

20 TOP REASONS TO INVEST IN GAINESVILLE, TEXAS



LANDZILLE

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STRONG ECONOMIC AND DEMOGRAPHIC GROWTH



RISING POPULATION & INCOMES:

Gainesville's population and household incomes are growing. 2023 census data show ~17.7k residents (1.31% growth since 2022) and median household income \$56,341 (14.6% growth)[\[1\]](#). A summary of key metrics is below:

Metric	2022	2023	Change
Population	17,459	17,688	+1.31% [1]
Median Household Income	\$49,170	\$56,341	+14.6% [1]
Median Home Value	\$120,800	\$162,900	+34.9% [1]

MANUFACTURING HUB & MAJOR EMPLOYERS:

24% of Gainesville's workforce is in manufacturing (the largest local sector)[\[2\]](#). Major employers include Safran Seats (aerospace seating, ~1000 jobs), industrial firms like Dura-Line and GAF, and North Texas Medical Center. (In total, WinStar Casino Resort employs ~2,650 just across the border; local Walmart and Gainesville ISD also each employ ~350[\[3\]](#).) These anchor employers provide stable, high-paying jobs and signal a strong industrial base.

SKILLED LABOR POOL:

Northeast Texas' growing economy means a deep labor pool. Cooke County's population grew ~11% since 2010^[4]. Nearly 4 million people live within a 60-mile radius of Gainesville^[5], ensuring companies have access to a large regional workforce and low unemployment (Cooke County's unemployment is below the state average).

EDUCATION AND WORKFORCE TRAINING:

Gainesville hosts the main campus of **North Central Texas College (NCTC)** (110-acre campus, dorms)^[6]. NCTC provides vocational training and higher education locally, feeding talent into local industries. (Oklahoma residents even pay in-state tuition at NCTC, reflecting regional integration^[6].)

MODERN INFRASTRUCTURE & CONNECTIVITY



HIGHWAYS & RAIL:

Gainesville sits on Interstate 35 (NAFTA north–south corridor) and US 82^[7], providing direct trucking routes to Dallas/Fort Worth and Oklahoma City. A BNSF rail switching yard and certified industrial rail sites (e.g. Camp Howze Park) give rail freight access to Houston ports^{[8][9]}. Amtrak's Heartland Flyer also stops here, linking North Texas and Oklahoma.

GIGABIT BROADBAND AND UTILITIES:

The city is a “Gigabit City” with fully redundant fiber-optic broadband throughout town[\[10\]](#)[\[11\]](#). Nortex Communications delivers 10 Gbps fiber to businesses. Modern utilities are in place: Pentex Energy (12.5 kV) and Atmos Energy serve power and gas, and city water/wastewater serve industrial parks[\[12\]](#)[\[11\]](#). This robust infrastructure lowers costs and speeds up project development.

AIRPORT ACCESS:

Gainesville Municipal Airport (general aviation) has two paved runways (up to Gulfstream V) and is north of Dallas/Fort Worth Class B airspace[\[13\]](#). It recently completed runway upgrades and has an aggressive master plan, making it ideal for corporate aviation. Dallas–Fort Worth International Airport (DFW), one of the world’s busiest, is only ~60 miles south[\[7\]](#), offering global air connections. (Love Field in Dallas is also accessible.)

PRO-BUSINESS UTILITY TAXES:

Gainesville’s local tax rates are competitive, and Texas has no personal income tax[\[14\]](#). Local jurisdictions (city, college, hospital, ISD, county) combine to a property tax rate around 2.73%, and Sales Tax is 8.25%. Crucially, local leaders have adopted Freeport and Goods-in-Transit exemptions (inventory tax breaks) for manufacturers[\[15\]](#). This low tax burden and tax-exemption environment further sweeten the business climate.

STRATEGIC REGIONAL LOCATION



NORTH TEXAS & DFW ACCESS:

Gainesville is just 60 miles north of DFW International Airport^[7] and ~70 miles from downtown Dallas^[16]. It lies at the gateway from the Dallas–Fort Worth Metroplex into Oklahoma. As North Texas sprawl pushes north (through Lewisville, Denton, Sherman and beyond), Gainesville will tap into this growth^[17]. In fact, local developers note that “when you factor in outliers like Sherman, Denison, or Gainesville, it’s easy to see how the dots of DFW will connect”^[17].

