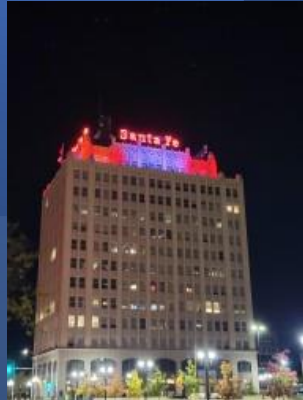


AMARILLO

CDS RESINTEL HOUSING STUDY 2022



AMARILLO CDS RESINTEL HOUSING STUDY 2022

Prepared for:

Amarillo, Texas

601 S. Buchanan

Amarillo, TX 79101

April 2022

Prepared by:



1001 S. Dairy Ashford, Suite 450

Houston, TX 77077

(713) 465-8866

www.cdsmr.com

TABLE OF CONTENTS

Introduction	1
CDS Company Bio	1
The Purpose of this Study	1
Summary of Findings.....	2
Population and Households	2
Income, Wages and Employment	3
Rental Housing	3
<i>Multifamily</i>	<i>3</i>
<i>Single family Detached Rentals</i>	<i>4</i>
For-Sale Housing	5
<i>Single family</i>	<i>5</i>
Downtown Housing.....	6
<i>Rental Housing</i>	<i>6</i>
<i>Downtown For-Sale Housing</i>	<i>7</i>
Strategic Recommendations	7
<i>Improve the Permitting and Review Process</i>	<i>7</i>
<i>Increase Flexibility of By-Right Housing Types.....</i>	<i>8</i>
<i>Mitigate the Cost of New Infrastructure.....</i>	<i>8</i>
<i>Facilitate Infill in Older Neighborhoods</i>	<i>9</i>
<i>Incentivize Rehabilitation of Older Housing</i>	<i>10</i>
<i>Assist Moderate-Priced Workforce and Student Housing in Center City</i>	<i>10</i>
Study Area Description.....	11
Demographic and Economic Analysis.....	12
<i>Population and Households.....</i>	<i>12</i>
<i>Age Distribution.....</i>	<i>13</i>
<i>Race and Ethnicity</i>	<i>14</i>
<i>Household Size and Type</i>	<i>14</i>
<i>Educational Attainment.....</i>	<i>17</i>
<i>School District Enrollment</i>	<i>18</i>
<i>Household Income</i>	<i>18</i>
<i>Occupation of Residents</i>	<i>21</i>
<i>Amarillo College.....</i>	<i>22</i>
<i>West Texas A&M</i>	<i>22</i>
<i>Texas Tech School of Veterinary Medicine</i>	<i>23</i>
<i>Unemployment Rates</i>	<i>23</i>
<i>Industries Impacted by COVID-19.....</i>	<i>24</i>
Potter and Randall Counties Employment Data	25
<i>Industry Sectors</i>	<i>31</i>
<i>Wage Profile and Projected Growth</i>	<i>37</i>

<i>Job Inflow and Outflow</i>	49
<i>Amarillo Economic and Workforce Findings</i>	52
<i>Housing Characteristics</i>	53
<i>Housing Value Trends</i>	56
<i>Household Income Profiles</i>	58
<i>Housing Cost-Burdened Households</i>	61
<i>Owners</i>	66
<i>Renters</i>	69
<i>Key Points of Housing Cost Burden Analysis</i>	71
Housing Supply Assessment – Rental Housing	73
Multifamily Rental Units	73
<i>10-Year Multifamily Apartment Market Trends</i>	75
<i>Inventory Profile</i>	79
<i>Amarillo Multifamily Apartment Unit Rent</i>	88
<i>Income Restricted/Rent Restricted/Assisted/Subsidized Units</i>	99
Single family Detached Rental Units.....	99
<i>Amarillo College</i>	102
<i>West Texas A&M</i>	102
<i>Texas Tech School of Veterinary Medicine</i>	102
<i>Downtown Rental Housing</i>	103
<i>Non-market rate Multifamily Demand</i>	104
Key Points of Rental Housing Analysis.....	105
<i>Occupancy and Absorption Outlook</i>	105
<i>Inventory Profile</i>	105
<i>New Development</i>	106
<i>Lease rates</i>	106
<i>Existing Excess Demand by Price Segment</i>	106
<i>Future Demand from Employment and Household Growth by Price Segment</i>	107
Single family, For-Sale Homes	110
Existing Single Family Supply and Inventory.....	112
<i>Existing Single family For-Sale Home Inventory</i>	115
New Single family Housing Construction.....	118
<i>New Single family Infill Construction</i>	119
<i>Rock Rose Development</i>	120
<i>Williams Group</i>	122
<i>Betenbough</i>	124
<i>Blue Haven</i>	125
<i>B&M Homes</i>	125
<i>N&B Homes</i>	125
<i>The Vineyards</i>	125
<i>Trails At Tascosa Golf Club</i>	126
<i>La Paloma</i>	126

<i>Estancia</i>	127
<i>Downtown For-Sale Housing</i>	128
Future Single family Demand.....	129
<i>Planned/Proposed Single family</i>	129
<i>Supportable Future Single Family Development</i>	130
<i>Affordable Single family Demand</i>	130
<i>Key Points of Single family Analysis</i>	133
Conclusions– Workforce Housing Analysis	135
Demand Analysis.....	135
<i>Rental Conclusions</i>	135
<i>For-Sale Conclusions</i>	136
<i>Affordability Challenges</i>	137
Senior / Retiree Housing Market	138
General Senior / Retiree Housing Trends	138
Independent Living	140
Senior Living Options	141
Amarillo’s Seniors – Demographic Profile.....	142
<i>Households by Tenure</i>	148
<i>Group Quarters</i>	148
Bureau of the Census Data	149
Amarillo’s Senior Rental Choices	154
Senior Rental Apartment Market Conditions	154
Amarillo Senior Apartment Performance	166
Income Analysis	169
Senior / Retiree For-Sale Housing Options	171
Key Findings Regarding Senior Housing in the City of Amarillo	172
<i>Underlying Market Factors</i>	172
<i>Support For New Housing</i>	173
Appendix A: Employee Survey	174
Survey Design and Sampling	174
Notable Findings	175
Survey Results – Individual Questions	176
Appendix B: Employee Survey Instrument	208

TABLES AND FIGURES

Table 1: Population and Households, 2000 to 2026.....	12
Table 2: Population by Age, 2021	13
Table 3: Ethnic Makeup, 2021	14
Table 4: Household Size and Type, 2021	15
Table 5: Household Type, 2021.....	15
Table 6: Family Households and Poverty, 2021	16
Table 7: Educational Attainment, 2021	17
Table 8: K-12 School District Enrollment, 2013-2021	18
Table 9: Household Income, 2021	18
Table 10: Household Income, 2026	19
Table 11: Major Amarillo Employers	20
Table 12: Occupation of Residents, 2021 Age 16 and Older	21
Figure 13: United States, Texas, Potter and Randall County Unemployment Rates	23
Figure 14: United States, Texas, Potter and Randall County Unemployment Rates	24
Table 15: Employment by Industry – Yearly Average – Potter County.....	26
Table 16: Employment by Industry – Yearly Average – Randall County.....	27
Table 17: Establishments by Industry – Yearly Average – Potter County.....	28
Table 18: Establishments by Industry – Yearly Average – Randall County	29
Table 19: Average Weekly Wages by Industry – Potter County	30
Table 20: Average Weekly Wages by Industry – Randall County	31
Table 21: Industries Ranked by 2020 Employment – Potter County.....	32
Table 22: Industries Ranked by 2020 Employment – Randall County	33
Table 23: Employment Growth by Industry – Potter County	34
Table 24: Employment Growth by Industry – Randall County.....	35
Table 25: Employment by Industry Share of Total Employment – Potter County.....	36
Table 26: Employment by Industry Share of Total Employment – Randall County.....	37
Table 27: Industries Ranked by 2020 Average Weekly Wages – Potter County.....	38
Table 28: Industries Ranked by 2020 Average Weekly Wages – Randall County.....	39
Table 29: Average Weekly Wage Growth by Industry – Potter County.....	40
Table 30: Average Weekly Wage Growth by Industry – Randall County.....	41
Table 31: Total Wages Paid, Growth by Industry – Potter County	42
Table 32: Total Wages Paid, Growth by Industry – Randall County	43
Table 33: Total Wages Paid, Shares by Industry – Potter County.....	44
Table 34: Total Wages Paid, Shares by Industry – Randall County	45
Table 35: Potter County Top Ten Industries by Employment and Average Weekly Wage, 2020	46
Table 36: Randall County Top Ten Industries by Employment and Average Weekly Wage, 2020.....	47
Table 37: Potter County Industries Paying Greater Than Average Weekly Wage, 2020.....	48
Table 38: Randall County Industries Paying Greater Than Average Weekly Wage, 2020	48
Figure 39: Amarillo 2019 LEHD Job Inflow/Outflow	49
Table 40: Amarillo LEHD Inflow/Outflow Job Counts, 2019	50
Figure 41: Amarillo 2019 Jobs.....	50
Table 42: Distance – To Amarillo for Work, Employed in Amarillo, 2019.....	51

Table 43: Jobs Counts by Counties Where Workers Live - All Jobs 2019.....	51
Table 44: Housing Types, 2021	54
Table 45: Age of Existing Housing Stock, 2021	56
Table 46: Estimated Owner Occupied Value, 2021	57
Table 47: 2019 Household Income by Age of Householder.....	58
Table 48: 2019 Household Income by Household Type, Under 65 and 65 and Older.....	59
Table 49: 2019 Household Income by Tenure	60
Table 50: 2019 Amarillo Housing Costs As A Percentage of Household Income by Age.....	61
Table 51: 2019 Housing Costs As A Percentage of Household Income – Only by Under 65 and 65 and Older	62
Table 52: 2019 Housing Costs as a Percentage of Household Income – Owner-Occupied Housing by Income	63
Table 53: 2019 Estimated Amarillo Affordable For Sale Housing Need by Income Range, 2019.....	64
Table 54: 2019 Housing Costs as a Percentage Of Household Income – Renter-Occupied Housing by Income	64
Table 55: 2019 Estimated Amarillo Affordable Rental Housing Need by Income Range, 2019	65
Table 56: 2019 Monthly Owner Costs as a Share Of Household Income	66
Table 57: 2019 Monthly Owner Costs Greater Than 30 Percent of Household Income	67
Table 58: 2019 Monthly Owner Costs Greater Than 30% Percent of Household Income by Age.....	68
Table 59: 2019 Gross Rent as a Percentage Of Household Income.....	69
Table 60: 2019 Monthly Renter Costs Greater Than 30% Percent of Household Income by Age.....	70
Table 61: 2019 Monthly Renter Costs Greater Than 30% Percent of Household Income by Income.....	71
Table 62: Amarillo MSA Multifamily Apartment Unit Permits	74
Figure 63: Amarillo Multifamily Market Data, 2021	75
Figure 64: Vacancy and Market Asking Rent Per Unit, 2011-2026	76
Figure 65: Market Asking Rent Per Unit By Bedroom 2011-2026	77
Figure 66: Absorption, Net Deliveries and Vacancy, 2011-2026	78
Figure 67: Total Units By Bedroom	79
Table 68: Market Rate Multifamily Apartment Properties.....	80
Table 69: Non-Market Rate Multifamily Apartment Properties.....	86
Table 70: Market Rate Apartment Unit Average Rent and Square Feet	88
Table 71: Market Rate Apartment Unit Average Rent and Square Feet By Building Class.....	92
Table 72: Market Rate Apartment Unit Average Rent and Square Feet By Number of Bedrooms.....	93
Table 73: Non-market rate Apartment Unit Average Square Feet and Rent	93
Figure 74: Amarillo Market Rate Apartments.....	95
Figure 75: Amarillo Non-market rate Apartments.....	98
Table 76: Single family Rental Price Ranges.....	100
Figure 77: Single family Rental Units	101
Table 78: Affordable Rent Calculation	104
Table 79: Estimated Amarillo Affordable Rental Housing Need by Income Range, 2019	104
Figure 80: Amarillo ISD, City of Amarillo, Potter County	110
Table 81: Amarillo Homes Sales by Price Ranges, 2011 – September 2021.....	112
Table 82: Amarillo Homes Sales by Price Ranges, 2011 – September 2021.....	113
Figure 83: Amarillo Homes Sales by Price Ranges, 2011 – September 2021.....	113

Table 84: Amarillo Median Home Sale Price, 2011 – September 2021	114
Table 85: Amarillo Days on Market (DOM), 2011-September 2021	115
Figure 86: Existing Single family Properties	116
Figure 87: New Single family Infill Construction	119
Figure 88: Rock Rose Development	120
Figure 89: The Williams Group.....	122
Figure 90: The Trails At Tascosa Golf Club	126
Figure 91: Estancia	127
Figure 92: La Tour Condos	128
Table 93: Amarillo Affordable For-Sale Home Price Calculation (FHA Mortgage).....	131
Figure 94: Randall County Industries, Wages and Affordable Housing Prices.....	132
Figure 95: Potter County Industries, Wages and Affordable Housing Prices	132
Figure 96: National Senior Housing Growth Outlook	138
Figure 97: Senior Population Growth	139
Figure 98: Post-Pandemic Senior Housing Recovery	140
Figure 99: Independent Living Occupancy and Rent Trends	140
Table 9: Senior Apartments By Unit Mix Independent Living.....	156
Figure 102: Senior Apartment Performance Metrics	166
Figure 103: Key Performance Indicators.....	166
Figure 104: Lease Rate Trends	167
Figure 106: Concession Rate and Absorption / Vacancy Trends	168
.....	169
Table 12: Amarillo Homes Sales by Price Ranges, 2016 – September 2021	171

INTRODUCTION

This study is a result of a cooperatively funded effort by the City of Amarillo, the Amarillo Economic Development Corporation, Center City TIRZ #1, and the Amarillo Association of Realtors. It seeks to understand the demand for housing and additional housing supply needed in the context of Amarillo's economy, demographic trends, and policy environment. CDS Community Development Strategies (CDS) conducted this study during fall and winter of 2021-2022.

CDS Company Bio

CDS is a leading national consulting firm headquartered in Houston, Texas, providing economic analysis, public planning, and market research services to clients in a wide variety of industries. CDS was formed in 1971 and is staffed with seasoned professionals who have training and experience in economic development, demographic research, urban planning, statistical analysis, market evaluation, and all aspects of real estate development.



Since 1971, CDS has remained at the forefront of the industry by doing three things:

1. Staying actively involved in numerous professional and trade associations.
2. Providing clear, unbiased, and up-to-date solutions by employing the most appropriate and cost-effective research methods.
3. Utilizing solution-oriented analysis teams to focus on each project assignment adapted to your needs.

The Purpose of this Study

This study contains the most recent research, analysis, and findings for improvement related to the housing market in Amarillo. The focus of this study centers on the following:

- A comprehensive assessment of current and future demand and market potential for housing (with an emphasis on attainable workforce products) that will best serve the resident population
- An analysis of the supply of housing available
- An assessment of demand / supply mismatches and recommendations for mitigating them
- The magnitude and nature of demand for all types of housing deemed to be needed in Amarillo
- Survey of local workers to identify any changes in housing needs
- Conclude the potential opportunities to fulfill current and future needs

This study required a considerable amount of participation from Amarillo stakeholders, employers, real estate professionals, and government staff, for which CDS is grateful.

SUMMARY OF FINDINGS

Population and Households

Population in the City and Counties over the past 10 years has experienced an increase of net 23,653 and 40,550 residents, respectively.

Current estimated population increase in City of Amarillo and Counties is another 7,920 and 11,849 persons respectively through 2026. Households are also experiencing an increase and projections to 2026 show a substantive increase of more than 4% in both City of Amarillo and the Counties.

The dominant age cohorts for Amarillo in order of share of total City population:

- age 25 to 34 – 14% (28,243)
- age 35 to 44 – 14% (27,107)
- age 45 to 54 – 11% (22,105)
- Age 85 and Over cohort had the least share of population at 2% (3,566).
- Age 65 and Over represented 15% (29,658) of the population.

The estimated average household sizes for the study areas are:

- City of Amarillo – 2.55
- Potter County – 2.69
- Randall County – 2.47

The most prevalent household sizes in the City of Amarillo were:

- 2-person households with a 32% share of total households at 24,766 households
- 1-person households with a 28% share of total households at 21,565 households
- 3-person households dropped to a 16% share of total households at 12,309

According to the data 64% of households in the City of Amarillo (49,337) had no children younger than 18 years old in their household.

The City of Amarillo had a 34% share of households with one or more people under 18 years (28,059).

Families at or above poverty were approximately 89% (46,100) of all family households in the City of Amarillo.

In the City of Amarillo an estimated 11% (5,818) of family households below poverty, and 9% (4,706) were family households below poverty with children.

Current enrollment count for all combined Amarillo area school districts was 45,318.

Total combined enrollment of all five districts has decreased by a total of -1,175 (-3.9%) students from peak area enrollment in 2017 to the 2021 school year.

Since 2017 Amarillo ISD has seen a consistent year to year decrease in student enrollment.

Median household income in City of Amarillo for 2021 was estimated to be \$56,253, slightly higher than Potter County, but much lower than Randall County.

Income, Wages and Employment

AEDC has recently announced two new employers coming to Amarillo in 2022, Cacique (200 jobs) and Amazon (500 jobs) that will add a combined 700 new jobs.

City of Amarillo has about 98,170 residents age 16+ working, 49% of the estimated 199,478 City’s residents. The top occupations for residents of City of Amarillo were:

- Sales/Related (11.44%), Office/Admin. Support (11.13%) and Transportation/Moving (7.96%). These occupations accounted for 30.5% of the 29,969 employed residents in City of Amarillo.

At the time of this study Potter and Randall Counties had a 3.6% and 3.1% unemployment rate, lower than that of the Texas (4.8%) and the Country (4.3%).

In 2021 data from QCEW for Potter County demonstrated 75,469 workers, 4,015 establishments, and \$1,063 average weekly wage.

Randall County had 33,291 workers, 2,595 establishments, and \$966 average weekly wage.

Combined the two Counties had a total of 108,760 workers, 6,610 establishments and \$1,015 average weekly wage.

Using the LEHD 2019 number of 95,449 workers employed in the city, Amarillo possessed an 88% share of all employment of both Counties combined.

The table below shows median incomes for Amarillo and the affordable rent and for-sale prices affordable to those incomes.

Income Type	Income	Rent	For-Sale
2021 PCensus Median Household Income	\$56,253	\$1,406	\$175,000
2Q2020 QCEW Potter County Avg. Weekly Wage	\$48,720 / \$1,015	\$1,218	\$150,000
2019 ACS Amarillo Med. HH Income	\$49,802	\$1,245	\$150,000
2019 ACS Owner Median Income	\$66,570	\$1,664	\$210,000
2019 ACS Renter Median Income	\$33,200	\$830	\$96,000

Many interviews conducted by CDS with employers in the area shared that workers of all pay grades in many instances have encountered difficulties securing adequate housing in the area. This is primarily concentrated to workers coming into the community from elsewhere in Texas or increasingly from other parts of the Country like California among others.

Rental Housing

Multifamily

Overall, the Amarillo apartment market appears healthy yet occupancy in well managed properties of all Classes were in the mid to high 90%’s with 42 properties reporting 100% occupancy. This indicates demand in excess of current supply for these units.

Several property managers mentioned that although their current occupancy was in the mid 90%'s they were 98% or 100% pre-leased.

CDS believes that there is demand for at least 500 additional market rate apartment units in Amarillo with average rents of \$850 to \$1,200.

Multifamily unit permit data shows an estimated 3,000 new units were permitted since 2010, and in that same time span the estimated population in Amarillo grew by 8,783.

There were around 16,000 total multifamily apartment units in Amarillo. Of the 16,000 total units about 13,000 (82%) were market rate and about 3,000 (18%) were non-market units.

At the time of this study one market rate apartment complex was being built named The Silos with 243 market rate units by the same group as another 100% occupied 218 unit complex called Arden Park with units renting from \$750 to \$1,225. Adding another similar complex should be warranted once leasing and occupancies have stabilized at these two properties.

It is the opinion of CDS that a newly constructed market rate apartment complex could be quickly supported at average prices of \$850-\$1,200 per month in Amarillo based on the level of current and continued demand from workers at existing local employers and the 700 currently on the way, which will be primarily working in middle-wage positions.

Single family Detached Rentals

Using PCensus 2021 data out of 77,396 total occupied housing units 49,422 were owner occupied and 27,974 were renter occupied. Of the renter occupied units CDS estimates 16,000 were multifamily apartment units and CDS estimates that in excess of 10,000 were single family rental units.

Rents in single family rentals have climbed in the last several years as occupancies in the newest Class A and B market rate multifamily apartment rental units have been very high. Therefore, single family landlords have put a premium on the most desirable single family rental units, especially units located in neighborhoods with amenities and received regular maintenance and updates.

Demand for single family rental properties were the greatest in the \$800 to \$1,200 per month range.

CDS believes that new single family rental homes that rent between \$1,200 to \$1,800 per month would be quickly absorbed and provide important housing relief for incoming workers and residents as well as existing apartment renters seeking entry level homes.

Amarillo and the rest of the Country faces the question of, will there ever be new \$200,000 and below priced single family homes again?

The answer may be no. With that said, new single family rentals could take the place of what used to be the new, low priced single family home.

New single family rental development, perhaps in an increased density of what is typical for Amarillo (townhome, small lot, tiny home) should be emphasized, especially in Center City and surrounding blocks and close in neighborhoods.

For-Sale Housing

Single family

According to 2021 PCensus data there were 77,936 total occupied households in Amarillo, of which 49,422 were single family owner occupied units that represented 58% of the City's households.

Since 2011 there have been 25,647 total single family homes sold in Amarillo, an average of about 2,332 per year and about 200 per month.

In that time the share of homes sold under \$125,000 has gone from a share of 47% of home sales in 2011 to just 17% of home sales in 2021. Furthermore, since 2011 homes sold in the lowest two price bands of \$175,000 and less shrank in share of sales volume from 75% of sales in 2011 to 38% of sales in 2021.

The data shows that the median home price in Amarillo has steadily increased by 70% from around \$127,000 in 2011 to around \$215,000 in 2021. The median sale price at the time of this study in Amarillo was \$215,000.

The median income was around \$56,000 which correlates to an affordable for-sale price of \$175,000 or less.

Land and lot prices have risen very sharply in the last three years with greenfield lots selling for \$38,000 to \$100,000+, mostly located in the southwest portion of the City where new subdivisions are being built.

Proactive guidelines for support for the construction of new housing on the part of the City and possibly County could provide financial or other types of support to encourage builders to get new product on the ground in Amarillo, while lowering lot development costs and therefore lowering risk.

CDS recommends that the City consider allowing builders to build on small lots from 25' to 45' on a by-right basis to help facilitate building new homes in the most in demand price ranges on smaller lots that can help offset the rising costs of land, materials and labor to get housing in Amarillo that local middle income workers can afford.

Development patterns are moving outside of the city limits into the ETJ on the southwest side. The City has a prime opportunity to do everything in its power to attract and accommodate more housing development back into the city.

It is of the opinion of CDS that the City of Amarillo has enough new buildable lots currently to serve demand in the market for new single family homes for the next 2 to 3 years.

The real challenge for the Amarillo for-sale market is providing new and existing homes at prices low enough for median income households to afford priced from \$240,000 and less, and especially homes under \$175,000 if possible.

CDS finds that the current approved supply of lots will be sufficient to accommodate demand from upper middle class and affluent households seeking home prices over \$250,000.

The lower price ranges described above, from \$175,000 to \$240,000, which are the heart of the Amarillo market, may not be possible under present cost structures for lots in new subdivisions.

CDS believes that an emphasis on infill or redeveloped lots that do not require new public infrastructure will likely be required to reach these pricing levels. New dense single family (townhome, small lot) should also be emphasized, especially in Center City and surrounding blocks and close in neighborhoods.

The City of Amarillo and community partners may have to undertake a substantial neighborhood renovation / revitalization effort in older neighborhoods couples with assistance or incentives to produce this infill housing in order to achieve these attainable price points.

Downtown Housing

Rental Housing

Based on market performance as well as the currently limited supply, CDS believes there is strong demand for new or rehabbed multifamily rental units in downtown as well as surrounding blocks and neighborhoods, especially to the west and north, and continued development of residences in Center City should be a market priority, as was called for in the City's Downtown Strategic Action Plan update from 2019.

Downtown rental unit rates could range from \$875 to \$2,000 which would qualify incomes of \$35,000 to \$75,000 and up. Newly developed market rate apartments in downtown Amarillo are generally among the most expensive in the region, up to nearly \$2,000 per month.

Since Amarillo's economy focuses on middle class workers, and growth in more upscale occupations is more limited, CDS would not yet recommend a single upscale multifamily rental development on the scale of a typical new suburban complex, bringing potentially more than 150 units to the market at once. Rather, market rate rental projects of 50 units or less in Downtown would make sense, given that monthly rents would likely be starting at well above \$1,200, and perhaps mostly over \$1,500. It should be noted that these could consist of commercial conversions / adaptive reuse, new from-scratch multifamily, or new moderate-density rentals such as townhomes on infill sites. A more typical larger apartment complex in this rent class would be a longer term proposition, once a sufficient supply of more moderately-sized properties is stabilized and downtown can be established as its own residential neighborhood.

Modern new upscale multifamily apartments in urban infill areas such as the historic neighborhoods southwest of Center City and reaching to the Wolflin Square area would likely have similar market viability especially if near popular eating, drinking, and recreation / entertainment locations. To a limited extent, these properties would compete with new rentals in Center City.

Additional opportunities exist for Center City in less expensive rent classes. A new downtown apartment complex, especially one oriented to local downtown day and night service / restaurant / entertainment workers, plus some share of students attending post-secondary educational institutions in the downtown area such as WTAMU, could be built with little to no extra amenities (beyond in-unit or onsite laundry) while still attracting tenants, provided that monthly rents remain under \$1,600 (for a two-bedroom unit) and \$1,000 to \$1,250 for smaller units. CDS believes there is demand for at least 50 such new downtown rental housing units in Amarillo now, as this employment and student base expands during Center City's revitalization.

In general, CDS finds demand for units in these middle and upper prices range of 50 to 80 units annually to be supportable in the near to middle term, with increasing annual absorption in the longer term as Center City becomes more established as a viable and known residential neighborhood.

More affordable / attainable rental housing supply (monthly rents below \$1,100) is and will be in demand to house lower-paid workers and students within a closer distance to their jobs and schools than the current supply of class B and C complexes in areas such as Wolflin Square. New development for this purpose would likely require subsidies to be financially viable, such as through the Low Income Housing Tax Credit program. However, it should be noted that such renters, who may have limited access to personal transportation, will have to venture farther for neighborhood needs such as grocery stores if they live in Center City, so they may trade one distance and convenience burden for another, until the point where those establishments are viable in Center City itself.

Downtown For-Sale Housing

In addition to rental housing, CDS does find evidence of demand for additional urban core, higher-density for-sale housing in Amarillo, based on the performance of the limited existing stock of such housing. The national homebuying market also shows an established segment of buyers in urban markets have a preference for such housing in walkable mixed-use environments.

With Amarillo's rich building history and stock of older buildings along with recent and ongoing investments in Center City additional for-sale housing in and around downtown would be supported.

Prices for units could be in the \$200,000 to \$350,000 range which would qualify incomes of \$60,000 to \$100,000+. Condo fees (or HOA fees in townhome clusters) are also required in such living arrangements and should be considered in addition to monthly unit rent. In some instances, condo fees in excess of \$150 to \$200 per month and depending on whether or not utilities and other bills are included in condo fees, could make unit prices unaffordable, especially to moderate and lower wage workers. Fees can be moderated by keeping on-site amenities, daily maintenance items, and staffing limited.

Apart from multifamily stacked units, other similar products that would satisfy downtown for-sale housing are attached and detached townhomes (detached townhomes do not share walls) and tiny homes. These are building types that generally can have lower construction costs than more vertical buildings with stacked condominium units.

