

Community Profile

Location

Willis, TX is nestled in between Lake Conroe and the Sam Houston National Forest – offering small town charm but still close to big town amenities. Located just off of Interstate 45 and FM 1097 in Montgomery County Willis is only 40 miles from Houston.



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**City of Willis
Economic
Development
Corporation
200 N Bell Street
Willis, TX 77378
(936) 856-4611**

www.ci.willis.tx.us

Introduction

Willis, Texas....is the second largest city located in Montgomery County, Texas. The City of Willis has a land area 3.37 square miles and an estimated population of 5,965 (2013 estimates –ESRI). We are conveniently located 40 miles north of Houston off of Interstate and 45 and FM 1097. Our prime location makes an ideal location for economic development.

The City of Willis maintains a rural, small town feel but also has ready access to major metropolitan areas. We are proud to call Willis our home and look forward to your visit whether it is for work or play.

The City of Willis is committed to the promotion of quality development in all parts of the City and to improving the quality of life for its citizens. In order to help with these goals, the City will consider providing incentives to stimulate economic development within the City.

Our Mission:

The mission of the City of Willis is to provide high quality services, accountability and professional commitment to our citizens.

We pledge to provide those who live, work and visit our City, an effective government that is open and responsive to the needs and values of our community.



History

Willis became a community when the Great Northern Railroad decided to run a track from Houston to Chicago, and the Willis brothers donated their land in 1870 to the railroad. Willis grew in population after the trains began to travel through the town. There were hotels, dry good stores, and many other successful businesses in the 1870's and 1880's. The tobacco industry played a vital role in Willis' growth and development during that time. Other cash crops of cotton, watermelons, and tomatoes were an important part of the economy through the years. The timber industry, which still plays a role in Willis' economic growth, has been its most stable economic engine for over one hundred years.

In 1870, as the Houston and Great Northern Railroad began surveying Montgomery County's first rail line, Galveston merchants Peter J. and Richard S. Willis, landholders in Montgomery County, donated a town site to the railroad along the proposed route. By that time a number of black farmers in the vicinity had already organized a Methodist congregation, which became the first church in the community of Willis. By 1872 the rail line had been extended through the town, and most of the businesses and residents of Danville, Montgomery, and Old Waverly had begun moving to the new town. That same year, a post office was established and a white Baptist congregation was organized. In 1874 citizens of the burgeoning new community launched a prolonged but unsuccessful struggle to transfer the county seat from rival Montgomery to Willis. A weekly newspaper, the Willis Observer, began publication as early as 1875. By the late 1870s Willis had become a prosperous shipping point for timber and agricultural commodities and a center for the manufacture of lumber

products, wagons, and agricultural implements. In 1879 the town's first white Methodist church was constructed. In the early 1880s a three-story building was erected to house the Willis Male and Female College which, until its demise in 1901, functioned as a semi-private boarding school for students in elementary grades through college.

By 1884, in addition to its various schools and churches, Willis boasted several steam-powered saw and grist mills, two cotton gins, a brickyard, a saloon and gambling house, a Grange hall, numerous grocery and dry-goods stores, and a population of 600. In 1888 the town's first Church of Christ was constructed. By 1890 population had climbed to 700, and three hotels and a second weekly newspaper, the Willis Index, were in operation. During the late nineteenth century the Willis area became the leading tobacco growing region in the state; before the lifting of the tariff on Cuban tobacco killed the boom in the early twentieth century, Willis supported as many as seven cigar factories. As tobacco culture declined, a boom in the production of timber and agricultural products kept the town's economy thriving. Although population fell somewhat to an estimated 500 in 1892, by 1904 it had leaped to an estimated 832 and continued to climb slowly for the next two decades. The Willis State Bank was established in 1911. In 1913 there were 271 pupils enrolled in the Willis Independent School District. By 1914 yet another weekly newspaper, the Willis Star, had appeared, and a telephone exchange was in operation.

