

Del Rio Chamber of Commerce & Conventions & Visitors Bureau - Market Snapshot

DEMOGRAPHICS -Del Rio & Val Verde County	50-Mile Range Texas Market
6/30/2018	
Population:	57,939
# of HouseHolds:	18,605
Ave. HH Income:	\$60,075
Mexico Population	
Primary Market Ciudad Acuña*	155,000
TTL Primary VV County & Mexico Market Population	212,939
*3 miles from Del Rio	
Laughlin Air Force Base	\$243,417,834
Economim Impact	
LAFB Personnel + Indirect Jobs =	
3602+1123 = Includes indirect jobs	4725
Annual Payroll LAFB Personnel	\$151,303,658
Labor Force % of market	23%
Indirect Jobs Created	
1123 addl payroll	\$ 45,863,320
SCHOOL DISTRICT	
# of Students:	10,517
Employees	1,453
Teachers	641
Admin.	55
Ann Payroll:	\$ 66,987,065
MAJOR EMPLOYERS Total	
LAFB	4,707
Government Agencies	3,715
SFDRICSD	1,453
Manufactures	1,500
Retail	1,216
City of Del Rio	450
Medical Clinics	412
VV Regional Med Center	525
GEO Correctional Facility	301
Financial Institutions	257
Val Verde County	207
Union Pacific Railroad	150
LABOR STATS	
VV Co. as of:	
6.30.18	2018
Labor Force:	20,753
Employed:	19,825
Unemployment:	4.5%
State Unem Rt:	4.2%
U.S. Unem Rt:	4.2%

INTERNATIONAL BRIDGE RECEIPTS						
	2018	2017	% -/+	2016	% -/+	2015
Jan	617,433	615,638	0.3%	597,895	3.0%	491,091
Feb	619,554	583,513	6%	564,080	3.4%	489,756
March	706,116	692,638	2%	617,557	12.2%	552,245
April	663,544	665,868	-0.3%	595,255	11.9%	549,288
May	745,176	696,633	7%	621,260	12.1%	552,762
June	726,725	666,168	9%	591,842	12.6%	547,438
July	726,194	656,407	11%	610,866	7.5%	565,904
Aug	0	682,742	-100%	623,083	9.6%	546,880
Sept	0	650,767	-100%	601,639	8.2%	537,670
Oct*	0	658,990	-100%	651,205	1.2%	582,425
Nov	0	657,140	-100%	637,831	3.0%	565,205
Dec	0	682,920	-100%	665,492	2.6%	597,895
Totals:	4,804,742	7,909,424		7,378,003	7.2%	6,578,559
YTD TTLS:	4,804,742	4,576,865	5%	4,198,753	9.0%	3,748,484

*BRIDGE TOLL INCREASED TO by .25 to \$4.00 on: May 7, 2018 (6.25% inc)

CITY SALES TAX REBATE RECEIPTS FROM STATE						
	2018	2017	% -/+	2016-TTL	% -/+	2015
Jan	490,286	505,206	-3.0%	523,768	-3.5%	460,600
Feb	639,057	616,903	3.6%	628,987	-1.9%	653,412
March	437,219	446,580	-2.1%	460,940	-3.1%	430,713
April	467,641	450,925	3.7%	446,024	1.1%	451,973
May	634,454	573,635	10.6%	621,364	-7.7%	569,736
June	483,606	489,970	-1.3%	495,410	-1.1%	470,086
July	510,747	512,435	-0.3%	490,008	4.6%	446,347
Aug	588,296	568,876	3.4%	597,670	-4.8%	597,723
Sept		491,773		483,316	1.7%	490,074
Oct		497,178		511,238	-2.8%	445,150
Nov		554,453		519,590	6.7%	538,576
Dec		448,571		457,663	-2.0%	469,101
Totals:		6,156,505		6,235,977		6,023,491
YTD	4,251,307	4,164,530	2.1%	4,264,170	-2.3%	4,080,590
		1.5%		1.5%		1.5%
Sales Production	\$ 277,635,339			\$ 284,277,999		\$ 272,039,333

*EDC Tax Collection began 12/16 & is calculated by taking 1/12 of total:

	2018-YTD	2017	2016
EDC	\$ 354,276	\$ 513,042	\$ 38,139

TAX RATES PER 100 VALUATION				
	2018 Tax Rates:	2017 Tax Rates:	2016 Tax Rates:	2014 Tax Rates:
City:		\$ 0.684576	\$ 0.684578	\$ 0.58881
County:		\$ 0.631400	\$ 0.625943	\$ 0.61630
School:		\$ 1.159800	\$ 1.159800	\$ 1.16790
		\$ 2.475776	\$ 2.470321	\$ 2.37301

RESIDENTIAL/LAND/ACREAGE SALES						
JAN-MAY	# of Units	TTL \$\$\$	+/- %%	Jan - Dec	Jan - Dec	+/- %%
2018	154	\$ 25,696,479	27.1%			
2017	131	\$ 20,219,006	13.7%	364	\$ 57,147,247	11.8%
2016	112	\$ 17,790,450		308	\$ 51,135,536	

*Del Rio Board of Realtors - MLS statistics

INTERNATIONAL BRIDGE CROSSINGS-COMMERCIAL & VEHICLES						
	2018	2017		2018	2017	
	Commercial	Commercial		Vehicles	Vehicles	
Jan	5,665	5,611	1.0%	122,364	121,056	1.1%
Feb	5,537	5,429	2.0%	122,339	116,790	4.8%
March	6,066	6,252	-3.0%	140,676	137,215	2.5%
April	6,073	5,254	15.6%	131,738	133,995	-1.7%
May	6,588	5,875	12.1%	138,737	138,850	-0.1%
June	6,340	6,006	5.6%	137,025	134,599	1.8%
July	6,372	5,399	18.0%	134,984	136,612	-1.2%
Aug	0	6,176	-100.0%	0	133,213	-100.0%
Sept	0	5,844	-100.0%	0	131,401	-100.0%
Oct*	0	6,183	-100.0%	0	133,751	-100.0%
Nov	0	5,811	-100.0%	0	133,680	-100.0%
Dec	0	4,802	-100.0%	0	144,204	-100.0%
Totals:	42,641	68,642		927,863	1,595,366	-41.8%
YTD TTLS:	42,641	39,826	7.1%	927,863	919,117	1.0%

*Passenger/Vehicle traffic is also affected by value of the Peso vs U.S. Dollar

VAL VERDE COUNTY SALES TAX RECEIPTS FROM STATE						
	2018	2017	% -/+	2016	% -/+	2015
Jan	171,875	173,687	-1.0%	177,563	-2.2%	156,920
Feb	227,099	219,885	3.3%	223,163	-1.5%	220,799
March	143,243	162,195	-11.7%	152,658	6.2%	142,716
April	158,512	154,370	2.7%	151,105	2.2%	152,179
May	214,686	232,193	-7.5%	231,549	0.3%	184,716
June	168,076	177,152	-5.1%	170,053	4.2%	159,497
July	177,583	180,497	-1.6%	167,384	7.8%	152,236
Aug	197,443	197,242	0.1%	211,752	-6.9%	200,366
Sept	0	166,687	-100.0%	163,347	2.0%	164,241
Oct	0	167,350	-100.0%	174,398	-4.0%	147,083
Nov	0	189,383	-100.0%	184,567	2.6%	176,454
Dec	0	171,875	-100.0%	161,049	6.7%	157,496
Totals:		2,192,515		2,168,589		2,014,702
YTD	1,458,516	1,497,221	-2.6%	1,485,227	0.8%	1,369,428
		5%		5%		5%
Sales Production	\$ 43,850,308			\$ 43,371,771		\$ 40,294,036

<https://mycpa.cpa.state.tx.us/allocation/AllocDetail>

BANK DEPOSITS ENDING		
2017-June	\$ 503,897,000	-3%
2016-June	\$ 519,745,000	10%
2015-June	\$ 471,021,000	3%
2014-June	\$ 455,770,000	4%
2013-June	\$ 439,957,000	1%
2012-June	\$ 435,856,000	

