



# Spotlight: Dallas-Fort Worth



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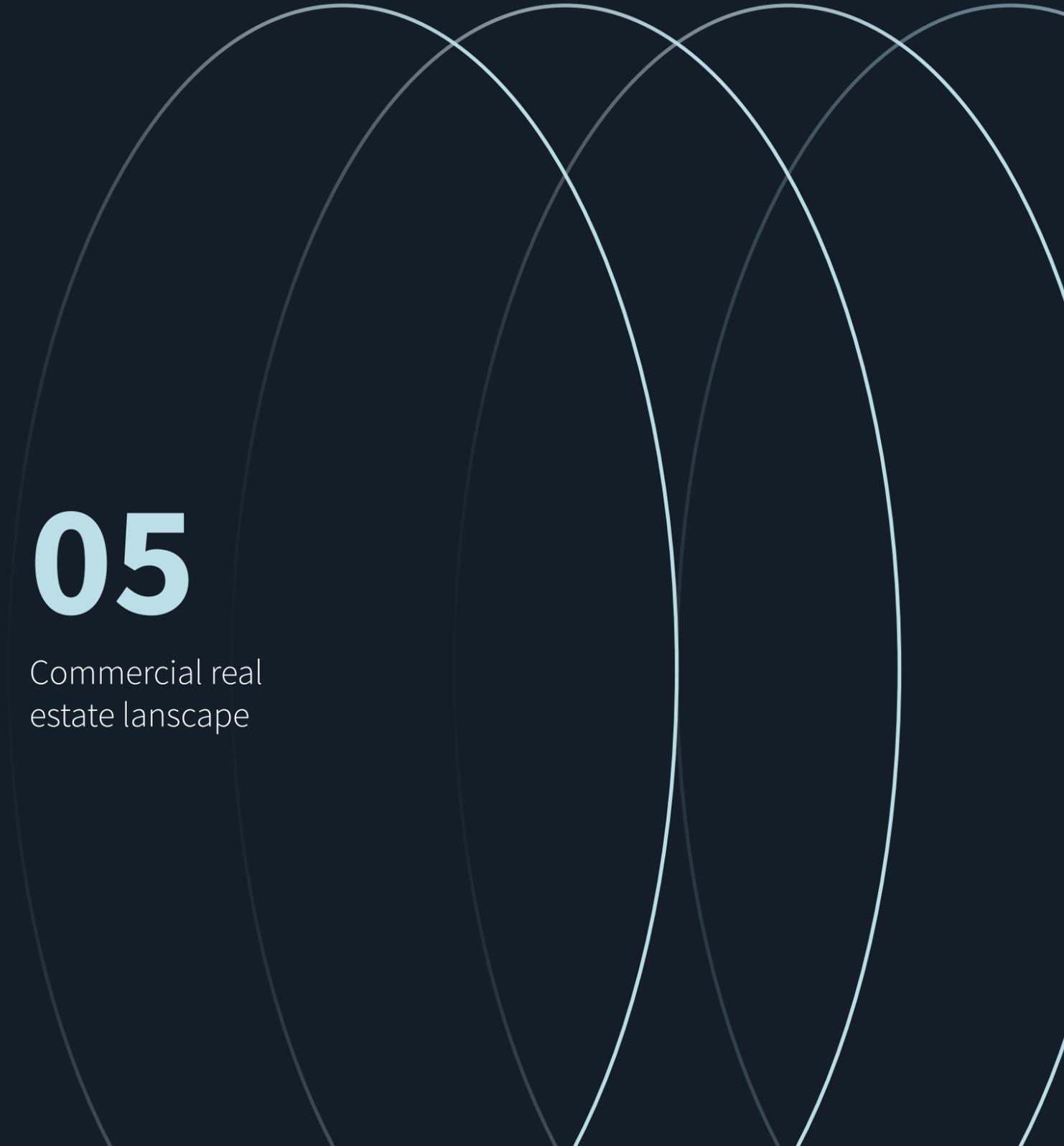
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# Dallas-Fort Worth overview



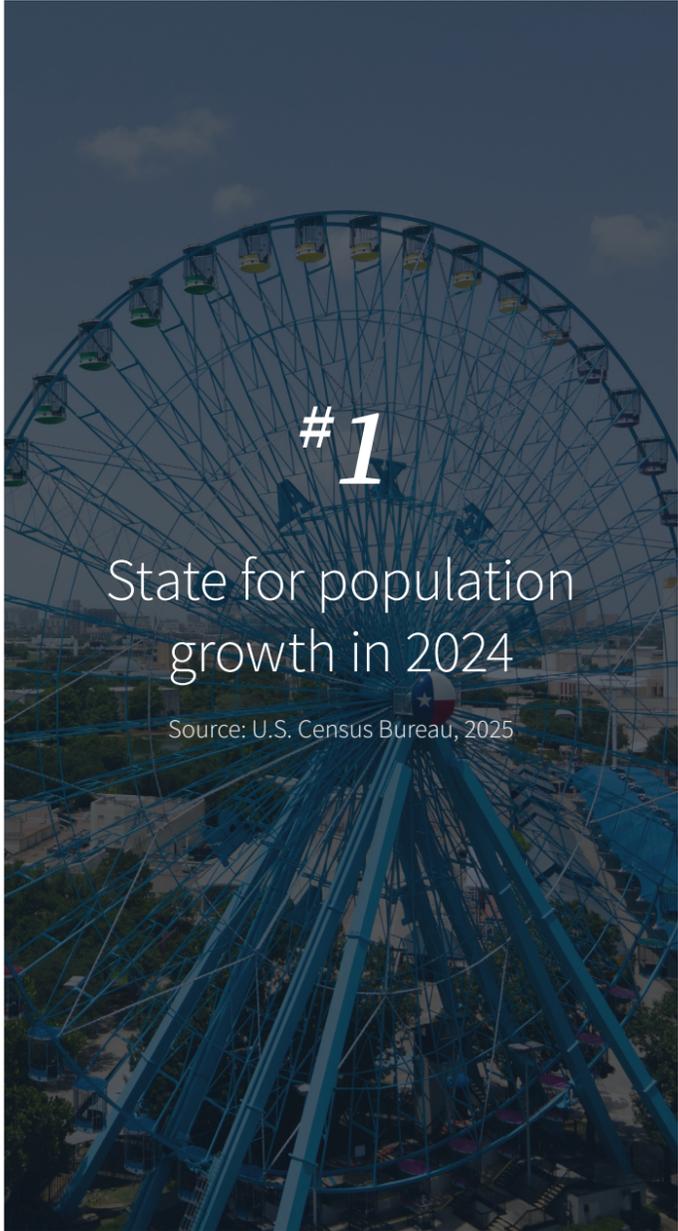
# Spotlight Texas



#1

State for job-creating relocations and expansions for 12 consecutive years

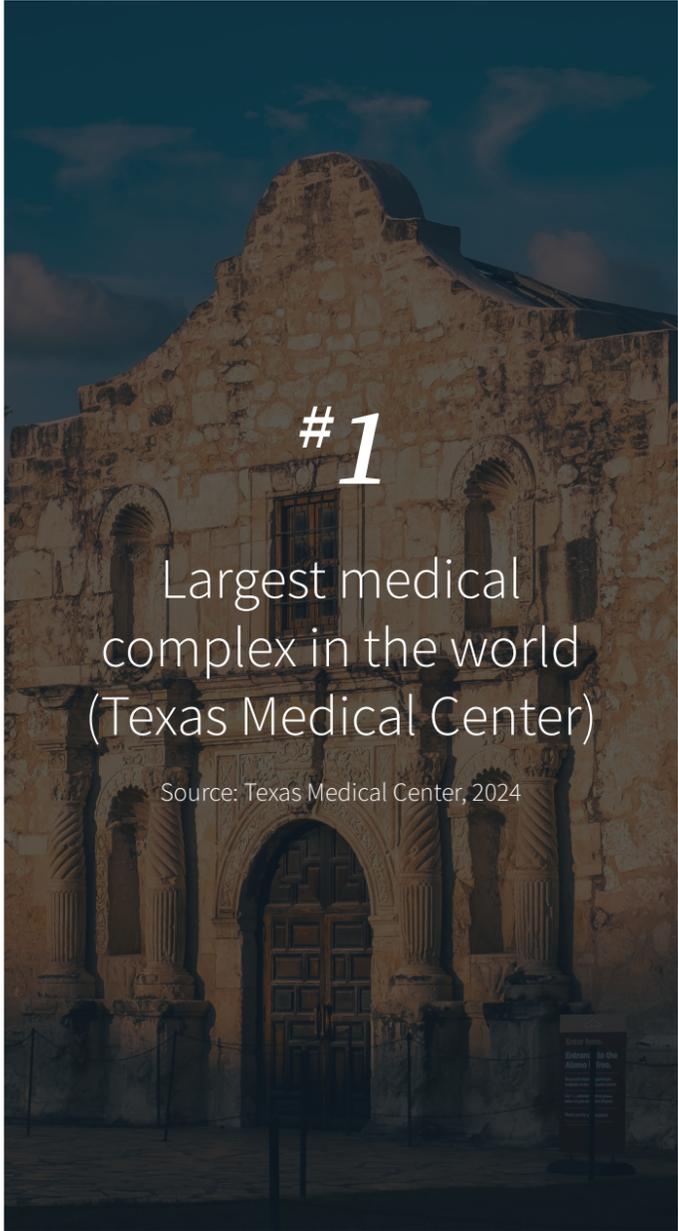
Source: Site Selection Magazine, 2024



#1

State for population growth in 2024

Source: U.S. Census Bureau, 2025



#1

Largest medical complex in the world (Texas Medical Center)

Source: Texas Medical Center, 2024



#3

Busiest airport in the world (D-FW)

Source: Airports Council International, 2025



#1

Busiest port in the nation in waterborne tonnage (Port Houston)

Source: American Journal of Transportation, 2025

# The Dallas-Fort Worth story



Leading pro-business environment  
#1 State for doing business  
20 years in a row

Source: CEO Magazine (2024)



Favorable tax climate  
0% State and local income tax



High quality of life  
Driven by vast entertainment options, outdoor recreation, and affordability



Low cost of doing business  
Score of 102 for Dallas  
Score of 97 for Fort Worth (U.S. avg-100.00)

Source: Moody's



Critical mass of headquarters and regional offices  
170+ corporate headquarter relocations since 2010

Source: Dallas Regional Chamber



#1 Real estate market for 2025

Source: ESRI



Magnet for top talent in the U.S.  
Strong wages and low cost of living create an attractive employment base



#1 MSA for projected population growth  
615,659 new residents projected over the next 5 years

