

CITY OF COLLEGE STATION 2025

ECONOMIC OUTLOOK





WILLIAM WRIGHT
City Council Place #2

MARK SMITH
City Council Place #1

DAVID WHITE
City Council Place #3

SCOTT SHAFER
City Council Place #6

BOB YANCY
City Council Place #5

JOHN NICHOLS
Mayor

MELISSA MCILHANEY
City Council Place #4





*Building and
Strengthening
Partnerships*





*Business Retention
and Expansion*





*Identification
of Target Industry
Sectors*





*Entrepreneurship
and Innovation*





*Redevelopment and
Fiscal Sustainability*



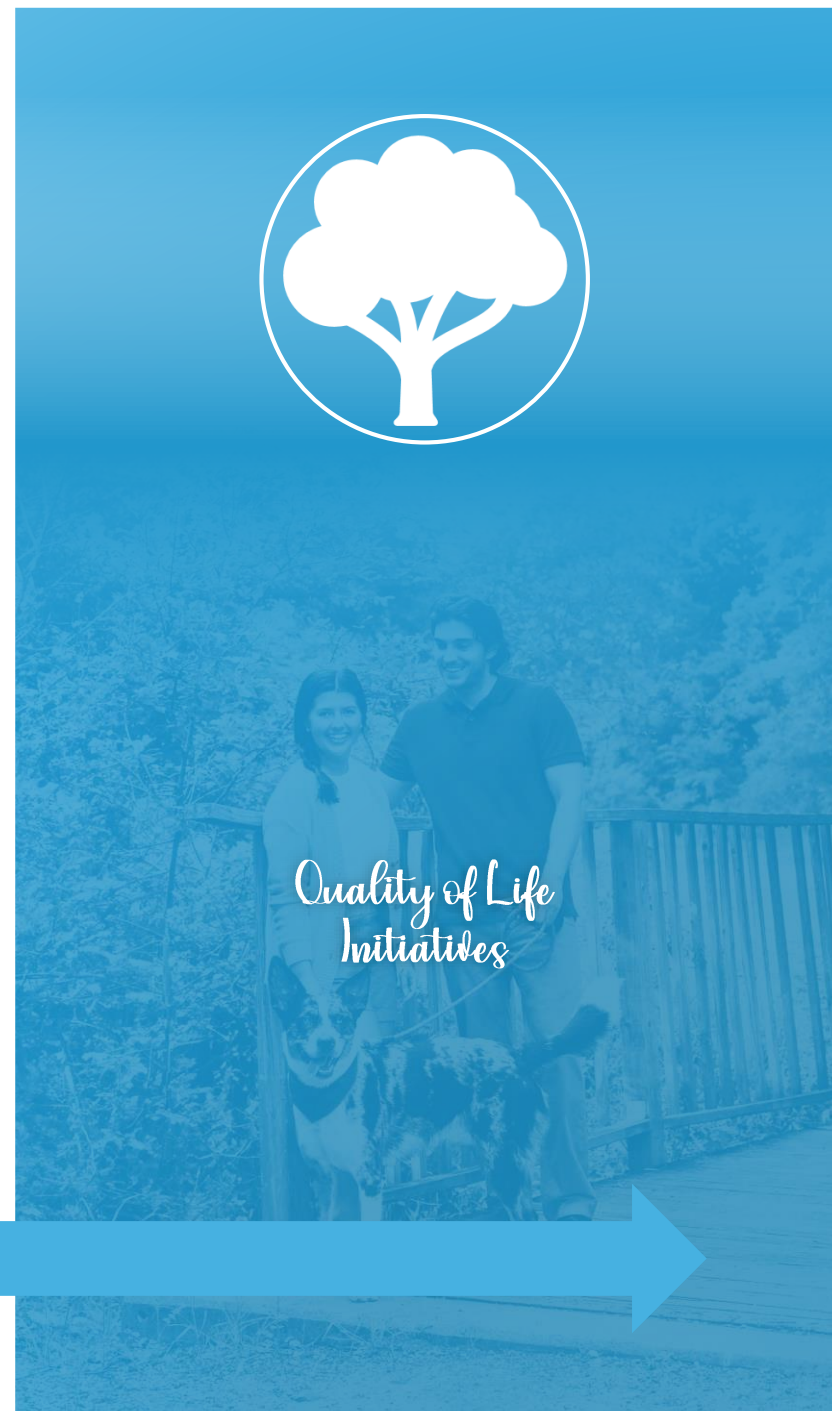


Marketing and
Promotion





*Quality of Life
Initiatives*



BUDGET

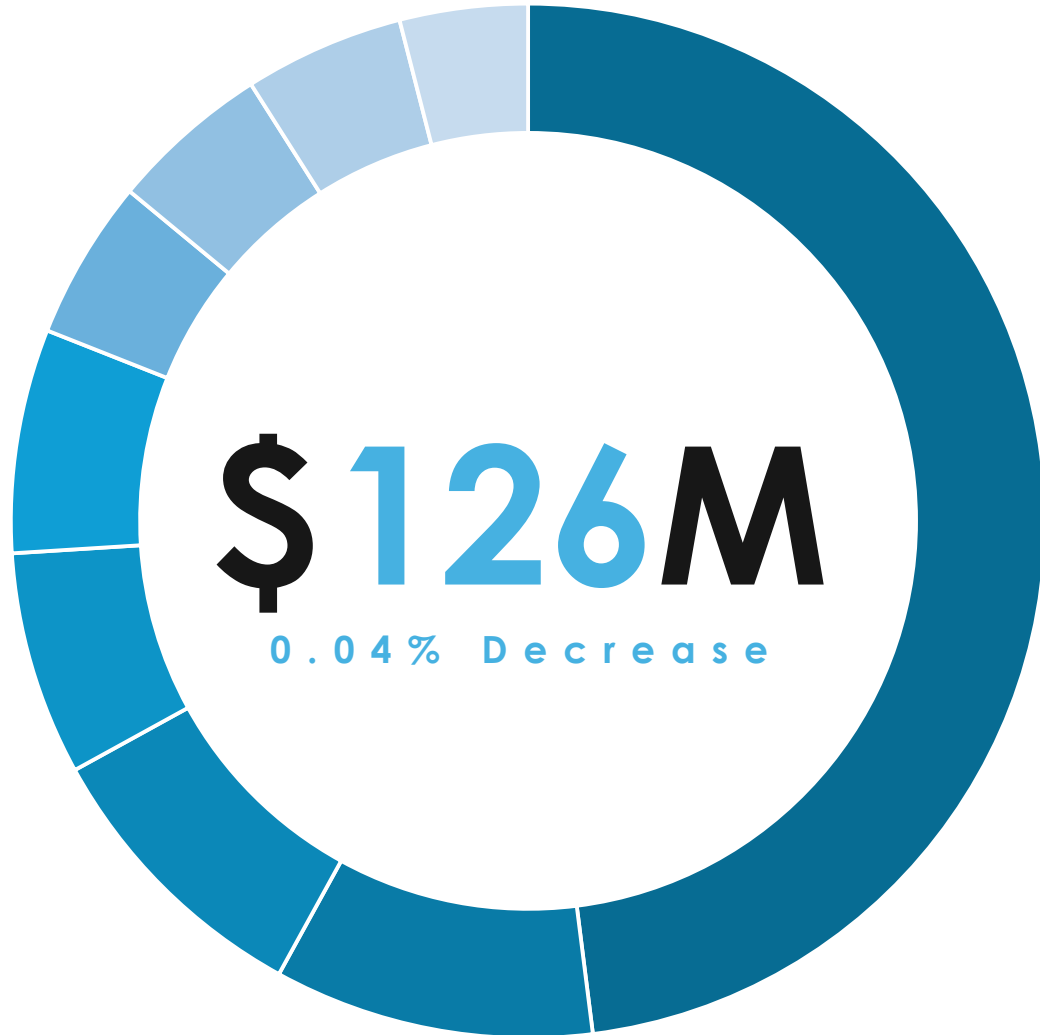




GENERAL FUND REVENUES

- Sales Taxes – 34%
- Property Taxes – 35%
- Other Revenues – 18%
- Utility Transfer – 13%





GENERAL FUND EXPENSES

- Public Safety – 48%
- Parks & Recreation – 10%
- General Government – 9%
- Information Technology – 7%
- Public Works – 7%
- Fiscal Services – 5%
- Planning & Development – 5%
- Other Expenses – 5%
- Capital Projects Operations - 4%

