



## Burleson County, Texas

State of the Community Report

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## INTRODUCTION

Burleson County is located in East-Central Texas, as seen in Figure 01. It encompasses a total area of 677 square miles and contains two major cities: Caldwell and Somerville.

Caldwell is the largest city and the county seat. State highways 21 and 36 intersect roughly at the center of the county in Caldwell, as illustrated in Figure 02. Neighboring counties, shown in Figure 03, include Milam, Robertson, Brazos, Washington, and Lee.

Burleson County boasts a rich history. Originally inhabited by Tonkawa Indians, the area was the site of imperial competition between Spanish and French explorers in the 17th and 18th centuries. In the late 1800s, Czech immigrants established communities in Central Texas, with many of them settling in Caldwell. The city hosts its annual Kolache Festival in celebration of its Czech heritage. Somerville began as a railroad boom town along the Gulf, Colorado and Santa Fe Railway. Today, Lake Somerville State Park is responsible for much of the city's tourism.

Burleson County's future progress depends on demographic, infrastructural, environmental, and economic factors. The following sections address the county's population characteristics, land use, natural resources, and economic indicators. Finally, a S.W.O.T. analysis is conducted to identify the strengths, weaknesses, opportunities, and threats related to the region's potential growth.

This report seeks to provide an update on the State of the Community within Burleson County. It intends to equip interested parties with the most recent maps and data, and to inform city, county, and state decision makers as they plan for the county's future development.

Figure 01 – State of Texas, Burleson County highlighted.



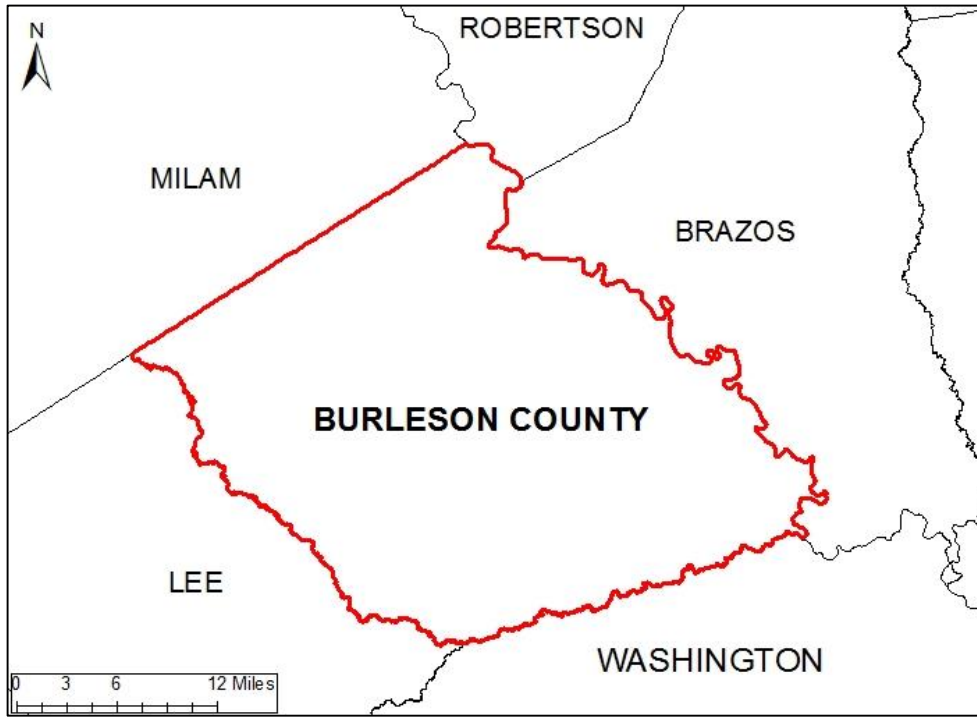
Source: 2013 TIGER/Line shapefiles

Figure 02



Source: Google Maps

Figure 03



## HISTORICAL & CULTURAL ANALYSIS

Burleson County is exceptionally rich in history and culture. According to archaeological studies, evidences suggest that the region was already habituated by human in 7000 B.C. Recent history points that the first communities were composed by Tonkawa Indians, a nomad people who lived in the area until the beginning of the European colonization.

During earlier seventeenth and eighteenth centuries, the region that in the future was going to be called by Burleson County had its population increasing rapidly. The area that was initially home for French and Spanish villages received its first major road called Old San Antonio Road and soon establish a population large enough to require the implementation of local government.

In 1835 the area started being divided into counties. First, the region right north Old San Antonio Road became part of Milam Municipality, and then later Milam County. Second the south territory was included in Washington Municipality. Burleson County started as a small settlement and trading post near the Old San Antonio Road crossed Davidson Creek. The settlement grown to become Caldwell, which was designated county seat and is until now the biggest city the county.

Due to continuous immigration from other smaller settlements, Burleson County kept growing and by 1856 Caldwell reached a population of 300 people, and received its first post office. The slavery culture prevailed in the country during its first centuries and was highly influential for the large proportion of African Americans. By 1870, 35% of the population of Burleson County (over 3000 people) was slaves. However, this scenery changed soon after slavery being abolished and North America started its first industrial

revolution. While black began to travel to north looking for jobs, organizations such as Ku Klux Klan created a wave of violence towards African Americans who decided to stay in the county.

As a result from the industrialization in the north states and the loss of population, Burleson's economy stagnated for a few decades. Only by the end of the eighteenth century the local economy could recovery and the production of cotton, driven by improvement in the local transportation system, became the most important activity in the county. Following the transportation improvements, Somerville, currently the second biggest city located in Burleson County, was founded as a station along the road, and quickly grown to the same economic level as Caldwell.

By the beginning of the nineteenth century the state of Texas experience several transportation improvements. Burleson County was finally connected to economical relevant counties such as Brazos and Houston by paved roads. Among all roads, it is important to highlight the 1, which are considered crucial factor for the population growth, and the economic development that the county experienced during this period.

Yet, Burleson County failed to invest in the industrial sector and its economic was more than ever focused only on agricultural sector. In fact, Somerville was the only city in the whole region with a small industrial market. Hence, soon Burleson's economy became stagnant and population started facing loss. Additionally, residents of the county participated actively during both world wars, and as a result, the regional population decreased year by year from 1910 to 1970 by a rate of almost 10% per decade.

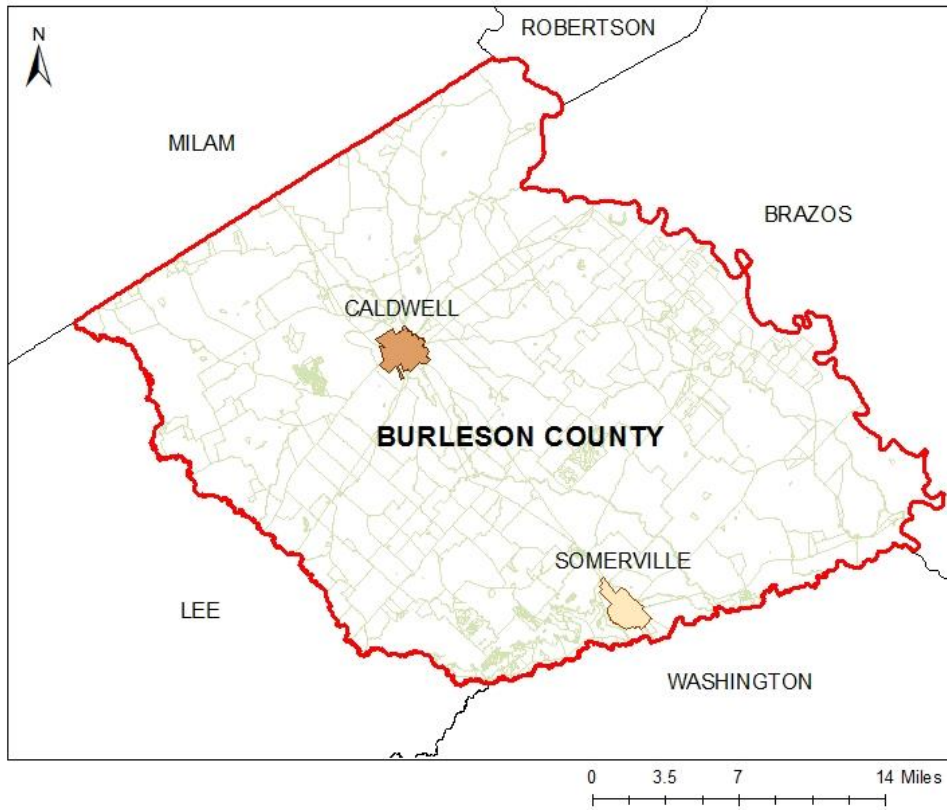
Burleson County was able to fully recover by 1980s after years under strong economic stimulus promoted nationwide by the federal government. The county saw its industry diversify and the number of manufacturing tripled from 4 to 12 between 1940 and 1980. Most of the new industrial activity took place around Somerville and Caldwell and both cities had their employment levels boosted. Additionally, the region started receiving profit from the tourism sector for the first time, mostly thanks to the development of Somerville's Lake.

The increasing in population and expansion of the urban areas also brought new issues for Burleson County. Due to natural soil conditions and reduction of permeable area, the region started experiencing floods. By 1960s the State of Texas promoted the construction of Somerville Dam and Reservoir on Yegua Creek, which in addition to help controlling flood issues, also created a new economic niche for the region: tourism. For instance, Somerville Lake quickly became one of the most visited natural locations in the State of Texas, attracting hundreds of tourists and stimulating local economy.

