



# Demographics

The Alamo region consists of 19 counties and includes the metropolitan statistical areas (MSAs) of San Antonio (Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina and Wilson counties) and Victoria (Calhoun, Goliad and Victoria counties). As defined by the federal government, an MSA is a core urban area of 50,000 or more residents accompanied by adjacent communities that have a high degree of economic and social interaction with that core (as measured by commuting to and from work).<sup>1</sup>

In 2008, the San Antonio MSA had an estimated population of 2,031,445, accounting for 87.5 percent of the region's total population of 2,320,572.<sup>2</sup> Exhibit 9 illustrates the region's counties and their county seats.

## Population Growth

The Alamo region's population rose by an estimated 16.5 percent from 2000 to 2008, nearly matching state growth of 16.7 percent. The San Antonio MSA population increased by 18.7 percent during this period and accounted for 97.2 percent of the region's growth. Non-metro counties in the region increased their population by 3.8 percent, while the Victoria MSA's number of residents rose by 2.4 percent. The projected annual population increase from 2008 to 2013 is 1.8 percent in San Antonio, 0.6

*The San Antonio MSA population increased by 18.7 percent from 2000 to 2008 and accounted for 97.2 percent of the region's growth.*



University of Texas at San Antonio campus

PHOTO: Patrick Roy Dunn/UTSA Images



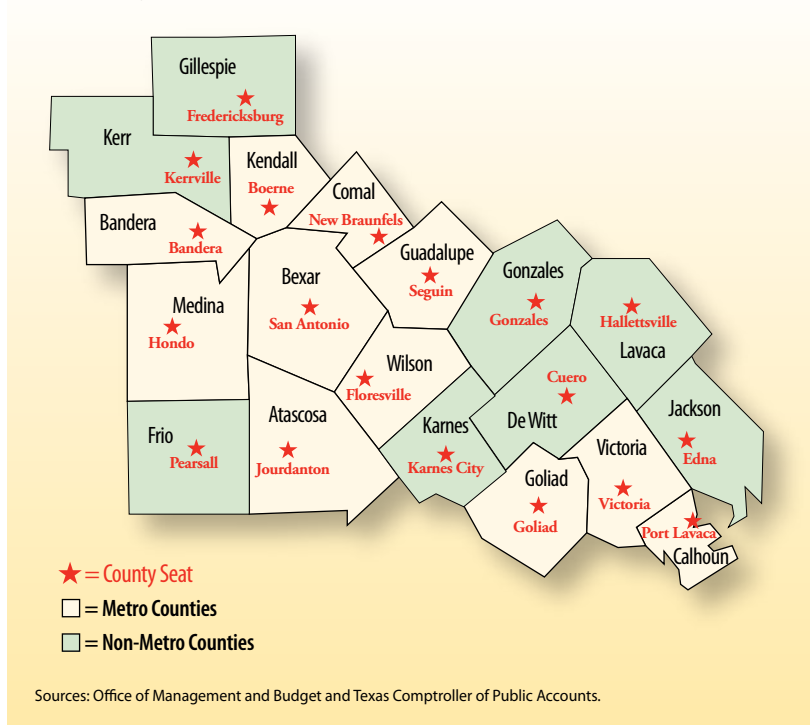
percent in Victoria, and 0.8 percent in non-metro counties. The Alamo region and the

state are expected to grow 1.7 percent annually during this period. **Exhibit 10** presents population change in the form of growth indices relative to the base year of 2000, in which values are equal to 100 for that year.<sup>3</sup>

Three counties in the region were among the nation's 100 fastest-growing counties from 2000 to 2008 – Comal (40.5 percent), Kendall (38.5 percent) and Guadalupe (31.6 percent).<sup>4</sup> All of these counties are in the San Antonio MSA.

Exhibit 9

### Alamo Region Metro Counties



### Ethnicity

**Exhibit 11** compares the ethnic makeup of the Alamo region to the U.S. and Texas. The Alamo region is majority Hispanic, at 50.5 percent of the population, followed by whites at 40.1 percent and blacks at 5.9 percent. The remaining 3.5 percent fell in the “other” category, which includes persons of American Indian, Asian and Native Hawaiian descent and those claiming descent from two or more races.

### Texas Independence Trail

In 1997, the Texas Historical Commission created the Texas Historical Trails Program to bring economic development to rural regions in Texas. One of the program's trails, the Texas Independence Trail, travels 200 miles, connecting San Antonio, Houston and Galveston. The trail includes several counties and communities in the Alamo region.

