

The Best Way to Predict the Future  
**FORT BEND COUNTY**  
Is to Create It

Greater Fort Bend  
Economic Development Council  
**2009 FISCAL YEAR ANNUAL REPORT**



## LETTER FROM THE CHAIRMAN

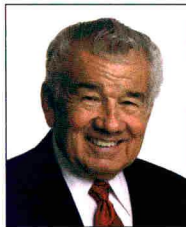
With the considerable pressures and distractions that we all had to confront during this last year, we recognize the extraordinary focus and commitment of our members and allies despite the lingering turbulence and challenges.

The EDC is no different from most other organizations that are coping with a difficult environment. However, our staff, allies, and membership stayed focused, worked together, and we are well-positioned to continue delivering quality and sustainable economic prosperity to Fort Bend County.

Our members and allies continue to convey an unwavering belief in our strategy, execution and also in the importance of protecting the quality of our enterprise and the Fort Bend brand.

To our membership, I am pleased to report that prospects for future growth remain strong with many potential deals in progress. We believe strongly in our long term outlook and the increased ability of Fort Bend County to strengthen its economic position over the coming months and years.

Thank you for your continued commitment to excellence in Fort Bend County.



**Robert C. Brown, III**  
*Chairman*

## LETTER FROM THE PRESIDENT

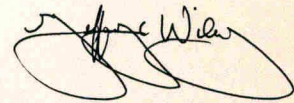
Welcome to the Greater Fort Bend Economic Development Council's Fiscal Year Annual Report for July 2009 through June 2010. In the pages that follow, you will see the strength of our local economy on display with a nationally recognized positive business climate and dominant demographics and strategic positioning within the Greater Houston area, the country's fourth largest metropolitan area.

The past twelve months has demonstrated that the cream will rise to the top especially in a time that has shown such hostility to business. In February 2010, Fort Bend County was recognized as the national leader by Forbes magazine among all large counties in the country as the "Number One Place to Get Ahead," a two year look at counties that led job and income growth.

In August, 2009, CNN Money Magazine ranked Fort Bend County 6th "Best County in the Nation for Job Growth." In March 2010, three of our best selling master planned communities, Cinco Ranch (1), Telfair (4) and Sienna Plantation (10) were ranked in the Top Ten for Sales in Master Planned Communities in the nation for 2009, by Robert Charles Lesser & Company in their annual survey.

While the pace of economic expansion in Fort Bend has slowed, as it has in the rest of the nation since mid 2007, the positive business climate, low cost of doing business and quality of life continues to position Fort Bend County as one of the best places in the nation to live, play and work.

For your tireless effort and support of our organization, I would like to take this opportunity to thank the Executive Committee, our Board of Directors and our Membership for your guidance, financial commitment and long term vision and dedication to the community.



**Jeffrey C. Wiley**  
*President*

## EXECUTIVE COMMITTEE

**CHAIRMAN**  
**Robert C. Brown, III**

**VICE CHAIRMAN**  
**Les Newton, President, Planned Community Developers**

**CEO**  
**Herbert W. Appel, Jr.**

**PRESIDENT**  
**Jeffrey C. Wiley**

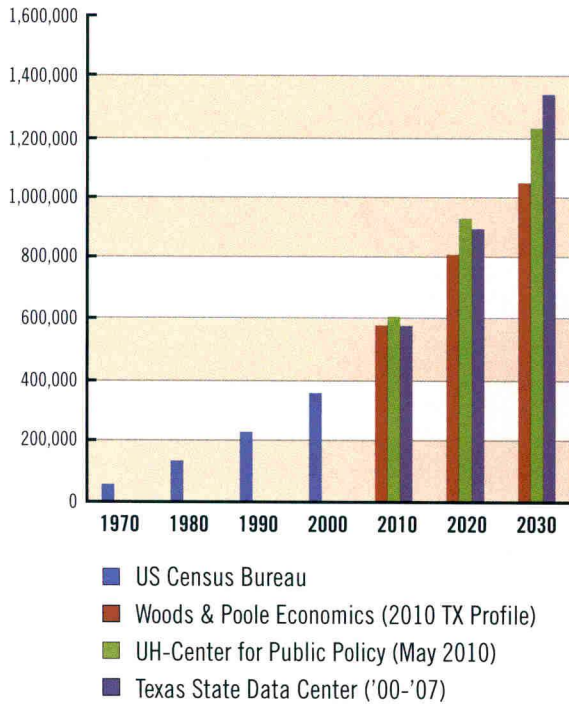
**TREASURER**  
**Richard O. Hunton, Jr., COO, The Hunton Group**

