

# LEONARD, TEXAS

## THE NEXT INVESTMENT FRONTIER IN NORTH TEXAS

### 20 TOP REASONS TO INVEST NOW IN LEONARD



LANDZILLE

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# INTRODUCTION



**L**eonard, Texas is uniquely positioned to become a regional growth hub, attracting real estate, commercial, industrial, and tourism investment. This investor pitch outlines Leonard's strong economic fundamentals, strategic location, and ongoing developments that make it an exceptional opportunity. We present data-driven insights – from booming population trends to infrastructure projects – in a persuasive, structured report with actionable recommendations.

# ECONOMIC & DEMOGRAPHIC OVERVIEW OF LEONARD AND REGION

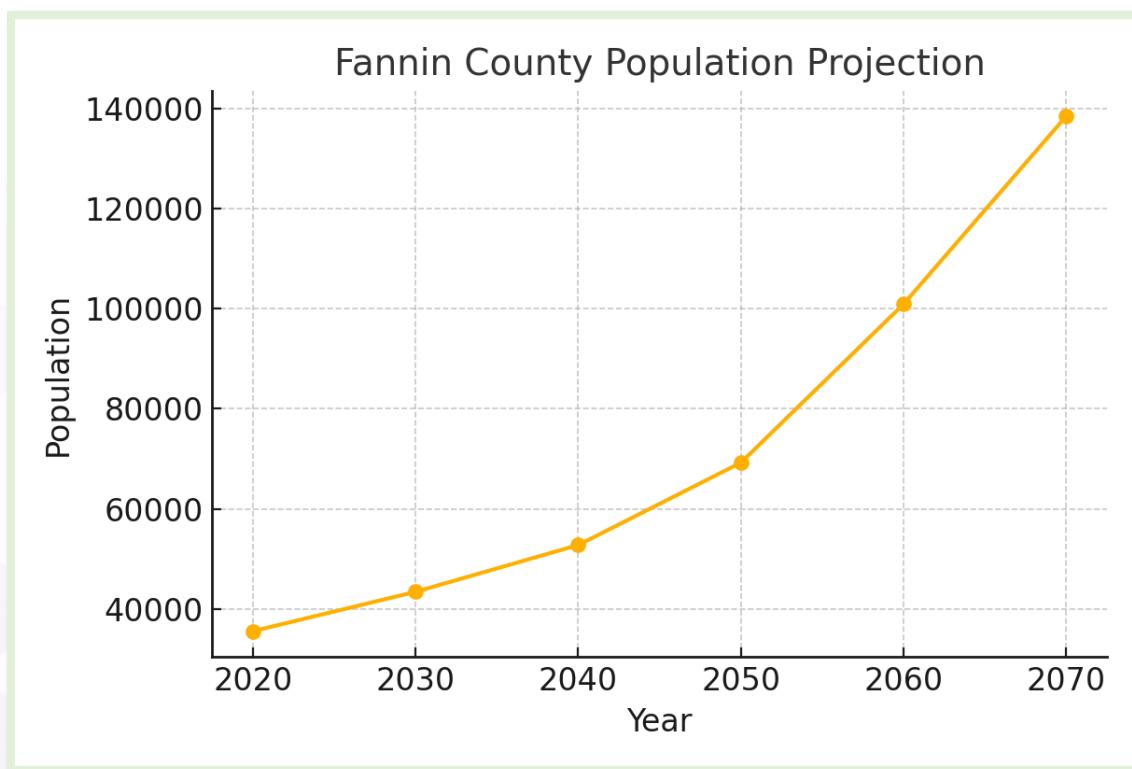


## LEONARD AT A GLANCE

Leonard is a small city in southwestern Fannin County with ~2,200 residents (2024)[\[1\]](#). While growth was modest in the 2010s (population ~1,987 in 2020)[\[2\]](#), it has since begun accelerating (~1.7% annual growth, +6.4% since 2020)[\[3\]](#). The city retains a **rural charm** ("Biggest little town in Northeast Texas") yet lies within reach of the Dallas–Fort Worth metro expansion[\[4\]](#). Key demographics include a **median age** of 35.5 years[\[5\]](#) and **median household income** around \$55K[\[6\]](#), indicating a young workforce and growing earning power.

## REGIONAL BOOM

Leonard sits in the **Texoma region** (Fannin, Grayson, Cooke counties) which is experiencing above-average growth. Grayson County (to the north) grew 13% from 2010–2020, and Collin County (to the southwest) is one of America's fastest-growing counties<sup>[7]</sup>. Fannin County's population is smaller (35,514 in 2020)<sup>[8]</sup> but is **projected to surge 22% by 2030 and nearly quadruple by 2070** (to ~138,500)<sup>[9][10]</sup> – outpacing the state average growth. This explosion is driven by the northward sprawl of DFW and major water infrastructure unlocking land for development.



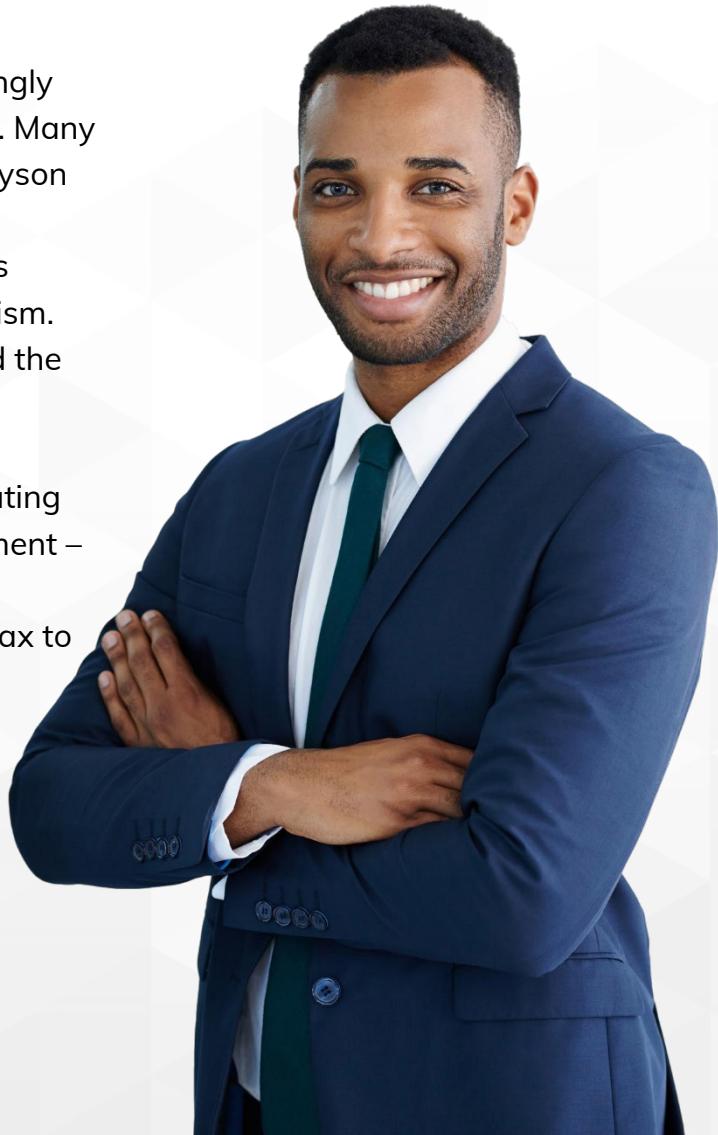
Fannin County's population is projected to grow dramatically in coming decades<sup>[9][10]</sup>, reflecting new development catalysts (water reservoirs, metro expansion). Leonard stands to benefit from this rising tide.

## HOUSING AND COST TRENDS

Fannin County's **median home value** is around \$215,000 (2022)[\[11\]](#) – much lower than the Dallas metro median, highlighting **affordability**. In Leonard city, the median home value is only ~\$156,100[\[12\]](#), and average rent ~\$1,031/month[\[13\]](#). However, **demand is heating up**: the county had only ~3 months of housing inventory in 2022 (a tight market)[\[11\]](#) and new homes in Leonard's latest subdivisions are selling in the \$500K+ range[\[14\]](#). Housing supply has lagged population growth region-wide (only +4.6% housing units from 2010–2020)[\[15\]](#)[\[16\]](#), underscoring immediate opportunities for residential developers.

