

Business Booming In Royse City

By Larry Lott, Executive Director of Royse City Economic Development



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Royse City is a rural Texas community that manages to couple the benefits of explosive economic development and advances with the preservation of a quaint, hometown feel. Containing a population that has more than tripled over the past seven years, Royse City is rated as one of the fastest growing cities in Rockwall County and to accommodate such rapid growth, Royse City has, over the past eight years, built nearly 2,200 homes and added approximately 40 commercial retail businesses and six industrial businesses.

Because Royse City is committed to maintaining a hometown atmosphere while providing a safe environment that enhances, promotes and develops the highest quality of life for its citizens amidst the welcome growth and development, the City, the School District, the Chamber of Commerce and the Economic Development Corporation work hand-in-hand to ensure that Royse City experiences the kind of growth that is in keeping with the city's mission statement and vision. The cooperation and collaboration of these organizations guarantees the continued unique opportunity for both businesses and homeowners, as historical buildings and a vibrant downtown economy are cherished while new businesses continue to boom along the Interstate 30 corridor.

Royse City's primary avenues of transportation are Highway 66 and Interstate 30, both of which run east to west and both of which

have served the city well for years by allowing citizens easy access throughout the city itself and to Dallas and the surrounding areas. Another transportation mainstay of Royse City is the Union Pacific Railroad which runs parallel to Highway 66 and Interstate 30. Currently operated by Dallas, Garland and Northeast Railroad, the railway serves key industrial companies in the DFW area.

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New road construction and freeway enhancements equate to lucrative possibilities for businesses and retail developers, as the modifications ease traffic flow and improve highway access. Ready to assist entrepreneurs in their relocation or expansion efforts is the Royse City Economic Development Corporation (RCEDC). Businesses wanting to call Royse City home can look forward to aggressive tax incentives, thanks to a half-cent sales tax used to support the city's economic development and RCEDC.

Another major plus for businesses in the Royse City community is the ease with which major thoroughfares can be accessed. Interstate 30, for example, runs through the city and provides easy transportation and communication access to DFW. In addition, Royse City is less than an hour away from two major air transportation facilities, Love Field Airport and Dallas-Fort Worth International Airport both used as hubs for over 120 world class trucking systems. Likewise, port shipments are easily accessible in

less than five hours from either Houston or Galveston.

Royse City has worked diligently to secure retail facilities over the past several years. Among those new facilities are: Denny's, KFC, Quiznos, Auto Zone, Wingdingers, Texas Leadership Bank, Sonic, Holiday Inn Express and many others. Also new to Royse City are medical facilities such as an 11,000 S.F. doctors office and a 120 bed nursing home.

Another key development for the Royse City community is planned to appear in conjunction with the coming of Erby Campbell Overpass. This retail center, located between Highway 66 and Interstate 30, is slated for commercial and retail businesses and will include 112 acres for big box stores, containing almost 600,000 SF of retail, and nine acres of pad sites for restaurants. Additionally, the construction of a redesigned exit ramp for FM 548, the main entry to Royse City, is planned for the future. Each of these modifications are strategies that are sure to better equip the city for its rapid expansion.

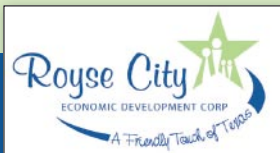
With an excess of 55,000 vehicles traveling Interstate 30 daily, the RCEDC continues to pursue businesses that will serve travelers and the rapidly expanding populace. A network comprised of the Small Business Administration, the Small Business Development Centers and local lenders stands ready to assist those businesses with construction and planning for new facilities in the city. To be sure, business is booming in Royse City and with organizations like the RCEDC hard at work, residents can rest assured that living in Royse City means experiencing both small-town charm and the benefits of growth.



DISCOVER ROYSE CITY



- One of the fastest growing cities in one of the fastest growing counties in the U.S.
- Located on I-30, 20 miles east of Dallas Metroplex
- Traffic counts exceed 55,000 per day on I-30
- Approximately 20,000 population in a 7 minute drive time
- Median age is 30.4 years with median income approximately \$62,000
- Underserved retail opportunities in: supermarkets, home improvement stores, restaurants, entertainment, apparel and many others



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