**SECRETARY**  
**Tom Wilcox, General Manager, Riverstone**

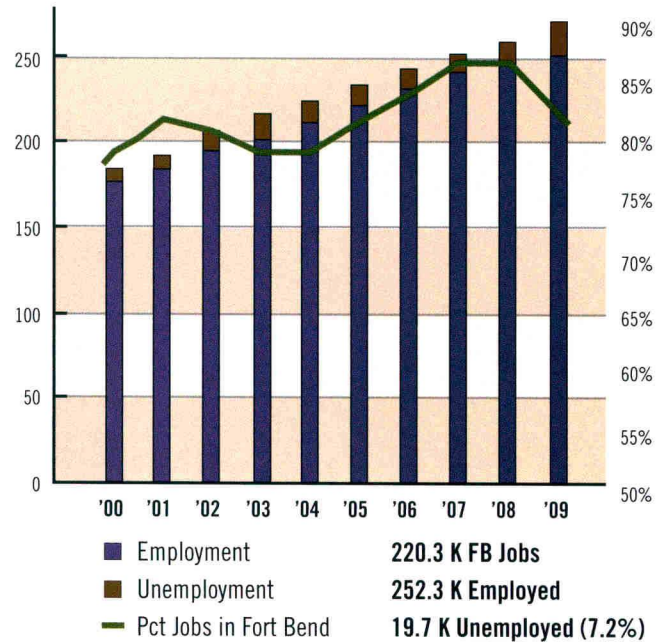


# FACTS AND FIGURES

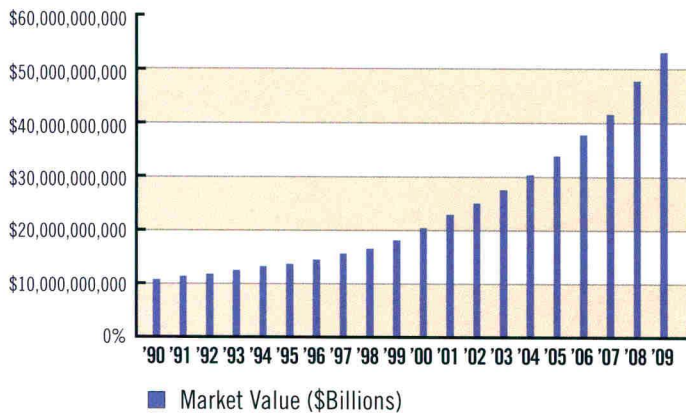
## POPULATION GROWTH



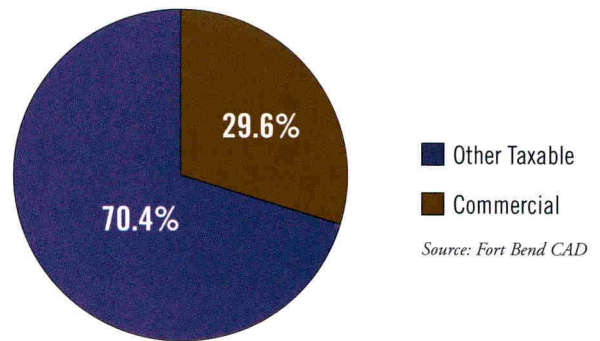
## LABOR MARKET AND JOB CREATION



## COUNTY MARKET VALUE



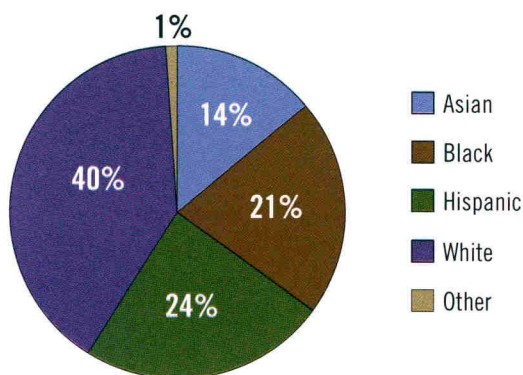
## MARKET VALUES BY SECTOR 2009



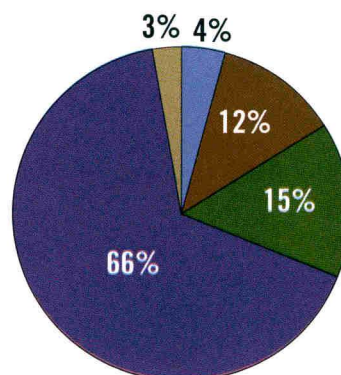
Commercial as a percent of total market value has increased from under 20% in 1986 to nearly 30% in 2009.