Source: ESRI



# Who we are



**8,342,575**  
Total population



**49.7%**  
Male residents



**50.3%**  
Female residents



**3,071,864**  
Number of households



**41.2%**  
of population with  
bachelor's degree



**\$128,741**  
Average HH income



**38%**  
Renter-occupied housing

JLL Research, ESRI, Dallas Regional Chamber



**36.1**  
Median age



**\$389,670**  
Median home value

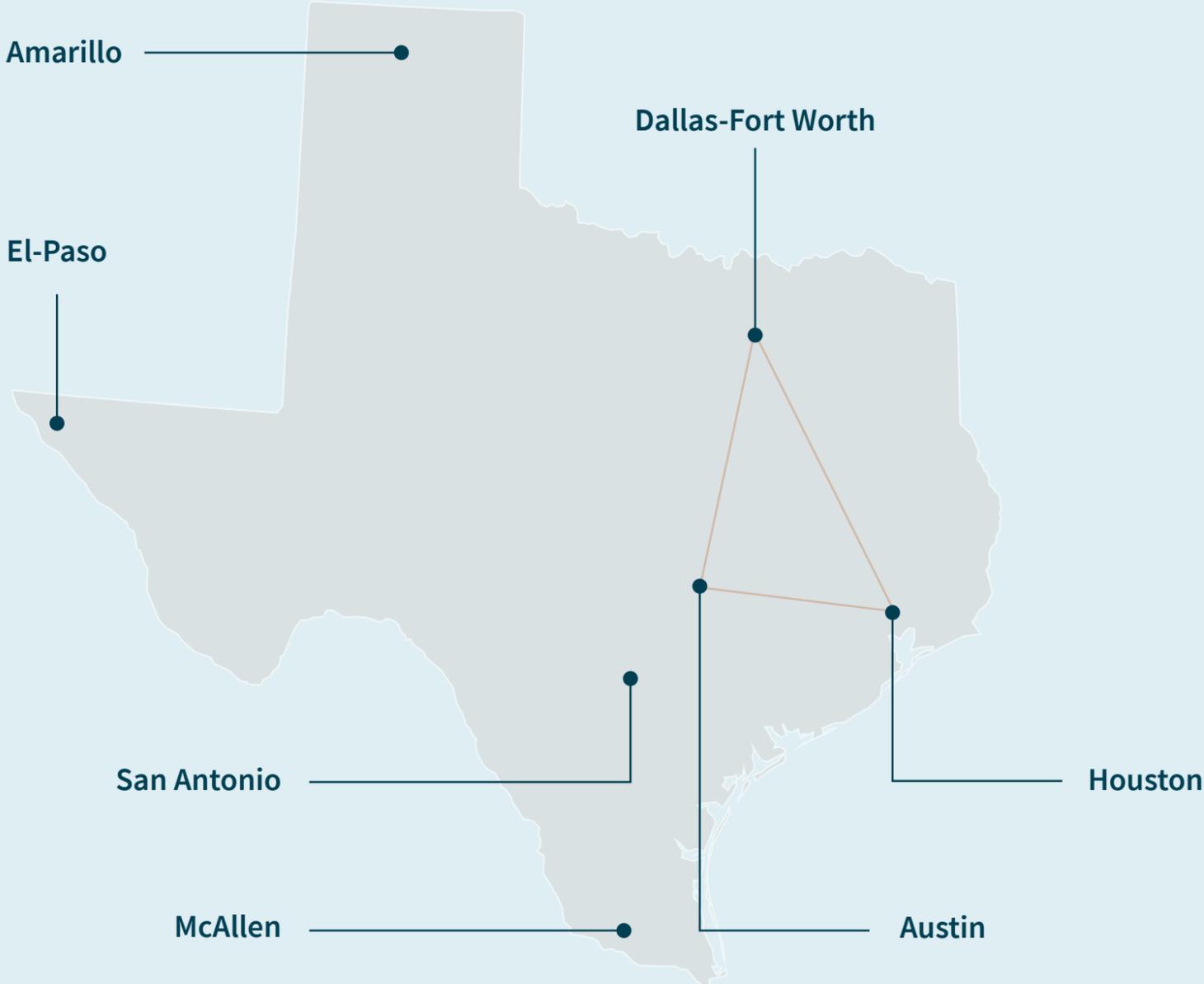


With a population of 8.3 million residents, the Dallas-Fort Worth (D-FW) Metroplex ranks as the 4th largest metro area in the country. A perennial national leader in population and employment growth, D-FW has become a sought-after city for all ages given its centralized location, growing job market, high quality of life and low cost of living.

As one of the nation's top economic performers, D-FW is a thriving metro with a young, highly-educated and vibrant population that attracts businesses and visitors alike – so much so that the area's population growth rate from 2024-2029 is projected to be nearly four times the national average.

# The anchor of North Texas

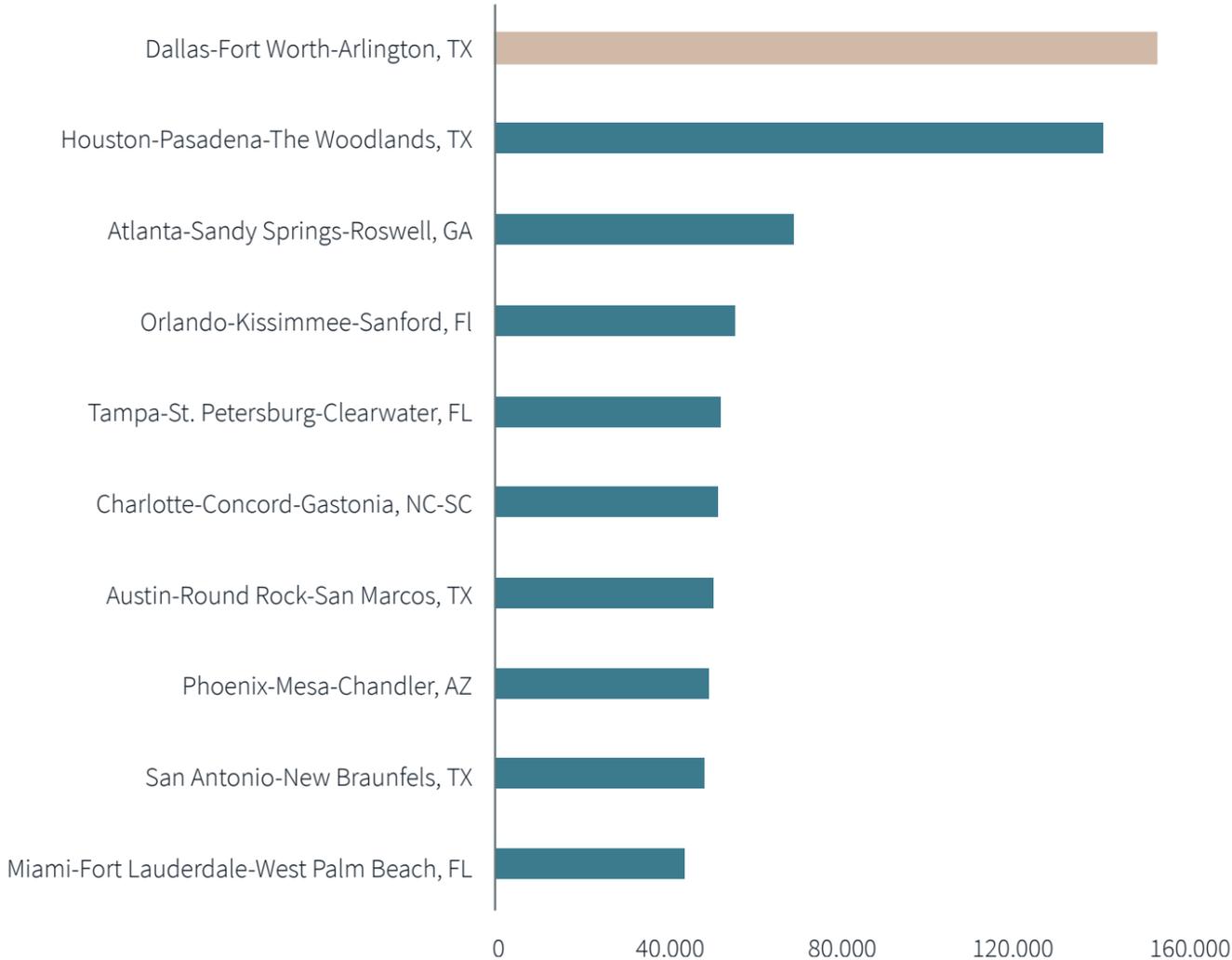
The Dallas-Fort Worth (D-FW) area, often referred to as the Metroplex, is the economic and cultural hub of North Texas. It encompasses major cities like Dallas, Fort Worth, and Arlington, forming a significant part of the Texas Triangle of D-FW, Houston, and Austin.



# Population growth

Dallas-Fort Worth has grown faster than all other major metros and growth projections continue to be strong.