NEARBY GROWTH CENTERS – SHERMAN & CELINA:

The City of Sherman (recently redefined as part of the Dallas Metroplex) is only ~35 miles east (about a 40-minute drive)[\[18\]](#). Sherman is booming – Toyota, McKesson and Texas Instruments have all built facilities there recently[\[19\]](#) – which means more jobs and consumer demand up I-35. Similarly, rapidly growing Celina (52 miles southeast, ~1 hr drive[\[20\]](#)) is pulling in thousands of new residents every year. Gainesville stands to benefit as these corridors expand northward. (Interstate 35 is being upgraded with tolled express lanes through this entire region, improving connectivity.)

TEXOMA / OKLAHOMA PROXIMITY:

Gainesville is just south of the Texas–Oklahoma border. Ardmore, OK (41 miles north) is 40–45 minutes by road[\[21\]](#). The Red River (“Lake Texoma” area) is only ~10 miles north, where a \$6 billion Margaritaville resort is planned[\[22\]](#). In addition, the WinStar World Casino (near Thackerville, OK, 20 minutes north) employs thousands. This cross-border region means a bi-state labor market, tourism spillover, and access to Oklahoma’s economy – all within 30–60 minutes of Gainesville.

DENSE REGIONAL LABOR POOL:

As noted, nearly 4 million people live within a 60-mile radius[\[5\]](#) (including metro Sherman–Denison to the east and Ardmore/Oklahoma City to the north). This gives employers access to a large, multi-skilled workforce. Cooke County alone has over 42,000 residents (2023)[\[4\]](#), with surrounding Grayson and Denton counties adding hundreds of thousands more commuters reachable by highway and rail.

BUSINESS ENVIRONMENT & INCENTIVES



OPPORTUNITY ZONES & TAX CREDITS:

Gainesville has two federally designated Opportunity Zones, including Gateway Industrial Park[\[23\]](#). Investors in these zones can defer and potentially reduce capital gains tax through 2026. Moreover, both Gateway Park and Historic Downtown lie in a Texas/New Market Tax Credit zone[\[24\]](#). These programs can fund projects (retail, office, housing) with below-market financing, making large investments more attractive.

LOCAL INCENTIVES & SUPPORT:

The Gainesville Economic Development Corporation (GEDC) actively partners with businesses. The city employs Chapter 380/381 agreements to offer grants, loans or tax rebates for job-creating projects. For example, Camp Howze Industrial Rail Park incentives include job-creation grants, training grants, sales-tax rebates, and a double Freeport tax exemption[\[25\]](#). Since 2010, GEDC-facilitated projects have created/retained 492 jobs with ~\$2.9 million in incentives awarded[\[26\]](#). Downtown businesses can tap special grants (e.g. facade improvement or “Downtown Destination” grants) to boost retail/entertainment.

TEXAS STATE PROGRAMS:

Texas's business-friendly programs extend to Gainesville. State incentives include the Texas Enterprise Fund (cash grants for major projects), Skills Development Fund (job-training grants), and the Texas JETI program (for large capital projects). Notably, the Texas Semiconductor Innovation Fund (TSIF) provides grants to foster chip-manufacturing projects[\[27\]](#) – highly relevant as nearby Sherman is getting a major TI wafer fab. (Existing manufacturers here could qualify for training/workforce grants via Skills, plus export assistance, rural grants, etc.)

PRO-BUSINESS TAX CLIMATE:

Texas levies no personal income tax[\[14\]](#), and Gainesville's combined local tax rates are modest. The sales tax is 8.25%, and property tax (city+county+college+hospital+school) totals about 2.73%[\[28\]](#). Combined with the above incentives (Freeport exemptions, Opportunity Zone, etc.), the overall tax burden is low, improving return on investment.

QUALITY OF LIFE & COMMUNITY ASSETS



FRANK BUCK ZOO (FAMILY ATTRACTION):

Gainesville hosts the **Frank Buck Zoo**, a well-regarded small zoo founded in 1930. Home to 130+ animals in 30 wooded acres of Leonard Park[29], it draws ~65,000 visitors annually. This “World’s Greatest Small Town Zoo” provides cultural and recreational value, enhancing quality of life for residents and attracting tourists from around North Texas.

