

GREATER WACO

Tourism



WacoChamber.com



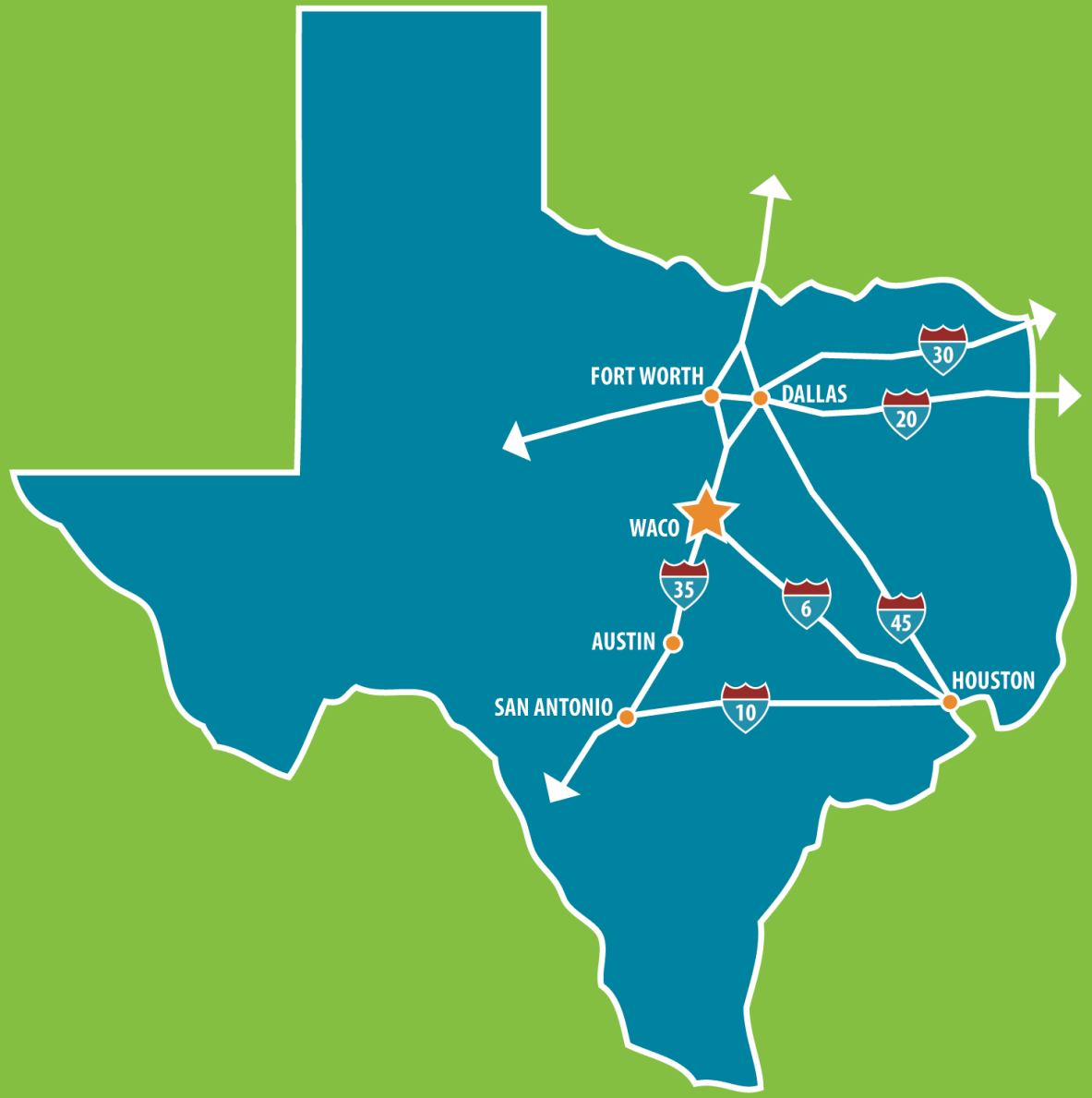
Where in the world is Waco?

TEXAS TRIANGLE

Located within one of the US' 11 Mega-Regions
(Mega-Region= more than 70 percent of the nation's population and jobs are located in 11 megaregions identified by the Regional Plan Association (RPA))

All major Texas metro markets are within 200 miles of Waco –
that's more than 82 percent of the State's 25 million people

- 90 miles south of Dallas
- 90 miles north of Austin
- 180 miles northwest of Houston





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Waco Fun Facts

POPULATION



City of Waco: 130,659

Waco MSA: 262,207

7-county Region: 756,946

EDUCATION

McLennan County: 20 school districts
(public, private, and charter)

