

Texoma Economic Development District

OPPORTUNITY ZONE ANALYSIS



TEXOMA COUNCIL OF GOVERNMENTS



Prepared by Mysidewalk.com with assistance and funding from the Economic Development Administration (EDA), U.S. Department of Commerce

Texoma Council of Governments
June 2022

Needs and Opportunities

Analyzing Opportunity Zones in your community

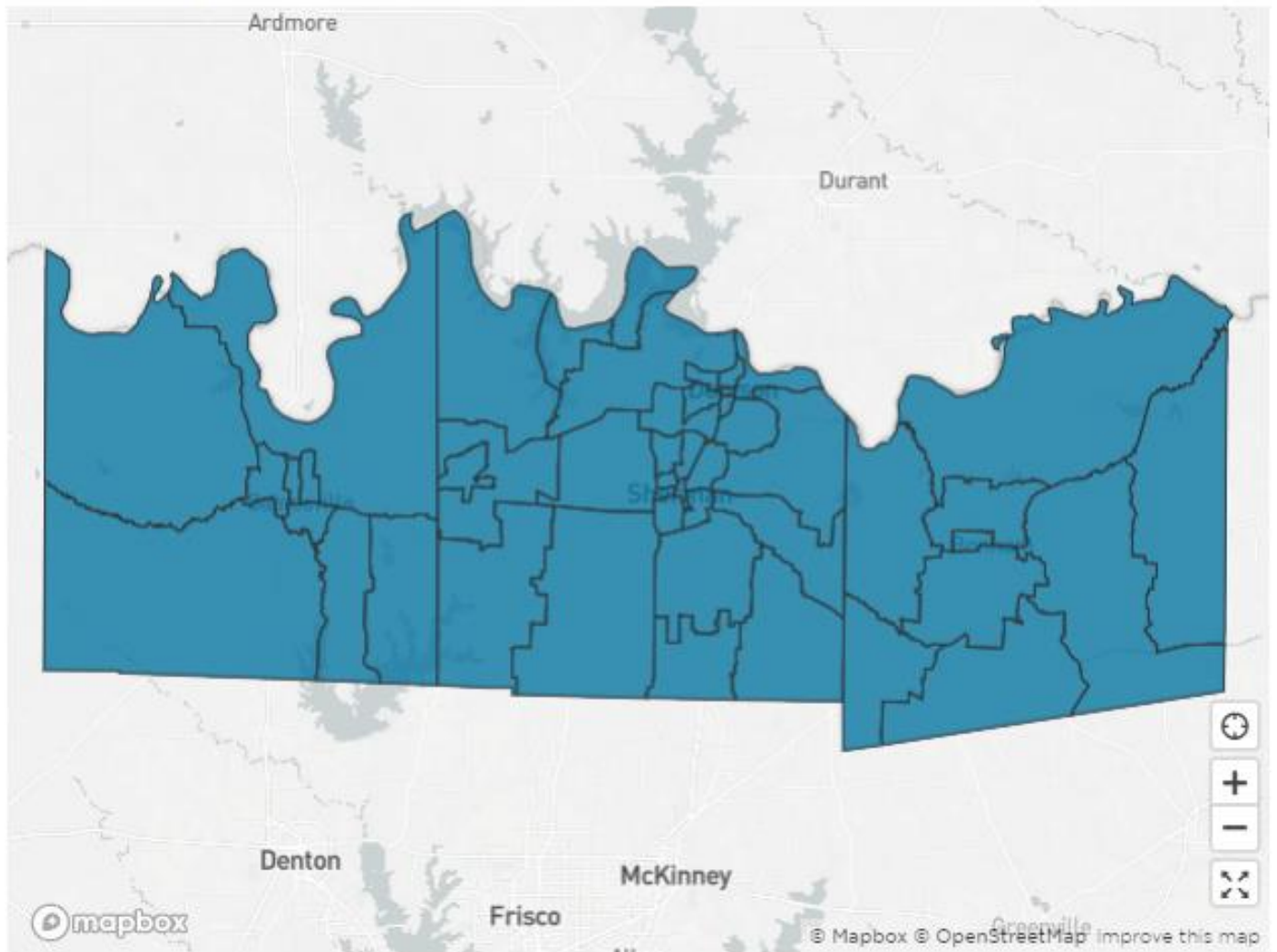


Opportunity Zones are a new federal economic development tool designed to spur development in economically distressed neighborhoods. Every Opportunity Zone has a story and attracting positive, effective investment will hinge on the City's ability to tell it well. This report is designed to help you understand and communicate both the needs and strengths of your Opportunity Zones. To apply the analysis below to your Opportunity Zones, find your Zones from the [US Dept. of the Treasury](#)¹³ and upload them using mySidewalk's [data upload tools](#).¹³

Where Are the City's Opportunity Zones?

Simply highlighting where your Opportunity Zones are located and adding your city boundary to the map below provides an important frame of reference for your audience.

Opportunity Zones in Your Community



- Texoma 3 counties
- Census Tracts inside Texoma 3 counties

Population and Demographics

The first step to understanding the needs and strengths of your opportunity zones is understanding the residents who live there. Below you'll find some population trends and demographic data. This data can also be used to help you reach out to residents, who are an important asset in building out a vision for the future of your opportunity zones.

