

# STaND

**THIRD  
QUARTER  
FISCAL YEAR 20/21**



Welcome to the Statistical Trends and News of Denton (STaND) Report. The report compiles demographic, growth and economic information that is provided or tracked by various City of Denton departments. Under each chart or graph, you will find the source of the information along with a City of Denton contact e-mail address should you have any questions regarding the data.

Although the STaND Report is produced quarterly, some of the data will be updated annually. For example, population estimates are typically updated annually, and new annexations would only be changed when an annexation occurred. The most current edition is available online, [www.cityofdenton.com/Business/EconomicDevelopment](http://www.cityofdenton.com/Business/EconomicDevelopment). Additionally, you can find the most current edition along with previous issues at [www.DentonEDP.com/reports](http://www.DentonEDP.com/reports).



This report is compiled by the Economic Development Department. General questions about this report can be directed to Christina Davis, (940) 349-7730, [Christina.Davis@cityofdenton.com](mailto:Christina.Davis@cityofdenton.com)

Internal Distribution:  
Share Point/Economic  
Development/home page

ADA/EOE/ADEA  
[www.cityofdenton.com](http://www.cityofdenton.com)  
TDD (800)735-2989

# Demographics

## Annual Population Change 2019 - 2020

Entity	2019 Census Estimate	2020 Census Estimate	Numerical Change 2019-2020	Percent Change 2019-2020
City of Denton	141,541	147,515	5,974	4.2%
Denton County	887,207	919,324	32,117	3.6%
State of Texas	28,995,881	29,360,759	364,878	1.3%

Source: U.S. Census Bureau, Prepared by: Erica.Sullivan@cityofdenton.com, updated June 2021

## Population Change 2010 - 2020

Entity	2010 Census	20120 Census Estimates	Numerical Change 2010-2020	Percent Change 2010-2020
City of Denton	113,383	147,515	34,132	30.1%
Denton County	662,614	919,324	256,710	38.7%
State of Texas	25,145,561	29,360,759	4,215,198	16.8%

Source: U.S. Census Bureau, Prepared by: Erica.Sullivan@cityofdenton.com, updated June 2021

## Decennial Population Change 2000 - 2010

Entity	2000 Census	2010 Census	Numerical Change 2000-2010	Percent Change 2000-2010
City of Denton	80,537	113,383	32,846	40.8%
Denton County	432,976	662,614	229,638	53.0%
State of Texas	20,851,820	25,145,561	4,293,741	20.6%

Source: U.S. Census Bureau, Prepared by: Erica.Sullivan@cityofdenton.com, updated May 2020

## Age and Economic Characteristics

Entity	Median Age	65 and Over	Median Family Income	Per Capita Income
City of Denton	29.5	11.4%	\$81,792	\$29,538
Denton County	36.0	10.6%	\$112,068	\$43,172
State of Texas	35.1	12.9%	\$76,727	\$32,267

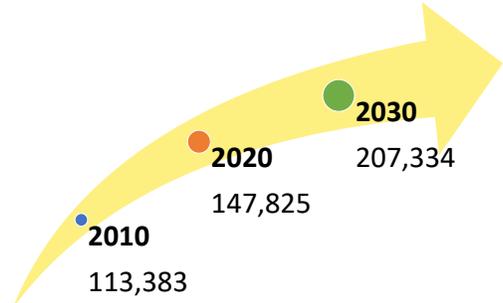
Source: U.S. Census Bureau, 2019 American Community Survey (ACS), 1-Year Estimate. Prepared by: Erica.Sullivan@cityofdenton.com

## Economic Characteristics

<b>City</b>	\$81,792 - Median Family Income \$29,538 - Per Capita Income
<b>County</b>	\$112,068 - Median Family Income \$43,172 - Per Capita Income
<b>State</b>	\$76,727 - Median Family Income \$32,267 - Per Capita Income

Source: U.S. Census Bureau, 2019 American Community Survey (ACS), 1-Year Estimate. Prepared by: Erica.Sullivan@cityofdenton.com

## Population Forecast 2010 - 2030



Source: University of North Texas' Center for Economic Development and Research, (1) 2010 U.S. Census Bureau data utilized for base year, Prepared by: Erica.Sullivan@cityofdenton.com

## Population Forecast 2021 - 2025

Year	Population	Percent Change
2021	134,872	2.0%
2022	137,569	2.0%
2023	140,321	2.0%
2024	143,127	2.0%
2025	145,990	2.0%