**Annual growth for 2023**

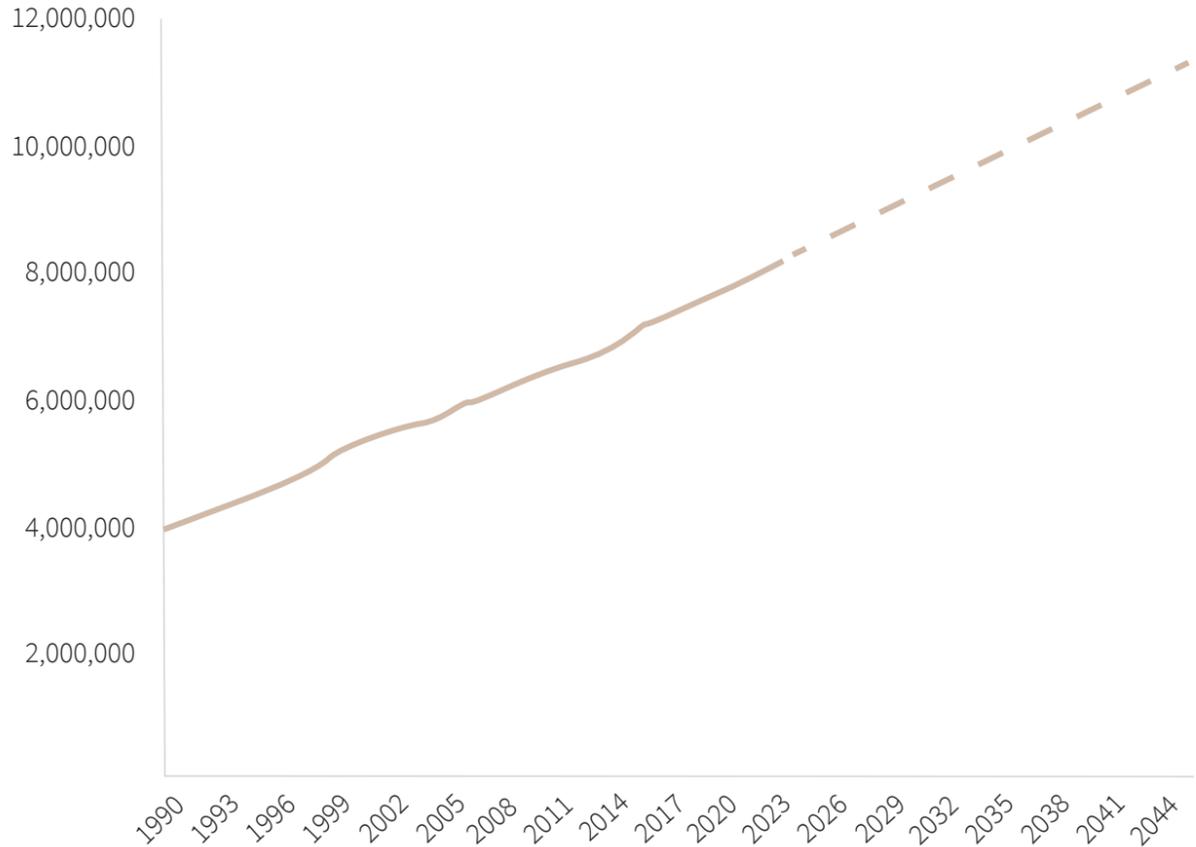


**#4**  
largest metro area in the U.S.

**22%**  
D-FW growth since 2011

**8.2M**  
Current D-FW population

**Dallas-Fort Worth projected population**



Source: JLL Research; North Texas Council of Governments; ESRI; U.S. Census

**Forecast annual growth 2022-2045**

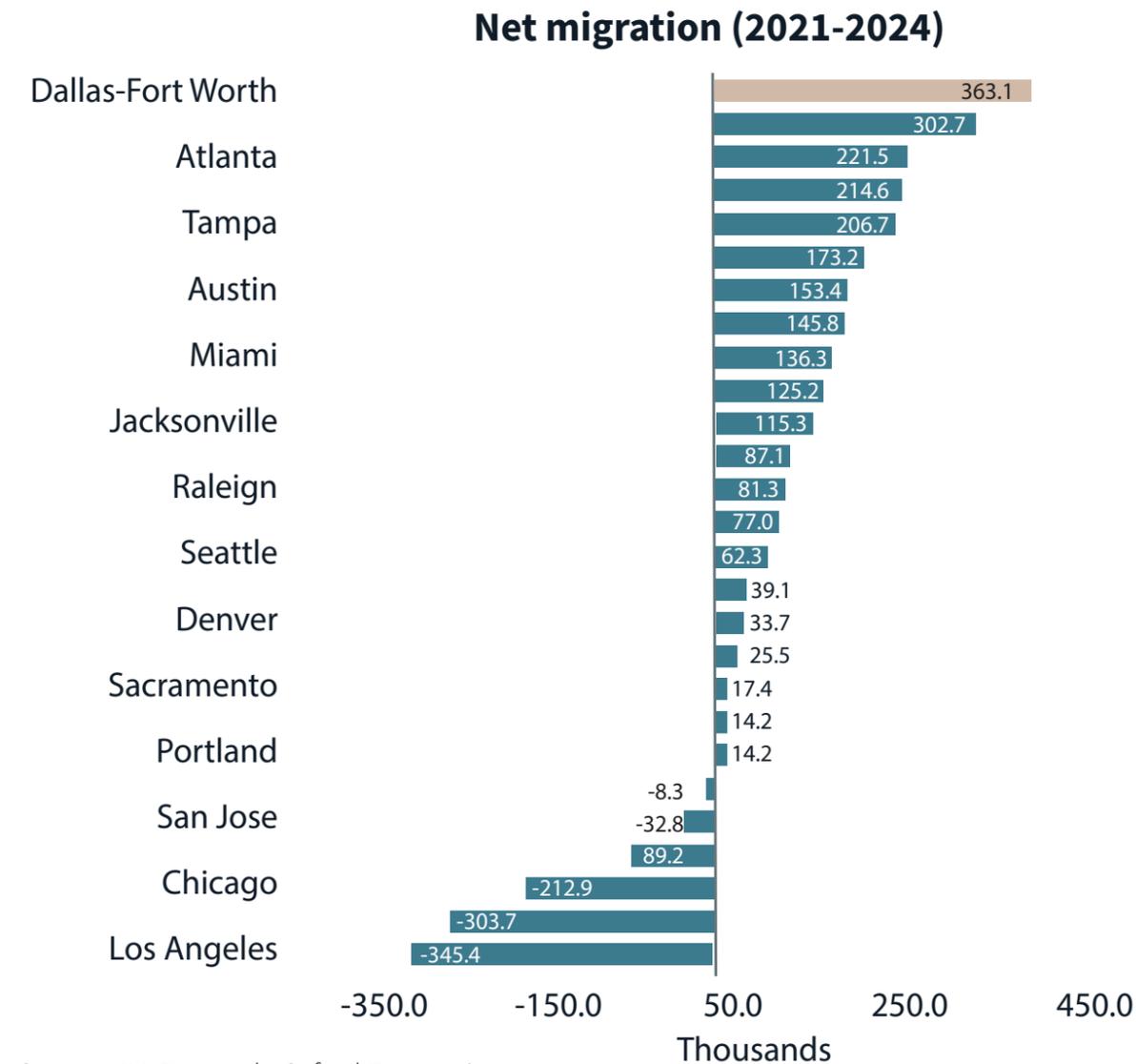
**3.3M**  
people

**137,638**  
people per year

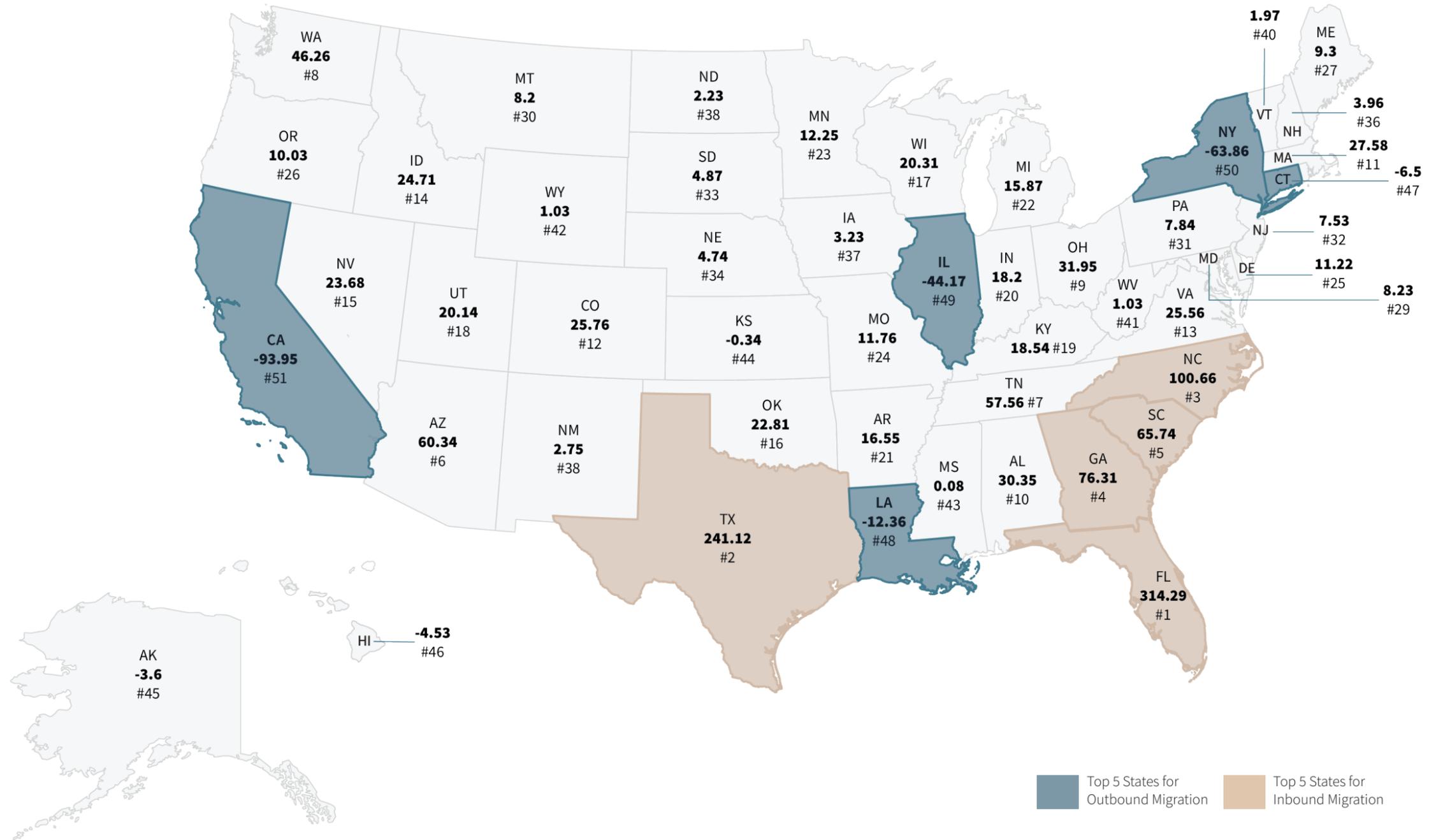
**377**  
people per day

# Population growth

D-FW has led the country in three year net migration growth, propelling TX to rank 2nd in the U.S. since 2020.