Total Population

209,001

People

Texoma 3 counties

40,428

People

Cooke County, TX

133,527

People

Grayson County, TX

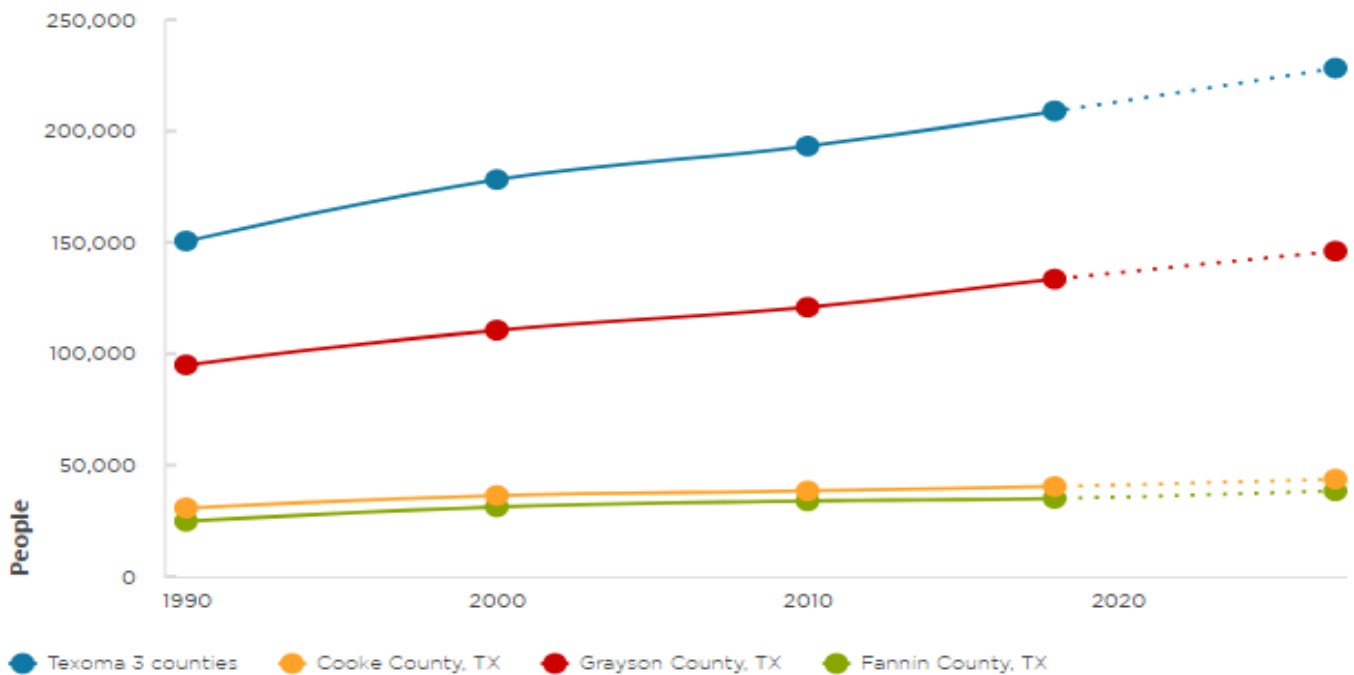
35,046

People

Fannin County, TX

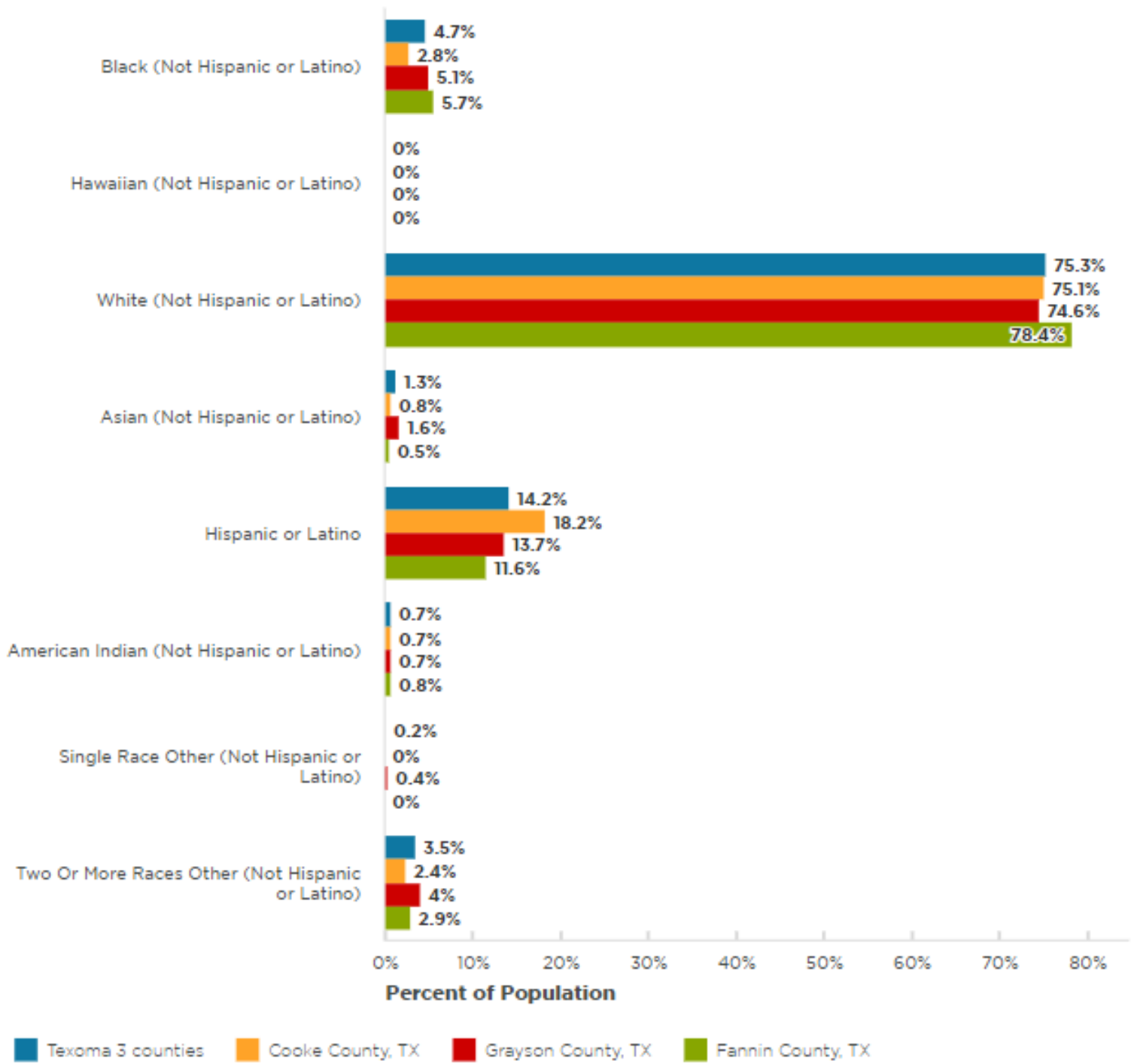
Sources: US Census Bureau ACS 5-year 2016-2020

