106     | \$49,138                | \$20,604          |

Source: 2010 US Census



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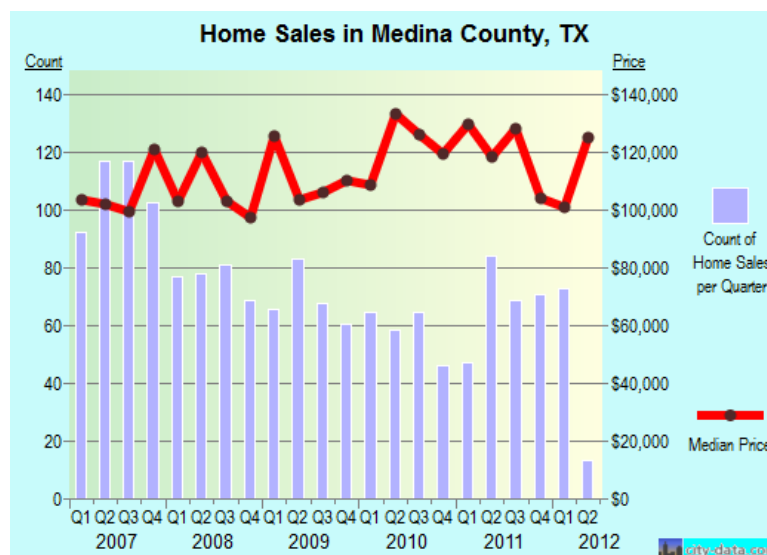
| Industry                                      | 2012 Jobs | Avg. Earnings (2012) |
|---|-----------|----------------------|
| Agriculture, Forestry, Fishing and Hunting    | 2,297     | \$20,471             |
| Mining, Quarrying, and Oil and Gas Extraction | 513       | \$54,119             |
| Utilities                                     | 95        | \$70,425             |
| Construction                                  | 1,332     | \$28,198             |
| Manufacturing                                 | 263       | \$31,750             |
| Wholesale Trade                               | 292       | \$39,807             |
| Retail Trade                                  | 1,600     | \$25,128             |
| Transportation and Warehousing                | 405       | \$40,004             |
| Information                                   | 90        | \$35,935             |
| Finance and Insurance                         | 1,023     | \$24,005             |
| Real Estate and Rental and Leasing            | 689       | \$11,140             |

| Industry   | 2012 Jobs | Avg. Earnings (2012) |
|--|-----------|----------------------|
| Professional, Scientific, and Technical Services                         | 765       | \$25,648             |
| Management of Companies and Enterprises                                  | 12        | \$15,007             |
| Administrative and Support and Waste Management and Remediation Services | 597       | \$10,999             |
| Educational Services (Private)   | 119       | \$11,340             |
| Health Care and Social Assistance  | 869       | \$28,522             |
| Arts, Entertainment, and Recreation                                      | 220       | \$11,960             |
| Accommodation and Food Services  | 977       | \$15,188             |
| Other Services (except Public Administration)                            | 775       | \$17,830             |
| Government   | 2,926     | \$43,113             |
| Unclassified Industry  | 4         | \$32,677             |

Source: EMSI, Economic Modeling

## Economic Strengths and Priorities

- The industrial intermodal park in Hondo houses both the Hondo Municipal Airport and the Hondo Railway LLC rail port. The park has quickly become an economic engine for the City and County, leveraging the emergence of the Eagle Ford Shale and competitive pricing due to its dual access rail to establish itself as a vital logistics hub.
- The City of Hondo recently established a downtown business committee whose mission is to retool and revitalize the downtown commercial district.
- Medina Regional Hospital in Hondo is now managed by Methodist Healthcare which has improved access to specialty care within the County.
- The City of Castroville is working to develop the commercial potential of the Castroville airport by extending the runway, improving infrastructure, and developing land adjacent to the airport for commercial use.
- The City of Devine is focused on commercial development of land along IH-35 to capitalize on through traffic along the highway. More than 60 acres has been targeted for use as a retail/commercial park.
- Communities throughout Medina County are focused on attracting retail to their areas to support population growth and reduce the leakage of retail spending to San Antonio and surrounding municipalities. Medina county is leveraging its unique access to Hwy 90 and IH-35, major south Texas arteries, to promote commercial/retail growth.
- Taxable sales in Medina County during the first quarter of 2012: \$53,826,149, up 22.0 percent from the same quarter in 2011.
- Medina County has been directly impacted by Eagle Ford Shale play operations, but only minimally impacted by increases in production. In February 2012, there were 1,499 producing oil wells and 17 producing gas wells.
- Agricultural cash values in Medina County averaged \$88 million annually from 2007 to 2010. County total agricultural values in 2010 were down 4.4 percent from 2009. Major agriculture related commodities in Medina County during 2010 included Corn, Other Beef, Fed Beef, Cotton, and Sorghum.



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

- More affordable housing is needed throughout the County to support a growing population.
- Medina County's population is older relative to Texas. Median age for the County (37.6) is marginally higher than that of Texas (33.4)
- An Aging population for the County is likely to result in lower tax revenue for municipalities, school districts, and the County in the long-term.
- Educational attainment of the population age 25+ trails the state and nation:
  - 78.3% are high school graduate or higher versus 80.0% and 85.0% for Texas and the nation respectively
  - 19.3% achieved a bachelor's degree or higher versus 25.8% and 27.9% for Texas and the nation respectively
- While economic development continues at a moderate pace, the county's primary transportation artery, HWY 90, does not boast as much commercial potential as larger interstate highways in the region. IH-35, which skirts the eastern portion of the County, has a limited impact on commerce.
- Land from Medina County along IH-35 is not yet fully developed; infrastructure improvements are required to fully leverage this frontage property.



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