Source: City of Denton, Prepared by: Erica.Sullivan@cityofdenton.com

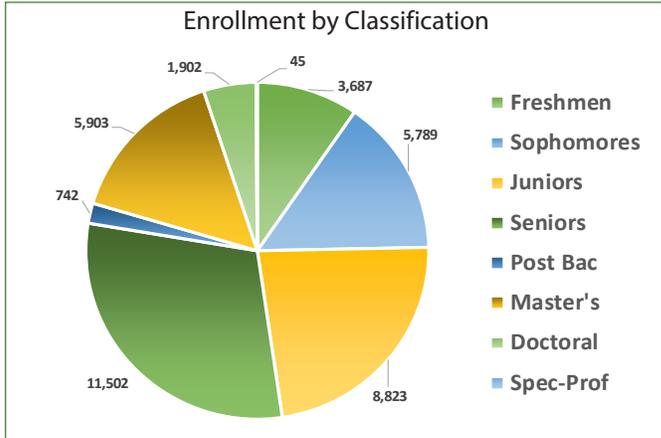
## Did You Know?



Source: Denton Economic Development Partnership FY 2020-2021 3rd Quarter Report

# Demographics

## Spring 2021 University of North Texas Enrollment by Residence\*



Student Residence	Male	Female	Total Enrollment	Percent
Residence Hall	1,935	2,439	4,374	11.39%
City of Denton	3,294	3,437	6,731	17.53%
Denton County	2,306	2,345	4,651	12.11%
Outside Denton County	9,797	12,840	22,637	58.96%
<b>Total</b>	<b>17,332</b>	<b>21,061</b>	<b>38,393</b>	<b>100%</b>

Source: University of North Texas, Prepared by: Daniel.Rosenfield@cityofdenton.com

\*Figures are for the Denton campus only

## Spring 2021 Texas Woman's University Enrollment by Residence\*

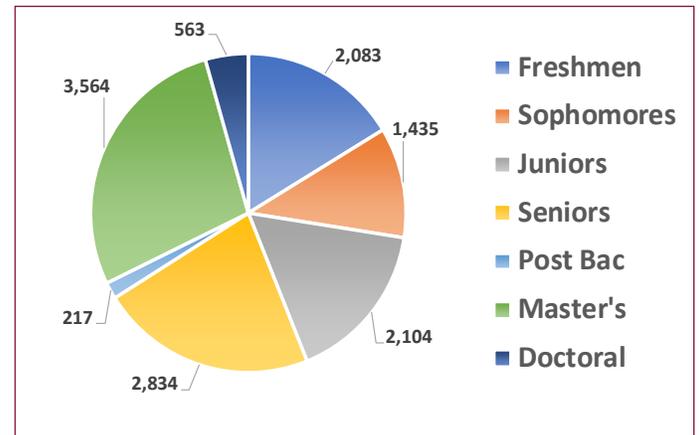
Student Residence	Male	Female	Total Enrollment	Percent
Residence Hall	86	1,126	1,212	9.5%
City of Denton <sup>1</sup>	267	1,038	1,305	10.2%
Denton County <sup>2</sup>	495	1,824	2,319	18.1%
Outside Denton County	759	7,205	7,964	62.2%
<b>Total</b>	<b>1,607</b>	<b>11,193</b>	<b>12,800</b>	<b>100.0%</b>

Source: Texas Woman's University, Prepared by: Daniel.Rosenfield@cityofdenton.com

<sup>1</sup> Outside Residence Hall

<sup>2</sup> Outside City of Denton

## Enrollment by Classification

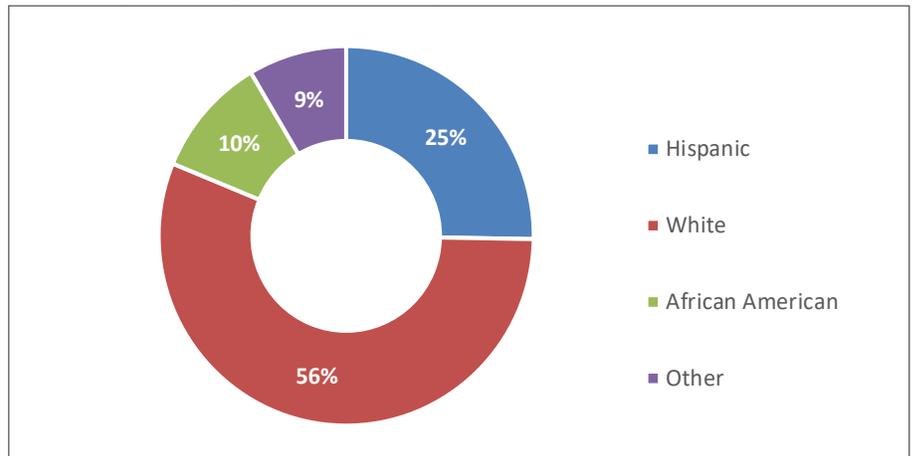


\*Figures are for the Denton campus only

The City of Denton encompasses a landmass of 98.8 square miles and is situated north of the DFW metroplex where Interstate 35E and 35W intersect. According to Census 2018 estimates and City of Denton square mile figures, the City has a population of 138,808 with a population density of 1,405 persons per square mile.