The town of Goliad was the setting for an 1835 battle almost as famous as the Alamo siege. In its aftermath, Colonel James Fannin and his surviving troops were executed by Mexican forces. The area's mission, the Presidio La Bahía, is operated by the Catholic Diocese of Victoria. Visitors can walk through the historical landmark and spend time at the Fannin Memorial Monument. In downtown Goliad, the city maintains the Market House Museum and the restored Goliad County Courthouse. Goliad State Park offers exhibits depicting life in the time of the Texas war for independence.

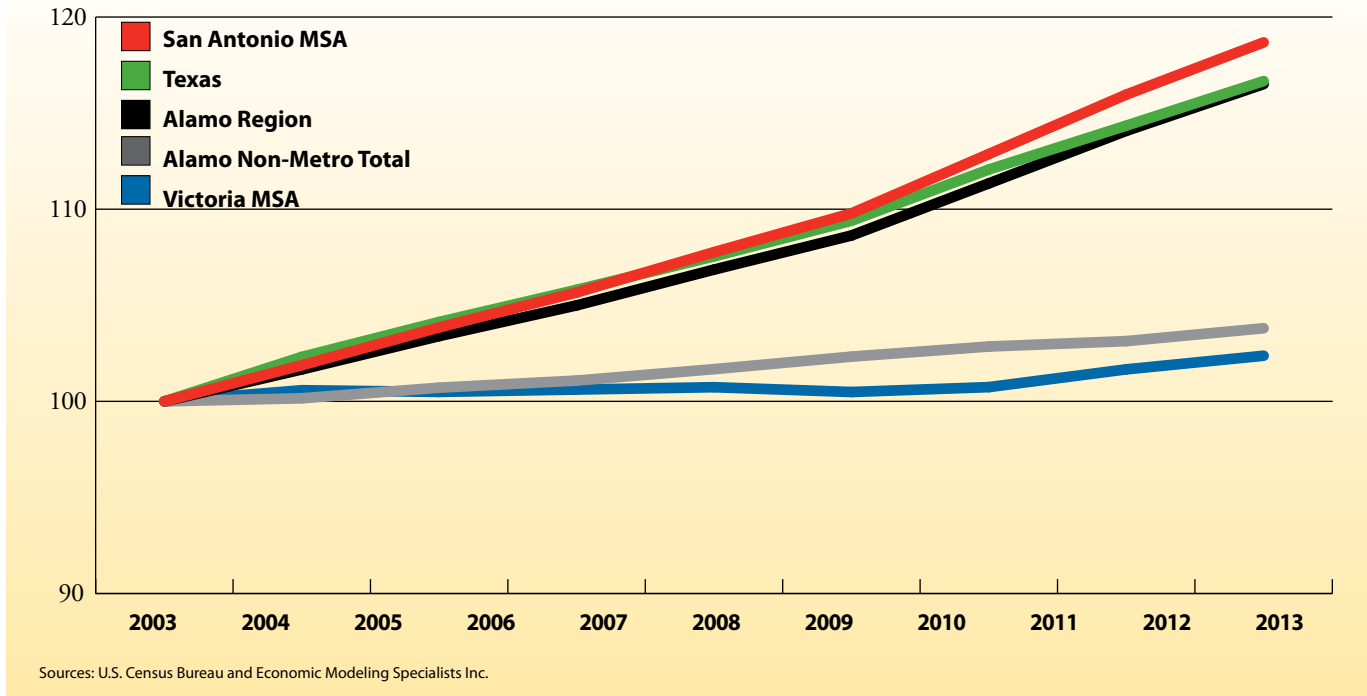
The first small fight in that war occurred in Gonzales, a town often referred to as the “Lexington of Texas.” In the Gonzales Memorial Museum, the famous village cannon that inspired the “Come and Take It” flag is on display. The town also maintains the Gonzales Pioneer Village, which replicates the time period with 10 historical structures.

San Antonio is a major stop on the Texas Independence Trail. In addition to the Alamo and the other missions, visitors to the city can visit the Spanish Governor's Palace, the colonial seat of governance. Visitors wishing to travel the self-guided Texas Independence Trail can contact the Texas Historical Commission for more information and brochures.<sup>5</sup>



Exhibit 10

**Alamo Region Estimated and Projected Population, 2003-2013**



Most of the region’s ethnic makeup is determined by San Antonio MSA, where the distribution is 52.6 percent Hispanic, 37.6 percent white and 6 percent Black. In non-metro counties, 61.5 percent of the population is white, 31.6 percent Hispanic and 5.4 percent black (Exhibit 12).<sup>6</sup>

**Age**

San Antonio has a younger population than Victoria and the non-metro counties. For example, about one in ten residents of San Antonio are above the age of 65, compared to nearly one in five for persons living in non-metro counties. And 38 percent of the San Antonio population is under 25, compared to 31.8 percent in non-metro counties. San Antonio also has a higher share of its population between the ages