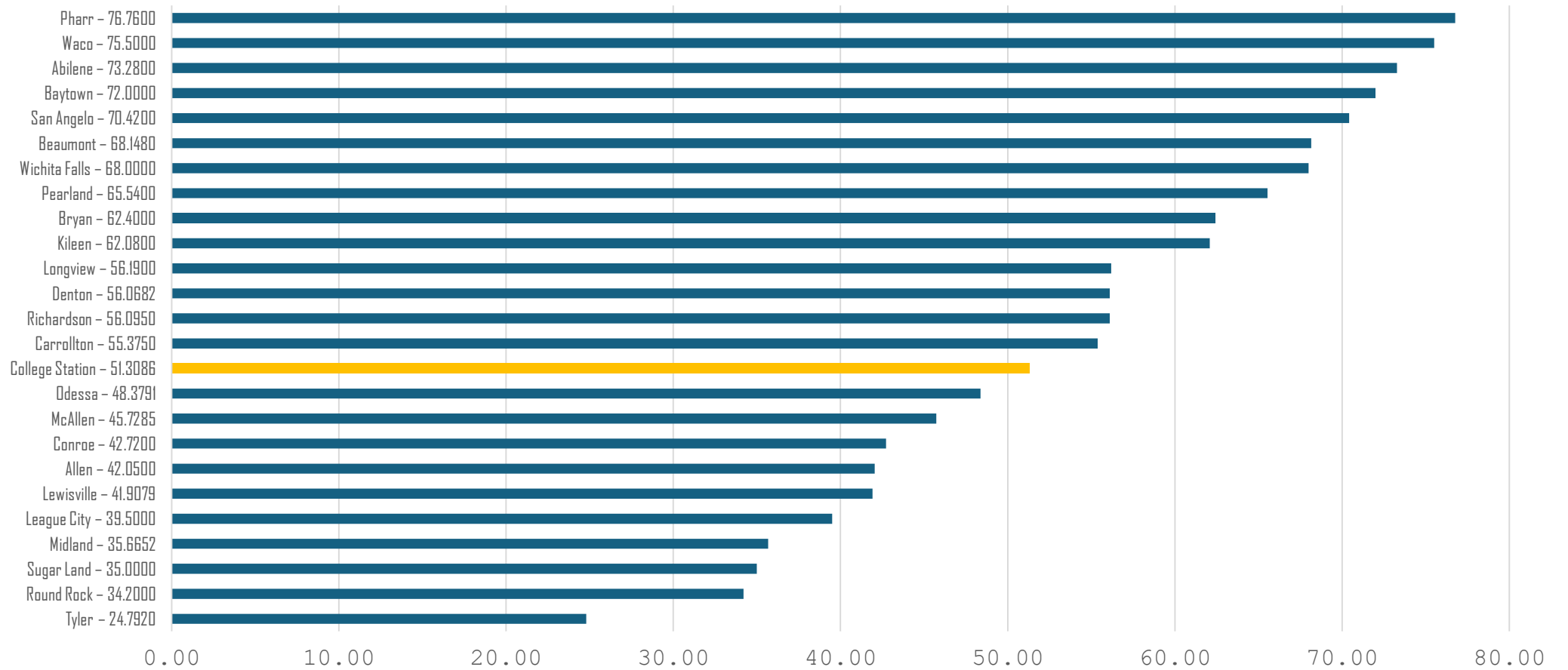


\$0.513086

PROPERTY TAX RATE

*per \$100/assessed
valuation*



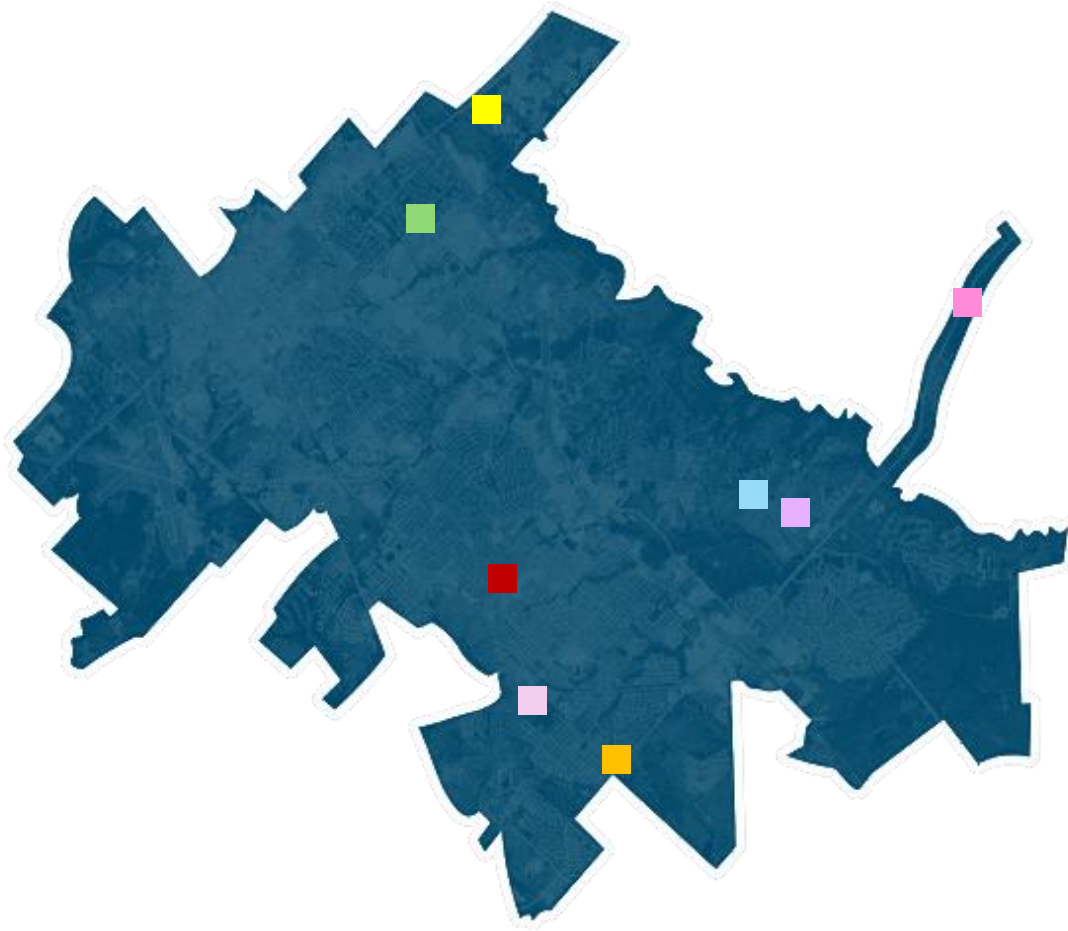


PROPERTY TAX RATE COMPARISON OF TEXAS CITIES WITH A POPULATION 75,000 TO 175,000



\$174.3M

CAPITAL BUDGET



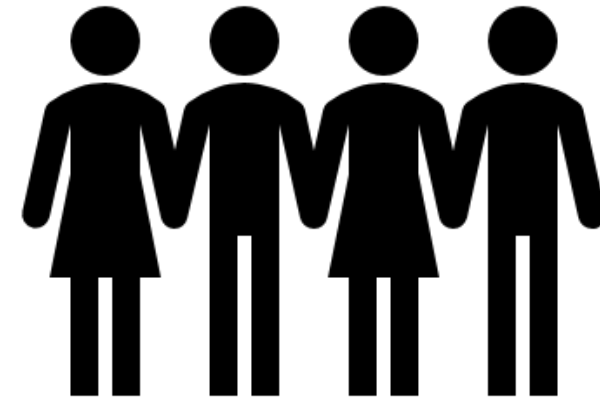
- Texas Independence Park
- William D. Fitch Rehab