Quantifying estimated periodic absorption potential for for-sale housing downtown is difficult, but CDS finds that small groups of 10-15 units in price ranges under \$400,000, and especially around \$300,000, would have absorption rates needed for project viability. Based on experience from other markets, stacked condominium units will work best in locations within a few walkable blocks of popular dining and entertainment locations, while townhomes can be suitable for more scattered sites, though adjacencies with especially noisy or environmentally noxious uses would be problematic.

Strategic Recommendations

The Amarillo community can take actions to facilitate the expansion of housing supply in critical price ranges attainable to the Amarillo workforce and local seniors / retirees.

Improve the Permitting and Review Process

Increases in development costs, along with currently increasing mortgage rates, mean that creating new housing in price ranges attainable to the bulk of the local workforce has become considerably more difficult than just a few years ago. While some costs primarily result from external forces beyond the control of developers, builders, and the community, others represent opportunities for mitigation. A key one is the City's regulatory permitting, review, and inspection processes.

In real estate development, aspects of these processes such as uncertainty, delays, and conflicting or inconsistent feedback inevitably translate into increased cost for new construction. At present, there is little or no cost “cushion” for developers and builders seeking to provide new single family homes at a sub-\$275,000 price point, let alone homes closer to \$200,000 that best fit the bulk of the Amarillo workforce market. Given these conditions, it behooves the City to optimize the efficiency, consistency, responsiveness, and timeliness of its permitting and review activities. CDS understands that internal changes such as new technical and enterprise support systems are being implemented, but discussions with developers and builders indicate that improvements are still needed. Ensuring timely responses to inquiries and submittals (for both volume builders and others) and consistent interpretation of codes and regulations should be a top priority for City government. This may involve organizational matters such as staffing levels, review sequences and routing, training and internal guidelines, etc.

Increase Flexibility of By-Right Housing Types

The reality of rising costs means that developers and builders have to adjust their product types to try and maintain affordability for home buyers. One example in other Texas markets has been shifting toward smaller lot sizes. The smallest lot size currently permitted by-right under the current single family zoning categories is 5,000 square feet (R-3). However, smaller lot sizes corresponding to 40 and 45 foot front widths, or even smaller in some locations, are becoming common elsewhere to help address affordability for new detached home construction. The City should consider changing minimum lot sizes allowed in its single family zoning so that developers do not have to seek variances, a Planned Unit Development designation, or rezoning to the Moderate Density category.

The City should also consider ways to accommodate “build-to-rent” (BTR) single family products, which are new single family homes (detached or attached) built for the initial purpose of renting. This helps satisfy demand for single family living with yard space for households that are not financially ready to purchase or have had difficulty finding a home to purchase. Because this product is often not platted as individual single family lots, but instead with multiple single family units on one parcel, it may not fit well into existing codes or require rezoning to a multifamily category.

Similarly, there should be maximum flexibility to develop denser housing types in infill and redevelopment areas (not just Center City or the area zoned Central Business), including areas that are currently designated for commercial uses. Such types would include very small lot detached homes, attached townhomes, live-work, accessory dwelling units, and vertical mixed-use. They represent a free market response to housing demand in previously developed areas while maintaining attainable pricing. Requiring developers and builders to seek zoning variances or other changes for these products adds both direct and indirect cost to development that works against affordability, even if such requests are granted fairly routinely. This issue applies not only land use and density requirements associated with zoning categories but also regulations such as on-site parking and setbacks which can have negative impacts on affordability.

Mitigate the Cost of New Infrastructure

Infrastructure construction (streets, water, sewer, etc.) on “greenfield” sites (previously vacant or agricultural use tracts) is increasingly expensive. Historically in Amarillo, recovery of that cost to the land developer has been accomplished through the sale prices of lots and homes, with little to no involvement of government. As costs continue to rise and new home prices risk exceeding attainable ranges for a significant share of Amarillo’s workforce, the City could consider methods to mitigate the developers’ up-

front infrastructure spending. Special financing districts such as Municipal Utility Districts (MUDs) are common in some other parts of Texas such as the unincorporated portions of the Houston area. These districts provide for reimbursement to the developers of up-front public infrastructure costs and also fund operation of water and wastewater systems during the period prior to annexation into an incorporated city. This allows lot and home prices to be lower than they would be if the up-front capital costs had to be fully recovered from lot and home sales. The first MUD in the Panhandle is underway south of Amarillo. The downside to these districts is that the property taxes they levy (prior to annexation) can be high relative to the property tax rate if annexed into a city, at least for the initial years of the MUD, so qualifying incomes for home purchasers may need to be higher.

For tracts annexed into a city, a Chapter 380 agreement has been used in other Texas communities to at least partially reimburse the residential developers for the infrastructure costs. An economic development purpose such as provision of attainable workforce housing should be shown for such agreements.

Facilitate Infill in Older Neighborhoods

One of the primary ways to develop housing affordably is to build on sites where little or no new infrastructure and utilities are needed, which are generally found as infill locations or redevelopment sites. CDS observed a significant number of vacant infill sites in close-in neighborhoods such as North Heights that appear to be suitable for new housing. Existing home prices in these areas would also be relatively compatible with new homes attainable for entry-level, middle class buyers. However, local housing industry contacts reported that the City may require developers and builders to rehabilitate and upgrade the legacy infrastructure serving many of these sites and adjacent neighborhoods, which may defeat their affordability benefits of this strategy. CDS recommends finding ways to lift or mitigate the financial burden of infrastructure rehab from the private development community via such methods as:

- City Capital Improvement Program (CIP) to proactively upgrade / rehab older infrastructure in legacy neighborhoods with developable infill housing sites available – this will be the most effective for enabling small-scale projects such as construction of a few infill homes, which could potentially constitute the greatest share of new infill housing development over time.
- Tax Increment Reinvestment Zone (TIRZ) designation to undertake infrastructure rehab projects (if a TIRZ revenue stream will already be available) or reimburse developers and builders if they have to front infrastructure rehab costs for larger infill projects; subject to state law regarding the maximum amount of residential uses present in a newly created zone.
- Chapter 380 agreements which can work similarly to TIRZs for reimbursement of infrastructure costs to developers of projects with a larger number of units.

In some cases, public funds from the federal government or channeled through the State of Texas government may be applicable to support infrastructure rehab, subject to restrictions regarding income levels of existing households in the area and the prices of the resulting housing. The maximum single family price for 2021 for certain types of funding programs per the Texas Department Housing and Community Affairs in Potter and Randall counties was \$243,000, which represents an upper range of attainable housing for many workforce households in Amarillo.

The City could also create additional financial incentives for new infill housing. Designating Neighborhood Empowerment Zones, for example, would allow the City to reduce or waive permitting fees for new construction.

CDS suggests coordinating the facilitation of new infill housing with community-based revitalization efforts. The City of Amarillo has already been involved in some older neighborhoods to produce plans and foster community engagement. Pairing infill development incentives with these areas could produce strategies such as volunteer community cleanup efforts with partner organizations such as civic clubs or local community-focused nonprofits. This would not only help build support for the development incentives within the community, it would also potentially make these legacy neighborhoods more outwardly attractive to new residents, which would benefit the developers and builders who execute the new housing.

Incentivize Rehabilitation of Older Housing

Along with the encouragement of new attainably-priced infill housing, CDS recommends the facilitation and incentivizing of rehabilitation of older housing in targeted legacy neighborhoods. The previously mentioned Neighborhood Empowerment Zone could also be applied to housing rehabilitation. Not only could permit fees be reduced or waived, but the property owners could also be made eligible for tax abatements to help offset the increased tax burden resulting from the increased assessed value of the property. (Note that tax abatements are generally not compatible with TIRZs.) The City could have requirements for ensuring sale prices or lease rates to ensure some level of affordability if the property owners are investing in rehab or updates in order to sell or rent to others rather than owner-occupy. Using certain funding programs, as previously noted, may also require income or pricing limits of the housing which benefits. The TDHCA 2021 price limits for rehabilitated housing were \$167,000 in Potter County and \$176,000 in Randall County. Obviously, rehab and renovation of existing older housing will also benefit nearby properties and the surrounding neighborhood, making it more attractive for additional private investment.

Assist Moderate-Priced Workforce and Student Housing in Center City

The market analysis indicates that reasonable increments of new upscale housing in Center City are warranted, and such housing likely should not need much if financial assistance from the public sector except in more extraordinary situations such as asbestos abatement. However, new housing targeting the other middle and working class market segments that CDS has identified, such as the growing number of service / hospitality workers within the area and students and staff at nearby educational institutions, would have less chance of being financially feasible on its own. CDS recommends investigating potential programs to financially assist the development of such housing (most likely rental housing). Affordable housing (as defined by state of Texas law) can be an eligible expense for a TIRZ, and a TIRZ already covers much of Center City.

Existing affordable housing programs such as the Low Income Housing Tax Credit (LIHTC), for serving households under 60% of area median income, and a Public Facilities Corporation (PFC), for serving households under 80% of median income in a mixed-income setting, may be able to serve a qualifying portion of these targeted housing demand segments as well. It should be noted that PFCs typically work by using tax abatements on the multifamily housing that is developed, and so may not be very compatible with the existing TIRZ, though workarounds may be possible.

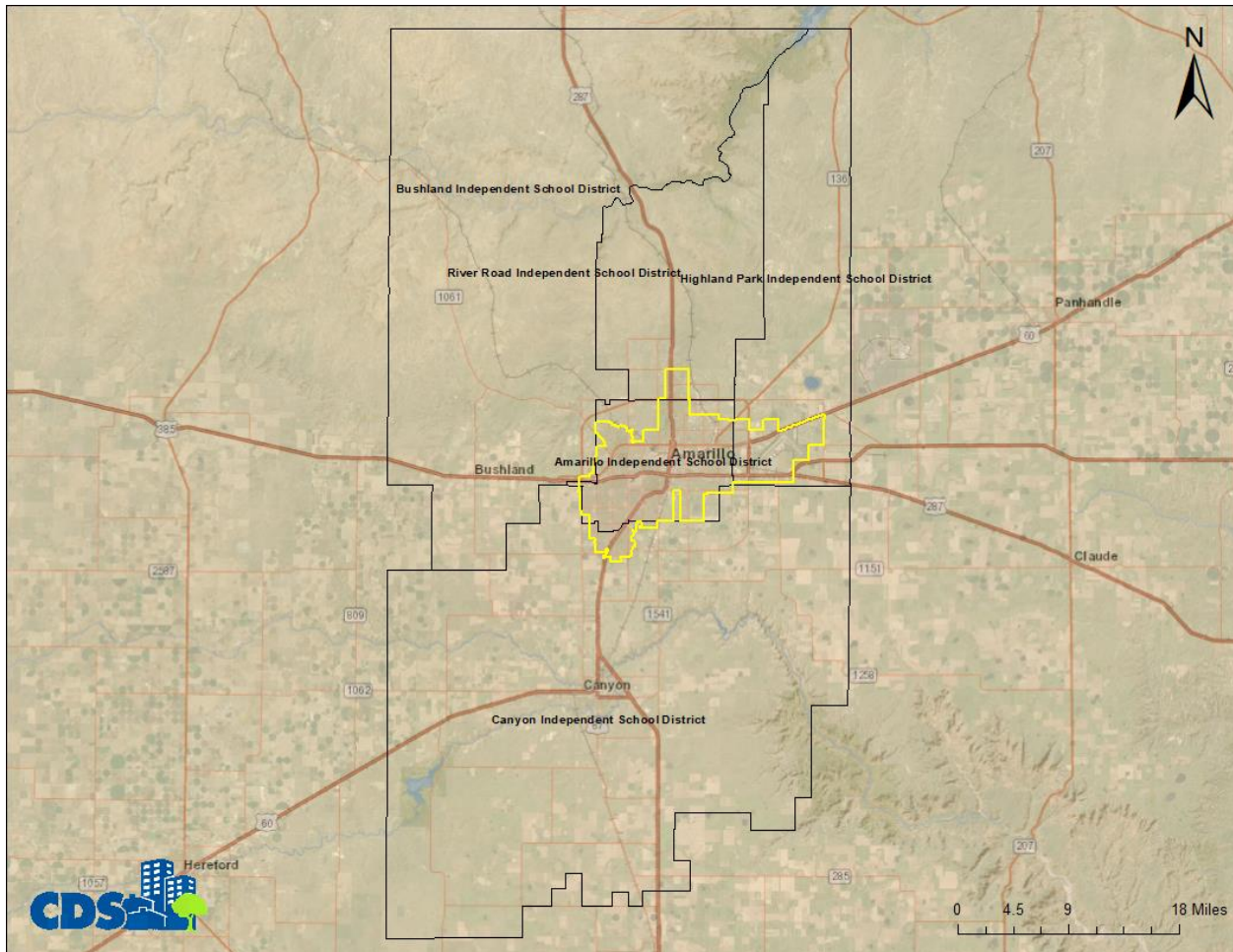
STUDY AREA DESCRIPTION

Amarillo is located in the Texas panhandle region and the seat of Potter County. It was the 14th-most populous city in Texas in 2019 and the largest city in the Texas Panhandle. A portion of the city extends into Randall County. The estimated population of Amarillo in late 2021 at the time of this study was 199,478. The Amarillo metro area had an estimated population of 269,447 as of 2019, and the Amarillo-Pampa-Borger combined statistical area had a population of 308,064.

The city of Amarillo, originally named Oneida, is situated in the Llano Estacado region. The availability of the railroad and freight service provided by the Fort Worth and Denver City Railroad contributed to the city's growth as a cattle-marketing center in the late 19th century.

Amarillo operates one of the largest meat-packing areas in the United States. Pantex, the only nuclear weapons assembly and disassembly facility in the country, is also a major employer along with Bell Helicopters. Many attractions such as Cadillac Ranch, Big Texan Steak Ranch, Palo Duro Canyon, U.S. Highway "Route 66", and local and regional rodeos and other events make Amarillo the center of activity, employment and housing for the Panhandle region.

The map below shows the City of Amarillo limits in yellow as well as the five surrounding school districts outlined in black.



Source: CDS

DEMOGRAPHIC AND ECONOMIC ANALYSIS

Understanding the demographic trends for an area is an important element in assessing the market demand for new housing. Past, present and future demographic figures were collected and estimated by utilizing data from the following sources: U.S. Census Bureau, American Community Survey, PCensus for ArcView (hereafter referred to as "PCensus"), Bureau of Labor Statistics, Texas Workforce Commission Labor Market Information, Quarterly Census of Employment and Wages (QCEW), Amarillo Economic Development Corporation, Amarillo Chamber of Commerce, Amarillo Association of Realtors and primary research completed by CDS Community Development Strategies.

Thanks goes out to Amarillo and all local businesses and other entities who provided information and data instrumental in completing this report.

Population and Households

Table 1 provides population and household counts for 2000 and 2010, as well as estimates for 2021 and projections for 2026.

Table 1: Population and Households, 2000 to 2026

Population	2000 Census	2010 Census	2021 PCensus	2026 Projection	Change 2010-2021	% Change 2010-2021	Change 2021-2026	% Change 2021-2026
City of Amarillo	175,825	190,695	199,478	207,398	8,783	5%	7,920	4%
Potter County	113,547	121,073	116,051	117,557	-5,022	-4%	1,506	1%
Randall County	104,313	120,725	142,359	152,702	21,634	18%	10,343	7%
Households	2000 Census	2010 Census	2021 PCensus	2026 Projection	Change 2010-2021	% Change 2010-2021	Change 2021-2026	% Change 2021-2026
City of Amarillo	67,640	73,995	77,396	80,612	3,401	5%	3,216	4%
Potter County	40,763	42,933	40,656	41,136	-2,277	-5%	480	1%
Randall County	41,240	47,975	56,791	61,066	8,816	18%	4,275	8%

Source: PCensus 2021

- Based on the data in Table 1 population in the City and Counties over the past 10 years has experienced an increase of net 23,653 and 40,550 residents, respectively.
- Current estimated population increase in City of Amarillo and Counties is another 7,920 and 11,849 persons respectively through 2026. Households are also experiencing an increase and projections to 2026 show a substantive increase of more than 4% in both City of Amarillo and the Counties.

- At the moment City of Amarillo population represents a 77% share of the estimated current total population residing in the Counties and a 79% share of the estimated total households in the Counties.

Age Distribution

Table 2 has the breakdown of the population by age in City of Amarillo and Potter and Randall Counties for 2021. The total population as well as cohorts of 16 and over, 18 and over, 21 and over and 65 and older have been identified along with their respective percentages of total population in 2021.

Currently the median age in City of Amarillo is 35.29 and slightly younger than Randall County (36.81), but slightly older than Potter County (34.21).

The dominant age cohorts for Amarillo in order of share of total City population:

- age 25 to 34 – 14% (28,243)
- age 35 to 44 – 14% (27,107)
- age 45 to 54 – 11% (22,105)
- Age 85 and Over cohort had the least share of population at 2% (3,566).
- Age 65 and Over represented 15% (29,658) of the population.

Table 2: Population by Age, 2021

Age	Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total	199,478	100%	116,051	100%	142,359	100%
Age 0 to 4	15,109	8%	9,037	8%	9,164	6%
Age 5 to 9	14,948	7%	8,977	8%	9,194	6%
Age 10 to 14	14,782	7%	8,634	7%	9,490	7%
Age 15 to 17	8,491	4%	5,007	4%	5,888	4%
Age 18 to 20	7,576	4%	4,544	4%	6,349	4%
Age 21 to 24	9,817	5%	6,121	5%	7,491	5%
Age 25 to 34	28,243	14%	17,055	15%	20,086	14%
Age 35 to 44	27,107	14%	15,515	13%	19,471	14%
Age 45 to 54	22,105	11%	13,282	11%	16,035	11%
Age 55 to 64	21,647	11%	12,483	11%	16,384	12%
Age 65 to 74	17,184	9%	8,992	8%	13,531	10%
Age 75 to 84	8,903	4%	4,458	4%	6,846	5%
Age 85 and over	3,566	2%	1,946	2%	2,430	2%
Age 16 and over	151,848	76%	87,758	76%	112,578	79%
Age 18 and over	146,148	73%	84,396	73%	108,623	76%
Age 21 and over	138,572	69%	79,852	69%	102,274	72%
Age 65 and over	29,653	15%	15,396	13%	22,807	16%
Median Age	35.29		34.21		36.81	

Source: PCensus 2021

Race and Ethnicity

Table 3 shows the estimated 2021 ethnic makeup of City of Amarillo, Potter and Randall Counties.

- White population was 51% of Amarillo’s population, 41% of Potter County and 68% of Randall County.
- Hispanic or Latino is a percentage of the White population and those identifying as Hispanic made up 35% in City of Amarillo, 40% in Potter County, and 25% in Randall County.

Table 3: Ethnic Makeup, 2021

Ethnicity	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total Population	199,478	100%	116,051	100%	142,359	100%
White Alone	102,371	51%	47,684	41%	96,743	68%
Black or African American Alone	13,369	7%	11,447	10%	4,674	3%
American Indian and Alaska Native Alone	980	0%	579	0%	680	0%
Asian Alone	9,064	5%	7,282	6%	2,511	2%
Native Hawaiian and Other Pacific Islander Alone	106	0%	65	0%	58	0%
Some Other Race Alone	191	0%	137	0%	99	0%
Two or More Races	3,793	2%	1,915	2%	2,685	2%
Hispanic or Latino	69,604	35%	46,942	40%	34,909	25%
Not Hispanic or Latino	129,874	65%	69,109	60%	107,450	75%

Source: PCensus 2021

Household Size and Type

Table 4 shows 2019 household size and estimated average household size for the City and County

The estimated average household size for the study areas are:

- City of Amarillo – 2.55
- Potter County – 2.69
- Randall County – 2.47

Family households were the predominate household type of both areas accounting for 67% and 68% of households in the City and Counties, respectively.

Each area had a similar share of nonfamily households at 33% and 32% respectively.

The most prevalent household sizes in the City of Amarillo were:

- 2-person households with a 32% share of total households at 24,766 households
- 1-person households with a 28% share of total households at 21,565 households
- 3-person households dropped to a 16% share of total households at 12,309

Table 4: Household Size and Type, 2021

Household Size	Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total:	77,396	100%	40,656	100%	56,791	100%
1-person household	21,565	28%	11,146	27%	14,925	26%
2-person household	24,766	32%	11,891	29%	20,145	35%
3-person household	12,309	16%	6,400	16%	9,263	16%
4-person household	10,131	13%	5,398	13%	7,613	13%
5-person household	5,205	7%	3,245	8%	3,289	6%
6-person household	2,080	3%	1,485	4%	1,072	2%
7-or-more person household	1,340	2%	1,091	3%	484	1%
Average Household Size	2.55		2.69		2.47	
Family Households	51,918	67%	27,097	67%	39,287	69%
Nonfamily Households	25,478	33%	13,559	33%	17,504	31%

Source: PCensus 2021

Table 5 shows households by presence of children, householders with no children and married households in City of Amarillo and Potter County.

- According to the data 64% of households in the City of Amarillo (49,337) had no children younger than 18 years old in their household.
- The City of Amarillo had a 34% share of households with one or more people under 18 years (28,059).
- Of households with one or more people younger than 18, the majority are married-couple families followed by other family, female householder householders in each study area.
- Of households with no people younger than 18, 40% are married-couple families.

Table 5: Household Type, 2021

Households by Type	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total Households	77,396	100%	40,656	100%	56,791	100%
With 1 or more People under Age 18	28,059	36%	15,621	38%	19,563	34%
With No People under Age 18	49,337	64%	25,035	62%	37,228	66%
Households with 1 or more People under Age 18	28,059		15,621		19,563	
Married-Couple Family	17,684	63%	8,984	58%	14,072	72%
Other Family, Male Householder	2,524	9%	1,603	10%	1,418	7%
Other Family, Female Householder	7,558	27%	4,864	31%	3,896	20%
Nonfamily, Male Householder	214	1%	128	1%	126	1%
Nonfamily, Female Householder	79	0%	42	0%	51	0%
Households with No People under Age 18	49,337	100%	25,035	100%	37,228	100%
Married-Couple Family	19,687	40%	8,914	36%	17,287	46%

Households by Type	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Other Family, Male Householder	1,502	3%	1,001	4%	841	2%
Other Family, Female Householder	2,959	6%	1,725	7%	1,776	5%
Nonfamily, Male Householder	11,677	24%	6,566	26%	7,929	21%
Nonfamily, Female Householder	13,512	27%	6,829	27%	9,395	25%
Family HH Type by Presence of Own Children	51,918	100%	27,097	100%	39,287	100%
Married-Couple Family, own children	16,379	32%	8,096	30%	13,245	34%
Married-Couple Family, no own children	20,995	40%	9,805	36%	18,120	46%
Male Householder, own children	2,135	4%	1,314	5%	1,231	3%
Male Householder, no own children	1,892	4%	1,287	5%	1,029	3%
Female Householder, own children	6,374	12%	4,013	15%	3,369	9%
Female Householder, no own children	4,143	8%	2,582	10%	2,293	6%

Source: PCensus 2021

Table 6 shows past, current, and future data for family households. Additionally, the table shows families by poverty status in City of Amarillo, Potter and Randall County.

A family household is a group of two or more people living together with the householder related by birth, marriage, or adoption.

Households are defined as any group of people residing together in one housing unit.

- There were 77,396 total households in City of Amarillo with 67% (51,918) being family households.
- Families at or above poverty were approximately 89% (46,100) of all family households in the City of Amarillo.
- In the City of Amarillo an estimated 11% (5,818) of family households below poverty, and 9% (4,706) were family households below poverty with children.

Table 6: Family Households and Poverty, 2021

Family Households	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total Households	77,396	100%	40,656	100%	56,791	100%
Family Households						
2026 Projection	54,143	-	27,448	-	42,297	-
2021 Estimate	51,918	-	27,097	-	39,287	-
2010 Census	49,160	-	28,497	-	32,830	-
2000 Census	45,659	-	27,474	-	28,778	-
Growth 2021-2025	4%	-	1%	-	8%	-
Growth 2010-2021	6%	-	-5%	-	20%	-
Growth 2000-2010	8%	-	4%	-	14%	-

Family Households	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
2021 Family Households	51,918		27,097		39,287	
At or Above Poverty	46,100	89%	22,785	84%	36,987	94%
At or Above Poverty with Children	22,024	42%	11,119	41%	17,114	44%
Total Below Poverty						
Below Poverty	5,818	11%	4,312	16%	2,300	6%
Below Poverty with Children	4,706	9%	3,524	13%	1,777	5%

Source: PCensus 2021

Educational Attainment

Table 7 provides 2021 educational attainment data, which shows the highest level of education attained by the 25 years and older population.

City of Amarillo and Potter and Randall Counties have industries concentrated in advanced manufacturing, food, distribution and logistics, healthcare, education and agriculture. Many of the jobs in those industries are blue collar and require more training certification than higher education.

The educational attainment of the populace over age 25 shows about 15% of Amarillo residents had less than a high school diploma or GED.

Table 7: Educational Attainment, 2021

Educational Attainment	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Pop Age 25+	128,755	100%	73,731	100%	94,783	100%
Less than 9 th grade	8,486	7%	7,238	10%	2,448	3%
Some High School, no diploma	10,844	8%	8,498	12%	4,904	5%
High School Graduate (or GED)	34,956	27%	24,394	33%	20,875	22%
Some College, no degree	32,220	25%	17,074	23%	25,072	26%
Associate Degree	10,626	8%	5,092	7%	9,311	10%
Bachelor’s Degree	21,855	17%	7,699	10%	23,059	24%
Master’s Degree	6,832	5%	2,523	3%	6,459	7%
Professional School Degree	1,777	1%	794	1%	1,401	1%
Doctorate Degree	1,159	1%	419	1%	1,254	1%

Sources: Nielson 2010, PCensus 2021

School District Enrollment

Table 8: K-12 School District Enrollment, 2013-2021

School District	2013	2014	2015	2016	2017	2018	2019	2020	2021
Amarillo ISD	33,327	33,456	33,576	33,673	33,537	33,068	32,829	32,436	31,388
Canyon ISD	9,224	9,420	9,419	9,615	9,862	10,002	10,166	10,381	10,324
Highland Park ISD	917	902	888	855	926	894	864	917	886
Bushland ISD	1,399	1,471	1,494	1,543	1,520	1,458	1,427	1,433	1,448
River Road ISD	1,450	1,422	1,312	1,303	1,289	1,278	1,338	1,326	1,272
Total	46,317	46,671	46,689	46,989	47,134	46,700	46,624	46,493	45,318

Source: Texas Education Agency

- Current enrollment count for all combined Amarillo area school districts was 45,318.
- Total combined enrollment of all five districts has decreased by a total of -1,175 (-3.9%) students from peak area enrollment in 2017 to the 2021 school year.
- Since 2017 Amarillo ISD has seen a consistent year to year decrease in student enrollment.

Household Income

Table 9 shows household income in 2021.

It should be noted that average household income in 2021 was significantly higher than the median household income which shows higher concentrations of household incomes close to the median income, and a smaller number of much higher incomes which increases the average household income greater than the median.