Early twenty-first century economy was boosted once more by the oil and gas industry and the continued expansion of Texas A&M University, considered a major source of employment for the whole region. According to the last census, the county is home for more than 16 thousand people. Agriculture is still a major sector of the local economy, the region has 1,550 farms and ranches covering 388,982 acres, 51 % of which is devoted to pasture and 34 percent to crops. Caldwell is by far the biggest city with 3,449 inhabitants, followed by Somerville with 1,704. ("Burleson County," 2015)



Figure 04 - Burleson County and Major Cities: Caldwell and Somerville

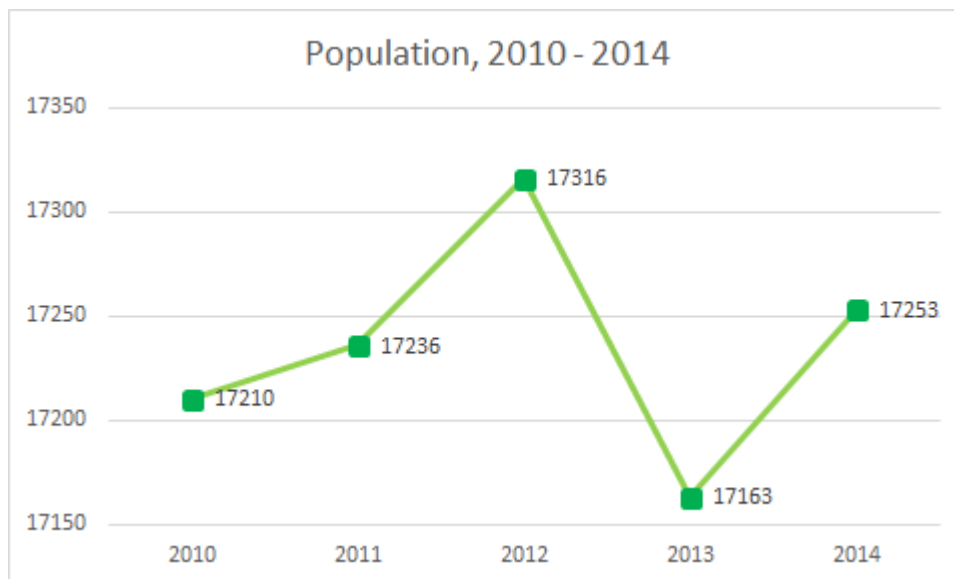


## POPULATION

Burleson County has a population of 17,187 according to the 2010 US Census. The median age for this population is just under 43 years, which means that Burleson has an older population as compared to the rest of the State of Texas, which has a population almost ten years younger. The median household income of \$45,651 is about \$6,000 lower than the state median at \$51,900. On the other hand, Burleson's poverty rate is also lower than the state's rate of 17.6%, coming in at only 15%.

Not dissimilar from the state, Burleson's races are predominantly White followed by Hispanic. Almost 80% of Burleson is White, followed by about 18% of the population, which is Hispanic. As seen in the chart below, the population has fluctuated from 2010 to 2014, but appears to be slowly growing.

Figure 05 – Population changes from 2010 to 2014

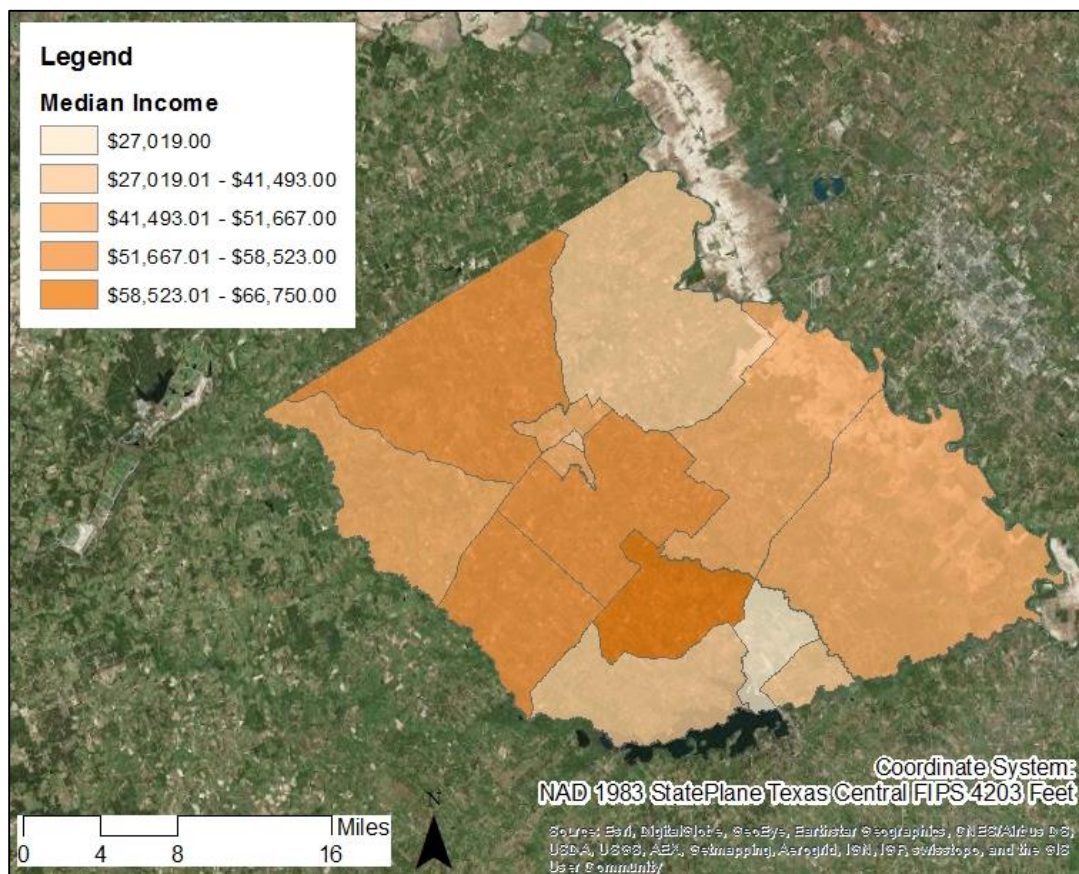


Source: U.S. Census Bureau 2014 population estimates

### Economic Population Characteristics

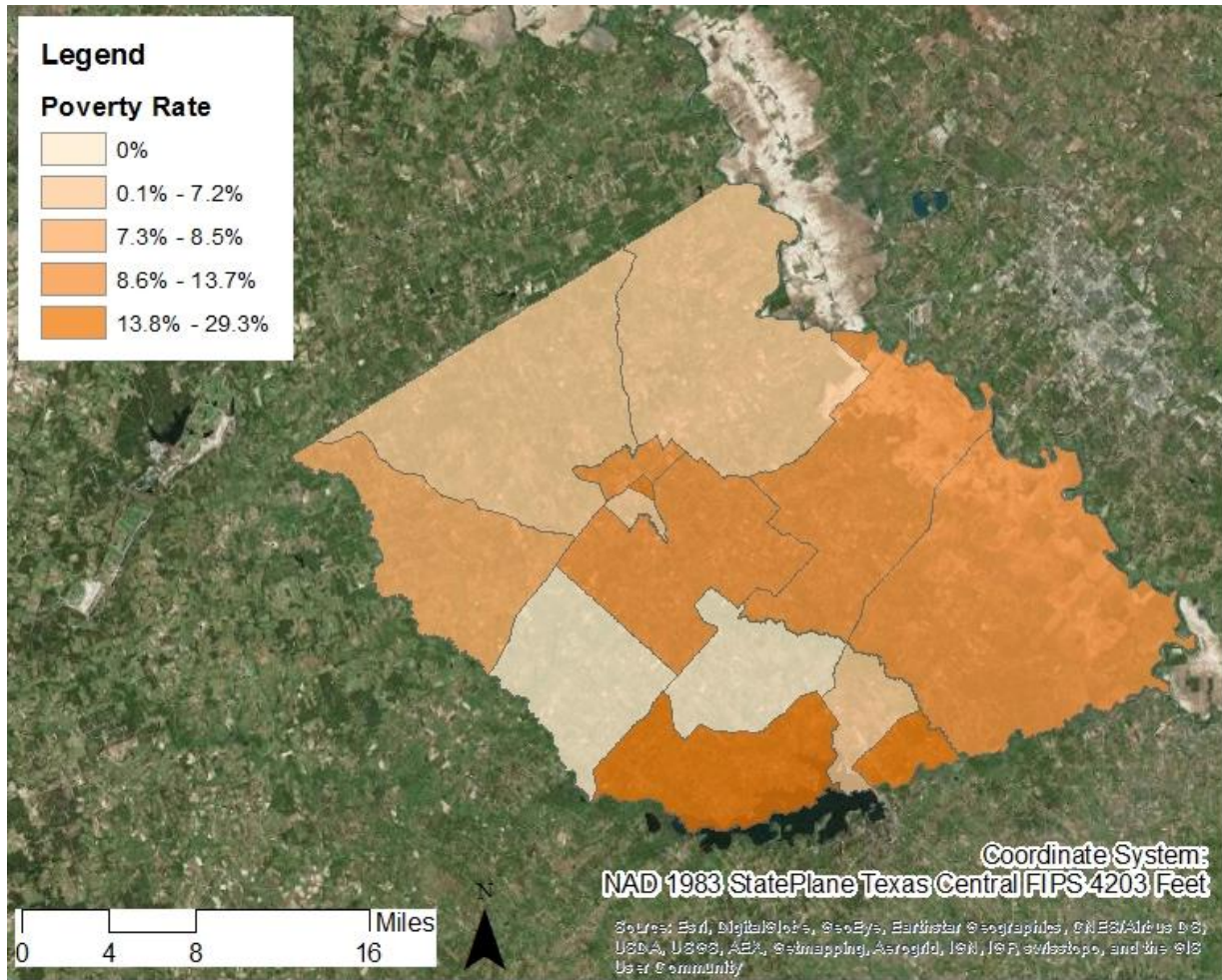
The 2 choropleth maps below illustrate the distribution of household median income (Figure 06) and poverty rate (Figure 07) across Census block groups in Burleson County. A pocket of low income and high poverty, which overlaps the city of Somerville, is located in the southern portion of the county. Adjacent to this pocket on the north side lie two block groups with high median income and low poverty. In comparison with those two areas, the remaining block groups display moderate income and poverty rate.