- Fire Station #7
- Rock Prairie Road
- Veterans &
- Barron Road
- Bachmann Park Baseball Field
- Realignment
- Improvements
- Lincoln Avenue Rehab

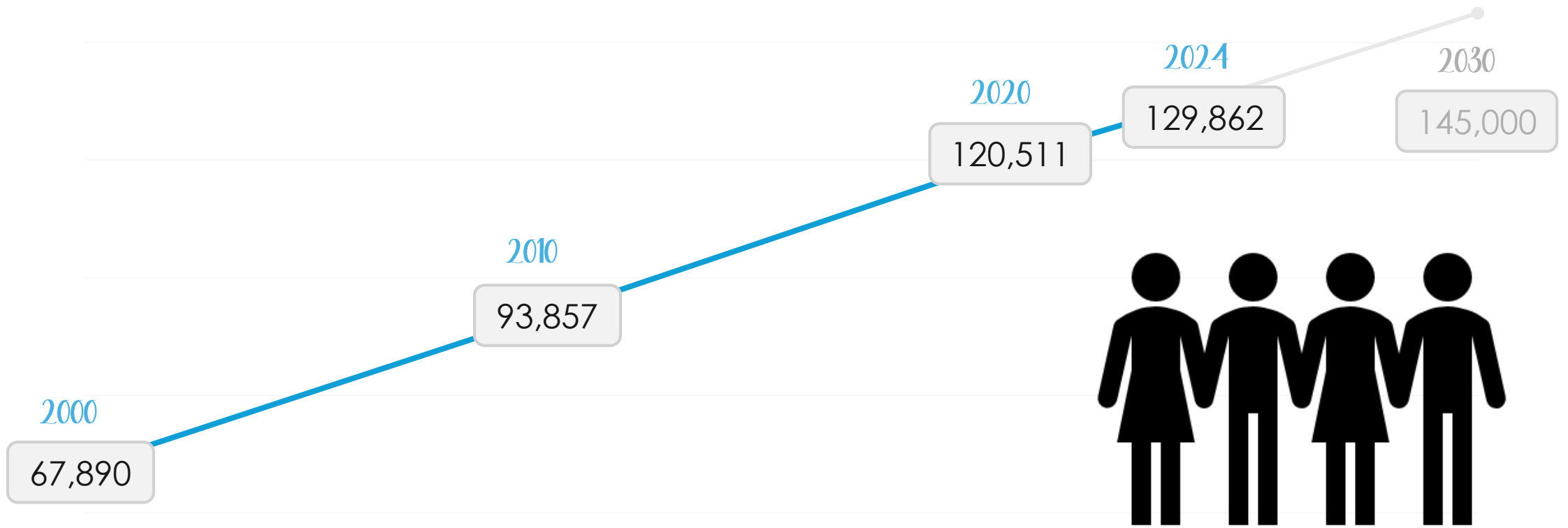
COMMUNITY GROWTH



129,862

CURRENT POPULATION







23.0

COLLEGE STATION

Median Age

78.6% of College Station residents are under the age of 45.