## DIVERSITY

### Fort Bend County



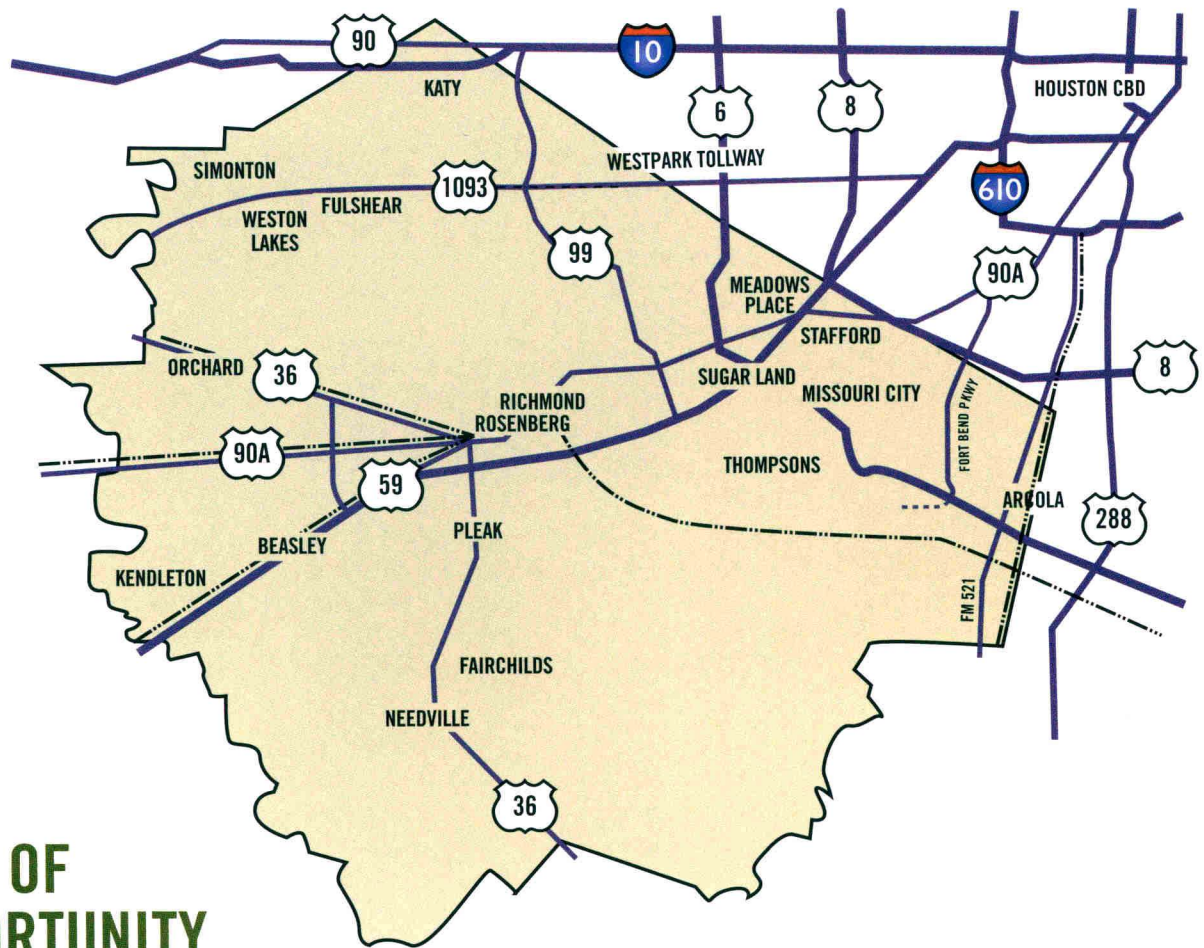
### United States



Fort Bend County already has demographics similar to what is expected in the United States in the year 2050, making us very attractive to foreign investment and economic expansion opportunities.

Source: U.S. Census, American Community Survey 2006-08





## LAND OF OPPORTUNITY

Land of Opportunity, a phrase that rings of the American experience, is not often discussed any longer. It has fallen out of favor as equality of outcome has triumphed in recent years over equality of opportunity. In the wake of the change, the environment that has historically nurtured innovation, rewarded success and delivered countless opportunities for those brave enough to embrace the challenge is growing to be the exception rather than the rule. Are you looking for a community that embraces the promise of the American dream? Tired of the search? Look no further, you have arrived at Fort Bend County Texas.

Fort Bend County is the shining star of the Houston Region dominating the region in all measures of excellence while having proximity to all that the fourth largest city in the country has to offer. You will find that hard work, an interest in the community and a belief in constant improvement is a hallmark of our community. Fort Bend is a place where businesses support other businesses and where government understands the essential contribution that a thriving business climate provides for its citizens.

We remain committed to the recruitment of new businesses and retention of our existing businesses which provide the base for low taxes, jobs and the catalyst for expansion of new master planned high quality communities.

Fort Bend County contains a diverse collection of cities that share in a common vision of building a world class community and county. Here is a brief overview of cities that are members of our organization.

### ARCOLA

Arcola is the home of the Houston Southwest Airport, situated south of Highway 6 and west of FM 521. The airport and adjacent rail lines of BNSF and Union Pacific provide a potent combination of logistical benefits for future business park development.

### FULSHEAR

Fulshear is one of the new hot spots in Fort Bend County. Located just a few miles west of the intersection of the Grand Parkway and Westpark Tollway, Fulshear is an easy commute from or to the Galleria and other Houston and Fort Bend locations. Trendmaker's Cross Creek Ranch and DHK's Fulshear Creek Crossing are the first of many master planned communities that will bring quality growth and opportunity to the city. The future extension of the Westpark Tollway to Cross Creek Ranch and expanding capacity of FM 1093 through downtown Fulshear will accelerate development within the community and guarantee Fulshear a significant share of the county's future growth.