Figure 06



Source: 2013 TIGER/Line shapefiles; joined with U.S. Census American Community Survey 2013 5-Year Estimates economic data by Lauren Simcic

Figure 07



Source: 2013 TIGER/Line shapefiles; joined with U.S. Census American Community Survey 2013 5-Year Estimates economic data by Lauren Simcic

## LAND USE ANALYSIS

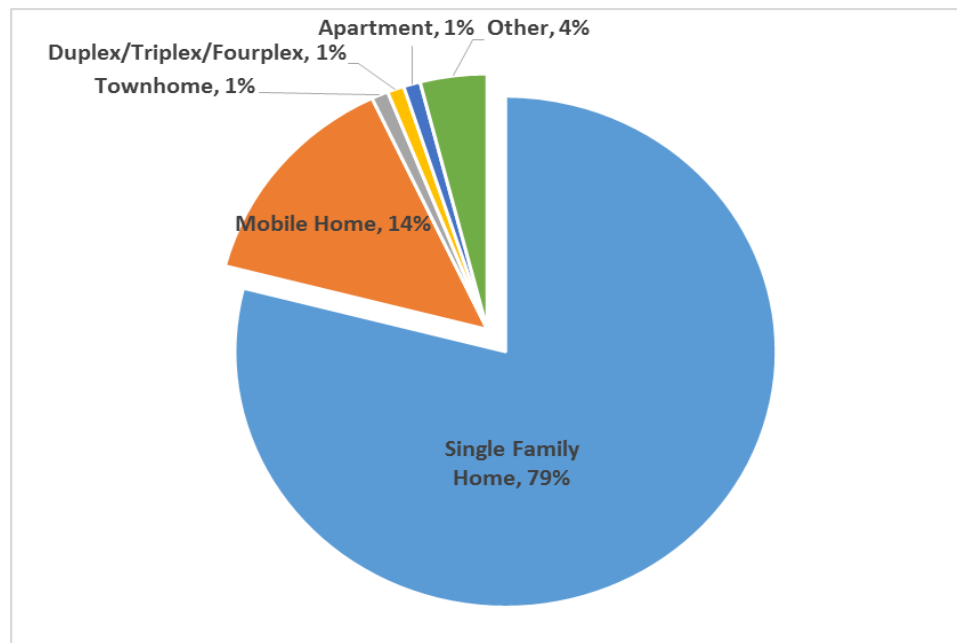
### Burleson County

Land use planning is crucial to promote the sustainable growth and developments of any city. With a proper land use plan, a community can reduce issues related to safety and health by properly addressing certain uses such as commercial, industrial and residential to where they will be better located.

### Residential Use

Regarding residential use, as most counties locates in Texas, Burleson presents single family home as its large majority. Almost 80% of all residences in the county are single family homes. Mobile homes are the second most common of residential use. The county has a total of 8.197 housing units with a percentage of 77% occupancy.

Figure 09 - Burleson County Residential Use



Source: Regional Health Assessment 2013 Supplemental Report: Burleson County

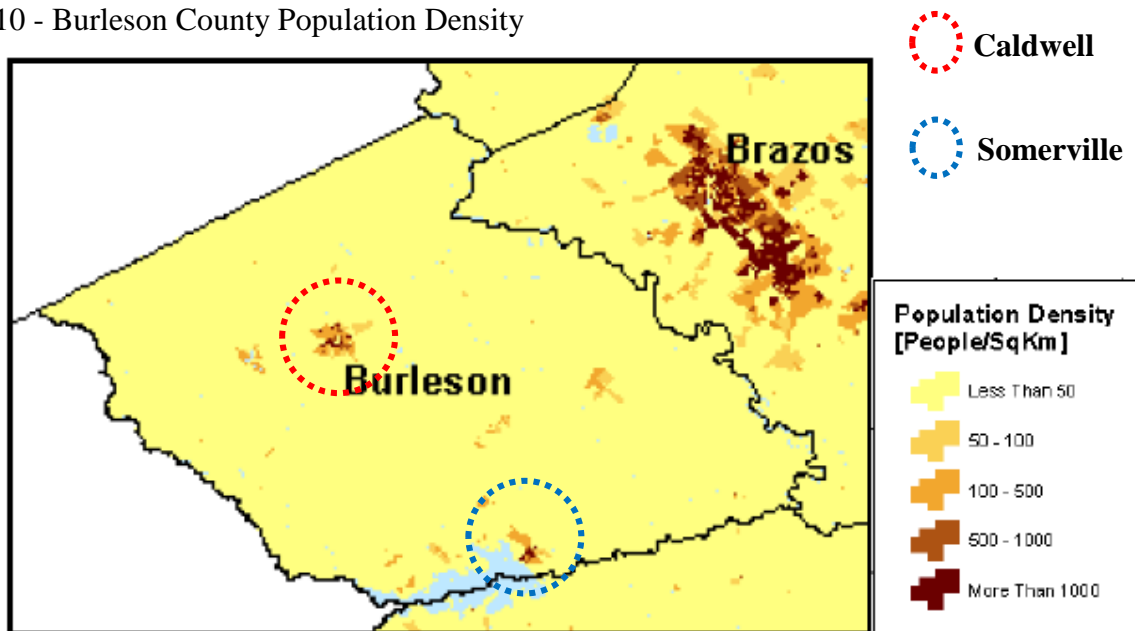
### Agricultural and Mineral Use

According to the US Department of Agriculture (qtd in BVCOG, 2011), there are over 1500 farms in the county, accounting for a total of 360 thousand acres. The most common agricultural products are Cattle, cotton and corn. In action, the county also produces oil, gas, and sand.

### Population Density

The high amount of farm land, in addition to the large majority of single family homes, are relevant contributed factors for the low population density in the county. According to the 2010 Census, over 90% of the county's area presents a density lower than 50 people per square kilometer. In fact, as observed in the map below, the only portions of the county where density increases a bit are the cities of Caldwell and Somerville.

Figure 10 - Burleson County Population Density



Source: Regional Health Assessment 2013 Supplemental Report: Burleson County

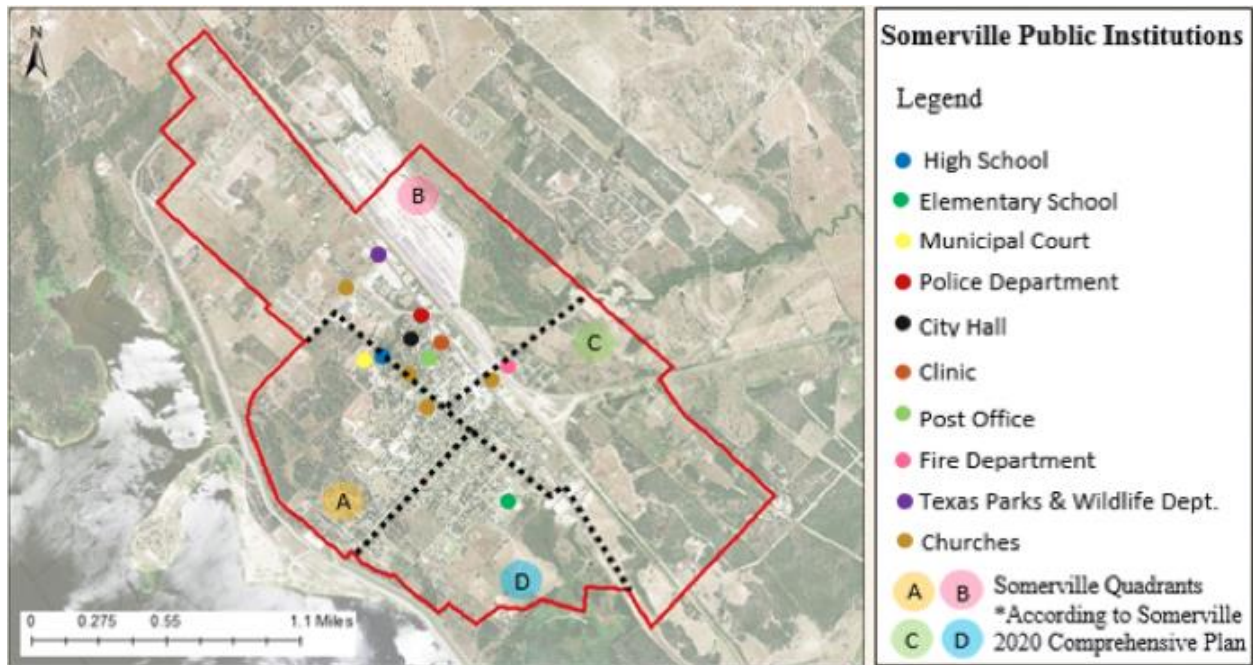
## Somerville

As most cities going through a process of expansion and growth, Somerville Land Use analysis is crucial to identify currently issues and foreseen future developments. It is relevant to highlight that one of the main goals proposed by the 2000 Somerville Comprehensive Plan is to conserve the typical historic community pattern that has defined the city since its foundation.

In order to facilitate planning process, Somerville's Comprehensive Plan has divided the city into four quadrants. Quadrant A contains a few public institutions such as the local high school, and the Municipal Court, both located at northeast towards the city's core. Along with the public institutions, most residential developments located in this quadrant are also clustered at the northeast portion. The northwest and south portion contains mostly undeveloped and wooded land.

Quadrant B contains most Somerville's public institutions. At the south portion, along with the police department and the city hall, most of the area is mixed use, combining residences and small commercial business. The north region along Highway 36, and east portion of this quadrant contain a large area of undeveloped land.

Figure 11 - Somerville Public Institutions and Quadrants



Source: Coordinates from Google Maps, geocoded into ArcGIS by Thiago Oliveira

While Quadrant C also presents residential and commercial use, it is the only quadrant that contains light industrial developments. Along the portion of the Highway 6 located at the southwest of this quadrant, there are several of Somerville’s historic buildings. Quadrant D is also characterized by mixed use of residential and commercial at its north portion. In addition, this area also contains historical residences from the time the city was founded.



Figure 12 - Somerville Current Land Use



Source: 2030 City of Somerville Comprehensive Plan

The distribution of land use through the city shows that Somerville developments have been clustered by the core, where most public institutions are also located. As most small cities, Somerville does not possess a zoning ordinance. Thus, development occur in an organic patterns, mostly along major transportation arteries and surrounding pre-developed and public areas.

