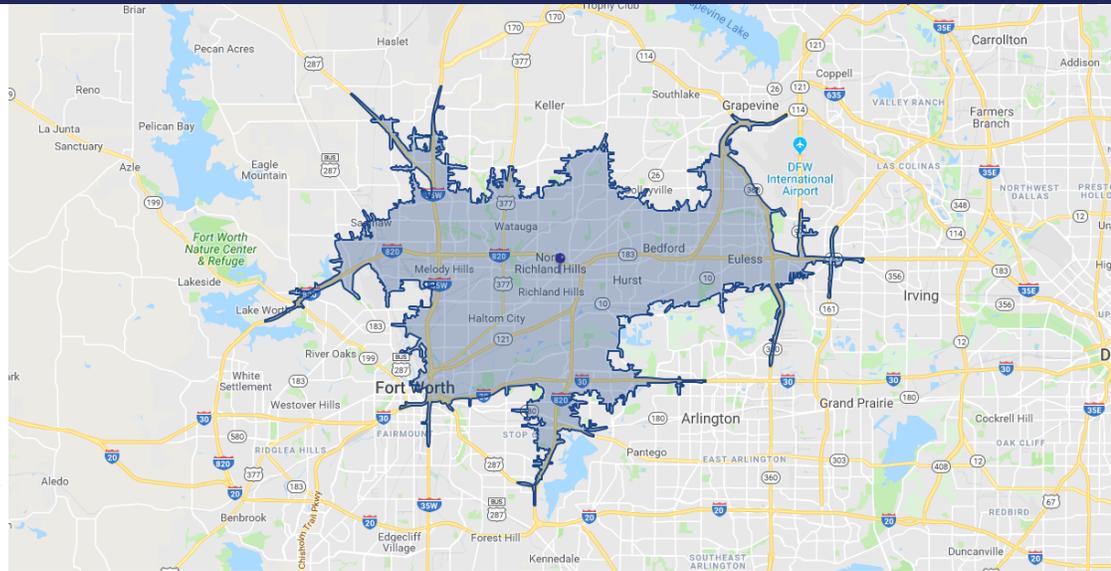


# NORTH RICHLAND HILLS, TX

## NRH Economic Development HOW WE HELP



## NRH ECONOMIC DEVELOPMENT SERVICES

A **dedicated resource** that facilitates development and business expansion in NRH. As the **official City advocate** for the business, real estate and development communities, our department assists with **due diligence efforts**, connecting private sector enterprise with City goals. Our full-service department is equipped with real-time city information, real estate data and market intelligence **provided at no cost**.

### FEASIBILITY ANALYSIS

- **Site feasibility** assistance (utilities, traffic counts, access and zoning)
- Economic, demographic and psychographic analysis
- **Competitive supply** and **customer demand** analysis
- **Financial feasibility** (land and development costs, development type, cost of capital, cost of labor, projected taxes, development fees, rent, sales price, projected appreciation and/or returns)
- **Political feasibility** (community support)
- Applicability for **public participation** (new business, expansion and renovation)

### FACILITATION & GUIDANCE

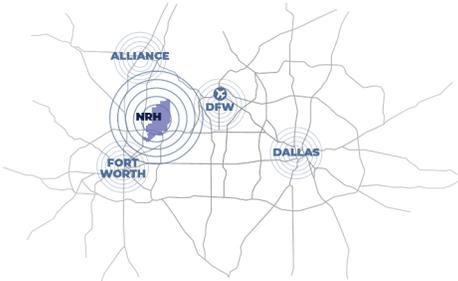
- **Pre-development assistance** determining potential barriers to entry, as well as guidance in business planning, marketing, processes and procedures
- **Connection to resources** with access to capital, business networks, service providers, as well as city departments, staff and procedures
- **Advocating** and **endorsing** during the permitting processes (site plans, zoning, platting, permitting and performance agreements)
- **Proactive communications** via digital and traditional media, including business trends, project updates, and business, broker and developer relations

### PARTNERS



# NORTH RICHLAND HILLS, TX

## NRH Economic Development WHY NRH?



## WHAT MAKES NRH SPECIAL?

**Centrally located** between Downtown Fort Worth, DFW Airport, and the Alliance Corridor, NRH has access to over 500,000 people, 182,000 households, nearly 22,000 businesses and 300,000 employees within a 20 minute drive time. The community has **much to offer** with an excellent blend of neighborhoods, parks, dining, shopping, office and manufacturing space. We have a low crime rate, excellent public school system and an abundance of recreational and leisure activities.



