



# POLK COUNTY TEXAS ECONOMIC DEVELOPMENT

March 12 2024

## Survey Analysis Results Residential 2024

### Strengths

Approximately 71.65% of respondents identified natural resources, including forests and waterways, as a significant strength. This underscores the importance placed on preserving the county's environmental assets. Alabama-Coushatta Tribe, Naskila Casino, and Lake Livingston provide an economic benefit to the County. Also, these respondents mentioned the County's location and proximity to Houston.

A majority, 63.78%, highlighted the small-town charm and character as a noteworthy strength. Residents appreciate the unique and intimate atmosphere that contributes to the county's identity.

A substantial 43.57% of respondents recognized community involvement and volunteerism as a strength, emphasizing the importance of an engaged and supportive community.

While a smaller percentage (18.64%) mentioned it, the quality of schools and education was a strength in the county.

Approximately 13.39% noted access to healthcare as a positive aspect, reflecting an awareness of the importance of healthcare services in the community



## Survey Analysis Results Residential 2024

### Strengths

Respondents provided additional insights, such as the lower crime rates compared to the Houston metro, concerns about subdividing, historical preservation, diversity, improving the main street, transportation access, support for veterans, and the friendly nature of the people.

Other Strengths included.

Chamber of Commerce

ISD's

Capital from local banks.

## Survey Analysis Results Residential 2024 Challenges

- Limited Job Opportunities (68.15%)
- Poor Public Transportation Options (34.46%)
- Limited Access to Affordable Housing (33.42%)
- Inadequate Infrastructure (48.83%):
  - Respond to concerns related to diverse restaurant and grocery options, homelessness, substance abuse, and public safety.

## Survey Analysis Results Businesses

48% of the business respondents mentioned they plan to expand in the next two years.

70.51% of respondents believe this is crucial for economic development.

61.54% of respondents see this as a significant factor for economic development.

74.36% of respondents consider supporting small businesses this a key aspect of economic development.

Over 45% listed the following has key to their success

Access to Reliable High-Speed Internet, healthcare, housing, skilled workforce and affordable utilities

## Survey Analysis Elected Officials

### ■ Strengths

Strong Sense of Community

Geographical location

Quality of Life and cultural and historical assets

Recent infrastructure improvements (water, electric - renewables, roads, and bridges)

Lower Taxes

### ■ Challenges

Workforce training

Access to capital

Lack of Affordable Housing

Access to high-speed internet

Keeping pace on infrastructure improvements

## Main Priorities

- good jobs with good benefits for the youth in the community to transition into instead of moving away to pursue other opportunities
- a diversified economy that is not based on one industry sector,
- quality of life enhancements (access to quality healthcare, good schools, ample retail outlets, entertainment opportunities)
- a highly trained, educated workforce
- a healthy business community with affordable housing
- a growth-friendly political climate

## **Polk County Economic Development Corp.**

**Create an existing business retention and expansion (BR&E) program**

**Marketing/Recruiting**

**Prospect development**

**Workforce and training**

**Buildings and sites**

**Community Preparation**

**Communications (County Wide Survey of all sectors stated a need for better communication)**





## Key Demographic Data for Polk County

Polk County Population 52,479; **16% growth since 2010**

Estimated 2028 population 54,742.

Polk County has a labor force of 20,650, with an unemployment rate of 5.5.

Median Age is forty-four

### **2023 Income**

Median Household Income \$55,159

Average Household Income \$75,951



## Key Demographic Data for Polk County

- Total Housing Unit -25,637
- Average Home Value if \$215,781
- Owner Occupied Housing Unit- 15430
- Renter Occupied Housing Units- 2313
- 78.05% Of households own their homes in Polk County
- 21.95% Of households rent in Polk County
- 1538 Businesses are in the County with over 15,000 employees.

# Demographic Source

Environmental Systems Research Institute, Inc. (ESRI)