The town's growth came to a temporary halt, however, with the onset of the Great Depression and the resulting slump in local timber production. From an estimated 900 in

1929, population fell to an estimated 750 by 1931. But an oil boom in central Montgomery County that began southeast of Conroe in 1931 soon spread its effects to the Willis area, bringing renewed economic activity and an influx of population. Further stimulus was provided by the completion of U.S. Highway 75 through the town in the early 1930s. Then, during World War II, the lumber industry and agricultural activity revived. By 1933 the town's population had climbed again to an estimated 900, but it remained at this level for more than three decades, standing at an estimated 891 in 1968. The extension of Interstate Highway 45 through Willis in the early 1960s helped integrate the community into a regional economy and provided a corridor through which both industrial and suburban development could penetrate the area. Finally, in the late 1960s and early 1970s, Willis's growth resumed as construction of Lake Conroe began five miles to the west on the West Fork of the San Jacinto River. Population jumped to an estimated 1,457 in 1970, then increased slowly for a decade and a half before another growth spurt began in the 1980s. The Willis area was at last benefiting from the spillover effects of the postwar booms of Houston and Conroe, but the economy remained based on lumbering and agriculture. By 1981 1,850 students were enrolled at the four campuses of the Willis Independent School District. From an estimated 1,674 in 1986, Willis's population climbed to an estimated 2,110 in 1990, and by 1992 the figure had grown to an estimated 2,764. In 2000 the population reached 3,985.



Willis Data

Demographic Population

1980....1,674

1990....3,008

2000....3,985

2010....5,662

2013....5,965

2015....6,176

Projected for 2018....6,639

(Source: U.S. Census Bureau & ESRI)

Population by Race

White: 3,213

African American: 1,029

Other (Hispanic & Latino): 1,139

Asian: 21

American Indian: 52

Native Hawaiian: 5

Identified by two or more: 203

Median Age: 30.9

Median Hhold income: \$33,257

Per Capita Income: \$17,113

(Source: U.S. Census Bureau & ESRI)

Geography

Elevation: 350 ft.

Area: 3.837 sq. miles

Climate

Annual Avg. Temperature: 66

Annual Avg. High Temperature: 74

Annual Avg. Low Temperature: 53

Government

Type: Home rule w/ Council-Manager

Zoning: yes

Planning Commission: yes

Economic Development Corp: yes

Number of City Council members: 6

Local Government Meetings:

Location: 200 N Bell St.

City Council: 3rd Tuesday of each month

Economic Development Corporation:

4th Tuesday of every odd month at 4:30 p.m.

Community Development Corporation:

4th Tuesday of every odd month at 5:30 p.m.

Parks & Recreation

The City of Willis maintains the following parks and recreational facilities for use by the general public.

Parks

MLK Park

Lindley Park

North Forest Park

Crawford's Corner Park

County maintained facilities

North Montgomery County Community Center

Willis Community Center

Charles Traylor Sports Park

Accommodations

Best Western Willis – 47 rooms

(936) 856-1906

Omega Farms RV Park- 60 spots

(936) 890-3800

Financial

Wells Fargo

Chase

First Bank

Woodforest Bank

Klein Bank & Trust

Public Safety

Police

Type: Municipal

Full-time officers: 14

Patrol Cars: 9

Fire

Type: Paid Duty Crew

7 line staff 24/7

Equipment

Engine: 1

Ladder: 1

Tanker: 1

Booster truck: 1

Hose trailer: 1

Technical rescue: 1

ISO Rating (City of Willis): Class 2

www.nmcfcd.com

936-856-5111

Willis Data

Health Care

Hospital

Conroe Regional Medical Center

10 miles from Willis

Licensed acute care facility with 342 beds

- 24 Hour Emergency Care
- ACR certified mammography
 - NICU

Utilities

Water

Provider: City of Willis

Source: Wells

Capacity (MGD) : 6.9

Current Peak Load (MGD): 1.3

Sewer:

Provider: City of Willis

Type: Activated sludge

Capacity (MGD): 0.8

Current Peak Load (MGD): 1.3

Solid waste: Waste Management

Natural gas:

CenterPoint

Electricity:

Entergy

Sam Houston Electric Coop

Local Sales Tax Rate

City of Willis 0.100

Street tax: .25

Economic Development 0.375

Community Development 0.375

Total sales tax rate: 8.25%

(includes state rate of .062500)

Local Hotel/Motel Tax:

Hotel/Motel Occupancy Tax: 4%

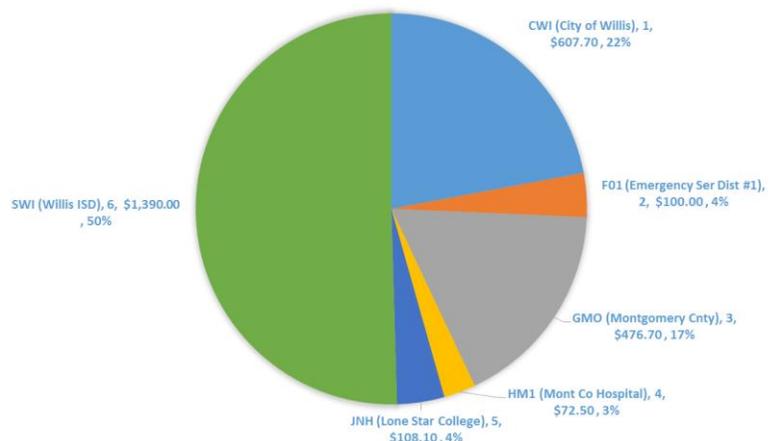
Tax Structure

2015 Ad Valorem Tax Rates

Per \$100 assessed valuation

City	\$.6077
County	\$.4767
School	\$1.39
Montgomery County ESD #1	\$.1000
Lone Star College System	\$.1081
Mont. County Hospital District	\$.0725
Total:	\$2.755

PROPERTY TAX BREAKDOWN



Example of property taxes valued at \$100,000

Willis Data

Education

Public K -12

www.willisisd.org

Schools:	Enrollment
Elementary: Pre K -3	3,365
Middle: 6-8	1,547
High School: 9-12	1,850
Total Enrollment ('12-'13):	6,785
Annual Budget:	\$119.2 million
Avg. Student:Teacher Ratio:	19
Attendance rate:	95%
Avg. SAT scores	1400
Avg. ACT Composite score	20

College

Lonestar College – Conroe Campus

<http://www.lonestar.edu/conroecenter.htm>

777 Conroe Park North Drive
Conroe, TX 77303

Sam Houston State University

<http://www.shsu.edu/>

936) 294-1111

Local Library

R.F. Meador Branch Library

709 W. Montgomery
Willis, TX 77378
936-442-7740

Communications

Local Newspaper

1097 News: Published Monthly

<http://www.tenninetyseven.net/#!>

TV, Internet, Phone

Sudden Link

<http://suddenlink.com/brand/>

Helpful Links

Greater Conroe/ Lake Conroe Chamber of Commerce

<http://www.conroe.org/>

Montgomery County, Texas

<http://www.co.montgomery.tx.us/>

Montgomery County Appraisal District

<http://www.mcad-tx.org/index.html>

State

State of Texas

www.state.tx.us.

Texas Comptroller of Public Accounts

www.window.state.tx.us

Major Area Employers

Willis ISD
875 employees

Kroger
300 employees

Kongsberg Automotive
130 employees

H & F Manufacturing
50 employees

All Star Catering
45 employees

Workforce Statistics			
Employed	1 Mile Radius	3 Mile Radius	5 Mile Radius
Construction Workers	163	401	737
Education & Library Worker	362	521	662
Finance, Insurance, Real Estate Workers	54	142	342
Government Workers	107	168	209
Health Services	66	91	165
Manufacturing Workers	190	408	1,018
Retail Workers	193	417	1,353
Other Services Workers	215	589	1,580
Other Workers	140	378	922
Business and Residence	1 Mile Radius	3 Mile Radius	5 Mile Radius
Total Businesses	237	678	1,558
Total Employees	1,490	3,115	6,988
Total Residential Populatio	3,902	14,954	29,438