## **KATY AREA**

Katy and its surrounding communities represent one of the strongest housing markets in the country. Cinco Ranch is ranked No. 1 in the nation for Master Planned Community sales in 2009. New commercial activity includes Katy Main Street, under development by Woodcreek Development Company. It will join Vista Equities' La Centerra as new urban commercial centers serving the Katy\North Fort Bend County area.

## **MISSOURI CITY**

Missouri City has the County's newest business park offering in Trammell Crow Company's Lakeview Business Park, a redevelopment of the former Willowisp Country Club. Set among mature trees and adjacent to a large City park, Lakeview provides a unique, premier industrial park setting for regional industrial or flex office requirements requiring easy access to Beltway 8 and the Greater Houston region. Beltway Crossing, another business park in Missouri City, just North of US 90A, has also seen tremendous interest. Beltway Crossing is the future home of Ben E Keith, a prominent food distribution company and Stream Realty's Beltway Crossing Business Park that recently landed Professional Packaging and Charming Charlie's National Distribution Center. Missouri City's new commercial offerings are a great compliment to its nationally recognized status as one of the best cities to live in the country.

## **RICHMOND**

Richmond is our county seat and is a true representation of historic Texas. As the home of County government, Richmond maintains a blend of the historical ambiance with new development. The new County Criminal Justice Center is just the latest in a series of infrastructure expansions in Richmond that position the County for the anticipated doubling of population over the next 20 years. The most recent vote of confidence in the Fort Bend Economy is Richmond's Del Webb project which has restarted their development to provide the County's first master planned community for active adults. OakBend has also opened their new medical office campus at US 59 and Williams Way in Richmond in 2009 that will include a VA Outpatient Clinic.

## **ROSENBERG**

Rosenberg is an eclectic mix of the new and old. In recent years, the expansion of US 59 over the Brazos River has opened up the central and western part of Fort Bend County to new development and growth. The primary beneficiary of the early growth is Rosenberg which has seen the emergence of Brazos Town Center into a power house retail and mixed use lifestyle center. Finally, maybe the single biggest opportunity to Western Fort Bend County over the next 20 years is the development of world class intermodal rail facilities beginning with Kansas City Southern's new facility within the Kendleton ETJ and Rosenberg area. This venture will accelerate

development interest in Central and West Fort Bend County and be a source of jobs for continued commercial and residential expansion for the area.

## **STAFFORD**

Stafford has long been noticed for its unique position among Texas cities as having zero city property tax. The city continues to pursue debt reduction as a primary initiative and may have little to no debt within the next few years. Stafford's recent infrastructure upgrades and landscaping along US 90A has offered improved mobility and enhanced attractiveness along one of the more significant highways connecting Fort Bend County to Houston. Stafford has also shown innovation with: the creation of the Stafford Municipal School District, the only municipal school district in Texas; a partnership with Houston Community College Southwest to help develop their campus; and, the development of the Stafford Centre, which is emerging as a leading entertainment and cultural venue that benefits the entire region.

## **SIMONTON**

Simonton is home to some of the most scenic land in Greater Houston and will be increasingly attractive for development as the area's population moves west. Its' rich equestrian history continues and is prominent even today. Large land tracts provide long term opportunity for master planned community development.

## **SUGAR LAND**

Sugar Land is the County's most populous city and the location of the County's most distinguished office district. With one of the lowest tax rates in the state and a record of aggressive economic development recruitment, Sugar Land has landed some of the biggest corporate relocations and expansion in the county including Minute Maid and Tramountina. But Sugar Land has also shown its capacity to attract high tech companies like HCSS, rated one of the Best Companies to Work for in Texas, and Timegate Studios, one of the fastest growing gaming\ animation companies in the United States. The City's successful Public Private Partnerships have established destination venues such as the Houston Museum of Natural Science at Sugar Land and the recent announcement with Opening Day Partners to bring professional minor league baseball in 2012. The future stadium will be a multi use facility offering the region a family friendly option for local sports and other community events.

## **WESTON LAKES**

The City of Weston Lakes includes a master planned community built around a golf course, country club, ranchettes and agriculture. The citizens enjoy the peace and quiet of a country lifestyle. In 2008 the community transitioned to its own city allowing them more discretion on the future anticipated growth in and around the area.





**LUFKIN AUTOMATION** recently started construction of their new 40,000 sf operations facility as the first company project to go into Trammell Crow Company's new Lakeview Business Park in Missouri City. They will be bringing 45 new jobs and approximately \$5 million in new capital investment to Fort Bend County.



**CHARMING CHARLIE'S**, a very popular new retailer of women's fashion accessories, has leased 141,000 sf in Beltway Crossing in Missouri City for their new national distribution center. They bring 80 new jobs to Fort Bend County.

**PROFESSIONAL PACKAGING** leased 58,240 sf of new space in Beltway Crossing in Missouri City. They bring 120+ jobs and are a major vendor to Frito Lay.