ECONOMIC GROWTH





- Education Services
- Accommodation & Food Services
- Retail Trade
- Health Care & Social Assistance
- Professional, Scientific, & Technical Services
- Public Administration
- Other Services
- Construction
- All Others



68,434
TOTAL WORKERS

2024

54.8%

PRIVATE SECTOR

45.2%

PUBLIC SECTOR

2014

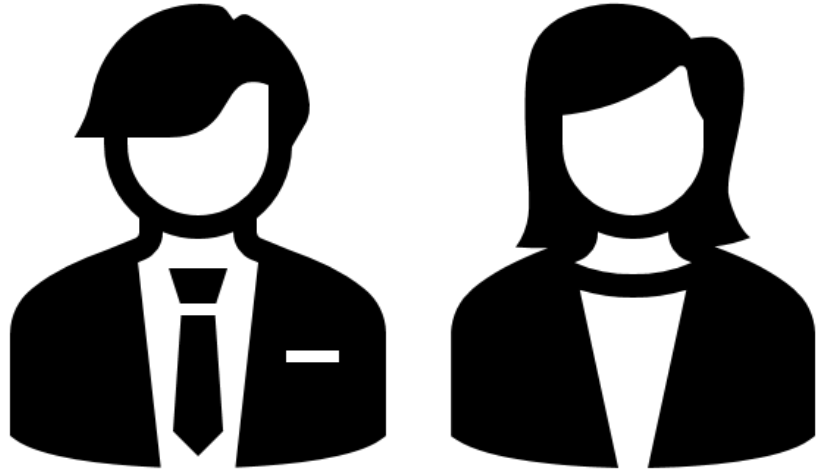
48.6%

PRIVATE SECTOR

51.4%

PUBLIC SECTOR





3.2%

UNEMPLOYMENT

- ↓ *32% decrease since 2020 (4.7%)*
- ↓ *Lower than State Average of 4.2%*
- ↓ *Lower than National Average of 4.1%*



COMMERCIAL DEVELOPMENT



\$111.4M

NEW COMMERCIAL

PERMIT TOTAL: 26
SQ.FT.: 252,361



\$40.77M

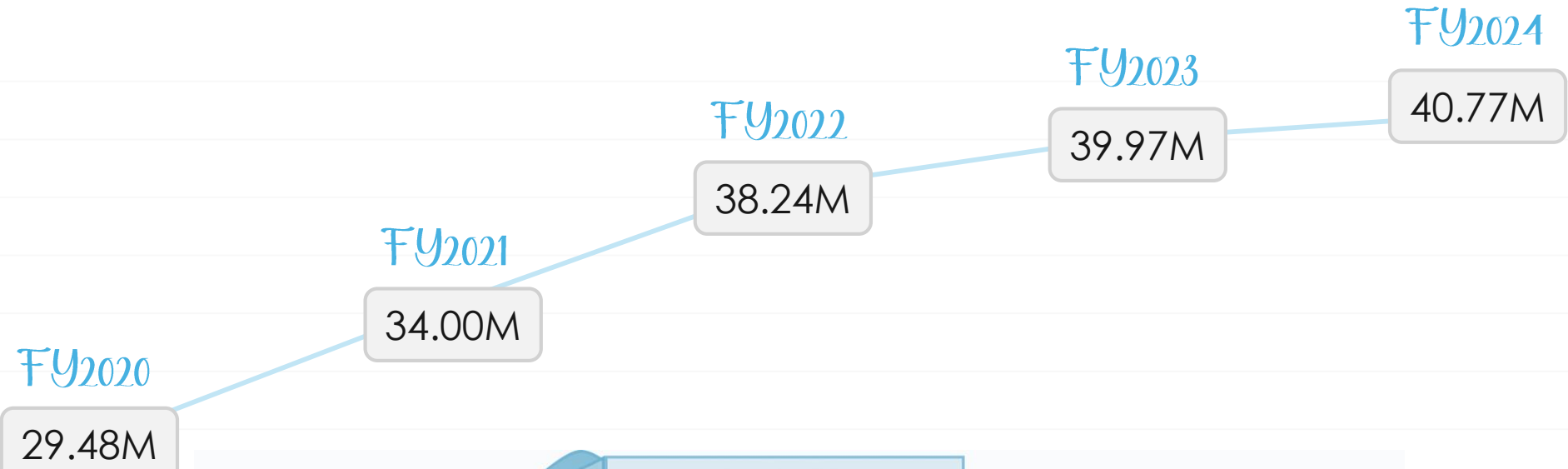
SALES TAX REVENUES

▲ *38% increase since 2020*



City of College Station – Commercial Development

SALES TAX REVENUE COMPARISON OF FISCAL YEARS SINCE 2020



Century Square

Phase II

\$14M Valuation
31,000 sq. ft.

Featured Businesses:
Sephora, Wells Fargo
Coco Shrimp



WELLS FARGO

SEPHORA

Suite 200
Soon

WELLS FARGO





COCO SHRIMP

NOW OPEN!