Due to the most predominant kind of soil and the abundance of wetland, Somerville has issues related to floods often. In addition, other common land use issues are due to the missuses of the residential use only are such as the presence of farm animals and junk or abandoned vehicles on back yards.

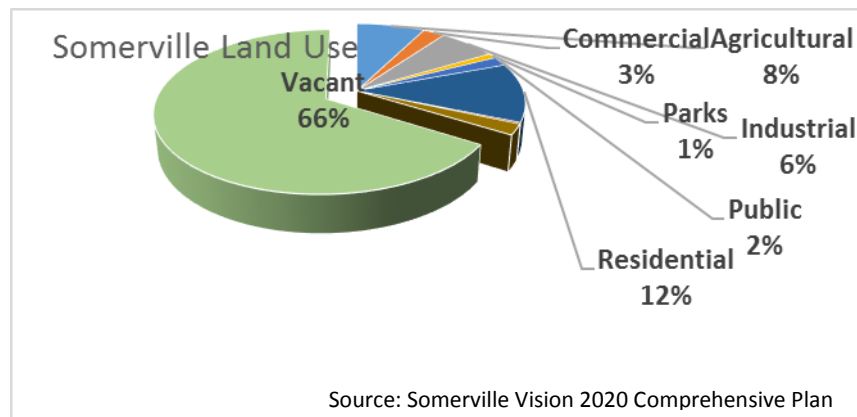
Table 01 - Somerville Land Use Proportions

Land Use			
Classification	Definition	Acres	Percent
Agricultural	Pasture and Crop Land	116.21	7.58
Commercial	Businesses	37.14	2.43
Industrial	Manufacturing	98.82	6.43
Parks	Parks and Recreation Areas	15.72	1.02
Public	Schools, Institutions and Churches		1.85
	Single Family - Free Standing		
Residential	Houses	183.92	11.98
	Medium Density - Duplex	4.64	0.3
	High Density - Apartments	0	0
	Manufactured Homes	33.54	2.18
	Non-Agricultural and Not Built		
Vacant	Upon	1,016.70	66.23
<b>Total</b>		<b>1,535.12</b>	<b>100</b>

Source: Somerville Vision 2020 Comprehensive Plan

The proportion of land distribution in Somerville reveals that the city has suffered after years growing under no land use regulation. More than half of its total area (66%) is vacant land. Most of the undeveloped regions lie within wooded land and near manufactured homes. Residential use accounts for a total of 15% of Somerville total area. This land use basically contains only single-family houses and a small parcel of manufactured houses. Due to the lack of regulation, residential use can be found near agricultural, commercial and even industrial site. In fact, Somerville has no industrial park; therefore, the 98 acres of industrial use can be found virtually at any location of the city.

Figure 13 – Somerville Land Uses



Over the last years Somerville has been experiencing a continued growth. Commuting residents and an increasing number of visitors has attracted more commercial establishments than the city has ever experienced. In order to absolve this new demand and expansion, it is crucial that Somerville adopt land use regulation that will provide the required basis the city needs to maintain its typical community aspect and increase its population and economic importance.

## HAZARDS

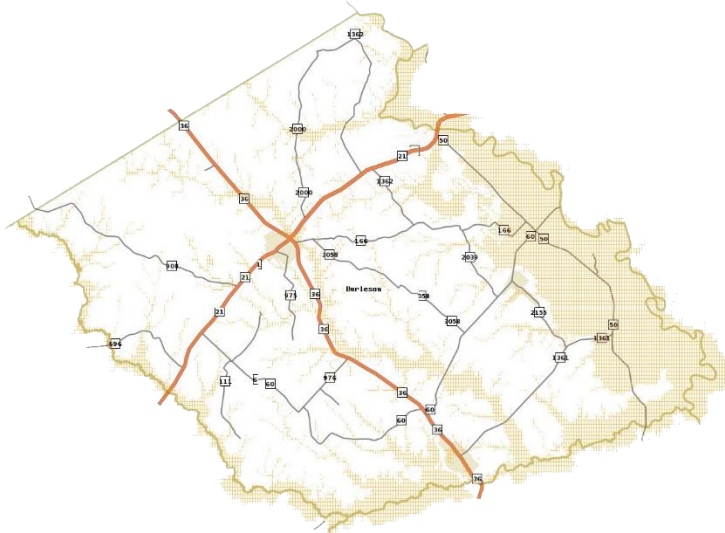
As seen in the 2013 Burleson County Hazard Mitigation Plan, the county faces many of the same hazards as other Texas Counties. These hazards have been researched and documented over the years to analyze their effects on Burleson. The County Hazard Mitigation Plan is in place to reduce and mitigate the potential dangers and destruction that comes from these hazards. Ranked in order from greatest economic loss, the hazards include, but are not limited to flooding, drought, hurricanes, and fire (Burleson, 2013).

### Flooding

Burleson suffers from five different types of flooding. Flash flooding, riverine flooding, urban flooding, the El Nino Phenomenon, and tropical flooding. Since 1994 there has been no loss of life or injuries due to flooding. But the collective loss for property damage and crop damage has been substantial (Burleson County, 2013).

As seen in the map below, a large western portion of Burleson County is within the 100-year floodplain area as well as many areas along the county's rivers and streams. While the largest portions of the floodplain are not around the county's cities, the cities are still easily threatened due to their vicinity to water sources in the county.

Figure 14 – Burleson 100-Year Flood Plain Map



Source: Generated by Thiago Oliveira

### Drought

Drought is a major threat to Burleson County because of the famines it can cause and the slow paced reach it has on large areas. It also can be very deadly, according to the County Hazard Mitigation Plan. There are four classifications for drought, which include meteorological drought, hydrological drought, agricultural drought, and socioeconomic drought. The risk for Burleson County being affected by drought is high, therefore preparations and accommodations must be considered in regards to water availability and soil protection. (Burleson County, 2013).

### Hurricanes

Burleson County is at risk to experience some, but not all, of the symptoms of hurricanes. While the storm surge is not likely to reach Burleson, the high winds, tornadoes, and inland flooding that come with hurricanes can cause large amounts of damage and even loss of life for the County (Burleson County, 2013).

## Urban and Wild Fires

While Texas is in the lowest classification of Fire Death Rate by State, this is still an issue for Burleson County. Between 1989 and 2011 there have been 198 voluntarily reported fires in the County with a total reported dollar loss of just over 2.27 million dollars. These numbers most likely do not even capture the entirety of loss since all fires must be voluntarily reported (Burleson County, 2013).

## NATURAL RESOURCES

Burleson County is home to many of the common natural resources seen within Texas counties including but not limited to sandy soil, aquifers, and a variety of flora and fauna. These resources not only serve as the livelihood for many of the residents in Burleson but they also create revenue for the county by attracting tourists to the area.

### Soil

According to the United States Department of Agriculture & Natural Resources Conservation Service Soil Survey of Burleson County (2005), soil is the most important resource for Burleson. The soil is primarily sandy and allows for the growth of crops and the feeding of livestock. The soil in Burleson is considered the most important resource because the livelihoods of many residents in this county rely on crops and livestock.

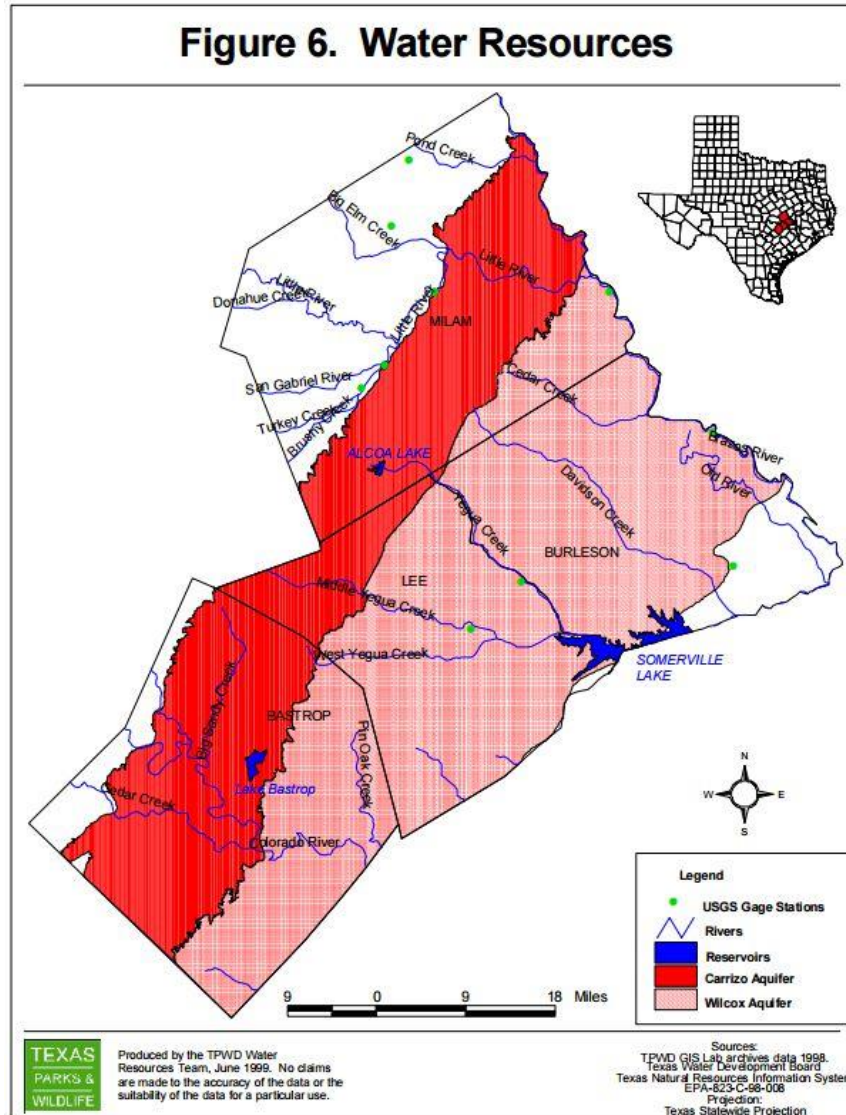
### Water

While water is easily considered a scarce resource in Texas, Burleson does not consider it to be scarce. With both the Carrizo and Wilcox aquifers providing water and Lake Somerville retaining much of the rainfall, the County is actually able to provide water for neighboring areas, as seen in a controversial case regarding a pipeline from West Burleson that will span down to Bexar County (Satija, 2014).