#### **THE KCS RAILROAD'S INTERMODAL FACILITY CENTERPOINT LOGISTICS PARK GBI'S INTERNATIONAL BUSINESS PARK**

Fort Bend now has its own Foreign Trade Zone located on US 59 between Kendleton and Rosenberg in the southwest corner of Triple Fork. Three major opportunities are already underway in the FTZ. The KCS Railroad's Intermodal Facility (IMF) has already started initial operations. In a joint venture with KCS, CenterPoint Properties is developing the Centerpoint Logistics Park, which is adjacent to the IMF. Initial infrastructure planning is also underway on GBI's 320 acre International Business Park on the other side of US 59.



*OakBend Medical Center*

OakBend Medical Center opened their new medical center campus that includes hospital facilities with initial capacity of up to 90 beds and 60,000 sf of professional medical office space which includes the new VA Outpatient Clinic on US 59 and Williams Way. This new medical resource is the most recent addition to the corridor of over 1 million sf of new hospital and professional space that stretches along US 59 from the eastern edge of Fort Bend County all the way past the Grand Parkway.



## LAKE POINTE DEVELOPMENT

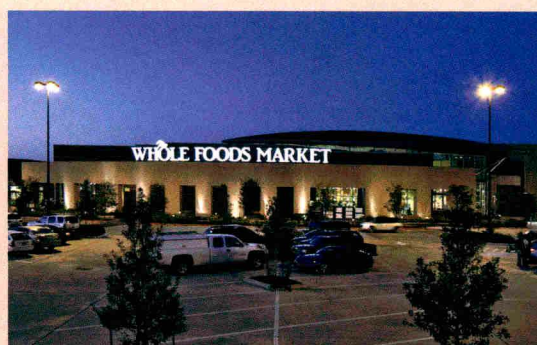
Much attention and praise has been given to Sugar Land Town Square over the last 4 years as the development that fueled the emergence of US 59/SH 6 as ground zero for a new urban center in Greater Houston. Although First Colony Town Center had occupied all four corners of that intersection for some time, Sugar Land Town Square provided the unique, 'something different' type of environment that displayed significant out-of-the-box creativity and significantly enhanced Sugar Land's presence in the region.

How do you follow that? You develop Lake Pointe Plaza on the other side of US 59 from Sugar Land Town Square, thus positioning two leading-edge lifestyle centers at this urban center crossroads of Fort Bend County. The 200 acre Lake Pointe Plaza is anchored by the 1+ million sf Fluor corporate campus and the Lake Pointe Center, which includes Whole Foods Market, and a wide range of restaurants, all in a lakeside setting.

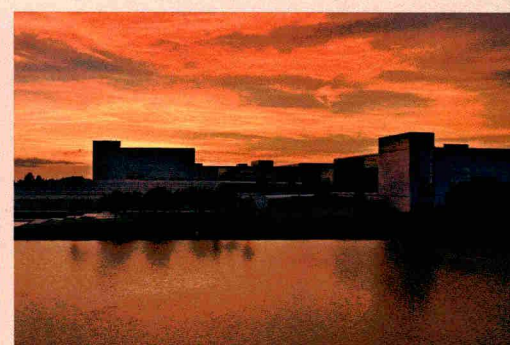
In addition to a Lifetime Fitness Center and many office and medical office buildings, Lake Pointe also offers residential options including gated and non-gated communities offering single family homes, patio homes, townhouses and combination work/live studios. St. Luke's has also opened its new hospital and professional office building in Lake Pointe.



*Hyatt Place Sugar Land*



*Lake Pointe Town Center*



*Fluor Corporate Campus - Photo by Larry Pullen*

## LANDMARK AWARDS

The Houston Business Journal reinforced the quality and preference of commercial real estate developments in Fort Bend County by awarding "2010 LANDMARK AWARDS" to Fort Bend projects in five categories. They include: 'Best Community Impact': Missouri City's Quail Valley Parks Project; 'Best Office Building': The Minute Maid Building in Sugar Land Town Square; 'The Best Public/Private Partnership' and 'The Best Rehabilitation/Renovation': The Houston Museum of Natural Science/City of Sugar Land; and 'The Best Residential Development': Telfair by Newland Communities.

**FAIRFIELD INDUSTRIES** relocated and expanded their business within Sugar Land. They now occupy 266,663 sf which enabled them to retain 415 jobs in Sugar Land and Fort Bend County.

**FISERV** announced that they would expand operations in Stafford to a total of 55,700 sf. This enabled them to retain 441 jobs in Fort Bend and to create 33 new jobs.

**BIOTICS RESEARCH** announced that it will expand its existing Rosenberg facility by at least 35,000 sf. This will retain 95 jobs and create 25 new jobs in Fort Bend. The City of Rosenberg and Fort Bend County both approved tax abatements for the project. The GFBEDC assisted Biotics in the late 1990's with a tax abatement when it relocated its headquarters to Rosenberg.

