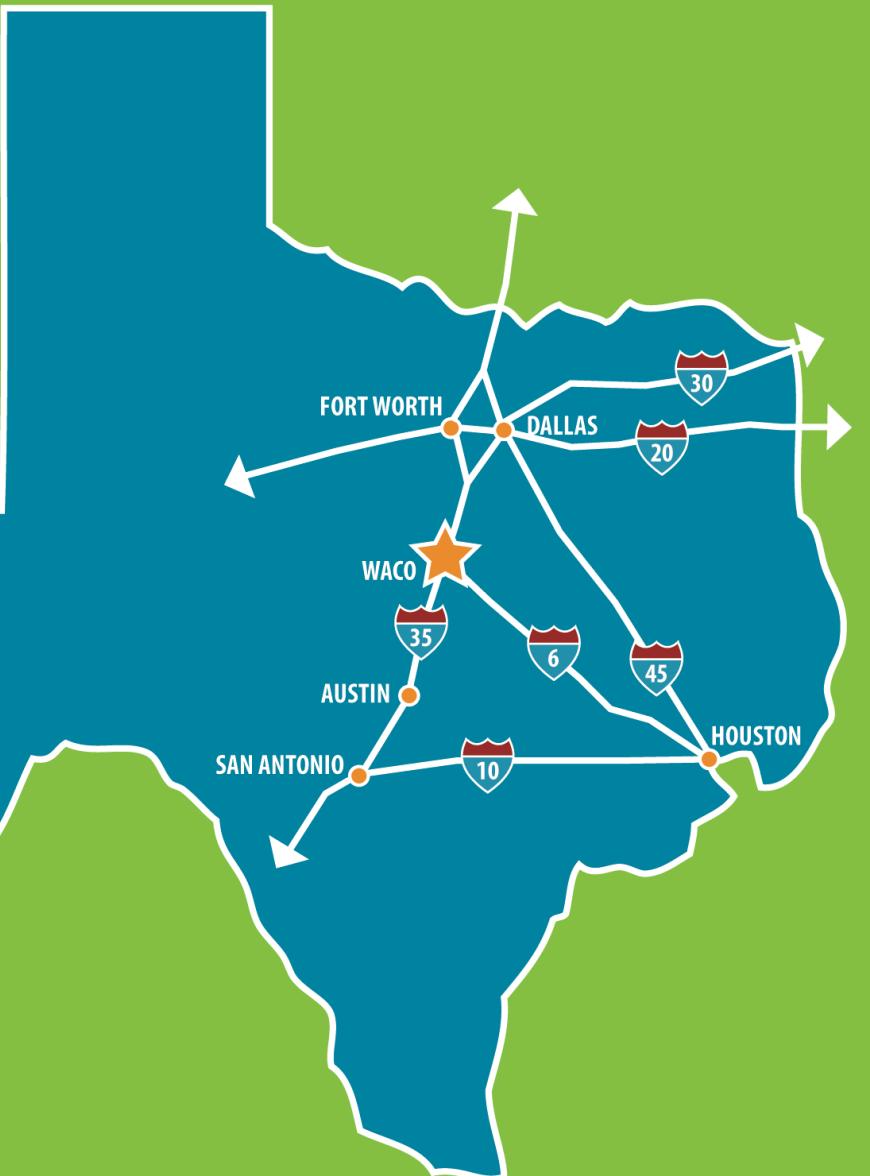


GREATER WACO

Tourism



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

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

Waco Fun Facts



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

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



SIEMENS



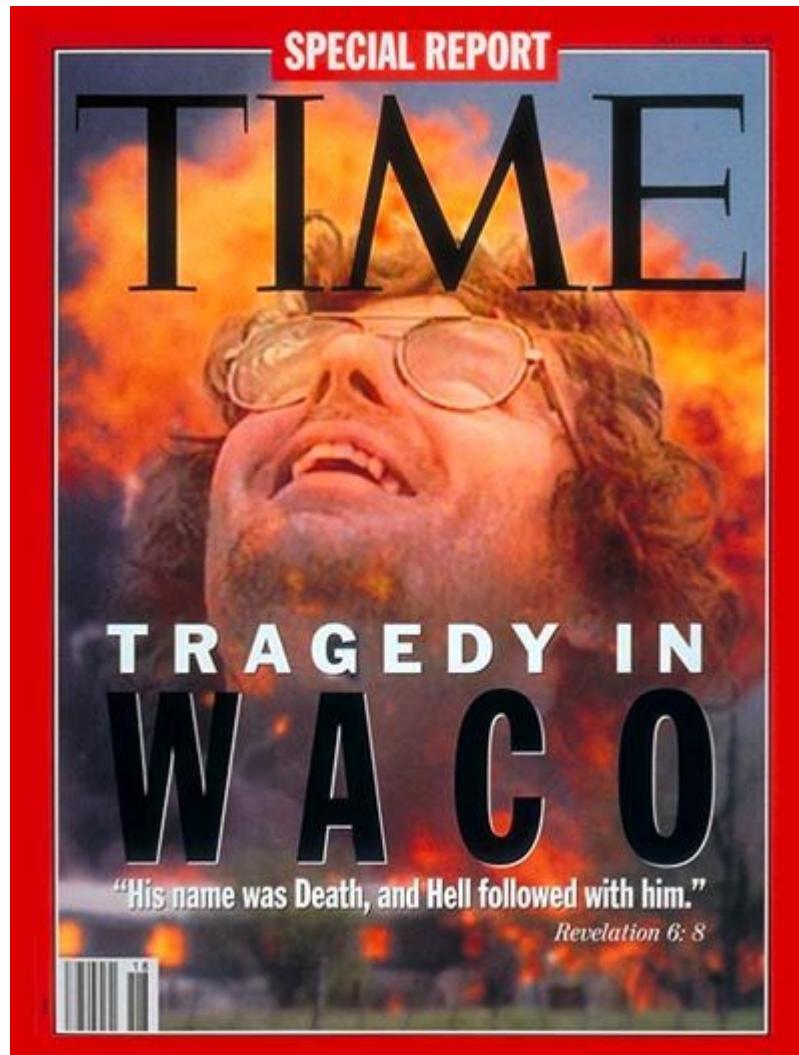


Elephant in the Room..





10 Years Ago Waco was known for..



..David Koresh

..1993 Branch Davidians

..Mount Carmel (Axtell, TX)



Today..