Exhibit 11

**Alamo Region, Texas and U.S. Population by Ethnicity, 2008**

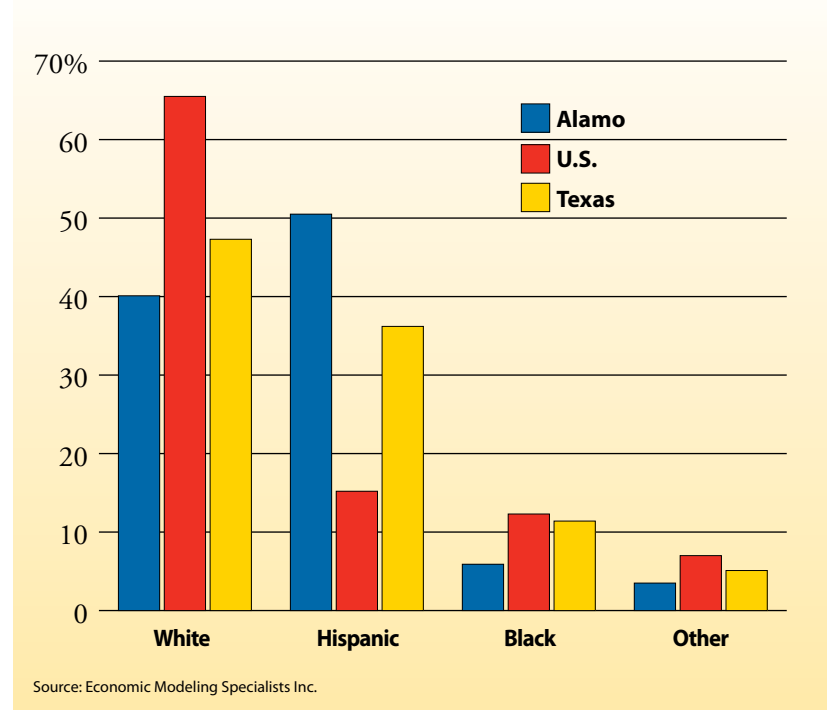
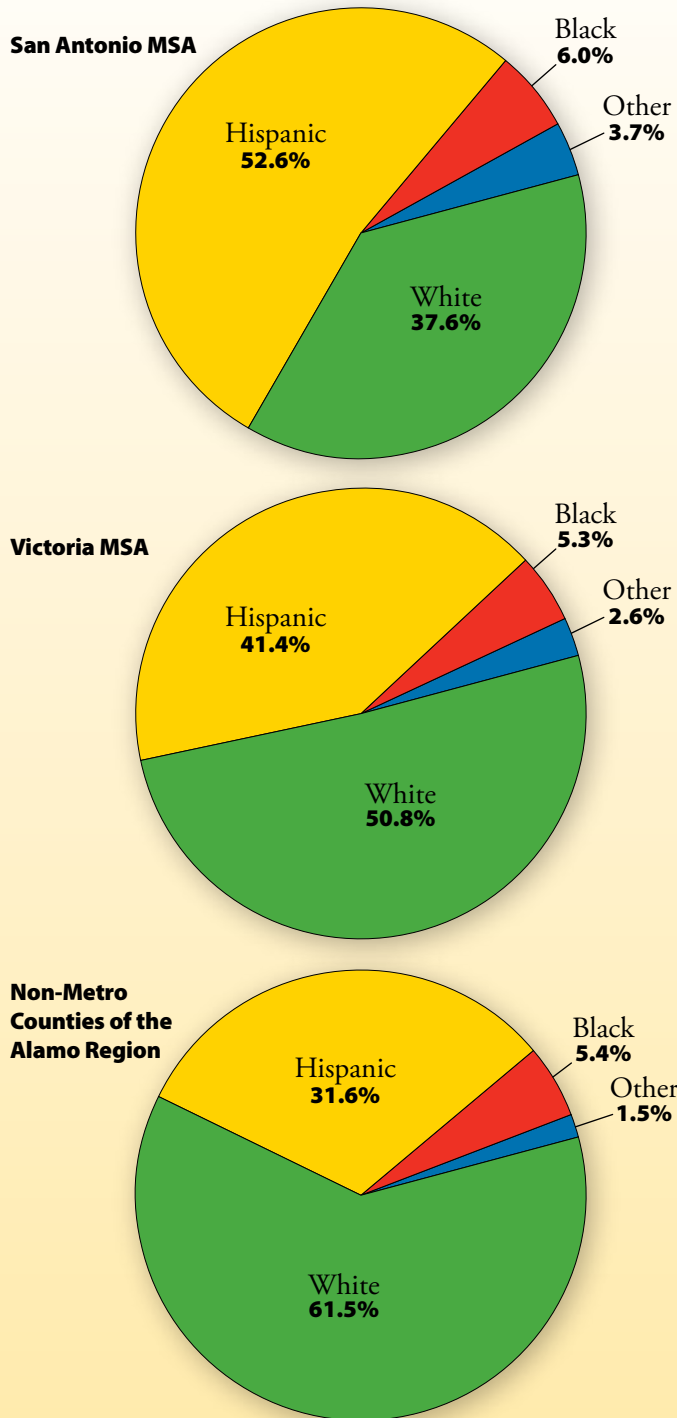




