

PHOTOS: ALLIANCETEXAS

TOOLBOX: **LABOR MARKET SPOTLIGHT**

A talented and highly skilled workforce is a driving force behind North Texas' booming commercial and residential real estate markets. In this section of the *Dallas-Fort Worth Real Estate Review*, we profile specific areas that have grown in conjunction with the influx of professionals who continue to relocate to the Dallas region. We also profile worker commuting preferences and highlight the proximity of employees' homes to their places of work.



LABOR MARKET SPOTLIGHT: ALLIANCE

BY DAVE MOORE

Few developers have the chance to build a project across 28 miles of rolling, unencumbered land. But that's what H. Ross Perot Jr. and his company, Hillwood, did in the 1980s to handle a surge of air traffic and population to the Dallas Region.

Today, that development, called AllianceTexas, contains more than 1 million square feet of retail space, near the workplaces of 40,000 professionals, many of whom live in a blend of more than 10,000 townhomes, apartments, and single-family homes.

Scores of shipping containers pass through the Alliance Global Logistics Hub, which includes Fort Worth Alliance Airport and BNSF Railway's Alliance Intermodal Facility. The Hillwood development and its surroundings are commonly referred to as Alliance.

Accordingly, a fifth of all employees in Alliance area work in transportation and warehousing. And roughly a third of all workers live less than 10 miles away from their jobs, while another third is 10 to 24 miles away, according to federal data.

The site has drawn financial services jobs, with Charles Schwab's announcement of its 1,200-employee corporate campus on the sprawling Circle T Ranch property, including restaurants, retail, day care facilities, and a 200-room hotel. Completion is set for 2019.

Employers include the North American HQ of Galderma Laboratories LP and TD Ameritrade's regional branch office. Other operations include BNSF Railway, AT&T, and LG Electronics USA.

In 1987, when the initial project was referred to as "North Fort Worth Airport," H. Ross Perot Jr. spoke of the benefits of large-scale planning that Alliance would yield.

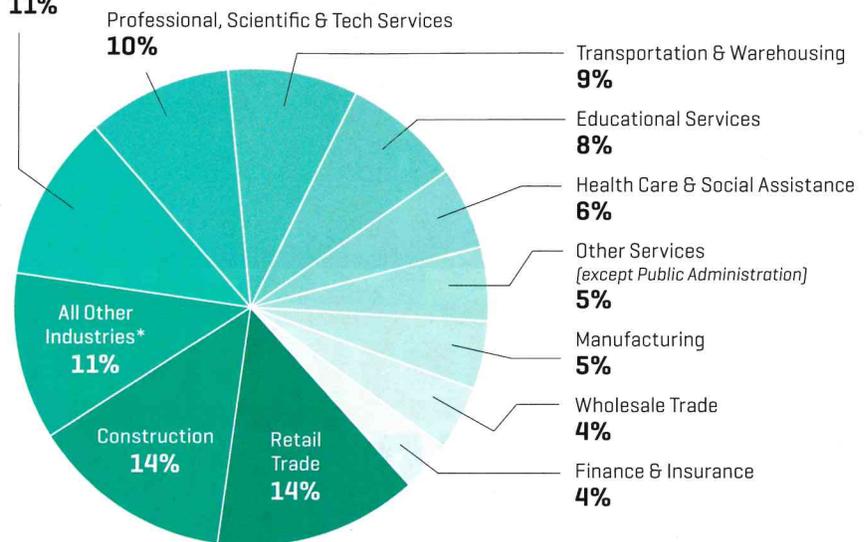
"Imagine being able to work for one of the top companies in the country ... and drive to work in five or 10 minutes," he told the *Fort Worth Star-Telegram*.

"More and more companies ... are going to take jobs to where the people are."

