

# BAY AREA HOUSTON

AN OVERVIEW & DEMOGRAPHICS - 2012



PREPARED BY

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## THE BAY AREA HOUSTON

The Bay Area Houston is a region that surrounds the Galveston Bay estuary of Southeast Texas in the United States within the Houston–Sugar Land–Baytown metropolitan area. Residents of Houston and surrounding areas typically call it simply the “Bay Area”. The Bay Area has a diverse economy with much of it built around aerospace, petrochemicals, healthcare and high tech industries. The region’s economy is closely tied to the rest of the Houston area though the mix of local businesses is somewhat unique. The tourism industry attracts millions of visitors each year with attractions ranging from Space Center Houston, Kemah Boardwalk to the bay itself. Ecotourism, in particular, is a growing sector with destinations such as the Armand Bayou Nature Center.



### NASA

For more than four decades, NASA’s Johnson Space Center has led our nation and the world on a continuing adventure of human exploration, discovery and achievement. Although Houston is referred to as “Space City,” JSC is actually located near Clear Lake in the Bay Area Houston. The JSC civil service workforce consists of about 3,000 employees, the majority of whom are professional engineers and scientists. Of these, approximately 110 are astronauts. About 50 companies provide contractor personnel to JSC. More than 12,000 contractors work onsite or in nearby office buildings and other facilities.

NASA’s estimated budget for 2013 is \$17.7 Billion and invests in new space technologies like laser communications, zero-gravity propellant transfer, heavy-lift rockets, crew capsules and earth observation research spacecraft.

### AEROSPACE TECHNOLOGY

Houston is home to more than 450 companies with a connection to the space industry and more than 120 that are involved in aviation. From 2009 to 2010, Houston’s total trade in aircraft, spacecraft and parts grew 14% to \$1.54 billion. NASA’s close proximity has cultivated an impressive presence of research, engineering and technology firms.

Notable companies include Boeing, Lockheed Martin, Space X, Ares Corporation, MEI Technologies Inc., ATK Launch Systems, MicroTesla Ltd., Barrios Technology, Inc., Neptec USA, Inc., Coleman & Associates, Nimco Instruments, Polygon Aerospace, Hernandez Engineering Inc., Jacobs Engineering, Honeywell Aerospace, S & K Aerospace, Inc., Houston Technology Center, J & P Technologies, L-3 STRATIS and Wyman-Gordon Company.

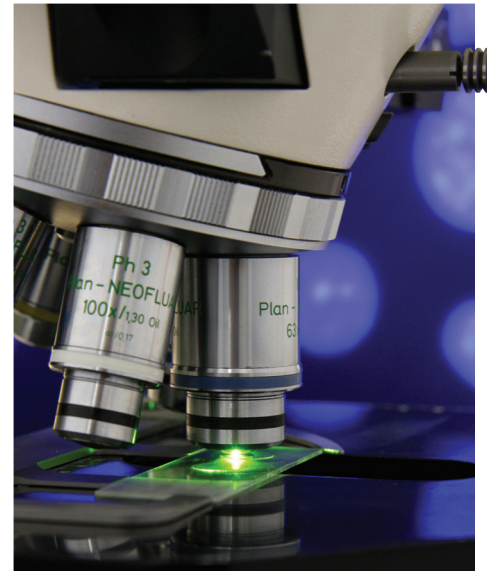
### PETRO/CHEM REFINING

The Bay Area Houston is one of the world’s largest manufacturing centers for petrochemicals, and the \$15 billion petrochemical complex at the Houston Ship Channel is the largest in the country. Supporting the industry is a complex of several thousand miles of pipeline connecting 200 chemical plants, refinery, salt domes and fractionation plants along the Texas Gulf Coast. Houston has more than 400 chemical manufacturing establishments with more than 35,000 employees. Houston has two of four largest U.S. refineries. ExxonMobil’s complex in Baytown is one of the oldest in the area and one of the largest of its kind in the world. Houston dominates the U.S. production of three major resins: polyethylene (38.7% of U.S. capacity); polyvinyl chloride (35.9% of U.S. capacity) and polypropylene (48.4% of U.S. capacity).