## KEY INDUSTRIES & EMPLOYMENT

Leonard's economy historically centered on agriculture and local trade, but it is increasingly tied into the broader **North Texas economy**. Many residents commute to jobs in Collin and Grayson counties. The region's major growth sectors include advanced manufacturing (e.g. Texas Instruments in Sherman), logistics, and tourism. Unemployment is low (~4.5% in Fannin) and the workforce is expanding[\[17\]](#). With targeted investment, Leonard can **attract employers** seeking a young labor pool and lower operating costs. Local civic leadership is pro-development – Leonard operates a Type B Economic Development Corporation funded by sales tax to **incentivize businesses and quality-of-life projects**[\[18\]](#)[\[19\]](#).



# TOP 20 REASONS TO INVEST IN LEONARD, TEXAS



Leonard offers a compelling mix of **location advantages, growth catalysts, and cost benefits**. Below are the top 20 reasons investors should seize opportunities in Leonard now:

## 1. GATEWAY TO HIGH-GROWTH CITIES

Leonard is just 15–20 miles east of **Anna and Melissa, TX**, two of the fastest-growing cities in the nation<sup>[20]</sup>. Anna (now ~30,000 people) was ranked the 5th fastest-growing U.S. city<sup>[21][22]</sup>. Leonard can capture spillover residential and retail demand from these booming communities while offering more affordable land.

## 2. STRATEGIC HIGHWAY ACCESS

The city sits at the junction of **U.S. Highway 69 and TX-78**[\[4\]](#), two major corridors. U.S. 69 links Leonard 34 miles northwest to Sherman/Denison and 20 miles southeast to Greenville/I-30[\[4\]](#). TX-78 connects 16 miles northeast to Bonham (Fannin's county seat) and southwest toward the DFW Metroplex[\[4\]](#). Additionally, TX-121 is only ~6 miles west in Trenton, providing a quick route south through Melissa to McKinney and Dallas. **Leonard's central location allows efficient transport and commuting in all directions.**

## 3. PROXIMITY TO NORTH DALLAS GROWTH

Leonard lies ~24–30 miles from McKinney, TX – the northern edge of Dallas's metro – and ~65 miles from downtown Dallas[\[23\]](#). This translates to roughly a **1-hour drive to Dallas and 30–40 minutes to McKinney/Plano** in off-peak conditions. Investors in Leonard can draw on the **1+ million population** of Collin County (projected 2.4 million by 2050[\[7\]](#)) without paying Collin County prices. Leonard offers a **“back office/backyard” location**: close enough for business and workforce access, but with considerably lower costs.

## 4. ACCESS TO AIR TRAVEL & LOGISTICS

Leonard is within **35 minutes of McKinney National Airport** (a rapidly expanding corporate airport) and about **45–60 minutes of DFW International Airport**[\[24\]](#). McKinney National is adding a new commercial terminal and can handle private jets and air cargo, giving Leonard businesses convenient global connectivity. Being just off I-30 (via Greenville) and I-75 (via 121/Anna) also puts Leonard in reach of major freight routes. **This accessibility enhances Leonard's appeal for distribution centers and manufacturers.**

## 5. AFFORDABILITY OF LAND AND DEVELOPMENT

Land in Leonard is abundant and affordable. **Average price per acre** is around **\$37,000**[\[25\]](#) (based on current listings), a fraction of land costs in closer-in suburbs. For example, finished residential lots in Anna/Melissa often command premium prices given high demand. In Leonard, an investor can assemble large parcels at low cost – ideal for master-planned communities, industrial parks, or resort projects. This cost differential creates a huge value arbitrage opportunity. Furthermore, **no state income tax** in Texas and reasonable local tax rates add to the profitability of projects.

## 6. NEW RECREATIONAL LAKES – A GAME CHANGER

Leonard sits near **two brand-new reservoirs** – the first built in Texas in 30+ years – unlocking recreation and development: **Bois d'Arc Lake** and **Lake Ralph Hall**. Bois d'Arc Lake (16,641 acres) opened in 2022 just ~25 miles northeast of Leonard[\[26\]](#). It is already spurring growth: an economic study projects it will generate **\$166 million in annual economic activity** for Fannin County and ~2,400 new long-term jobs[\[27\]](#). It will also attract an estimated 1,100 new full-time residents to its shores over 30 years[\[28\]](#). Lake Ralph Hall (under construction near Ladonia, ~20 miles southeast of Leonard) will begin delivering water by 2026[\[29\]](#)[\[30\]](#) and open for boating and fishing soon after. These lakes position Leonard as a **hub for lake tourism** (fishing, boating, vacation homes) and ensure **water supply for growth**.

## 7. MODERN UTILITIES AND INFRASTRUCTURE

Thanks to Bois d'Arc Lake, Leonard now boasts a **new state-of-the-art water treatment plant** right in town – built by NTMWD in 2022[\[31\]](#). This facility treats lake water for local use, guaranteeing **ample potable water for future developments**[\[32\]](#) (a critical factor in Texas growth). Along with water, new fiber communications and improved electric capacity are being extended in the area. NTMWD and Fannin County also upgraded roads and bridges around the lake, improving local connectivity[\[33\]](#). In short, Leonard has **big-city infrastructure capacity without big-city headaches**.

## 8. REGIONAL MEGA-PROJECTS (TOURISM & ENTERTAINMENT)

Just north of Leonard, **Lake Texoma** is the site of a \$6 billion master-planned lakefront community (**Preston Harbor** in Denison) featuring **7,500 homes** and a **\$100 million Margaritaville Resort**[\[34\]](#)[\[35\]](#). Announced in 2024, this development will double Denison's population and create a premier resort destination on the Texas-Oklahoma border[\[36\]](#)[\[37\]](#). Leonard, approximately 40 miles southeast of this site, stands to benefit from increased regional visitors. Tourists heading to the resort or Lake Texoma could stop in Leonard's shops and restaurants, and some retirees or employees may seek quieter residences in towns like Leonard. **This massive project highlights the broader investment flowing into the region's recreational and lifestyle assets**, lifting land values all around.

## 9. HIGH-TECH MANUFACTURING NEARBY

The **Sherman/Denison metro (Grayson County)** just north of Leonard is emerging as a **semiconductor manufacturing hub**. Texas Instruments is constructing up to four new 300mm chip fabrication plants in Sherman – a potential **\$30 billion** investment expected to bring ~3,000 high-paying jobs over the coming years[\[38\]](#)[\[39\]](#). The first TI fab opens by 2025[\[38\]](#). GlobiTech and other tech firms are also expanding in Sherman. Leonard (34 miles from Sherman via U.S. 69[\[41\]](#)) offers an ideal location for **supporting industries and supplier warehouses** to these giants, as well as new housing for workers who prefer a small-town lifestyle. Being within a 40-minute drive of a **\$30B industrial expansion** is a golden opportunity for industrial and residential investors alike.

## 10. EXPANDING TRANSPORTATION NETWORKS

North Texas is aggressively improving transportation through and around Leonard. **State Highway 121** (the artery from McKinney to Bonham) is being **widened from 2 lanes to 4 lanes** into Fannin County[\[40\]](#), with grade-separated interchanges planned[\[41\]](#). This will significantly cut drive times from Leonard to the Hwy 75 corridor. TxDOT has also funded **safety upgrades at the US 69 & SH 121 junction** near Trenton (adding turn lanes, ramps, and signals by 2026) to handle increased traffic flow[\[42\]](#)[\[43\]](#).

Looking forward, **Collin County's Outer Loop** (a planned loop freeway) is plotted just 10–15 miles south of Leonard and will further improve regional access. These projects ensure Leonard will not be “off the beaten path,” but rather easily accessible via modern highways.

## 11. HOUSING BOOM AND NEW CONSTRUCTION

Recognizing the opportunity, homebuilders are already moving into Leonard. **Fannin Ranch Estates**, a new subdivision by Riverside Homebuilders, is underway on the west side of town – with ~72 lots for new single-family homes (3–5 bed, 2,500–3,200 sq ft, priced ~\$520K–\$615K)[\[14\]](#). Multiple homes in the \$500–600K range are **already on the market** in this community[\[44\]](#), a strong sign of confidence in Leonard’s upscale housing demand. Additional residential projects – from small ranchette developments to potential multi-family – are in planning stages (per local officials). Investors can still get in early to deliver housing stock before the wave of population arrives. Given the **region-wide housing shortage** (only +2.9% owner-occupied units 2010–2020 in Fannin[\[15\]\[16\]](#)), any new construction in Leonard is absorbed quickly.