SCARBELT RENTALS



PopStroke

Features:

Mini Golf, Family Friendly,
Outdoor Seating, Cocktail Bar



University Park



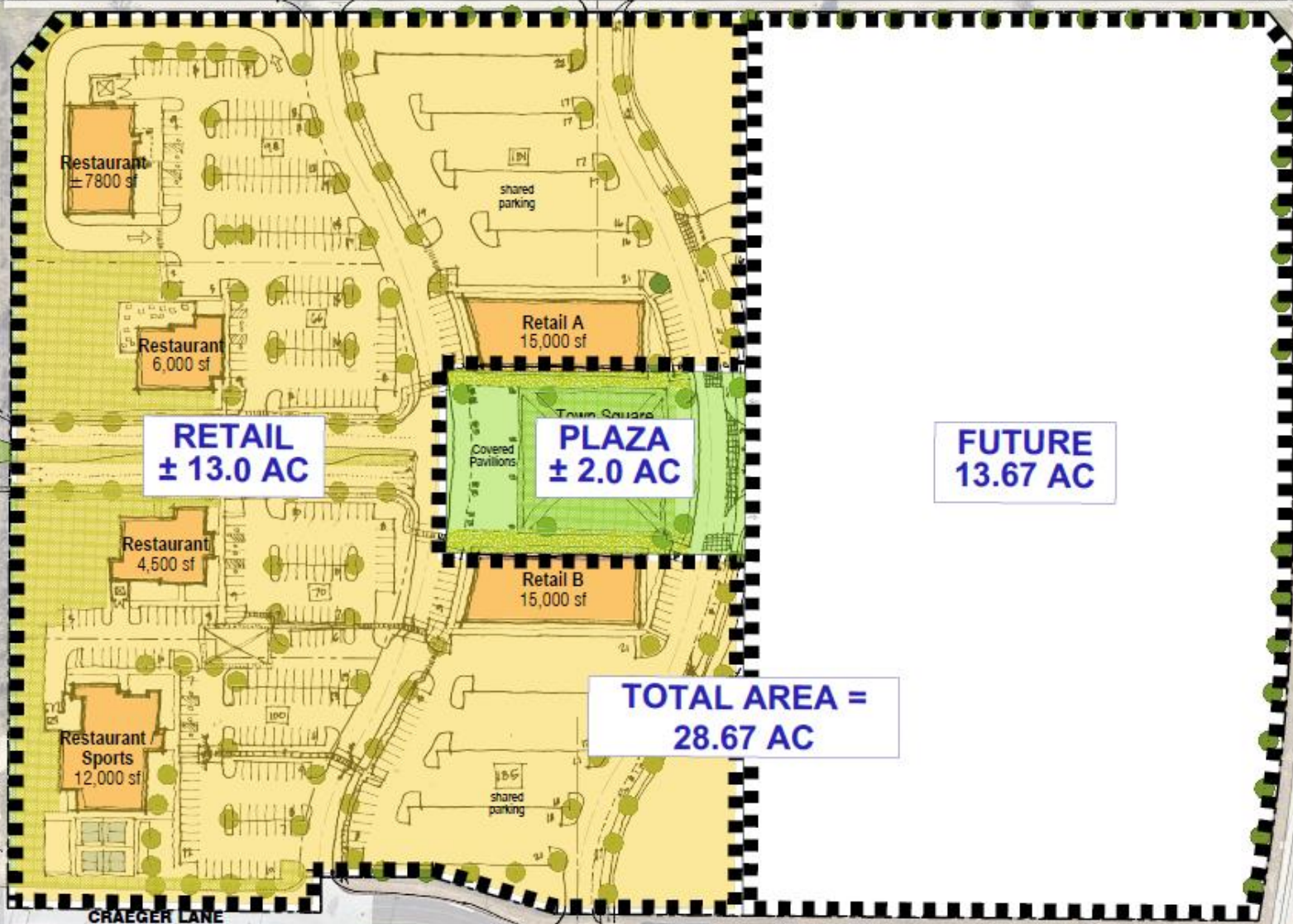


PLUCKERS

STATE HWY 6

CORPORATE DRIVE

MIDTOWN DRIVE



RETAIL
± 13.0 AC

Town Square
Covered Pavilions
PLAZA
± 2.0 AC

FUTURE
13.67 AC

TOTAL AREA =
28.67 AC

CRAEGER LANE

CRAEGER LANE

CRAEGER LANE

SITE PLAN



THIS PLAN IS PROVIDED SUBJECT TO ERRORS AND OMISSIONS IN THE INFORMATION AND IS NOT TO BE USED FOR CONSTRUCTION.



TOTAL AREA
23.55 ACRES

College Station Business Center

Trane/Hunton Development

Building 1

\$4.4M Valuation
70,561 sq. ft.

Building 2

\$6.6M Valuation
72,455 sq. ft.



FERA Diagnostics And Biologicals

\$14.5M Valuation

51,855 sq. ft.



An aerial photograph of a business park. In the foreground, there is a large parking lot filled with cars and a Costco store. Behind the parking lot, a large area of land is highlighted with a semi-transparent blue overlay and a white dashed border. This area appears to be a mix of trees and open fields. The background shows a residential area with houses and a clear sky.