Total Population



Sources: US Census Bureau; US Census Bureau ACS 5-year

Race/Ethnicity Totals

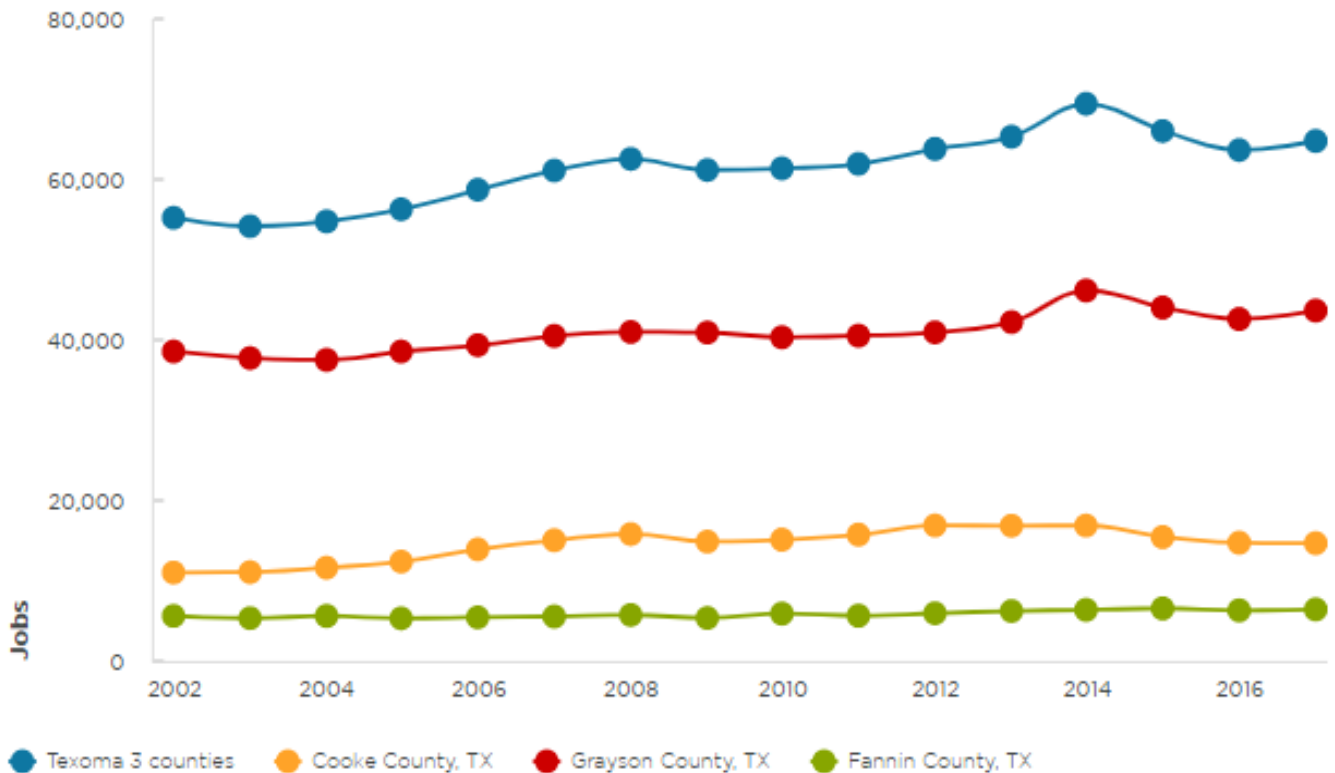


Sources: US Census Bureau ACS 5-year 2016-2020

Economic Indicators

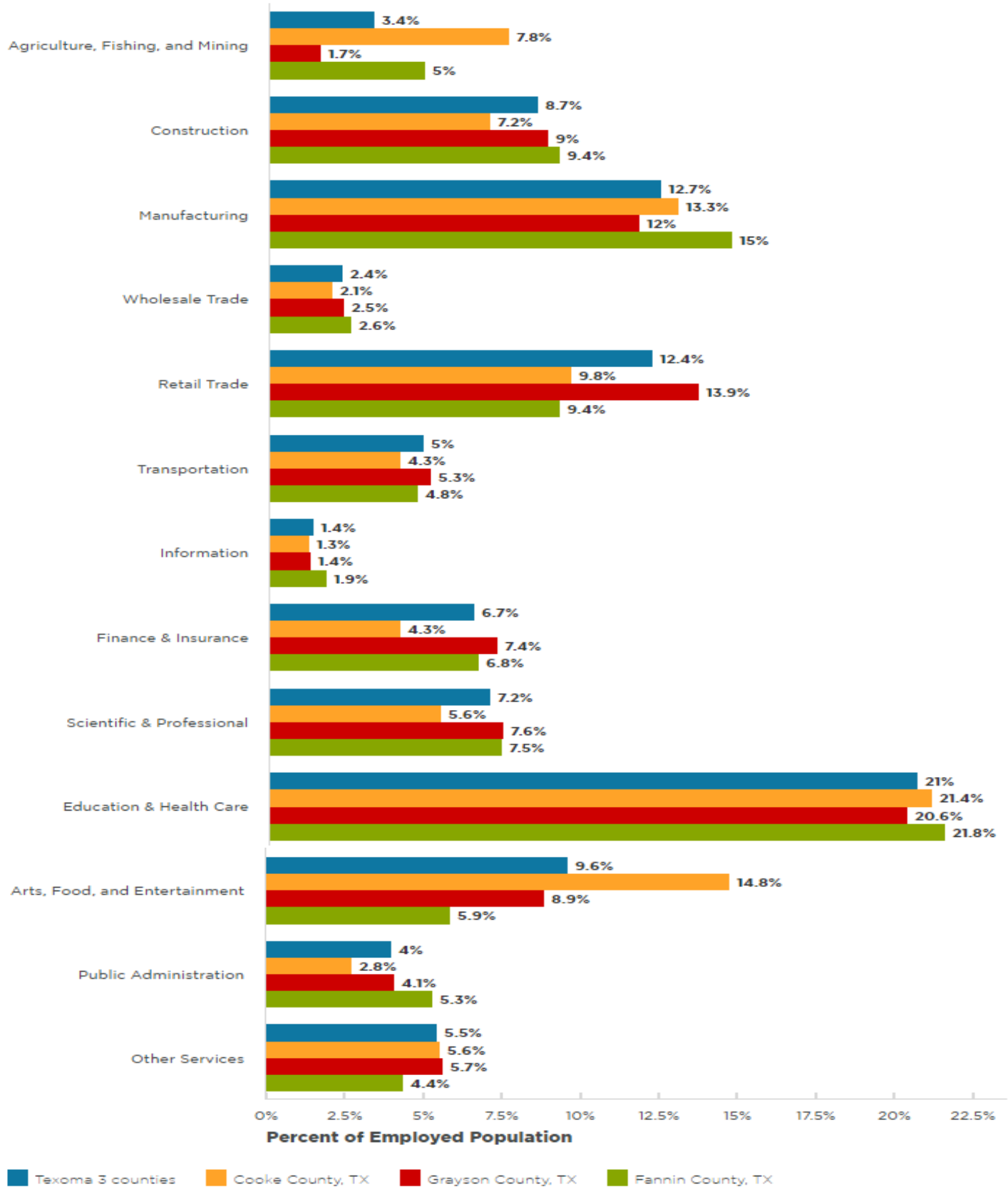
The key economic indicators below are designed to highlight trends over time and to help identify unique strengths, specializations, or potentially missing skillsets in your Opportunity Zones. These can be used to help you identify what kinds of businesses or investments might be most successful in your Opportunity Zones.