Source: Development Services Department,  
Prepared by: Ron.Menguita@cityofdenton.com

## Denton Population by Race and Ethnicity



Other includes: American Indian and Alaskan Native; Asian Native Hawaiian; and other Pacific Islander

Source: U.S. Census Bureau, 2019 American Community Survey, 1-Year Estimate,

Prepared by: Erica.Sullivan@cityofdenton.com

# Labor Markets

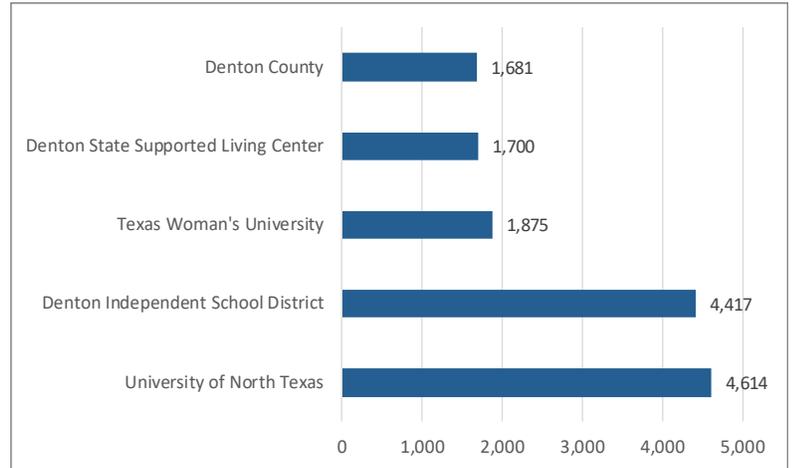
## Employment Change by Industry Sector 2019 - 2020

INDUSTRY	ANNUAL CHANGE	
	Number Change	Percent Change
Agriculture, Forestry, Fishing and Hunting	(7)	(1%)
Mining, Quarrying, and Oil and Gas Extraction	(13)	(2%)
Utilities	18	3%
Construction	969	5%
Manufacturing	743	4%
Wholesale Trade	505	4%
Retail Trade	571	2%
Transportation and Warehousing	988	6%
Information	141	4%
Finance and Insurance	523	5%
Real Estate and Rental and Leasing	280	4%
Professional, Scientific, and Technical Services	970	5%
Management of Companies and Enterprises	166	6%
Administrative and Support and Waste Management and Remediation Services	970	5%
Educational Services	210	4%
Health Care and Social Assistance	1,150	4%
Arts, Entertainment, and Recreation	245	4%
Accommodation and Food Services	1,361	4%
Other Services (except Public Administration)	291	2%
Government	2,017	4%
Unclassified Industry	19	7%
<b>Total - All Industries</b>	<b>12,118</b>	<b>4%</b>

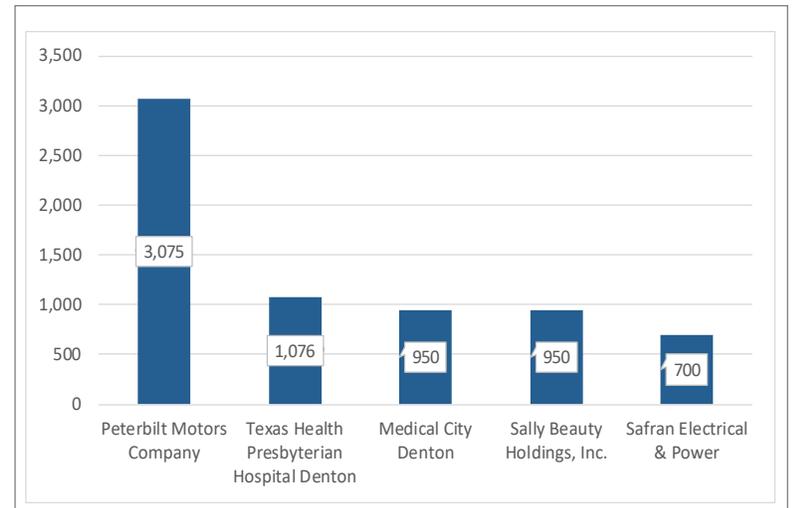
Source: Emsi, Prepared by: Erica.Sullivan@cityofdenton.com

## Top Employers in Denton

### Top Five Public Employers



### Top Five Private Employers



Source: Economic Development, Prepared by: Daniel.Rosenfield@cityofdenton.com, updated: 11/30/2020

## Unemployment Rates

Entity	Annual Average				April*	May*	June*
	2017	2018	2019	2020	2021	2021	2021
City of Denton	3.2%	3.1%	2.9%	6.9%	6.2%	4.7%	5.5%
Denton County	3.4%	3.1%	2.9%	6.5%	5.8%	4.7%	5.2%
State of Texas	4.4%	3.9%	3.5%	7.6%	7.3%	5.9%	6.6%

Source: Texas Workforce Commission, Prepared by: Daniel.Rosenfield@cityofdenton.com  
The rates are not seasonally adjusted. \*Most current information available at time of publishing report.