Source: JLL Research, Oxford Economics



# Migration continues to drive growth

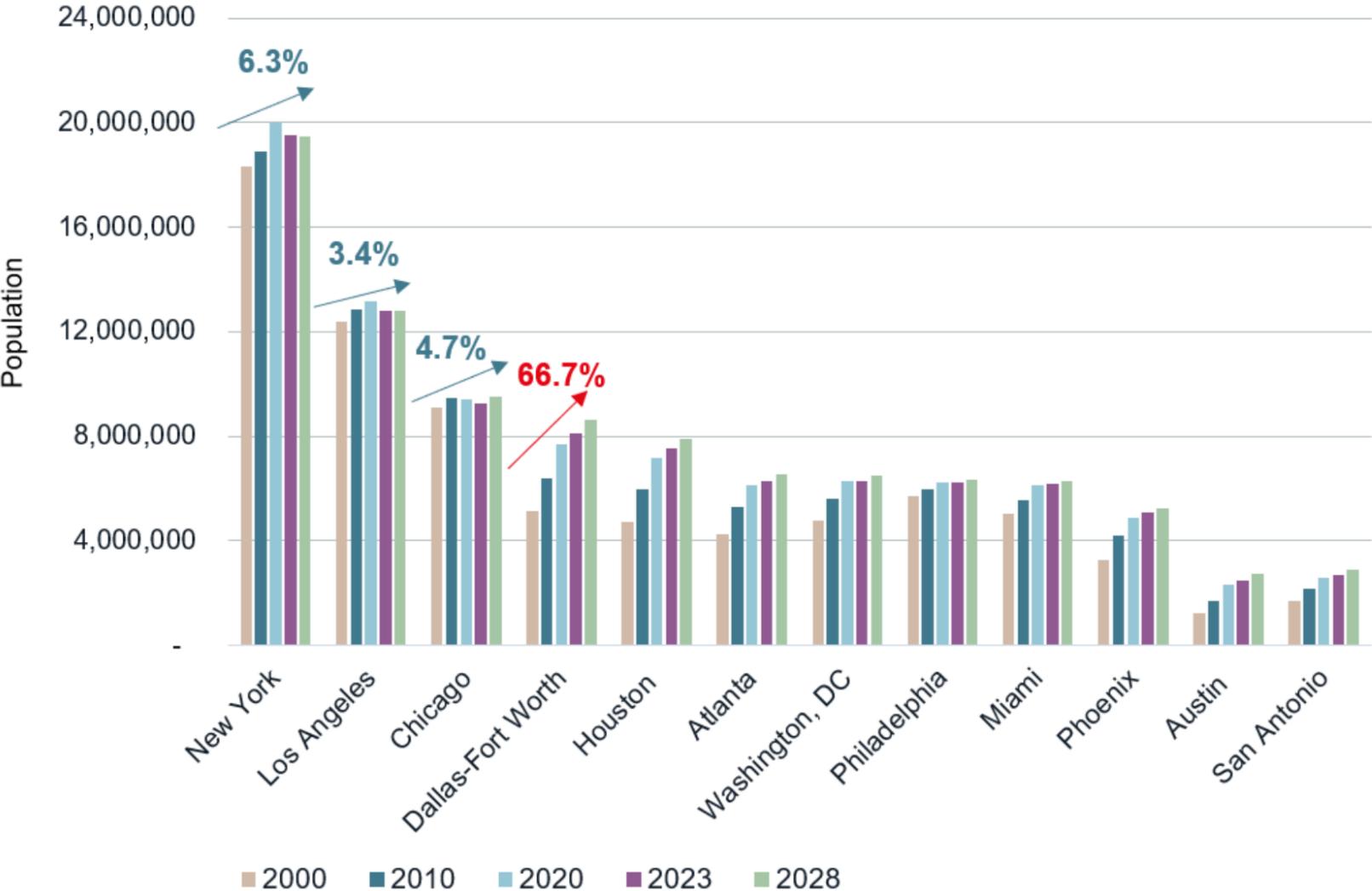


The Dallas-Fort Worth metro’s population is expected to increase by 66.7% from 2000 to 2028. At the same time, gateway markets such as New York, Los Angeles, and Chicago are projected to grow by less than 5% on average.

Current projections show D-FW overtaking Chicago to become the nation’s third-largest metro by 2032.

The region’s population has reached 8.3 million, with Dallas-Fort Worth ranking the third fastest-growing metro in the U.S., with a growth of 177,922 people from 2023 to 2024. For the 13-county Dallas-Fort Worth metro, International migration accounted for 57% of all net growth.

**Population growth 2000-2028**



# Education

## University of North Texas



**#2**  
Best master's program in data science in the U.S.  
*Fortune, 2024*

## University of Texas at Dallas



**#3**  
Best online MBA programs in the U.S.  
*Poets & Quants Best Online Programs, 2024*

## Southern Methodist University



**#5**  
Best grad school for game design  
*Princeton Review, 2024*

## Texas Christian University



**#3**  
Best online master's program in criminal justice in the U.S.  
*U.S. News & World Report, 2024*

## University of Texas at Arlington



**#1**  
Public university in the U.S. for veterans  
*Military Times, 2024*

## University of Texas Southwestern Medical Center



1 of 16 schools nationwide that rank as a Tier 1  
Medical Research school  
*U.S. News & World Report, 2024*

30+ colleges/universities located in the D-FW area

Enrollment of colleges/universities totaled 300K+

Over 40% of Dallas' population has a bachelor's degree or higher

*Dallas Regional Chamber, 2024*



# Healthcare industry by the numbers



**473,130**

Healthcare employment



**9.8%**

Projected inpatient volume growth by 2030



**2.8M**

Forecasted population growth 2024-2044

(2025 population: 8.3M)



**19,153**

Total hospital beds



**3,461**

Practicing physician groups



**10.0%**

Anticipated healthcare employment growth by 2030



**15.7%**

Estimated outpatient volume growth by 2030



**15.8%**

Projected 55+ population growth by 2030



**35**

Health systems



**\$29.5B**

Net patient revenue

Business  
environment

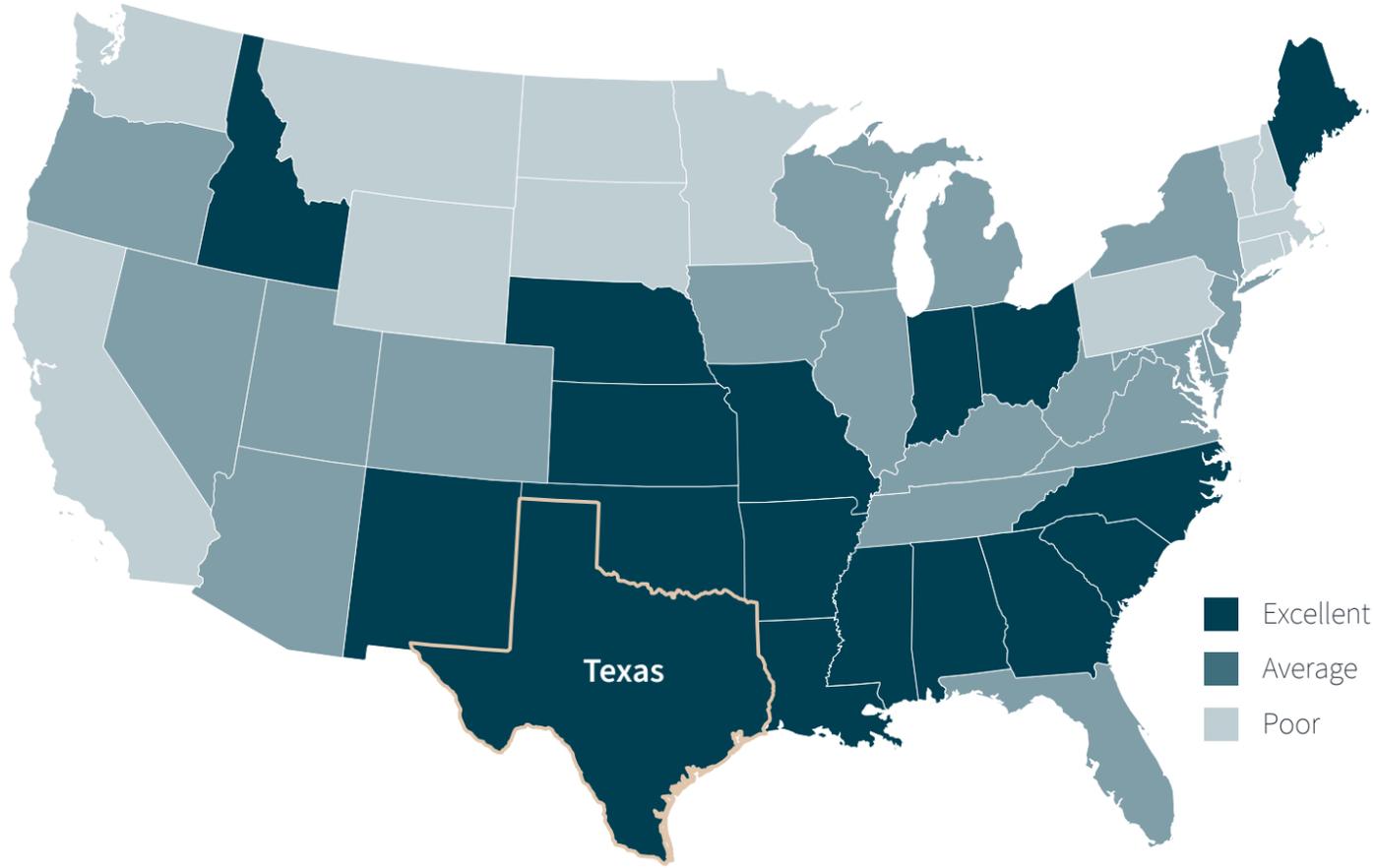


# Location economics

North Texas is an excellent place to live, work, and do business, thanks to incentive programs that support job growth, attract innovation, and promote equitable economic development.

The city of Dallas offers policies like tax abatements, community and economic development loans and grants, and infrastructure investment funds for improvements such as internet connectivity and ADA accessibility. Similarly, Fort Worth provides incentives to attract development, create neighborhood stabilization, and has identified 31 commercial districts for revitalization.

## Incentives ranking by state



Source: Georgia Department of Economic Development

Local incentives
Type A and B economic development corporations
Tax increment financing district
Tax abatements

State incentives
Freeport exemption
Goods-in-Transit exemption
The Texas Jobs, Energy, Technology, and Innovation Act
Texas enterprise fund
Texas enterprise zone program
Manufacturing exemption
Research and development tax credit
Governor's University Research Initiative (GURI)
Texas Product Development and Small Business Incubator fund (PDSBI)
Skills Development Fund (SDF)