Number of Jobs



Sources: LODES Version 7.5

Employment Industry by Home Location

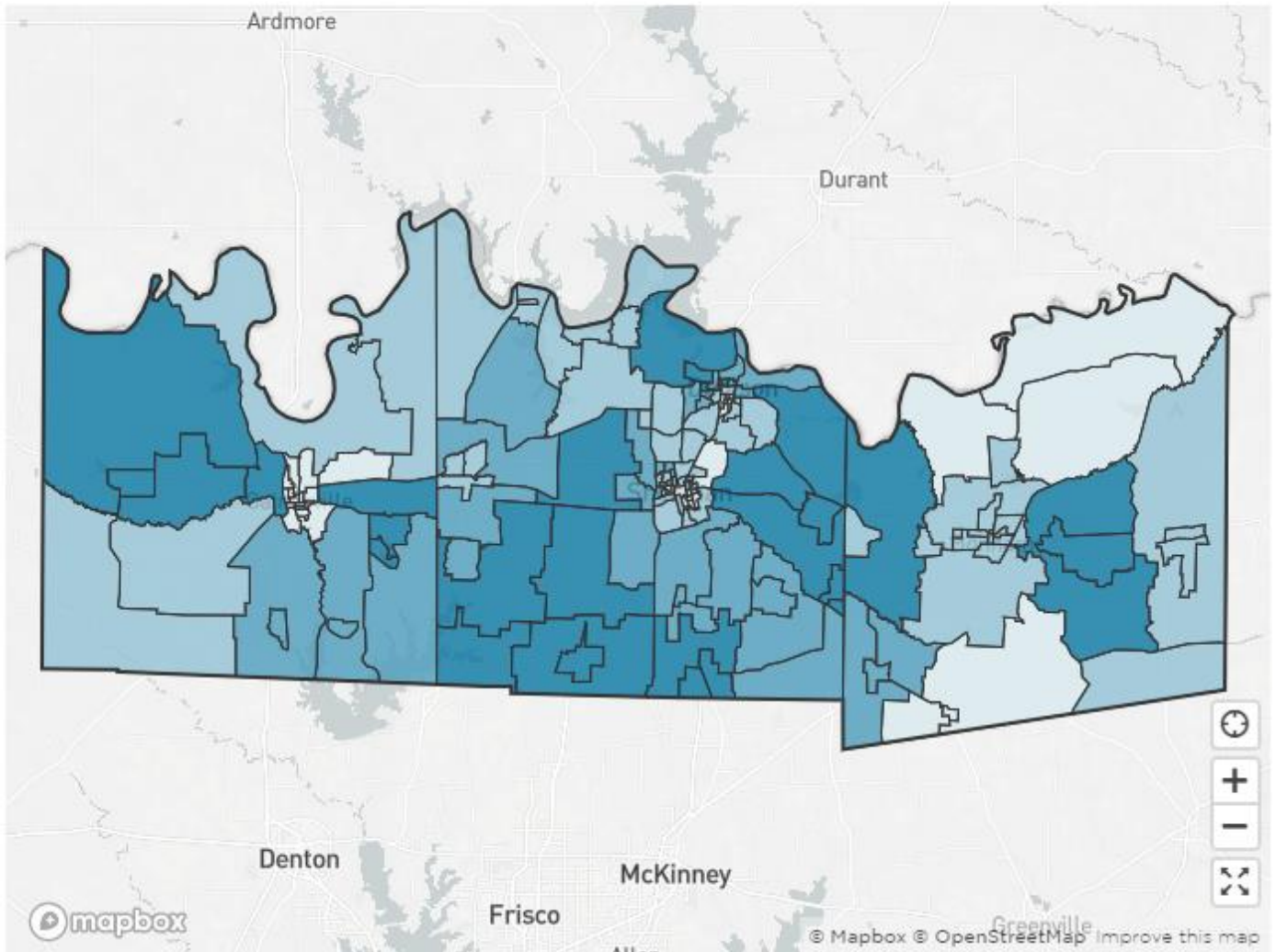


Sources: US Census Bureau ACS 5-year 2016-2020

Education and Workforce Preparedness

Education is increasingly critical to success in the workforce, and a strong workforce can attract businesses that may become your next major employer. Use the datasets below to assess how the quality of local schools and educational attainment may impact investment decisions.