Willis Data



Demographic and Income Profile

Willis City, TX
 Willis city, TX (4879408)
 Geography: Place

Summary	Census 2010	2013	2018			
Population	5,662	5,965	6,639			
Households	1,782	1,880	2,101			
Families	1,340	1,404	1,561			
Average Household Size	3.10	3.14	3.13			
Owner Occupied Housing Units	939	1,150	1,318			
Renter Occupied Housing Units	843	730	783			
Median Age	29.0	30.9	31.9			
Trends: 2013 - 2018 Annual Rate	Area	State	National			
Population	2.16%	1.48%	0.71%			
Households	2.25%	1.50%	0.74%			
Families	2.14%	1.43%	0.63%			
Owner HHs	2.76%	1.84%	0.94%			
Median Household Income	5.71%	4.00%	3.03%			
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	398	21.2%	418	19.9%		
\$15,000 - \$24,999	369	19.6%	301	14.3%		
\$25,000 - \$34,999	201	10.7%	188	8.9%		
\$35,000 - \$49,999	235	12.5%	218	10.4%		
\$50,000 - \$74,999	229	12.2%	250	11.9%		
\$75,000 - \$99,999	242	12.9%	392	18.7%		
\$100,000 - \$149,999	153	8.1%	262	12.5%		
\$150,000 - \$199,999	16	0.9%	27	1.3%		
\$200,000+	37	2.0%	45	2.1%		
Median Household Income	\$33,257		\$43,899			
Average Household Income	\$51,490		\$62,096			
Per Capita Income	\$17,113		\$20,628			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	557	9.8%	535	9.0%	592	8.9%
5 - 9	536	9.5%	515	8.6%	549	8.3%
10 - 14	484	8.5%	500	8.4%	542	8.2%
15 - 19	485	8.6%	458	7.7%	493	7.4%
20 - 24	422	7.5%	458	7.7%	457	6.9%
25 - 34	864	15.3%	868	14.6%	986	14.9%
35 - 44	722	12.8%	771	12.9%	860	13.0%
45 - 54	668	11.8%	721	12.1%	751	11.3%
55 - 64	464	8.2%	587	9.8%	700	10.5%
65 - 74	232	4.1%	345	5.8%	453	6.8%
75 - 84	172	3.0%	151	2.5%	188	2.8%
85+	56	1.0%	55	0.9%	67	1.0%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,213	56.7%	3,644	61.1%	3,719	56.0%
Black Alone	1,029	18.2%	869	14.6%	1,114	16.8%
American Indian Alone	52	0.9%	59	1.0%	68	1.0%
Asian Alone	21	0.4%	21	0.4%	25	0.4%
Pacific Islander Alone	5	0.1%	5	0.1%	6	0.1%
Some Other Race Alone	1,139	20.1%	1,188	19.9%	1,487	22.4%
Two or More Races	203	3.6%	180	3.0%	220	3.3%
Hispanic Origin (Any Race)	2,152	38.0%	2,272	38.1%	2,857	43.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