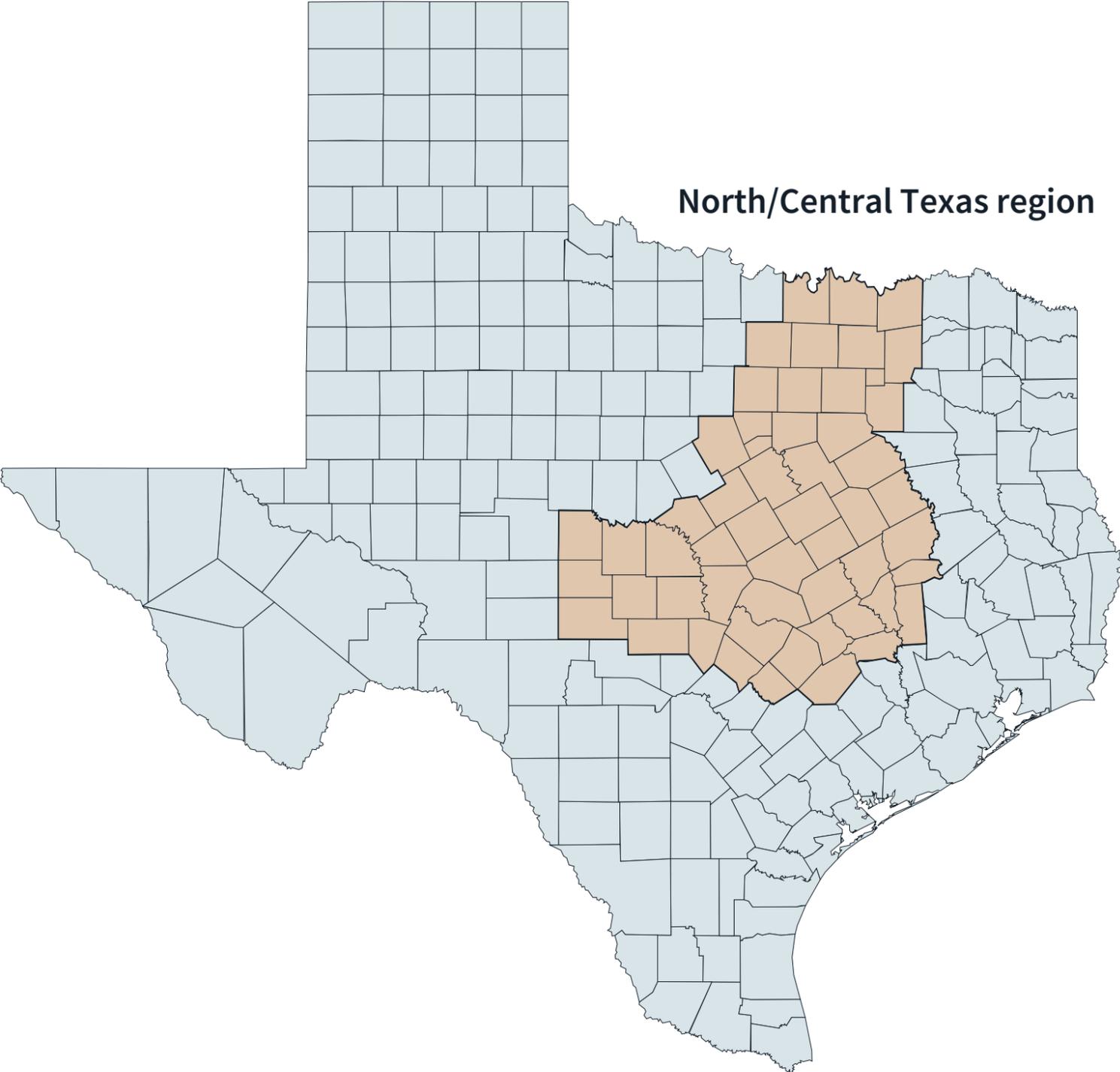
Federal incentives
Foreign trade zones
Opportunity zones

# Texas Enterprise Fund

The Texas Enterprise Fund (TEF) is a performance-based financial incentive program established in 2003 to attract new jobs and investment to Texas. It awards “deal-closing” grants to companies considering new projects where a Texas site competes with out-of-state locations.

Since its inception in 2003, the Texas Enterprise Fund (TEF) has awarded approximately \$700 million in grants to various companies. These funds have been used to attract new businesses to Texas and support the expansion of existing ones, contributing significantly to the state’s economic growth.

### Region totals (since TEF inception)

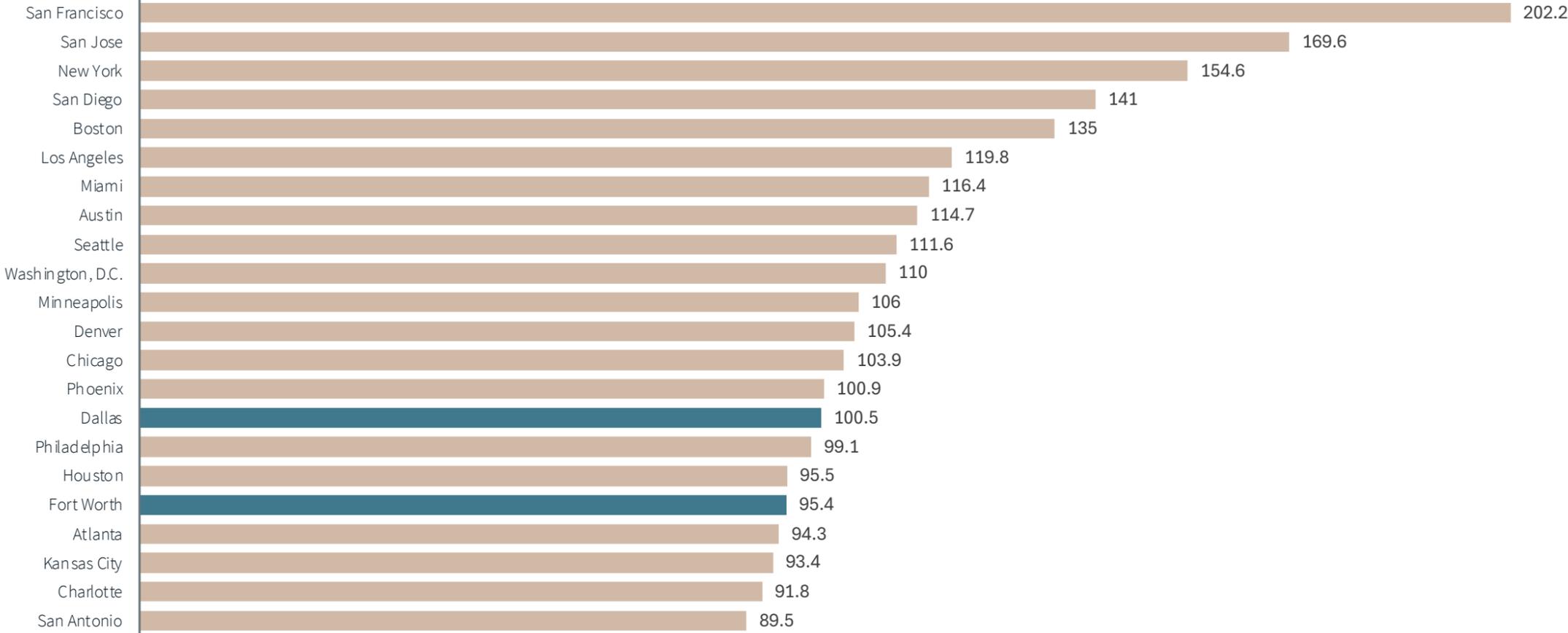


Source: Dallas Regional Chamber, Texas Enterprise Fund

# Cost of doing business

Along with much of the Southeast, Dallas-Fort Worth ranks as one of the most affordable places to do business; cheaper than all of the Gateway markets and comparable with the national average. State incentive programs, low corporate income tax rates and a pro-business regulatory environment are some of the main factors that keep Texas attractive and affordable for businesses.

## Cost of doing business index



Source: Moody's Analytics, Dallas Regional Chamber



Connectedness



# Airports

Dallas-Fort Worth's centralized location has led to robust success for our local airports. Through D-FW International Airport and Dallas Love Field, travelers have access to every major city in the continental U.S. within four hours.

## Dallas-Fort Worth International Airport

- **#3** in the world in operations (732,000+ total aircraft operations)
- **192** domestic destinations, **72** international destinations
- **794,965** tons of total cargo
- **\$38B** annual economic impact

## Dallas Love Field

- **17.9M** total passengers
- **249,000+** total aircraft operations
- **\$5.6B** annual economic impact
- **49,043** daily passengers
- **145+** total destinations



# Transit

**DART Light Rail**

- Longest light-rail system in the U.S.
- 93 miles long, 4 lines (red, blue, green, orange), 65 stations, 9 cities
- 18.4 million riders FYTD
- **Future:** New 26-mile Silver Line spanning 7 cities opening late 2025

**Trinity Railway Express**

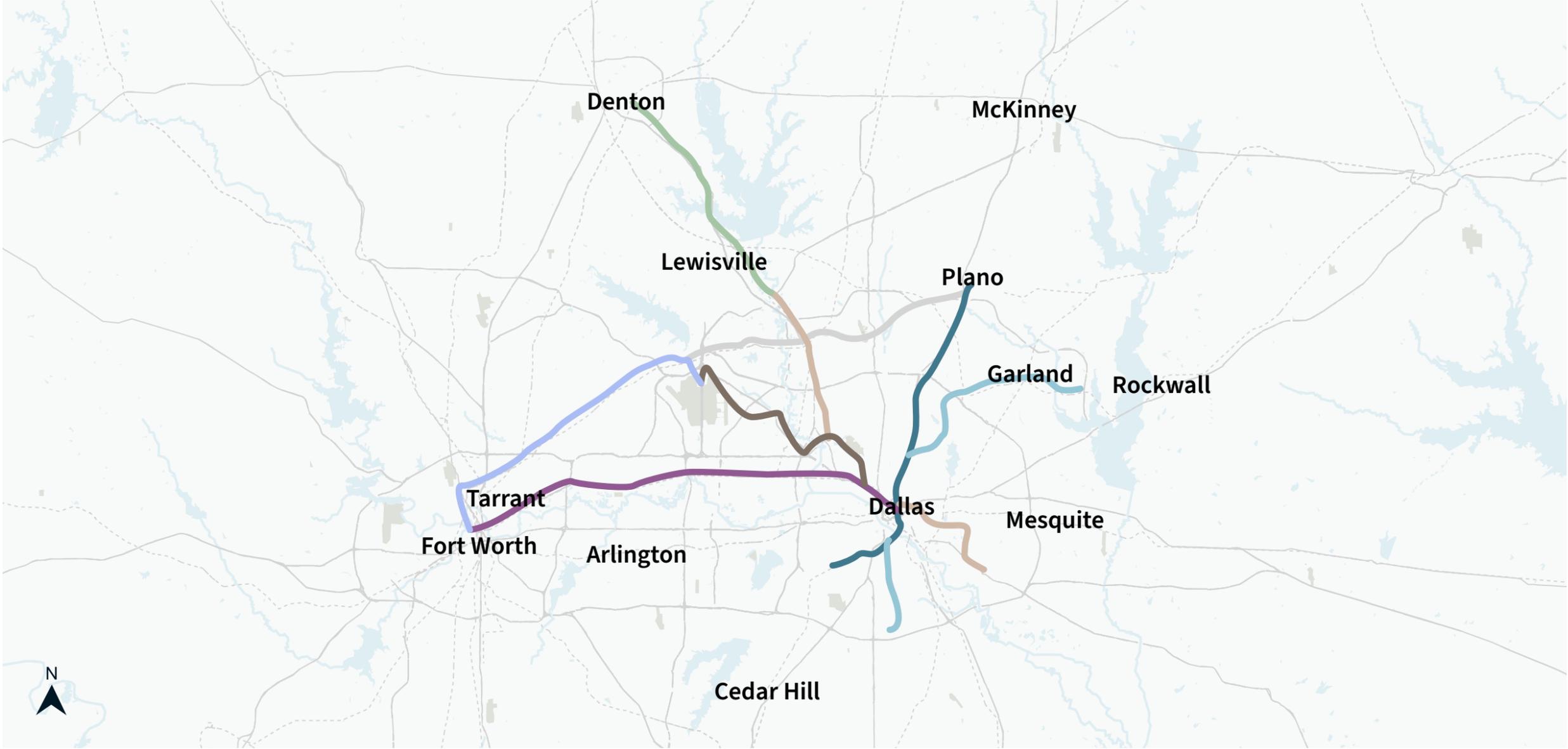
- Connects downtown Dallas and downtown Fort Worth to D-FW Airport
- 34 miles long, 10 stations, 3 cities
- 1.0 million FYTD
- Joint-venture between DART and Trinity Metro operating since 1996

**TEXrail (Trinity Metro)**

- Connects downtown Fort Worth/Northeast Tarrant County to D-FW Airport
- 27 miles long, 9 stations, 3 cities
- 646.4K riders FYTD
- **Future:** Medical district station first phase of 15-mile southwest extension

**A-Train (DCTA)**

- Connects Denton County to DART's Trinity Mills light rail station
- 21 miles long, 6 stations, 3 cities
- 212.3K riders FYTD
- **Future:** Preliminary study to extend A-Train directly to DART Silver Line



Source: Dallas Area Rapid Transit (DART), Denton County Transit Authority (DCTA), Trinity Metro

# Interstate connectivity

D-FW is connected by a robust network of highways and interstates, allowing unparalleled access to other markets and states within hours.