### HEALTHCARE

The healthcare industry makes up a significant portion of the Bay Area Houston’s economy. A multitude of hospitals, private practices, multi specialty clinics, specialty doctors and emergency care centers serve the region.

Some of the major healthcare providers include Bayshore Medical Center, CHRISTUS St. John Hospital, Clear Lake Regional Medical Center, Cornerstone Hospital, Devereux Texas Treatment Network, Houston Physicians’ Hospital, Innovative Alternatives, Inc, M.D. Anderson Clinical Care Center in the Bay Area, Kindred Healthcare, Memorial Hermann Southeast Hospital, Moody Health Center, New Dimensions Home Healthcare Plus, Inc, San Jacinto Methodist Hospital, St. Luke’s Patients Medical Center, Texas Oncology, The Eye Clinic of Texas and The University of Texas Medical Branch, which has over 40 Bay Area locations.



### BOATING

Bay Area Houston is at home on the water. Thousands of miles of coastline offer residents ample opportunity to enjoy the water through recreational boating and fishing, and in turn have created economic opportunity for industries that cater to this lifestyle.

The region is host to several prestigious, long-standing yachting/sailing organizations and marinas such as Lakewood Yacht Club in Seabrook, Houston Yacht Club in Shoreacres, Texas Corinthian Yacht Club and Waterford Yacht Club in Kemah.

Our proximity to the water and attractions like the Kemah Boardwalk and nearby Galveston Island bring a considerable amount of tourism dollars into our economy. The inshore bays and offshore waters of the Gulf of Mexico offer some of the world’s finest fishing and seafood.



### PORT OF HOUSTON

The Port of Houston is a 25-mile-long complex of diversified public and private facilities located just a few hours by ship from the Gulf of Mexico. The port is consistently ranked 1st in the United States in foreign waterborne tonnage; 1st in U.S. imports; 2nd in U.S. export tonnage and 2nd in the U.S. in total tonnage. It is also the nation’s leading breakbulk post, handling 65 percent of all major U.S. project cargo. As one of the world’s busiest ports, the Port of Houston is a large and vibrant component of the regional economy.

A 2007 study by Martin Associates says ship channel-related businesses contribute to more than 785,000 jobs throughout Texas while generating nearly \$118 billion of statewide economic impact. Additionally, more than \$3.7 billion in state and local tax revenues are generated by business activities related to the port.