Fort Bend County Ranked  
**#1 Place to Get Ahead**

*Forbes, February 2010*

Fort Bend County Ranked  
**Fifth in the nation for Job Growth**

*CNN/Money Magazine, July 2010*

Sugar Land Regional Airport ranked  
**#1 in the Americas for Fixed Base Operations**

*Aviation International News, 2009 and 2010*

Missouri City was recognized as  
**One of the Best Cities in America**

*CNN/Money Magazine, July 2010*

Fort Bend County has 3 of the  
**Top 10 Master Planned Communities in the country**

*Robert Charles Lesser & Company, 2009*

The City of Stafford was ranked one of the  
**Ideal places in the nation to live and launch a business**

*Fortune Small Business, July 2008*

Sugar Land ranked among Top 25  
**American Towns to Live Well**

*Forbes, May 2009*

Houston is the  
**#1 home building market in the country**

*Builder Magazine, February 2009*

**BOARD OF DIRECTORS**

Aliana Development Corporation  
Allen Boone Humphries Robinson LLP  
Anco Wessendorff Insurance  
AUTOARCH Architects LLC  
Avera Companies  
BBVA Compass  
Brown & Gay Engineers, Inc.  
CenterPoint Energy  
CenterPoint Properties  
Central Fort Bend Chamber Alliance  
Champion Technologies, Inc.  
City of Fulshear  
City of Missouri City  
City of Richmond  
City of Rosenberg

City of Stafford  
City of Sugar Land  
Costello, Inc.  
DHK Development, Inc.  
E.E. Reed Construction, L.P.  
First Community Bank  
First Southwest Company  
Fluor Corporation  
Fort Bend Chamber of Commerce  
Fort Bend County  
Fort Bend Independent School District  
Fort Bend LID #2  
Fort Bend MUD #21  
Founders Bank  
Frito-Lay, Inc.  
Hawes Hill Calderon, LLP  
Houston Community College System, Southwest  
IDC Inc.  
JE Dunn Construction  
Johnson Development  
Lamar Consolidated Independent School District  
Leaman Building Materials, LP  
LJA Engineering & Surveying, Inc.  
Memorial Hermann Sugar Land Hospital  
Methodist Sugar Land Hospital  
Newland Communities  
OakBend Medical Center

Pate Engineers  
Perdue Brandon Fielder Collins & Mott, LLP  
Planned Community Developers  
Prosperity Bank  
Republic Services, Inc.  
Robert C. Brown, III  
Rosenberger Construction LP  
Safari Texas  
Sienna Plantation LID  
SouthWest Water Company  
Sprint Fort Bend County Landfill, LP  
Stafford Municipal School District  
Stewart Title  
St. Luke's Sugar Land Hospital  
Stonehenge Companies LLC  
Sunoco Logistics Partners LP  
The Hunton Group  
Tolunay-Wong Engineers, Inc.  
Trammell Crow Company  
Tristar Holdings, Inc.  
Twinwood US Inc.  
University of Houston System-Sugar Land  
Van De Wiele & Vogler, Inc.  
Wharton County Junior College  
Windstream Communications  
WJ Interests, LLC  
WoodCreek Development Company, Inc.



[FortBendCounty.org](http://FortBendCounty.org)  
[FortBendCounty.com](http://FortBendCounty.com)

One Fluor Daniel Drive  
Sugar Land, TX 77478  
281.242.0000





*July 2009 – June 2010*

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**Low Cost of Living**

**YOU CAN'T HOLD DOWN THE FORT**

**MOVE YOUR BUSINESS TO FORT BEND**

**MOVE YOUR FAMILY TO FORT BEND**

**VISIT FORT BEND**

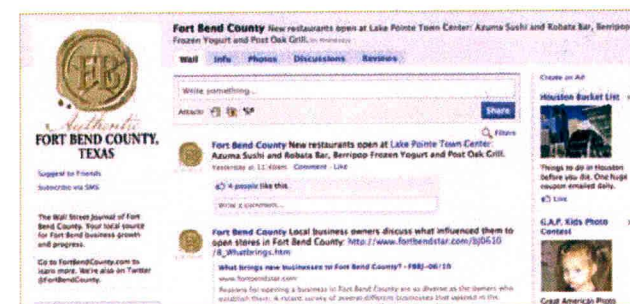
**Fort Bend County - In Good Company**

Many Fortune 500 companies and major corporations call Fort Bend County, Texas home. Our corporate community consists of many outstanding and successful organizations, so you'll find yourself in good company.

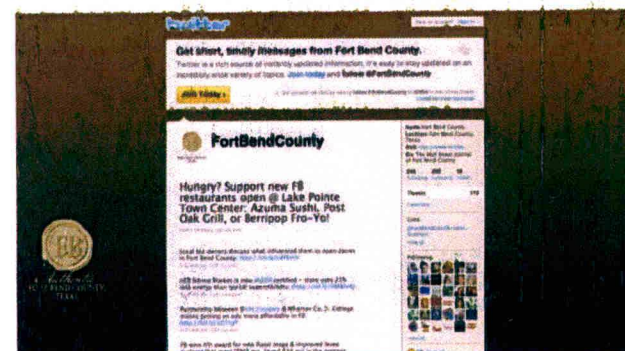
WITH MORE TO FORT BEND? VIDEO TEST MONIALS

NEWS

Program partners placed the Fort Bend County seal on their webpage to promote the campaign.



