

# Kerr County Economic Profile



Comprehensive Economic Development Strategy  
October 2012

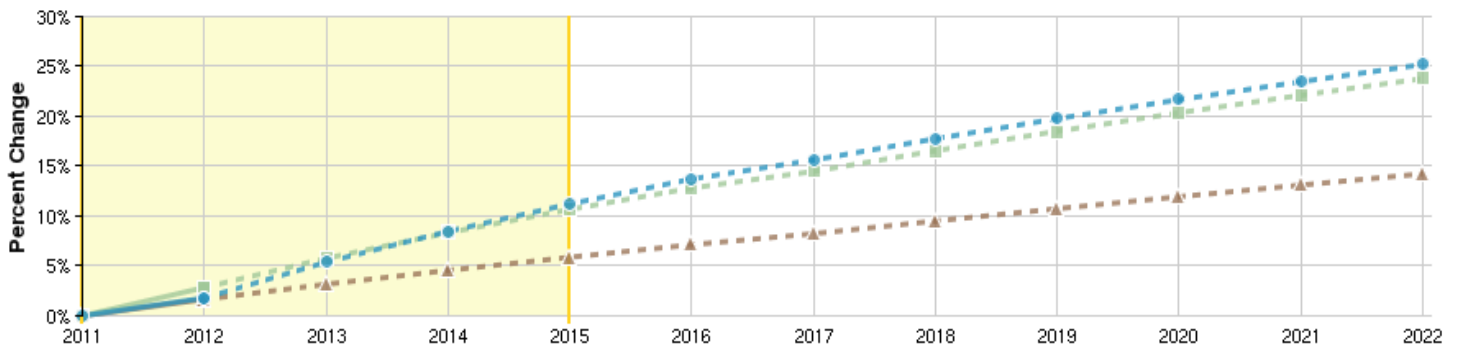
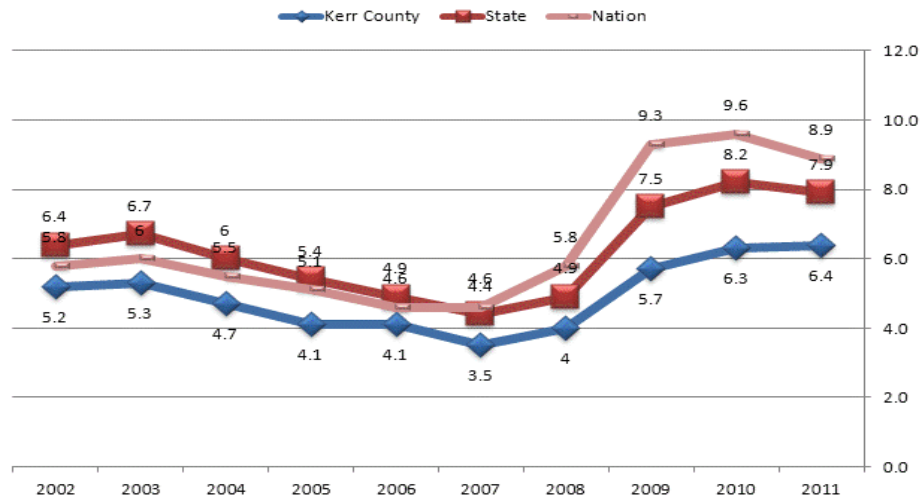
## Labor Force Data

The Kerr County unemployment rate averaged 6.4 percent in 2011, up from 6.3 percent averaged in 2010.

Comparing Kerr 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



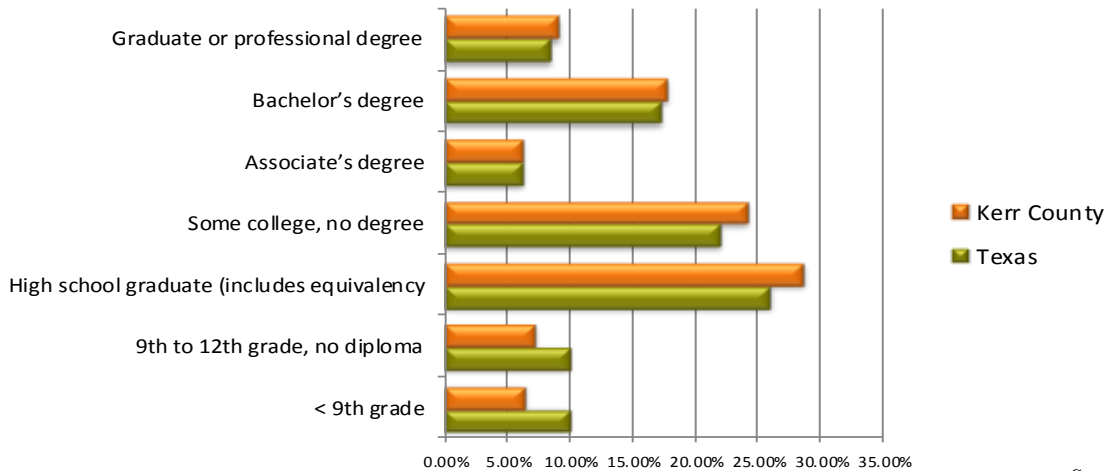
Region	2011 Jobs	2015 Jobs	% Change
Kerr	30,198	33,585	11.2%
State	14,681,471	16,247,350	10.7%
Nation	176,769,254	187,155,067	5.9%