Table 9: Household Income, 2021

Household Income	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total Households	77,396	100%	40,656	100%	56,791	100%
< \$15,000	8,227	11%	6,541	16%	3,251	6%
\$15,000 to \$24,999	7,305	9%	4,885	12%	3,663	6%
\$25,000 to \$34,999	9,082	12%	5,771	14%	4,902	9%
\$35,000 to \$49,999	10,263	13%	5,698	14%	6,688	12%
\$50,000 to \$74,999	15,276	20%	8,142	20%	10,631	19%
\$75,000 to \$99,999	9,235	12%	3,630	9%	8,298	15%
\$100,000 to \$124,999	6,628	9%	2,384	6%	6,551	12%
\$125,000 to \$149,999	3,853	5%	1,105	3%	4,293	8%
\$150,000 to \$199,999	3,536	5%	930	2%	4,292	8%
\$200,000 to \$249,999	1,503	2%	444	1%	1,857	3%
\$250,000 to \$499,999	1,691	2%	702	2%	1,747	3%

Household Income	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
\$500,000+	797	1%	424	1%	618	1%
Average Household Income	\$76,768	-	\$62,737	-	\$94,457	-
Median Household Income	\$56,253	-	\$43,242	-	\$73,261	-

Sources: PCensus 2021

- Median household income in City of Amarillo for 2021 was estimated to be \$56,253, slightly higher than Potter County, but much lower than Randall County.
- Approximately 45% (34,877) of households in the City had a household income less than \$50,000.
- The greatest household income cohorts in City of Amarillo were \$50,000 to \$74,999 with 15,276 (19.74%), followed by \$35,000 to \$49,999 with 10,263 (13.26%), and \$75,000 to \$99,999 with 9,235 (11.93%).

Table 10 shows households by income, average household and median household income projections for 2026.

Table 10: Household Income, 2026

Household Income	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total Households	80,612	100%	41,136	100%	61,066	100%
< \$15,000	8,040	10%	6,422	16%	3,208	5%
\$15,000 to \$24,999	7,029	9%	4,792	12%	3,444	6%
\$25,000 to \$34,999	8,839	11%	5,673	14%	4,715	8%
\$35,000 to \$49,999	10,650	13%	5,798	14%	7,060	12%
\$50,000 to \$74,999	15,203	19%	8,177	20%	10,581	17%
\$75,000 to \$99,999	9,814	12%	3,855	9%	8,816	14%
\$100,000 to \$124,999	7,127	9%	2,477	6%	7,076	12%
\$125,000 to \$149,999	4,568	6%	1,248	3%	5,128	8%
\$150,000 to \$199,999	4,260	5%	1,013	2%	5,243	9%
\$200,000 to \$249,999	2,013	3%	487	1%	2,573	4%
\$250,000 to \$499,999	2,037	3%	730	2%	2,302	4%
\$500,000+	1,032	1%	464	1%	920	2%
Average Household Income	\$82,331	-	\$64,580	-	\$102,747	-
Median Household Income	\$59,452	-	\$44,523	-	\$79,325	-

Sources: PCensus 2021

- Estimated projections for 2026 show Amarillo gaining a net 320 households, and considerable increase of average household incomes.
- The 2026 income projection does not expect the distribution of income levels to alter much from 2021 estimates.

Table 11 displays the employers that provide the economic foundation of the local Potter and Randall Counties and Amarillo economy. There are an estimated 30,980 employees working at the largest employers in the Amarillo area.

Some of the largest employers in Amarillo shared with CDS that demand for their products and services has increased to the point of needing and wanting to hire additional workers and some would like to make on site facility expansions.

AEDC has recently announced two new employers coming to Amarillo in 2022, Cacique (200 jobs) and Amazon (500 jobs) that will add a combined 700 new jobs.

Table 11: Major Amarillo Employers

Company	Employees
Amarillo Independent School District	5,364
Tyson Foods, Inc.	4,400
CNS Pantex	3,950
Baptist St. Anthony’s Healthcare System	3,200
Northwest Texas Healthcare System	1,860
United Supermarkets (all Amarillo stores)	1,604
City of Amarillo	1,439
Walmart Supercenters (4 locations)	1,359
Amarillo VA Health Care System	1,215
Affiliated Foods	1,205
Texas Department of Criminal Justice	1,050
Toot'n Totum Food Stores, LLC	1,000
Bell Helicopter Textron, Inc.	900
Xcel Energy/Southwestern Public Service Co.	859
BNSF Railway	805
Maxor National Pharmacy Services Co.	770
Total	30,980

Source: Amarillo Economic Development Corporation

The high occupancy of market rate apartment units and low inventory of existing and available new homes in Amarillo hampers the ability of existing and new local employment growth due to difficulty of new workers to quickly find housing in Amarillo that fits their income and other household needs.

This pressures potential new employees to locate elsewhere making longer commute times or refusing to take the position to work elsewhere. Both of these factors make it hard for local businesses and other employers to hire new workers and expand local operations.

Occupation of Residents

Table 12 displays employment by occupation for residents aged 16 and older residing in City of Amarillo and Potter and Randall Counties in 2021. This data describes the work of residents who live in City of Amarillo and Potter and Randall Counties, regardless of the physical location of their employment. In the City of Amarillo 54% (52,806) of employed residents were employed in White Collar occupations, 26% (25,522) in Blue Collar and 20% (19,842) in Service and Farm.

City of Amarillo has about 98,170 residents age 16+ working, 49% of the estimated 199,478 City's residents. The top occupations for residents of City of Amarillo were:

- Sales/Related (11.44%), Office/Admin. Support (11.13%) and Transportation/Moving (7.96%). These occupations accounted for 30.5% of the 29,969 employed residents in City of Amarillo.

Table 12: Occupation of Residents, 2021 Age 16 and Older

Occupation	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Civilian Employed Pop 16+ by Occupation	98,170	100%	50,783	100%	76,270	100%
Architect/Engineer	1,323	1%	459	1%	1,354	2%
Arts/Entertainment/Sports	1,479	2%	728	1%	1,168	2%
Building Grounds Maintenance	4,223	4%	3,289	6%	1,673	2%
Business/Financial Operations	2,941	3%	1,303	3%	2,918	4%
Community/Social Services	2,164	2%	896	2%	1,716	2%
Computer/Mathematical	1,592	2%	801	2%	1,320	2%
Construction/Extraction	6,456	7%	4,303	8%	3,699	5%
Education/Training/Library	5,968	6%	2,668	5%	5,570	7%
Farming/Fishing/Forestry	183	0%	119	0%	252	0%
Food Prep/Serving	6,624	7%	3,835	8%	4,315	6%
Healthcare Practitioner/Technician	6,429	7%	3,005	6%	5,913	8%
Healthcare Support	2,895	3%	1,586	3%	1,864	2%
Maintenance Repair	4,056	4%	2,275	4%	2,897	4%
Legal	787	1%	213	0%	808	1%
Life/Physical/Social Science	524	1%	171	0%	517	1%
Management	7,440	8%	2,805	6%	7,943	10%
Office/Admin. Support	10,931	11%	5,379	11%	8,123	11%
Production	7,200	7%	4,627	9%	4,010	5%
Protective Service	3,223	3%	1,403	3%	2,776	4%
Sales/Related	11,228	11%	4,838	10%	9,895	13%
Personal Care/Service	2,694	3%	1,346	3%	2,235	3%
Transportation/Moving	7,810	8%	4,734	9%	5,304	7%
Blue Collar	25,522	26%	15,939	31%	15,910	21%
White Collar	52,806	54%	23,266	46%	47,245	62%
Service & Farm	19,842	20%	11,578	23%	13,115	17%

Sources: PCensus 2021

Amarillo College

Amarillo College had a total enrollment of 9,079 (all undergraduate students) for academic year 2020-2021.

There were 3,213 full-time and 5,866 part-time students. Amarillo College offers online programs and a total of 2,733 students have enrolled into the online programs.

The college's main and original campus is located on Washington Street near downtown Amarillo. As of 2005, the campus expands to nearly 31 acres with 17 buildings. It owns radio and television stations, KACV-FM and KACV-TV; both respectively serve as a college/variety radio station and a PBS member public television station and broadcast from the Gilvin Broadcast Center. The Amarillo Museum of Art (AMoA), originally named the Amarillo Art Center, and the National History Museum is also located in this campus. The AMoA opened in 1972 and was renamed in the late 1990s.

The West Campus is a 42-acre lot located near Amarillo's hospital district that officially opened its doors in 1967 in response to growing demand for allied health and occupational technology programs. The campus expanded to eight buildings after a successful bond election in 1994. The campus houses fifteen allied health programs, including associate degrees in Registered Nursing, Dental Hygiene, Emergency Medical Services Professions (Paramedics and Emergency Medical Technologists) and many others. The West Campus also houses the Panhandle Regional Law Enforcement Academy, an academy accredited by TCLEOSE.

Amarillo College Downtown Campus is located in the heart of downtown Amarillo. In 1996, the old Amarillo High School gymnasium was transformed into Business & Industry Center which houses an auditorium, an exhibit hall and classrooms for seminars, short courses and computer training. The facility is also used for workforce training for business industries.

In 1995, the Texas state legislature created Amarillo Technical Center after transferring Texas State Technical College's Amarillo facility to Amarillo College. In 2002, the campus was renamed Amarillo College East Campus.

The campus offers courses in automotive and industrial fields. The campus is also sparsely developed, consisting of old buildings from the TSTC days (which itself were donated when Amarillo Air Force Base closed) and a residential community called Highland Park Village (consisting of old military housing duplexes, from which the nearby school district takes its name), currently managed by the college.

Amarillo College employs 196 Full-Time Faculty, 708 Adjunct Faculty, 457 Full-Time Staff Employees, and 178 Part-Time Staff Employees who create demand for housing in Amarillo.

Amarillo college students and employees took part in the Amarillo Housing Survey located at the end of this report.

West Texas A&M

Located about 20 miles south of Amarillo in Canyon, Texas is West Texas A&M which serves the 26 county Panhandle region.

The WTAMU campus offers a variety of activities for students and visitors and is often the location for an array of community events. The Panhandle-Plains Historical Museum and the Virgil Henson Activities

Center can offer fun for the whole family, while a number of WT groups, departments and organizations host campus events throughout the year.

Fall 2021 enrollment was 9,581 students. They offer 60 undergraduate degree programs as well as 38 masters and 2 doctorate programs.

The school has a strong reputation as the primary educator of close to 70 percent of the teachers and administrators in the public schools of the Panhandle. To further this goal, the University has announced a new doctoral program in education with specific training for teachers in small school districts.

Texas Tech School of Veterinary Medicine

Texas Tech School of Veterinary Medicine in Amarillo welcomed its first class of 64 students in August 2021.

The \$90 million facility in Amarillo features interactive classrooms, state-of-the-art- laboratories, and a first-class operating room where students will learn to perform surgeries on various animals.

Unemployment Rates

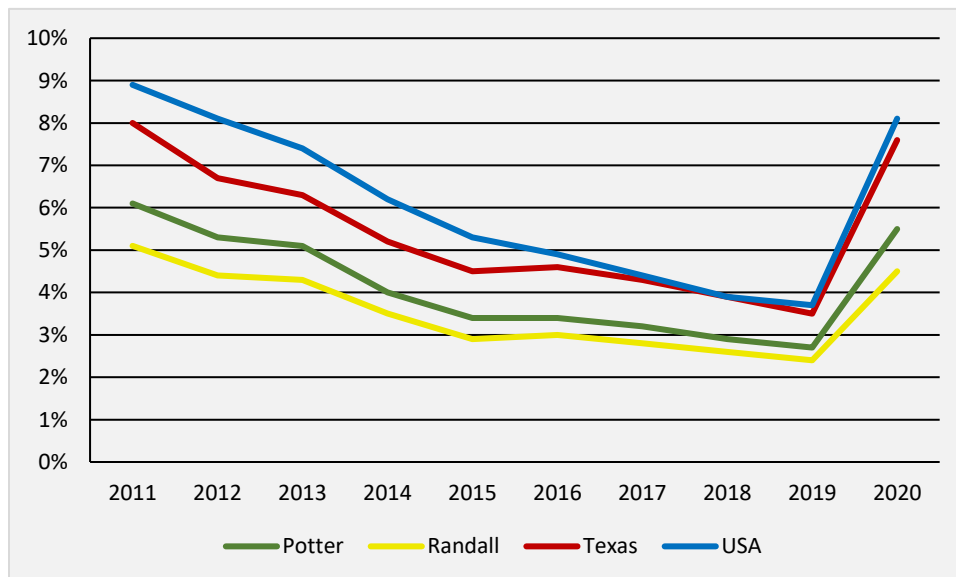
Randall County’s unemployment rate has been lower than Potter County, the State and United States since 2011. This is a sign of the stability of the economies of Randall County and Amarillo.

Unemployment for Randall and Potter County decreased to a low of 2% and 3%, respectively, by 2019.

The COVID-19 Pandemic increased the unemployment rate in Texas and United States as well as Randall and Potter Counties. By the end of 2020 Texas and United States had an unemployment rate of 8% while Randall’s rate was 5% and Potter’s rate was 6%.

Unemployment in Potter and Randall County at the time of this study was 3.6% and 3.1%.

Figure 13: United States, Texas, Potter and Randall County Unemployment Rates



Source: Texas Workforce Commission. Not Seasonally Adjusted

Figure 14: United States, Texas, Potter and Randall County Unemployment Rates

Year	Potter	Randall	Texas	USA
2011	6.1%	5.1%	8.0%	8.9%
2012	5.3%	4.4%	6.7%	8.1%
2013	5.1%	4.3%	6.3%	7.4%
2014	4.0%	3.5%	5.2%	6.2%
2015	3.4%	2.9%	4.5%	5.3%
2016	3.4%	3.0%	4.6%	4.9%
2017	3.2%	2.8%	4.3%	4.4%
2018	2.9%	2.6%	3.9%	3.9%
2019	2.7%	2.4%	3.5%	3.7%
2020	5.5%	4.5%	7.6%	8.1%
Oct-21	3.6%	3.1%	4.8%	4.3%

Source: Texas Workforce Commission. 2011-2020 Not Seasonally Adjusted, Oct-21 Adjusted

Industries Impacted by COVID-19

Potter County

Data from the Texas Workforce Commission (TWC) released on December 6, 2021, showed that for the reporting period October 27, 2021, to November 27, 2021, the industry sectors in Potter County with the greatest amount of unemployment claims were:

- Animal, except poultry, slaughtering
- Food service contractors
- Warehouse Clubs and Supercenters
- Limited-service restaurants
- Supermarkets and other grocery stores

Potter County was estimated to have a population of 116,744 with an unemployment insurance claimant count of just 237 for the reporting period of 10/27/21 – 11/27/21.

Randall County

Data from the Texas Workforce Commission (TWC) released on December 6, 2021, showed that for the reporting period October 27, 2021, to November 27, 2021, the industry sectors in Randall County with the greatest amount of unemployment claims were:

- Animal, except poultry, slaughtering
- Full-service restaurants
- New car dealers
- Food service contractors
- Oil and gas pipeline construction

The County was estimated to have a population of 142,446 with an unemployment insurance claimant count of just 157 for the reporting period of 10/27/21 – 11/27/21.

Potter and Randall Counties Employment Data

The following section contains employment data for Potter County from the Texas Workforce Commission's Quarterly Census of Employment and Wages (QCEW). CDS examined 10 years of data from the QCEW, 4th Quarter annual averages from 2011 through 2020, for employment, establishments, and average weekly wages.

Since local employment is the greatest generator and determiner of local housing demand CDS believes an analysis of employment and wage levels for local industries helps shed light on the price and scale of housing best suited for local worker households in Amarillo.

Reliable workforce and economic data are not available at the city level therefore data for these uses was sourced at the County level. All of Amarillo is contained within Potter County and is the largest City and employment center in the County.

The data presented in this section of the report is divided by industry using the North American Industry Classification System (NAICS) Code. It is also sorted order by largest to smallest unless otherwise noted. This data involves jobs located within Potter and Randall County, not the employment of Potter and Randall County residents.

Later in this section 2019 LEHD data shows estimates of job inflow and outflow in the City of Amarillo to distinguish between the rates of those who live and work in the city.

Many County residents do stay in the County for their employment but many travel elsewhere. It should also be noted that QCEW data covers payroll employment and does not monitor personal individual employment. The six tables on the following pages contain the raw data taken from the QCEW analyzed throughout this section.

Table 15: Employment by Industry – Yearly Average – Potter County

In Order of Q4 2020 Largest to Smallest

Industry	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Health Care and Social Assistance	13,554	13,474	13,376	13,417	13,776	13,971	13,864	13,965	13,904	13,334
Manufacturing	8,567	8,632	8,744	8,547	8,254	8,393	8,685	8,695	8,865	8,879
Retail Trade	9,341	9,431	9,627	9,689	10,139	9,552	8,965	8,853	8,368	8,184
Educational Services	7,015	7,048	8,223	8,136	8,134	8,078	8,051	8,036	8,158	7,883
Accommodation and Food Services	7,154	7,409	7,414	7,480	7,571	7,736	7,704	7,923	7,819	7,150
Construction	3,454	3,906	3,686	3,748	3,857	4,070	4,096	3,828	3,918	4,114
Public Administration	4,000	3,943	4,107	4,106	4,039	4,083	4,006	3,993	3,875	3,704
Finance and Insurance	3,206	3,170	3,752	3,762	3,958	3,999	3,914	3,402	3,482	3,325
Wholesale Trade	3,026	3,256	3,246	3,392	3,293	3,361	3,299	3,342	3,318	3,163
Administrative and Support and Waste Management and Remediation Services	3,024	3,272	3,274	3,343	3,176	3,189	3,292	3,092	3,093	3,067
Transportation and Warehousing	2,708	2,791	2,623	2,664	2,714	2,683	2,733	2,715	2,852	2,757
Professional, Scientific, and Technical Services	2,356	2,275	2,251	2,383	2,928	2,966	2,702	2,608	2,626	2,549
Other Services (except Public Administration)	2,459	2,458	2,465	2,441	2,502	2,481	2,463	2,445	2,525	2,438
Utilities	835	868	887	903	884	849	825	1,082	1,099	1,344
Real Estate and Rental and Leasing	1,287	1,223	1,232	1,284	1,276	1,237	1,191	1,217	1,220	1,231
Information	1,105	1,064	1,052	1,045	941	876	838	838	789	767
Arts, Entertainment, and Recreation	644	599	716	737	744	701	795	839	942	616
Agriculture, Forestry, Fishing and Hunting	237	237	225	274	286	285	355	357	297	317
Management of Companies and Enterprises	846	831	699	727	744	555	514	391	391	316
Mining, Quarrying, and Oil and Gas Extraction	492	453	508	577	535	376	347	302	313	299
Total, All Industries	75,312	76,355	78,114	78,683	79,771	79,448	78,698	78,011	77,921	75,469

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Table 16: Employment by Industry – Yearly Average – Randall County

In Order of Q4 2020 Largest to Smallest

Industry	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Retail Trade	4,897	4,924	5,130	5,165	5,516	5,786	5,583	5,874	6,296	6,345
Accommodation and Food Services	3,504	3,572	3,712	4,001	4,143	4,173	4,048	4,174	4,472	4,494
Educational Services	4,735	4,728	3,539	3,439	3,523	3,577	3,590	3,432	3,816	3,647
Health Care and Social Assistance	2,725	2,884	3,044	3,045	3,132	3,199	3,242	3,236	3,372	3,387
Construction	1,955	2,038	2,201	2,320	2,248	2,306	2,606	2,730	2,806	3,012
Wholesale Trade	2,118	2,156	2,175	2,226	1,737	1,699	1,828	1,805	1,838	1,758
Manufacturing	1,438	1,356	1,427	1,386	1,327	1,325	1,416	1,410	1,463	1,322
Other Services (except Public Administration)	1,052	1,151	1,193	1,170	1,162	1,155	1,211	1,277	1,286	1,278
Transportation and Warehousing	899	947	1,123	1,325	1,253	1,150	1,045	1,116	1,187	1,244
Professional, Scientific, and Technical Services	1,101	1,159	1,169	1,192	1,320	1,322	1,327	1,161	1,204	1,238
Finance and Insurance	1,576	1,469	759	754	839	875	978	1,350	1,185	1,234
Administrative and Support and Waste Management and Remediation Services	989	984	840	984	941	1,068	1,126	1,166	1,149	1,160
Public Administration	878	896	890	890	908	924	909	946	984	1,003
Real Estate and Rental and Leasing	375	414	374	419	424	422	497	494	557	582
Information	474	448	438	431	424	402	395	462	482	424
Arts, Entertainment, and Recreation	263	253	337	293	325	315	334	354	338	343
Agriculture, Forestry, Fishing and Hunting	258	291	295	268	275	269	274	295	331	341
Management of Companies and Enterprises	73	71	190	179	179	180	182	198	205	202
Mining, Quarrying, and Oil and Gas Extraction	87	80	72	119	131	147	118	140	137	107
Total, All Industries	29,510	29,952	29,038	29,752	29,952	30,446	30,879	31,793	33,275	33,291

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Table 17: Establishments by Industry – Yearly Average – Potter County

In Order of Q4 2020 Largest to Smallest

Industry	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Health Care and Social Assistance	483	496	511	521	519	534	526	537	530	534
Retail Trade	549	553	551	556	544	530	528	522	499	484
Professional, Scientific, and Technical Services	365	354	367	372	385	377	370	389	385	388
Construction	336	347	363	357	353	362	359	367	373	378
Accommodation and Food Services	350	365	380	366	360	365	364	384	371	378
Other Services (except Public Administration)	356	359	347	335	330	325	324	331	333	330
Finance and Insurance	282	278	263	248	250	253	284	263	271	247
Administrative and Support and Waste Management and Remediation Services	173	181	189	195	206	205	205	208	210	207
Wholesale Trade	203	206	200	206	199	197	180	185	189	200
Real Estate and Rental and Leasing	166	165	165	173	172	172	170	185	189	193
Transportation and Warehousing	140	141	138	141	135	158	159	152	159	160
Manufacturing	160	156	157	158	156	149	153	152	160	153
Public Administration	74	72	71	71	70	72	73	72	71	69
Agriculture, Forestry, Fishing and Hunting	48	49	50	55	56	54	58	57	59	56
Arts, Entertainment, and Recreation	48	48	53	50	50	48	53	54	58	54
Information	47	42	46	45	40	38	38	39	40	43
Mining, Quarrying, and Oil and Gas Extraction	66	65	68	66	66	53	45	44	42	42
Educational Services	26	30	28	31	31	34	34	33	34	32
Management of Companies and Enterprises	21	21	22	23	21	21	21	20	21	22
Utilities	12	12	19	18	18	18	20	22	20	21
Total, All Industries	3,908	3,946	3,995	3,999	3,972	3,983	3,987	4,054	4,043	4,015

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Table 18: Establishments by Industry – Yearly Average – Randall County

In Order of Q4 2020 Largest to Smallest

Industry	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Retail Trade	288	293	303	303	310	313	315	326	328	339
Construction	238	236	252	267	270	281	291	283	300	312
Health Care and Social Assistance	205	216	223	225	230	247	252	269	273	274
Professional, Scientific, and Technical Services	173	181	183	200	223	231	224	229	234	240
Other Services (except Public Administration)	204	214	218	228	228	229	238	240	234	234
Finance and Insurance	160	164	160	160	170	169	173	197	196	202
Accommodation and Food Services	144	147	151	153	162	167	170	172	184	193
Administrative and Support and Waste Management and Remediation Services	122	123	129	128	137	142	145	144	142	151
Real Estate and Rental and Leasing	117	114	114	120	126	131	132	124	128	133
Wholesale Trade	112	103	108	106	108	121	122	120	115	116
Transportation and Warehousing	65	66	73	77	81	78	82	80	85	88
Agriculture, Forestry, Fishing and Hunting	47	45	44	45	46	51	54	58	65	73
Manufacturing	72	70	73	67	68	66	64	64	63	66
Arts, Entertainment, and Recreation	23	23	25	29	32	29	34	35	34	35
Educational Services	37	35	34	32	37	32	33	33	33	34
Public Administration	37	35	32	31	29	29	30	28	29	29
Information	35	32	30	29	31	29	24	26	25	22
Mining, Quarrying, and Oil and Gas Extraction	19	18	18	22	27	30	24	21	21	21
Management of Companies and Enterprises	9	11	11	9	9	10	11	12	14	14
Total, All Industries	2,110	2,131	2,184	2,240	2,335	2,399	2,437	2,478	2,516	2,595

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Table 19: Average Weekly Wages by Industry – Potter County
In Order of Q4 2020 Largest to Smallest

Industry	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Management of Companies and Enterprises	\$3,604	\$4,645	\$1,776	\$1,901	\$1,880	\$2,144	\$2,335	\$3,100	\$3,726	\$6,296
Mining, Quarrying, and Oil and Gas Extraction	\$1,452	\$1,850	\$1,961	\$1,808	\$1,496	\$1,525	\$1,771	\$2,055	\$1,742	\$1,757
Finance and Insurance	\$1,144	\$1,143	\$1,066	\$1,093	\$1,147	\$1,172	\$1,332	\$1,450	\$1,550	\$1,721
Professional, Scientific, and Technical Services	\$1,478	\$1,498	\$1,593	\$1,635	\$1,529	\$1,447	\$1,590	\$1,600	\$1,630	\$1,718
Utilities	\$1,308	\$1,417	\$1,527	\$1,528	\$1,727	\$1,637	\$1,922	\$1,528	\$1,513	\$1,629
Wholesale Trade	\$1,192	\$1,217	\$1,137	\$1,143	\$1,223	\$1,190	\$1,221	\$1,312	\$1,343	\$1,395
Information	\$867	\$947	\$920	\$1,057	\$1,036	\$1,046	\$1,107	\$1,125	\$1,196	\$1,346
Public Administration	\$875	\$900	\$945	\$966	\$1,056	\$1,090	\$1,107	\$1,149	\$1,175	\$1,251
Health Care and Social Assistance	\$906	\$922	\$899	\$921	\$1,008	\$1,041	\$1,058	\$1,080	\$1,130	\$1,196
Construction	\$916	\$997	\$961	\$939	\$1,009	\$1,028	\$1,030	\$1,030	\$1,093	\$1,194
Transportation and Warehousing	\$895	\$897	\$876	\$960	\$1,018	\$1,006	\$1,042	\$1,119	\$1,111	\$1,166
Manufacturing	\$779	\$783	\$840	\$840	\$876	\$870	\$908	\$952	\$1,007	\$1,141
Agriculture, Forestry, Fishing and Hunting	\$1,157	\$1,090	\$1,110	\$1,300	\$1,274	\$1,108	\$1,213	\$1,363	\$1,077	\$1,059
Educational Services	\$725	\$732	\$744	\$770	\$793	\$800	\$816	\$830	\$851	\$903
Real Estate and Rental and Leasing	\$633	\$654	\$497	\$722	\$769	\$772	\$810	\$829	\$856	\$888
Other Services (except Public Administration)	\$573	\$603	\$623	\$654	\$671	\$674	\$734	\$742	\$770	\$835
Administrative and Support and Waste Management and Remediation Services	\$480	\$519	\$536	\$562	\$617	\$635	\$633	\$657	\$672	\$747
Retail Trade	\$496	\$502	\$497	\$518	\$539	\$531	\$531	\$552	\$586	\$650
Arts, Entertainment, and Recreation	\$344	\$353	\$356	\$348	\$361	\$333	\$321	\$362	\$390	\$466
Accommodation and Food Services	\$284	\$301	\$303	\$320	\$328	\$322	\$330	\$338	\$353	\$371
Total, All Industries	\$804	\$833	\$803	\$827	\$871	\$874	\$907	\$933	\$973	\$1,063

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Table 20: Average Weekly Wages by Industry – Randall County
In Order of Q4 2020 Largest to Smallest

Industry	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Management of Companies and Enterprises	\$952	\$1,113	\$15,106	\$14,985	\$17,299	\$15,292	\$17,763	\$15,860	\$15,766	\$14,345
Finance and Insurance	\$882	\$931	\$972	\$1,034	\$1,080	\$1,135	\$1,323	\$1,344	\$1,283	\$1,375
Transportation and Warehousing	\$987	\$1,070	\$983	\$839	\$1,063	\$1,071	\$1,089	\$1,164	\$1,164	\$1,346
Information	\$759	\$1,021	\$847	\$938	\$1,002	\$894	\$946	\$1,067	\$1,147	\$1,303
Construction	\$878	\$977	\$1,035	\$1,176	\$1,133	\$1,143	\$1,139	\$1,189	\$1,332	\$1,271
Professional, Scientific, and Technical Services	\$893	\$940	\$945	\$993	\$1,010	\$964	\$948	\$1,011	\$1,110	\$1,209
Manufacturing	\$969	\$1,210	\$1,093	\$1,079	\$1,115	\$1,067	\$1,092	\$1,128	\$1,102	\$1,176
Wholesale Trade	\$861	\$883	\$919	\$973	\$915	\$968	\$984	\$1,089	\$1,078	\$1,093
Public Administration	\$777	\$796	\$819	\$853	\$955	\$981	\$1,015	\$1,017	\$1,046	\$1,070
Other Services (except Public Administration)	\$472	\$613	\$622	\$656	\$702	\$706	\$872	\$819	\$877	\$1,031
Real Estate and Rental and Leasing	\$832	\$849	\$872	\$866	\$895	\$886	\$849	\$893	\$896	\$974
Mining, Quarrying, and Oil and Gas Extraction	\$918	\$1,255	\$1,265	\$1,260	\$1,389	\$1,095	\$1,067	\$1,040	\$1,060	\$969
Health Care and Social Assistance	\$728	\$761	\$740	\$754	\$767	\$778	\$817	\$869	\$876	\$924
Agriculture, Forestry, Fishing and Hunting	\$714	\$693	\$606	\$604	\$636	\$679	\$753	\$816	\$807	\$787
Administrative and Support and Waste Management and Remediation Services	\$467	\$515	\$544	\$525	\$577	\$594	\$654	\$739	\$657	\$737
Educational Services	\$575	\$604	\$579	\$607	\$624	\$638	\$671	\$622	\$683	\$736
Retail Trade	\$490	\$529	\$551	\$589	\$634	\$608	\$598	\$606	\$625	\$699
Accommodation and Food Services	\$260	\$269	\$280	\$286	\$293	\$296	\$313	\$322	\$332	\$362
Arts, Entertainment, and Recreation	\$316	\$316	\$272	\$333	\$310	\$307	\$285	\$274	\$302	\$313
Total, All Industries	\$648	\$701	\$793	\$814	\$846	\$829	\$878	\$901	\$918	\$966

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Industry Sectors

The five largest industry sectors by employment in Potter County are:

- Health Care and Social Assistance (18%), Manufacturing (12%), Retail Trade (11%), Educational Services (10%), and Accommodation and Food Services (9%).