## 12. LOW OPERATING COSTS FOR BUSINESSES

Leonard’s city government is pro-business and light on red tape. Commercial property tax rates are competitive, and the **Leonard 4B Community Development Corporation** can offer grants or infrastructure assistance for qualifying projects[\[19\]](#). Fannin County is designated a **Tier II rural county** for certain Texas enterprise incentive programs, meaning new employers can potentially access state grants, workforce training funds, and **opportunity zone** tax benefits. (One Fannin County census tract is a federal Qualified Opportunity Zone, offering capital gains tax relief to investors)[\[45\]](#). Compared to investing in a larger city, businesses in Leonard benefit from **lower labor costs**, plentiful land for expansion, and a local government eager to negotiate incentives.

## 13. QUALITY OF LIFE & SAFETY

Leonard offers the **small-town Texas lifestyle** many families and retirees seek – friendly neighborhoods, low crime (violent crime far below national average[\[46\]](#)[\[47\]](#)), and local charm – yet within an hour of Dallas's urban amenities. The town has highly rated schools, a historic town square, parks, and community events that foster a **tight-knit community**. As nearby cities grow congested, Leonard stands out for its **safe, relaxed environment**, which is a selling point for residential real estate and for companies recruiting employees. New recreational amenities (trails, lake activities, etc.) are being developed in step with growth.

## 14. TOURISM POTENTIAL – “WEEKEND GETAWAY” MARKET

Leonard is well-positioned to capture tourism related to the **lakes and countryside**. Bois d'Arc Lake will draw anglers, boaters, and campers from across North Texas (it's the only large lake in the region with untapped shoreline). Leonard can develop lodging (quaint B&Bs, cabin resorts, RV parks) and ancillary services (marinas, outfitters, restaurants) to serve these visitors. The city is also within day-trip range of **Margaritaville Lake Resort** (Lake Texoma) and the Choctaw Casino resort in Durant, OK – potentially attracting overflow visitors looking for affordable stays. The surrounding **Prairie Valley** area offers scenic farm stays, hunting leases, and agritourism opportunities (sunflower fields, pumpkin patches, etc.). With a concerted effort, Leonard can market itself as a **gateway to rural recreation** for the 7+ million DFW metro residents.

## 15. ROBUST LOCAL AND REGIONAL PLANNING

Fannin County leaders and cities like Leonard are planning proactively to manage growth. The county adopted a comprehensive plan and zoning around Bois d'Arc Lake to guide quality development[\[48\]](#). Leonard's own Community Development Plan (2005–2025) envisioned reaching ~3,150 population by 2025[\[49\]](#) – while the city hasn't grown that fast yet, the infrastructure and zoning are being updated to accommodate such numbers. Regional organizations (Texoma Council of Governments, etc.) are investing in workforce development and transportation (e.g. rural transit for commuters). This means investors will find local partners and predictable rules, avoiding the pitfalls of unplanned explosive growth.

## 16. WATER SECURITY AND ENVIRONMENTAL RESILIENCE

In an era where water is a limiting factor in Texas growth, Leonard has a **huge advantage** – guaranteed water supply from two new reservoirs. The \$1.6B Bois d'Arc Lake project was designed not only for water, but also **environmental sustainability**: it included habitat creation, parks, and even funding a new wetlands center[\[50\]](#)[\[51\]](#). NTMWD's stewardship ensures the lake will remain an asset for generations. This long-term water security makes Leonard a safe bet for industries like food processing, data centers, or semiconductor suppliers that need ample water. Moreover, with modernized bridges and emergency services around the lake[\[52\]](#), the area is more resilient to flooding and natural disasters than before. **Investors can build with confidence** in Leonard's infrastructure robustness.

## 17. GROWING RETAIL AND SERVICE GAPS

Rapid population increases in neighboring Collin and Grayson counties have created **underserved retail markets**. Leonard itself currently has limited retail (a grocery store, a few eateries, local shops). As thousands of new homes spring up within a 15-mile radius, there is huge opportunity for **commercial development** in Leonard: supermarkets, pharmacies, restaurants, and entertainment venues. For example, Anna's daily traffic on US-75 is 70,000+ vehicles[\[22\]](#) – Leonard can attract some of this flow by developing highway-oriented retail on US-69/78. Additionally, as Leonard's population surpasses 3,000 in coming years, national chains will consider it ripe for expansion. Early investors in retail centers or pad sites can lock in prime locations. Sales tax growth in similar towns has been tremendous (Anna saw top-20% sales tax growth in Texas)[\[22\]](#), hinting at Leonard's future potential.

## 18. INDUSTRIAL AND LOGISTICS ADVANTAGES

Leonard's location and resources also suit **light industrial and warehousing** uses. The city is **midway between I-35 and I-30** corridors, giving access to north-south and east-west interstates. It's close to major **manufacturing centers (Sherman, DFW)** but far enough to offer lower property costs and less competition for labor. Fannin County has several rail lines (including a DGNO shortline near Bonham) – efforts are underway to improve freight connections, which Leonard could tap into.

With flat topography and open tracts, building industrial facilities is cost-effective. The city could attract food distribution centers (leveraging local agriculture and water), building material suppliers (to serve all the new home construction in Collin/Grayson), or light manufacturing (appliance or component plants supporting TI and others). Texas offers **tax abatements and Freeport exemptions** on certain goods, and Leonard could apply these to lure businesses. Given the **industrial megaprojects** in Sherman, Leonard is an ideal satellite location for suppliers who need 20–30 acres for a plant and a workforce of 100–200 – a **sweet spot that Leonard can fill**.

## 19. LONG-TERM UPSIDE (GROUND FLOOR OPPORTUNITY)

Investing in Leonard now is akin to investing in Frisco or McKinney 20+ years ago – the fundamentals are in place for exponential growth. Projections show Fannin County growing 290% by 2070<sup>[10]</sup>, and Leonard will be one of the primary beneficiaries and population centers of the county. Collin County's growth (to 2.4 million by 2050)<sup>[7]</sup> will inevitably spill into Fannin as buildable land becomes scarce. Already, developers are quietly buying up acreage around Leonard in anticipation of this wave. **Property values are poised to appreciate significantly** in the next 5–10 years as infrastructure completes and migration continues. By investing now (in land, subdivisions, or commercial ventures), an investor is getting in on the “ground floor” of the next North Texas boomtown. The risk is mitigated by the diverse drivers – jobs (Sherman), population pressure (Collin County), recreation (lakes), infrastructure (121 expansion), and regional cooperation – all of which ensure Leonard's rise is sustained, not speculative.

## 20. COMMUNITY SUPPORT AND VISION

Finally, Leonard's leadership and community are actively **welcoming growth** while protecting quality of life. The city participates in regional economic initiatives and has earmarked areas for industrial parks and new housing in its comprehensive plan. There is a genuine “**pro-growth mindset**” among locals – from the Chamber of Commerce to the school district – understanding that new investment will bring amenities and higher incomes. Public-private partnerships are feasible here: e.g. the city may partner on extending utilities to a new subdivision or offering 380 Agreements (tax rebates) for major commercial projects.

This supportive environment, combined with Leonard's organic assets, creates an ideal climate for investors to **thrive and build positive community relations** (a key intangible in successful long-term projects).

Each of these reasons on its own is compelling – together, they make Leonard, TX a **powerful magnet for investment**. The following sections delve deeper into specific developments, data, and actionable opportunities by sector.



# INFRASTRUCTURE & DEVELOPMENT PROJECTS NEAR LEONARD



Significant infrastructure and development initiatives are underway **in and around Leonard**, accelerating its investment appeal:

## BOIS D'ARC LAKE DEVELOPMENT

Completed in 2022, this \$1.6B project by NTMWD not only created a 16,000+ acre lake but also funded extensive local improvements. **New roads (FM 897)** now traverse the lake, connecting northern Fannin County[\[53\]](#). Bridges and rural roads were rebuilt to modern standards, alleviating flood issues[\[52\]](#). A permanent **NTMWD operations center** near Leonard includes an emergency center and will anchor lake-related tourism and safety services[\[50\]](#). **Zoning regulations** were adopted around the lake to guide growth (the first time a Texas county pre-zoned around a reservoir)[\[48\]](#).

These steps mean the area northeast of Leonard is ready for **orderly residential and resort development** (marinas, vacation communities, etc.) without the uncertainty that typically hampers rural projects. Leonard, being the closest sizable town to the lake's southwest, is the natural gateway for contractors, service providers, and visitors during the lake area build-out.