Baylor University: 17,069 students

Texas State Technical College Waco: 4,052 students

McLennan Community College: 8,799 students

Tarleton State University - Waco: 950

Texas Tech University at Waco: 187

Total enrollment for Waco MSA: 31,057 students

Within 200 miles: 1.2 million students

LAKE WACO- largest lake in the US lying completely within the geographic boundaries of a major metropolitan entity. 80k acre feet



BRAZOS RIVER- longest river in Texas & 11th longest in US



CLIMATE

Average Annual Temperature:
66.5 degrees F

Minimum: 35.9 degrees F (Jan)

Maximum: 95.1 (July)

Average Annual Rainfall: 36 inches

Elevation: 515 feet above sea level



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Waco Fun Facts

MAJOR EMPLOYERS

Baylor University	2,901
Waco ISD	2,471
Providence Healthcare Network	2,401
Baylor Scott & White Hillcrest Medical Center	1,725
H-E-B (all locations)	1,600
City of Waco	1,456
L-3 Technologies	1,349
Midway ISD	1,282
Sanderson Farms Inc.	1,215
Wal-Mart Stores	1,026
General Dynamics	1,000
McLennan County	934
Dept. of Veterans Affairs	849
Veterans Administration Medical Center	831
Examination Management Services, Inc. (EMSI)	824
Aramark	781
Allergan	710
Cargill	707

Great Companies...



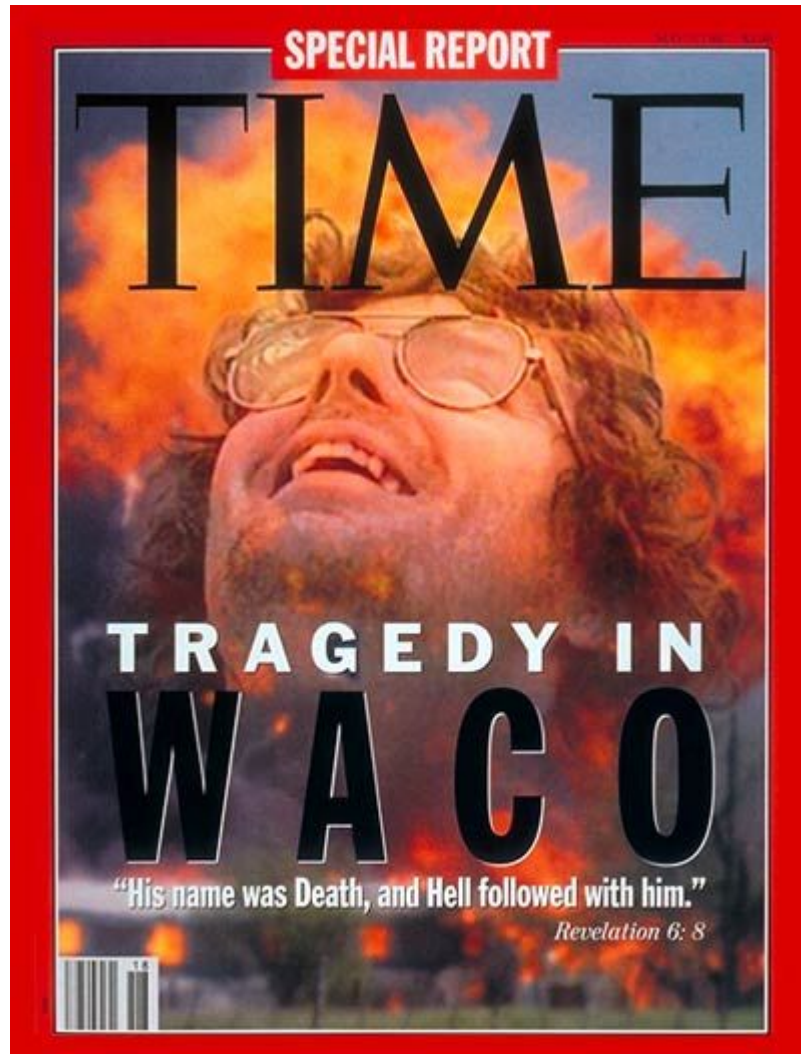
Elephant in the Room..





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10 Years Ago Waco was known for..



..David Koresh

..1993 Branch Davidians

..Mount Carmel (Axtell, TX)



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Today..



About United States

Hotels

Vacation Rentals

Flights

Restaurants

Things to do

...



United States

Desti



Top Destinations on the Rise — United States

UNITED STATES

WORLD

REGIONS

EXPAND LIST

2

Waco, Texas



1 of 10



Don't miss

Waco Mammoth National Monument
Texas Ranger Hall of Fame and Museum
Magnolia Market at the Silos

All 120 things to do



READERS' CHOICE

"I think there is reason to believe that Waco will continue to emerge as the next great Texas city."