Combined, these five industries employ 45,430 workers which account for 60% of all jobs in the County.

A total of 75,469 jobs were located in Potter County, coupled with 4,015 establishments. The 2021 average weekly wage for the County was \$1,063.

Table 21: Industries Ranked by 2020 Employment – Potter County

Rank	Industry	Employees	Share of Employment	Avg. Weekly Wage	Establishments
1	Health Care and Social Assistance	13,334	18%	\$1,196	534
2	Manufacturing	8,879	12%	\$1,141	153
3	Retail Trade	8,184	11%	\$650	484
4	Educational Services	7,883	10%	\$903	32
5	Accommodation and Food Services	7,150	9%	\$371	378
6	Construction	4,114	5%	\$1,194	378
7	Public Administration	3,704	5%	\$1,251	69
8	Finance and Insurance	3,325	4%	\$1,721	247
9	Wholesale Trade	3,163	4%	\$1,395	200
10	Administrative and Support and Waste Management and Remediation Services	3,067	4%	\$747	207
11	Transportation and Warehousing	2,757	4%	\$1,166	160
12	Professional, Scientific, and Technical Services	2,549	3%	\$1,718	388
13	Other Services (except Public Administration)	2,438	3%	\$835	330
14	Utilities	1,344	2%	\$1,629	21
15	Real Estate and Rental and Leasing	1,231	2%	\$888	193
16	Information	767	1%	\$1,346	43
17	Arts, Entertainment, and Recreation	616	1%	\$466	54
18	Agriculture, Forestry, Fishing and Hunting	317	0%	\$1,059	56
19	Management of Companies and Enterprises	316	0%	\$6,296	22
20	Mining, Quarrying, and Oil and Gas Extraction	299	0%	\$1,757	42
	Total, All Industries	75,469	100%	\$1,063	4,015

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

The five largest industry sectors by employment in Randall County are:

- Retail Trade (19%), Accommodation and Food Services (13%), Educational Services (11%), Health Care and Social Assistance (10%) and Construction (9%)

Combined, these five industries employ 20,885 workers which account for 63% of all jobs in the County.

A total of 33,291 jobs were located in Randall County, coupled with 2,595 establishments. The 2021 average weekly wage for the County was \$966.

Table 22: Industries Ranked by 2020 Employment – Randall County

Rank	Industry	Employees	Share of Employment	Avg. Weekly Wage	Establishments
1	Retail Trade	6,345	19%	\$699	339
2	Accommodation and Food Services	4,494	13%	\$362	193
3	Educational Services	3,647	11%	\$736	34
4	Health Care and Social Assistance	3,387	10%	\$924	274
5	Construction	3,012	9%	\$1,271	312
6	Wholesale Trade	1,758	5%	\$1,093	116
7	Manufacturing	1,322	4%	\$1,176	66
8	Other Services (except Public Administration)	1,278	4%	\$1,031	234
9	Transportation and Warehousing	1,244	4%	\$1,346	88
10	Professional, Scientific, and Technical Services	1,238	4%	\$1,209	240
11	Finance and Insurance	1,234	4%	\$1,375	202
12	Administrative and Support and Waste Management and Remediation Services	1,160	4%	\$737	151
13	Public Administration	1,003	3%	\$1,070	29
14	Real Estate and Rental and Leasing	582	2%	\$974	133
15	Information	424	1%	\$1,303	22
16	Arts, Entertainment, and Recreation	343	1%	\$313	35
17	Agriculture, Forestry, Fishing and Hunting	341	1%	\$787	73
18	Management of Companies and Enterprises	202	1%	\$14,345	14
19	Mining, Quarrying, and Oil and Gas Extraction	107	0%	\$969	21
Total, All Industries		33,291	100%	\$966	2,595

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Industries in Potter over the last 10 years saw employment stay relatively flat given the mixed growth and decline in employment of certain industries as can be seen in the table below that shows growth and change by industry over the last 3, 5, and 10-year periods.

Since 2018 the industries with the greatest total growth were:

- Construction (286), Utilities (262), Manufacturing (184), and Transportation and Warehousing (42).

Among the top employment industries, the most impressive growth rates in the past three year period were found in:

- Utilities (24%), Construction (7%), Manufacturing (2%), and Transportation and Warehousing (2%)

Table 23: Employment Growth by Industry – Potter County

In Order of 2011-2020 Largest Total Growth

Industry	Total Growth			Growth Rate		
	2018-2020	2016-2020	2011-2020	2018-2020	2016-2020	2011-2020
Educational Services	-153	-195	868	-2%	-2%	12%
Construction	286	44	660	7%	1%	19%
Utilities	262	495	509	24%	58%	61%
Manufacturing	184	486	312	2%	6%	4%
Professional, Scientific, and Technical Services	-59	-417	193	-2%	-14%	8%
Wholesale Trade	-179	-198	137	-5%	-6%	5%
Finance and Insurance	-77	-674	119	-2%	-17%	4%
Agriculture, Forestry, Fishing and Hunting	-40	32	80	-11%	11%	34%
Transportation and Warehousing	42	74	49	2%	3%	2%
Administrative and Support and Waste Management and Remediation Services	-25	-122	43	-1%	-4%	1%
Accommodation and Food Services	-773	-586	-4	-10%	-8%	0%
Other Services (except Public Administration)	-7	-43	-21	0%	-2%	-1%
Arts, Entertainment, and Recreation	-223	-85	-28	-27%	-12%	-4%
Real Estate and Rental and Leasing	14	-6	-56	1%	0%	-4%
Mining, Quarrying, and Oil and Gas Extraction	-3	-77	-193	-1%	-20%	-39%
Health Care and Social Assistance	-631	-637	-220	-5%	-5%	-2%
Public Administration	-289	-379	-296	-7%	-9%	-7%
Information	-71	-109	-338	-8%	-12%	-31%
Management of Companies and Enterprises	-75	-239	-530	-19%	-43%	-63%
Retail Trade	-669	-1,368	-1,157	-8%	-14%	-12%
Total, All Industries	-2,542	-3,979	157	-3%	-5%	0%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Industries in Randall County over the last 10 years saw overall employment growth at a rate of 13% (3,781).

Since 2018 the net largest numbers of employees were added in:

- o Retail (471), Accommodation and Food Services (320), Educational Services (215), Health Care and Social Assistance (151) and Construction (282).

Among the top employment industries, the most impressive growth rates were found in:

- o Real Estate and Rental and Leasing (18%), Agriculture, Forestry, Fishing and Hunting (16%), Transportation and Warehousing (11%), Construction (10%) and Retail Trade (8%).

Table 24: Employment Growth by Industry – Randall County

In Order of 2011-2020 Largest Total Growth

Industry	Total Growth			Growth Rate		
	2018-2020	2016-2020	2011-2020	2018-2020	2016-2020	2011-2020
Retail Trade	471	559	1,448	8%	10%	30%
Construction	282	706	1,057	10%	31%	54%
Accommodation and Food Services	320	321	990	8%	8%	28%
Health Care and Social Assistance	151	188	662	5%	6%	24%
Transportation and Warehousing	128	94	345	11%	8%	38%
Other Services (except Public Administration)	1	123	226	0%	11%	21%
Real Estate and Rental and Leasing	88	160	207	18%	38%	55%
Administrative and Support and Waste Management and Remediation Services	-6	92	171	-1%	9%	17%
Professional, Scientific, and Technical Services	77	-84	137	7%	-6%	12%
Management of Companies and Enterprises	4	22	129	2%	12%	177%
Public Administration	57	79	125	6%	9%	14%
Agriculture, Forestry, Fishing and Hunting	46	72	83	16%	27%	32%
Arts, Entertainment, and Recreation	-11	28	80	-3%	9%	30%
Mining, Quarrying, and Oil and Gas Extraction	-33	-40	20	-24%	-27%	23%
Information	-38	22	-50	-8%	5%	-11%
Manufacturing	-88	-3	-116	-6%	0%	-8%
Finance and Insurance	-116	359	-342	-9%	41%	-22%
Wholesale Trade	-47	59	-360	-3%	3%	-17%
Educational Services	215	70	-1,088	6%	2%	-23%
Total, All Industries	1,498	2,845	3,781	5%	9%	13%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

The dominant employment sectors in Potter County are Health Care and Social Assistance, Manufacturing, Retail Trade and Educational Services which made up 50% of all wage earners. These same industries each had a 10% or more share of workers in the County.

Table 25: Employment by Industry Share of Total Employment – Potter County
 In Order of 2020 Change - Largest to Smallest

Industry	2020	2018	2016	2011	2011-2020 Change
Health Care and Social Assistance	18%	18%	18%	18%	0%
Manufacturing	12%	11%	11%	11%	0%
Retail Trade	11%	11%	12%	12%	-2%
Educational Services	10%	10%	10%	9%	1%
Accommodation and Food Services	9%	10%	10%	9%	0%
Construction	5%	5%	5%	5%	1%
Public Administration	5%	5%	5%	5%	0%
Finance and Insurance	4%	4%	5%	4%	0%
Wholesale Trade	4%	4%	4%	4%	0%
Administrative and Support and Waste Management and Remediation Services	4%	4%	4%	4%	0%
Transportation and Warehousing	4%	3%	3%	4%	0%
Professional, Scientific, and Technical Services	3%	3%	4%	3%	0%
Other Services (except Public Administration)	3%	3%	3%	3%	0%
Utilities	2%	1%	1%	1%	1%
Real Estate and Rental and Leasing	2%	2%	2%	2%	0%
Information	1%	1%	1%	1%	0%
Arts, Entertainment, and Recreation	1%	1%	1%	1%	0%
Agriculture, Forestry, Fishing and Hunting	0%	0%	0%	0%	0%
Management of Companies and Enterprises	0%	1%	1%	1%	-1%
Mining, Quarrying, and Oil and Gas Extraction	0%	0%	0%	1%	0%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

The dominant employment sectors in Randall County were Retail Trade, Accommodation and Food Services, Educational Services, Health Care and Social Assistance, and Construction which combined made up 63% of all wage earners in the County.

These same industries, besides Construction, each had a 10% or more share of workers in the County

Table 26: Employment by Industry Share of Total Employment – Randall County

In Order of 2020 Change - Largest to Smallest

Industry	2020	2018	2016	2011	2011-2020 Change
Retail Trade	19%	18%	19%	17%	2%
Accommodation and Food Services	13%	13%	14%	12%	2%
Educational Services	11%	11%	12%	16%	-5%
Health Care and Social Assistance	10%	10%	11%	9%	1%
Construction	9%	9%	8%	7%	2%
Wholesale Trade	5%	6%	6%	7%	-2%
Manufacturing	4%	4%	4%	5%	-1%
Other Services (except Public Administration)	4%	4%	4%	4%	0%
Transportation and Warehousing	4%	4%	4%	3%	1%
Professional, Scientific, and Technical Services	4%	4%	4%	4%	0%
Finance and Insurance	4%	4%	3%	5%	-2%
Administrative and Support and Waste Management and Remediation Services	3%	4%	4%	3%	0%
Public Administration	3%	3%	3%	3%	0%
Real Estate and Rental and Leasing	2%	2%	1%	1%	0%
Information	1%	1%	1%	2%	0%
Arts, Entertainment, and Recreation	1%	1%	1%	1%	0%
Agriculture, Forestry, Fishing and Hunting	1%	1%	1%	1%	0%
Management of Companies and Enterprises	1%	1%	1%	0%	0%
Mining, Quarrying, and Oil and Gas Extraction	0%	0%	0%	0%	0%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Wage Profile and Projected Growth

Thirteen of the twenty industry sectors in Potter County pay an average weekly wage at or greater than the average weekly wage for all industries of \$1,063.

These thirteen best-paying industries accounts for 44,868 jobs (60%) of all employed (75,469) in the County. In Texas the 4Q 2020 average weekly wage was \$1,294.

Total wages paid by industry provides an interesting perspective on the economic impact of these different industries.

Health Care and Social Assistance by far had the largest impact on the economy amounting to 20% of all wages and just more than \$200 million in total wages. Manufacturing had the next greatest impact with 13% of all wages.

Table 27: Industries Ranked by 2020 Average Weekly Wages – Potter County

Rank	Industry	Wages	Employees	Establishments	Total Wages Paid
1	Management of Companies and Enterprises	\$6,296	316	22	\$25,864,805
2	Mining, Quarrying, and Oil and Gas Extraction	\$1,757	299	42	\$6,830,245
3	Finance and Insurance	\$1,721	3,325	247	\$74,405,782
4	Professional, Scientific, and Technical Services	\$1,718	2,549	388	\$56,906,308
5	Utilities	\$1,629	1,344	21	\$28,456,515
6	Wholesale Trade	\$1,395	3,163	200	\$57,350,105
7	Information	\$1,346	767	43	\$13,422,976
8	Public Administration	\$1,251	3,704	69	\$60,214,680
9	Health Care and Social Assistance	\$1,196	13,334	534	\$207,292,571
10	Construction	\$1,194	4,114	378	\$63,849,727
11	Transportation and Warehousing	\$1,166	2,757	160	\$41,796,457
12	Manufacturing	\$1,141	8,879	153	\$131,670,426
13	Agriculture, Forestry, Fishing and Hunting	\$1,059	317	56	\$4,368,372
14	Educational Services	\$903	7,883	32	\$92,561,979
15	Real Estate and Rental and Leasing	\$888	1,231	193	\$14,208,916
16	Other Services (except Public Administration)	\$835	2,438	330	\$26,481,517
17	Administrative and Support and Waste Management and Remediation Services	\$747	3,067	207	\$29,784,926
18	Retail Trade	\$650	8,184	484	\$69,148,314
19	Arts, Entertainment, and Recreation	\$466	616	54	\$3,729,713
20	Accommodation and Food Services	\$371	7,150	378	\$34,445,981
	Total, All Industries	\$1,063	75,469	4,015	\$1,042,972,806

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Twelve of the nineteen industry sectors in Randall County paid an average weekly wage at or greater than the average weekly wage for all industries in the County of \$966.

These twelve best-paying industries accounted for 13,404 jobs (40%) of all employed (33,291) in Randall County. In Texas the 4Q 2020 average weekly wage was \$1,294.

Total wages paid by industry provides an interesting perspective on the economic impact of these different industries.

Retail Trade had the largest impact on the economy amounting to 14% of all wages with almost \$60 million in total wages. It should be noted that Retail Trade's impact is a function of it being the largest employment sector in Randall County.

The next greatest impacts of total wages came from Construction (12%), Health Care and Social Assistance (10%), Management of Companies and Enterprises (9%), Educational Services (8%) and Wholesale Trade (6%).

Table 28: Industries Ranked by 2020 Average Weekly Wages – Randall County

Rank	Industry	Wages	Employees	Establishments	Total Wages Paid
1	Management of Companies and Enterprises	\$14,345	202	14	\$37,733,110
2	Finance and Insurance	\$1,375	1,234	202	\$22,048,038
3	Transportation and Warehousing	\$1,346	1,244	88	\$21,769,562
4	Information	\$1,303	424	22	\$7,188,378
5	Construction	\$1,271	3,012	312	\$49,775,610
6	Professional, Scientific, and Technical Services	\$1,209	1,238	240	\$19,462,997
7	Manufacturing	\$1,176	1,322	66	\$20,205,035
8	Wholesale Trade	\$1,093	1,758	116	\$24,980,864
9	Public Administration	\$1,070	1,003	29	\$13,950,015
10	Other Services (except Public Administration)	\$1,031	1,278	234	\$17,119,039
11	Real Estate and Rental and Leasing	\$974	582	133	\$7,364,656
12	Mining, Quarrying, and Oil and Gas Extraction	\$969	107	21	\$1,343,261
13	Health Care and Social Assistance	\$924	3,387	274	\$40,689,410
14	Agriculture, Forestry, Fishing and Hunting	\$787	341	73	\$3,493,752
15	Administrative and Support and Waste Management and Remediation Services	\$737	1,160	151	\$11,117,623
16	Educational Services	\$736	3,647	34	\$34,885,908
17	Retail Trade	\$699	6,345	339	\$57,670,628
18	Accommodation and Food Services	\$362	4,494	193	\$21,177,065
19	Arts, Entertainment, and Recreation	\$313	343	35	\$1,396,464
Total, All Industries		\$966	33,291	2,590	\$413,446,054

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Overall average weekly wages for Potter County increased during each period analyzed since 2011, for a total growth rate for all industries combined of 32% since 2011.

Table 29: Average Weekly Wage Growth by Industry – Potter County

In Order of 2011-2020 Total Wage Growth Largest to Smallest

Industry	Total Growth			Growth Rate		
	2018-2020	2016-2020	2011-2020	2018-2020	2016-2020	2011-2020
Management of Companies and Enterprises	\$3,196	\$4,152	\$2,692	103%	194%	75%
Finance and Insurance	\$271	\$549	\$577	19%	47%	50%
Information	\$221	\$300	\$479	20%	29%	55%
Public Administration	\$102	\$161	\$376	9%	15%	43%
Manufacturing	\$189	\$271	\$362	20%	31%	46%
Utilities	\$101	-\$8	\$321	7%	0%	25%
Mining, Quarrying, and Oil and Gas Extraction	-\$298	\$232	\$305	-15%	15%	21%
Health Care and Social Assistance	\$116	\$155	\$290	11%	15%	32%
Construction	\$164	\$166	\$278	16%	16%	30%
Transportation and Warehousing	\$47	\$160	\$271	4%	16%	30%
Administrative and Support and Waste Management and Remediation Services	\$90	\$112	\$267	14%	18%	56%
Other Services (except Public Administration)	\$93	\$161	\$262	13%	24%	46%
Real Estate and Rental and Leasing	\$59	\$116	\$255	7%	15%	40%
Professional, Scientific, and Technical Services	\$118	\$271	\$240	7%	19%	16%
Wholesale Trade	\$83	\$205	\$203	6%	17%	17%
Educational Services	\$73	\$103	\$178	9%	13%	25%
Retail Trade	\$98	\$119	\$154	18%	22%	31%
Arts, Entertainment, and Recreation	\$104	\$133	\$122	29%	40%	35%
Accommodation and Food Services	\$33	\$49	\$87	10%	15%	31%
Agriculture, Forestry, Fishing and Hunting	-\$304	-\$49	-\$98	-22%	-4%	-8%
Average, All Industries	\$130	\$189	\$259	14%	22%	32%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Overall average weekly wages for Randall County increased during each period analyzed since 2011, for a total growth rate for all industries combined of 49% since 2011.

Table 30: Average Weekly Wage Growth by Industry – Randall County

In Order of 2011-2020 Total Wage Growth Largest to Smallest

Industry	Total Growth			Growth Rate		
	2018-2020	2016-2020	2011-2020	2018-2020	2016-2020	2011-2020
Management of Companies and Enterprises	-\$1,515	-\$947	\$13,393	-10%	-6%	1407%
Other Services (except Public Administration)	\$212	\$325	\$559	26%	46%	118%
Information	\$236	\$409	\$544	22%	46%	72%
Finance and Insurance	\$31	\$240	\$493	2%	21%	56%
Construction	\$82	\$128	\$393	7%	11%	45%
Transportation and Warehousing	\$182	\$275	\$359	16%	26%	36%
Professional, Scientific, and Technical Services	\$198	\$245	\$316	20%	25%	35%
Public Administration	\$53	\$89	\$293	5%	9%	38%
Administrative and Support and Waste Management and Remediation Services	-\$2	\$143	\$270	0%	24%	58%
Wholesale Trade	\$4	\$125	\$232	0%	13%	27%
Retail Trade	\$93	\$91	\$209	15%	15%	43%
Manufacturing	\$48	\$109	\$207	4%	10%	21%
Health Care and Social Assistance	\$55	\$146	\$196	6%	19%	27%
Educational Services	\$114	\$98	\$161	18%	15%	28%
Real Estate and Rental and Leasing	\$81	\$88	\$142	9%	10%	17%
Accommodation and Food Services	\$40	\$66	\$102	12%	22%	39%
Agriculture, Forestry, Fishing and Hunting	-\$29	\$108	\$73	-4%	16%	10%
Mining, Quarrying, and Oil and Gas Extraction	-\$71	-\$126	\$51	-7%	-12%	6%
Arts, Entertainment, and Recreation	\$39	\$6	-\$3	14%	2%	-1%
Average, All Industries	\$65	\$137	\$318	7%	17%	49%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

When examining industries by their share of the total wages paid out in Potter County, Health Care and Social Assistance, Manufacturing, Finance and Insurance, Educational Services, and Construction all had the greatest total growth since 2011.

In the past three year period Manufacturing, Construction, Health Care and Social Assistance, Finance and Insurance, and Management of Companies and Enterprises had the greatest total growth.

Table 31: Total Wages Paid, Growth by Industry – Potter County

In Order of 2011-2020 Total Growth Largest to Smallest

Industry	Total Growth			Growth Rate		
	2018-2020	2016-2020	2011-2020	2018-2020	2016-2020	2011-2020
Health Care and Social Assistance	\$11,265,925	\$18,257,875	\$47,725,500	6%	10%	30%
Manufacturing	\$24,028,297	\$36,774,289	\$44,900,053	22%	39%	52%
Finance and Insurance	\$10,252,776	\$13,478,868	\$26,726,324	16%	22%	56%
Educational Services	\$5,838,833	\$8,505,031	\$26,468,343	7%	10%	40%
Construction	\$12,596,414	\$9,473,821	\$22,707,029	25%	17%	55%
Public Administration	\$584,335	\$2,383,900	\$14,731,278	1%	4%	32%
Utilities	\$6,961,547	\$10,378,852	\$14,259,095	32%	57%	100%
Professional, Scientific, and Technical Services	\$2,636,607	\$1,112,259	\$11,620,568	5%	2%	26%
Administrative and Support and Waste Management and Remediation Services	\$3,387,548	\$3,450,293	\$10,924,502	13%	13%	58%
Wholesale Trade	\$333,906	\$5,347,978	\$10,464,289	1%	10%	22%
Transportation and Warehousing	\$2,297,905	\$6,717,265	\$10,278,906	6%	19%	33%
Retail Trade	\$5,654,407	\$3,248,529	\$8,877,186	9%	5%	15%
Other Services (except Public Administration)	\$2,886,099	\$4,740,354	\$8,149,025	12%	22%	44%
Accommodation and Food Services	-\$420,018	\$2,080,954	\$8,020,702	-1%	6%	30%
Real Estate and Rental and Leasing	\$1,091,096	\$1,803,664	\$3,618,699	8%	15%	34%
Information	\$1,170,303	\$1,506,447	\$964,548	10%	13%	8%
Arts, Entertainment, and Recreation	-\$217,011	\$697,776	\$847,661	-5%	23%	29%
Agriculture, Forestry, Fishing and Hunting	-\$1,950,646	\$267,797	\$798,128	-31%	7%	22%
Unclassified	-\$431,075	-\$67,045	\$182,491	-70%	-27%	-
Mining, Quarrying, and Oil and Gas Extraction	-\$1,227,125	-\$615,235	-\$2,450,585	-15%	-8%	-26%
Management of Companies and Enterprises	\$10,109,102	\$10,389,694	-\$13,753,995	64%	67%	-35%
Total, All Industries	\$96,849,225	\$139,933,366	\$256,055,214	10%	15%	33%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

When examining industries by their share of the total wages paid out in Randall County, Management of Companies and Enterprises, Construction, Retail Trade, Health Care and Social Assistance, and Other Services (except Public Administration) all had the greatest total growth since 2011.

In the past three year period Retail Trade, Construction, Educational Services, Transportation and Warehousing, and Professional, Scientific, and Technical Services had the greatest total growth.

Table 32: Total Wages Paid, Growth by Industry – Randall County

In Order of 2011-2020 Total Growth Largest to Smallest

Industry	Total Growth			Growth Rate		
	2018-2020	2016-2020	2011-2020	2018-2020	2016-2020	2011-2020
Management of Companies and Enterprises	-\$3,089,893	\$2,016,587	\$36,825,320	-8%	6%	4057%
Construction	\$7,578,637	\$15,492,580	\$27,460,576	18%	45%	123%
Retail Trade	\$11,404,794	\$11,969,815	\$26,498,016	25%	26%	85%
Health Care and Social Assistance	\$4,137,581	\$8,351,288	\$14,897,231	11%	26%	58%
Other Services (except Public Administration)	\$3,511,846	\$6,519,771	\$10,666,675	26%	62%	165%
Transportation and Warehousing	\$4,874,711	\$5,767,918	\$10,235,061	29%	36%	89%
Accommodation and Food Services	\$3,721,893	\$5,108,328	\$9,356,733	21%	32%	79%
Professional, Scientific, and Technical Services	\$4,202,097	\$2,889,775	\$6,687,482	28%	17%	52%
Administrative and Support and Waste Management and Remediation Services	-\$82,598	\$2,870,261	\$5,109,574	-1%	35%	85%
Public Administration	\$1,444,701	\$2,174,815	\$5,076,048	12%	18%	57%
Finance and Insurance	-\$1,537,004	\$9,147,094	\$3,966,783	-7%	71%	22%
Real Estate and Rental and Leasing	\$1,629,117	\$2,500,243	\$3,310,422	28%	51%	82%
Information	\$780,993	\$2,510,807	\$2,514,029	12%	54%	54%
Manufacturing	-\$458,157	\$1,826,294	\$2,088,822	-2%	10%	12%
Wholesale Trade	-\$576,253	\$3,601,259	\$1,270,643	-2%	17%	5%
Agriculture, Forestry, Fishing and Hunting	\$363,239	\$1,116,113.00	\$1,098,244	12%	47%	46%
Arts, Entertainment, and Recreation	\$134,973	\$139,043	\$317,126	11%	11%	29%
Mining, Quarrying, and Oil and Gas Extraction	-\$544,953	-\$743,945	\$300,921	-29%	-36%	29%
Educational Services	\$7,147,930	\$5,220,609	-\$493,066	26%	18%	-1%
Total, All Industries	\$45,529,243	\$89,923,372	\$169,496,937	12%	27%	68%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

The table below displays the share of wages paid by industry for selected years.