## LAKE RALPH HALL & LADONIA DEVELOPMENT

Southeast of Leonard, Lake Ralph Hall (under construction) will similarly bring investment. Upper Trinity Regional Water District is spending hundreds of millions on the reservoir and pipelines[\[54\]](#)[\[55\]](#). The City of Ladonia (15 miles from Leonard) is planning a **lakefront park and fossil park relocation** (the North Sulphur River fossil park is famous among tourists)[\[56\]](#)[\[57\]](#). Leonard can position itself as a support town for this project – providing lodging or housing for construction crews now, and hospitality for tourists later. The **two new lakes on either side of Leonard** effectively create new economic sub-markets where none existed – and Leonard sits in the advantageous middle.

## HIGHWAY UPGRADES

As mentioned, **TxDOT is widening SH 121** from Melissa to the Fannin County line (project underway, with environmental clearance granted in 2017)[\[58\]](#)[\[40\]](#). This will eventually tie into a planned **Bonham bypass and widening** (TxDOT Paris District plans to improve US 82 and 121 around Bonham[\[59\]](#)). Leonard will enjoy faster connectivity to both Dallas and Bonham as these projects complete (~2026–27 for the Trenton area segment per funding)[\[42\]](#). Meanwhile, Fannin County is lobbying for **widening of HWY 69** from Leonard to Denison to support TI and lake traffic – preliminary studies are ongoing. Investors should anticipate significantly improved mobility, making Leonard even more attractive for distribution and commuting. Importantly, Collin County's planned **Outer Loop** (a new beltway) will intersect SH 121 just 10 miles from Leonard's city limits in the future[\[60\]](#). This would place Leonard on a high-speed loop route around the metro, a potential catalyst for commercial growth similar to towns along the President Bush Turnpike.

## MCKINNEY NATIONAL AIRPORT EXPANSION

McKinney National (TKI) – a 7,000-ft runway airport – is growing into a regional business airport. A new **\$17M terminal facility** (groundbreaking 2023) will enable charter flights and increased corporate operations. The airport's master plan includes runway extension to 8,500 ft to accommodate small commercial jets. With Anna and Melissa only ~15 minutes from the airport[\[61\]](#), Leonard at ~30 minutes is still well within its catchment. This opens possibilities for **aviation-related businesses** in Leonard (maintenance, training schools, air cargo support) and appeals to executives who can fly in and reach their Leonard-area facilities quickly. As DFW airspace gets busier, McKinney National is positioning to take overflow – and Leonard's affordability may attract the next aerospace industry expansion.

## SHERMAN MEGA-SITE & GRAYSON COUNTY TOLLWAY

Beyond TI's campus, Sherman is developing a **1,200-acre megasite** for other advanced industries (recently landing Globitech's \$5B silicon wafer plant). The state is investing in highway upgrades like the US 75 expansion to 6 lanes between Sherman and Denison[\[62\]](#)[\[63\]](#). A planned **Grayson County Tollway** will extend the Dallas North Tollway north to Sherman, improving access along the Preston Road corridor by 2025. All these improvements north of Leonard will make it easier for industry and employees to locate in intermediate spots – Leonard being directly east of this action, reachable via new east-west connectors (FM 455, FM 121). Leonard's competitive land prices could draw a supplier park or trucking hub that serves the Sherman plants but avoids Sherman's higher costs.

## LOCAL AMENITIES AND IMPROVEMENTS

Leonard's city government has been actively upgrading local infrastructure to enhance livability. Recent projects include street resurfacing downtown, water/sewer line improvements (with state grant support), and park upgrades. The **historic town square** is targeted for revitalization – there are facade improvement grants available to businesses (through the 4B fund)[\[64\]](#)[\[18\]](#).

The city is also marketing a city-owned **39-acre commercial tract on Hwy 78** for development[65], ideally to bring a grocery-anchored shopping center or mixed-use project. Additionally, Leonard ISD passed a bond to expand school facilities, ensuring capacity for incoming families. These micro-level projects signal that Leonard is paving the way for growth and is **ready for investors to plug in and start building** without delay.

In sum, the **infrastructure picture is very bright**: water, transportation, and public facilities are being modernized on a timeline that matches the anticipated influx of people and businesses. Leonard is not waiting for growth to happen – it's actively preparing for it now, which reduces risk for investors.



# MARKET DATA & TRENDS



To further quantify Leonard's market and its trajectory, consider the following key data points:

## POPULATION GROWTH

Fannin County (Leonard's county) grew a modest 5% from 2010 to 2020[\[66\]](#)[\[67\]](#), but growth is accelerating sharply. Projected growth 2020–2030 is **+22.2% for Fannin** (reaching ~43,400)[\[9\]](#). By contrast, adjacent Collin County grew ~40% in the 2010s and continues at ~4–5% annually. Leonard's own growth has picked up to ~1.7% annually[\[3\]](#) after near-zero growth in the 2010s. We expect this rate to jump higher as new housing comes online. For context, Anna, TX exploded from ~8,200 in 2010 to ~21,000 in 2023 (estimated) – an average 10%+ annual growth – and Melissa from ~4,000 to ~18,000 in the same period. Leonard's growth could realistically mirror this once critical mass is hit.

## RESIDENTIAL REAL ESTATE

Leonard's median home value (\$156K)[\[12\]](#) is currently below the regional average, reflecting older housing stock. However, **new builds are listing in the \$300K–\$600K range** depending on lot size. Realtor.com data show a **median listing price of ~\$426,000** in Leonard[\[68\]](#), indicating many higher-end homes on the market (likely those in new subdivisions). Fannin County's median home price of \$215K in 2022 was a 20% jump over 2019[\[11\]](#)[\[69\]](#). Days on market are shrinking as DFW buyers expand their search radius. Notably, developers are offering larger lots (1–5 acres) in Leonard, which attract urban buyers looking for space. **New home construction volume:** At least 100 homes are in progress or recently built (including Fannin Ranch Estates' 72, plus scattered custom homes). We anticipate hundreds more in the pipeline as major builders eye the area. The housing market is shifting from a dormant state to a high-growth state, and early investors can capture significant appreciation.

## LAND AND COMMERCIAL PROPERTY

Land prices (raw acreage) in Leonard have risen but remain investor-friendly. The **average \$/acre is ~\$35K–\$40K** for listings currently[\[25\]](#), but this varies: small residential lots can be \$200K/acre, while large tracts are \$15K/acre. A 50-acre tract near Leonard that sold for \$8K/acre in 2018 might fetch \$30K/acre now – illustrating the appreciation potential as demand rises. Commercial property is very limited in supply (Leonard's few storefronts are mostly occupied). There is effectively **zero retail vacancy**, since the town hasn't yet built modern retail centers. Any new commercial development would likely **lease up quickly** given pent-up local demand (residents often drive to neighboring cities for basic shopping). The nearest full-service grocery is 15+ miles away; the same goes for many services – an opportunity for new businesses.

## MAJOR EMPLOYERS & INCOME

Fannin County's largest employers are currently the healthcare sector (the new Bois d'Arc Lake also created jobs at the treatment plant in Leonard<sup>[31]</sup> and recreation maintenance). Many residents commute to manufacturing jobs in Grayson or office jobs in Collin. Median household income in Leonard (\$54,921) is up ~20% from a decade ago<sup>[6]</sup>, as higher-income families move in. With TI and other industries coming, we'll see more \$75K+ tech jobs within commuting distance. Already, Anna and Melissa have median household incomes near \$100K<sup>[70]</sup>, and some of those earners will choose to live or invest in Leonard for the quieter lifestyle. This demographic trend supports higher-end home construction and increased retail spending locally.

## TRAFFIC COUNTS & COMMUTE PATTERNS

Leonard sees moderate traffic on its highways – roughly 6,000–8,000 vehicles/day on US 69 through town (per TxDOT 2022 counts) – but this is growing. As a comparison, Anna's US 75 traffic is 70,000 vpd<sup>[71]</sup>; while Leonard will never reach that, even doubling to ~15,000 vpd (quite plausible post-121 widening) would dramatically boost retail prospects. Commute times: many Leonard residents work in McKinney/Plano (approx. 40–50 minute drive). The planned road upgrades could cut this to ~30–40 minutes, making Leonard viable for even more commuters. Additionally, if rail or enhanced bus transit is introduced along the Hwy 380 or 82 corridors in the future (a long-term possibility), Leonard could tap into those networks. The key trend is that Leonard is moving from a remote small town to a connected exurb of the Metroplex.