## Direct Mail



 FORT BEND COUNTY, TEXAS  
GREATER HOUSTON'S FINEST ADDRESS

To learn more visit  
[FORTBENDCOUNTY.COM](http://FORTBENDCOUNTY.COM)

SiteSelector.com Banner Ads  
Average number of impressions – 1,448  
Average number of clicks – 15 per month

Fort Bend County topped the publication's list of counties that experienced the most income and job growth over the past few years. Incomes in Fort Bend County grew 10 percent between 2007 and 2008. In addition, there were 5,913 new jobs added in the county since the second quarter of 2007, an increase of 5 percent.

[Click Here](#) to read the Forbes.com article in its entirety.

MOVE YOUR BUSINESS TO FORT BEND COUNTY

 <p><b>FREE PARKING</b></p>	 <p><b>YOUR CHANCE</b></p>	 <p><b>LIGHTHOUSES HOMES</b></p>	 <p><b>SCHOOLS WINNING</b></p>	 <p><b>INCOME TAX NO STATE</b></p>	<p>U.S. Census Bureau Report Leader in Economic Growth</p>	<p><b>GO TO REGIONAL AIRPORT</b></p>	
 <p><b>YOUR CHANCE</b></p>	 <p><b>WATER FOR AGRICULTURE</b></p>	 <p><b>CRYSTAL &amp; ARTS</b></p>	 <p><b>Key to the Future Small Business Development</b></p>	<p><b>WELCOME TO Fort Bend County!</b></p> <p><b>WHERE BUSINESS THRIVES</b></p> <p>Whether you're seeking <b>POSITIVE FINANCIAL RETURNS</b>, <b>OUTSTANDING REAL ESTATE INVESTMENTS</b>, or a <b>LIFESTYLE THAT IS SECOND-TO-NONE</b>, we're a community offering unparalleled success to area residents and businesses alike!</p> <p>  <small>FOOTPRINT OF PROGRESS</small></p> <p><b>FortBendCounty.com</b></p>		<p><b>INTERMEDIATE</b></p>  <p><b>MA FACILITY</b></p>	
<p><b>DEPARTURE</b></p>	 <p><b>ARRIVAL</b></p>	<p>National Leader in Recreational Income U.S. Census Bureau</p>	<p>#1 Place to Get Ahead <a href="http://FortBend.com">FortBend.com</a></p>	<p>CLASS A OFFICE SPACE</p> 	<p>City of Sugar Land Ranked Among Top 25 Towns to Live Well Forth</p>	<p><b>NO STATE INCOME TAX</b></p> <p></p>	<p><b>GO</b></p> 

A \$100 bill is shown, oriented horizontally. The bill is heavily altered with black ink and text. At the top, the words 'FEDERAL RESERVE NOTE' are visible. Below this, the phrase 'YOU CAN'T HOLD DOWN THE FORT' is printed in large, bold, black capital letters. Underneath that, in smaller text, it says 'BANKNOTE OF THE UNITED STATES' and 'FEDERAL RESERVE'. The serial number 'L 84763796 G' is visible on the left side. The denomination '100' is printed in the top left and bottom right corners. The text 'FORT BEND COUNTY, TEXAS' is printed in the center, below the main phrase. The bill features the Federal Reserve seal and the Treasury seal. The overall theme is related to the Fort Bend County, Texas, relocation and expansion campaign.

LOW TAX BURDEN NO STATE INCOME TAX EDUCATED WORKFORCE

**Fort Bend County, Texas**

VISIT US AND WE'LL SHOW YOU SOME  
**FORT BEND HOSPITALITY.**

Call us for a personal tour and discover why  
business is thriving and competitors are moving to  
Fort Bend County. Our contact information  
is on the back of this card.