Lake Somerville is another useful resource for water. It is a manmade lake that assists the county in flood control and water retention while providing water for irrigation to communities downstream. It is also useful for recreation to the local residents and to those in surrounding counties by offering outdoor amenities like hiking trails, fishing locations, and campsites.

In Burleson there are still more water resources, including the Brazos River and many other smaller rivers and streams that wind through the county.

Figure 15 – Burleson County Water Resources



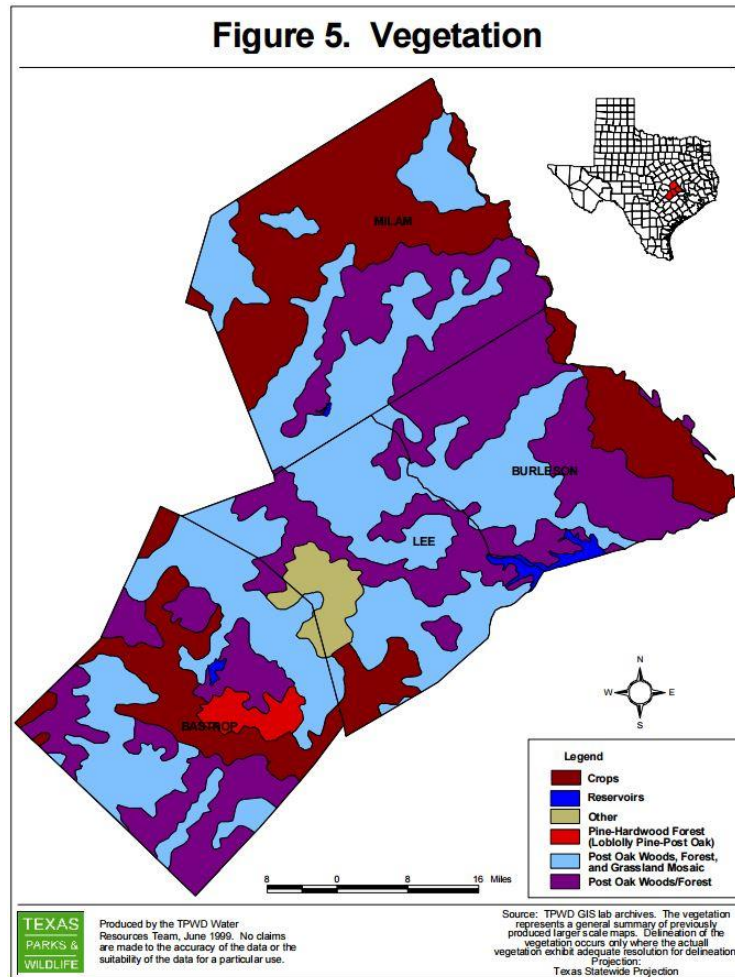
## Vegetation

As seen in the four-county graphic below, Burleson has a dappled landscape of vegetation ranging from grasslands to forests. The primary vegetation category in Burleson is the Post Oak Forest, followed by the Post Oak Forest and Grasslands Mosaic. On the eastern side of Burleson one can see that the primary designation for the land is crops. As mentioned earlier in the soils section, crops and livestock are a main source of income for many people in Burleson so this particular land type is important. Finally, you can see that there is a reservoir located in the southwestern corner of



Burleson. This is Lake Somerville, the manmade water retention lake that was described in the Water section.

Figure 16 – Burleson County Vegetation



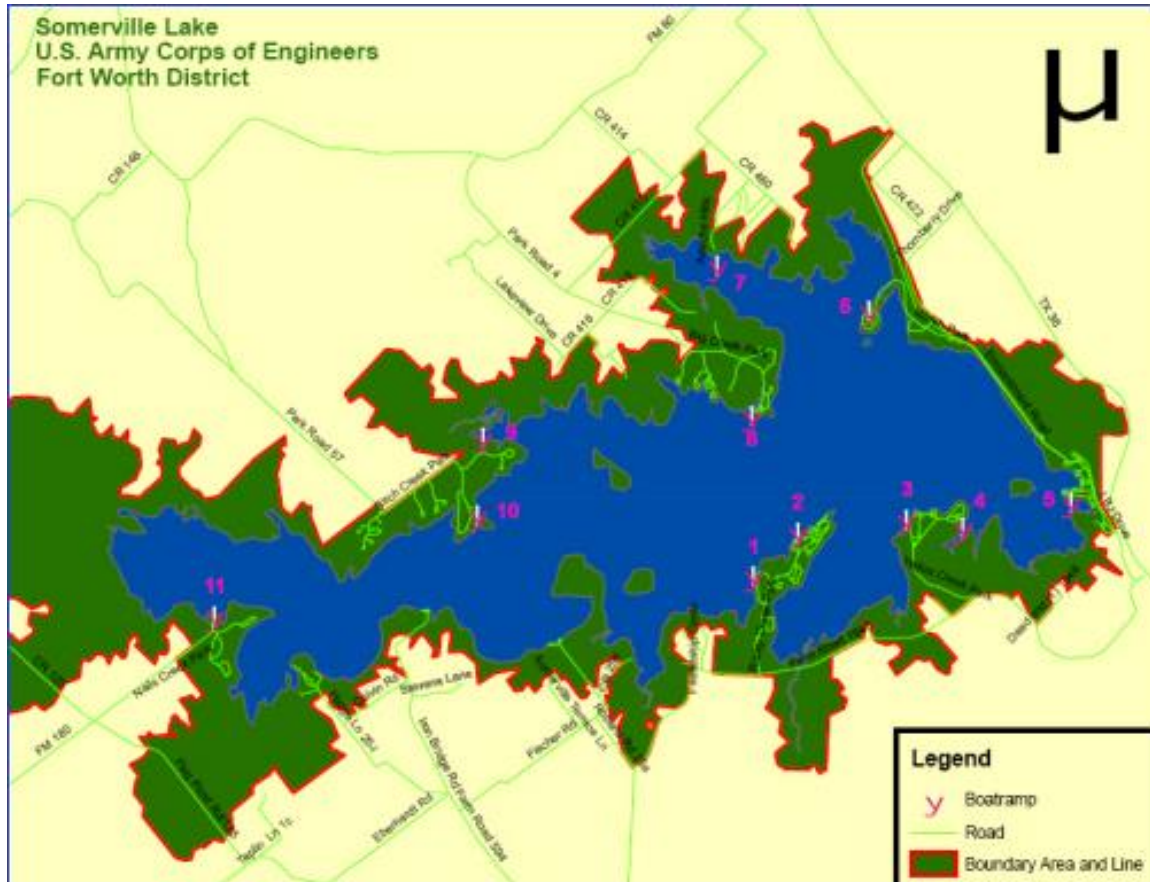
### Species (Flora and Fauna)

Some of the common species of trees seen in Burleson, which are similar to what one would expect to see in a central Texas County, include Oak, Maple, Hickory, Pecan, Walnut, Ash, Cedar, Sycamore, and Cypress. Some other vegetations like wildflowers and shrubs include, the Laurel, Sumac, Palmetto, Elderberry, Morning Glory, Honeysuckle, Milkweed, Indian Paintbrush, Clover, Sunflower and of course, the Texas Bluebonnet.

Burleson is also home to many wild animal species as well including, deer, coyotes, skunks, raccoons, possums, and wild birds like the mourning dove and quail. There are also some endangered bird species living in Burleson including a variety of storks and falcons and even the bald eagle (United States Department of Agriculture, 2005).

## PARKS

Lake Somerville is easily the largest park within Burleson. The Army Corps of Engineers constructed this reservoir in 1967. As far as recreation goes, Lake Somerville offers fishing, hiking, camping, boating, and many other outdoor activities. The City of Somerville (2012).



Source: <http://www.somervilletx.us.com/>

Burleson County contains a few other parks within the cities, but since this is a primarily rural county there is not a high density of parks throughout.

## ECONOMIC ANALYSIS

It is important to understand the state of Burleson County's economy, not only on the county level, but within the broader context of the State of Texas. Labor force trends, Inflow/Outflow analysis, economic base analysis, and shift share analysis are utilized to explore the state of Burleson County's economy. Where appropriate, the county's economic indices are compared with statewide indices for corresponding years.

### Labor Force Trends

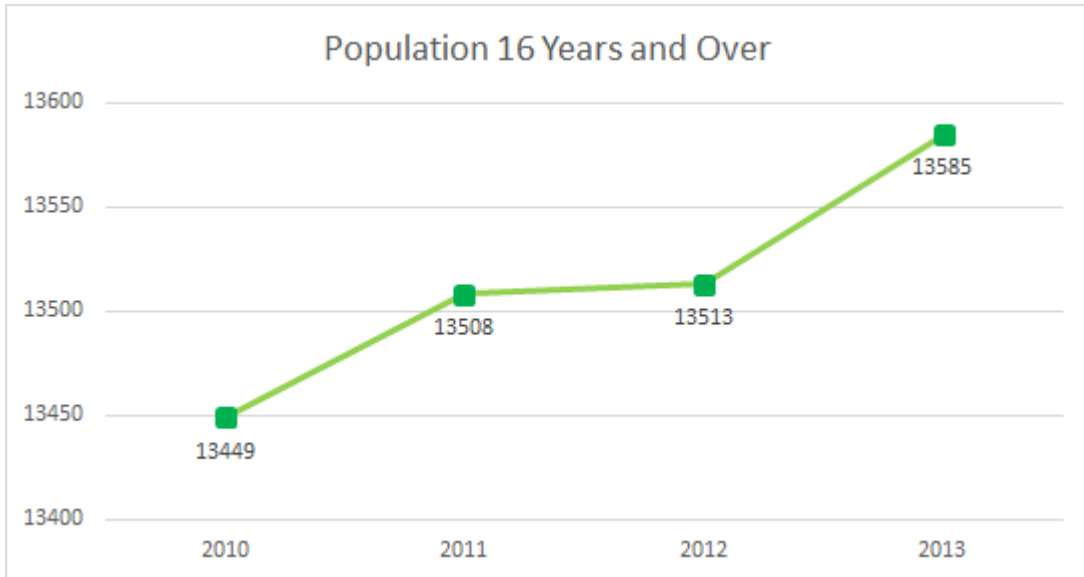
This section examines Burleson County's labor force in terms of population aged 16 years or older, labor force count, and jobs by worker age.