Health Care and Social Assistance, Manufacturing, Educational Services, Finance and Insurance, Retail Trade, and Construction all had the top shares of total wages paid for industries in Potter County.

The shares have remained largely unchanged since 2011.

Table 33: Total Wages Paid, Shares by Industry – Potter County

In Order of 2020 Shares Largest to Smallest

Industry	2020	2018	2016	2011	2020-2011 Change
Health Care and Social Assistance	20%	21%	21%	20%	0%
Manufacturing	13%	11%	11%	11%	2%
Educational Services	9%	9%	9%	8%	0%
Finance and Insurance	7%	7%	7%	6%	1%
Retail Trade	7%	7%	7%	8%	-1%
Construction	6%	5%	6%	5%	1%
Public Administration	6%	6%	6%	6%	0%
Wholesale Trade	5%	6%	6%	6%	0%
Professional, Scientific, and Technical Services	5%	6%	6%	6%	0%
Transportation and Warehousing	4%	4%	4%	4%	0%
Accommodation and Food Services	3%	4%	4%	3%	0%
Administrative and Support and Waste Management and Remediation Services	3%	3%	3%	2%	0%
Utilities	3%	2%	2%	2%	1%
Other Services (except Public Administration)	3%	2%	2%	2%	0%
Management of Companies and Enterprises	2%	2%	2%	5%	-3%
Real Estate and Rental and Leasing	1%	1%	1%	1%	0%
Information	1%	1%	1%	2%	0%
Mining, Quarrying, and Oil and Gas Extraction	1%	1%	1%	1%	-1%
Agriculture, Forestry, Fishing and Hunting	0%	1%	0%	0%	0%
Arts, Entertainment, and Recreation	0%	0%	0%	0%	0%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

The table below displays the share of wages paid by industry for selected years in Randall County.

Retail Trade, Construction, Health Care and Social Assistance, Management of Companies and Enterprises, and Educational Services all had the top shares of total wages paid for industries in Randall County.

The shares have remained largely unchanged since 2011 except for a decrease in share of total wages paid in Educational Services, Wholesale Trade, and Finance and Insurance.

Table 34: Total Wages Paid, Shares by Industry – Randall County

In Order of 2020 Shares Largest to Smallest

Industry	2020	2018	2016	2011	2020-2011 Change
Retail Trade	14%	13%	14%	13%	1%
Construction	12%	11%	11%	9%	3%
Health Care and Social Assistance	10%	10%	10%	10%	-1%
Management of Companies and Enterprises	9%	11%	11%	0%	9%
Educational Services	8%	8%	9%	14%	-6%
Wholesale Trade	6%	7%	7%	10%	-4%
Finance and Insurance	5%	6%	4%	7%	-2%
Transportation and Warehousing	5%	5%	5%	5%	1%
Accommodation and Food Services	5%	5%	5%	5%	0%
Manufacturing	5%	6%	6%	7%	-2%
Professional, Scientific, and Technical Services	5%	4%	5%	5%	0%
Other Services (except Public Administration)	4%	4%	3%	3%	2%
Public Administration	3%	3%	4%	4%	0%
Administrative and Support and Waste Management and Remediation Services	3%	3%	3%	2%	0%
Real Estate and Rental and Leasing	2%	2%	1%	2%	0%
Information	2%	2%	1%	2%	0%
Agriculture, Forestry, Fishing and Hunting	1%	1%	1%	1%	0%
Arts, Entertainment, and Recreation	0%	0%	0%	0%	0%
Mining, Quarrying, and Oil and Gas Extraction	0%	1%	1%	0%	0%
Retail Trade	14%	13%	14%	13%	1%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

The table below shows the top ten largest industries by employment in Potter County and the 4Q 2020 County average weekly wage they paid.

- The ten largest industry sectors employed 83% of the 75,469 workers in the County.
- Six of the largest employment industries paid greater than the 4Q 2020 average weekly wage of \$1,063 and employed 48% of all workers in Potter County.
- The four industries paying below the 4Q 2020 average weekly wage employed 26,284 workers, 35% of all workers in Potter County.
- Of the largest employment industries only Manufacturing, and Construction saw employment growth. This likely is a result of the re-employment continuing to take place from COVID-19 related job losses in 2020.

Table 35: Potter County Top Ten Industries by Employment and Average Weekly Wage, 2020

Industry	Employment	Avg. Weekly Wage	2018-2020 Job Growth
Health Care and Social Assistance	13,334	\$1,196	-631
Manufacturing	8,879	\$1,141	184
Retail Trade	8,184	\$650	-669
Educational Services	7,883	\$903	-153
Accommodation and Food Services	7,150	\$371	-773
Construction	4,114	\$1,194	286
Public Administration	3,704	\$1,251	-289
Finance and Insurance	3,325	\$1,721	-77
Wholesale Trade	3,163	\$1,395	-179
Administrative and Support and Waste Management and Remediation Services	3,067	\$747	-25
Total/Average	62,803	\$1,057	-2,326

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Those working in large employment sectors making at and below the average weekly county wage are in greatest need of additional housing priced no more than 30% of their income.

These sectors include:

- Accommodation and Food Services
- Retail Trade
- Administrative and Support and Waste Management and Remediation Services
- Educational Services
- Health Care and Social Assistance

Most employers interviewed for this study cited that a lack of attractive and reasonably priced market rate rental and for-sale housing units impacts their ability to hire and retain workers current and new workers.

Table 36 shows the top ten largest industries by employment in Randall County and the 4Q 2020 County average weekly wage they paid.

- The ten largest industry sectors employed 83% of the 33,291 workers in Randall County.
- Four of the largest industries paid greater than the 4Q 2020 average weekly county wage of \$963.
- The four industries paying below the 4Q 2020 average weekly wage employed 17,873 workers, 54% of all workers in Randall County.

Table 36: Randall County Top Ten Industries by Employment and Average Weekly Wage, 2020

Industry	Employment	Avg. Weekly Wage	2018-2020 Job Growth
Retail Trade	6,345	\$699	471
Accommodation and Food Services	4,494	\$362	320
Educational Services	3,647	\$736	215
Health Care and Social Assistance	3,387	\$924	151
Construction	3,012	\$1,271	282
Wholesale Trade	1,758	\$1,093	-47
Manufacturing	1,322	\$1,176	-88
Other Services (except Public Administration)	1,278	\$1,031	1
Transportation and Warehousing	1,244	\$1,346	128
Professional, Scientific, and Technical Services	1,238	\$1,209	77
Total/Average	27,725	\$985	1,510

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Those working in sectors with the largest amounts of employees making at and below the average weekly county wage are in greatest need of additional housing priced no more than 30% of their income.

These sectors include:

- Retail Trade
- Accommodation and Food Services
- Educational Services
- Health Care and Social Assistance

Most employers interviewed for this study cited that a lack of attractive and reasonably priced market rate rental and for-sale housing units impacts their ability to hire and retain workers current and new workers.

The table below shows the top ten highest average weekly wages by industry in Potter County. All ten paid greater than the 4Q 2020 average weekly wage for all industries in the County of \$1,063.

Table 37: Potter County Industries Paying Greater Than Average Weekly Wage, 2020

Industry	Employees	Avg. Weekly Wage	2018-2021 Job Growth
Management of Companies and Enterprises	316	\$6,296	-75
Mining, Quarrying, and Oil and Gas Extraction	299	\$1,757	-3
Finance and Insurance	3325	\$1,721	-77
Professional, Scientific, and Technical Services	2549	\$1,718	-59
Utilities	1,344	\$1,629	262
Wholesale Trade	3163	\$1,395	-179
Information	767	\$1,346	-71
Public Administration	3704	\$1,251	-289
Health Care and Social Assistance	13334	\$1,196	-631
Construction	4,114	\$1,194	286
Total/Average	32,915	\$1,950	-836

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

- The ten highest paying sectors employed 32,925 (44%) of Potter County's 75,469 workers and had a combined average weekly wage of \$1,950.
- According to the employment data, Utilities and Construction were the only two of the ten highest paying industries that experienced job growth since 2018. In part job loss experienced in other industries could be a result of the COVID-19 pandemic.

The table below shows the top ten highest average weekly wages by industry in Randall County. All ten paid greater than the 4Q 2020 average weekly wage for all industries in the County of \$963.

Table 38: Randall County Industries Paying Greater Than Average Weekly Wage, 2020

Industry	Employees	Avg. Weekly Wage	2018-2021 Job Growth
Management of Companies and Enterprises	202	\$14,345	4
Finance and Insurance	1,234	\$1,375	-116
Transportation and Warehousing	1,244	\$1,346	128
Information	424	\$1,303	-38
Construction	3,012	\$1,271	282
Professional, Scientific, and Technical Services	1,238	\$1,209	77
Manufacturing	1,322	\$1,176	-88
Wholesale Trade	1,758	\$1,093	-47
Public Administration	1,003	\$1,070	57
Other Services (except Public Administration)	1,278	\$1,031	1
Total/Average	12,715	\$2,522	260

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

- The ten highest paying sectors employed 12,715 (38%) of Randall County’s 33,291 workers and had a combined average weekly wage of \$2,522.
- Extremely high wages from Management of Companies and Enterprises skews the overall average up to \$2,522 for the highest paying Randall County industries.
- When taking out Management of Companies and Enterprises, the average was \$1,208.
- Transportation and Warehousing, Construction, Professional, Scientific, and Technical Services, and Public Administration made up four of the ten highest paying industries that experienced job growth since 2018. In part the job loss experienced in other industries could be a result of the COVID-19 pandemic.

Job Inflow and Outflow

LEHD estimates for 2019 denote 95,449 employed in Amarillo.

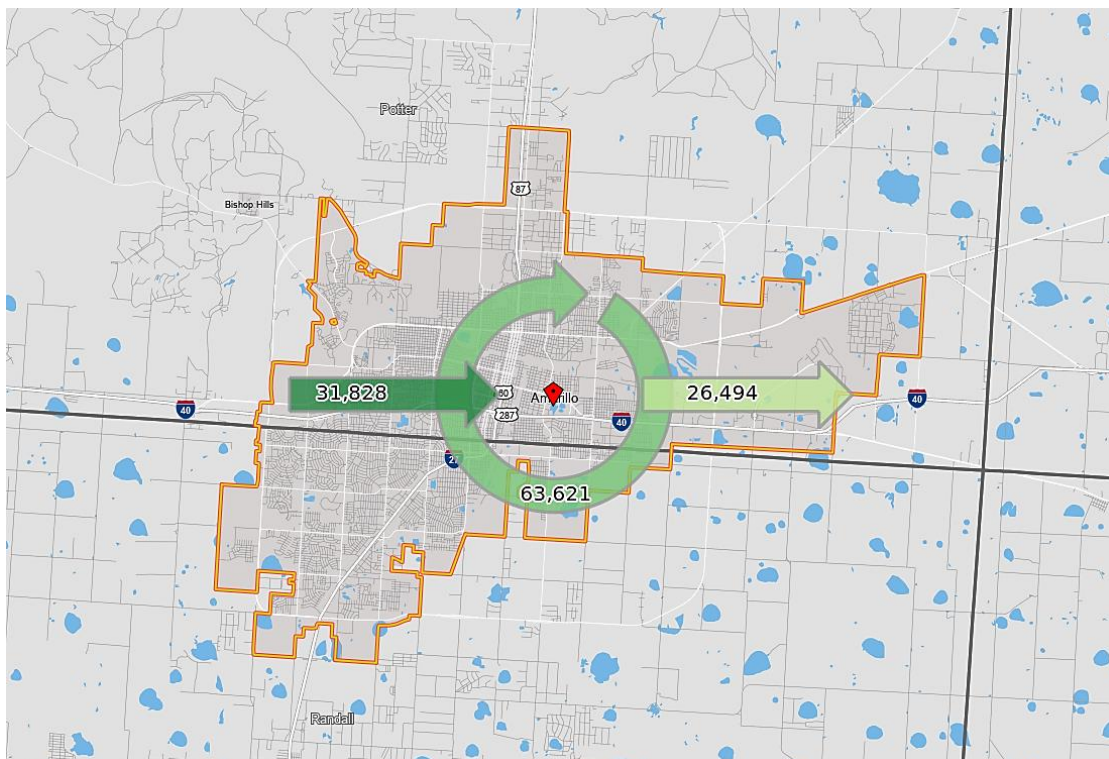
The figure below shows the direction in 2019 of job inflow and outflow of those employed in Amarillo.

The dark green arrow indicates workers employed in Amarillo living outside the city limits who commute into the City for work (31,828).

The lighter green round arrow represents those employed and living in Amarillo (63,621).

The lightest green arrow shows the number of those living in Amarillo yet employed outside of the City (26,494).

Figure 39: Amarillo 2019 LEHD Job Inflow/Outflow



Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer-Household Dynamics (LEHD), OnTheMap

Figures for 2019 are the most recent year data available. Although the data is slightly dated, the share of those living and working in Amarillo should be relatively unchanged.

According to the data Amarillo experienced slight worker household leakage with 33% (31,828) of the 95,449 employed in the City living outside of the City.

An estimated 29% (26,494) of residents in the City commuted outside for employment.

Table 40: Amarillo LEHD Inflow/Outflow Job Counts, 2019

Inflow/Outflow Job Counts (All Jobs)	Count	%
Employed in the Selection Area	95,449	100%
Employed in the Selection Area but Living Outside	31,828	33%
Employed and Living in the Selection Area	63,621	67%
Living in the Selection Area	90,115	100%
Living in the Selection Area but Employed Outside	26,494	29%
Living and Employed in the Selection Area	63,621	71%

Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer-Household Dynamics (LEHD), OnTheMap

This shows an opportunity for Amarillo to improve its share of existing and future locally employed workers housed within the city.

Figure 41: Amarillo 2019 Jobs

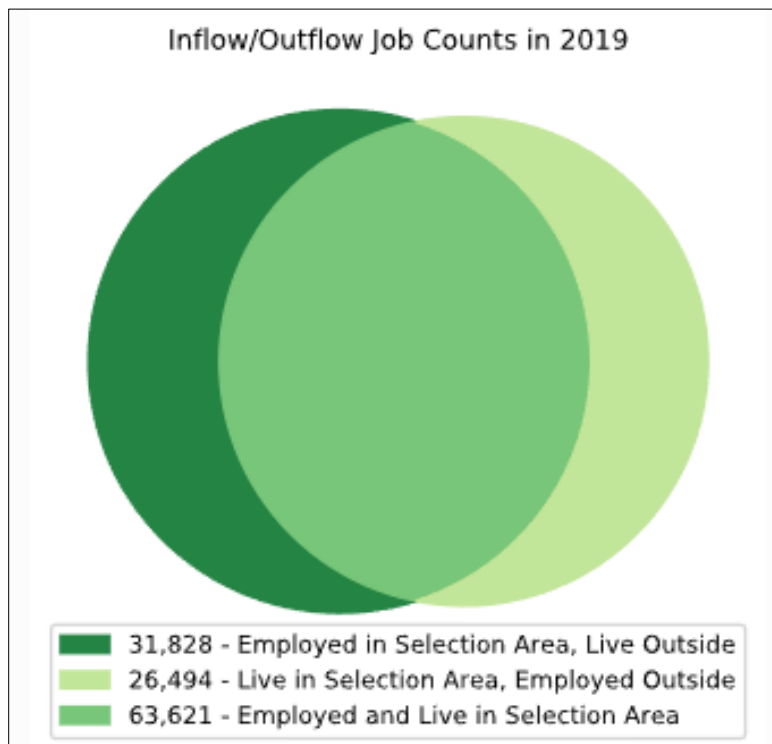


Table 42 shows the breakdown of distance travelled from home to workplace for those employed in Amarillo.

Just more than 70% of those working in Amarillo, 67,543 (71%), live less than 10 miles from their place of work in Amarillo. This shows that one third of Amarillo workers travel more than 10 miles from home to work. This data seems to suggest that Amarillo has done well to accommodate most of their local worker households.

The primary driver of housing demand is local employment. Accommodating more local workers to live in the city will help existing and new businesses retain and hire workers. The incomes, needs and preferences of currently employed commuters of more than 10 miles as well future employees of incoming new businesses will be the primary sources of current and near future housing demand in Amarillo.

Table 42: Distance – To Amarillo for Work, Employed in Amarillo, 2019

Distance Home to Work	Count	%
Total All Jobs	95,449	100%
Less than 10 miles	67,543	71%
10 to 24 miles	8,814	9%
25 to 50 miles	3,827	4%
Greater than 50 miles	15,265	16%

Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer-Household Dynamics (LEHD), OnTheMap

Table 43 shows the County’s where Amarillo workers live. This data shows that 80% of Amarillo workers resided in Randall or Potter County. Again, this shows that Amarillo has done well accommodating local worker households. However, of the more 12,000 local workers living elsewhere, it is safe to assume some would be willing to reside in Amarillo.

Table 43: Jobs Counts by Counties Where Workers Live - All Jobs 2019

	Count	Share
All Counties	95,449	100%
Randall County, TX	41,432	43%
Potter County, TX	34,874	37%
Lubbock County, TX	1,920	2%
Hutchinson County, TX	1,087	1%
Gray County, TX	976	1%
Moore County, TX	904	1%
Deaf Smith County, TX	869	1%
Hale County, TX	752	1%
Tarrant County, TX	721	0.80%
Dallas County, TX	466	0.50%
All Other Locations	11,448	12%

Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer-Household Dynamics (LEHD), OnTheMap

Amarillo Economic and Workforce Findings

In 2021 data from QCEW for Potter County demonstrated 75,469 workers, 4,015 establishments, and \$1,063 average weekly wage.

Randall County had 33,291 workers, 2,595 establishments, and \$966 average weekly wage.

Combined the two Counties had a total of 108,760 workers, 6,610 establishments and \$1,015 average weekly wage.

Using the LEHD 2019 number of 95,449 workers employed in the city, Amarillo possessed an 88% share of all employment of both Counties combined.

The largest employers, as well as a growing small business community, in Amarillo provide a stable and resilient employment base with a 2021 median household income of \$56,253 based on PCensus 2021 and \$49,802 according to 2019 ACS data.

Unemployment in Potter County in October 2021 was 3.6% and Randall County was 3.1% compared to Texas at 4.8% and USA at 4.3%.

Unemployment in Randall County has been slightly lower than Potter County since 2011. Both Counties were at its lowest unemployment in the last ten years in 2019 with 2.4% in Randall and 2.7% in Potter County.

Both Counties combined averaged a total of 108,000 employees over the last decade and in that span total combined employment peaked at 111,196 in 2019.

From 2019 to 2020 Randall County did not see a decrease in employment; however, Potter County saw jobs decrease by more than 2,000 due to COVID's impact in early 2020. Combined employment at the end of 2020 was 108,760.

Many interviews conducted by CDS with employers in the area shared that workers of all pay grades in many instances have encountered difficulties securing adequate housing in the area. This is primarily concentrated to workers coming into the community from elsewhere in Texas or increasingly from other parts of the Country like California among others.

According to employers as well as data, this appears to be mostly the result of the lack of available market rate apartment rental units and low priced single family homes in the \$150,000 to \$200,000 price ranges.

Evidence of the tightness in the market can be seen in the high occupancy of 95% to 100% at almost all Class A and Class B apartment properties and single family rentals as well as low inventories of existing and new low priced single family homes.

The City of Amarillo has local employers that appear to be primed for local expansion in addition to at least 700 new incoming jobs.

Without an increase in market rate apartment units, single family rentals as well as low priced single family for-sale homes Amarillo businesses will continue to face challenges hiring new employees from outside the area in the time and ease conducive to expanding in step with increased local and outside demand for their products and services.

The share of residents working in Amarillo yet living outside Amarillo provides an opportunity to understand their housing and quality of life preferences, and then work to capture them as new residents

within the city. There are some, such as those living on larger acreage lots or more amenitized, planned communities in the County or in other places who may show no indication of preferring to live in Amarillo.

However, those working in Amarillo yet living outside who prefer and/or benefit from living closer to their place of employment presents an opportunity to accommodate this pent-up housing demand by facilitating the supply of new housing affordable and preferable to their incomes and housing preferences.

Local blue collar employers interviewed for this study stated that most of their workers who do commute do not mind living in surrounding areas, but certain industries like city and county employees, manufacturing, healthcare, food and distribution and logistics can benefit from having more of their workers residing closer to their place of employment.

Government, healthcare, social service and education employers stated more market rate apartment, duplex, townhome, patio or single family home rental units and first time/entry level single family homes are needed to help them fill open positions more quickly and easily.

In many cases employees who live elsewhere typically can end up finding employment closer to where they live in order to eliminate their long commute.

Healthcare employers were particularly feeling the stress of high turnover due to the lack of new market rate apartments. Healthcare workers are necessary to keep the community healthy, especially the significant share of retired and 65 and older population currently living in Amarillo. Increased demand on healthcare employees due to COVID has created even more of a demand for healthcare workers to live closer to their place of employment.

The occurrence of Amarillo workers living outside the City creates property and sales tax base leakage and also potentially lessens the civic impact that local workers in occupations such as engineers, finance and banking, healthcare, teachers, coaches, city and county workers, police, fire, and EMS might have in the community.

Housing Characteristics

The following three tables present information regarding the housing characteristics and trends in Amarillo, Potter and Randall Counties for comparison purposes.

This data was sourced from PCensus 2021 which bases current estimates on past trends from the U.S. Census Bureau and the American Community Survey, and in some cases, is self-reported data.

While this can generate minor anomalies (such as are present in the data on age of housing stock or housing values), the information presented in this section still provides a valuable overview of the housing stock in the city. One important note to make is that the total housing unit number used in this section is an estimate.

The table below shows the type and number of housing units in Amarillo, Potter and Randall County.

Table 44: Housing Types, 2021

Structure Type	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
1 Unit Attached	2,637	3%	1,020	2%	2,018	3%
1 Unit Detached	60,831	71%	32,012	68%	43,267	72%
2 Units	2,265	3%	1,830	4%	872	1%
3 or 4 Units	1,894	2%	1,450	3%	759	1%
5 to 19 Units	8,073	9%	4,033	9%	5,035	8%
20 to 49 Units	3,071	4%	1,495	3%	1,907	3%
50 or More Units	3,165	4%	1,621	3%	2,069	3%
Mobile Home or Trailer	3,582	4%	3,267	7%	4,516	7%
Boat, RV, Van, etc.	64	0%	46	0%	47	0%
Total Units	85,582	100%	46,774	100%	60,490	100%
Owner Occupied Units	49,422	58%	23,697	51%	40,562	67%
Renter Occupied Units	27,974	33%	16,959	36%	16,229	27%
Total Occupied Units	77,396	90%	40,656	87%	56,791	94%
Unoccupied Units	8,186	10%	6,118	13%	3,699	6%

Source: PCensus 2021

- In Amarillo 58% of occupied housing units were estimated to be owner-occupied (49,222 units) with the remaining 33% (27,974 units) renters.
- Approximately 74% (63,096) of Amarillo's housing units were single family detached.
- Duplex, triplex and four-plex units accounted for 5% (4,159) of all housing units in the City, while mobile homes accounted for 4% (3,582) and attached single family accounted for 3% (2,637).
- Small scale multi-family apartments (5 to 19 units) appear to play a strong role in the rental housing market in Amarillo, making up almost 10% (8,073) of all housing units in the City.

Table 45 contains the 2021 estimate of the age of the existing housing stock in Amarillo, Potter and Randall County.

There was an estimated total of 107,264 total housing units combined between Potter and Randall County. In Amarillo there was an estimated 85,582 total housing units.

Amarillo represented an 80% share of the total combined housing units in both Counties. This places Amarillo as the prime housing location for both Counties.

Table 45: Age of Existing Housing Stock, 2021

	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
Total Housing Units	85,582	100%	46,774	100%	60,490	100%
Built 2014 or later	5,608	7%	797	2%	7,486	12%
Built 2010 to 2013	2,959	3%	723	2%	3,375	6%
Built 2000 to 2009	9,337	11%	4,381	9%	9,380	16%
Built 1990 to 1999	6,720	8%	3,493	7%	6,137	10%
Built 1980 to 1989	8,953	10%	3,820	8%	7,844	13%
Built 1970 to 1979	12,661	15%	5,570	12%	10,135	17%
Built 1960 to 1969	13,193	15%	7,407	16%	7,858	13%
Built 1950 to 1959	14,794	17%	10,906	23%	5,161	9%
Built 1940 to 1949	6,304	7%	5,286	11%	1,615	3%
Built 1939 or earlier	5,053	6%	4,391	9%	1,499	2%
Dominant Year Structure Built	1950 to 1959		1950 to 1959		1970 to 1979	

Sources: PCensus 2021

- Amarillo and Potter County featured existing home stocks predominately built from 1950 to 1959, with Randall County’s housing stock indicating predominate construction years of 1970 to 1979.
- Existing older homes that can be maintained and revitalized will create a positive impact to providing adequate housing to the community.
- Approximately 78% of Amarillo housing units were built before 2000.

Housing Value Trends

The table below contains data not based on actual transaction or appraisal data but based on owners’ opinion of housing unit value. In some cases, owners may tend to over or under-value homes for a variety of reasons. Nevertheless, the data overall can provide some estimate of the value of owner-occupied units.

- An estimated 25,990 (51%) owner-occupied homes in Amarillo were valued below \$150,000. This stock of homes represents in some cases blighted or perhaps unlivable structures that could be the focus of a blight abatement and neighborhood revitalization programs.
- Mapping and targeting neighborhoods with lower valued units could provide increased opportunities for new infill housing, infrastructure and amenities investments in core neighborhoods, as well as housing renovation or rebuilding on existing lots and infrastructure which can play a vital role in providing more affordably priced for-sale and rental units.

Table 46: Estimated Owner Occupied Value, 2021

Home Value Range	City of Amarillo		Potter County		Randall County	
	Count	%	Count	%	Count	%
2021 Est. Owner Occupied Housing Units by Value	49,422	100%	23,697	100%	40,562	100%
Value Less than \$20,000	1,177	2%	932	4%	487	1%
Value \$20,000 to \$39,999	1,720	3%	1,508	6%	586	1%
Value \$40,000 to \$59,999	3,657	7%	3,094	13%	1,142	3%
Value \$60,000 to \$79,999	4,179	8%	3,413	14%	1,216	3%
Value \$80,000 to \$99,999	4,721	10%	3,398	14%	1,995	5%
Value \$100,000 to \$149,999	10,536	21%	4,355	18%	8,152	20%
Value \$150,000 to \$199,999	9,933	20%	2,385	10%	10,244	25%
Value \$200,000 to \$299,999	8,172	17%	2,468	10%	9,735	24%
Value \$300,000 to \$399,999	2,627	5%	1,092	5%	3,508	9%
Value \$400,000 to \$499,999	1,170	2%	450	2%	1,637	4%
Value \$500,000 to \$749,999	846	2%	397	2%	932	2%
Value \$750,000 to \$999,999	384	1%	109	0%	409	1%
Value \$1,000,000 to \$1,499,999	216	0%	76	0%	252	1%
Value \$1,500,000 to \$1,999,999	50	0%	15	0%	62	0%
Value \$2,000,000 or more	34	0%	5	0%	205	1%
2021 Est. Median Owner-Occupied Housing Unit Value	\$143,930		\$97,078		\$182,717	

Source: PCensus 2021

- The greatest number of owner-occupied housing units by value were within the \$100,000 to \$149,999 cohort which accounts for 21% (10,536) of all owner-occupied housing units in Amarillo.
- Approximately 20% (9,933) of owner-occupied units in the City were valued from \$150,000 to \$199,000. Houses valued from \$300,000 and up amounted to 5,327 units and 10% of total housing.
- The median value of owner-occupied homes in Amarillo was \$149,930.