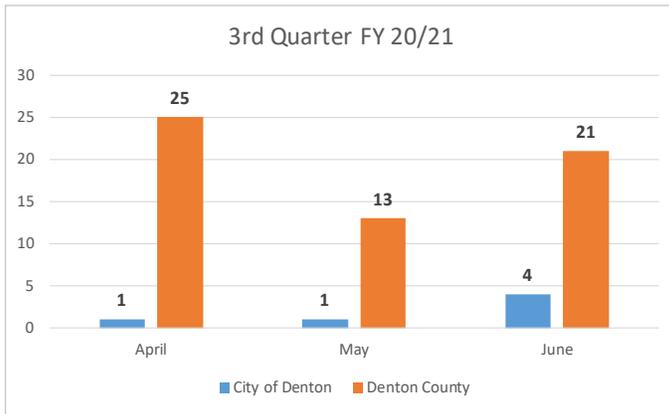
# Residential Growth and Housing

## Housing Activity in the City of Denton

Year	Housing Units		New Residential		Demolition		Total	
	Single Family	Multi Family	Single Family	Multi Family	Single Family	Multi Family	Housing Units	Percent Increase
2020	32,266	24,633	996	1,859	27	0	56,899	5.23%
YTD 2021	32,837	24,635	582	2	11	0	57,472	1.02%

Sources: Development Services Department, Prepared by: Daniel.Rosenfield@cityofdenton.com  
Single-Family includes Two-Family dwelling, Includes issued and finalized permits

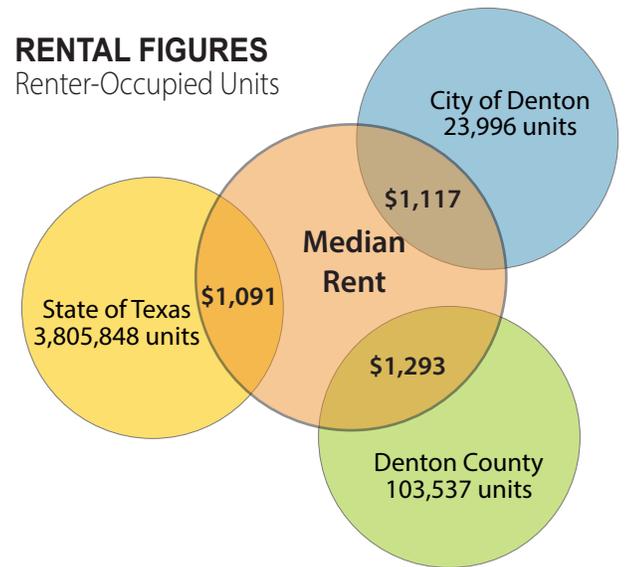
## Foreclosures



Note: decrease in foreclosures is due to COVID-19 and a federal moratorium on HUD loan foreclosures  
\*Includes commercial properties, Source: Foreclosure Listing Service Inc.  
Prepared by: Daniel.Rosenfield@cityofdenton.com

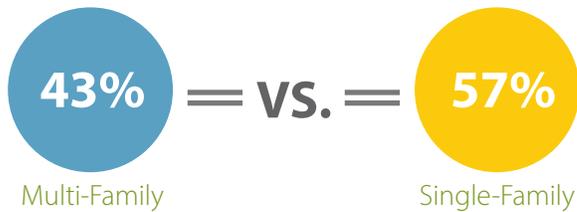
## RENTAL FIGURES

Renter-Occupied Units



Source: U.S. Census Bureau, 2019, American Community Survey, 1-Year Estimate  
Includes occupied units paying rent, Prepared by: Erica.Sullivan@cityofdenton.com

## Housing Unit Composition



Single-Family includes two-family dwelling  
Sources: Development Services Department,  
Prepared by: Erica.Sullivan@cityofdenton.com

## Housing Occupancy

Entity	Occupied Housing Units	Vacant Housing Units	Total Housing Units
City of Denton	46,151	5,477	51,628
Denton County	305,164	24,343	329,507
State of Texas	9,985,126	1,298,766	11,283,892

Source: U.S. Census Bureau, 2019, American Community Survey (ACS), 1-Year Estimate  
Prepared by: Erica.Sullivan@cityofdenton.com