## TAX ENVIRONMENT

From an investor's perspective, the tax environment is favorable. Texas has **no income tax**. Local property tax rates in Leonard (city + Fannin County + Leonard ISD) total around ~2.3%, which is lower than many metro areas. Fannin County contains a designated **Opportunity Zone** (in Bonham) – while Leonard city is just outside it, investors could potentially structure projects to take advantage if they span into the OZ census tract.

Leonard's Type B sales tax (0.25%) is used to fund development grants, as mentioned. The state of Texas offers **franchise tax exemptions** for certain warehousing and agriculture-related businesses in rural counties. Also notable: Fannin County is part of the **Texoma Workforce Development Area** which qualifies businesses for certain training subsidies and rural hiring credits. All these factors contribute to a **lower total cost of operation** and higher net returns on investment.

## COMPARABLE MARKET EXAMPLES

It's instructive to compare Leonard to peer communities a few years ahead in development:

- » **Anna/Melissa, TX:** Rapid suburban growth, home prices \$350K–\$500K, major retailers arriving (Walmart, etc.), population ~15,000–20,000. Leonard is ~15–20 miles east; as these cities fill up, growth has already started moving outward. Leonard's current stage is roughly where Anna was 15 years ago – right before its boom. Anna saw retail sales tax jump 15%+ annually in recent years[22]; Leonard could follow as rooftops increase.
- » **Princeton, TX (in Collin County):** Princeton was a small town of 3,500 in 2000 – now over 20,000 due to the eastward DFW expansion. Leonard, 20 miles north of Princeton, has a similar highway (380 vs 69) and lake proximity scenario. Princeton's growth was driven by affordable land and new highways, much like Leonard's setup now.
- » **Bonham, TX:** The county seat 16 miles from Leonard, Bonham is benefiting from Bois d'Arc Lake too, though it's more static (pop ~10,000). Bonham's home values rose from ~\$100K to ~\$180K in the last 5 years after the lake announcement. Leonard is likely to see even higher % increases given its proximity to Collin County.
- » **Van Alstyne/Gunter, TX:** Small towns along the path of the Dallas North Tollway expansion. They remained small until about 2018, then saw intense development interest. Leonard could be analogous once the outer loop or other major connector reaches near – a currently “under the radar” town that transforms once connected.

In summary, **market indicators all point upward** – population, incomes, home values, traffic – while Leonard's current baseline is low, indicating significant room for growth. The time horizon for substantial appreciation and ROI is the **next 5 to 15 years**, as regional growth drivers play out. Investors should align project timelines with this window: e.g. acquire land now, develop over 3–5 years as demand rises, and expect strong absorption and value gains by the 2030s.



# COMPETITIVE ADVANTAGES VS. SURROUNDING TOWNS



Leonard holds **unique competitive advantages** over both its larger neighbors and smaller surrounding communities:

## COST ADVANTAGE OVER ANNA/MELISSA

Land and home prices in Anna/Melissa have soared due to intense demand – median new home price in Anna is ~\$425K<sup>[72]</sup> and rising. Leonard offers comparable proximity to Dallas with **land/home prices easily 25–50% lower**. This affordability will attract both homebuyers and businesses that are priced out of Collin County. For example, a company needing a 10-acre site could save millions by locating in Leonard vs. Anna, while still reaching the same customer base. Additionally, Leonard's property taxes are a bit lower (Collin County communities often have additional MUD/PID taxes for new developments). **Value-conscious investors and residents will find Leonard a better deal.**

## LESS COMPETITION & OPEN SPACE

Unlike in McKinney or Sherman, where dozens of developers jostle for remaining tracts, Leonard's market is **not yet crowded**. An investor can assemble large parcels (100+ acres) with relative ease and without bidding wars. The city is surrounded by open countryside and the **Prairie Valley** plains, giving flexibility in site selection and master planning. This also allows creative projects – e.g. a large mixed-use community with golf or agritourism – that might be impossible to site in built-up areas. **Leonard can absorb projects of scale** that nearby towns cannot, simply due to land availability.

## CONNECTIVITY VS. SMALLER TOWNS

Compared to neighboring small towns (Trenton, Blue Ridge, Wolfe City), Leonard is far **better connected**. It has two U.S./state highways intersecting in town and multiple route options to reach metro centers. Trenton (4 miles away) is on 121 but off 69; Blue Ridge is on 78 but far from 69/121. Leonard enjoys both north–south and east–west connectivity, making it a natural commercial center for southern Fannin County. It's also the **only town in the area with its own water treatment plant** (thanks to NTMWD)[\[31\]](#), which is a hidden advantage for growth capacity. This infrastructure robustness means Leonard can **scale up more efficiently** than its small-town peers.

## BALANCED LOCATION (DFW AND SHERMAN)

Leonard sits somewhat equidistant from the booming Collin County suburbs to the west/southwest and the Sherman/Denison hub to the north. This “in-between” location is actually a strength – it can draw economic energy from both directions. For instance, a distribution center in Leonard could serve customers in Sherman and in McKinney within a 40-minute truck haul. Employees living in Leonard could feasibly commute to either employment center. Surrounding towns usually align with one metro or the other; Leonard straddles both, doubling its opportunity set. Moreover, Leonard is closer to DFW core than Sherman is (65 miles vs 75 miles to Dallas), yet closer to lakes and Oklahoma than Anna/Melissa are. **This multi-directional accessibility and market reach differentiate Leonard.**

## TOURISM DRAW VS. OTHERS

Neither Anna/Melissa (which are inland suburbs) nor Sherman (primarily an industrial center) have a lake-oriented tourism appeal. Leonard, by virtue of Bois d'Arc and Ralph Hall lakes, plus its rural charm, can develop a niche in tourism that those cities cannot. Visitors seeking a lake weekend or country B&B will find Leonard area far more attractive than staying in a generic suburban hotel. Even within Fannin County, Bonham will get some lake tourism, but Leonard's location on the way from Dallas (via Hwy 78) to Bois d'Arc Lake gives it an edge – many visitors will literally **drive through Leonard** to reach lake recreation, providing opportunities to capture spend. Leonard also now has an **RV park** at its city edge and can expand such amenities to pull travelers off the road. This competitive edge in tourism can diversify Leonard's economy in ways neighboring towns might envy.

## COMMUNITY COLLABORATION

Leonard has tight community networks and is known for punching above its weight in events and initiatives. For example, Leonard's annual festivals and downtown events are well-attended by folks from neighboring towns. The Leonard Chamber and neighboring chambers (Trenton, Bonham) often partner on regional promotions. This spirit of collaboration means a business that sets up in Leonard can **market to an extended local region (10,000+ population)** fairly easily. Surrounding towns often lack such coordination. **Leonard as a hub** can rally the smaller communities around it for workforce or customers. A concrete example: a new retail store in Leonard could advertise through Leonard ISD and reach families in a 15-mile radius, capturing sales beyond city limits. Leonard's school district covers some surrounding rural areas too, which helps integrate the market.

## ROOM FOR SCALABLE GROWTH

Some towns face geographical or regulatory constraints – e.g. Anna/Melissa have finite city limits or congestion issues on US-75 that limit how much commercial traffic they can add. Leonard faces none of those issues yet. It can grow outward in all directions (ETJ map shows plenty of expansion room [\[73\]](#)[\[74\]](#)).

Highways 69/78 in Leonard have ample capacity and land for new retail strips or industrial parks with **minimal need for displacement or costly rework**. Essentially, Leonard is a **blank canvas** where an investor's project can become a defining feature of the town, rather than fighting for space in a saturated landscape. This also means faster approvals – the city can annex and zone new land swiftly to accommodate a big project, whereas a bigger city might have lengthy processes.

In summary, **Leonard's competitive edge lies in offering what others can't: low costs, big space, dual-market access, and leisure appeal – all backed by solid infrastructure**. It's the classic case of the next frontier that benefits from proximity to established centers but isn't hampered by their limitations. Savvy investors will leverage these advantages to create developments that outperform those in neighboring locales on a cost-benefit basis.



# LONG-TERM DEVELOPMENT POTENTIAL AND REGIONAL OUTLOOK



Looking 5, 10, even 20+ years ahead, the outlook for Leonard and the surrounding region is extraordinarily positive. All macro indicators and plans point to sustained growth:

## POPULATION PROJECTIONS

As detailed earlier, Fannin County could approach ~70,000 people by 2050 and nearly 140,000 by 2070<sup>[10]</sup>. If Leonard captures even 10% of that county population, it would become a city of ~7,000 by 2050 and ~14,000 by 2070 – a sevenfold increase from today. These figures align with the notion that Leonard will evolve from a small town to a **mid-size regional center** over the long term.