Household Income Profiles

According to 2019 ACS estimates there were 76,207 households in the City of Amarillo. Approximately 80% of the total combined 94,441 Potter and Randall County households were located within Amarillo.

The largest householder cohort by age was 25-44 years with 38% of households followed by 45-64 years with 30%.

The two largest householder cohorts by age and income in Amarillo were:

- 25-44 years \$25,000 to \$49,999
- 65 years and older less than \$25,000

In Amarillo 6% of households were under 25 years which was likely made up mostly of Amarillo College students who had a full time enrollment of around 3,000.

Table 47: 2019 Household Income by Age of Householder

Households	City of Amarillo	
	Count	Share
Total Households	76,207	100%
Median Income	\$49,802	-
Under 25 Years	4,694	6%
Less than \$25,000	1,633	2%
\$25,000 to \$49,999	2,168	3%
\$50,000 to \$74,999	450	1%
\$75,000 to \$99,999	395	1%
\$100,000 to \$149,999	48	0%
\$150,000 or more	0	0%
25-44 Years	28,721	38%
Less than \$25,000	4,473	6%
\$25,000 to \$49,999	8,048	11%
\$50,000 to \$74,999	5,278	7%
\$75,000 to \$99,999	3,873	5%
\$100,000 to \$149,999	4,902	6%
\$150,000 or more	2,147	3%
45-64 Years	22,735	30%
Less than \$25,000	5,684	7%
\$25,000 to \$49,999	4,468	6%
\$50,000 to \$74,999	3,203	4%
\$75,000 to \$99,999	2,712	4%
\$100,000 to \$149,999	4,034	5%
\$150,000 or more	2,634	3%
65 Years and Older	20,057	26%
Less than \$25,000	6,764	9%
\$25,000 to \$49,999	4,997	7%
\$50,000 to \$74,999	3,377	4%
\$75,000 to \$99,999	1,562	2%
\$100,000 to \$149,999	2,074	3%
\$150,000 or more	1,283	2%

Source: U.S. Census Bureau, 2019 American Community Survey

Households under 65 represented 74% of all households in Amarillo.

Approximately 26% of all Amarillo households were 65 and older.

Table 48: 2019 Household Income by Household Type, Under 65 and 65 and Older

Households	City of Amarillo	
	Count	Share
Under 65 Years	56,150	74%
Less than \$25,000	11,790	15%
\$25,000 to \$49,999	14,684	19%
\$50,000 to \$74,999	8,931	12%
\$75,000 to \$99,999	6,980	9%
\$100,000 to \$149,999	8,984	12%
\$150,000 or more	4,781	6%
65 Years and Older	20,057	26%
Less than \$25,000	6,764	9%
\$25,000 to \$49,999	4,997	7%
\$50,000 to \$74,999	3,377	4%
\$75,000 to \$99,999	1,562	2%
\$100,000 to \$149,999	2,074	3%
\$150,000 or more	1,283	2%

Source: U.S. Census Bureau, 2019 American Community Survey

Median household income for all households was \$49,802.

Amarillo median household income for owner households was \$66,570 and \$33,200 for renter households.

In Amarillo owner households outnumbered renter households.

Amarillo’s households were 61% (46,336) owner-occupied and 39% (29,871) renter-occupied.

The greatest number of households in Amarillo by income for owners was \$25,000 - \$49,999 and less than \$25,000 for renter households.

Table 49: 2019 Household Income by Tenure

Occupied Housing Units		
City of Amarillo		
	Count	Share
Total	76,207	100%
Median Income	\$49,802	-
Owner-Occupied	46,336	61%
Less than \$25,000	7,441	10%
\$25,000 to \$49,999	10,319	14%
\$50,000 to \$74,999	7,896	10%
\$75,000 to \$99,999	6,122	8%
\$100,000 to \$149,999	8,816	12%
\$150,000 or more	5,742	8%
Median Income	\$66,570	-
Renter-Occupied	29,871	39%
Less than \$25,000	11,113	15%
\$25,000 to \$49,999	9,362	12%
\$50,000 to \$74,999	4,412	6%
\$75,000 to \$99,999	2,420	3%
\$100,000 to \$149,999	2,242	3%
\$150,000 or more	322	0%
Median Income	\$33,200	-

Source: U.S. Census Bureau, 2019 American Community Survey

Housing Cost-Burdened Households

The table displays data showing age of householder by monthly owner costs and gross rent as a share of household income.

In total there were 76,207 households within the limits of Amarillo. Of those approximately 39% (29,871) were renters and 61% (46,336) were owners.

Householders aged 35 to 64 made up the largest age cohort with 37,416 households which represented 49% of all households in Amarillo.

Table 50: 2019 Amarillo Housing Costs As A Percentage of Household Income by Age

Amarillo	Renter-Occupied		Owner-Occupied	
	Count	Share	Count	Share
Total	29,871	39%	46,336	61%
Householder 15 to 24 years	3,177	4%	1,517	2%
Less than 20.0 percent	100	0%	719	1%
20.0 to 24.9 percent	615	1%	108	0%
25.0 to 29.9 percent	269	0%	116	0%
30.0 to 34.9 percent	232	0%	309	0%
35.0 percent or more	1,731	2%	265	0%
Not computed	230	0%	0	0%
Householder 25 to 34 years	9,537	13%	4,503	6%
Less than 20.0 percent	3,495	5%	2,217	3%
20.0 to 24.9 percent	810	1%	937	1%
25.0 to 29.9 percent	1,351	2%	268	0%
30.0 to 34.9 percent	489	1%	318	0%
35.0 percent or more	3,098	4%	733	1%
Not computed	294	0%	30	0%
Householder 35 to 64 years	12,673	17%	24,743	32%
Less than 20.0 percent	3,601	5%	15,090	20%
20.0 to 24.9 percent	2,512	3%	3,633	5%
25.0 to 29.9 percent	1,266	2%	1,545	2%
30.0 to 34.9 percent	363	0%	1,774	2%
35.0 percent or more	4,236	6%	2,418	3%
Not computed	695	1%	283	0%
Householder 65 years and over	4,484	6%	15,573	20%
Less than 20.0 percent	1,083	1%	8,762	11%
20.0 to 24.9 percent	145	0%	1,713	2%
25.0 to 29.9 percent	289	0%	1,108	1%
30.0 to 34.9 percent	131	0%	1,039	1%
35.0 percent or more	2,271	3%	2,819	4%
Not computed	565	1%	132	0%

Source: U.S. Census Bureau, 2019 American Community Survey

Householders younger than 65 made up 74% (56,150) of all households while householders 65 and older made up 26% (20,057) of all households in Amarillo.

Of the 56,150 total 64 and younger households 33% (25,387) were renters and 40% (30,763) were owners.

Of the 20,257 total 65 and older households, 6% (4,484) were renters and 20% (15,573) were owners.

There were 22,226 total householders who paid 30% or more on housing.

For 64 and younger household renters, 18% paid 30% or more while 10% of owners paid 30% or more on housing.

For 65 and older household renters, 12% paid 30% or more while 19% of owners paid 30% or more on housing.

Renters 64 and younger had the greatest amount of housing cost burden with 9,065 (12% of all Amarillo households) renters paying 35% or more on housing.

The lowest rates of housing cost burden can be found in the renter-occupied 65 years and over households, with 2,271 (3% of all Amarillo households) renters paying 35% or more on housing.

Table 51: 2019 Housing Costs As A Percentage of Household Income – Only by Under 65 and 65 and Older

Amarillo	Renter-Occupied		Owner-Occupied	
	Count	Share	Count	Share
Total	29,871	39%	46,336	61%
Householder 64 years and Younger	25,387	33%	30,763	40%
Less than 20.0 percent	7196	9%	18,026	24%
20.0 to 24.9 percent	3937	5%	4678	6%
25.0 to 29.9 percent	2886	4%	1929	3%
30.0 to 34.9 percent	1084	1%	2401	3%
35.0 percent or more	9065	12%	3416	4%
Not computed	1219	2%	313	0%
Householder 65 years and over	4,484	6%	15,573	20%
Less than 20.0 percent	1,083	1%	8,762	11%
20.0 to 24.9 percent	145	0%	1,713	2%
25.0 to 29.9 percent	289	0%	1,108	1%
30.0 to 34.9 percent	131	0%	1,039	1%
35.0 percent or more	2,271	3%	2,819	4%
Not computed	565	1%	132	0%

Source: U.S. Census Bureau, 2019 American Community Survey

Housing cost burdened households are defined as paying greater than 30% of household income toward housing costs alone. The table below shows levels of housing cost burden in Amarillo for home owners.

As one would expect, lower-income owner occupied households had the greatest shares of households with housing cost burdens. Housing cost burden for homeowners was most prevalent in the \$49,000 and less household incomes. Cost burdened home owners in those income ranges represented 10% of all of Amarillo’s households and 17% of owner occupied households.

Owners making \$49,999 and less represented 23% of all households, and 37% of all owners. The 7,990 cost burdened owners making \$49,999 and less represented 10% of all households and 17% of all owners.

Of the 7,990 cost burdened owners making \$49,999 and less, 6,180 made \$34,999 or less which represented 8% of all households and 13% of all owners.

It should be noted that in some cases entry-level first-time home buyers tend to be focused in the \$49,000 and less household income ranges.

Table 52: 2019 Housing Costs as a Percentage of Household Income – Owner-Occupied Housing by Income

Owner-Occupied	City of Amarillo		
	Count	Share of Total	Share of Owner-Occupied
Total Housing Units	76,207	100%	-
Owner-Occupied Units	46,336	61%	100%
Less than \$20,000	5,082	7%	11%
Less than 20 percent	647	1%	1%
20 to 29 percent	952	1%	2%
30 percent or more	3,483	5%	8%
\$20,000 to \$34,999	6,500	9%	14%
Less than 20 percent	1,943	3%	4%
20 to 29 percent	1,860	2%	4%
30 percent or more	2,697	4%	6%
\$35,000 to \$49,999	5,733	8%	12%
Less than 20 percent	3,135	4%	7%
20 to 29 percent	788	1%	2%
30 percent or more	1,810	2%	4%
\$50,000 to \$74,999	7,896	10%	17%
Less than 20 percent	4,278	6%	9%
20 to 29 percent	2,662	3%	6%
30 percent or more	956	1%	2%
\$75,000 or more	20,680	27%	45%
Less than 20 percent	16,785	22%	36%
20 to 29 percent	3,166	4%	7%
30 percent or more	729	1%	2%
Zero or negative income	445	1%	1%

Source: U.S. Census Bureau, 2019 American Community Survey

The table below shows owner households that paid 30% and greater in each income bracket.

Table 53: 2019 Estimated Amarillo Affordable For Sale Housing Need by Income Range, 2019

Income Range	# Cost-Burdened Households	For-Sale Price Needed
Less than \$20,000	3,483	\$50,000
\$20,000 to \$34,999	2,697	\$50,000 to \$100,000
\$35,000 to \$49,999	1,810	\$100,000 to \$150,000
Total	7,990	-

Source: US Census Bureau American Community Survey 2019 1-Year Estimate

As with homeowners, low income renters tend to be considerably more cost-burdened than higher-income renters. In Amarillo renter housing cost burden is most pronounced for renters at the two lowest income brackets (less than \$20,000 and \$20,000 to \$34,999).

In total there were 29,871 renter households.

There were 14,305 renter households that made \$34,999 or less.

This represented a share of 19% of all households, and 48% of renter households.

Of the renter households making \$34,999 and less 11,362 were housing cost burdened.

This represented 15% of all households and 38% of all renters.

In total there were 12,551 renter households that paid 30% or more toward housing which represented 16% of all households and 42% of renters.

The table below shows renter households that paid 30% and greater in each income bracket.

Table 54: 2019 Housing Costs as a Percentage Of Household Income – Renter-Occupied Housing by Income

Renter-Occupied	City of Amarillo		
	Count	Share of Total	Share of Renter-Occupied
Total Housing Units	76,207	100%	-
Renter-Occupied Units	29,871	39%	100%
Less than \$20,000	7,933	10%	27%
Less than 20 percent	195	0%	1%
20 to 29 percent	559	1%	2%
30 percent or more	7,179	9%	24%
\$20,000 to \$34,999	6,372	8%	21%
Less than 20 percent	255	0%	1%
20 to 29 percent	1,934	3%	6%
30 percent or more	4,183	5%	14%
\$35,000 to \$49,999	4,495	6%	15%
Less than 20 percent	1,251	2%	4%
20 to 29 percent	2,531	3%	8%
30 percent or more	713	1%	2%
\$50,000 to \$74,999	4,325	6%	14%
Less than 20 percent	2,247	3%	8%
20 to 29 percent	1,635	2%	5%
30 percent or more	443	1%	1%
\$75,000 or more	4,962	7%	17%
Less than 20 percent	4,331	6%	14%
20 to 29 percent	598	1%	2%
30 percent or more	33	0%	0%
Zero or negative income	473	1%	2%
No cash rent	1,311	2%	4%

Source: U.S. Census Bureau, 2019 American Community Survey

Table 55: 2019 Estimated Amarillo Affordable Rental Housing Need by Income Range, 2019

	# Cost-Burdened Households	Monthly Rent Range Needed
Less than \$20,000	7,179	Under \$500
\$20,000 to \$34,999	4,183	\$500 to \$875
\$35,000 to \$49,999	713	\$875 to \$1,250
Total	12,075	-

Source: US Census Bureau American Community Survey 2019 1-Year Estimate

Owners

In Amarillo 55% (25,494) of owner-occupied households had a mortgage and 45% (20,842) did not have a mortgage.

About 15% (7,096) of homeowners with a mortgage in Amarillo and 6% (2,579) without a mortgage paid 30% or more of their income on housing.

Typically shares of housing cost burden occur at lower rates for households without a mortgage as what is typically the largest cost for owned housing is no longer a concern.

Approximately 26% (11,923) of homeowners with a mortgage paid less than 20% of their income in housing costs and 32% (14,865) without a mortgage paid less than 20%.

This data shows that longtime residents of the city have been able to pay off their home and enjoy

a comfortable level of affordability while owners with a mortgage, presumably those that are more recent owners, could be facing higher margins of income dedicated to housing cost than longtime owners.

Table 56: 2019 Monthly Owner Costs as a Share Of Household Income

Owner-Occupied	City of Amarillo		
	Count	Share of Total	Share of Owner-Occupied
Total Households	76,207	100%	-
Total Owner-Occupied	46,336	61%	100%
Housing units with a mortgage	25,494	33%	55%
Less than 10.0 percent	1,571	2%	3%
10.0 to 14.9 percent	5,337	7%	12%
15.0 to 19.9 percent	5,015	7%	11%
20.0 to 24.9 percent	4,481	6%	10%
25.0 to 29.9 percent	1,879	2%	4%
30.0 to 34.9 percent	2,592	3%	6%
35.0 to 39.9 percent	647	1%	1%
40.0 to 49.9 percent	1,027	1%	2%
50.0 percent or more	2,830	4%	6%
Not computed	115	0%	0%
30.0 percent or more	7,096	9%	15%
Housing units without a mortgage	20,842	27%	45%
Less than 10.0 percent	9,406	12%	20%
10.0 to 14.9 percent	3,366	4%	7%
15.0 to 19.9 percent	2,093	3%	5%
20.0 to 24.9 percent	1,910	3%	4%
25.0 to 29.9 percent	1,158	2%	2%
30.0 to 34.9 percent	848	1%	2%
35.0 to 39.9 percent	437	1%	1%
40.0 to 49.9 percent	257	0%	1%
50.0 percent or more	1,037	1%	2%
Not computed	330	0%	1%
30.0 percent or more	2,579	3%	6%

Source: U.S. Census Bureau, 2019 American Community Survey

As one would expect, the share of homeowners paying 30% or more of income for housing falls as household incomes increase.

A total of 9,675 (21%) out of 46,336 owner households were housing cost burdened in Amarillo.

There were 17,760 (38%) owner households in income ranges less than \$50,000, 7,990 households in those incomes (17%) paid 30% or more on housing.

Table 57: 2019 Monthly Owner Costs Greater Than 30 Percent of Household Income by Income

Owner-Occupied	City of Amarillo		
	Count	Share of Total	Share of Owner-Occupied
Total Households	76,207	100%	-
Total	46,336	61%	100%
Total In Income Range	46,336	61%	100%
Less than \$10,000	2,119	3%	5%
\$10,000 to \$19,999	3,408	4%	7%
\$20,000 to \$34,999	6,500	9%	14%
\$35,000 to \$49,999	5,733	8%	12%
\$50,000 to \$74,999	7,896	10%	17%
\$75,000 to \$99,999	6,122	8%	13%
\$100,000 or more	14,558	19%	31%
30% or more of Income	9,675	13%	21%
Less than \$10,000	1,645	2%	4%
\$10,000 to \$19,999	1,838	2%	4%
\$20,000 to \$34,999	2,697	4%	6%
\$35,000 to \$49,999	1,810	2%	4%
\$50,000 to \$74,999	956	1%	2%
\$75,000 to \$99,999	634	1%	1%
\$100,000 or more	95	0%	0%

Source: U.S. Census Bureau, 2019 American Community Survey

The share of homeowners who paid 30% or greater of their income on housing was concentrated heavily to 35 to 64 years and 65 years and over householder groups.

The estimates show that only 13% (6,020) of owner-occupied householders were under 35.

This shows that for the two youngest age groups for-sale housing appears difficult to attain.

This may be due to lack of supply of acceptable home quality and/or price, ability to qualify for home financing, employment and wage gaps or lack of attractiveness or opportunities for homeownership enticing to these ages.

Table 58: 2019 Monthly Owner Costs Greater Than 30% Percent of Household Income by Age

Owner-Occupied	City of Amarillo		
	Count	Share of Total	Share of Owner-Occupied
Total Households	76,207	100%	-
Total	46,336	61%	100%
Total In Age Range	46,336	61%	100%
Householder 15 to 24 years	1,517	2%	3%
Householder 25 to 34 years	4,503	6%	10%
Householder 35 to 64 years	24,743	32%	53%
Householder 65 years and over	15,573	20%	34%
30% or more of Income	9,675	13%	21%
Householder 15 to 24 years	574	1%	1%
Householder 25 to 34 years	1,051	1%	2%
Householder 35 to 64 years	4,192	6%	9%
Householder 65 years and over	3,858	5%	8%

Source: U.S. Census Bureau, 2019 American Community Survey

Census data utilized here and throughout this report is now several years old and it must be understood that housing cost burden and demand for affordable housing is likely much greater than shown in this report.

Renters

In Amarillo renters paid 30% and greater of their income on housing costs at almost two times the rate of owners.

Out of 29,871 renters in Amarillo, approximately 42% (12,551) of renter households were housing cost burdened.

About 25% (7,603) of renter households spent 50% or more of their income on housing, something only 8% (3,867) of homeowners did.

Further investigation into which rental units and properties in Amarillo could be contributing to the share of renters paying 50% or more of their income on rent may lead to suggestions regarding the mitigation of certain causes of severely cost burdened rental units.

These could be blighted, inefficient single family or multifamily properties that may also be charging more than their true value given their condition due to a lack of new or recent market rate rental units.

The median gross rent as a share of income for Amarillo was 27.6%.

Table 59: 2019 Gross Rent as a Percentage Of Household Income

Renter-Occupied	City of Amarillo		
	Count	Share of Total	Share of Renters
Total Households	76,207	100%	
Total	29,871	39%	100%
Less than 10.0 percent	1,138	1%	4%
10.0 to 14.9 percent	3,087	4%	10%
15.0 to 19.9 percent	4,054	5%	14%
20.0 to 24.9 percent	4,082	5%	14%
25.0 to 29.9 percent	3,175	4%	11%
30.0 to 34.9 percent	1,215	2%	4%
35.0 to 39.9 percent	2,476	3%	8%
40.0 to 49.9 percent	1,257	2%	4%
50.0 percent or more	7,603	10%	25%
Not computed	1,784	2%	6%
30.0 percent or more	12,551	16%	42%
Median gross rent as a % of household income	27.6%		

Source: U.S. Census Bureau, 2019 American Community Survey

The share of renters in Amarillo paying 30% or greater of their income on housing costs was most prevalent in 35 to 64 years.

Table 60: 2019 Monthly Renter Costs Greater Than 30% Percent of Household Income by Age

Renter-Occupied	City of Amarillo		
	Count	Share of Total	Share of Renters
Total Households	76,207	100%	
Total	29,871	39%	100%
Total In Age Range	29,871	39%	100%
Householder 15 to 24 years	3,177	4%	11%
Householder 25 to 34 years	9,537	13%	32%
Householder 35 to 64 years	12,673	17%	42%
Householder 65 years and over	4,484	6%	15%
30% or more of Income	12,551	16%	42%
Householder 15 to 24 years	1,963	3%	7%
Householder 25 to 34 years	3,587	5%	12%
Householder 35 to 64 years	4,599	6%	15%
Householder 65 years and over	2,402	3%	8%

Source: U.S. Census Bureau, 2019 American Community Survey

Much like with homeowners, as incomes rise the share of renters paying 30% or more of their income on housing decreased.

Housing cost burden was primarily focused in renter households with incomes less than \$20,000 - \$34,999 with 7% of all households and 17% of renters.

In fact, according to the data just more than 400 renter households in Amarillo that made \$50,000 or more were housing cost burdened.

This data appears to signal demand for rental units affordable to renter household incomes making \$49,999 and less.

This translates to an affordable rental range between \$1,250 to \$375 per month.

Renter households between \$10,000 to \$34,999 income brackets experienced the greatest rates of housing cost burden in Amarillo.

Table 61: 2019 Monthly Renter Costs Greater Than 30% Percent of Household Income by Income

Renter-Occupied	City of Amarillo		
	County	Share of Total	Share of Renters
Total Households	76,207	100%	-
Total	29,871	39%	100%
Total In Income Range	29,871	39%	100%
Less than \$10,000	3,063	4%	10%
\$10,000 to \$19,999	4,757	6%	16%
\$20,000 to \$34,999	7,285	10%	24%
\$35,000 to \$49,999	4,729	6%	16%
\$50,000 to \$74,999	5,936	8%	20%
\$75,000 to \$99,999	2,184	3%	7%
\$100,000 or more	2,213	3%	7%
30% or More of Income	13,146	17%	44%
Less than \$10,000	2,140	3%	7%
\$10,000 to \$19,999	4,238	6%	14%
\$20,000 to \$34,999	5,048	7%	17%
\$35,000 to \$49,999	1,260	2%	4%
\$50,000 to \$74,999	396	1%	1%
\$75,000 to \$99,999	64	0%	0%
\$100,000 or more	0	0%	0%

Source: U.S. Census Bureau, 2019 American Community Survey

Key Points of Housing Cost Burden Analysis

1. There were 76,207 total households in the City of Amarillo. Approximately 29,871 (39%) were renters and 46,336 (61%) were owners.
2. Median household income in the City of Amarillo was \$49,802, \$66,570 for owner-occupied households, and \$33,200 for renter occupied households.
3. The largest renter cohorts by income were the nearly 8,000 who made less than \$20,000 followed by 6,372 renters who made \$20,000 - \$34,999. The largest owner cohorts by income were 20,680 who made \$75,000 or more followed by 7,896 owners who made \$50,000 - \$74,999.
4. In Amarillo 36,115 (47%) of all households earned less than \$50,000 annually. This was made up by 17,315 owners and 18,800 renters who made less than \$50,000. This represented 37% of owners and 63% of renters.
5. There were 22,226 (29%) of all households that paid 30% or more on housing. This was made up of 12,551 renters and 9,675 owners from all incomes who paid 30% or more on housing. This accounted for 42% of renters and 21% of owners.

6. In total 20,065 (26%) of all households in Amarillo made less than \$50,000 and paid 30% or more of their income on housing. This was made up of 7,990 owner households and 12,075 renter households who made \$50,000 or less and paid 30% or more on housing.
7. Out of 46,336 owner households in Amarillo 55% (25,494) had a mortgage and 45% (20,842) were without a mortgage.

HOUSING SUPPLY ASSESSMENT – RENTAL HOUSING

Multifamily Rental Units

This section examines the latest market trends for multifamily units in Amarillo, looking specifically at local data gathered through field research by CDS along with multifamily market data for existing rental units and properties, and local market issues associated with the existing and potential new supply of rental units. Rental units were analyzed in the City of Amarillo, Potter and Randall County.

This section will utilize 2021 PCensus housing unit data estimates in addition to multifamily market data from CoStar and Texas A&M Real Estate Data Center.

Several sources provide estimates for multifamily apartment units in properties with 5 or more rental units in Amarillo that vary.

- PCensus 2021 – 14,309 apartment units
- CoStar 2021 – 16,423 apartment units
- ACS 2019 – 14,734 apartment units

Geographic parameters for the data above were the City of Amarillo for 2019 ACS and 2021 PCensus, and 2021 CoStar data utilized the Amarillo MSA. In addition, CoStar data included some fourplex units and included properties located outside of Amarillo City Limits.

It should be noted that the multifamily apartment figures above include only units located in properties containing between 5 to 50 or more units.

Total renter households in Amarillo were estimated by PCensus to be 27,974. Besides multifamily apartments other rental housing can be single family homes, duplex, triplex or fourplex rental units as well as mobile homes, RV's and tiny homes.

According to 2021 PCensus data in Randall and Potter Counties combined there were 107,264 total housing units and 16,160 multifamily units. Amarillo had an estimated 85,582 total housing units with 14,309 multifamily units. This means Amarillo had an estimated 80% share of all housing units and 90% of all multifamily apartment units in both Counties.

Market rate units are available on the private market without any regulation as to how much rent can be charged or whether a lease is offered.

Non-market rate units are regulated by Section 8 voucher, public housing, income restricted, rent restricted, assisted or subsidized usually to those with a household income at or below the median.

According to CoStar and TDHCA data there were an estimated **13,877 market rate** apartment units and **2,915 non-market** apartment units in Amarillo.

For the purpose of this study CDS will use CoStar multifamily data, supplemented with data gathered by CDS and from TDHCA, contained in the following section as the basis for analysis of Amarillo's multifamily apartment market.

CDS gathered property data by phone call or in person interviews with property managers as a means of confirming quantitative CoStar and TDHCA data and attaining additional data not provided by CoStar as well as gaining qualitative information about individual property performance and tenant profiles.

The table below shows multifamily unit permits by year for the Amarillo MSA from 1980 to 2020.

This data may not be completely accurate however it does give a general understanding of the amount and frequency of multifamily apartment unit production and supply over the past four decades.

Since 2001 Amarillo has permitted a consistent supply of multifamily apartment units.

In the past two decades 2012 was the year the greatest amount of new multifamily apartment units permitted with 930.

From 2012 to 2020, an estimated 1,540 were permitted. Using the permit total of 11,297 in the table, Amarillo has seen average of 282 multifamily apartment units permitted on an annual basis.

Table 62: Amarillo MSA Multifamily Apartment Unit Permits

Year	Units	Year	Units
1980	608	2001	366
1981	345	2002	184
1982	1,001	2003	120
1983	2,409	2004	267
1984	629	2005	294
1985	251	2006	472
1986	9	2007	632
1987	0	2008	252
1988	0	2009	24
1989	0	2010	339
1990	0	2011	19
1991	0	2012	930
1992	0	2013	266
1993	0	2014	372
1994	0	2015	312
1995	0	2016	0
1996	0	2017	204
1997	434	2018	101
1998	0	2019	0
1999	166	2020	285
2000	6	Total	11,297

Source: TX A&M Real Estate Research Data Center

Based on interview discussions between CDS and apartment property managers in Amarillo there was a present but not overly significant amount of COVID related impacts affecting occupancy at local apartment properties. For instance, some properties stated occupancy rates in 2020 were in the mid to high 80% occupancy range.

Property managers noted that pre-2020 occupancy of market rate apartment rental units typically hovered in the 90% to 95% range which indicates a healthy but tight multifamily apartment rental market.