From 2010 to 2013, Burleson County's population aged 16 and over increased each year.

The county's labor force increased between 2010 and 2011. Then the labor force decreased from 2011 to 2012, and again from 2012 to 2013.

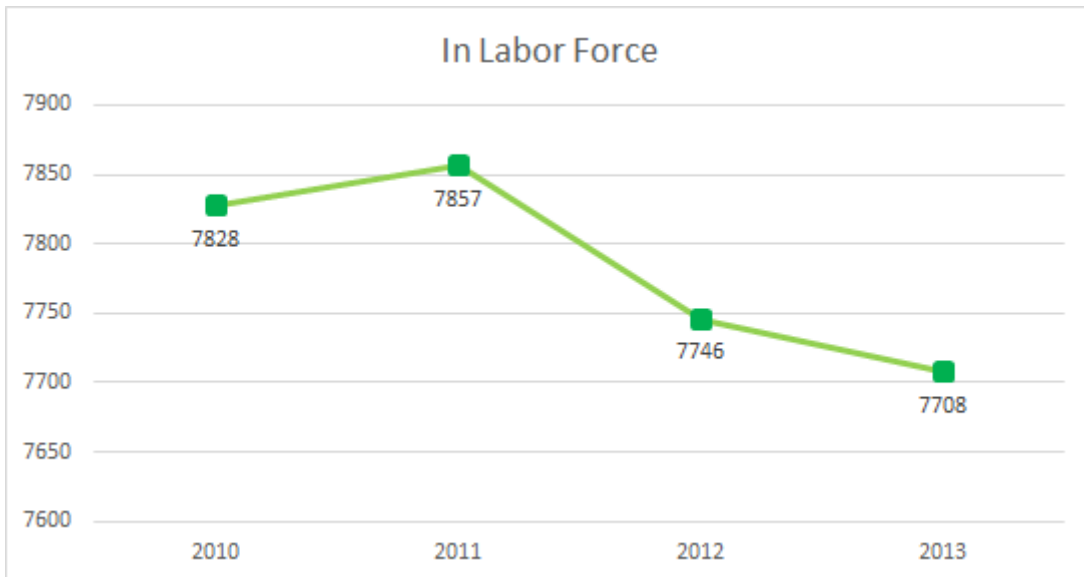
Between 2010 and 2013, the county's population aged 16 and over grew by 136, while the labor force shrank by 120. These trends indicate that, even though there are more people of working age living in Burleson County, fewer county residents are employed or seeking employment.

Figure 17



Source: ACS 2013 5-Year Estimates

Figure 18

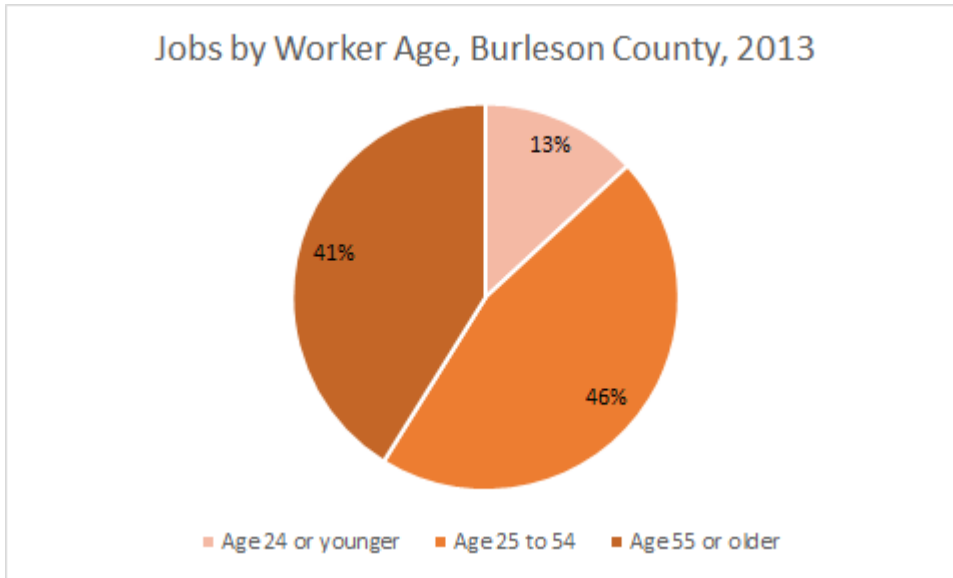


Source: ACS 2013 5-Year Estimates

Burleson County's workforce is significantly older than that of the State of Texas. In 2013, 41 percent of jobs in Burleson County were occupied by workers age 55 or older, compared

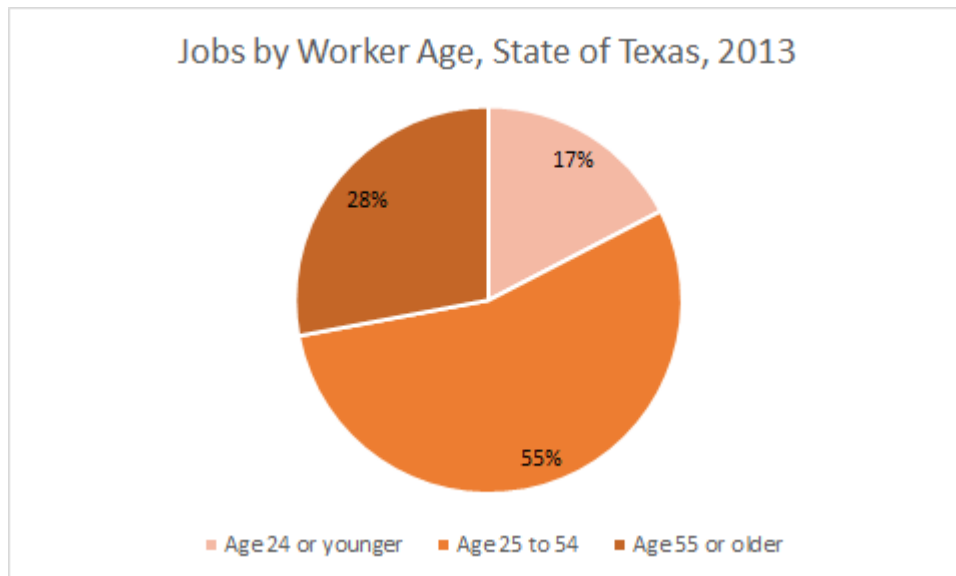
with 28 percent in the State of Texas. High retirement rates might help to explain the decrease in Burleson County's labor force despite an increase in working age population.

Figure 19



Source: ACS 2013 5-Year Estimates

Figure 20



Source: ACS 2013 5-Year Estimates

### Inflow/Outflow Analysis

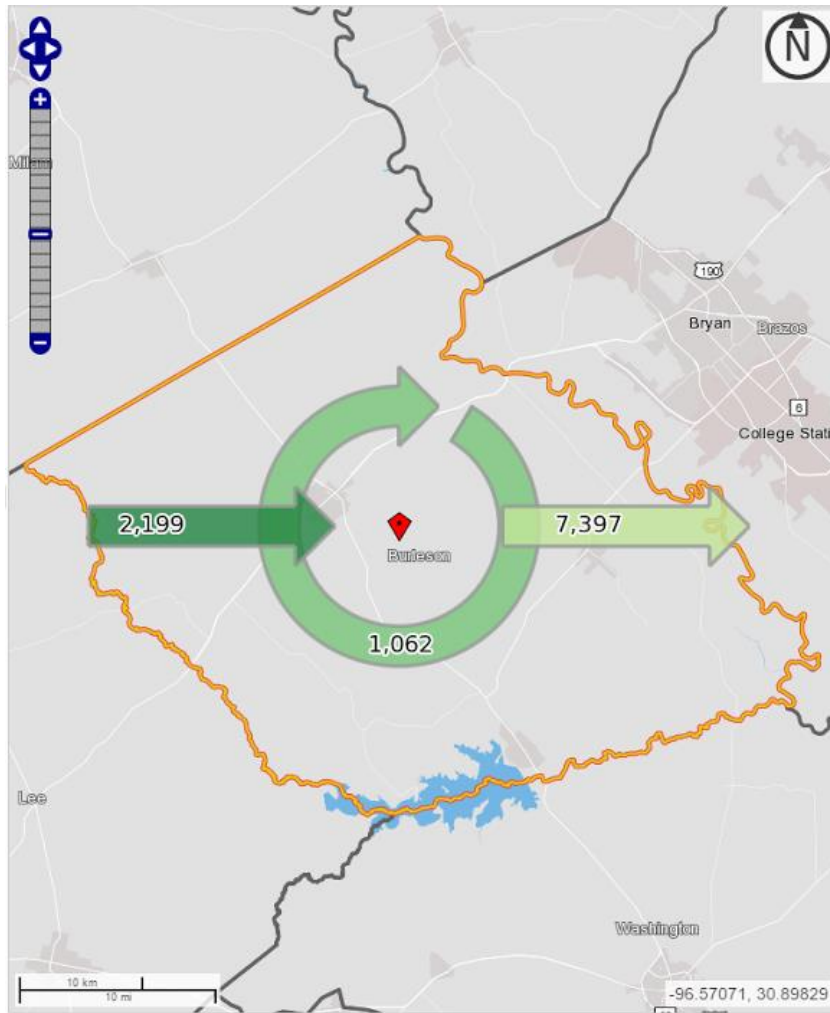
Inflow/Outflow Analysis of Burleson County for the year 2011 was conducted using OnTheMap. The analysis summarizes 3 major flows of workers: inflow, the number of people who work in Burleson County but live outside; outflow, the number of people who live in Burleson County but work outside; and interior flow, the number of people who both live and work in the county. Results are shown in Figure 21.