Exhibit 12

**San Antonio MSA, Victoria MSA and Non-Metro Counties Population by Ethnicity, 2008**



Totals may not equal 100 percent due to rounding.  
Source: Economic Modeling Specialists Inc.

of 25 and 44 than in the rest of the region (Exhibit 13).

**Educational Attainment**

The average educational attainment of Alamo region residents above the age of 25 is lower than both Texas and U.S. averages. Nearly 30 percent of San Antonio residents have earned an associate degree, bachelor's

**Famous People**

The Alamo region has produced a diverse group of well-known individuals. Academy Award winner Joan Crawford, born in San Antonio, is best known for her role in *Mildred Pierce* and numerous Broadway hits. Also from San Antonio, and a recipient of numerous Emmys and awards, is Carol Burnett, star of *The Carol Burnett Show*. Another San Antonio actress, Michelle Rodriguez, has been in numerous action films as well as the ABC-TV series *Lost*. Yet another Alamo city native, Robert Rodriguez, has directed numerous films from the *Spy Kids* series to *Desperado*.

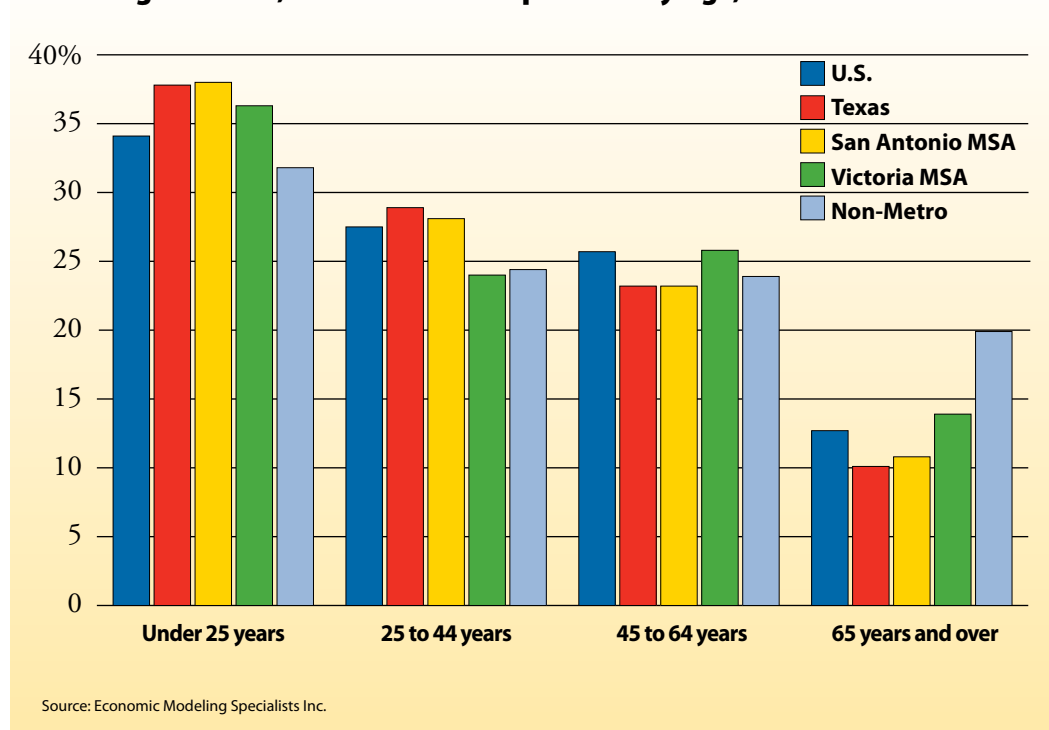
One of the nation's most recognized Mexican American figures, Henry Cisneros thrived as the four-term mayor of his hometown of San Antonio before becoming a secretary of Housing and Urban Development for President Clinton. Former President Lyndon Baines Johnson was born in Stonewall, just a short distance from the town his family founded.