Figure 63: Amarillo Multifamily Market Data, 2021

INVENTORY UNITS	UNDER CONSTRUCTION UNITS	12 MO ABSORPTION UNITS	VACANCY RATE	MARKET RENT/UNIT	MARKET SALE PRICE/UNIT	MARKET CAP RATE
16,423 +0%	0 -	387 -4.3%	9.1% -2.4%	\$790 +7.1%	\$73.7K +9.3%	7.3% -0.1%
Prior Period 16,423	Prior Period 0	Prior Period 404	Prior Period 11.5%	Prior Period \$738	Prior Period \$67.4K	Prior Period 7.4%

Source: CoStar

10-Year Multifamily Apartment Market Trends

The following charts provide a glimpse into the Amarillo multifamily apartment market over the past ten years.

According to data from CoStar the 2021 multifamily average rental unit rate across all multifamily apartment units in Amarillo was \$790 per month at the time of this study.

Apartment managers stated that rents had not risen very dramatically in any one year over the past decade; however, in the past two or three years several properties indicated they have raised rents very gradually.

Over the past 10 years average unit rent price went from **\$650 in 2011 to \$790** at the time of this study, an increase of **\$140 per month (20%)** in that span.

Occupancy the past 10 years in Amarillo has been an average of 89%, a positive sign for the market. Amarillo’s current 91% occupancy rate of existing multifamily apartment units shows a healthy level of occupancy and falls just less than the commonly accepted industry average vacancy of 93%-94% for a healthy rental market.

This indicates that demand for multifamily apartment rental units in Amarillo is steady and supply appears to be currently meeting demand.

However, given the near future job growth that has been announced by several new employers and some existing employers Amarillo appears to need additional new rental housing to accommodate new worker households generated from new employment growth that is taking place.

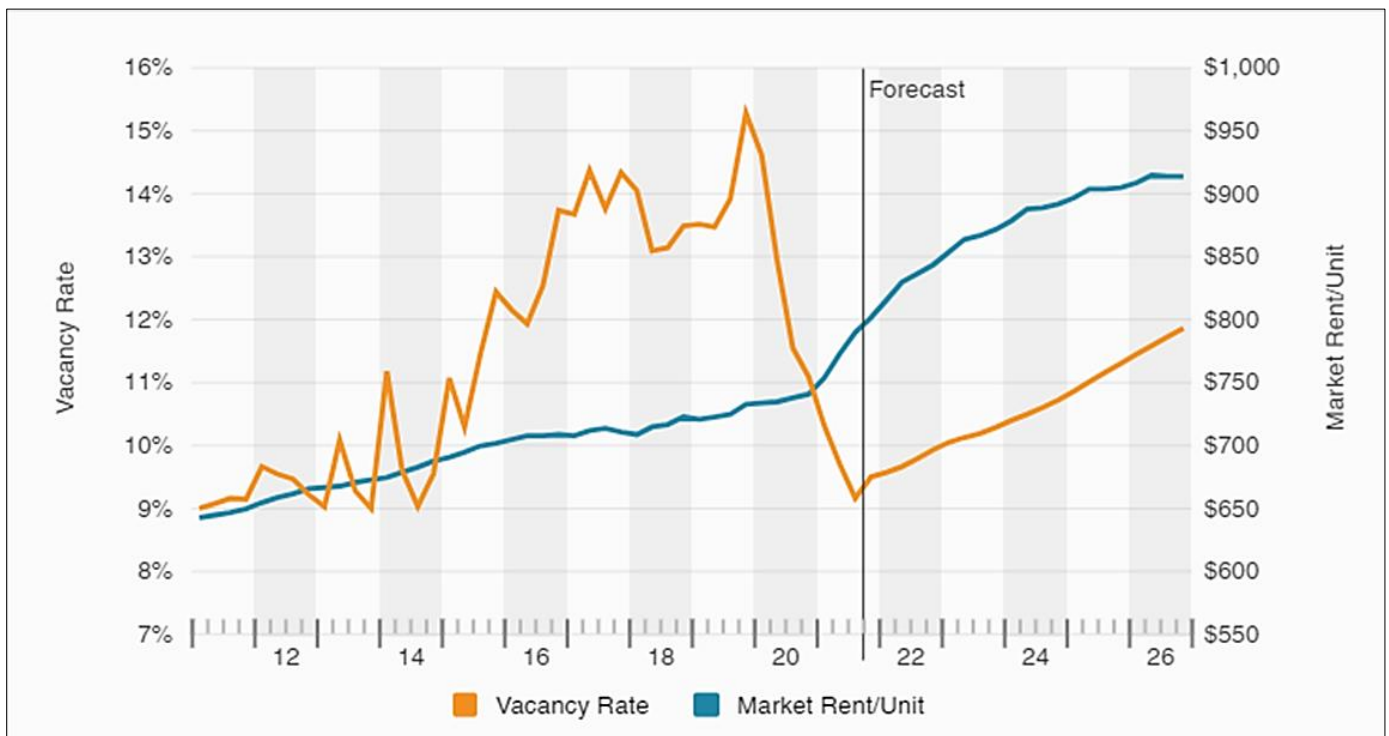
The chart below shows vacancy rates (orange line) and market asking rent per unit (blue line).

As seen in the chart market asking rent has steadily increased as previously mentioned.

Vacancy appears to have increased somewhat drastically from 2014 to the end of 2019. However, the spiky increases in vacancy in that time is very likely due to the completion of a significant amount of new multifamily apartment complexes.

Multifamily unit permit data showing an estimated **1,274 new units** were permitted from 2014 to 2020 provides evidence of the high vacancy rate created by the introduction of new units to the market.

Figure 64: Vacancy and Market Asking Rent Per Unit, 2011-2026



Source: CoStar

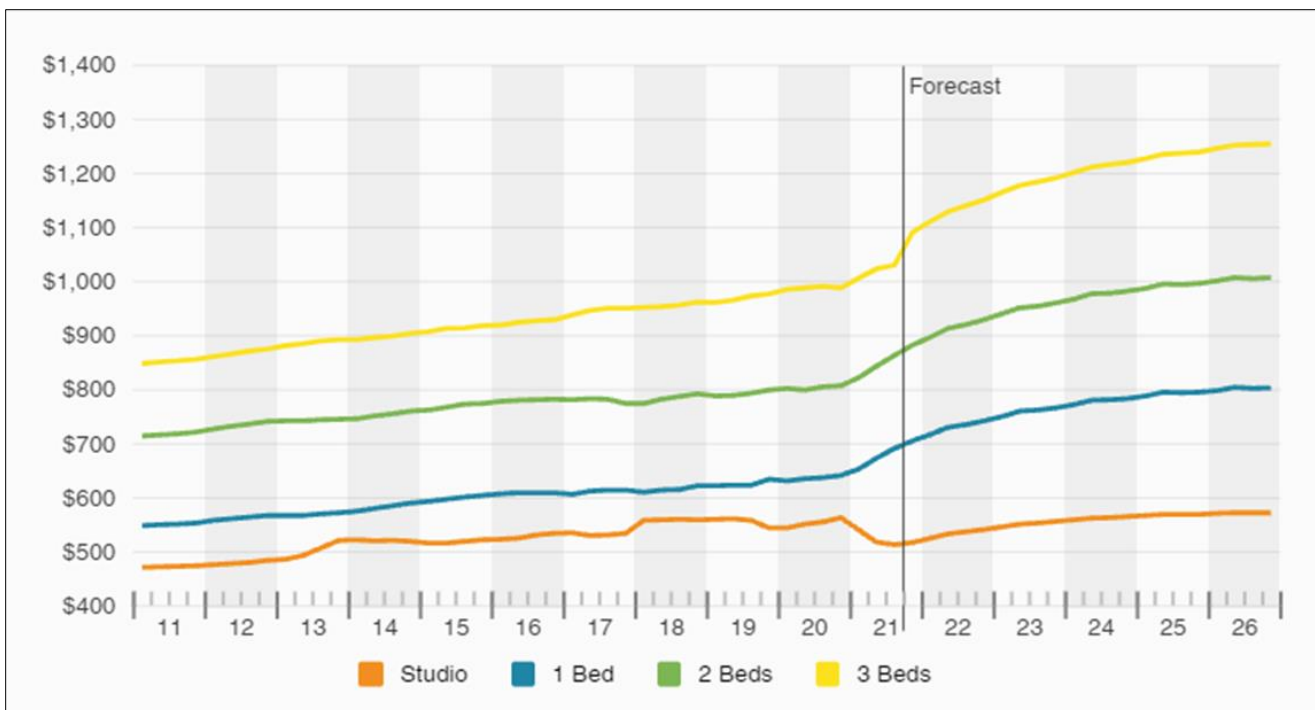
Below is a chart showing market asking rent per unit by bedroom from 2011 to 2026.

According to CoStar data average market asking rent per unit by bedroom at the time of this study is as follows:

- Studio - \$500
- 1 bed - \$700
- 2 bed - \$890
- 3 bed - \$1,050

Forecast predictions show that rent per unit for all bedroom types is expected to increase gradually with 2 and 3 bedroom units showing the greatest forecasted rent increases.

Figure 65: Market Asking Rent Per Unit By Bedroom 2011-2026



Source: CoStar

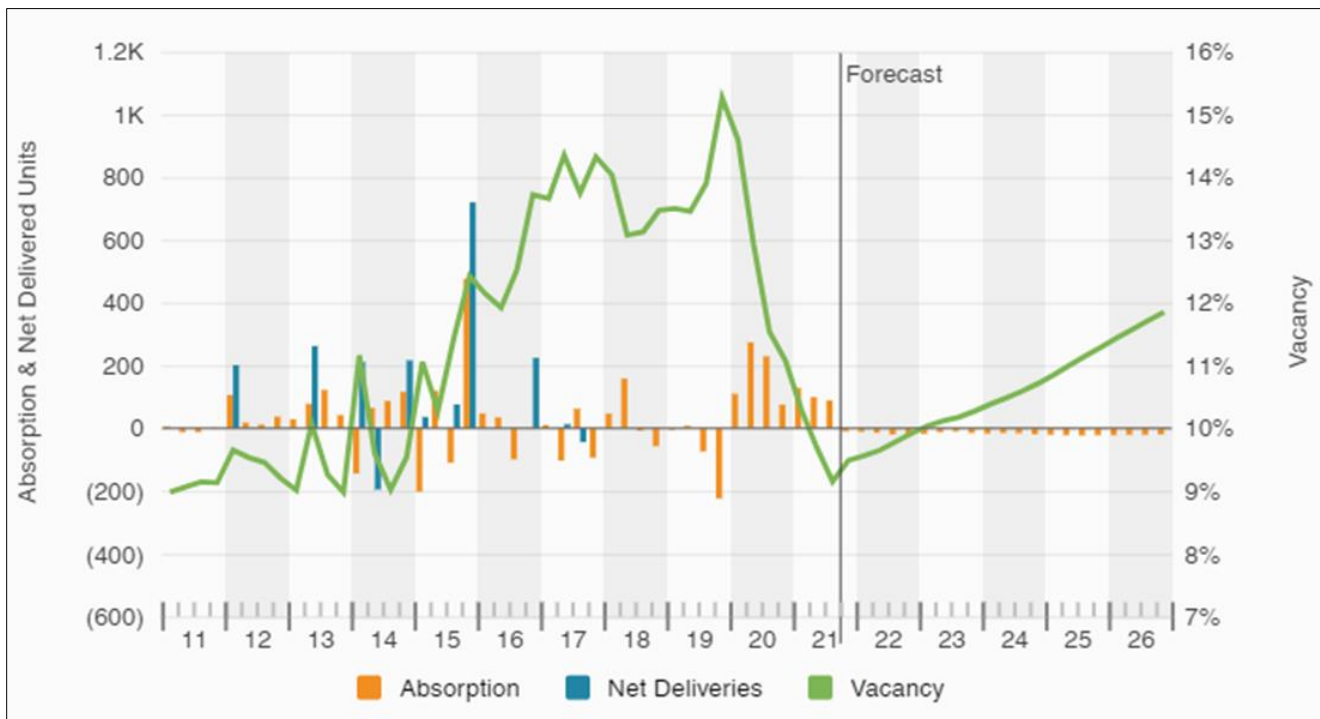
Absorption of new multifamily units over the past 10 years peaked in early 2016 with more than 400 new units absorbed coinciding with the net delivery of more than 700 new units.

As previously stated, deliveries of new units increase the market’s overall vacancy as units in new properties are leased up and absorbed.

Positive absorption and correlated decreases in vacancy can be seen from late 2019 through 2021.

Although the forecast trend shows an increase in vacancy from 2022 to 2026, this could be due to anticipation of new units coming online. There were 243 new market rate units under construction at the time of this study at a new complex called The Silos.

Figure 66: Absorption, Net Deliveries and Vacancy, 2011-2026



Source: CoStar

Inventory Profile

The chart below provides a breakdown of the share of apartment rental unit bedroom types.

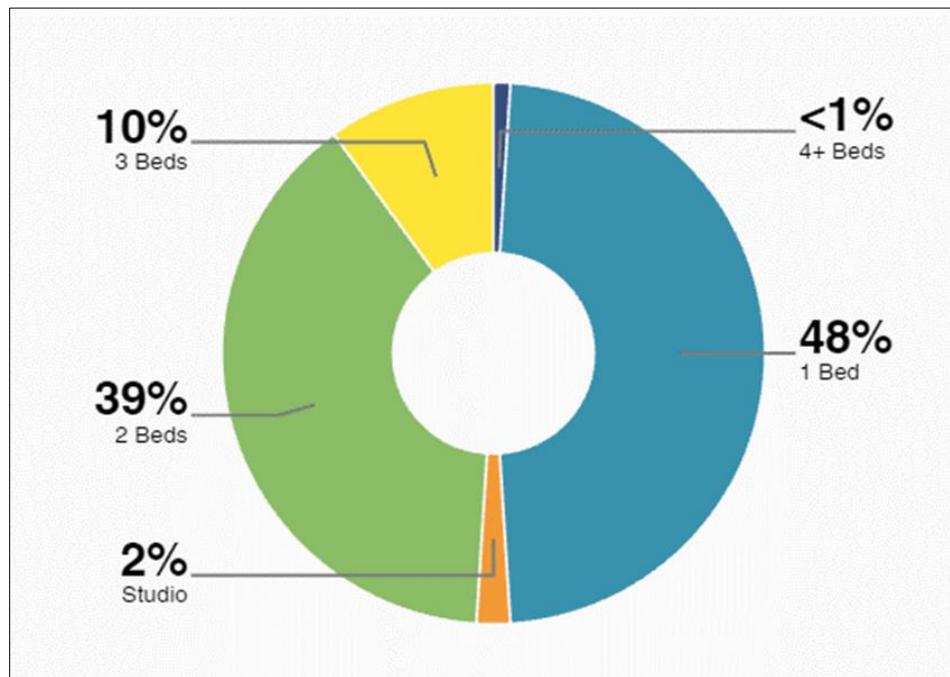
1 bedroom apartment units made up almost 50% of the units in Amarillo followed by almost 40% being 2 bedroom units.

Studio and 3 bedroom units combined only represented 12% of all units.

The nature of apartment unit supply by bedroom in Amarillo could indicate that students, young and older single professionals (especially low to moderate wage workers), families with children and multiple generation households could be having the hardest time finding appealing and affordable apartment rental units that meet their needs and incomes.

Amarillo’s largest employers have stated their ability to hire new workers is being impacted due to a lack of apartment rental units suited for their workers, especially those who are new to Amarillo.

Figure 67: Total Units By Bedroom



Source: CoStar

Boulder Bay Apartments, Residence at Town Square, Ridgewood Apartments, Salt Fork Georgia Villas and Park at Coulter are among the newest market rate apartment complexes in the Amarillo area that have more than 100 units per property.

The highest average priced market rate units were in the \$1,000 to \$1,950 per month range and the lowest average priced market rate units were in the \$326 to \$450 range.

Occupancy in the newest Class A and B properties with the highest average unit prices were mostly in the 97% to 100% range with only four of the top twenty five highest average priced properties with occupancy less than 97%. The four with less than 97% occupancy were Class C properties.

CDS believes based on individual property interviews that lower occupancies in certain properties does not reflect low demand but instead has more to do with the property in question as opposed to low or weak renter demand.

As can be seen in the table, of the properties with the greatest number of units, only Residence at Town Square, Colonies at Hillside, Remington, and Park at Coulter were built in the last fifteen years.

Based on the data average market rate unit rent per square foot was \$0.84 per square foot, however this considers many Class C properties with very low market rate rents.

The properties with the highest average rent per square foot were a mix between 1970’s and 1980’s era complexes along with the newest complexes previously mentioned and ranged from \$1.43 per square foot to \$1.09 per square foot.

Nearly 100% occupancy rates in the eight Class A properties in Amarillo could be a signal that demand for Class A apartments has eclipsed the current supply.

The following table displays market rate apartment properties along with the average rent, square footage, price per square foot and occupancy.

Table 68: Market Rate Multifamily Apartment Properties

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Market Rate										
Residence at Town Square	9181 Town Square Blvd	Randall	B	2015		480	\$1,058	977	\$1.08	96%
Treepoint Meadows	4711 S Virginia St	Randall	B	1983		432	\$666	677	\$0.98	94%
Colonies at Hillside	7550 Hillside Rd	Randall	A	2008		428	\$1,123	965	\$1.16	98%
The Aspen	4615 S Virginia St	Randall	C	1976		411	\$656	711	\$0.92	85%
Rock Island	7101 Wolfli Ave	Potter	B	1983		360	\$752	757	\$0.99	93%
The Wellington	2700 W 16th Ave	Potter	C	1971		306	\$743	909	\$0.82	97%
River Falls	6040 Belpree Rd	Potter	B	1978		288	\$777	791	\$0.98	97%

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Market Rate										
Remington	8801 Tarter Ave	Randall	A	2006		288	\$1,080	886	\$1.22	98%
Country Club Villas	4401 S Coulter	Randall	B	1984	2004	282	\$786	791	\$0.99	99%
WindTree	3631 Brennan Blvd	Randall	B	1979	2008	276	\$670	806	\$0.83	64%
Park at Coulter	5040 S Coulter St	Randall	A	2013		262	\$1,132	942	\$1.20	97%
Winchester	5509 SW 9th Ave	Potter	B	2005		256	\$1,047	854	\$1.23	97%
Puckett Place	3447 Amherst Dr	Randall	F	1969	2022	255	\$539	734	\$0.73	100%
Buena Vista	1600 Dale St	Potter	C	1980		253	\$773	711	\$1.09	82%
Ridgewood	7628 S Soncy Rd	Randall	B	2015		240	\$1,046	1,069	\$0.98	98%
Oakridge	2727 Virginia Cir	Potter	B	1973	2019	232	\$694	897	\$0.77	75%
The Enclave	6209 I-40 W	Potter	B	1975		225	\$790	951	\$0.83	94%
Boulder Bay	3101 SW 58th Ave	Randall	A	2016		224	\$1,029	902	\$1.14	99%
Renaissance	8200 W Amarillo Blvd	Potter	B	2001		224	\$934	836	\$1.12	100%
Red Oak Ranch	5601 Bell St	Randall	C	1988		224	\$824	891	\$0.92	99%
Chasewood	3420 S Coulter St	Randall	B	1984	2013	224	\$855	772	\$1.11	97%
The Granite at Thirty-Four	3308 Eddy St	Randall	B	1977		222	\$665	815	\$0.82	96%
Axiom at 51st	4302 SW 51st Ave	Randall	B	1976		218	\$625	661	\$0.95	97%
Arden Ridge	7500 Bernay St	Randall	B	2008		218	\$845	718	\$1.18	100%
Newport	6100 SW 45th Ave	Randall	B	1984		216	\$937	750	\$1.25	99%
Georgia Villas	3001 SW 58th Ave	Randall	A	2014		216	\$944	829	\$1.14	100%
Huntington Pointe	6801 Wolflin Ave	Potter	A	1983	2005	216	\$730	789	\$0.93	89%
Salt Fork	9150 S Coulter St	Randall	A	2014		210	\$1,025	860	\$1.19	100%
Stonegate	6400 Bell St	Randall	B	1997		208	\$1,004	870	\$1.15	98%
Summit Park	4402 Bell St	Randall	B	1973		204	\$772	946	\$0.82	94%
Buffalo Springs	4515 S Virginia St	Randall	B	1983	2007	195		725	\$0.00	100%
Palo Duro Place	1025 S Virginia St	Potter	C	1950	2014	194	\$694	819	\$0.85	99%
Axiom at Bell	1550 Bell St	Potter	B	1983		168	\$672	752	\$0.89	83%
Little Armadillo	1524 Bell St	Potter	B	1978		162	\$669	690	\$0.97	88%
The Crossings at Bell	3920 Bell St	Randall	C	1976	2012	160	\$776	887	\$0.87	99%
The Avalon	7501 Seville Dr	Randall	B	1983		160	\$879	853	\$1.03	99%
Quail Creek	6600 Plum Creek Dr	Potter	B	1983		152	\$884	933	\$0.95	99%
Highland Park Village	13300 Bandera Dr	Potter	C	1958		147	\$1,001	1,253	\$0.80	90%
Coulter Landing	7208 W 34th St	Randall	B	1971	2005	144	\$621	781	\$0.80	48%

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Market Rate										
The Granite at Olsen Park	3318 S Western St	Randall	B	1964	1973	141	\$741	844	\$0.88	88%
The Park at 54th	6201 SW 54th Ave	Randall	B	1984		140	\$601	612	\$0.98	95%
Crosstimbers at Grand St	2601 N Grand St	Potter	B	1981		136	\$775	871	\$0.89	95%
Cimarron	10 Cottonwood Ln	Randall	B	1984	2014	128	\$654	731	\$0.89	96%
Indian Trail	4120 Prairie Ave	Randall	B	1983		118	\$684	784	\$0.87	97%
Ridgecrest	4343 Ridgecrest Cir	Randall	C	1975		116	\$672	956	\$0.70	87%
Fircrest	2806 SW 28th Ave	Potter	C	1965		112	\$585	745	\$0.79	98%
Cedar Ridge	4301 SW 51st Ave	Randall	C	1974		112	\$782	741	\$1.06	77%
Casa Del Sol	4215 S Western St	Randall	C	1970		101	\$464	386	\$1.20	62%
The Depot	1901 N 2nd Ave	Randall	B			100	\$750			100%
Canyon Creek	50 Southridge Dr	Randall	C	1971		100	\$800	877	\$0.91	95%
Canterbury	2027 S Austin St	Potter	B	1975		95	\$724	644	\$1.12	100%
Colonial Arms and Jamestown	3110 SW 27th Ave	Potter	C	1963	2021	86	\$782	917	\$0.85	19%
Pine Ridge Community	4320 Canyon Dr	Randall	C	1984		85	\$657	458	\$1.43	65%
Candlewyck Plaza	2716 Phillips Dr	Randall	B	1977		81	\$548	727	\$0.75	85%
Greenbriar Terrace	3003 W 27th Ave	Potter	C	1966	2004	78	\$716	942	\$0.76	100%
Georgia Villas II	3301 SW 58th Ave	Randall	A	2015		76	\$965	877	\$1.10	100%
Canyon Crest	1310 23rd St	Randall	B	1984	2002	72	\$687	747	\$0.92	95%
Peppertree	2601 Linda Cir	Potter	C	1983		72	\$662	667	\$0.99	100%
McCaslin	2400 4th Ave	Randall	C	1946	1995	69	\$775	871	\$0.89	100%
The Townhomes on Mirror	4543 S Mirror St	Randall	B	2012		69	\$1,329	1,295	\$1.03	100%
Palo Duro Housing	201-509 NW 15th	Potter	C	1953	2004	68	\$599	660	\$0.91	67%
Coachlight Plaza	4802 McCarty Blvd	Randall	B	1976		64	\$588	727	\$0.81	97%
Ashton Place	2706 Lynette Dr	Potter	C	1977		62	\$594	735	\$0.81	100%
DeVill & Wolflin	1900 Wisdom Dr	Potter	C	1980		61	\$591	838	\$0.71	93%
Paramount Place	3300 Hobbs Rd	Randall	C	1976		60	\$547	690	\$0.79	97%
Merriwood Village	3224 Janet Dr	Randall	B	1983		56	\$782	866	\$0.90	100%
Patterson Place	2609 Patterson Dr	Potter	C	1974		55	\$607	705	\$0.86	82%
Wolfin Village	2301 S Austin St	Potter	C	1961		51	\$574	873	\$0.66	90%
Four Seasons & Pepper Tree	203 28th St	Randall	C	1986		48	\$577	746	\$0.77	93%
Courtyard	4300 Prairie Ave	Randall	B	1968		48	\$531	500	\$1.06	100%
Belmont	4101 Republic Ave	Randall	B	1977		48	\$594	433	\$1.37	93%

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Market Rate										
Nelson Street	601 S Nelson St	Potter	C	1977	2015	48	\$559	521	\$1.07	100%
Amarillo Villas	1200 N Monroe St	Potter	B	1962		46	\$601	568	\$1.06	74%
Barfield Bldg	600 S Polk St	Potter	F	1926		44		809	\$0.00	100%
Canyon Park	1601 US Hwy 60	Randall	C	1975	2002	44	\$667	733	\$0.91	96%
Evergreen	820 Evergreen St	Potter	C	1960		43	\$652	964	\$0.68	93%
Cambridge House	22 Highway 60	Randall	B	1977		42	\$518	610	\$0.85	100%
Apache	1600-1601 N Apache St	Potter	C	1965		41		578	\$0.00	93%
Stone Creek	5307 Gem Lake Rd	Potter	C	1964		41	\$617	632	\$0.98	99%
	5700 Canyon Dr	Randall	C	1970		41	\$525	728	\$0.72	46%
Kirkland & Gregory Drive	1901 Gregory Dr	Potter	B	1964		40	\$515	591	\$0.87	95%
Oakcrest Townhomes	6300 Block Oakcrest Dr	Randall	B			39	\$1,352	1,246	\$1.09	100%
Concord	3019 SW 28th Ave	Randall	B			36	\$611	722	\$0.85	83%
Venice Townhomes	8300 Venice Dr	Randall	B	2015		36	\$1,286	1,200	\$1.07	94%
Canyon Village	2707 6th Ave	Randall	B	1966		35	\$486	634	\$0.77	100%
Arcadia Street	2700 Arcadia St	Randall	C	1961		35		500	\$0.00	93%
Broadstone	1410-1501 W 9th Ave	Potter	C	1963		32	\$619	533	\$1.16	98%
Country Club	900 S Avondale St	Potter	B	1964		32	\$818			81%
Legacy Ridge	950 Buena Vista St	Potter	C	1965		32	\$678	980	\$0.69	98%
Rose Plaza	1600 N Fairfield St	Potter	C	1964		32	\$524	650	\$0.81	95%
2003 Hardy	2003 Hardy St	Potter	C	1983		32	\$982	1,434	\$0.68	98%
Belwood	2800 Lometa Dr	Potter	B	1976		32	\$622	450	\$1.38	96%
University Village	2312 14th Ave	Randall	B	1965		32	\$550	704	\$0.78	95%
Amarillo	2217 S Polk St	Potter	C	1926		30	\$439	497	\$0.88	97%
Amarillo Corporate	2101 S Jackson St	Potter	C	1985		30	\$491	600	\$0.82	100%
Cottonwood Townhomes	4240-4352 S Austin St	Randall	B	1983		29	\$821	1,203	\$0.68	94%
Park Place	2618 10th Ave	Randall	B	1965		25	\$554	671	\$0.83	100%
Canyon Manor	2407 13th Ave	Randall	C	1963		24	\$450	528	\$0.85	97%
Ponderosa	1410 Ponderosa St	Randall	B	1978		24	\$468	565	\$0.83	76%
Coyote Bluff	2801 Mable Dr	Randall	C	2006		23	\$699	646	\$1.08	100%
Summerwood Terrace	3509 SW 28th Ave	Potter	C	1978		22		740	\$0.00	93%
Village West Canyon	500 4th Ave	Randall	C	1978		21	\$459	807	\$0.57	81%
Park View	2620 10th Ave	Randall	C	1968		20	\$602	588	\$1.02	96%