In 2011, workers mostly commuted from Burleson County to jobs outside the area.

Inflow/Outflow analysis showed outflow to be the largest of the 3 flows, measured at 7,397. Inflow represented less than one-third of outflow at 2,199. Interior flow was the smallest flow, equal to about half of inflow at 1,062.

Net job outflow was obtained by subtracting inflow from outflow. It was determined that 5,198 more workers are commuting out of Burleson County than into it.

Figure 21



Source: U.S. Census Bureau's OnTheMap

### Economic Base Analysis

Economic base analysis seeks to identify a region's key industries, termed the regional economic base. According to Texas Industry Profiles (2005), "[b]ase analysis serves two main purposes: (1) to identify the major current sources of income and employment in the local area, and (2) to anticipate the changes in the local area economic structure, both those that will tend to occur naturally and those that should be encouraged in the development of a diversified industrial base." To conduct economic base analysis for Burleson County, we



generated employment shares, employment growth by industry, location quotients, and the economic base multiplier.

### Employment Shares

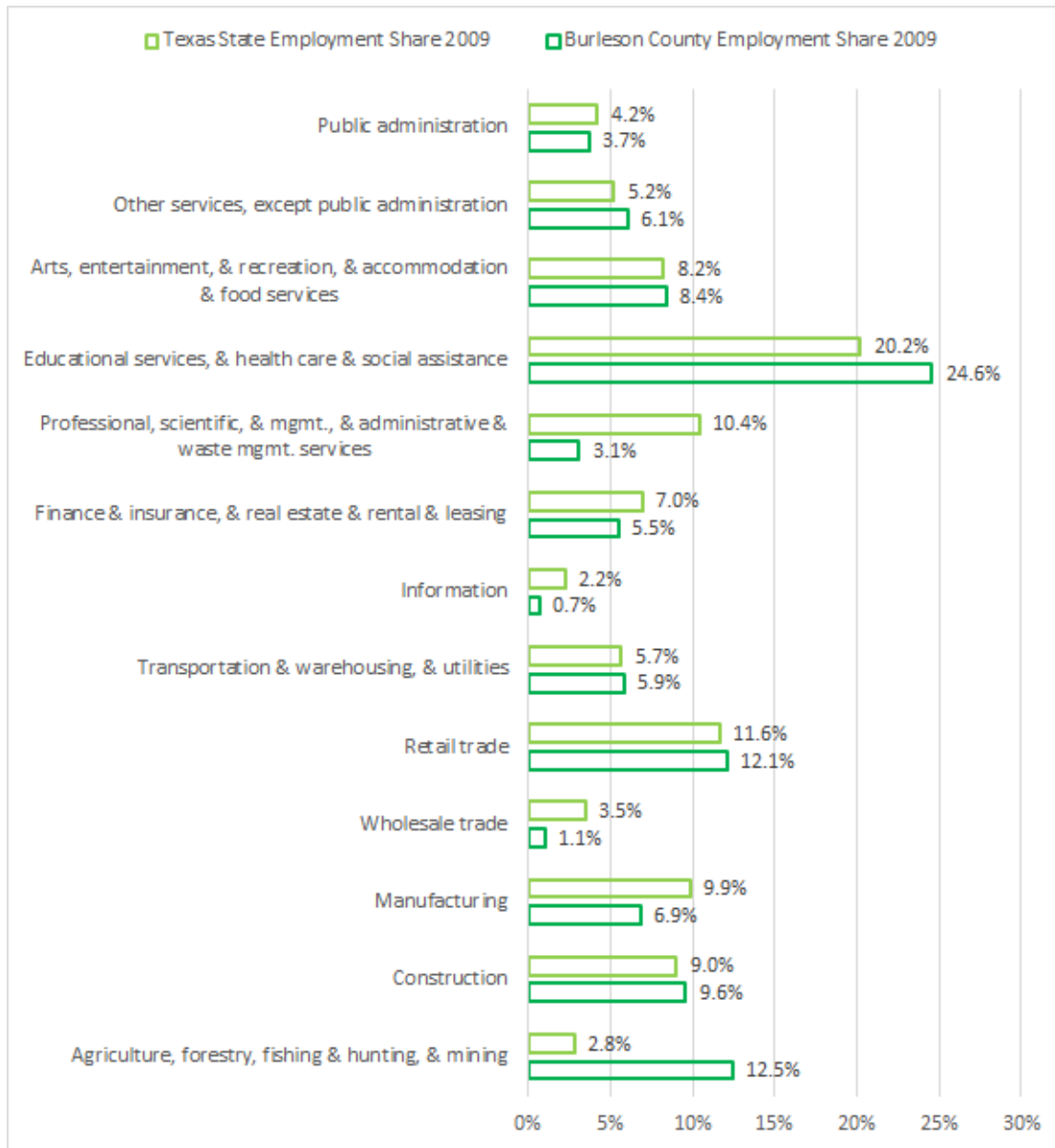
Employment shares were calculated by dividing the number of employees in each industry by total employment for the study region. These shares help to identify industries in which employment is most and least concentrated. Figures 22 and 23 show industry employment shares for the State of Texas and Burleson County, first for 2009, then for 2013.

In 2009, Burleson County's largest employment shares belonged to Educational services, etc.; Agriculture, etc.; and Retail trade. In Texas during the same year, largest shares of employment were in Educational services, etc.; Retail trade; and Professional, scientific, and management services, etc.

In 2013, Burleson County's largest employment shares were in Educational services, etc.; Retail trade; and Manufacturing. Agriculture significantly declined from 2009 to 2013, but Burleson County's employment share in agriculture was still almost triple that of the Texas in 2013. Texas' largest employment shares remained in Educational services, etc.; Retail trade; and Professional, scientific, and management services, etc.

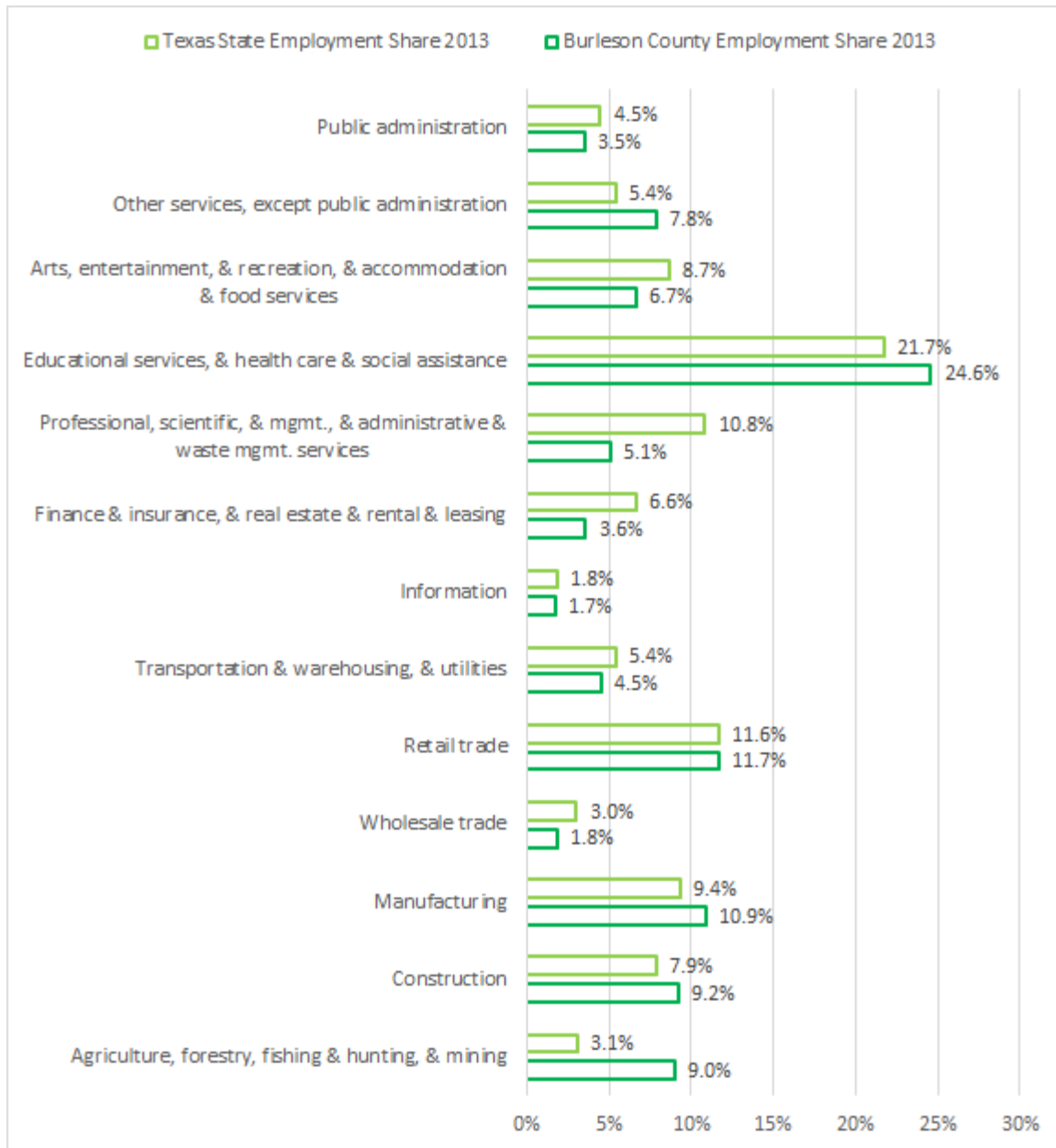
Burleson County's shift away from agriculture and toward manufacturing represents diversification of the economy. This diversification can be considered a promising trend, as the county is now less dependent on agriculture and will be affected less by fluctuations in the industry's performance on the state level.