Economist Ray Perryman

"Waco is set to outperform the nation as a whole in job creation and economic output over the next five years"

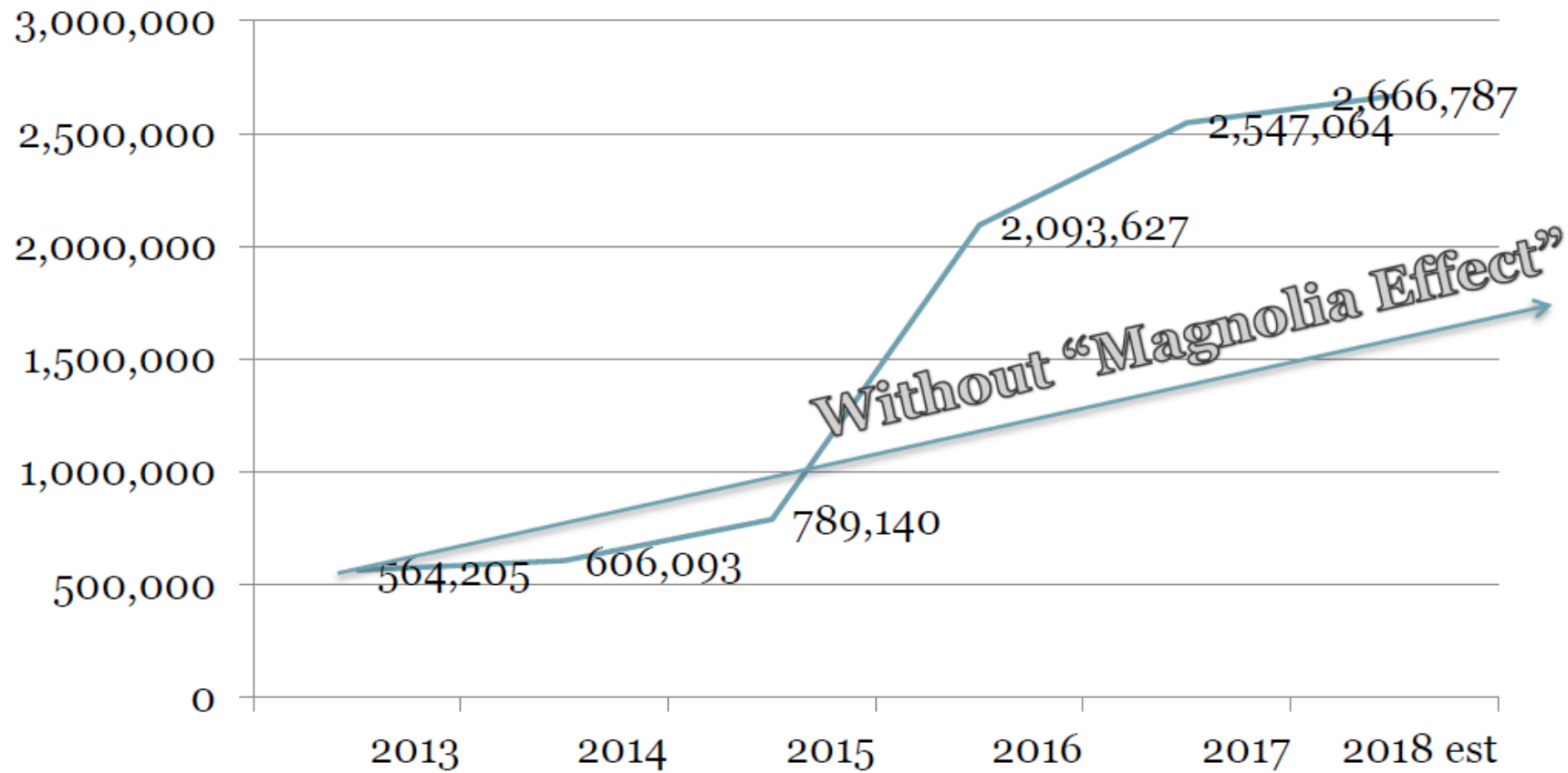
Determined by # of searches, bookings and positive reviews





Tourism Statistics

Visitors to Waco by Year, 2013-2018



350% growth

March 2018

350,000 visitors in 1 month



Magnolia's Impact

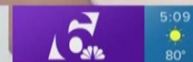
- Magnolia is now one of Waco's larger employers, with 800 employees
- Magnolia Market at the Silos is Waco's #1 tourist draw – now higher than the Alamo at 1.6 million/year (30k/week)
- Regular Events: Spring at the Silos (80,000 visitors), Silobration(50,000), Silo District Marathon (18,000)
- Magnolia Table, a destination restaurant
- Two vacation rental properties
- Magnolia Realty, selling homes in Waco as well as in 5 other Texas cities
- Cameron Park Zoo, Mammoth Site & Dr. Pepper museum visitor increases
- Tour companies have emerged
- 14 hotel plans in the pipeline
- Restaurants are popping up and BOOMING
- Revitalization of downtown/ addition of maps and signs
- Spin-off shows have started pilots with Magnolia partners