## Texas State Highway System

The Texas State Highway System consists of a vast network of state highways that serve as important connectors between cities, towns, and rural areas. With over 80,000 miles of state highways, Texas has one of the most extensive state highway systems in the country.

## Interstate network in D-FW

### 1. Major Interstates:

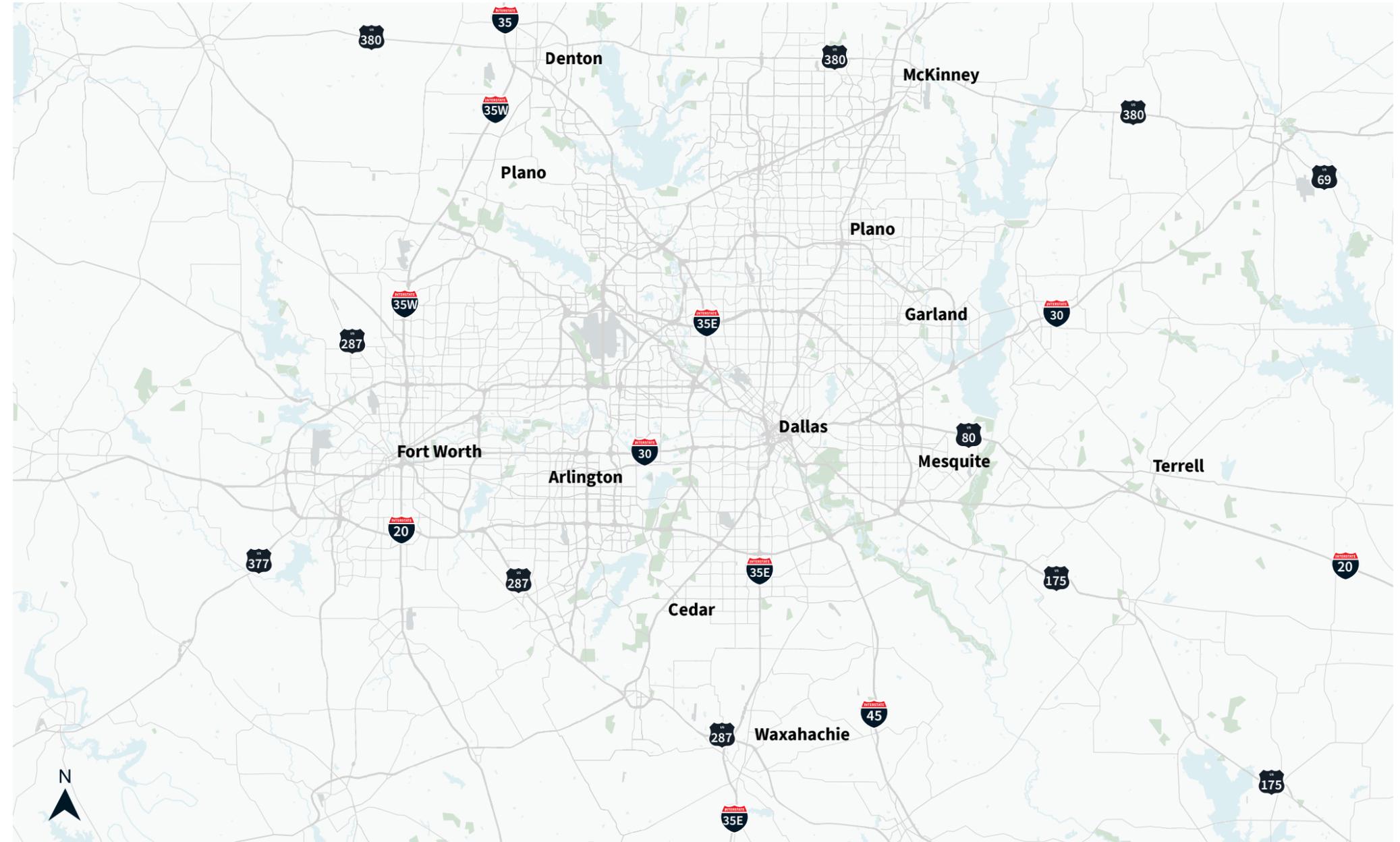
- **I-20:** Runs east-west, connecting the southern suburbs of Fort Worth and Dallas.
- **I-30:** Connects Dallas and Fort Worth directly, running east-west.
- **I-35E:** Runs north-south through Dallas.
- **I-35W:** Runs north-south through Fort Worth.
- **I-45:** Connects Dallas to Houston.

### 2. Loops and Spurs:

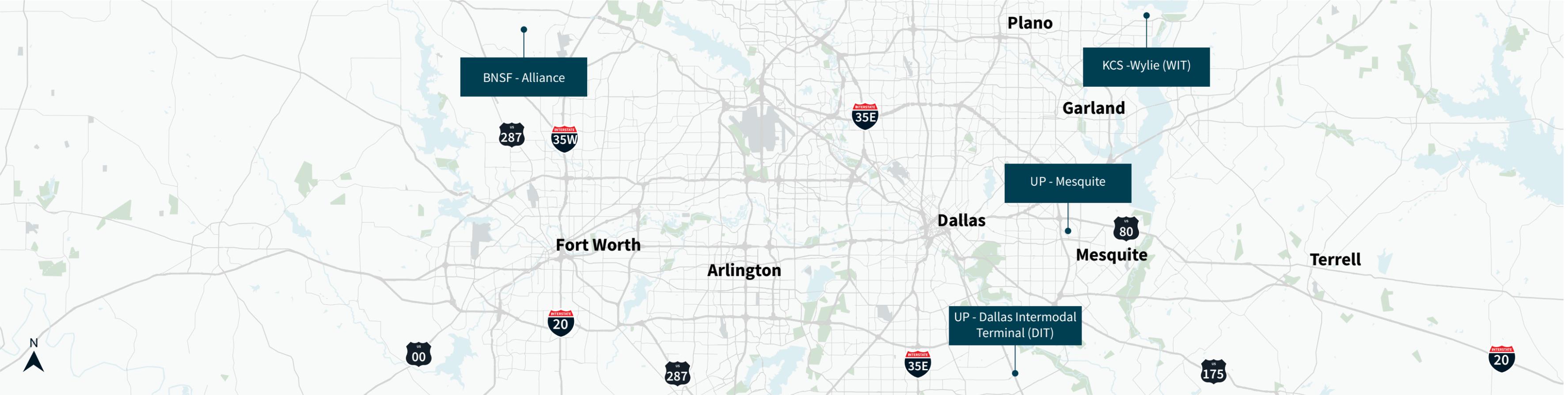
- **I-635:** Forms a partial loop around Dallas, known as the Lyndon B. Johnson Freeway.
- **I-820:** Forms a loop around Fort Worth.
- **I-345:** A small section connecting I-30 and the Woodall Rodgers Freeway in downtown Dallas.

### 3. Tollways:

- **Dallas North Tollway:** Extends north from downtown Dallas through affluent neighborhoods and into Frisco.
- **President George Bush Turnpike:** Forms a northern loop around Dallas and surrounding suburbs.



# Inland port and intermodals



Direct access to three major interstate highways (I-35, I-20, and I-45) with all major North American markets accessible within 48 hours by truck.

**Foreign Trade Zone 39** and its **alternative site management framework** allows for “usage-driven” trade zone sites in the IIPOD area. FTZ designation may allow businesses to delay, reduce or eliminate customs duties on some import categories.

The confluence of three major railroad networks (Union Pacific, Burlington Northern-Santa Fe, and Kansas City Southern) puts 98% of the U.S. market within 48 hours by train.

The **Union Pacific Dallas Intermodal Terminal** in southern Dallas County provides intermodal access to the Ports of Los Angeles and Long Beach.

Lifestyle

4

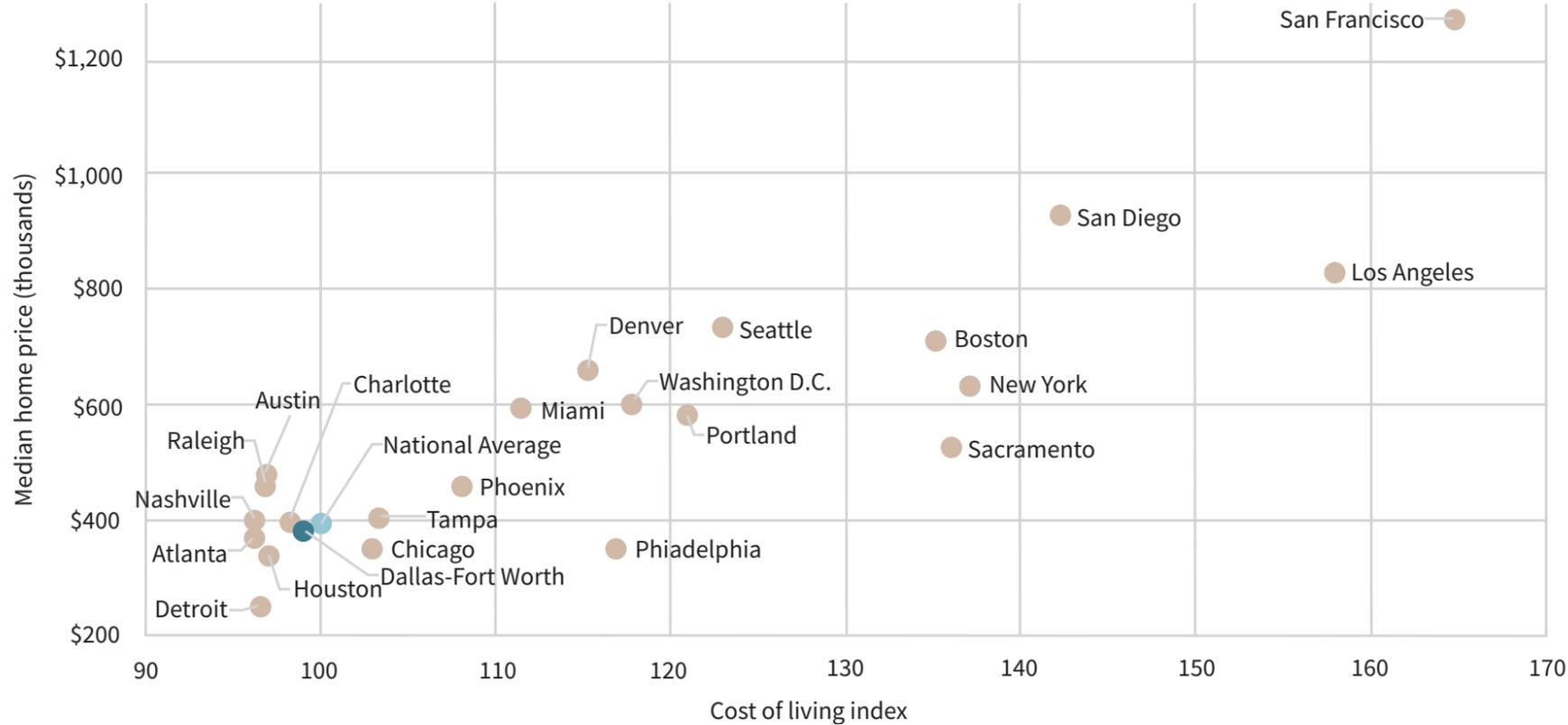


# Cost of living

Despite inflationary pressures nationwide, the overall cost of living in Dallas-Fort Worth continues to be in line with the national average, falling to the bottom of comparable markets and gateway cities. Home prices in the metro are also below the national average. These factors continue to draw new people to the metro and contribute to D-FW's attractiveness.