School Proficiency in Opportunity Zones

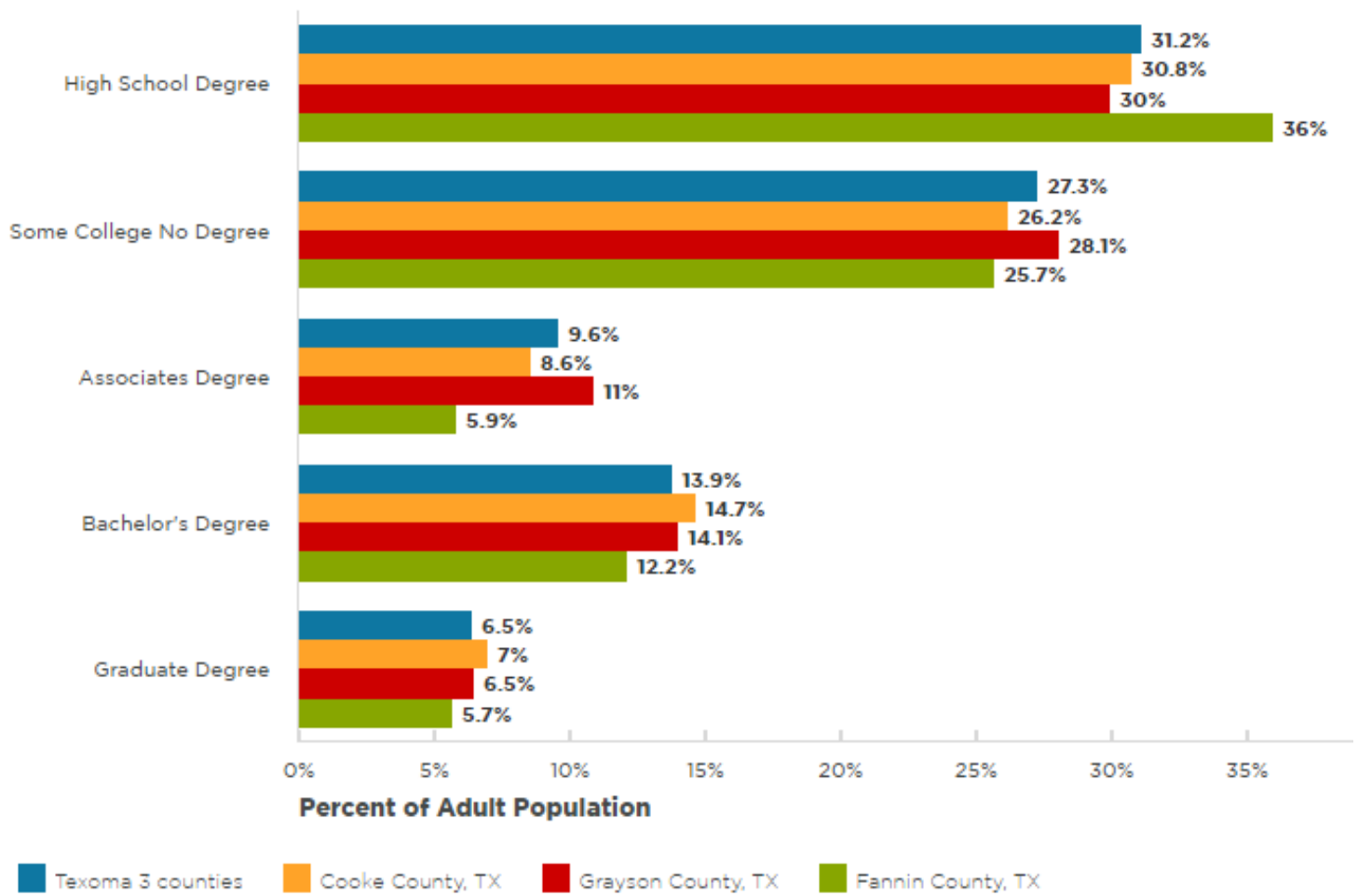


Texoma 3 counties

School Proficiency Index

- 13 - 37
- 37 - 63
- 63 - 81
- 81 - 98

Educational Attainment



Sources: US Census Bureau ACS 5-year 2016-2020

Housing Market Indicators

Many Opportunity Zones may have experienced disinvestment in local housing stock. Disinvested housing can present a need for higher quality housing for residents. Fortunately, lower home values may be an incentive for local or smaller developers who might otherwise be priced out of the local housing market.