Aaron Ross, former University of Texas and current New York Giants corner-back, is originally from San Antonio, as was Dr. Robert Cade, the developer and inventor of Gatorade.<sup>7</sup>



Exhibit 13

**Alamo Region Areas, Texas and U.S. Population by Age, 2008**



degree or higher, equaling the state rate. In Victoria and the non-metro counties, the rate is 22.2 percent and 21.5 percent, respectively. These rates trail the U.S. average of 33 percent and the Texas rate of 30 percent.<sup>8</sup>

On the other hand, just 18.8 percent of San Antonio’s residents lack a high school diploma, lower than the state rate of 21 percent. This rate is 21 percent in Victoria and 23 percent in the non-metro counties. The U.S. share is 16 percent (**Exhibit 14**).

**Unemployment**

In the midst of an economic recession, the Alamo region’s unemployment rate is lower than national and Texas levels. In July 2009, the Texas unemployment rate was 8.2 percent, well below the U.S. rate of 9.7 percent.

*(text continued on Page 50)*

**Shiner Brewery**

More than 100 years ago, Germans and Czechs settled in the Shiner area, bringing with them a lively beer culture. The Shiner Brewing Association, formed in 1909, developed a beer that debuted as Shiner Premium.

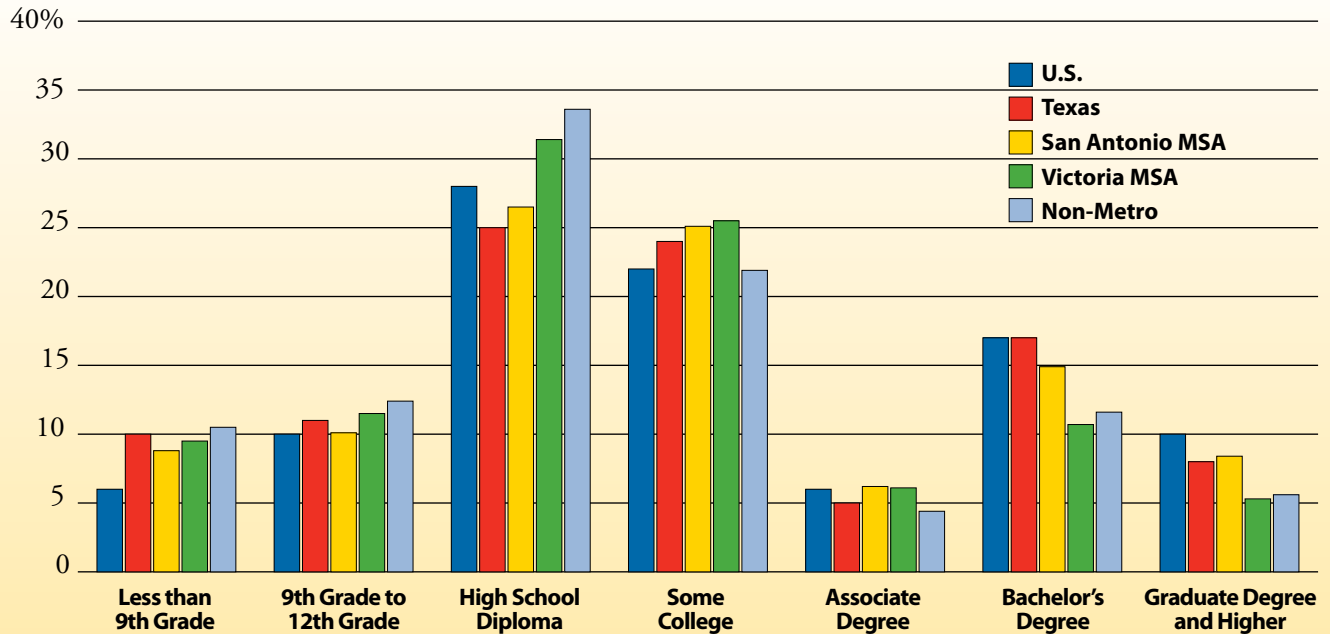
The association leased the brewery to German brewmaster Kosmos Spoetzl in 1915, giving him the option to buy it. Just one year later, Spoetzl did so. The brewery carried on through Spoetzl’s daughter and then on to other brewmasters, but the original recipes and brewing system remained the same. In 2005, John Hybner stepped down as the Spoetzl Brewery’s longest-serving brewmaster, with Jimmy Mauric taking over as his replacement.

Spoetzl Brewery hosts “Bockoberfest” every October with a bike ride between Austin, San Antonio and Houston, and ending at the Shiner brewery. Spoetzl continues to be one of the oldest independently owned breweries and is the nation’s fourth-largest craft brewer. Even so, the brewery’s family is small, with only 55 full-time employees.<sup>9</sup>



Exhibit 14

**Educational Attainment of Persons Above the Age of 25, Alamo, Texas and U.S. Averages, 2008**



Source: Economic Modeling Specialists Inc.