January 29, 2014

Made with Esri Business Analyst

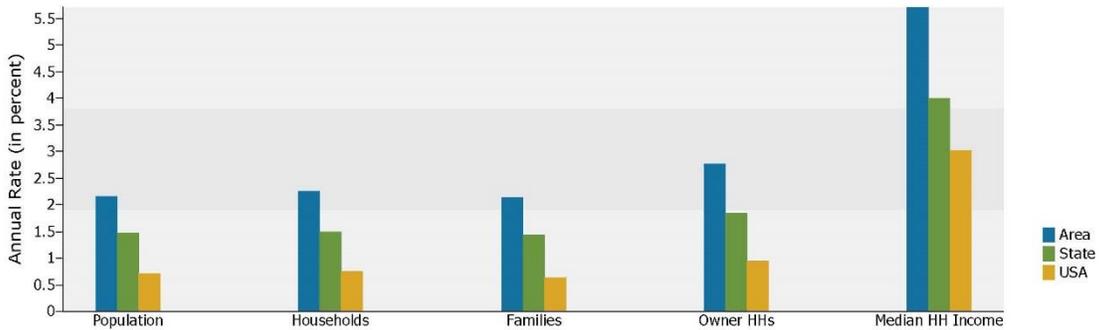
Willis Data



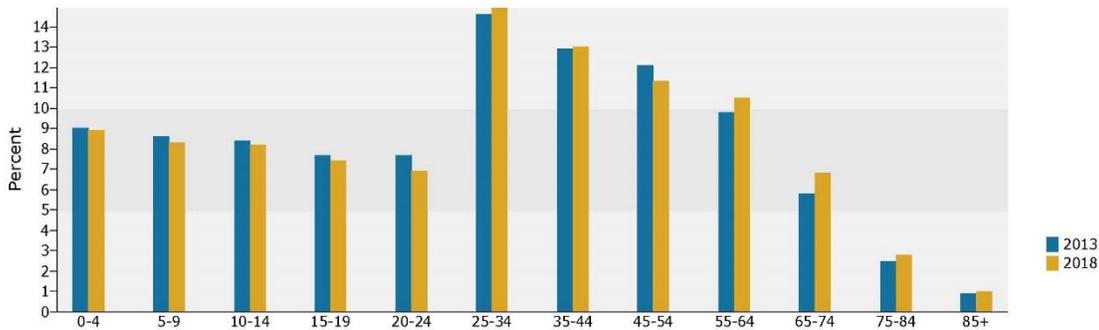
Demographic and Income Profile

Willis City, TX
 Willis city, TX (4879408)
 Geography: Place

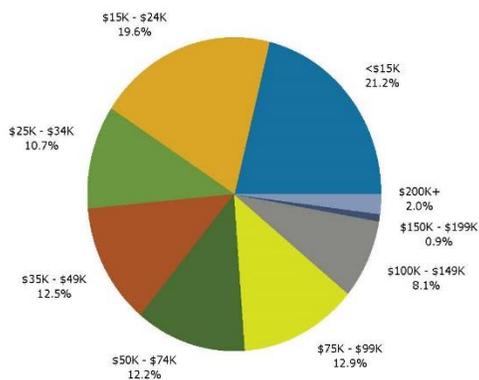
Trends 2013-2018



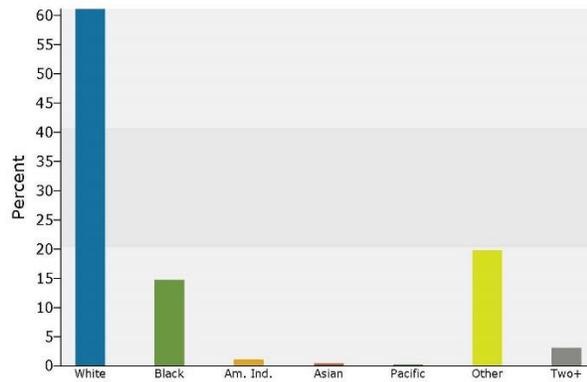
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 38.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