These affordability factors continue to be a major draw for new residents coming to the metro from all over the country.

Cost of living index compared to median home price



Source: Lightcast, National Association of Realtors



# Sports teams and venues

## Major league teams:



Texas Rangers  
(MLB)



Dallas Cowboys  
(NFL)



Dallas Trinity FC  
(USL)



Dallas Wings  
(WNBA)



Dallas Stars  
(NHL)



FC Dallas  
(MLS)



Dallas Mavericks  
(NBA)

## Other pro teams:

Allen Americans (ECHL)

Frisco Fighters (IFL)

Dallas Legion (UFA)

Texas Legends (NBAGL)

Frisco Roughriders (MiLB)

Panther City Lax Club (NLL)

Dallas Jackals (MLR)

Arlington Renegades (UFL)

Texas Super Kings (MLC)

## Globe Life Field

3.1M annual visitors

Serving as the newest stadium in the MLB, Globe Life Field stands as the home of the 2023 World Champions and recently played host to the 2024 MLB All-Star Week.

## American Airlines Center

3.2M annual visitors

As the proud home of the Dallas Mavericks and Dallas Stars, the AAC greets millions of fans annually, hosting a wide range of sports and other live entertainment events.

## AT&T Stadium

3.7M annual visitors

Since its grand debut in 2009, the NFL's third-largest stadium has become an eminent powerhouse in the world of football, accommodating "America's Team".

## Toyota Stadium

566K annual visitors

Situated just 25 miles from downtown Dallas, Toyota Stadium in Frisco is another premier sports venue in the area and the primary base for FC Dallas.

# A new sports epicenter



## NTT INDYCAR SERIES

The INDYCAR Grand Prix of Arlington looks to pump excitement and adrenaline into the D-FW area with their inaugural event. This race will feature a 2.73-mile circuit that winds through Arlington's Entertainment District and past Arlington's crown jewels, the AT&T Stadium and Globe Life Field, creating a unique backdrop for the competition.



## Big 12 Championship

The Big 12 Conference has secured AT&T Stadium as their annual venue for its football championship game through 2030. The Big 12 football championship is anticipated to draw a massive crowd, following last year's remarkable attendance record of over 84,000 fans.



## 2026 FIFA World Cup

Dallas has been selected as one of the host cities for the highly anticipated FIFA World Cup 2026. Over the course of one month, the city will host a total of nine matches, captivating soccer fans from around the world. With each match, the city anticipates nearly 100,000 international visitors, adding to the electric atmosphere.



## 2026 PBR World Finals

The PBR World Finals spotlight top tier riders delivering edge-of-your-seat excitement. This iconic event captures the spirit of Western tradition and culture, creating a unique experience. Set in the heart of Fort Worth, attendees can expect to take in an action-packed weekend while soaking up the local atmosphere.



# Dallas tourist attractions



## Dallas World Aquarium

Since its opening in 1992, the Dallas World Aquarium has become a must-visit attraction for individuals seeking a unique and awe-inspiring experience. Whether it's the mesmerizing marine life, captivating rainforest habitats, or the vibrant bird species, a visit to the Dallas World Aquarium promises to be a memorable and enriching adventure.



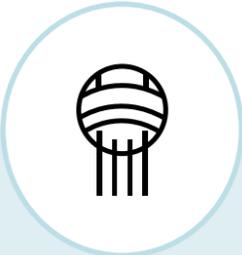
## Fair Park

Known mainly for being the home of the largest state fair in the nation, these famous fairgrounds attract over 5 million people annually with a wide range of events including the Red River Showdown football game, Dallas summer musicals and other festivals throughout the year.



## Dallas Zoo

The Dallas Zoo, established in 1888, has long been recognized as Texas' oldest and largest zoo. Nestled on 106 acres of land, it boasts a remarkable collection of over 2000 animals. Each year, the zoo warmly welcomes more than 1 million visitors who come to explore its diverse animal kingdom.



## Reunion Tower

A symbol of the Dallas skyline for over four decades, the Reunion Tower has solidified its position as one of the city's most iconic and easily identifiable structures. Rising to a height of 470 feet, the tower's observation deck provides visitors with a panoramic view of the vibrant city below.



### D-FW tourism stats:

**218,300**

jobs supported by tourism

**\$28.2B**

in direct travel spending

**\$14.2B**

in direct earnings

**\$2.9B**

in tax revenue

**67.1M**

total visitors (+4.3% YoY)

Source: dwazoo.com, reuniontower.com, dallaszoo.com, fairparkdallas.com, Travel Texas, 2023

# Dallas Arts District

The Dallas Arts District, recognized as the largest urban arts district in the country, offers an extensive array of cultural offerings that make it a captivating destination for visitors.

Immerse yourself in the vibrant cultural scene by exploring the diverse art collections found within the district's renowned institutions. These establishments house impressive works spanning various art periods and mediums, giving art lovers a chance to appreciate a rich tapestry of artistic expressions.

This locale is more than just a place for visual and performing arts—it also delights the taste buds with a dynamic culinary scene. From fine dining establishments to lively cafes, visitors can indulge in a delightful fusion of art, culture, and gastronomy.

With its constant stream of modern installations, cultural diversity and overall exuberance, the Dallas Arts District continues to captivate visitors and solidify its reputation as a thriving cultural hub within the city.

## By the Numbers



**30+**

dining options



**9**

luxury hotels



**17**

arts venues



**#1**

arts district in the U.S.

Source: USA Today

## Visual/Performing Arts

- AT&T Performing Arts Center
- Crow Museum of Asian Art
- Dallas Black Dance Theatre
- Dallas Museum of Art
- Dallas Symphony Orchestra
- Dallas Theater Center
- Green Family Art Foundation
- Meyerson Symphony Center
- Montgomery Arts Theater
- Moody Performance Hall
- Nasher Sculpture Center
- Perot Museum of Nature and Science
- Texas Ballet Theater
- The Dallas Opera
- TITAS/DANCE UNBOUND
- Winspear Opera House
- Wylie Theatre

Source: [Dallasartsdistrict.org](http://Dallasartsdistrict.org), [attpac.org](http://attpac.org)



# Dallas greenspaces

The Dallas area owns an array of parks and greenspaces, offering an extensive range of outdoor activities for residents and visitors alike. From live music and entertainment events to serene spaces perfect for unwinding, there is something to suit every preference. Additionally, these parks provide ample room for recreational activities, making them ideal for playing with four-legged friends and enjoying quality time outdoors. Whether seeking an active community experience or a peaceful retreat, Dallas' parks and greenspaces offer a diverse landscape to explore and enjoy.

## Dallas parks at a glance

Ranked **#1** park system of any major city in TX

**81%** of Dallas residents live within a 10-minute walk of a park

The city of Dallas has a total of **636 parks**

**Katy Trail**



**Fort Worth Botanical Garden**



**Arbor Hills Nature Preserve**



**Cedar Ridge Park**



**Dallas Arboretum**

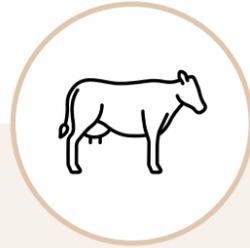


**Dallas Audubon Center**



Source: [tpl.org/city/dallas-texas](http://tpl.org/city/dallas-texas)

# Fort Worth tourist attractions



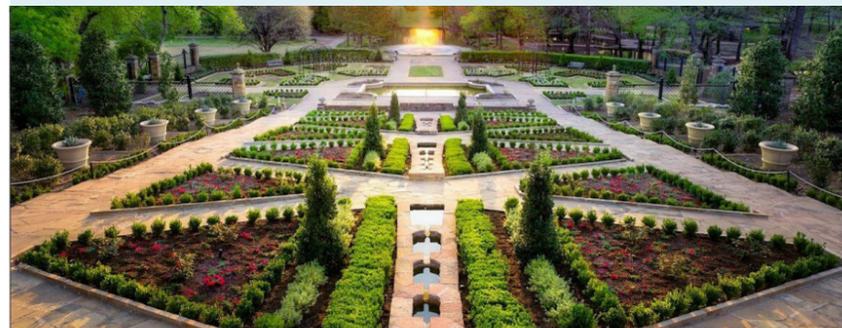
## Fort Worth Stockyards

The Fort Worth Stockyards is a historic district in Fort Worth, Texas, that played a crucial role in the cattle industry, transforming the city into a major livestock market hub. Established in 1893, it quickly became the largest livestock market in Texas and one of the top five in the United States for five decades. Today, the Stockyards celebrate this rich heritage with attractions like the Cowtown Coliseum, daily cattle drives, and a variety of shops, restaurants, and entertainment venues. It's a vibrant testament to Fort Worth's nickname, "Cowtown".



## Fort Worth Botanical Gardens

The Fort Worth Botanic Garden, established in 1934, is the oldest public botanic garden in Texas, offering a serene 120-acre oasis in the heart of the city. It features a diverse array of plants, flowers, and trees, with highlights including the European-inspired Rose Garden, the internationally renowned Japanese Garden, and various stunning horticultural displays. The garden also provides educational programs, volunteer-led tours, and hosts special events, making it a beloved destination for both relaxation and learning.



## Fort Worth Zoo

The Fort Worth Zoo, established in 1909, is the oldest continuous zoo site in Texas and one of the most respected in the United States. Spanning 64 acres, it houses over 7,000 animals from around 500 species. The zoo is renowned for its dedication to conservation, education, and exceptional animal care, and it has been recognized as one of the top zoos in the nation by various publications. Visitors can explore themed areas and exhibits featuring animals from different regions and habitats, making it a popular family destination.