RATE EXCHANGE - Mex. Peso to \$1- U.S.\$			
Jan 2014 vs July 2, 2018 -27%			
Denotes a -20% Decrease in Buying Power			
12/15/14	\$14.79		
3/10/15	\$15.58	-5%	
1/24/16	\$18.47	-16%	
1/9/17	\$21.34	-13%	
12/8/17	\$18.92	13%	
7/2/18	\$20.17	-6%	

COMMERCIAL PROPERTY SALES						
JAN-MAY	# of Units	TTL \$\$\$	+/- %%	Jan - Dec	Jan - Dec	+/- %%
2018	8	\$ 2,464,500	152.8%			
2017	4	\$ 975,000	-21.7%	12	\$ 3,679,000	126.2%
2016	4	\$ 1,244,500		9	\$ 1,626,500	

*Del Rio Board of Realtors - MLS statistics

Del Rio Chamber of Commerce & Conventions & Visitors Bureau - Market Snapshot



The Convention & Visitors Bureau main goal is to bring more visitors to Del Rio that will stay in our Hotels, Motels and explore all that the area has to offer.

The CVB promotes all of Del Rio's Civic Events in and outside the market. From 1st Friday Art Walk to Noches Musicales, to Fiesta de Amistad and Cinco de Mayo to name a few.

Amistad National Recreation Area is one of the main reasons people visit Del Rio. With 1.2 million visitors per year these guests brought in an estimated \$52.1 million in spending while creating 695 jobs that produce \$15.7 million in payroll! Visitations are also tied to lake levels. (2017 National Park Spending Effects)

Fishing tournaments produce the largest ROI with approximately 200 tournaments per year; and we are currently working with the NPS on trying to secure a new vendor to lease Diablo East & Rough Canyon Marinas.

The market we promote and advertise in, include Ciudad Acuña, Midland-Odessa, Abilene, San Angelo, Sonora, Uvalde, Eagle Pass, and Carrizo Springs. Our secondary market also is very important and includes approximately 300,000 people in Piedras Negras and Cinco Manantiales area of the northern part of Coahuila, Mexico.

We continuously promote into Mexico which not only helps with heads-in-beds but also helps increase, international bridge tolls and traffic as well as sale tax.

For more information, contact the Del Rio Chamber and CVB Office at 830.775.3551 or visit: drchamber.com.

HOT Receipts recorded for month of Occupancy. Figures reflect current fiscal year @ 35%						
CONVENTION & VISITORS BUREAU INCOME (HOT)						
	FY 2017-2018	FY 2016-2017	+/- %	FY 2015-2016	FY 2014-2015	+/- %
Oct	17,707	18,718	-5%	16,906	21,415	-21%
Nov	19,515	20,992	-4%	21,992	18,390	20%
Dec	18,574	19,048	-2%	17,884	19,386	-8%
Jan	18,283	17,427	5%	17,689	19,226	-8%
Feb	15,021	20,116	-25%	19,050	19,991	-5%
March	24,054	17,656	36%	21,796	17,598	24%
April	25,655	25,768	0%	28,948	22,541	28%
May	24,830	25,081	-1%	23,713	22,450	6%
June	20,352	21,260	-4%	20,037	19,777	1%
July	28,776	21,766	32%	22,243	21,169	5%
Aug	0	23,172	-100%	21,701	24,461	-11%
Sept	0	22,425	-100%	20,234	20,655	-2%
Totals:	212,767	252,735	-16%	252,194	247,059	2%
YTD	212,767	207,138	2.72%	210,259	201,943	4%

Feb '18 Income missing payments by hotels/motels; March-April-May 2016 Income up due to Major Hailstorm & all roofing contractors in town

Amistad TTL Visitations per YR:		FISHING TOURNAMENTS			
2018 YTD	1,070,423	150			
2017	4.9%	1,221,635	188	2017	-5%
2016	-6.8%	1,164,530	198	2016	13%
2015	10.6%	1,250,051	175	2015	2%
2014	10%	1,130,096	171	2014	4%
2013	-25%	1,025,151	165	2013	-16%
2012	-5%	1,367,502	196	2012	5%
2011	-9%	1,436,759	186	2011	20%
2010	-39%	1,574,322	155	2010	12%
2009		2,573,966	139	2009	-5%
			146	2008	