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“Lightning in a bottle”



5:09
80°



Overall Impact



- Property appraisal values have increased by 14.08% since 2017
- Many properties sell the same week and some the same day they hit the market
- Waco's hotel occupancy rate is #2 in the state
- Airbnb reported nearly \$1 million revenues in first quarter, 2018
- Local tax receipts from travelers - \$9.4 million, up 15.9%
- Employment related to tourism = 5,700 jobs
- Wacoans pay \$520 less each year in taxes due to the increased sales tax tourists pay



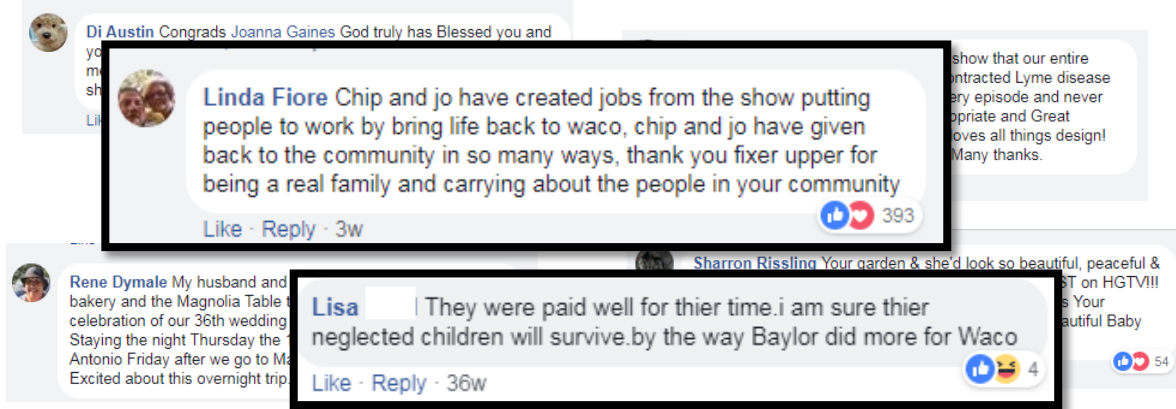
Business Attractions and Expansions

SINCE 2006	IN 2018
8,357,384 square footage development	597,000 square footage development
7,903 new jobs announced	380 new jobs announced
\$1,407,375,062 capital investment	\$119,200,000 capital investment
73 expansions by existing companies	4 expansions by existing companies
45 new companies attracted	4 new companies attracted



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Challenges



Internal Brand Image vs.
External Brand Image

Hotel shortage

Property tax increases

Traffic

Downtown parking

How do we overcome & sustain?

Diversify

Target industries, capitalize on
our city and amenities

Collaborate

(Creative Waco, City Center Waco, CVB, Prosper Waco,
Chambers, Sports Commission, city & county...)

Advocate

Become Ambassadors of our community
& support each other

Embrace

Foster innovation and entrepreneurship





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Foster Innovation & Entrepreneurship

Baylor Research & Innovation Collaborative

Incubators & co-working spaces with shared resources

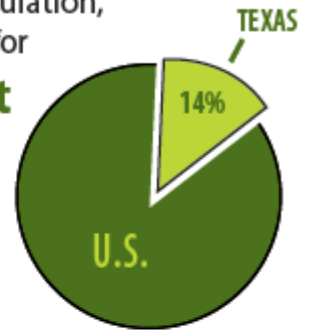


Texas had 11 new business starts per 1,000 residents in 2017, compared to just seven per 1,000 in the U.S.

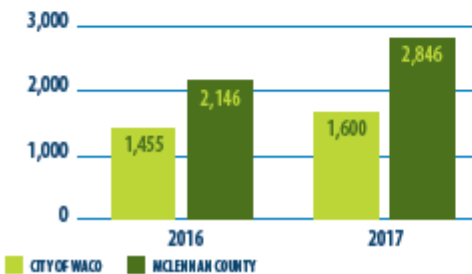
McLennan County residents outperformed the state of Texas in 2017, with 12 starts per 1,000 residents.

Home to just 8.5 percent of the nation's population, Texas accounts for

14 percent of new business starts in the United States in 2017.



NEW BUSINESSES BY YEAR



The City of Waco experienced **10 percent** growth in new business starts from 2016 to 2017.

New business starts in McLennan County grew by an impressive **33 percent** during the same time period.

Future of Waco

Riverfront Development

Ironman selecting Waco over Austin

Titanic Exhibit – 60,000 visitors expected

New professional surf park at BSR Cable Park- 375,000 annual visitors

Spaceport Development

Baylor Sports

Expand cultural arts district

IRONMAN 70.3 Waco 2018 replaces
IRONMAN 70.3 Austin in Texas

By Gary - November 16, 2017





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