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United States

2018 TRAVELERS' CHOICE tripadvisor®

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

Determined by # of searches, bookings and positive reviews



READERS' CHOICE



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

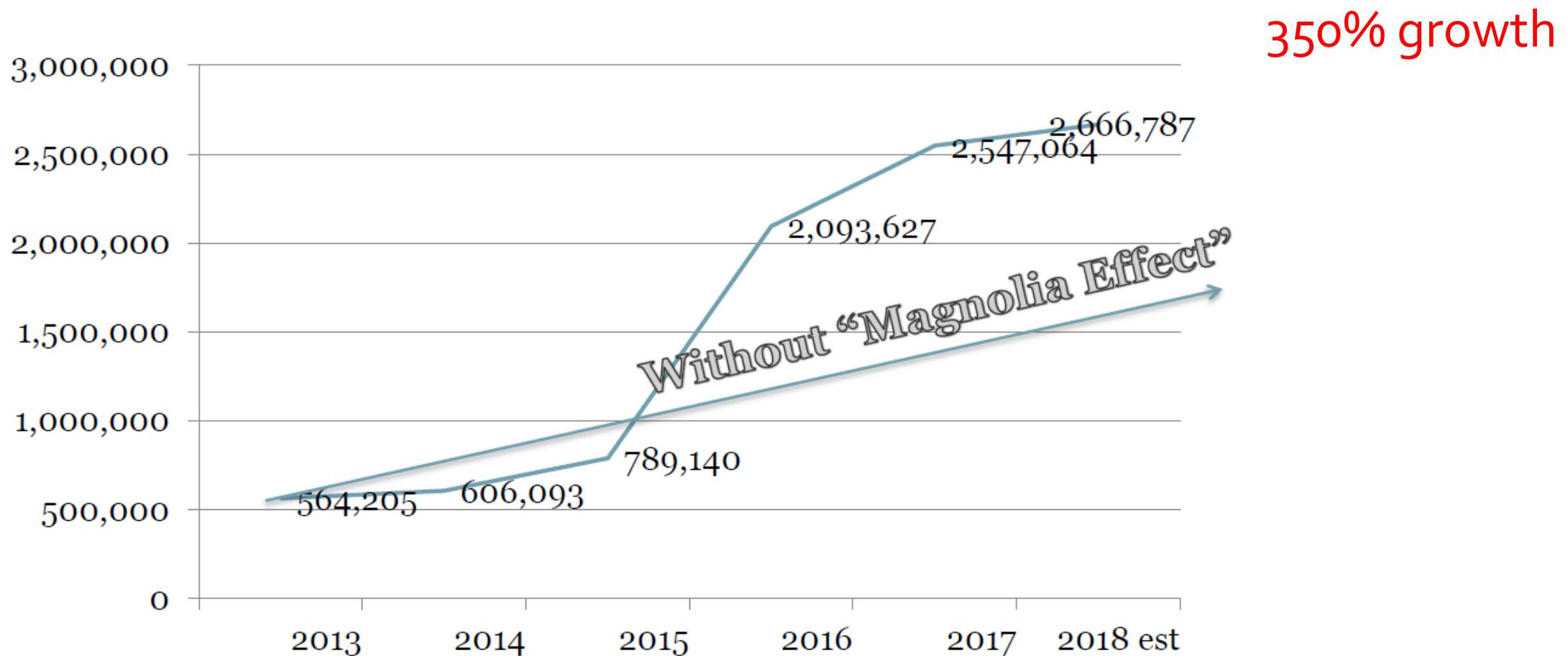
Economist Ray Perryman



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

Tourism Statistics

Visitors to Waco by Year, 2013-2018





March 2018

350,000 visitors in 1 month



Magnolia's Impact

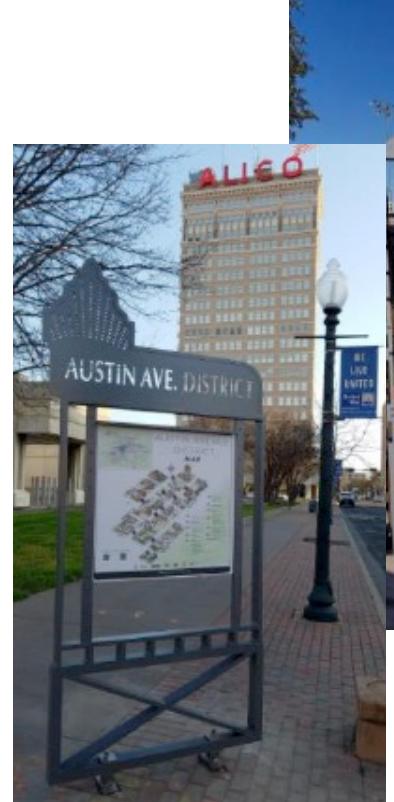
- Magnolia is now one of Waco's larger employers, with 800 employees
- Magnolia Market at the Silos is Waco's #1 tourist draw – now higher than the Alamo at 1.6 million/year (30k/week)
- Regular Events: Spring at the Silos (80,000 visitors), Silobration(50,000), Silo District Marathon (18,000)
- Magnolia 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





GREATER
WACO
CHAMBER™

“Lightning in a bottle”



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

8,357,384
square footage development

7,903
new jobs announced

\$1,407,375,062
capital investment

73
expansions by existing companies

45
new companies attracted

IN 2018

597,000
square footage development

380
new jobs announced

\$119,200,000
capital investment

4
expansions by existing companies

4
new companies attracted



Challenges

Di Austin Congrats Joanna Gaines God truly has Blessed you and you make me smile. Like · 3w