January 29, 2014

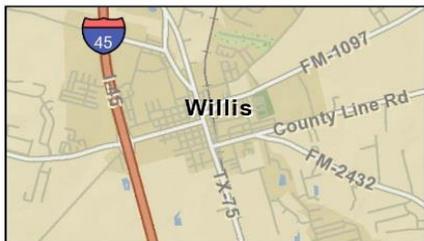
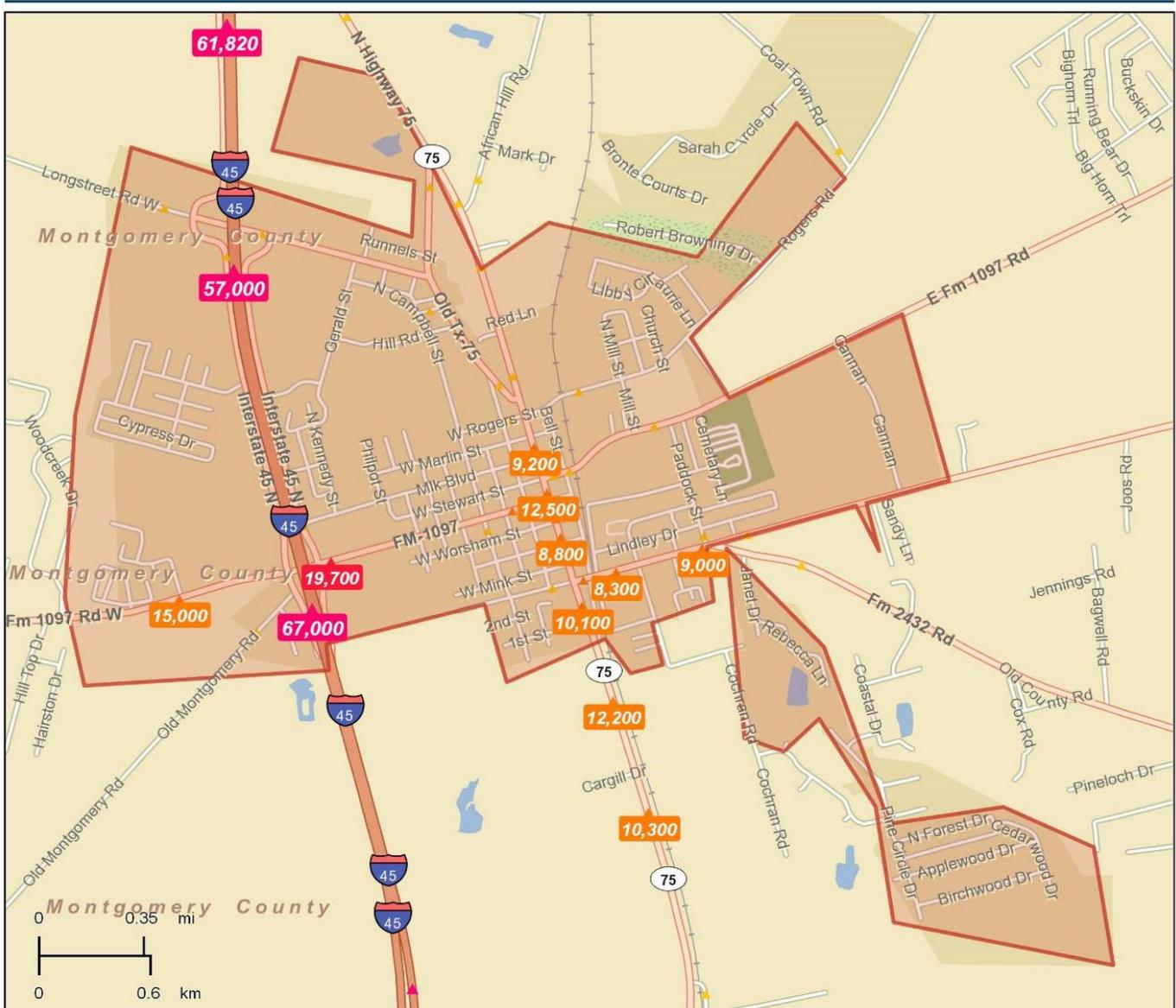
Made with Esri Business Analyst

Willis Data



Traffic Count Map

Willis City, TX
 4879408 (Willis city)
 Geography: Popular places



Average Daily Traffic Volume
 ▲ Up to 6,000 vehicles per day
 ▲ 6,001 - 15,000
 ▲ 15,001 - 30,000
 ▲ 30,001 - 50,000
 ▲ 50,001 - 100,000
 ▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

January 29, 2014

**For additional information please contact:
Willis Economic Development Corporation
Marge Littleton, Assistant City Manager
200 N Bell St.
Willis, TX 77378
Phone: 936-856-4611
mlittleton@ci.willis.tx.us
www.ci.willis.tx.us**