Meanwhile, Collin County's continued boom (projected 2.4M by 2050)[\[7\]](#) ensures that suburban expansion pressure will not wane. Investors with a long horizon (e.g. land banking or multi-phase developers) can be confident that **demand will keep rising for decades**, not just a short spurt.

## ECONOMIC DIVERSIFICATION

The region's economy is diversifying beyond agriculture to high-tech manufacturing, healthcare, education (Texas A&M-Commerce is ~30 miles away and growing), logistics, and recreation. Leonard is ideally located to benefit from multiple sectors: manufacturing via Sherman (TI's new fabs will operate for 50+ years)[\[38\]](#)[\[75\]](#); logistics via I-30 and proximity to the planned **Bois d'Arc Business Park** near Bonham (a proposed industrial park leveraging the lake's water and Hwy 82); and recreation via the lakes (permanent attractions). This diversification creates **resilience** – even if one sector faces a downturn, others can sustain the economy. It also invites a variety of investment types, from factories to hotels to medical clinics (a regional medical center in Bonham is expanding, and Leonard could see clinics or senior living facilities as population ages).

## URBAN SPRAWL AND LAND SCARCITY

By 2030, the DFW metroplex will likely merge with the Sherman-Denison metro, effectively making areas like Leonard part of a broad **Dallas-North exurban belt**. The Dallas North Tollway extension and Outer Loop will bring “metro” infrastructure closer. As this happens, **land scarcity** in Collin/Grayson will drive developers further out. We've seen this pattern in North Texas repeatedly – e.g. once Frisco boomed, investors moved to Prosper and Celina; as those boom, they move to Gunter and Van Alstyne, etc. Leonard is on that continuum. **By the late 2020s, we expect Leonard to be squarely in developers' sights**, especially those specializing in master-planned communities looking for the “next Frisco.” Being prepared for that influx – with zoning in place and early investments – will yield huge payoffs. It's not far-fetched that by 2040 Leonard could host large employers or even a satellite college campus, given enough population growth.

## REGIONAL COLLABORATION & FUNDING

The Texoma region (Fannin, Grayson, Cooke) receives state and federal support for being partly rural and along the Red River (border region). For instance, the federal government funded much of the lake projects, and future federal funds (for rural broadband, highway expansions, etc.) are likely. The presence of mega-investments like TI also attracts state incentives to improve infrastructure (roads, workforce training). This environment of **public investment** will continue to uplift Leonard's prospects with improved public goods. Fannin County's **Comprehensive Plan** (Freese & Nichols, 2019) explicitly calls for leveraging the lakes to attract employers and to **adopt land use policies before the boom hits**[\[76\]](#)[\[27\]](#) – a proactive stance that should smooth out growth. We anticipate things like **county-level zoning around Lake Ralph Hall**, new municipal utility districts (MUDs) to fund neighborhood infrastructure, and perhaps regional transit links by 2040. Leonard, as a participant in these discussions, will have a say and can position itself advantageously (e.g. seeking a new state highway spur or business park grant).

## UPSIDE SCENARIOS

There are a few “wild card” scenarios that could dramatically accelerate Leonard’s rise:

- » If a large employer (500+ jobs) chooses Leonard for a facility (perhaps seeking lower costs than Sherman but close enough), it would be transformative. Leonard has been marketing to industries like food processing and metal fabrication. It only takes one major win (like an auto parts plant or e-commerce fulfillment center) to put Leonard on the map.
- » The possibility of a **casino resort** in the Texas side of Lake Texoma (if gaming laws change or partnerships with the Oklahoma tribes emerge) – Denison’s Preston Harbor is already akin to this with Margaritaville. Leonard would indirectly benefit through increased regional tourism flow.
- » If the **Dallas suburban rail (DART)** ever extended north to Melissa/Anna (long-term vision), Leonard could envision a connector or shuttle, making it feasible for residents to commute by rail. While speculative, transit-oriented development would then be possible.

- » Even absent those, the baseline is strong: steady growth that accelerates as each piece (lakes, highways, employers) comes online.

In conclusion, the long-term picture is **one of exponential growth managed with strategic planning**. Leonard today is on the cusp of transitioning from a rural town to a key city in a rapidly developing corridor. The combination of natural resources (water, land) and human capital inflows virtually guarantees that investments made now will appreciate greatly in value over the long run. Investors who establish a presence in Leonard will be part of shaping its trajectory – building the housing, shopping, and industries for the thousands of new residents expected in the coming decades. The phrase “today’s cow pasture is tomorrow’s prime real estate” truly applies here, and Leonard has plenty of green pastures ready for transformation.



# INVESTMENT RECOMMENDATIONS BY SECTOR



Given all the above factors, here are **actionable insights and recommendations** for different types of investors looking at Leonard, TX:

## RESIDENTIAL REAL ESTATE INVESTORS

**Opportunity:** Deliver much-needed housing inventory to a high-growth area with rising home values and limited current competition.

- » **Master-Planned Communities:** Consider developing a master-planned subdivision targeting first-time buyers and move-up buyers from Collin County. Include amenities (parks, trails, maybe community boat storage for lake users). Lots in the 0.25–0.5 acre range would hit a sweet spot – bigger than typical metro lots, but still allowing good density on tract.

Given median incomes, price points in the \$300K–\$450K range for 3-4 bedroom homes will be most in demand. Early phases of such a community in Leonard could see strong absorption, as evidenced by Fannin Ranch Estates selling homes in the \$500Ks[\[44\]](#). **Action:** Secure 50–150 acre parcels now on the edge of city limits (several such parcels exist), work with the city for annexation and utility extension (the Leonard 4B could help fund infrastructure), and phase the project to align with highway improvements by 2025–2026.

- » **Multi-Family and Rentals:** With job growth in Sherman and Melissa, there will be demand for quality rentals within commuting range. Currently, Leonard has virtually no large apartment complexes – a clear gap. A **garden-style apartment community** (e.g. 100-200 units) could capture renters who work nearby or locals in transition. Additionally, **build-to-rent single-family** communities are an emerging trend; Leonard's available land and modest permitting processes make it feasible to build a small rental home subdivision. These could cater to young families or retirees who want a home without ownership commitment. Note: It's important to gauge local sentiment for apartments; phasing and proper design (to maintain a neighborhood feel) will smooth acceptance.
- » **Senior and Retirement Living:** Leonard's peaceful environment is attractive for retirees, especially with fishing and boating available at the lakes. An investor could develop an **active adult (55+) community** or even a continuum-of-care facility (independent living cottages + assisted living). There are currently no assisted living or senior communities in Leonard – nearest are in McKinney/Greenville. As the population ages (the county's over-65 population will grow significantly[\[77\]](#)), having local options is vital. A 50-unit assisted living center in Leonard could draw residents not only from Leonard but also the wider Fannin/Hunt county area. Recommendation: Start with active adult housing (low maintenance homes, clubhouse) and possibly partner with a healthcare provider for an adjacent assisted living wing.
- » **Land Banking:** For long-term residential investors, buying land now to develop later is wise. Focus on parcels along likely growth corridors: for example, land along TX-78 between Leonard and Farmersville (to intercept growth from the south), or along US-69 towards Trenton (close to the 121 junction improvements). Prices are still reasonable, and holding costs (agricultural tax valuations) are low.

In 5–10 years these lands could double or triple in value or be ready for subdivision when Leonard's population has grown to create more housing demand.

**Bottom Line: Housing is arguably the #1 immediate need.** By building homes (whether for sale or rent) in Leonard, investors can tap into an underserved market with significant upside. Given regional housing shortages (only +4.5% housing units in Fannin 2010–2020[\[15\]\[16\]](#)), virtually any addition will be welcomed. Aim to be early to establish brand presence and goodwill – Leonard officials will likely fast-track quality housing projects as they are hungry to increase the tax base and serve incoming residents.

## COMMERCIAL & RETAIL INVESTORS

**Opportunity:** Establish retail, dining, and service businesses in a market with growing population and little existing competition – effectively be the first mover to capture market share.