# BAY AREA HOUSTON

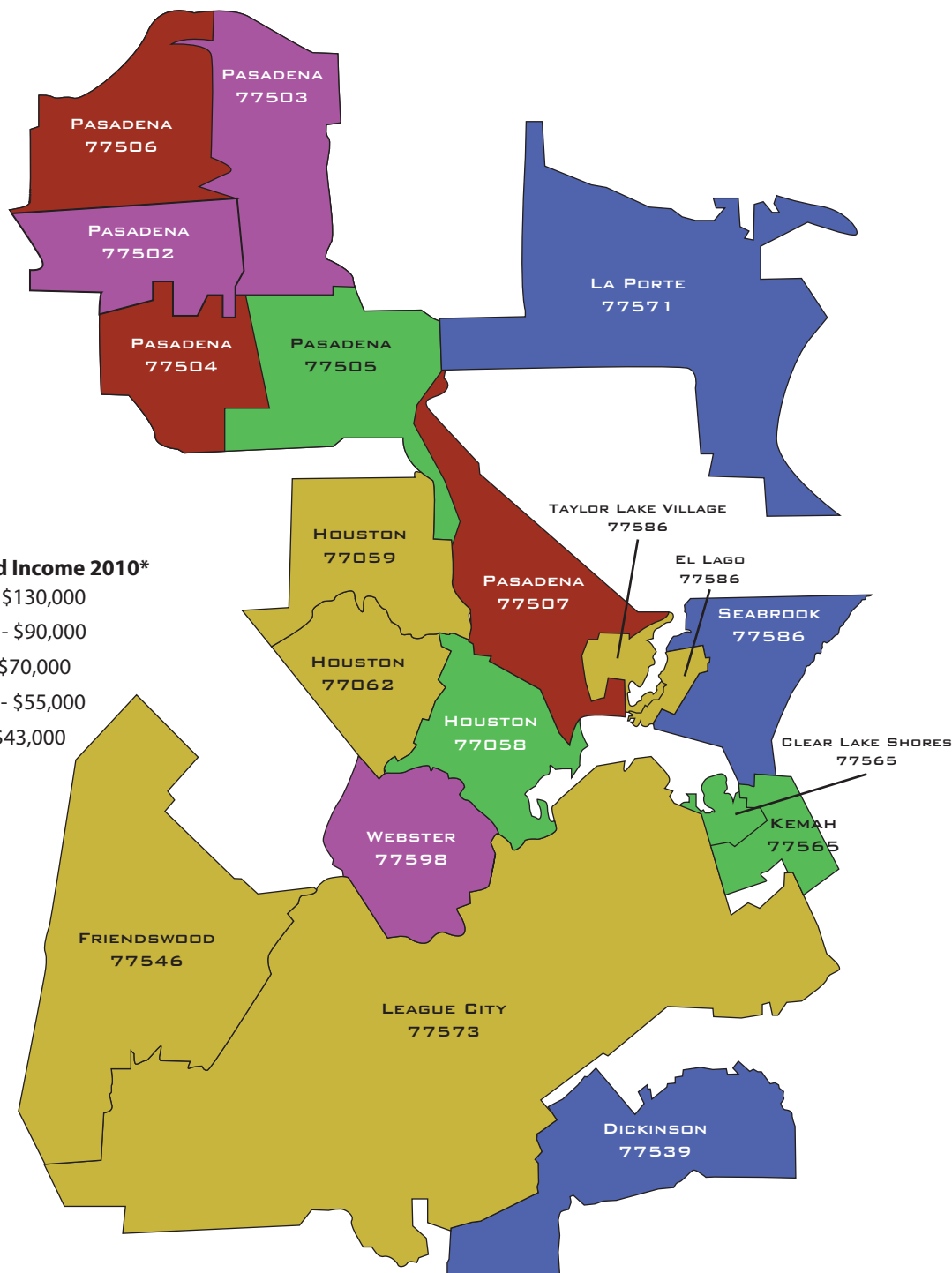
## BY THE NUMBERS

TOTAL POPULATION: 385,738

### Median Household Income 2010\*

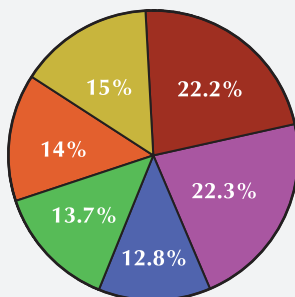
- Gold: \$90,000 - \$130,000
- Green: \$70,000 - \$90,000
- Blue: \$55,000 - \$70,000
- Purple: \$43,000 - \$55,000
- Red: \$20,000 - \$43,000

\*United States Census 2010



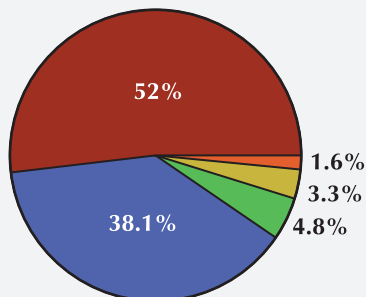
### AGE

- 0-14
- 15-24
- 25-34
- 35-44
- 45-59
- 60+



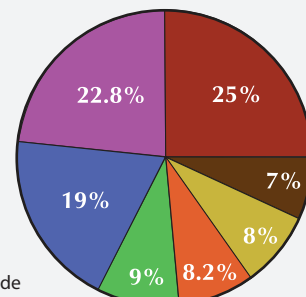
### RACE

- White
- Hispanic
- African-American
- Asian/Pacific Island
- Other



### EDUCATION

- Graduate
- Bachelors
- Associates
- Some College
- High School
- 9-12 Grade
- Less than 9th Grade



Source: 2010 United States Census

Includes the following cities: Clear Lake City (Houston) Clear Lake Shores, Dickinson, El Lago, Friendswood, Kemah, La Porte, League City, Nassau Bay, Pasadena, Seabrook, Taylor Lake Village, and Webster.