NRH is the 4th largest City in Tarrant County



NRH is centrally located between DFW Airport, downtown Fort Worth and the Alliance Corridor



Birdville & Keller ISD receive "A" ratings from Niche

## ROBUST INFRASTRUCTURE

- **Abundant number of major roads** and highways within city limits allowing for convenient access and mobility
- **Strong traffic counts** for optimal customer reach and draw from the region
- **Manageable commute times** for employees
- **Robust public infrastructure** to tap into
- **Commuter rail** connecting Downtown Fort Worth and DFW Airport
- **Safe community** with very low crime rate

## DIVERSIFIED

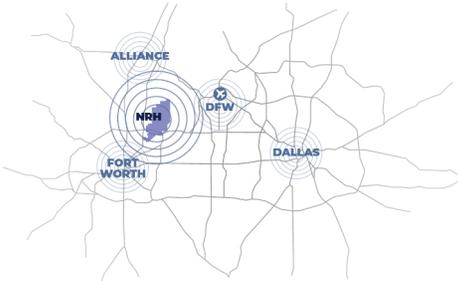
- A diverse city that accommodates **different life stages** and **levels of income**, residential types and prices
- Ability to **accommodate most types of business** and industry sectors
- **A variety of education options**: public, private and charter schools, including the highly rated Birdville Independent School District, Keller Independent School District and Tarrant County College
- **Access to healthcare options** alongside a full-service 164-bed regional hospital in Medical City North Hills
- **Expansive park and trail system**, as well as numerous recreational amenities including a water park, tennis center, recreation center and a golf course

## PIONEERING

- **History of trailblazing initiatives** (NRH<sub>2</sub>O, Iron Horse Golf Course, Richland Tennis Center, TEXRail)
- **Progressive outlook** based on future needs and trends
- **Open** to new ideas and concepts

# NORTH RICHLAND HILLS, TX

## NRH Economic Development DOING BUSINESS



## CHOOSING NRH FOR YOUR BUSINESS

With **lower property taxes** compared to neighboring Fort Worth, **strong traffic counts** and **abundant points of access** that reach a large customer base and labor pool, North Richland Hills is an ideal location. The City offers a **diverse demographic base** that is above regional and national averages as it pertains to education and disposable income. **Highly rated public safety** services result in low crime rates, rapid response times and discounts on annual insurance premiums.



DFW is the 4th largest Metropolitan area in the country



The city facilitated permits totaling over \$120 million in construction in 2021



Ranked 10th in U.S. for starting a business

## COLLABORATIVE DEVELOPMENT PROCESS

- The City's development review process is **consistent**, predictable and **less time consuming** than other cities
- Staff is supportive and **open to unique strategies**
- Quality, yet not excessive development standards allow a property or investment to **retain its value over time**

## PLANS FOR LONG-TERM GROWTH

- **Enhanced transportation** – commuter rail, road and highway widening projects enhancing the demand and need for products and services
- **Increases in population and employment** via City Point and Home Town districts and two TODs (transit oriented developments), Iron Horse and Smithfield, position the city for **quality business and residential growth**

## SMALL TOWN FEEL

- NRH is a medium-sized city with a **small town feel**, where individual businesses provide more **impact to the community** than in a large city
- Businesses have a **greater voice**, alongside better collaboration and services from the community

## STABILITY

- A **diverse and stable tax** base provides a consistent and low tax rate, on par with adjacent communities, but much lower than Fort Worth and Dallas
- City and region located within an area **resilient to economic downturn**
- **Diverse set of major employers** within the region support the local