<https://irma.nps.gov/Stats/Reports/Park/AMIS>

NOTE: CVB is continuously advertising Amistad Lake and all the surrounding State Parks. Below is the data from Visitors to each area. Visits are shown on State's fiscal year. Visitation to Amistad Lake coincides with lake levels (see above)

	AMISTAD NRA		+/- %	SEMINOLE CANYON STATE PARK		+/- %
	2017-18	2016-17		2017-18	2016-17	
Sept	73,137	114,833	-36.31%	697	740	-5.81%
Oct	72,429	80,649	-10.19%	1,750	1,688	3.67%
Nov	72,429	71,644	1.10%	2,634	2,115	24.54%
Dec	72,963	54,210	34.59%	1,698	1,766	-3.85%
Jan	74,973	78,439	-4.42%	2,270	2,447	-7.23%
Feb	66,937	66,095	1.27%	3,073	2,989	2.81%
Mar	122,449	123,172	-0.59%	5,018	4,673	7.38%
April	122,741	136,133	-9.84%	2,439	3,200	-23.78%
May	128,637	159,924	-19.56%	1,238	2,129	-41.85%
June	110,959	155,299	-28.55%	1,487	1,163	27.86%
July	130,762	101,828	28.41%		807	-100.00%
Aug	100,564	108,335	-7.17%		756	-100.00%
TTLs	1,148,980	1,250,561	-8.12%	22,304	24,473	-8.86%
YTD	1,148,980	1,142,226	0.59%	22,304	21,747	2.56%

<https://irma.nps.gov/Stats/Reports/Park/AMIS>

AMISTAD NATIONAL RECREATION AREA						
VISITORS PER MONTH						
	FY 2017-2018	FY 2016-2017	+/- %	FY 2015-2016	FY 2014-2015	+/- %
Oct	72,429	80,649	-10%	74,777	84,414	-11%
Nov	72,963	71,644	2%	52,467	42,540	23%
Dec	74,973	54,210	38%	65,316	55,267	18%
Jan	66,937	78,439	-15%	57,504	52,041	10%
Feb	67,009	66,095	1%	93,656	68,516	37%
March	122,449	123,172	-1%	114,375	165,071	-31%
April	122,741	136,133	-10%	112,233	138,830	-19%
May	128,637	159,924	-20%	125,223	159,732	-22%
June	110,959	155,299	-29%	168,848	123,747	36%
July	130,762	101,828	28%	95,701	154,944	-38%
Aug	100,564	108,335	-7%	76,782	105,832	-27%
Sept		73,173	-100%	114,833	89,906	28%
Totals:		1,208,901		1,151,715	1,240,840	
YTD	1,070,423	1,135,728	-5.8%	1,036,882	1,150,934	-10%

<https://irma.nps.gov/Stats/Reports/Park/AMIS>

Amistad Water Levels		
9.3.18	1067	(41.0)
2017	1087	(9.0)
2016	1096	7.0
2015	1089	14.0
2014	1075	5.0
2013	1070	(38.0)
2012	1108	(8.0)
2011	1116	1
2010	1115	

Above calculated from fool pool for 9.3.18

*in feet - Full Pool is 1117.

<http://amistad.uslakes.info/level/>

	DEVILS RIVER STATE NATURAL AREA		+/- %
	2017-18	2016-17	
	392	202	94.06%
	402	239	68.20%
	255	137	86.13%
	136	84	61.90%
	161	208	-22.60%
	144	167	-13.77%
	1,033	582	77.49%
	826	502	64.54%
	731	524	39.50%
	418	367	13.90%
		330	-100.00%
		241	-100.00%
	4,498	3,583	25.54%
	2,523	2,645	-4.61%

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	KICKAPOO CAVERN STATE PARK		+/- %
	2017-18	2016-17	
	220	324	-32.10%
	612	704	-13.07%
	535	657	-18.57%
	292	327	-10.70%
	301	299	0.67%
	296	405	-26.91%
	1,161	1,095	6.03%
	685	670	2.24%
	596	411	45.01%
	359	406	-11.58%
		287	-100.00%
		233	-100.00%
	5,057	5,818	-13.08%
	5,057	4,892	3.37%