- » **Grocery/Big-Box Retail Development:** Leonard is an ideal location for a mid-sized grocery store (~20,000–30,000 sq ft). Currently, residents drive 15–20 miles for full grocery options. A developer could build a small shopping center anchored by a grocer (think Brookshire's, Aldi, or H-E-B's smaller format) at a prime intersection like US-69 & TX-78 (near the Leonard High School). Traffic from multiple directions passes here, and it's central to the local trade area. Outparcels could be filled with a pharmacy, dollar store (Dollar General is present but a larger Family Dollar/Dollar Tree combo could upgrade), and a few quick-service restaurants. Sales forecasts would be strong given pent-up demand – for instance, Anna's retail trade area is expected to grow 45% by 2025[\[78\]](#), and Leonard can expect similar once rooftops are built. Action: Work with Leonard's EDC and possibly utilize a ground lease or incentive for the anchor tenant (the city might offer a sales tax rebate to attract a grocery).
- » **Hospitality – Hotels and Lodging:** As tourism to the lakes ramps up, the region will need more lodging. Currently, the nearest hotels are in McKinney or Sherman. **A small limited-service hotel (40–60 rooms)** in Leonard could serve anglers, visitors to Bonham's historic sites, and travelers passing through on US-69.

Something like a Comfort Inn or La Quinta could be appropriate. Additionally, **short-term rentals (Airbnb cabins, RV campgrounds)** around Leonard can capitalize on weekend traffic. Investors might develop a cabin resort on the outskirts (land is cheap to do so) targeting urban families looking for a country retreat. One could also target the growing trend of **“agritourism”** – for example, convert a farm near Leonard into a wedding venue with farmhouse lodging. Given Leonard’s farming heritage, this could draw from all over DFW for rustic weddings or events.

- » **Dining and Entertainment:** As population grows, so will disposable incomes and desire for local entertainment. Right now, there are very few dining options in Leonard (a couple of diners). **Invest in restaurant franchises or local concepts** – a fast-food franchise (e.g. Chick-fil-A or Whataburger) could dominate the local market and pull travelers off the highway. Family dining like a barbecue restaurant or a Tex-Mex grill would likely do well with locals and tourists alike. **Entertainment** such as a small-town brewery taproom, a bowling alley, or a drive-in theater (novel idea leveraging the rural setting) could capture not just Leonard residents but people from nearby towns as something to do. Often, being first in a leisure category can yield loyalty before competition arrives.
- » **Professional Services and Offices:** With more residents comes need for doctors, dentists, accountants, etc. A savvy investor could develop a **professional office plaza** – perhaps repurposing a building on the town square or building new – to lease to service providers. A medical clinic or urgent care would be particularly valuable (nearest hospital is Bonham, but a local clinic could feed patients there). Homebuilders and construction firms working in the area will also need local offices. By creating a modern office space offering (even if small, ~5,000–10,000 sq ft multi-tenant), you can fill a niche. Leonard’s downtown buildings could be renovated for this purpose, and historic preservation grants might be available.

**Bottom Line:** The **retail gap in Leonard is substantial** – essentially a growing population with money to spend but few places to spend it locally. That spells opportunity. An investor in commercial real estate here isn’t fighting for tenants – they are attracting tenants who are eager to enter the market. Keep an eye on traffic count growth on US-69; once it crosses ~10,000 VPD, national retailers will seriously consider Leonard.

Getting sites under control now (land at key intersections) will pay off immensely as you can either develop or sell to chains at a premium. **Timing recommendation:** Begin development of essential services (grocery, fuel, basic dining) in the next 1–3 years to capture current leaks, and plan for larger retail (hotel, big-box, specialty stores) in 4–7 years as population reaches critical thresholds.

## INDUSTRIAL & COMMERCIAL (INDUSTRIAL/LOGISTICS) INVESTORS

**Opportunity:** Utilize Leonard's low-cost land, improving transport links, and regional growth to establish industrial operations or business parks that serve North Texas and beyond.

- » **Manufacturing or Distribution Facility:** Investors or companies looking to build a plant or distribution center can find in Leonard what's increasingly rare closer to Dallas – large tracts with infrastructure at a reasonable price. A facility in Leonard can **serve both the Dallas market (1 hour away) and the Oklahoma market (border ~1 hour away)**. Target industries might include building materials (supplying all the new construction in Collin/Grayson), food and beverage (using local ag produce; water supply is ample for processing), or general warehousing of consumer goods to serve Walmart/Target distribution centers nearby. Leonard's city leaders would likely offer tax abatements for a major employer. Action: Identify a site along or near SH 78 or US 69 with 50–100 acres. Ensure it's or can be zoned industrial. Engage with the Leonard EDC and Texoma EDC – they can assist in workforce hiring and possibly infrastructure grants (Texas Capital Fund grants for infrastructure are available in small towns for projects creating jobs).
- » **Business/Industrial Park Development:** Rather than a single user, an investor could create a **small industrial park** subdivided into lots for 1–5 acre businesses (e.g. auto services, fabrication shops, suppliers, etc.). With proper planning (streets, utilities), this could attract companies spilling from Collin County that need a place to build a 10,000–20,000 sq ft facility. For instance, a landscaping company or an HVAC contractor serving north Dallas might prefer a Leonard base for cheaper taxes and central reach. The **Leonard Industrial Park** could be marketed throughout the metro.

Given Leonard's new water plant capacity[32], even water-intensive businesses (like concrete batch plants or nurseries) could locate comfortably. As Sherman's tech hub grows, there may be secondary suppliers (machine shops, component makers) who want a lower-cost site – Leonard can fill that need. Aim to have this park ready by the time SH 121 widening is done (~2026) to capture momentum.

- » **Agribusiness and Farm Operations:** Don't overlook Leonard's agricultural roots – **agritech and agribusiness** could find a home here as well. With the rich Blackland Prairie soil and water access, an investor might set up a high-tech greenhouse operation or a food hub. For example, an investor could create a grain processing mill or farm-to-market distribution center capitalizing on local farms. The region also has growing interest in wineries and breweries – Leonard's land could support a vineyard or hops farm with a production facility, which doubles as a tourism draw. Such ventures often get local and state support as they add value to agriculture. If you're an agribusiness investor, Leonard provides the land and rural know-how, plus proximity to big markets to sell the products.
- » **Energy and Utilities:** With growth comes demand for energy. There may be opportunities to invest in or partner on **solar farm projects** in the flat lands around Leonard, selling power to the grid or to large users (perhaps TI's Sherman plant or feeding into the ERCOT North grid). Also, as EV adoption grows, consider developing a **charging station hub** on Leonard's highways – capturing travelers and truckers on corridor routes. Leonard could be a good mid-point for charging between the DFW metro and Tulsa/OKC routes.

**Bottom Line:** Leonard for industrial investors is about **strategic positioning at lower cost**. The fundamentals (transport, workforce) are improving in a way that a facility built now will become even more valuable as the area grows around it. The key is to engage with local officials early and secure incentives – Leonard will roll out the red carpet for credible industrial projects since they bring jobs. With TI and others up north, Leonard can act as a reliever location – taking on firms that maybe don't need to be exactly in Sherman or McKinney but near enough. From a logistics standpoint, being near two new lakes also guarantees stable water and less risk of drought-related operational issues, which is a plus for water-reliant industries.

## TOURISM, RECREATION & HOSPITALITY INVESTORS

**Opportunity:** Leverage the new lakes, rural ambiance, and regional attractions to create destinations and services for the tourism and leisure market.

- » **Lake Tourism Enterprises:** With Bois d'Arc Lake fully open and Lake Ralph Hall on the way, thousands of visitors will be coming to Fannin County for boating, fishing (Bois d'Arc is being stocked with trophy bass[\[79\]](#)), and camping. Investors can tap into this by establishing **boat and RV storage facilities** (many boat owners will need off-season storage – a high-demand service), **boat rental or fishing guide services** (a marina concession on Bois d'Arc is a possibility to explore with NTMWD), or **campground/RV parks**. Leonard is about 20–25 minutes from the Bois d'Arc boat ramps, so an RV park in Leonard with shuttle services to the lake could attract long-term RV'ers who prefer being near a town. Similarly, a bait and tackle shop or outdoor outfitter store in Leonard could become the go-to stop for lake visitors to buy gear and supplies, given no large stores are at the lake yet.
- » **Resort or Event Venue Development:** Think big – as the area grows, a **boutique resort** or ranch retreat on the outskirts of Leonard could become a destination. This could include cabins, a small lake or ponds (if a large tract is acquired), horseback riding, etc., marketed as a weekend escape from Dallas. Alternatively, convert a scenic farm into an **event venue** for weddings, corporate retreats, or hunting excursions. North Texas has seen tremendous success with these rural luxury venues. Leonard's advantage is it's easier to access than some Hill Country destination – only an hour from a major city. Consider partnerships: Team up with the developers of Preston Harbor/Margaritaville (Denison) or Choctaw Casino to create package experiences – e.g., a golf course resort halfway between Leonard and the lakes, etc. As odd as it sounds now, in 10-15 years, the idea of a **conference center or resort in Leonard** isn't far-fetched if growth continues.
- » **Culture & Heritage Tourism:** Leonard has history dating back to 1880s, and Fannin County is rich in heritage (Sam Rayburn's house in Bonham, war memorials, etc.). An investor could refurbish historic buildings in Leonard's downtown into attractions – maybe a **museum, artisan market, or live music venue**. Heritage tourism can be combined with leisure; for example, a craft brewery in a historic grain mill could draw both locals and tourists.