Residential Permits	Permits in June		Permits YTD		Value in June		Value YTD	
	2021	2020	FY 20/21	FY 19/20	2021	2020	FY20/21	FY 19/20
One-Family Dwelling	110	127	929	563	\$32,497,577	\$35,327,520	\$288,730,399	\$177,484,001
Two-Family Dwelling	0	0	43	8	\$-	\$-	\$10,199,557	\$1,872,822
Multi-Family Dwelling *	1	1	4	8	\$4,949,112	\$461,117	\$83,444,265	\$227,217,283
<b>Total New Residential</b>	<b>111</b>	<b>128</b>	<b>976</b>	<b>579</b>	<b>\$37,446,689</b>	<b>\$35,788,637</b>	<b>\$382,374,221</b>	<b>\$406,574,106</b>
Additions/Alterations	0	73	684	605	\$-	\$1,391,881	\$11,883,919	\$10,415,280
<b>Total Residential Permits</b>	<b>111</b>	<b>201</b>	<b>1,660</b>	<b>1,184</b>	<b>\$37,446,689</b>	<b>\$37,180,518</b>	<b>\$394,258,140</b>	<b>\$416,989,386</b>
* Multi-Family Units	40	4	581	1551				

Source: Development Services Department, Prepared by: Emily.Loisselle@cityofdenton.com

# Active Subdivisions

## Year to Date Fiscal Year 20/21

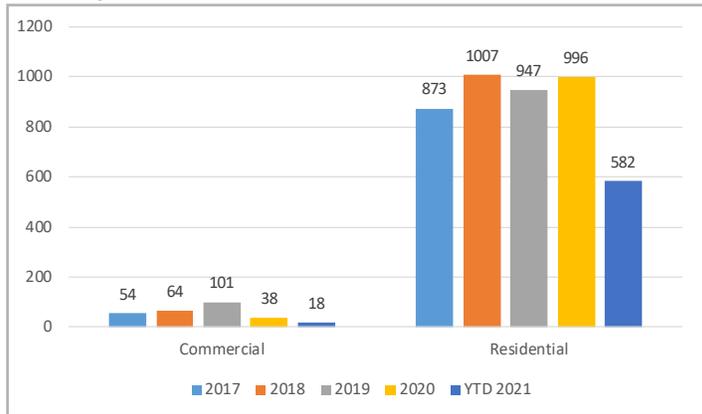
Data: Development Services Department, Repd: June 2021, Prepared by: Emily.Loiselle@cityofdenton.com

MOST ACTIVE SUB-DIVISIONS	PLATTED LOTS	JUNE 21 STARTS	YTD STARTS	PRIOR STARTS	TOTAL STARTS	LOTS AVAILABLE
AUDRA HEIGHTS, PHASE 2	89	0	16	0	16	73
BEALL WAY ADDITION	191	13	110	0	110	81
BEAVER CREEK ALL PHS	242	0	11	176	187	55
BRENTWOOD PLACE	180	10	59	99	158	22
COUNTRY CLUB VILLAGE PHASE 2-B	17	1	5	9	14	3
COUNTRY LAKES NORTH ALL PHS	167	8	79	64	143	24
CREEKSIDE	137	15	52	36	88	49
CROW ESPLANADE	8	0	7	0	7	1
FIRESIDE ADDITION, PHASE 1	107	0	34	75	109	-2
HERCULES WEST ALL PHS	58	0	18	8	26	32
KINGS RIDGE ESTATES PHASE I	132	0	0	0	0	132
MEADOW OAKS SUBDIVISION, PHASE 4	43	0	5	29	34	9
OLD NORTH PARK PHASE III	54	0	26	27	53	1
PARKVUE ALL PHS	138	4	33	0	33	105
PROMINENCE SQUARE PHASE IIA	45	0	13	33	46	-1
ROBSON RANCH ALL PHS	1172	19	204	399	603	569
SHAERMAN CROSSING ALL PHS	203	0	108	91	199	4
STARK FARMS PHASE 1	141	15	94	4	98	43
TEASLEY TRAILS ALL PHS	140	0	0	46	46	94
THE PRESERVE AT PECAN CREEK ALL PHS	165	0	14	114	128	37
THE RESIDENCES AT RAYZOR RANCH PHASE 1	186	22	26	0	26	160
VILLAGES OF CARMEL, PHASE 4B	105	0	3	106	109	-4
VISTA DEL ARROYO	100	0	24	24	48	52
WINDSOR OAKS ADDITION, PHASE 1	112	0	0	3	3	109
Miscellaneous Lots	-	2	30	-	-	-
Rebuilds	-	1	1	-	-	-
<b>Subtotals</b>	<b>3,392</b>	<b>110</b>	<b>980</b>	<b>1,497</b>	<b>2,430</b>	<b>1,575</b>