Linda Fiore Chip and jo have created jobs from the show putting people to work by bring life back to waco, chip and jo have given back to the community in so many ways, thank you fixer upper for being a real family and carrying about the people in your community Like · Reply · 3w

show that our entire family has contracted Lyme disease every episode and never complain and Great loves all things design! Many thanks.

Rene Dymale My husband and I are opening a bakery and the Magnolia Table is a huge inspiration for our celebration of our 36th wedding anniversary. Staying the night Thursday the 1st in Waco, Antonio Friday after we go to Magnolia. Excited about this overnight trip!

Lisa I They were paid well for their time. I am sure their neglected children will survive. by the way Baylor did more for Waco than any other school in the state. Like · Reply · 36w

Sharron Rissling Your garden & she'd look so beautiful, peaceful & happy. I am so happy for you and your beautiful baby. Like · Reply · 54w



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



Foster Innovation & Entrepreneurship

Baylor Research & Innovation Collaborative

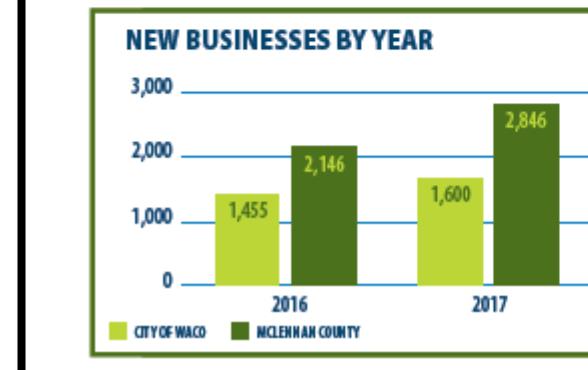
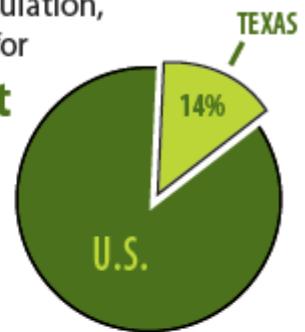


Incubators & co-working spaces with shared resources



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.



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





Jennifer Branch

Director of Existing Industries
& Workforce Development

254-757-5625

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