Figure 22



Source: ACS 2013 5-Year Estimates

Figure 23



Source: ACS 2013 5-Year Estimates

[Employment Growth by Industry](#)

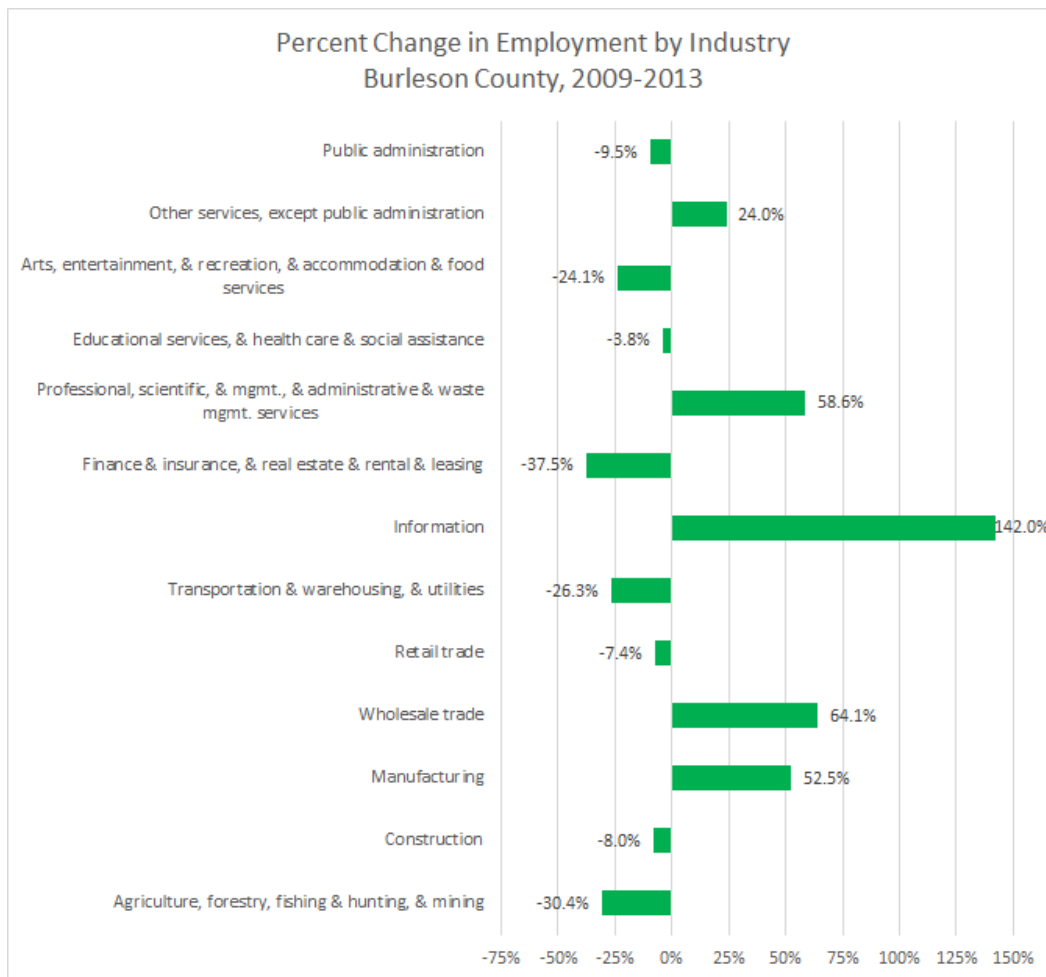
Figure 24 shows percent change in employment by industry in Burleson County between 2009 and 2013. This percentage was calculated by subtracting 2009 industry employment

from 2013 industry employment, dividing by 2009 industry employment, and multiplying by 100 to convert from a decimal into a percentage.

Employment has expanded in these industries: Information; Wholesale trade; Professional, scientific, and management services, etc.; Manufacturing; and Other services. Information showed the largest jump at 142 percent. Remaining industries' employment declined.

Finance, etc., dropped most sharply at -37.5 percent. Agriculture, etc., was close behind at -30.4 percent.

Figure 24



Source: ACS 2013 5-Year Estimates

### Location Quotients

Location quotients (LQs) for each industry were calculated for the years 2009 and 2013 and are displayed in Figure 25. LQs were obtained by dividing Burleson County employment share by Texas employment share for each industry.

Location quotient is a measure of specialization. An LQ above 1 denotes an industry for which employment shares are higher in Burleson County than the rest of Texas. Industries with LQ greater than 1 can be considered specialized, and their bars are outlined in red in Figure 25.

As the chart demonstrates, in 2009, Burleson County exhibited specialization in other services; Arts, entertainment, and recreation services, etc.; Educational services, etc.; Transportation, etc.; Retail trade; Construction; and Agriculture, etc. In 2013, areas of specialization were similar. However, Arts, entertainment, and recreations services, etc., and Transportation, etc., were no longer specialized, and Manufacturing had become specialized.

Figure 25



Source: ACS 2013 5-Year Estimates

 Economic Base Multiplier

The economic base multiplier (EBM) was calculated using formulas listed below. The EBM captures the chain reaction of economic events following an influx of money to the region.

It anticipates how money will be “multiplied” as it is spent and spent again. An EBM greater

than 1 indicates that every dollar of investment will yield more than a dollar of increased income. Burleson County's EBM is 1.35.

#### Formulas

Economic base multiplier:  $EBM = \Delta e / \Delta b$

= (change in total employment) / (change in basic employment)

= [(total Burleson County employment 2013) - (total Burleson County employment 2009)]  
/ [(Burleson basic employment 2013) - (Burleson basic employment 2009)]

- Basic employment:  $b_i = [1 - (1/LQ_i)] * e_i = [1 - (1/\text{location quotient of industry } i)] * (\text{Burleson County employment in industry } i)$

#### Shift Share Analysis

A shift share analysis was conducted using formulas listed below. The analysis identified 3 components of Burleson County's economic growth from 2009 to 2013. The first, national growth share, usually refers to growth that is attributable to the national economy; however, in this case, it describes growth attributable to the State of Texas. The second, industrial mix share, represents growth stemming from the specific mix of industries in Burleson County. The third, regional growth share, is growth that can be explained by the county's competitiveness. Total growth is obtained by summing national growth share, industrial mix share, and regional growth share.

All 4 measures are expressed in terms of jobs created (positive value), or jobs lost or not created (negative value), in Burleson County between 2009 and 2013. Results are listed in Table 02.

Table 02

National (Texas) growth share	479
Industrial mix share	142
Regional growth share	-903
Total growth share	-283

Source: ACS 2013 5-Year Estimates

According to this analysis, national growth share explains most of the positive growth in the region, accounting for 479 new jobs. Industrial mix share is also positive, responsible for the creation of 142 jobs. Regional growth share is strongly negative, representing 903 jobs that were lost or not created. In total, Burleson County employment decreased by 283 during the studied time period.

#### [Formulas](#)

National growth share:  $ng_i = (\text{Burleson County employment in industry } i \text{ 2009}) * (\text{Texas overall employment growth rate between 2009 and 2013})$

- Texas overall employment growth rate:  $G = [(\text{total Texas employment 2013}) - (\text{total Texas employment 2009})] / (\text{total Texas employment 2009})$

Industrial mix share:  $im_i = (\text{Burleson County employment in industry } i \text{ 2009}) * [(\text{Texas employment growth rate in industry } i) - (\text{Texas overall employment growth rate})]$



- Texas employment growth rate in industry  $i$ :  $G_i = [(Texas\ employment\ in\ industry\ i\ 2013) - (Texas\ employment\ in\ industry\ i\ 2009)] / (Texas\ employment\ in\ industry\ i\ 2009)$

Regional growth share:  $rg_i = (Burleson\ County\ employment\ in\ industry\ i\ 2009) * [(Burleson\ County\ employment\ growth\ rate\ in\ industry\ i) - (Texas\ employment\ growth\ rate\ in\ industry\ i)]$

- Burleson County employment growth rate in industry  $i$ :  $g_i = [(Burleson\ County\ employment\ in\ industry\ i\ 2013) - (Burleson\ County\ employment\ in\ industry\ i\ 2009)] / (Burleson\ County\ employment\ in\ industry\ i\ 2009)$

Total growth:  $tg_i = ng_i + im_i + rg_i$

This economic analysis reaffirms the potential of Burleson County. Though hindered by a decrease in its labor force and an outflow of commuters, the county has recently experienced diversification of its industry mix. The economic base multiplier suggests that investment in Burleson County will yield significant returns. Information and Manufacturing have both expanded rapidly, and investment in these industries may attract a younger workforce. With careful guidance and funding, the Burleson County can enter a period of sustained economic growth.

## SWOT

The S.W.O.T. Analysis provides a collection of information on the strengths, weaknesses, opportunities, and threats to a particular entity. The following sections explain these categories in relation to Burleson County.

### Strengths

- Sandy soils that allow for fertile land for crop growth and livestock ranching.
- Recent growth in information and manufacturing sectors.
- Lake Somerville as a water retention area and recreational location.
- Utilization of oil resources.

### Weaknesses

- Economic reliance on farming and ranching for many of the residents' source of income.
- Commuting causing a drain on the labor force as locals leave Burleson to work on other counties.
- Aging population causing a lack in available populations to join the workforce.

### Opportunities

- Increased tourism from Lake Somerville and other potential unique attractions.
- Growth of the information and manufacturing sectors creating jobs in the county causing less people to leave for work.
- Economic growth from commercial development along major highways in both Caldwell and Somerville.
- Fiscal gains from the Vista Ridge Pipeline.

## Threats

- Drain on workforce due to significant outflow of employees to jobs outside the county.
- Natural hazard destruction to infrastructure, crops, and homes.
- Drought and loss of water in reservoir and aquifers.
- Disturbance of ecosystems by the Vista Ridge Pipeline

## CONCLUSION

Burleson County is an East-Central Texas county with historical ties and an abundance of natural resources. It contains Lake Somerville, which offers water retention and tourist income for the county. Burleson County can experience positive growth if it is able to draw in a younger working population. This could be achieved by promoting investment in the Information and Manufacturing sectors to draw in this population. This course of action would also create potential to retain more residents in the area, which would allow Burleson County to retain the taxes as well. These taxes could then be used for updating and revitalizing infrastructure, thus creating an even stronger and more successful county.

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