# Commercial Growth

## Building Permits — Year to Date FY 20/21

Including 2017-2020 Totals



Includes Multi-Family as Commercial and Duplexes as Residential

Source: Development Services Department, Prepared by: Daniel.Rosenfield@cityofdenton.com

## Valuation Trends — Year to Date FY 20/21

Including 2017-2020 Totals



\*Values given in Millions

Source: Development Services Department, Prepared by: Daniel.Rosenfield@cityofdenton.com

## Major Commercial Permits for 3rd Quarter 2021

Permits over 1,000 SF

Address	Project	Use	Square Feet	Value
2901 S Mayhill Rd	Tommy's Car Wash Systems	Carwash	3,862	\$530,871
712 Acme St	Color Customs Shop Building	Automotive Repair	5,000	\$394,250
803 W University Dr	Take 5 Oil Change	Oil Change Garage	1,421	\$89,807
5450 Dakota Ln	Cordeck	Manufacturing	34,049	\$3,748,196
4111 Vintage Blvd	Denton Police Department Firing Range	Firing Range	19,033	\$3,344,098
3826 Market St	Denton Market Street Properties	Storage	1,500	\$108,045
9080 Teasley Ln	Hobby-Q Inc. Addition	Indoor Recreation/Restaurant	1,209	\$658,186

Source: Development Services Department, Prepared by: Emily.Loislle@cityofdenton.com

## Commercial Permits

	Permits in June 2021	Permits in June 2020	YTD Permits FY 20/21	YTD Permits FY 19/20	Value in June 2021	Value in June 2020	Value YTD FY 20/21	Value YTD FY 19/20
Assembly	0	1	3	2	\$-	\$1,366,248	\$1,070,798	\$23,894,991
Business	1	1	8	6	\$530,871	\$3,329,866	\$7,251,308	\$10,387,712
Education	0	0	0	0	\$-	\$-	\$-	\$-
Factory	1	0	1	0	\$3,748,196	\$-	\$3,748,196	\$-
High Hazard	0	0	0	0	\$-	\$-	\$-	\$-
Hotel	0	0	0	0	\$-	\$-	\$-	\$-
Institutional	0	0	1	0	\$-	\$-	\$72,972,162	\$-
Mercantile	0	0	2	1	\$-	\$-	\$1,312,288	\$1,089,017
Residential Group Homes	0	0	0	1	\$-	\$-	\$-	\$1,808,153
Assisted Living Facilities	0	0	1	0	\$-	\$-	\$7,729,942	\$-
Storage	2	0	6	5	\$484,057	\$-	\$49,941,807	\$112,005,156
Utility	0	1	4	1	\$-	\$42,780	\$1,189,367	\$42,780
<b>Total New Commercial</b>	<b>4</b>	<b>3</b>	<b>26</b>	<b>16</b>	<b>\$4,763,124</b>	<b>\$4,738,894</b>	<b>\$145,215,869</b>	<b>\$149,227,809</b>
City/County Buildings	0	2	4	5	\$-	\$596,872	\$30,438,306	\$4,824,912
Schools	0	0	0	6	\$-	\$-	\$-	\$196,540,014
Churches	0	0	0	0	\$-	\$-	\$-	\$-
Alterations	20	19	162	155	\$4,531,110	\$12,120,600	\$39,898,196	\$38,338,999
<b>Total Commercial Permits</b>	<b>24</b>	<b>24</b>	<b>192</b>	<b>182</b>	<b>\$9,294,234</b>	<b>\$17,456,366</b>	<b>\$215,552,371</b>	<b>\$388,931,734</b>
<b>Total Comm &amp; Res Permits</b>	<b>135</b>	<b>225</b>	<b>1852</b>	<b>1366</b>	<b>\$46,740,923</b>	<b>\$54,636,884</b>	<b>\$609,810,511</b>	<b>\$805,921,120</b>

Source: Development Services Department, Prepared by: Emily.Loislle@cityofdenton.com

# STaND Alones

## Police Department Activity

	Apr. 21	May 21	June 21	YTD Total
Total Calls For Service	7,440	7,989	7,961	45,061
Response Time (Minutes)	6:31	7:01	6:48	6:38 Avg.
Citations	643	765	868	4,806
Accidents	311	307	1,636	682
Violent Crime	45	46	45	224
Property Crime	245	251	284	1,486

Source: Police Department, Prepared by: Chris.Womack@cityofdenton.com  
New data collection methods account for variances in some data represented.

## Fire Department Activity

Month	Apr. 21	May 21	June 21
Avg. Response Time	5:29	5:16	5:12
Fire Calls	41	26	31
EMS Calls	958	1,027	1,007
HAZMAT	26	21	19
Service Calls	185	202	187
Good Intent Calls	214	223	242
False Alarms	78	100	116
Other Calls	13	11	10
<b>Total Calls</b>	<b>1,515</b>	<b>1,610</b>	<b>1,612</b>

Source: Fire Department, Prepared by: Tim.Ryan@cityofdenton.com  
New data collection methods account for variances in some data represented.