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
Kerr County	48,826	38.1%	46.7	20,285	\$43,072	\$25,454

Source: 2010 US Census



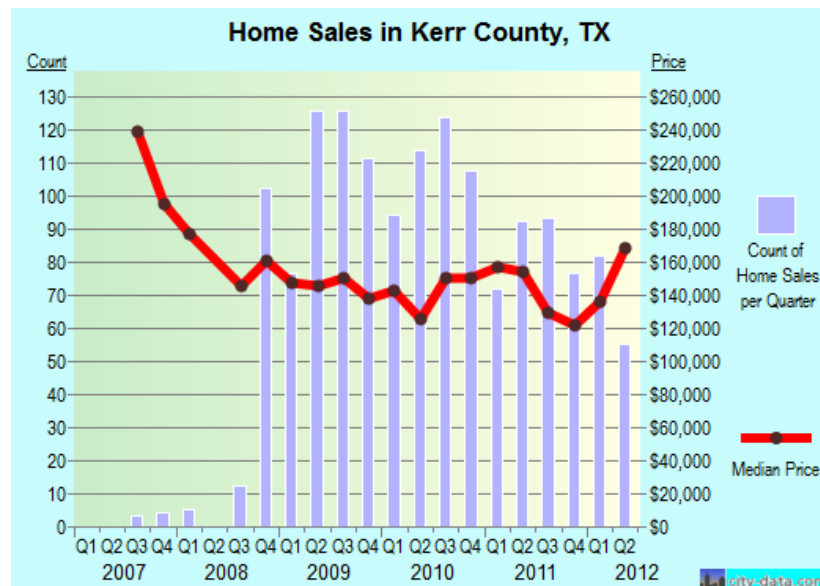
Source: 2010 US Census

Industry	2012 Jobs	Avg. Earnings (2012)	Industry	2012 Jobs	Avg. Earnings (2012)
Agriculture, Forestry, Fishing and Hunting	1,445	\$22,682	Professional, Scientific, and Technical Services	1,584	\$39,118
Mining, Quarrying, and Oil and Gas Extraction	823	\$39,951	Management of Companies and Enterprises	116	\$36,124
Utilities	34	\$67,334	Administrative and Support and Waste Management and Remediation Services	1,423	\$26,875
Construction	2,593	\$30,798	Educational Services (Private)	963	\$22,762
Manufacturing	939	\$58,101	Health Care and Social Assistance	3,471	\$46,540
Wholesale Trade	420	\$43,939	Arts, Entertainment, and Recreation	714	\$28,428
Retail Trade	3,593	\$27,441	Accommodation and Food Services	2,390	\$18,819
Transportation and Warehousing	354	\$34,000	Other Services (except Public Administration)	2,304	\$22,448
Information	365	\$43,099	Government	3,320	\$56,005
Finance and Insurance	1,880	\$64,364	Unclassified Industry	2	\$38,613
Real Estate and Rental and Leasing	2,005	\$16,894			

Source: EMSI, Economic Modeling

## Economic Strengths and Priorities

- Kerrville Municipal/Louis Schreiner Field Airport has received significant capital investments in recent years to enhance its commercial potential, including resurfacing and improving runway capacity.
- The Kerr Economic Development Corporation is targeting opportunities to capitalize on developable land around the airport to attract light manufacturing and other industry that would benefit from its freight and logistics capabilities.
- Kerr County is focusing economic development efforts on attracting and expanding light manufacturing, technology firms, back office operations, and the wine/viticulture industry.
- The City of Kerrville has launched the Kerrville Main Street Program, an economic development and physical improvement program to enhance the central business district for all citizens and visitors.
- The Kerrville City Council has executed an agreement with The Cailloux Foundation to accept a gift of land within the historic downtown for a new City Hall.
- Kerr County has been directly impacted by the Eagle Ford Shale Play's emergence in South Texas. Fox Tank, the area's number one prospect in 2011, recently announced plans to expand its presence in 2012.
- The Alamo Colleges, in partnership with Kerrville Independent School District, Kerr Economic Development Corporation, the City of Kerrville, Kerrville Area Chamber of Commerce, and Workforce Solutions Alamo has opened a Greater Kerrville Center to provide higher education opportunities and programs to improve residents' entry-level and technical skills.
- Taxable sales in Kerr County during the first quarter of 2012: \$130,416,901, up 8.7 percent from the same quarter in 2011.
- Kerr County is a destination home to many wealthy retirees, infusing significant capital into the County's economy.



### 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

- The cost of development in and around the city's largest municipality, Kerrville, is high due to limited infrastructure and limited undeveloped land.
- Available workforce is a constraint on continued economic development
  - Median age for Kerr County is 46.7 versus 33.4 for Texas and 36.9 for the nation.
  - 44.9% of Kerr County residents are considered Not in the Labor Force versus 34.4% for Texas, reflective of the County's high concentration of retirees.
  - Unemployment in Kerr County was 6.4% versus 7.9% for Texas, equating to limited slack in the labor market within the County.
- Accessibility of water is a constraint to continued development within Kerr County. The City of Kerrville is currently working on extending water and sewer infrastructure to address this constraint.
- There is a lack of affordable housing within the County, a difficulty the heavily service oriented economy.



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