DEVELOPABLE
PROPERTY

+200 ACRES

Midtown Business Park

RESIDENTIAL DEVELOPMENT



\$163.4M

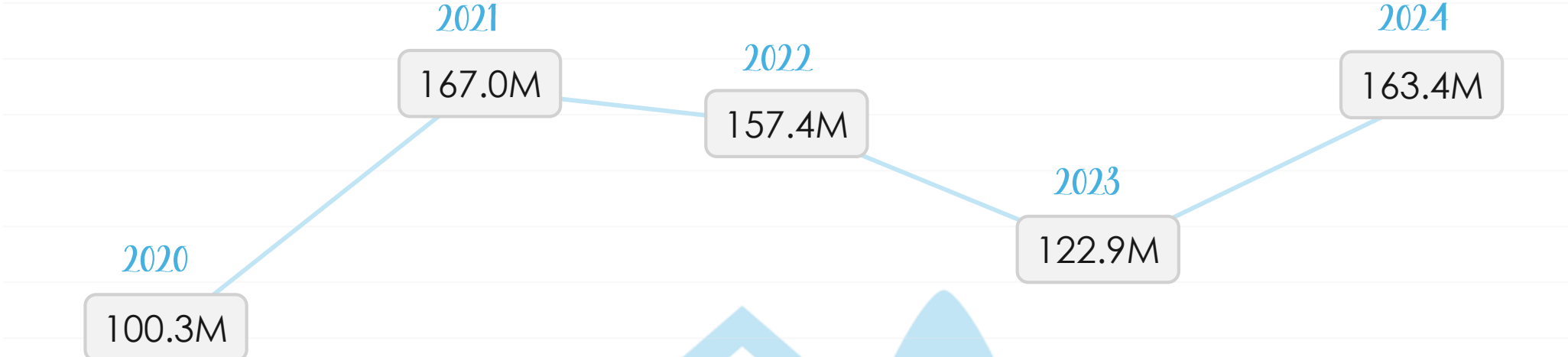
NEW SINGLE-FAMILY HOMES

UNIT TOTAL: 665
VALUATION PER UNIT: \$245,779



City of College Station – Residential Development

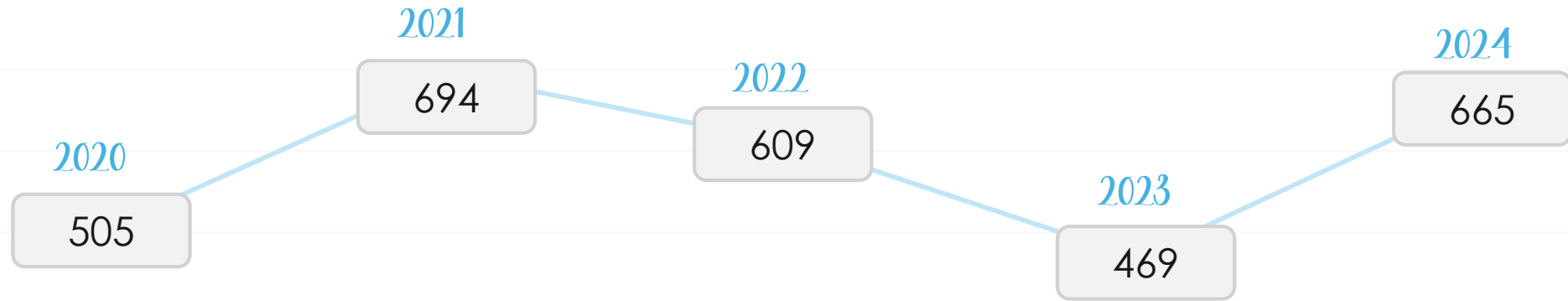
SUM OF NEW SINGLE-FAMILY VALUATION BY YEAR SINCE 2020



\$711M
FIVE-YEAR TOTAL



SUM OF NEW SINGLE-FAMILY UNITS BY YEAR SINCE 2020

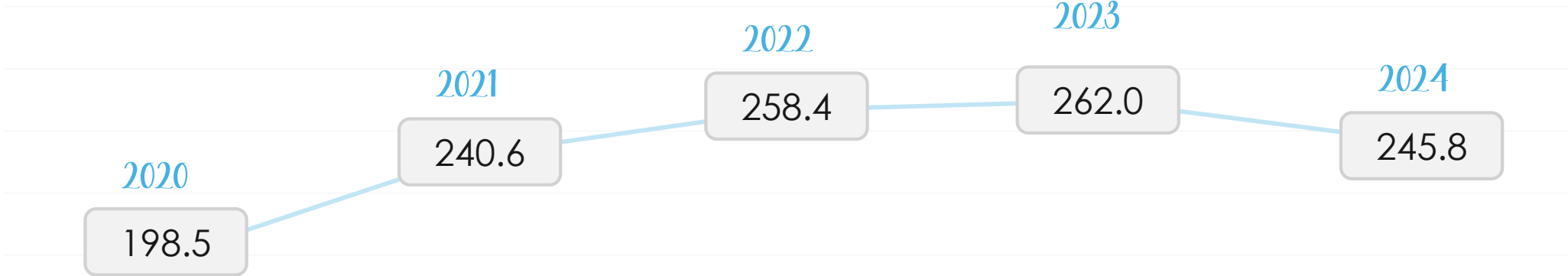


2,942
FIVE-YEAR TOTAL



NEW SINGLE-FAMILY VALUATION PER UNIT BY YEAR SINCE 2020

(IN THOUSANDS)