**Landmark Inn State Historic Site**

The Landmark Inn in Castroville is located on the Caminos Real de Los Tejas trail, or the Old San Antonio Road, and was a popular rest stop for weary travelers in the 19th century.

Castroville was founded by Alsatian immigrants led by French citizen Henri Castro, who worked with Sam Houston and the Texas government to obtain a land grant of more than a million acres west of San Antonio near the Medina River. Seven hundred Alsatian farmers and their families established Castroville on September 12, 1844.<sup>10</sup>

The Alsatians built a gristmill, pond, cotton gin, lumber mill and a store that became today's Landmark Inn. Originally known as Cesar Monod's store, it became the Vance Hotel in the 1850s. In 1927, John and Ruth Lawler bought the old hotel and gristmill. They converted the gristmill into an electric power plant, and in 1974 Ruth changed the name of the Vance Hotel to Landmark Inn.<sup>11</sup>

Today, the Landmark Inn State Historic Site, set on five acres, preserves and illustrates Alsatian culture in Texas. Its European architecture is unique to the region, with white-washed limestone walls mortared with adobe. The site includes the old hotel, now a deluxe bed and breakfast, as well as a museum, gift shop, butterfly garden, gristmill with pond and historic bathhouse. The nearby Medina River offers fishing and swimming. A reception hall is available for special events such as weddings and family reunions.

Bicycle and walking tours can be arranged to see historic Castroville, which has many quaint homes in the French-German tradition of Alsace.<sup>12</sup>



## Sports Teams and Performing Arts

The Alamo region is home to a variety of entertainment related to sports and the performing arts. From local to national-level events, the area has something for everyone.

### *Sports Teams*

The San Antonio Spurs basketball team began when the Dallas Chaparrals were sold to a group of investors in 1973. The team relocated to San Antonio and played their first game at the HemisFair Arena.

Since then, the team has changed hands several times, most recently passing to a group of 22 investors in 1993. The current Spurs chairman of the board is Peter M. Holt, CEO of Caterpillar Inc., which recently announced plans to build a factory in nearby Seguin, (see page 20).

The team won national championships in 1999, 2003, 2005 and 2007. Spurs player Tim Duncan won the NBA Most Valuable Player in 2002 and 2003, while David Robinson won the award in 1995. The Spurs' coach, Gregg Popovich, was selected as Coach of the Year in the 2002-2003 season.

Average attendance at Spurs home games in the 2007-2008 season was 18,565; in all, 761,149 fans attended their home games in that year. The team has strong ties to its community. Players and staff are involved in numerous volunteer projects and make year-round personal appearances.

In 2003, Spurs Sports and Entertainment announced that the Utah Starzz women's basketball team would relocate to the Alamo city and become the San Antonio Silver Stars. The team advanced to the playoffs in the 2008 season, attracting an average of 8,029 fans to its home games. As with the Spurs, the Silver Stars are very involved in the community and participate in the Spurs Foundation. Another venture from the Spurs franchise, the San Antonio Rampage hockey team, is a member of the American Hockey League and the Western Conference. The team concluded the 2007-2008 season with a trip to the playoffs and one post-season series win.

The San Antonio Missions minor league baseball team has participated on and off in the Texas League since 1888. The team has been affiliated with the San Diego Padres franchise since 2007. It is owned and operated by David Elmore and Elmore Sports Group. The Nelson W. Wolff Stadium, opened in 1994, serves as the team's home field. Its official sponsor is local Texas grocer H-E-B.

### *Performing Arts Centers*

Port Lavaca's Main Street Theatre thrived as a playhouse in the 1930s and 1940s. In later years, however, the theatre closed and fell into disrepair. In 1983, Russell Cain purchased the theatre and donated it to the Main Street Committee, a group focused on revitalizing downtown, in 1992. Two years later, after extensive renovation, the theatre celebrated a grand reopening with a new stage and balcony and 263 seats. Today, the Main Street Theatre once again hosts all kinds of productions, from concerts to fashion shows.

The Brauntex Performing Arts Theatre in downtown New Braunfels first opened its doors in 1942 as a movie theater. Community leaders met in 1998 and developed a plan to renovate the building as a modern theatre venue. The 600-seat theater now hosts shows including symphony concerts.

San Antonio's Majestic Theatre, first opened in 1929, was the most ornate and modern movie palace in South Texas, and the first to be fully air-conditioned. Its stage and surrounding walls are designed in Spanish Mission, Baroque and Mediterranean styles. The Majestic hosted concerts, live plays and motion pictures until its closing in 1974.

