

VITAL STATISTICS

114 WEST REGION

The 114 West Corridor represents the region that lies roughly along the S.H. 114 corridor between DFW International Airport on the east and Fort Worth Alliance Airport on the west and includes the cities of Colleyville, Grapevine, Haslet, Keller, Roanoke, Southlake, Trophy Club and Westlake.

POPULATION & DEMOGRAPHICS

This region includes a population of over 151,000 people with the following characteristics.

- Family Oriented: Avg. of 2.89 people per household
- Well Educated: 47.3% of those over 25 years of age have a bachelors degree or higher
- Young at heart: Avg. age of 37 years old
- Total Households: 67,598
- Average Household Income: \$91,972 / year

SCHOOL DISTRICTS



Grapevine High School

The strongest draw to the 114 West region is the strength and continued high ratings of the area school districts.

- Carroll I.S.D. – www.southlakecarroll.edu
- Grapevine/Colleyville I.S.D. – www.gcisd-k12.org
- Keller I.S.D. – www.kellerisd.net
- Northwest I.S.D. – www.northwest.k12.tx.us
- Westlake Academy – www.westlakeacademy.org

HIGHER EDUCATION

The central location of this region provides easy access to:

- Tarrant County College – www.tccd.edu
- University of North Texas – www.unt.edu
- University of Texas at Arlington – www.uta.edu

CORPORATE PRESENCE



TransTrade

There is a significant corporate presence in the 114 West Corridor. Top corporate employers in the region and other major companies include:

- Sabre Holdings – 3,300
- Motorola Fulfillment Center – 3,200
- Fidelity Investments – 3,100



FedEx Facilities at Fort Worth Alliance Airport

- First American Real Estate Information Services – 2,400
- American Airlines Alliance – 2,100
- ATC Logistics & Electronics – 1,550
- UPS – 1,200
- Baylor Medical Center – 1,000
- Daimler Chrysler – 850
- Nokia Inc. Corp – 700
- Bell Helicopter – 650
- GameStop – 600
- J.C. Penney Retail D.C. – 500
- TD Ameritrade – 500

Companies with 499 or less employees:

- AmerisourceBergens Pharmaceutical
- Cardinal Health
- Citigroup
- Corning Cable Systems
- FedEx
- General Motors
- IBM
- Levi Strauss
- Lucent
- McKesson Corp.
- Nokia Alliance Gateway
- Pfizer
- Semulfite
- Sonitrol
- Tom Thumb D.C.
- Verizon Wireless
- Wells Fargo
- WW Grainger

DEVELOPMENT STATISTICS

Commercial developments abound with diverse uses and services for area residents and business owners.

- Office: 7,607,311 square feet
- Light Industrial: 30,077,723 square feet
- Retail: 10,089,758 square feet
- Multi-Family: 8,845 units

RESTAURANTS



The Cheesecake Factory

The area is home to over 400 restaurants.

- Settings from casual to formal
- Over 30 food varieties

HEALTHCARE

The region continues to see strong growth in the healthcare industry and is anchored by major medical facilities such as

- Baylor Regional Medical Center at Grapevine
- Baylor Medical Plaza - Keller
- Baylor Medical Center at Trophy Club
- Harris Methodist Southlake
- Southlake Family Medicine



Baylor Hospital patient tower

PROFESSIONAL SERVICES

There are over 2,900 professional services firms in the region providing diverse services to area residents and businesses.

- Accounting
- Architecture
- Banking
- Computer Programming
- Cosmetic Surgery
- Dentistry
- Engineering
- Financial Planning
- Insurance
- Law
- Logistics
- Management
- Real Estate
- Technology

HOSPITALITY & CONVENTION

There is a broad diversity of hotel and convention accommodations for visitors to our region to include over 5,796 hotel rooms and approximately 480,339 square feet of meeting / convention space.

- AmeriSuites
- Baymont Inn
- Comfort Suites
- Doral Tesoro
- Embassy Suites Outdoor World
- Fairfield Inn & Suites by Marriott
- Garden Manor Bed & Breakfast Inn
- Gaylord Texan Resort & Convention Center
- Grand Hyatt DFW
- Great Wolf Lodge
- Hampton Inn & Suites
- Hilton at Southlake Town Square



The Gaylord Texan in Grapevine

- Hilton DFW Lakes
- Holiday Inn Express
- Homewood Suites
- Hyatt Regency DFW
- Marriott Solana
- Springhill Suites by Marriott
- Super 8 Motel
- The Vineyards Campground & Lakeside Cabins
- Verizon Place Hotel & Conference Center

GOLF COURSES

Public and private* golf courses throughout the region for players at all levels.

- Bear Creek Golf Club
- Cowboys Golf Club
- Doral Tesoro Golf Club
- Grapevine Municipal
- Sky Creek Ranch
- Timarron Country Club*
- Trophy Club*
- Vaquero Club*

PUBLIC PARKS / LEISURE & RECREATION PROGRAMS

Area residents and employees have access to over 4,200 acres of public parks, 111 miles of trails and recreation programs including:

- Basketball Courts
- Boating Marinas
- Corps of Engineer Land
- Dog Parks
- Equestrian Trails
- Fishing Lakes



Vaquero

- Fitness Clubs
- Hike / Bike / Nature Trails
- Jogging paths
- Natatoriums
- Skate Parks (ice / paved)
- Skating Rink
- Softball and baseball fields
- Tennis Courts

FESTIVALS & EVENTS

Many family-oriented festivals and events are held throughout the region annually:

- Alliance Air Show
- Art in the Square
- Celebrate Colleyville
- Celebrate Roanoke
- Grapefest
- Grapevine Annual Butterfly Flutterby
- Grapevine Heritage Festival
- Grapevine Main Street Days
- Holly Days at Keller Town Center
- Home for the Holidays
- Independence Day Fireworks
- Keller Fest
- Keller Wild, Wild West Fest
- Southlake Oktoberfest
- Texas Motor Speedway Races
- Trophy Club Fall Festival
- Westlake Arbor Day



Economic Development

1400 Main Street, Suite 300
Southlake, TX 76092
(817) 748-8039
econdev@cityofsouthlake.com
www.SouthlakeSites.com



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