\$241.1
FIVE-YEAR AVERAGE



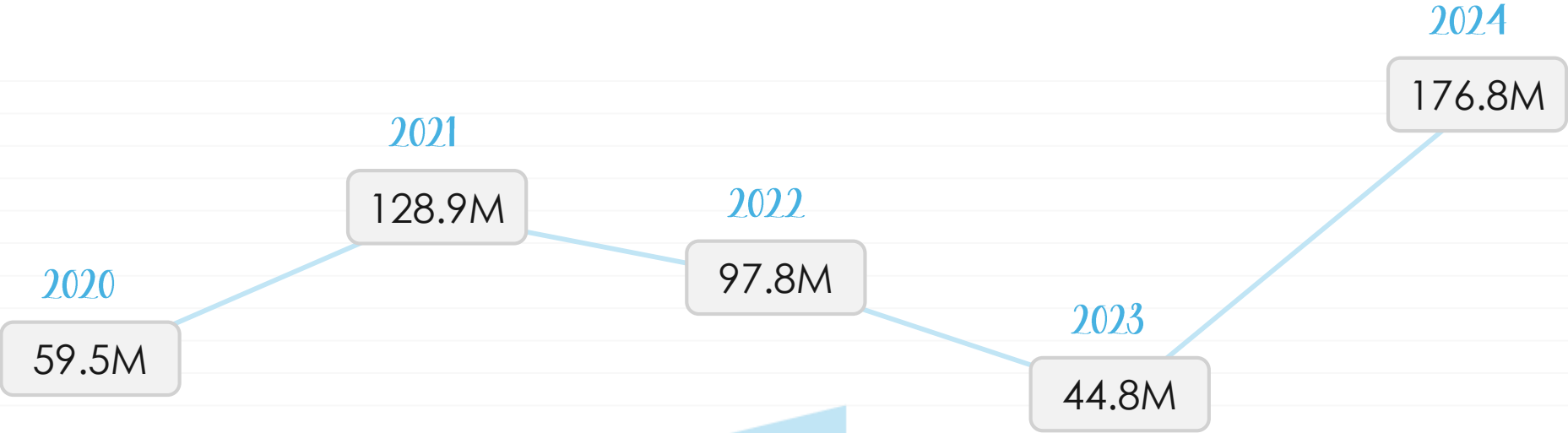
\$176.8M
NEW MULTI-FAMILY

UNIT TOTAL: 764



City of College Station – Residential Development

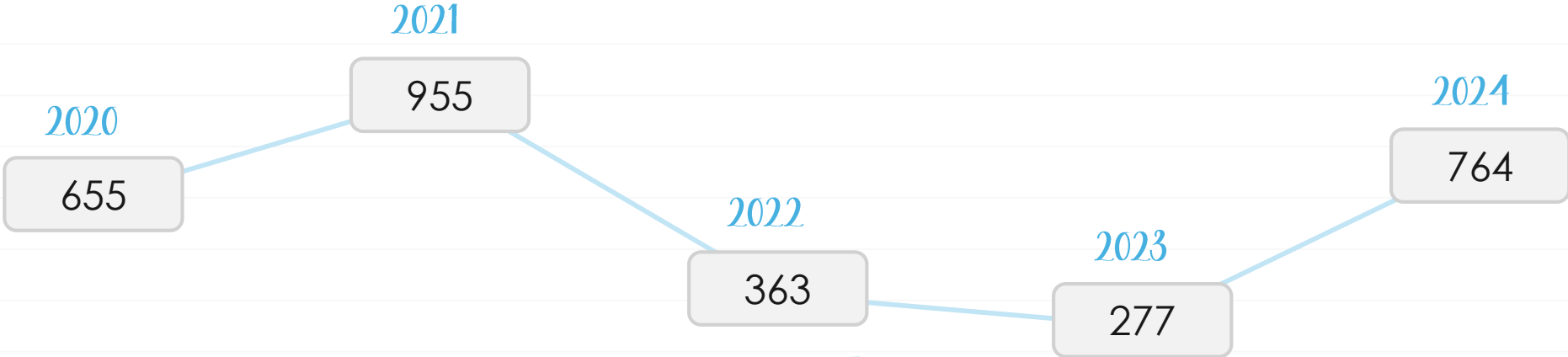
SUM OF NEW MULTI-FAMILY VALUATION BY YEAR SINCE 2020



\$507.8M
FIVE-YEAR TOTAL



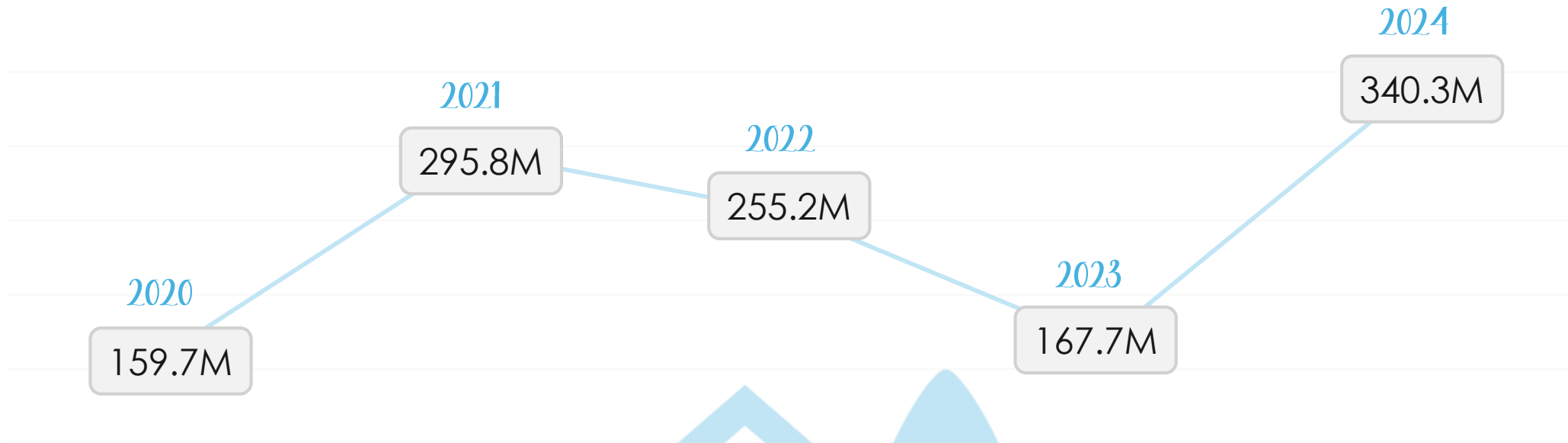
SUM OF NEW MULTI-FAMILY UNITS BY YEAR SINCE 2020



3,014
FIVE-YEAR TOTAL



SUM OF NEW RESIDENTIAL VALUATION BY YEAR SINCE 2020



\$1.2B
FIVE-YEAR TOTAL



SUM OF NEW RESIDENTIAL UNITS BY YEAR SINCE 2020



5,956
FIVE-YEAR TOTAL



An aerial photograph of a city, likely Northgate, is shown with a semi-transparent blue overlay. A large construction crane is visible in the background. The text "GROWTH IN NORTHGATE" is centered in white, bold, sans-serif font.