## Arlington Entertainment District

The Arlington Entertainment District in Texas is a vibrant hub featuring two Six Flags theme parks, professional sports stadiums for the Dallas Cowboys and Texas Rangers, and a variety of restaurants, shopping centers, and live entertainment venues. It's a dynamic area that continues to grow, with recent expansions including new hotels, a convention center, and additional dining and retail options. This district offers some of the most exciting experiences in North Texas, making it a must-visit destination.



# Fort Worth Cultural District

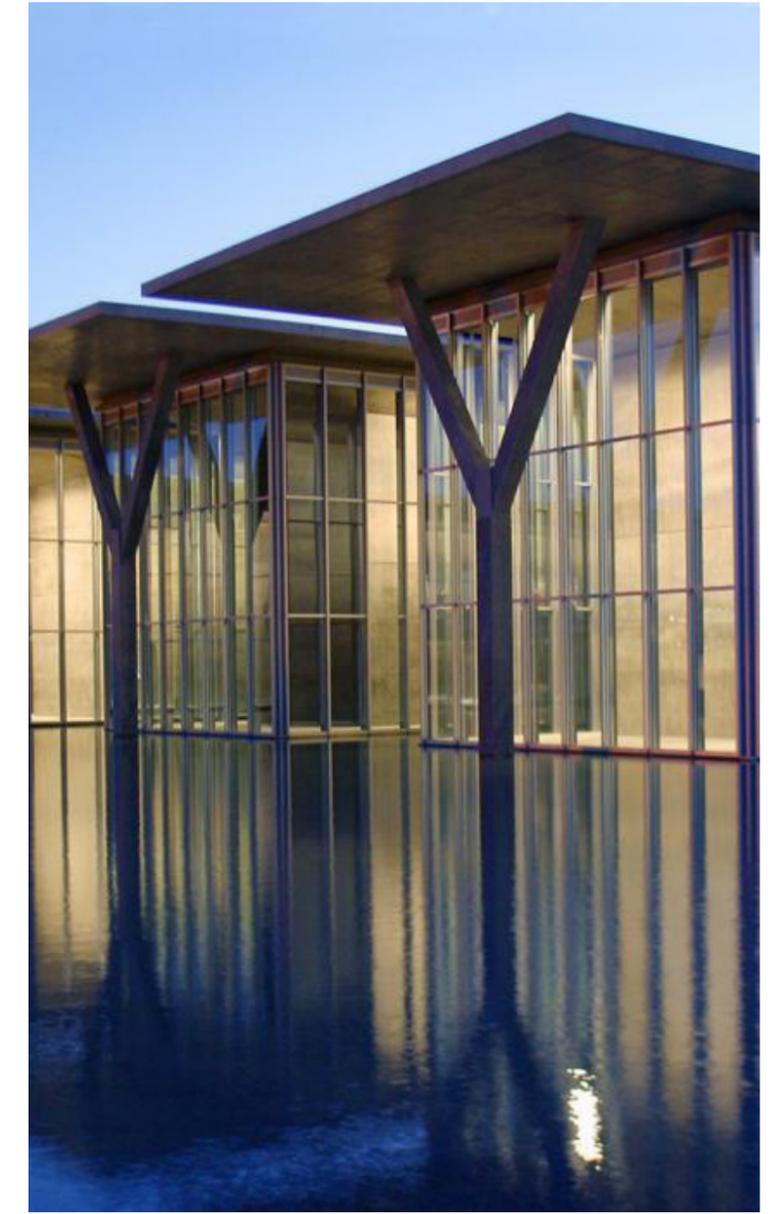
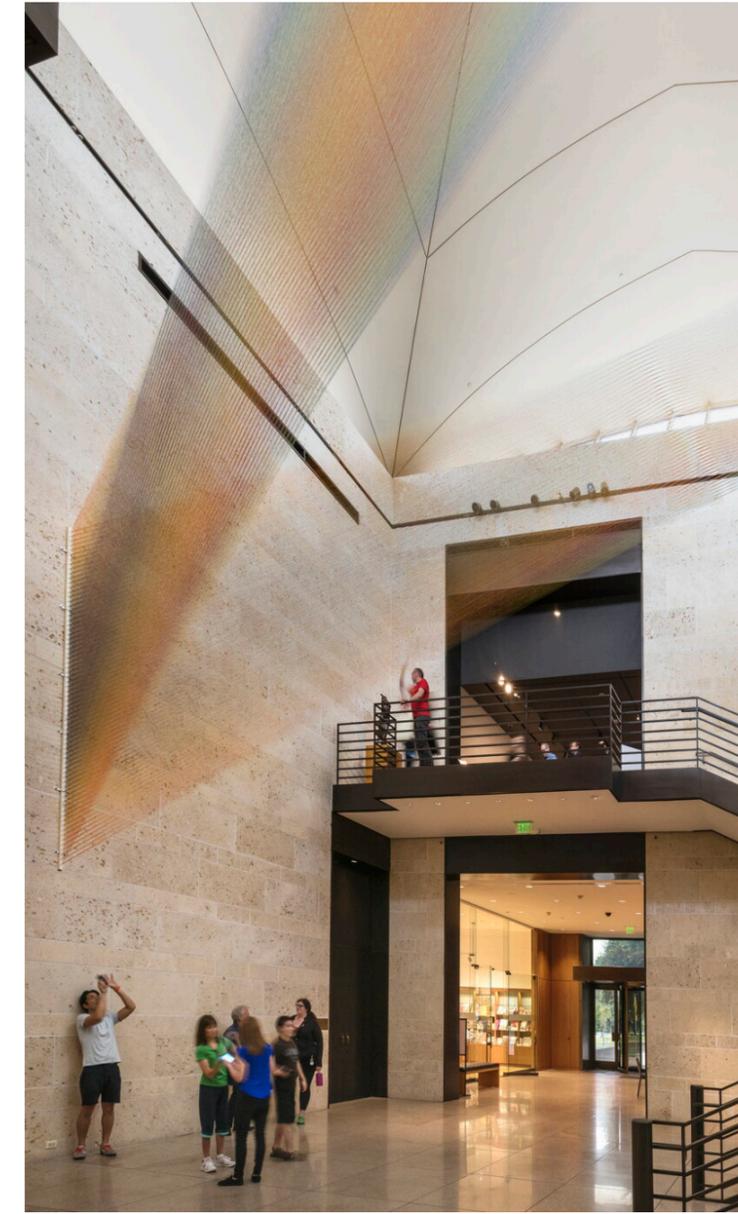
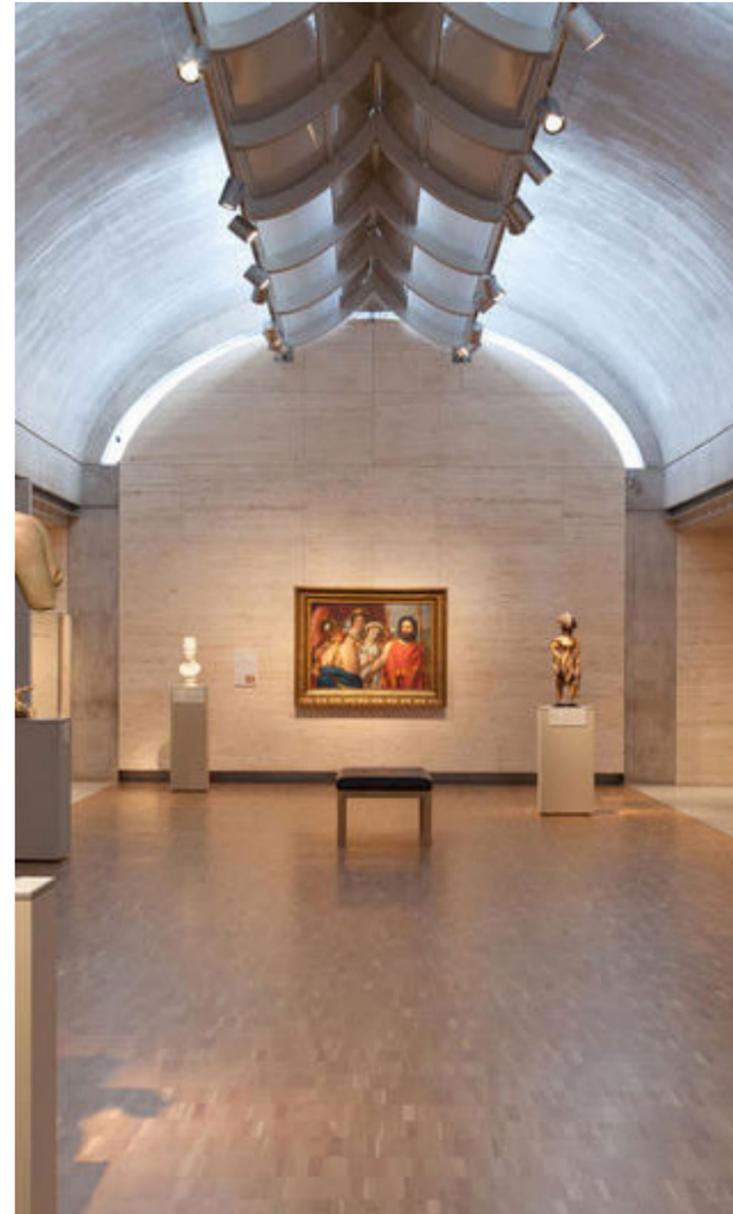
Fort Worth boasts a vibrant and diverse arts scene, anchored by three world-class museums.

The Kimbell Art Museum, renowned for its architectural beauty and exceptional collection, attracts around 300,000 visitors annually. It houses approximately 375 works of art, ranging from ancient to modern times.

The Amon Carter Museum of American Art focuses on American masterpieces, including an extensive collection of works by Frederic Remington and Charles M. Russell. It welcomes about 50,000 visitors each year.

Lastly, the Modern Art Museum of Fort Worth showcases contemporary art in a stunning building designed by Tadao Ando. It draws over 100,000 visitors annually and features 53,000 square feet of gallery space.

Together, these institutions make Fort Worth a cultural hub, offering rich artistic experiences to locals and tourists alike.



# Panther Island

Nestled along the Trinity River between downtown Fort Worth and the Historic Stockyards, Panther Island has long served as a beloved community gathering place where visitors partake in various activities, while enjoying the picturesque backdrop of Fort Worth's downtown skyline.



# Commercial real estate landscape



# Dallas-Fort Worth commercial real estate market

Dallas-Fort Worth is one of the most dynamic and active commercial real estate markets in the country. D-FW continues to be nation-leading in construction activity, deal volume, sales, inventory volume, and more.

## There's more to explore:

JLL Research continually tracks and reports on commercial real estate markets and trends around the globe. For the latest research and thought leadership regarding Dallas-Fort Worth, click on these below resources by product type.



Industrial



Multi-housing



Office



Retail



# Thank you

## Dallas

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## About JLL

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