INDUSTRY SECTORS BY PERCENTAGE OF EMPLOYEES

Accommodation & Food Services

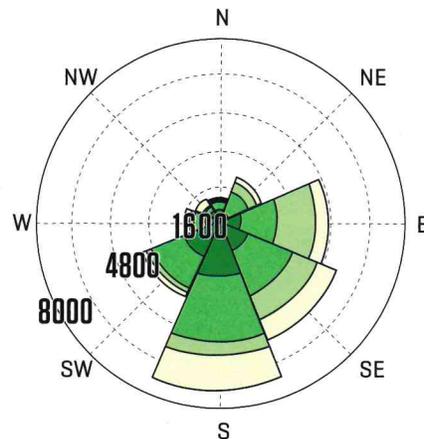
11%



*Includes Finance & Insurance; Administrative & Support & Waste Management & Remediation Services; Real Estate, Rental & Leasing; Arts, Entertainment & Recreation; Public Administration; Information; Utilities, Unclassified Establishments; Management of Companies & Enterprises; Agriculture, Forestry, Fishing & Hunting; Mining.

Source: ESRI Total Residential Population forecasts for 2016

DISTANCE AND DIRECTION OF WORKER COMMUTE

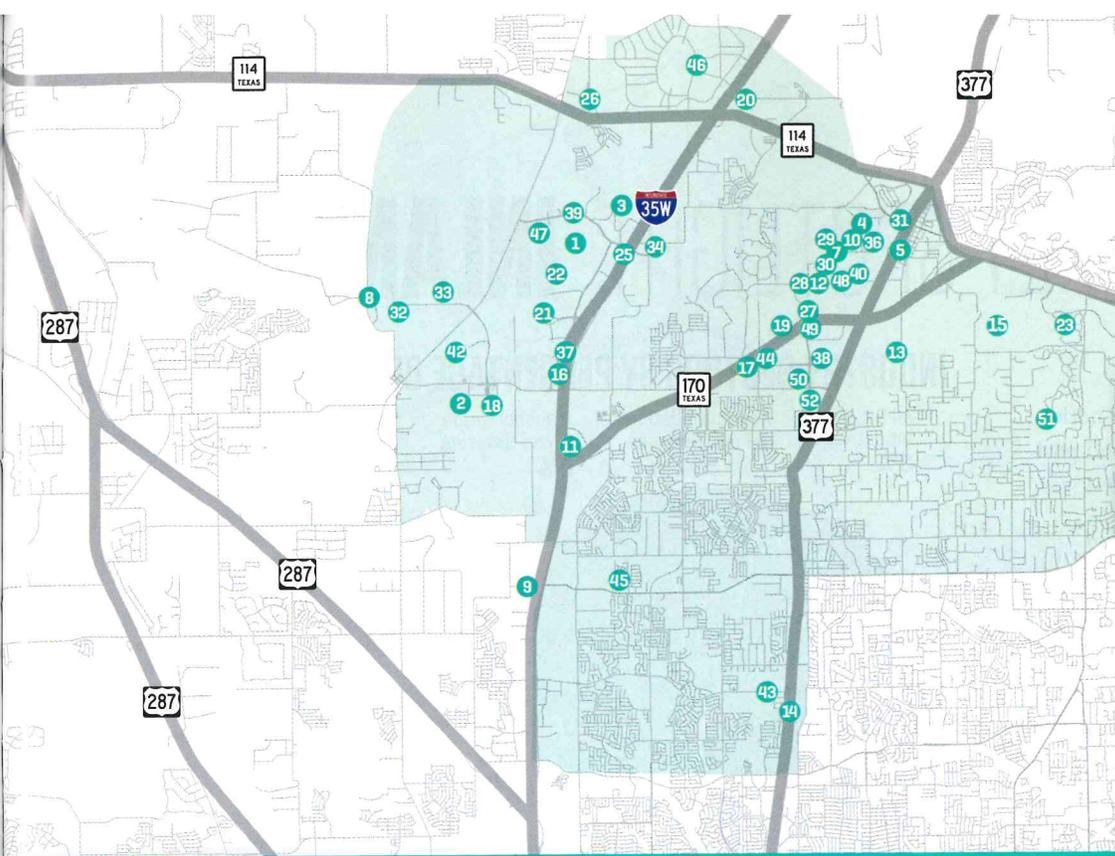


DISTANCE TO JOB	% OF WORKERS
Less than 10 miles	31.5%
10 to 24 miles	37.5%
25 to 50 miles	16.8%
Greater than 50 miles	14.3%