## Sales Tax Collections Fiscal Years 2017/18 — 2020/21

Month	2017-2018	2018-2019	2019-2020	2020-2021
October	2,893,671	3,040,700	3,083,547	3,339,311
November	3,081,233	3,061,744	3,041,809	3,177,516
December	3,725,507	3,800,014	4,365,987	3,219,446
January	2,741,380	2,587,925	3,049,704	2,754,688
February	2,681,763	2,543,861	2,706,293	2,754,688
March	3,795,301	3,373,300	3,200,354	4,436,607
April	2,915,398	3,076,093	2,652,262	3,689,506
May	3,082,192	3,030,647	3,014,238	3,574,834
June	3,538,686	3,645,674	3,723,464	
July	3,309,987	3,388,624	3,206,440	
August	3,079,980	3,169,979	3,385,056	
September	3,424,929	3,612,266	3,908,678	
<b>TOTAL</b>	<b>\$38,270,027</b>	<b>\$38,330,826</b>	<b>\$39,337,832</b>	<b>\$128,475,607</b>

Source: Texas Comptroller, City Finance Department

## Sales Tax Rates

Sales/Use Tax Rates	
State of Texas	6.25%
Local (DCTA & City)	2.00%
<i>Denton County Transportation Authority (DCTA)</i>	.5%
<i>City of Denton</i>	1.5%
<b>Total</b>	<b>8.25%</b>

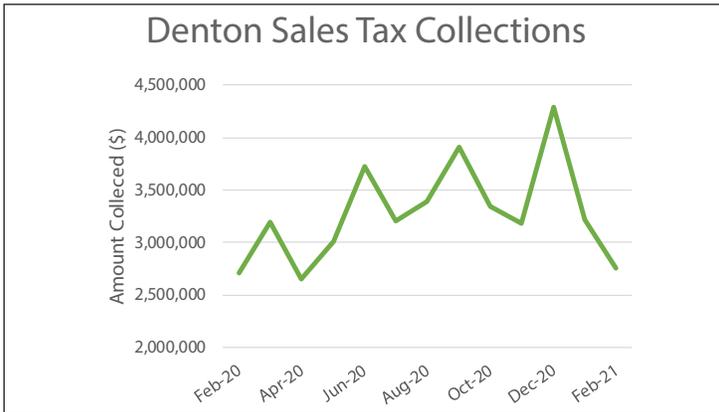
Source: Denton Central Appraisal District, Prepared by: Erica.Sullivan@cityofdenton.com

## Real and Personal Property Tax Rates

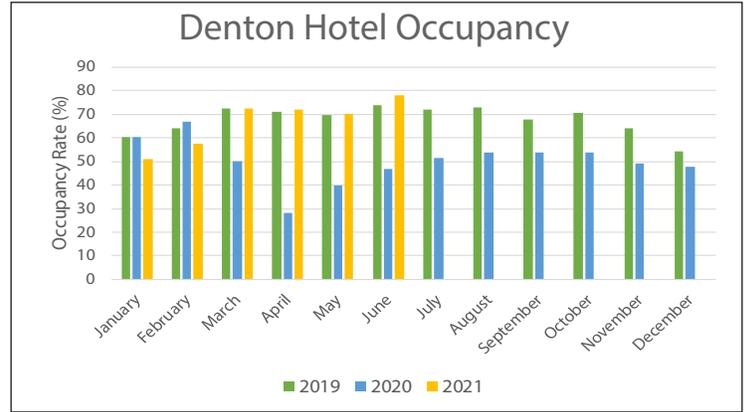
Tax Per \$100 Valuation	
City of Denton	\$0.590454
Denton County	\$0.224958
Denton Independent School District	\$1.483200
<b>Total</b>	<b>\$2.298612</b>

Source: Denton Central Appraisal District,  
Prepared by: Erica.Sullivan@cityofdenton.com