In 1976, the theater was donated to the newly formed Majestic Foundation, which restored and expanded the historic building. The 2,311-seat theater is now home to the San Antonio Symphony and hosts traveling Broadway shows.<sup>13</sup>



All but three counties in the Alamo region measured at or below the state unemployment rate. Gillespie County had the lowest unemployment rate in the region at 4.7 percent and Karnes County the highest at 10.4 percent. Both San Antonio MSA and Victoria MSA also had lower rates than the state, 7.1 and 8.0 percent, respectively.<sup>14</sup>

### Income

**Exhibit 15** ranks the Alamo region's counties by median household income for 2007, and lists corresponding poverty rates for all persons and for persons under age 18. Six counties in the region exceed the state median household income of \$47,563, led by Kendall County with \$67,471 – the

Exhibit 15

#### Median Household Income, Percent of Population in Poverty and Percent of Population Under Age 18 in Poverty, 2007

Area	Median Household Income, 2007	Percent of Population in Poverty, 2007	Percent of Population Under Age 18 in Poverty, 2007
U.S.	\$50,740	13.0	18.0
Texas	47,563	16.3	23.1

#### Alamo Region Counties (Ranked by 2007 Median Household Income)

Area	Median Household Income, 2007	Percent of Population in Poverty, 2007	Percent of Population Under Age 18 in Poverty, 2007
Kendall County	\$67,471	8.6	12.8
Comal County	58,589	9.8	13.3
Wilson County	55,593	11.0	15.8
Guadalupe County	52,862	9.6	14.7
Gillespie County	49,818	9.9	15.7
Jackson County	48,497	14.6	21.4
Victoria County	45,436	16.2	24.9
Medina County	44,606	14.8	20.3
Bexar County	44,587	16.4	23.1
Goliad County	44,571	15.8	22.4
Bandera County	43,260	13.4	22.5
Kerr County	42,642	16.4	30.4
Calhoun County	41,822	15.7	23.2
Atascosa County	40,186	18.1	25.6
Lavaca County	38,025	13.2	18.3
DeWitt County	34,806	19.4	27.2
Gonzales County	33,751	18.6	28.7
Karnes County	31,818	26.5	32.2
Frio County	29,583	28.9	38.6

Sources: U.S. Census Bureau and Texas Comptroller of Public Accounts.



fifth-highest in Texas. Four counties exceed the U.S. level of \$50,740.<sup>15</sup>

The Alamo region’s overall income per person averaged \$33,596 in 2007, lower than Texas and U.S. averages. Three counties in the region exceeded the state average in 2007 — Kendall, Kerr and Gillespie.