The U.S. Census Bureau pairs home/work census blocks to describe geographic patterns related to the workforce. Mapping commuter flows, for example, can help employers determine where potential workers live, as well as how far they might be willing to travel for work. Radar images dynamically communicate several important aspects about worker commute patterns. The radar indicates primary and secondary cardinal directions from which a worker travels to a job, and the distance traveled as determined by the color of each pie piece. The size of each pie piece indicates the volume of workers who commute from that direction and distance as indicated by the dashed and numbered concentric circles.

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics [data based on 2014 employment estimates of 26,656 jobs]

ESTIMATED TOTAL JOBS IN ALLIANCE: 47,500 as reported by AllianceTexas



SAMPLE OF MAJOR EMPLOYERS IN ALLIANCE

- 1 Alliance Airport
- 2 Amazon - Fort Worth Fulfillment Center
- 3 Amazon - Haslet Fulfillment Center
- 4 AmerisourceBergen Corp
- 5 Babe's Chicken Dinner House
- 6 Baylor Medical Center at Trophy Club
- 7 BEHR Process Corp
- 8 BNSF Railway
- 9 BrandFX Body Co
- 10 Bridgestone
- 11 Cabela's
- 12 Cardinal Health Inc
- 13 Charles Schwab
- 14 Corning Optical Communications LLC
- 15 Deloitte University
- 16 DynCorp International
- 17 ECI Software Solutions Inc
- 18 Michaels Distribution Center
- 19 Facebook
- 20 Farmer Brothers
- 21 Federal Aviation Administration
- 22 FedEx and FedEx Freight
- 23 Fidelity Investments
- 24 First American Mortgage Solutions
- 25 Galderma Laboratories LP
- 26 GE Manufacturing Solutions
- 27 Genco/ATC Logistics
- 28 General Mills Inc
- 29 General Motors Corp/Customer Care
- 30 Grainger Industrial Supply
- 31 Hawaiian Falls Waterparks
- 32 JB Hunt
- 33 JCPenney Logistics
- 34 LG Electronics
- 35 Marriott Solana
- 36 Martin-Brower Co LLC
- 37 Mercedes-Benz Financial
- 38 Nestle
- 39 RECARD Aircraft Seating Americas Inc
- 40 Ryder
- 41 Sabre
- 42 Kraft Foods Distribution
- 43 Southstar LLC
- 44 TD Ameritrade
- 45 Texas Health Harris Methodist Alliance
- 46 Texas Motor Speedway
- 47 GDC Technics
- 48 Tom Thumb Distribution
- 49 Tucker Rocky Distributing Inc
- 50 UPS
- 51 Vaquero Club
- 52 Walmart Distribution

WORKER CHARACTERISTICS

AGE

Age 29 or younger..... **21.8%**
 Age 30 to 54 **61.1%**
 Age 55 or older..... **17.1%**

EARNINGS

\$1,250 per month or less **15%**
 \$1,251 to \$3,333 per month..... **33%**
 More than \$3,333 per month **52%**

EDUCATIONAL ATTAINMENT

Less than high school..... **12.0%**
 High school or equivalent, no college..... **20.0%**
 Some college or Associate degree **25.4%**
 Bachelor's degree or advanced degree **20.6%**
 Data not available [workers aged 29 or younger] **21.8%**

INDUSTRY SECTORS BY PERCENTAGE OF ALL BUSINESSES