GROWTH IN NORTHGATE

Northgate Overview

\$444 Million
Valuation

Units: 1,500
Bedrooms: 3,978





The Rev

315 College Main

\$80 Million
Valuation

19 Stories
298 Units
802 Bedrooms

415 College Main

415 College Main

\$80 Million
Valuation

20 Stories
199 Units
605 Bedrooms





Otto

401 First Street

\$95 Million
Valuation

10 Stories
341 Units
745 Bedrooms

The Nova

100 Church Street

\$108 Million
Valuation

19 Stories
346 Units
873 Bedrooms





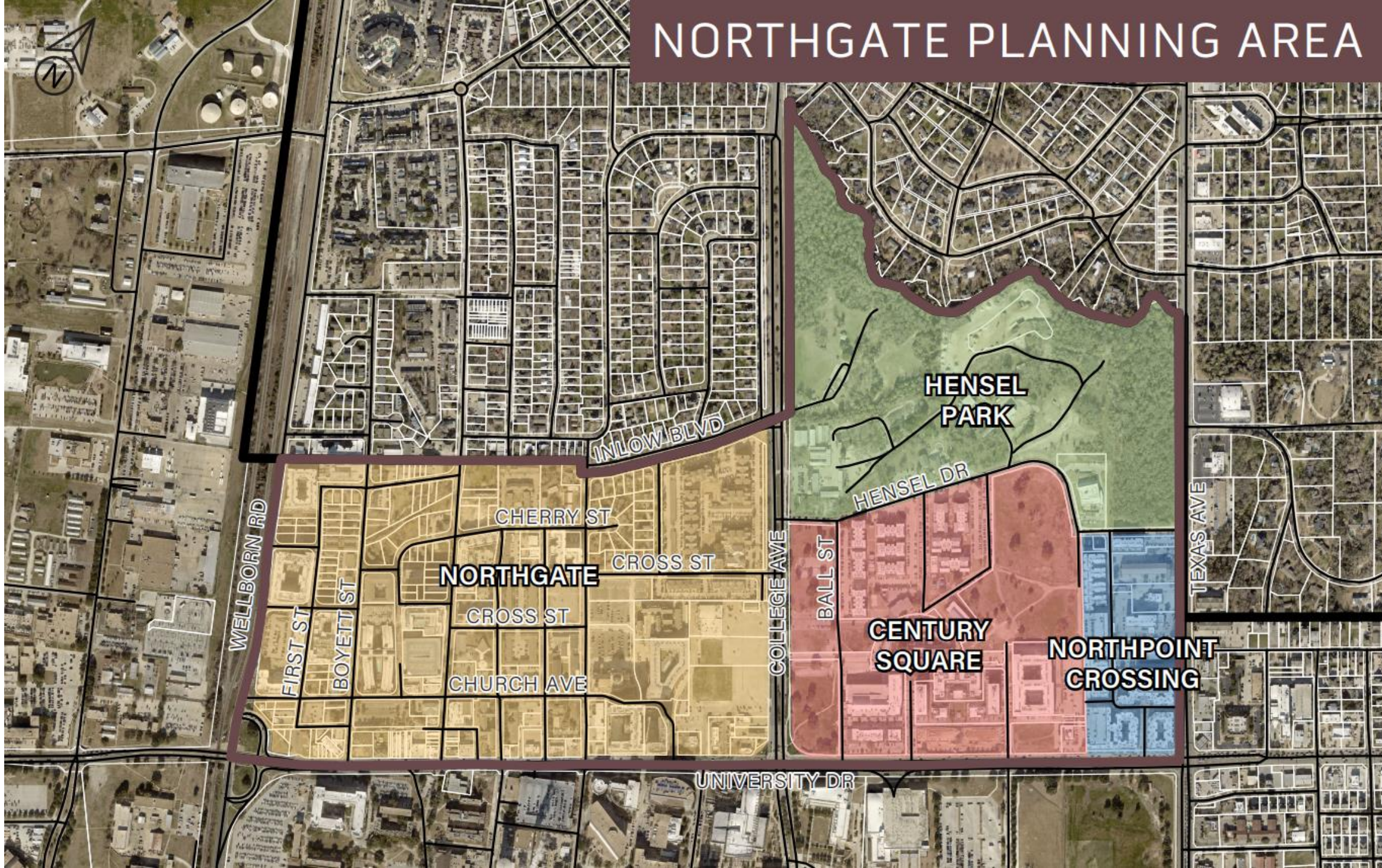
Rambler

313 South College

\$81 Million
Valuation

7 Stories
316 Units
953 Bedrooms

NORTHGATE PLANNING AREA



WELBORN RD

FIRST ST

BOYETT ST

NORTHGATE

CHERRY ST

CROSS ST

CROSS ST

CHURCH AVE

COLLEGE AVE

BALL ST

CENTURY SQUARE

NORTHPOINT CROSSING

TEXAS AVE

INLOW BLVD

HENSEL PARK

HENSEL DR

UNIVERSITY DR

TOURISM



- ↑ *56.7% Occupancy (5.3%)*
- ↑ *Average Daily Rate \$140.27 (9.1% increase)*
- ↑ *Revenue per Available Room \$79.57 (14.8% increase)*
- ↑ *Revenue \$114.8M (16.3% increase)*



College Station

SECOND FASTEST-GROWING DOMESTIC DESTINATION
FOR U.S. TRAVELERS, SUMMER 2024

TripAdvisor



City of College Station – Tourism & Marketing



HOME OF THE 12TH MAN

MEXTOUR

MEXTOUR

MEXICO VS BRAZIL

MEXTO

MEXICO VS BRAZIL

MEXTO

AT&T

Old Spice

Michelob

MEXI

BRAZIL

AT&T

STRAUSS

Expedit

SOMOS LOCALES

MÉXICO VS BRASIL

06.08.24
KYLE FIELD
COLLEGE STATION, TX





\$8.2M

HOT REVENUES

▲ 116% increase since 2020



City of College Station – Tourism & Marketing

HOT REVENUE COMPARISON OF FISCAL YEARS SINCE 2020





CHRISTMAS IN COLLEGE STATION

The Tap, College Station, TX



ENTREPRENEURSHIP



Texas A&M Is Engineering The Rise Of A New Tech Powerhouse

Kori Hale Contributor @
I'm the CultureBanx CEO, redefining business news
for hip-hop culture

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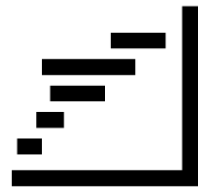
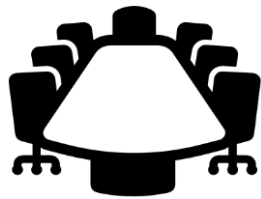
Dec 26, 2024, 05:07pm EST



Innovating College Station's Economy:

Texas A&M's entrepreneurial ecosystem draws industry innovation naturally. University start-ups and spin-off companies added \$165.40 million to regional income and created 1,727 jobs. Specifically, the university's economic effect reached \$20.80 billion in FY 2021-22, supporting 244,650 jobs across the state.

“Twelve years ago, the head of the higher education coordinating board said we were preparing too many engineers with our plans to double the number of engineering graduates. My response was, look out the window, everything you see was made by God or an engineer. There will always be a high demand for engineers,” said Texas A&M University System Chancellor, John Sharp.



PLUG AND PLAY

City of College Station – Entrepreneurship





THE CANNON™



City of College Station – Entrepreneurship

2025 INITIATIVES

Tourism Strategic Plan
Convention Center Feasibility Analysis
Economic Development Master Plan



ECONOMIC OUTLOOK 2025 CITY OF COLLEGE STATION

MICHAEL OSTROWSKI
CHIEF DEVELOPMENT OFFICER

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