The Texas Historical Commission often provides grants/tax credits for such restorations[\[26\]](#). Leonard's slogan "Biggest little town in Northeast Texas" hints at its potential to package itself as a charming small-town stop for roadtrippers.

» **Outfitters and Guides:** For individuals or small businesses, the tourism boom means opportunities to offer guided hunts (lots of deer and hog hunting in Fannin County), fishing guide services on the new lakes, horseback trail rides, or agritourism tours (pumpkin patches, berry picking farms). While these may be smaller scale investments, they enrich the tourism ecosystem, making Leonard a **one-stop-shop for outdoor fun**. Investors in these domains should coordinate with the county's lake development plans and possibly secure permits or leases early (like a fishing guide could partner with Texas Parks & Wildlife which runs Bois d'Arc's fishery).

**Bottom Line:** Tourism in Leonard is emerging from virtually nothing to potentially a significant sector thanks to the lakes and resorts up north. It's a **ground-floor moment** for tourism entrepreneurs. The key is to create attractions or services that complement the natural draws (water recreation, rural scenery). Since major hospitality players haven't arrived yet (except Margaritaville at Texoma in a few years), local and regional investors can establish brands and customer loyalty first. Build a unique identity – perhaps Leonard becomes known as "Lake Bois d'Arc Gateway" or "Texoma Prairie Retreat" – something that resonates with city dwellers seeking authenticity. Importantly, tourism investments often have synergistic effects (a B&B helps the local cafe, which helps the gas station, etc.), so fostering a cluster of offerings will benefit all. Leonard's city leaders will likely support tourism initiatives, possibly via marketing assistance or events (expect to see fishing tournaments, lake festivals, etc., where businesses can piggyback promotions).

## IN CONCLUSION

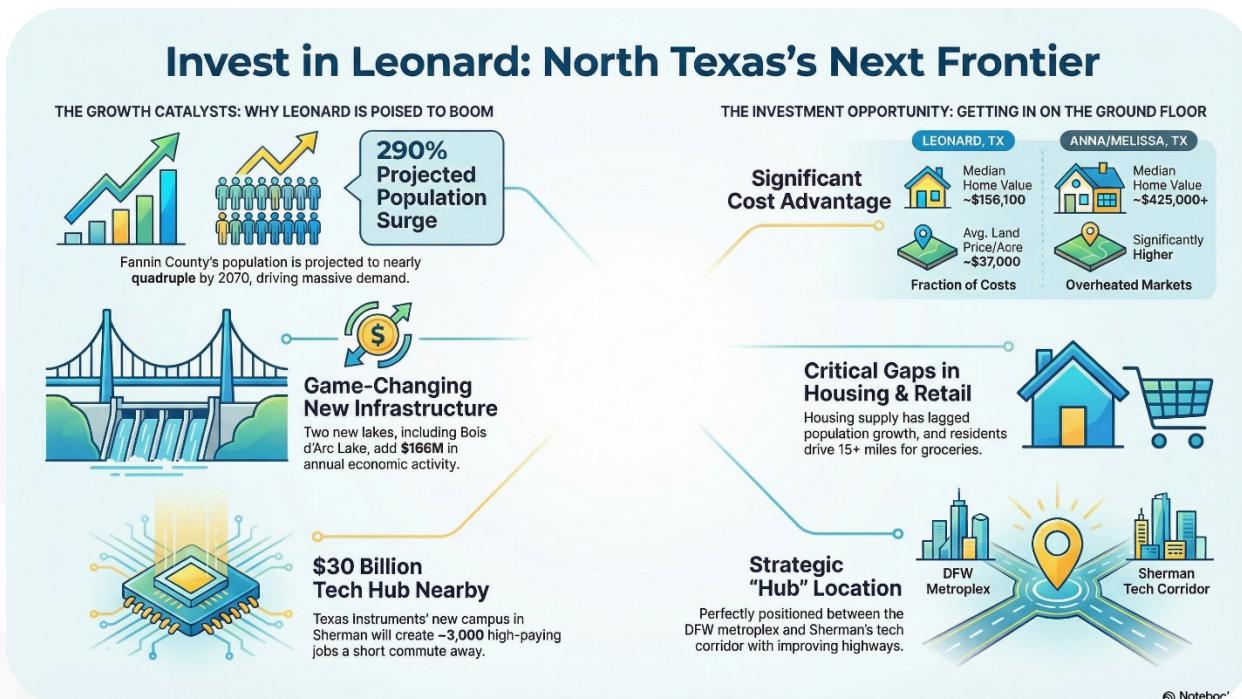


Leonard, Texas presents a **rare convergence of factors** that create a promising environment for a wide range of investments. From robust economic data and **explosive population projections** to tangible infrastructure upgrades and untapped markets, the evidence is clear that Leonard is poised for transformative growth. It offers the **proximity advantages** of being near high-growth and high-income areas (North Dallas and Sherman), combined with the **synergies of new developments** (lakes, resorts, highways), all while retaining a **cost structure and openness to development** that maximize investor returns.

This investor report has highlighted 20 compelling reasons to invest – each backed by authoritative sources – and provided a breakdown of opportunities by sector. The overarching recommendation is: **move early and strategically**. The investors who act now – securing land, establishing businesses, forging local partnerships – stand to benefit the most as Leonard's story unfolds.

Real estate values are rising, but from a low base; market share in various sectors is there for the taking. Leonard today has “good bones” and a growth blueprint; with visionary investment, it will soon have the thriving economy and vibrant community that follow.

**Leonard, Texas is on the cusp of a boom.** By investing in this city now, you are not only positioning yourself for substantial financial gains, but also playing a part in shaping a flourishing new center of commerce, industry, and recreation in North Texas. **The time to invest in Leonard is now – before the rest of the market discovers what we have unveiled in this report.**



# SOURCES

- » City of Leonard Community Development Corporation – background on Leonard's Type B (4B) sales tax and development mission[\[18\]](#)[\[19\]](#).
- » Wikipedia – Leonard's location, population, and highway distances[\[4\]](#)[\[2\]](#).
- » Texoma Council of Governments (TCOG) Comprehensive Economic Development Strategy 2022–2027 – regional population stats and projections[\[9\]](#)[\[10\]](#), housing and income data[\[11\]](#)[\[69\]](#).
- » North Texas Municipal Water District (NTMWD) – information on **Bois d'Arc Lake** project impacts[\[27\]](#)[\[28\]](#) and new Leonard water treatment plant[\[31\]](#).
- » KXII News – coverage of the \$6B **Preston Harbor/Margaritaville resort** development at Lake Texoma[\[34\]](#)[\[35\]](#).
- » Office of Texas Governor press release – **Texas Instruments \$30B Sherman investment** (4 chip fabs, 3,000 jobs)[\[38\]](#)[\[39\]](#).
- » Anna EDC (OpportunityAnna) – data on Anna's growth (5th fastest growing city, Collin County projections)[\[22\]](#)[\[7\]](#).
- » TxDOT/KeepItMovingDallas – details on **SH 121 expansion** plans (widening to 4 lanes to Fannin County)[\[40\]](#).
- » Fannin County Leader – TxDOT project at SH 121 & US 69 (Trenton "Rock Yard" intersection improvements)[\[42\]](#)[\[43\]](#).
- » LandSearch – current Leonard land for sale statistics (average price per acre, total listings)[\[25\]](#).
- » Niche.com – Leonard demographics (population 2,468 including ETJ, median home \$156K, rent \$1,031)[\[80\]](#)[\[12\]](#).
- » Texas Demographics (Cubit) – Leonard 2024 population estimate (2,203) and median household income (\$54,921)[\[1\]](#)[\[6\]](#).
- » Leonard Chamber / City – info on available commercial tracts and EDC incentives[\[65\]](#).

(All data and projections are as of the date of this report. Investors should conduct due diligence and consult local authorities for the latest updates. The sources above include city plans, state data, and news reports to ensure accuracy and authority.)