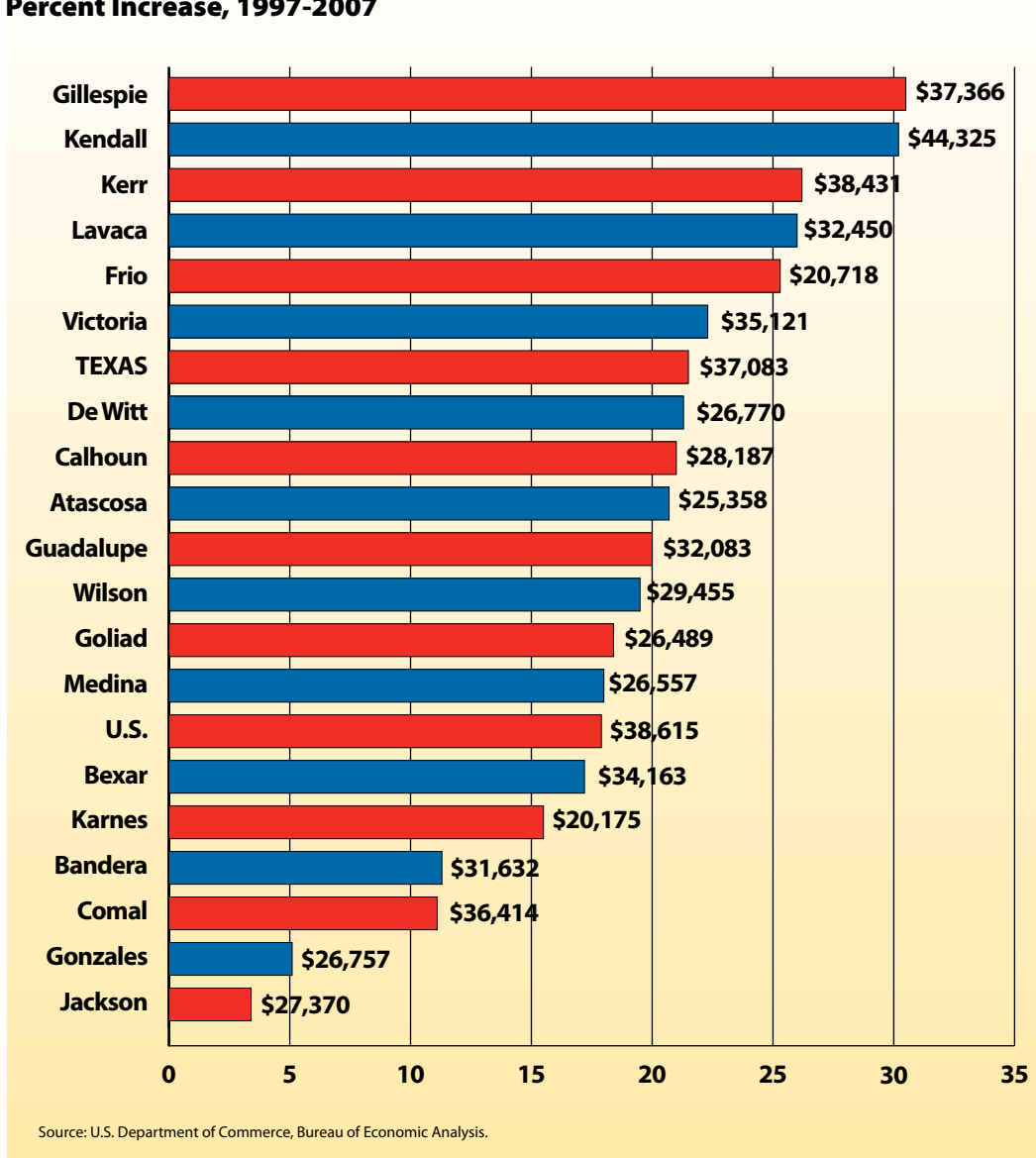
Exhibit 16 shows per capita personal income

percent growth between 1997 and 2007 and the county’s 2007 personal per capita income value (dollar values adjusted to 2007 values).

Both San Antonio’s and Victoria’s per capita income fell below the state average for metropolitan counties. Per capita income in the region’s rural counties, however, exceeded the Texas average for rural counties.<sup>16</sup>

Exhibit 16

**U.S., Texas and Alamo Region Per Capita Personal Income  
Percent Increase, 1997-2007**





### Public Safety

According to the Texas Department of Public Safety (DPS), the Alamo Region’s overall crime rate rose by 3.7 percent from 2006 to 2007, while the statewide rate increased by .7 percent during the same time period. Only assaults declined in the region, while all other categories rose.

DPS also reports that the Alamo region employed more than 4,300 commissioned peace officers and more than 3,000 civilian public safety workers in 2007. (A commissioned peace officer has taken training courses and is certified by the Texas Commission on Law Enforcement. Civilian staff includes administrative professionals, jailers and other non-certified workers.)

The Comptroller’s office estimates that federal, state and local public safety jobs in the region accounted for almost \$31 million in earnings in 2007.<sup>17</sup>

### Crime Rates – Alamo Region, 2006-2007

Crime	2006 Alamo Crime Rate	2006 Texas Crime Rate	2007 Alamo Crime Rate	2007 Texas Crime Rate	Alamo Change in Crime Rate	Texas Change in Crime Rate
Murder	6.8	5.9	6.5	5.9	-4.4%	0.0%
Rape	37.1	35.8	41.0	35.3	10.5	-1.4
Robbery	119.8	158.5	124.5	162.2	3.9	2.3
Assault	305.8	317.4	264.2	307.8	-13.6	-3.0
<b>Violent Crime</b>	<b>469.5</b>	<b>517.6</b>	<b>436.2</b>	<b>511.2</b>	<b>-7.1</b>	<b>-1.2</b>
Burglary	949.7	917.8	1,048.6	955.2	10.4	4.1
Larceny	3,445.2	2,756.9	3,572.5	2,771.4	3.7	0.5
Auto Theft	358.7	407.3	361.6	393.3	0.8	-3.4
<b>Property Crime</b>	<b>4,753.6</b>	<b>4,082.0</b>	<b>4,982.7</b>	<b>4,119.9</b>	<b>4.8</b>	<b>0.9</b>
<b>Total Crime Rate</b>	<b>5,223.1</b>	<b>4,599.6</b>	<b>5,418.9</b>	<b>4,631.1</b>	<b>3.7%</b>	<b>0.7%</b>

Note: All crime rates are reported per 100,000 population. Source: Texas Department of Public Safety.

### Endnotes

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