Total Occupied Housing Units

77,248

Housing units

Texoma 3 counties

15,530

Housing units

Cooke County, TX

49,327

Housing units

Grayson County, TX

12,391

Housing units

Fannin County, TX

Vacant Housing Units

10,965

Housing units

Texoma 3 counties

1,456

Housing units

Cooke County, TX

7,422

Housing units

Grayson County, TX

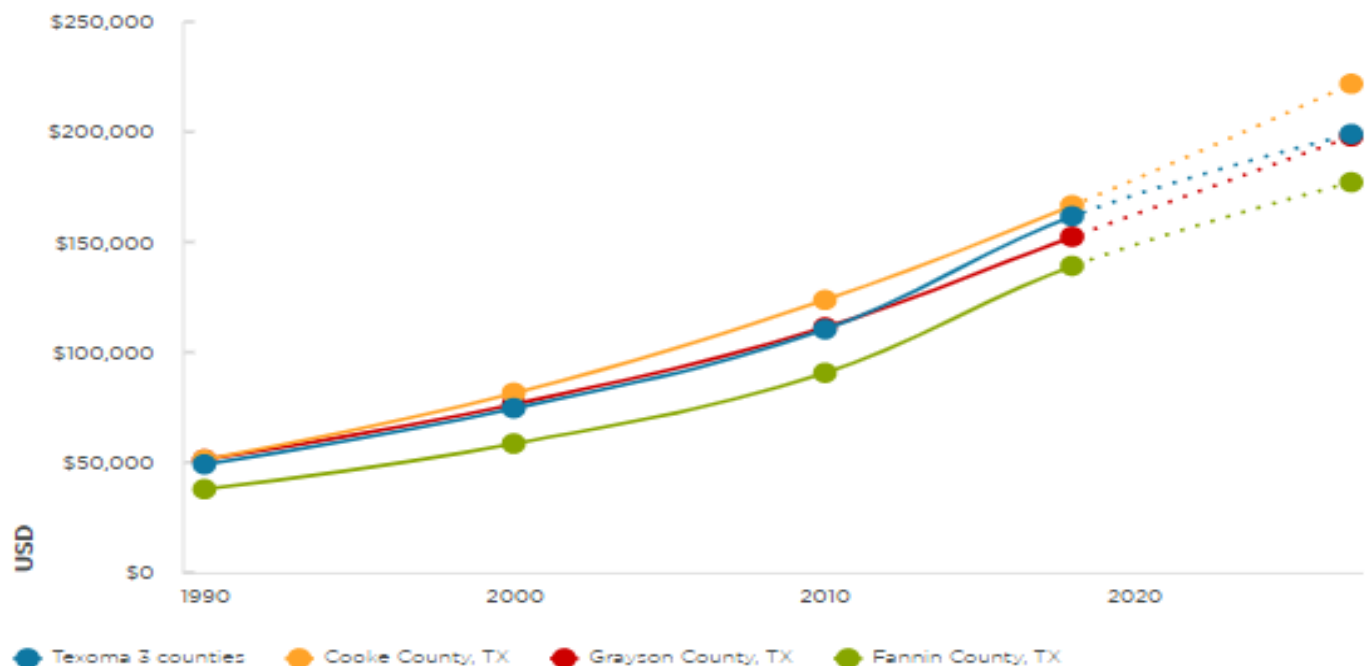
2,087

Housing units

Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Median Home Value



Sources: US Census Bureau; US Census Bureau ACS 5-year

Development Indicators

The fastest way to spur investment is to show potential investors the development momentum in your Opportunity Zones. Key indicators of development trends and momentum are ideal local datasets that can be incorporated into this template. Some local datasets that can add value to your story are:

- Local incentive districts that overlap with your opportunity zones
- Recent development projects
- Recent public investments, such as infrastructure improvements
- Community assets in and near your opportunity zones