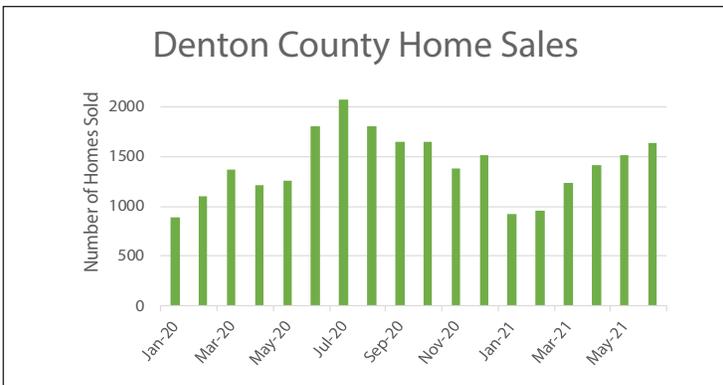
# Economic Recovery Data



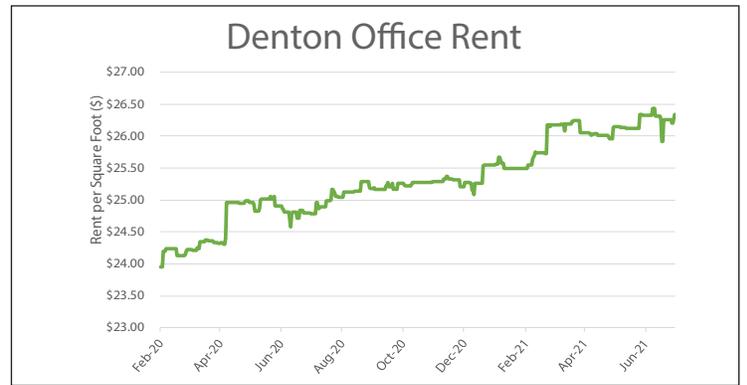
Source: Finance Department, Prepared by: Daniel.Rosenfield@cityofdenton.com



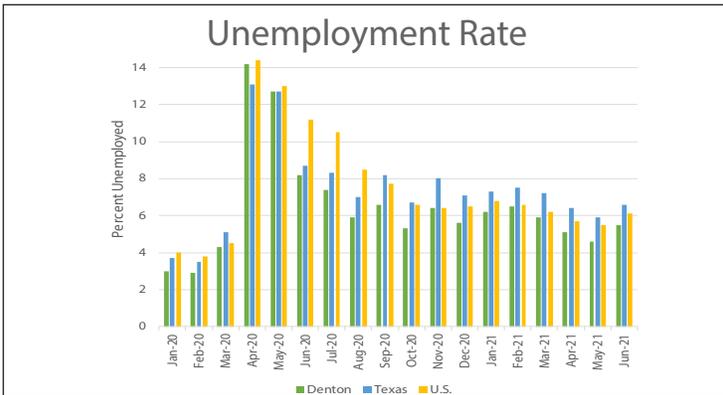
Source: Smith Travel Research, Prepared by: Daniel.Rosenfield@cityofdenton.com



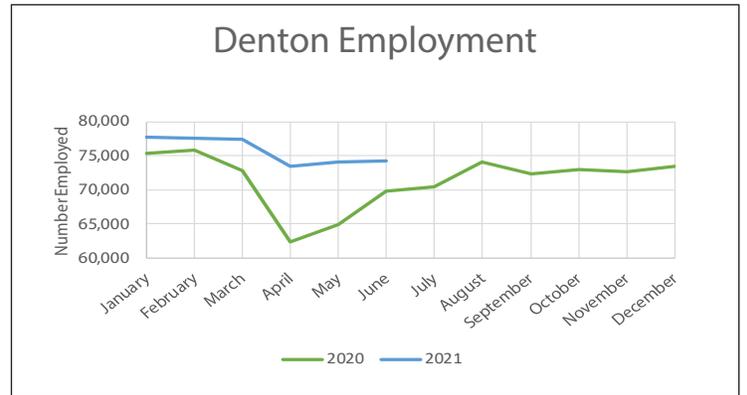
Source: RE Center Texas A&M University, Prepared by: Daniel.Rosenfield@cityofdenton.com



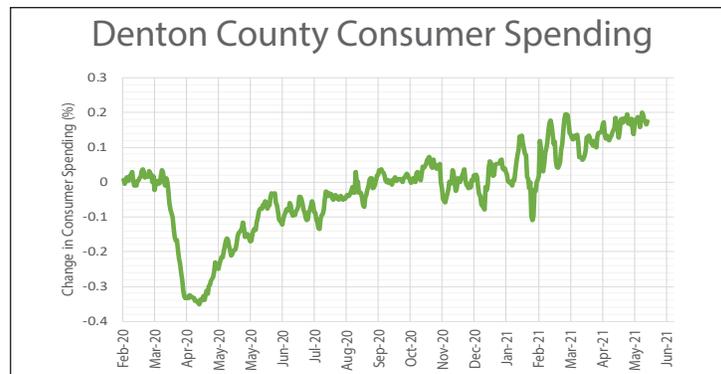
Source: CoStar, Prepared by: Daniel.Rosenfield@cityofdenton.com



Source: Texas Workforce Commission, Prepared by: Daniel.Rosenfield@cityofdenton.com



Source: Texas Workforce Commission, Prepared by: Daniel.Rosenfield@cityofdenton.com



Source: Harvard University Opportunity Insights, Prepared by: Daniel.Rosenfield@cityofdenton.com