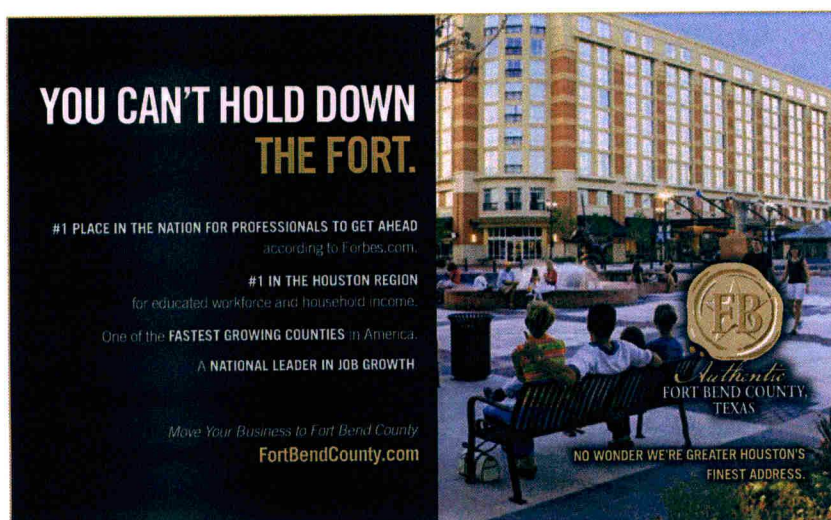
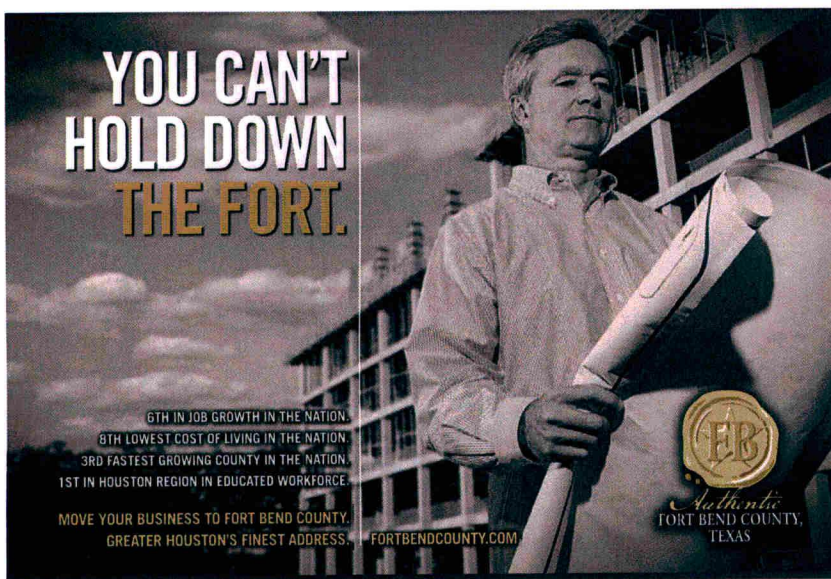
*We look forward to seeing you.*

**Greater Houston's Finest Address.**

LOW TAX BURDEN NO STATE INCOME TAX EDUCATED WORKFORCE



## Print Ads

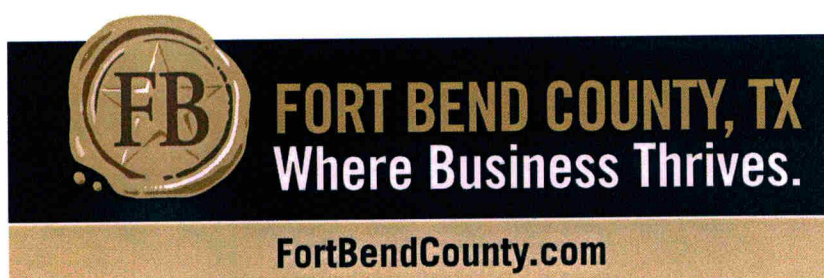


Print ad ran in the September 2009 issue of Southwest Airlines' *Spirit* magazine. Print also ads ran in Continental Airlines' *Inflight* magazine in 2009 and 2010.

**"This is a great ad."**

Kathy Alfano  
Group Manager, Economic Development, Frito-Lay, Inc

## Billboards



213.7 in Daily Effective Circulation on 2 locations, each targeting the Houston Central Business District.



FortBendCounty.com

**"Interested in moving out of Michigan."**

Jason Moran, Davison, MI

## Public Relations

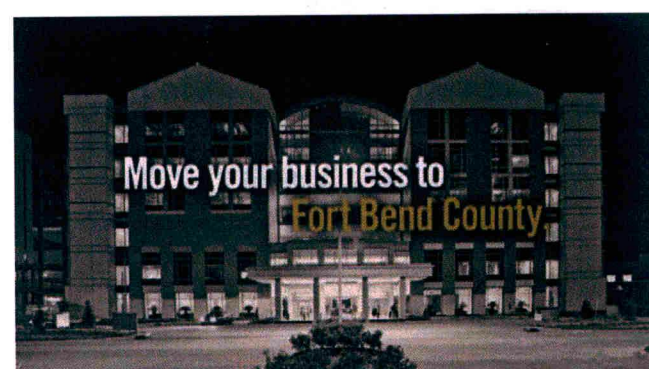


\$785,713.53 ad equivalency value for articles and news clips generated, including placements in national publications.

**"Looking to relocate my family concrete business to Texas out of CA. Any info would be greatly appreciated."**

Ryan Rall, Ryan Rall Concrete  
Whitter, CA

## TV Commercials



1,045,000 gross impressions in the Houston market.  
Website traffic increased an average of 200% when ads ran.

**"We are very interested in receiving information on relocating to Fort Bend."**

Rick Tiefer, Laguna Foods, Laguna, CA

## Radio Commercials in Houston and Los Angeles

3,102,000 gross impressions in Houston.  
7,010,000 gross impressions in Los Angeles.  
Website traffic increased an average of 215% when ads ran.

**"I am interested in leaving the tax burden of California and relocating to your area."**

Joe Matranga, Lancaster, CA