HISTORIC DOWNTOWN:

Downtown Gainesville has “historic charm with modern-day energy”[\[30\]](#). The 1910 Cooke County Courthouse anchors a walkable square lined with unique shops, diverse restaurants, and renovated lofts (e.g. the 1918 Firehouse and Bell Tower Lofts[\[31\]](#)). Regular community events (farmers markets, festivals) animate the square. Recent city/EDC grants are funding further downtown revitalization. A vibrant downtown helps attract and retain workforce and businesses.

COMMUNITY LIFESTYLE:

Residents enjoy a low cost of living (housing 25–30% cheaper than DFW) and access to outdoor recreation. Gainesville lies amidst rolling hills, lakes and ranches. Lake Kiowa (private resort community, ~10 miles east) and Lake Texoma (fishing, boating) are nearby. Local schools and healthcare (North Texas Medical Center) are strong. This small-town quality of life, combined with urban access, helps draw talent and supports a stable consumer base for local businesses.

REAL ESTATE & DEVELOPMENT TRENDS



HOUSING MARKET & PROPERTY VALUES:

Home prices in Gainesville are rising, reflecting demand from expanding North Texas. As Table 1 shows, median home value jumped from \$120,800 (2022) to \$162,900 (2023) [1] (a +35% increase in one year). Zillow and Redfin report the median sale price around \$250–330k in 2024–25 – still far below Dallas–Fort Worth levels. With 57% homeownership, there remains room for growth in new housing. For investors, this means both strong appreciation and development opportunity in residential real estate.

SHOVEL-READY LAND & INDUSTRIAL PARKS:

Gainesville has several large, ready-to-build sites. The 480-acre Camp Howze Industrial Rail Park (on I-35's northwest side) is fully entitled, with water, power (Pentex), 10 Gb fiber, and BNSF rail on its border[\[9\]](#). It's BNSF-certified (cutting project time by 6–9 months) and in an Opportunity Zone[\[9\]](#). Other sites like Revoire Business Park and Gateway Industrial Park offer additional acreage with utilities in place. These ready sites significantly reduce construction risk and time-to-market for new facilities.

COMMERCIAL & INDUSTRIAL REAL ESTATE:

Commercial vacancy is low, reflecting demand. Local EDC data highlight \$48.6 million in industrial expansions/new business since 2017[\[32\]](#), including four major manufacturers expanding. Buildings and land in industrial parks command competitive rates. The city's aggressive annexation policy has secured ample future growth area (Cooke County is nearly 30% undeveloped rural). With the above incentives and the low tax rate, commercial land is particularly attractive.

ACTIVE ECONOMIC DEVELOPMENT:

Gainesville's leadership proactively plans for growth. The 2023 Comprehensive Land Use Plan ("Guiding Gainesville 2040") guides smart zoning and infrastructure investments. The local government and EDC regularly collaborate on planning, and voters have approved bonds for schools and infrastructure to keep pace. For investors, this means transparency: land-use plans are published, ordinances are clear, and development permits are handled efficiently. In short, Gainesville offers a "government partner" approach – highlighted by the GEDC's willing negotiation under Texas Chapter 380/381 for major projects[\[26\]](#).

CONNECTION TO NORTH TEXAS GROWTH:

Finally, Gainesville's best asset may be its positioning in a booming megaregion. North Texas is one of the fastest-growing U.S. regions, and expansion is creeping northward. As one developer noted, "we're seeing a real expansion across far North Texas," with projects like the TI Sherman fab and Lake Texoma resort signaling that the Dallas-Fort Worth economic footprint will soon stretch across the Red River into Oklahoma. Gainesville is literally the first Texas city coming southbound through the Red River Valley[\[33\]](#)[\[17\]](#) – a launchpad for companies wanting proximity to DFW without the downtown costs or congestion.

Each of these factors – from rising incomes and a skilled workforce to highways, broadband, and incentives – combines to make Gainesville a compelling investment destination[\[1\]](#)[\[7\]](#)[\[17\]](#). The data and plans above show that both individual investors and commercial developers can find strong returns and support in Gainesville, Texas.

SOURCES:

Economic and demographic data (Data USA)[\[1\]](#); Gainesville EDC publications[\[34\]](#)[\[9\]](#); City of Gainesville (airport, utilities)[\[13\]](#); local news/development analyses[\[17\]](#). All cited data and images are up-to-date as of 2025.