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Market Rate										
Foxfire Glen	4500 S Virginia St	Randall	B	1980		20				93%
	3002 Westhaven Dr	Randall	C	1950	2000	20		760	\$0.00	91%
500 SW 10th Avenue	500 SW 10th St	Potter	C	1926		17				94%
5TH Avenue	2710 5th Ave	Randall	C			16	\$527	570	\$0.92	94%
Mesa Verde	2517 8th Ave	Randall	C	1963		16	\$483	594	\$0.81	89%
Wolflin Place	2005 S Austin St	Potter	C	1957		16				93%
Palo Verde	2712 9th Ave	Randall	C			16				94%
Campus View	107 28th St	Randall	C	1962		14	\$519	526	\$0.99	100%
	4710 SW 57th Ave	Randall	C			14				93%
	1604 S Tyler St	Potter	B	1926		14				93%
	920 S Bryan St	Potter	C	1950		13				93%
Fillmore Lofts	701 S Fillmore St	Potter	B	2007		13	\$815	876	\$0.93	80%
The Firestone	1000 SW 10th Ave	Potter	B	2017		13		935	\$0.00	94%
Brandiwine	1009 4th Ave	Randall	C	1977		12	\$896	1,100	\$0.81	92%
Avalon	2714-2716 6th Ave	Randall	C	1968		12	\$557			100%
Hollywood	1601 S Buchanan St	Potter	C	1926		12	\$511	412	\$1.24	93%
	3517 S Fillmore	Randall	C	1939		12				93%
Paradise Ranch	26051 Heavenly Ln	Potter	B	1950		12				93%
Lamplighter	909 S Jackson St	Potter	B	1964		12	\$326			72%
	1700 S Jackson St	Potter	C	1925	2004	12		750	\$0.00	93%
	1401 N Jefferson St	Potter	B	1962		12				93%
Maddox	1613 S Polk St	Potter	C	1951		12	\$460	553	\$0.83	87%
Chalet	2604 6th Ave	Randall	C			12	\$396	646	\$0.61	79%
Cherrywood	2101 1st Ave	Randall	B	1958		11	\$498	476	\$1.05	85%
	1801-1811 1st St	Randall	C			11	\$570	1,154	\$0.49	93%
Vancouver	2701 8th Ave	Randall	B	1964		11	\$478	559	\$0.86	96%
	1617 S Van Buren St	Potter	C	1962		11	\$580			93%
409 27th Street	409 27th St	Randall	C			9	\$580	557	\$1.04	100%
	400-422 SW 10th Ave	Potter	C	1926		8				93%
	404-420 SW 10th Ave	Potter	C	1927		8				94%
	801 SW 14th St	Potter	C	1926		8	\$498			94%
	203 27th St	Randall		2009		8		700	\$0.00	93%

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Market Rate										
	1301 Evergreen St	Potter	C	1959		8				94%
	4212 Farmers Ave	Randall	B	1999		8				93%
	110 Texas Ave	Potter	C			8				93%
Caprock Canyon Village	100 20th St	Randall	B			8	\$614	575	\$1.07	100%
	2218 S Taylor St	Potter	C	1926		8				93%
	308 N Lincoln St	Potter	C	1945		7				93%
	4218 SW 2nd Ave	Potter	C	1959		6				93%
	1021 W 9th Ave	Potter	C	1951		6	\$520			93%
	1020 W 11th Ave	Potter	C			6				93%
Canyon Villas	2506 8th Ave	Randall	B	1965		6	\$704	894	\$0.79	100%
	1611-1617 2nd Ave	Randall	C	1920		5				93%
	2300 SW 8th Ave	Potter	C	1951		5	\$460			93%
	1016 SW 10th Ave	Potter	C	1950		4				93%
	7702 Amarillo Blvd	Potter	B	1961		4				94%
	2115 S Lipscomb St	Potter	B			4				93%
	3411 Janet Dr	Randall	C	1961		3		745	\$0.00	93%
	4057-4059 Rose	Potter	C	1928		3				93%
The Cottages at Quail Creek	6811 Plum Creek Dr	Potter	B	2015						100%
	2123 S Tyler St	Potter	C	1978						100%
Hunter's Crossing	1800 Wisdom Dr	Potter	C	1974				709	\$0.00	100%
West Oaks	6240 Woodward St	Potter	C	1977				545	\$0.00	100%
Total / Average				1972	2007	13,877	\$702	766	\$0.84	91%

Source: CoStar, CDS

Data in the following table provides information for non-market rate multifamily apartment units that are income restricted, rent restricted, assisted or subsidized. This data was collected by CDS from CoStar as well as TDHCA.

According to the data there were at least 2,915 such units in Amarillo. Of the total estimated 16,423 apartment units in Amarillo non-market rate units represented around 18% of all apartment units in Amarillo.

The newest low cost apartment complex in Amarillo named Marabella was constructed in 2017. The next newest low cost complex named Stone Canyon was built in 2012.

Only five complexes had occupancies lower than 93% - Amarillo Square, Astoria Park, Cypress Creek, North Grand Villas, and The Fairway.

CDS believes based on individual property interviews that lower occupancies in certain properties does not reflect low demand because vacant units are likely a result of ongoing repairs or upgrades, or some other property specific issue as opposed to being vacant simply due to a lack of demand for low cost rental housing.

Table 69: Non-Market Rate Multifamily Apartment Properties

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Income Restricted/Rent Restricted/Assisted/Subsidized										
The Eddison	4101 SW 45th Ave	Randall	C	1974	2019	328	\$821	884	\$0.93	94%
Silver Oak Apartments	1710 SE 34th Ave	Randall	B	2008		240	\$827	1002	\$0.83	95%
Plum Creek	5900 Plum Creek Dr	Potter	B	2003		184	\$784	771	\$1.02	99%
Amarillo Square	4210 Paramount Blvd	Randall	B	1983	2018	181	\$679	728	\$0.93	85%
Astoria Park	3118 W 15th Ave	Potter	B	1950	2000	164	\$636	891	\$0.71	71%
Greentree Village	2301 Seth Ln	Potter	C	2000		160	\$628	762	\$0.82	98%
Cypress Creek at Jason Avenue	527 Jason Ave	Potter	B	2009		156	\$801	1,152	\$0.70	74%
Talmage at Park Central *	310 SW 15th Ave			2000		156				97%
North Grand Villas	2801 N Grand St	Potter	C	2003		144	\$901	1,254	\$0.72	80%
TownParc	6501 Woodward St	Potter	B	2007		144	\$814	1,041	\$0.78	90%
Stone Canyon	6208 Ventura Dr	Randall	B	2012		132	\$703	890	\$0.79	92%
Bivins Village I & II	3201 Tee Anchor Blvd	Potter	B	2006		120	\$502	540	\$0.93	98%

Property Name	Address	County	Building Class	Yr. Built	Yr. Renovated	Total Units	Avg. Rent	Avg. Sf.	Avg. Rent/Sf	Occupancy
Income Restricted/Rent Restricted/Assisted/Subsidized										
Cathys Pointe	2701 N Grand St	Potter	B	2008		120	\$902	924	\$0.98	100%
Glenwood	2000 SE 28th Ave	Potter	B	2004		120	\$882	950	\$0.93	
Amarillo Gardens	1223 S Roberts St	Potter	C	1973		100	\$997	869	\$1.15	97%
The Westminster	2415 S Coulter	Potter	C	1974		97	\$632	425	\$1.49	98%
Marabella*	5781 W. Amarillo Blvd			2017		89				97%
Spring Terrace	2600 S Spring St	Potter	C	1982		50	\$751	820	\$0.92	100%
Win-Lin Village	5700 Wabash St	Randall	B	1982		50	\$696	851	\$0.82	98%
Northwest Village	6101 W Interstate 40	Potter	C	1979		44				94%
NWTH Meridian, Ltd.	2201 SW 6th Ave			1998		32				94%
	3500 Mockingbird Ln	Potter	C	1976		32	\$540	650	\$0.83	93%
Double R Lofts	705 S Grant St	Potter	B	1926		23		1,417		94%
The Fairway	609 S Western St	Potter	C	1984		23	\$544	510	\$1.07	70%
Belleau Wood	1915 NW 13th Ave	Potter	B	1962	2017	10				94%
	1301 Evergreen St	Potter	C	1959		8				94%
Mitay, Inc. Scattered Site	1901 Nw17th1105 Nw19th 2419 N Hughes A & B			1992		4				100%
	7702 Amarillo Blvd	Potter	B	1961		4				94%
Total/Average				1986	2014	2,915	\$739	867	\$0.91	92%

Source: CoStar, TDHCA, CDS *Age Restricted 55+ Older

Amarillo Multifamily Apartment Unit Rent

The table below shows unit rent and square feet for studio, one, two and three bedroom market rate multifamily apartment rental units in Amarillo. The average rent for each unit size is shown at the bottom of the table as well as the following summary tables.

Table 70: Market Rate Apartment Unit Average Rent and Square Feet

Property	Studio Rent	1 Bed Rent	2 Bed Rent	3 Bed Rent	Studio Sf	1 Bed Sf	2 Bed Sf	3 Bed Sf
Market Rate Unit Averages								
Residence at Town Square		\$894	\$1,080	\$1,394		763	1,031	1,351
Treepoint Meadows Apartments		\$610	\$798			578	917	
Colonies at Hillside		\$1,053	\$1,179			816	1,084	
The Aspen		\$610	\$770	\$890		609	971	1,120
Rock Island	\$591	\$699	\$830		400	642	926	
The Wellington		\$645	\$815	\$1,016		701	1,078	1,389
River Falls	\$548	\$727	\$920		350	720	1,015	
Remington Apartments		\$1,034	\$1,093	\$1,439		735	973	1,098
Country Club Villas		\$724	\$887			657	1,008	
WindTree		\$616	\$754			679	1,004	
Park at Coulter		\$1,068	\$1,197			807	1,077	
Winchester Apartments		\$995	\$1,079	\$1,430		731	974	1,100
Puckett Place Apartments		\$485	\$593			530	936	
Buena Vista Apartments		\$676	\$870	\$1,144		620	820	956
Ridgewood Apartments		\$857	\$1,034	\$1,260		857	1,033	1,353
Oakridge		\$559	\$693	\$942		705	895	1,250
The Enclave		\$675	\$830	\$1,149		795	1,019	1,382
Boulder Bay Apartments		\$922	\$1,096	\$1,395		724	1,053	1,400
Renaissance Apartments		\$832	\$1,091			706	1,039	
Red Oak Ranch	\$525	\$721	\$867	\$1,046	497	681	983	1,254
Chasewood Apartments		\$807	\$929			687	904	
The Granite at Thirty-Four	\$570	\$623	\$768		450	752	1,002	
Axiom at 51st		\$594	\$732			618	815	
Arden Ridge Apartments		\$723	\$898	\$1,192		570	804	1,040
Newport Apartments		\$891	\$1,027			689	874	
Georgia Villas		\$778	\$938	\$1,262		634	858	1,039
Huntington Pointe Apartments		\$698	\$770			687	918	
Salt Fork		\$850	\$1,097	\$1,197		661	910	1,117
Stonegate Apartments		\$815	\$1,045	\$1,175		579	977	1,044
Summit Park Apartments		\$680	\$798	\$1,236		760	1,039	1,360
Buffalo Springs							726	

Property	Studio Rent	1 Bed Rent	2 Bed Rent	3 Bed Rent	Studio Sf	1 Bed Sf	2 Bed Sf	3 Bed Sf
Market Rate Unit Averages								
Palo Duro Place Apartments		\$573		\$798		650		966
Axiom at Bell	\$574	\$616	\$818		429	693	924	
Little Armadillo	\$495	\$693			550	710		
The Crossings at Bell		\$632	\$776	\$897		650	894	1,075
The Avalon		\$778	\$947			670	975	
Quail Creek Apartments		\$761	\$1,044			783	1,131	
Highland Park Village			\$843	\$1,017			964	1,289
Coulter Landing		\$584	\$658			662	900	
The Granite at Olsen Park		\$618	\$823	\$966		634	994	1,200
The Park at 54th Apartments		\$591	\$691			600	720	
Crosstimbers at Grand St		\$682	\$781	\$881		625	899	1,104
Cimarron Apartments		\$605	\$761			650	910	
Indian Trail Apartments	\$547	\$647	\$797		568	700	1,000	
Ridgecrest Apartments		\$610	\$709	\$878		678	1,264	1,412
Fircrest Apartments		\$546	\$647			674	855	
Cedar Ridge Apartments	\$588	\$688	\$891	\$1,171	400	585	964	1,184
Hunter's Crossing Apartments		\$582	\$681	\$881		700	945	1,350
Casa Del Sol	\$409	\$674			364	469		
The Depot		\$600	\$752					
Canyon Creek Apartments		\$687	\$771	\$921		690	840	1,052
Canterbury Apartments		\$681	\$780			569	743	
Colonial Arms and Jamestown Apartments		\$665	\$832	\$1,056		700	1,000	1,475
Pine Ridge Community Apartments	\$630	\$719	\$803		410	545	1,250	
Candlewyck Plaza Apartments	\$468	\$556	\$650		520	750	900	
Greenbriar Terrace		\$647	\$737	\$979		780	1,019	1,466
Georgia Villas II		\$755	\$909	\$1,232		634	858	1,139
Canyon Crest Apartments		\$632	\$731			656	820	
Peppertree Apartments		\$589	\$698			600	700	
McCaslin Apartments	\$524	\$648	\$876	\$1,047	423	593	1,002	1,578
The Townhomes on Mirror			\$1,284	\$1,387			1,215	1,400
Palo Duro Housing			\$599				660	
Coachlight Plaza Apartments	\$537	\$574	\$674		613	700	900	
Ashton Place Apartments		\$560	\$665			692	825	
DeVile & Wolflin Apartments	\$546	\$546	\$548	\$794	650	775	862	1,000
West Oaks Apartments		\$493	\$692	\$891		560	1,040	1,350
Paramount Place Apartments		\$523	\$647			650	850	

Property	Studio Rent	1 Bed Rent	2 Bed Rent	3 Bed Rent	Studio Sf	1 Bed Sf	2 Bed Sf	3 Bed Sf
Market Rate Unit Averages								
Merriwood Village Apartments		\$703	\$873			750	1,000	
Patterson Place		\$600	\$699			690	900	
Wolfen Village		\$497	\$653			750	1,000	
Four Seasons & Pepper Tree Apartments		\$546	\$620			593	960	
Courtyard Apartments		\$531				500		
Belmont Apartments		\$579	\$673			400	600	
Nelson Street Apartments		\$516	\$620			500	550	
Amarillo Villas Apartment			\$601				568	
Barfield Bldg						680	964	
Canyon Park Apartments	\$513	\$587	\$677	\$757	557	575	720	920
Evergreen Apartments			\$652				964	
Cambridge House	\$400	\$499	\$599		500	580	700	
Apache Apartments						570	900	
Stone Creek		\$560	\$662			537	707	
5700 Canyon Dr		\$525				728		
Kirkland & Gregory Drive Apartments	\$495	\$516	\$619		468	606	700	
Oakcrest Townhomes			\$1,294	\$1,547			1,200	1,400
Concord Apartments		\$600	\$699			700	900	
Venice Townhomes			\$1,286				1,200	
Canyon Village Apartments		\$451	\$603			600	750	
Arcadia Street Apartments						500		
Broadstone Apartments	\$521	\$634	\$746		406	565	677	
Country Club Apartments			\$818					
Legacy Ridge Apartments			\$678				980	
Rose Plaza		\$488	\$630			600	800	
2003 Hardy				\$982				1,434
Belwood Apartments	\$579	\$591	\$725		400	400	600	
University Village Apartments			\$550				704	
Amarillo Apartments	\$399	\$500			475	530		
Amarillo Corporate Apartments		\$491				600		
Cottonwood Townhomes			\$775	\$895			1,175	1,250
Park Place		\$481	\$603			650	685	
Canyon Manor		\$450				528		
Ponderosa		\$468				565		
Coyote Bluff Apartments		\$676	\$751			600	750	
Summerwood Terrace						653	844	

Property	Studio Rent	1 Bed Rent	2 Bed Rent	3 Bed Rent	Studio Sf	1 Bed Sf	2 Bed Sf	3 Bed Sf
Market Rate Unit Averages								
Village West Canyon		\$423	\$492			650	950	
Park View			\$569	\$700			565	656
Foxfire Glen								
3002 Westhaven Dr							760	
500 SW 10th Avenue								
5TH Avenue Apartments		\$527				570		
Mesa Verde Apartments	\$422	\$472	\$557		530	560	700	
Wolflin Place Apartments								
Palo Verde Apartments								
Campus View		\$519				526		
4710 SW 57th Ave								
1604 S Tyler St								
920 S Bryan St								
Fillmore Lofts Apartment		\$753	\$954			776	1,100	
The Firestone						744	1,159	
Brandiwine Apartments			\$847	\$946			1,000	1,200
Avalon Apartments		\$557						
Hollywood Apartments		\$511				412		
3517 S Fillmore								
Paradise Ranch								
Lamplighter Apartments		\$326						
1700 S Jackson St							750	
1401 N Jefferson St								
Maddox Apartments	\$352	\$460	\$569		475	530	720	
Chalet Apartments		\$396				646		
Cherrywood		\$498				476		
1801-1811 1st St			\$570				1,154	
Vancouver Apartments		\$459	\$561			550	600	
1617 S Van Buren St		\$527	\$644	\$878				
409 27th Street Apartments		\$580				557		
400-422 SW 10th Ave								
404-420 SW 10th Ave								
801 SW 14th St			\$498					
203 27th St						600	800	
4212 Farmers Ave								
110 Texas Ave								
Caprock Canyon Village			\$614				575	

Property	Studio Rent	1 Bed Rent	2 Bed Rent	3 Bed Rent	Studio Sf	1 Bed Sf	2 Bed Sf	3 Bed Sf
Market Rate Unit Averages								
2218 S Taylor St								
308 N Lincoln St								
4218 SW 2nd Ave								
1021 W 9th Ave		\$484	\$592					
1020 W 11th Ave								
Canyon Villas			\$704				894	
1611-1617 2nd Ave								
2300 SW 8th Ave	\$406	\$460						
1016 SW 10th Ave								
2115 S Lipscomb St								
3411 Janet Dr					462	723	1,051	
4057-4059 Rose								
The Cottages at Quail Creek								
2123 S Tyler St								
Total / Average	\$506	\$628	\$785	\$1,068	474	641	902	1,215

Source: CoStar, CDS

To have a clear understanding of the multifamily market in Amarillo it should be noted that the local market is dominated by Class C and Class B properties.

This fact is a great benefit from an affordability standpoint because it provides many market rate units at prices that lower to moderate wage workers can afford.

The preservation of Amarillo’s Class B and Class C multifamily properties is vital to future multifamily affordability. There were eight Class A properties, 65 Class B properties and 78 Class C properties, according to data from CoStar.

The summary table below shows average unit rent, square foot and price per square foot by building class.

Table 71: Market Rate Apartment Unit Average Rent and Square Feet By Building Class

Unit	Rent	Square Feet	Price Per Square Foot
Class A	\$1,004	881	\$1.14
Class B	\$737	781	\$0.94
Class C	\$622	744	\$0.84
Average	\$788	802	\$0.97

Source: CoStar, CDS

The summary table below shows average unit rent, square foot and price per square foot by number of bedrooms.

Table 72: Market Rate Apartment Unit Average Rent and Square Feet By Number of Bedrooms

Unit	Rent	Square Feet	Price Per Square Foot
Studio	\$506	474	\$1.07
1 Bed	\$628	641	\$0.98
2 Bed	\$785	902	\$0.87
3 Bed	\$1,068	1,215	\$0.88
Average	\$747	808	\$0.95

Source: CoStar, CDS

The table below shows unit rent and square feet for one, two and three bedroom non-market rate multifamily apartment rental units in Amarillo. The average rent for each unit size is shown at the bottom of the table.

Table 73: Non-market rate Apartment Unit Average Square Feet and Rent

Property	1 Bed Rent	2 Bed Rent	3 Bed Rent	1 Bed Sf	2 Bed Sf	3 Bed Sf
Non-market rate Unit Averages						
The Eddison	\$732	\$873	\$1,005	702	992	1,242
Silver Oak Apartments	\$704	\$804	\$995	729	996	1,285
Plum Creek Apartments	\$703	\$837	\$960	650	849	1,056
Amarillo Square	\$660	\$736	\$1,204	680	860	2,000
Astoria Park		\$620	\$770		850	1,250
Greentree Village Apartments	\$564	\$599	\$734	632	635	1,047
Cypress Creek at Jason Avenue		\$730	\$850		1,049	1,221
North Grand Villas		\$774	\$893		980	1,268
TownParc	\$689	\$870	\$1,003	1,000	1,017	1,209
Stone Canyon	\$615	\$729	\$834	712	964	1,131
Glenwood Apartments	\$711	\$847	\$979	700	886	1,108
Cathys Pointe Apartments	\$740	\$884	\$1,017	800	950	960
Bivins Village I & II	\$502			540		
Amarillo Gardens	\$824	\$946	\$1,134	657	820	1,013
The Westminster Apartments	\$618	\$754	\$894	400	600	1,200
Spring Terrace Apartments		\$727	\$846		800	900
Win-Lin Village		\$555	\$827		825	875
Northwest Village						
3500 Mockingbird Ln	\$540			650		
Double R Lofts				1,418		
The Fairway Apartments	\$539	\$685		500		
Belleau Wood Apartments						
1301 Evergreen St						

Property	1 Bed Rent	2 Bed Rent	3 Bed Rent	1 Bed Sf	2 Bed Sf	3 Bed Sf
Non-market rate Unit Averages						
7702 Amarillo Blvd						
Marabella						
Mitay, Inc. Scattered Site						
NWTH Meridian, Ltd.						
Talmage at Park Central Apartments*						
Total / Average	\$653	\$763	\$934	718	880	1,173

Source: CoStar, CDS

Figure 74: Amarillo Market Rate Apartments







Figure 75: Amarillo Non-market rate Apartments



Income Restricted/Rent Restricted/Assisted/Subsidized Units

According to 2019 ACS data there were 12,075 total Amarillo renters who made less than \$50,000 and paid 30% or more of their income on housing.

Though Amarillo does have 2,915 (18%) non-market rate multifamily apartment units out of a total of 16,423, there appears to be demand for non-market rate multifamily units greater than the existing supply.

Subtracting 12,075 renters who paid 30% or more income on housing by the 2,915 existing non-market rate units leaves a potential demand of up to 9,000 additional low cost units.

Of those 12,075 renters 94% (11,362) made less than \$35,000, which translates to affordable rental unit prices of \$875 and below to prevent paying more than 30% of their household income on housing.

This means any new low cost multifamily rental units should be targeted to renter households who made \$35,000 and less and paid more than 30% on housing.

It is also very important to preserve existing Class B and Class C apartment complexes as they are serving a naturally occurring affordable housing component to renters making \$50,000 and greater which could be a large reason for the very low rate of housing cost burden in the \$35,000 to \$50,000 and greater renter cohorts.

Single family Detached Rental Units

Using PCensus 2021 data out of 77,396 total occupied housing units 49,422 were owner occupied and 27,974 were renter occupied. Of the renter occupied units CDS estimates 16,000 were multifamily apartment units and CDS estimates that in excess of 10,000 were single family rental units.

Based on data estimates and CDS analysis, single family rental home units seem to make up about 38% of market rate rental units in Amarillo.

Rents in single family rentals have climbed in the last several years as occupancies in the newest Class A and B market rate multifamily apartment rental units have been very high. Therefore, single family landlords have put a premium on the most desirable single family rental units, especially units located in neighborhoods with amenities and received regular maintenance and updates.

Single family rental landlords and property owners stated that occupancy has been high the past several years and has gone up recently with some landlords stating they have seen no less than 94% occupancy in 2021 in their single family rental units.

Several landlords stated that their current turnover predominately happens for tenants moving out to buy a home or relocate elsewhere due to a job transfer.

When a unit becomes available, landlords begin to receive messages and calls within hours and have the unit rented to a new tenant in hours or days or already have someone approved on the waiting list for a unit when a tenant does not renew their lease.

Due to these main factors in combination with recent influxes of new jobs and new, higher income, relocating residents the single family rental market seems to be extremely tight.

Some in the real estate and local business community shared they believe the lack of new and existing middle and upper income rental housing (single and multifamily) and lack of new low priced single family

for-sale homes to be the greatest housing challenge facing Amarillo as well as their ability to hire new workers from outside the community.

Single family property managers and landlords cited receiving multiple phone calls every day from prospective tenants seeking available single family rental units in Amarillo. This also indicates very high demand for single family rental units.

Demand for single family rental properties were the greatest in the \$800 to \$1,200 per month range.

The table below shows Amarillo single family rent ranges gathered by CDS from local single family landlords.

Table 76: Single family Rental Price Ranges

Bed/Bath	Price Range \$
Oldest Houses/Minimal Rehabilitation	
1/1, 2/1, 2/2	\$500 - \$800
3/1 & 3/2	\$750 - \$950
Rehabilitated Houses	
2/2 & 3/2	\$780 - \$3,500
Larger, Newer Houses	
3/2+ & 4/2+	\$1,200 - \$5,000

Source: Amarillo Chamber of Commerce

At the time of this study Zillow had just 32 listings for single family home rentals in Amarillo that ranged in price from \$700 for a 2 bed 1 bath 975 sf. home to a 4 bed 3.5 bath \$3,495.

Figure 77: Single family Rental Units



Amarillo College

Amarillo College had a total enrollment of 9,079 (all undergraduate students) for academic year 2020-2021.

There were 3,213 full-time and 5,866 part-time students. Amarillo College offers online programs and a total of 2,733 students have enrolled into the online programs.

Most market rate multifamily apartment complexes said they do not rent to students due to the income verification requirements unless a parent or guardian cosigns. Some complexes said they rented to students only on very limited cases.

Amarillo College employs 196 Full-Time Faculty, 708 Adjunct Faculty, 457 Full-Time Staff Employees, and 178 Part-Time Staff Employees who create demand for housing in Amarillo.

In the experience of CDS over the past 5 years that new, small lot housing types like low rise apartment, townhome and duplex and fourplex units greatly enhances housing choices for locally employed workers at all pay scales.

Specifically in Texas communities the size of Amarillo with a local college or university CDS has seen new market rate apartment, single family rentals, townhome, and rowhouse development quickly improve tightness in the local rental market as well as improve academic and athletic student and staff recruiting.

CDS believes that Amarillo College employees who commute from outside of Amarillo and prospective employees coming from outside of Amarillo would be eager for the chance to live in a new apartment, single family rental home or possibly entry level for-sale home in Amarillo.

Amarillo college students and employees took part in the Amarillo Housing Survey located at the end of this report.

West Texas A&M

Fall 2021 enrollment was 9,581 students. They offer 60 undergraduate degree programs as well as 38 masters and 2 doctorate programs.

The school has a strong reputation as the primary educator of close to 70 percent of the teachers and administrators in the public schools of the Panhandle. To further this goal, the University has announced a new doctoral program in education with specific training for teachers in small school districts.

Although CDS did not have direct contact with West Texas A&M for this study it can be safely assumed that some workers at West Texas A&M and maybe some students, like graduate or PhD students do create some level of housing demand for Amarillo given the enrollment comparable to Amarillo College.

Texas Tech School of Veterinary Medicine

Texas Tech School of Veterinary Medicine in Amarillo welcomed its first class of 64 students in August 2021.

Housing demand for students will increase in step with larger class sizes going forward however housing demand from employees of the facility should be anticipated.

Downtown Rental Housing

CDS believes there is strong demand for new or rehabbed multifamily rental units in downtown as well as surrounding blocks and neighborhoods, especially to the west and north.

Downtown urban residential should be one of the top priorities for downtown. The City's Downtown Strategic Action Plan which was updated in 2019 and continues to prioritize the original goals for adding housing units.

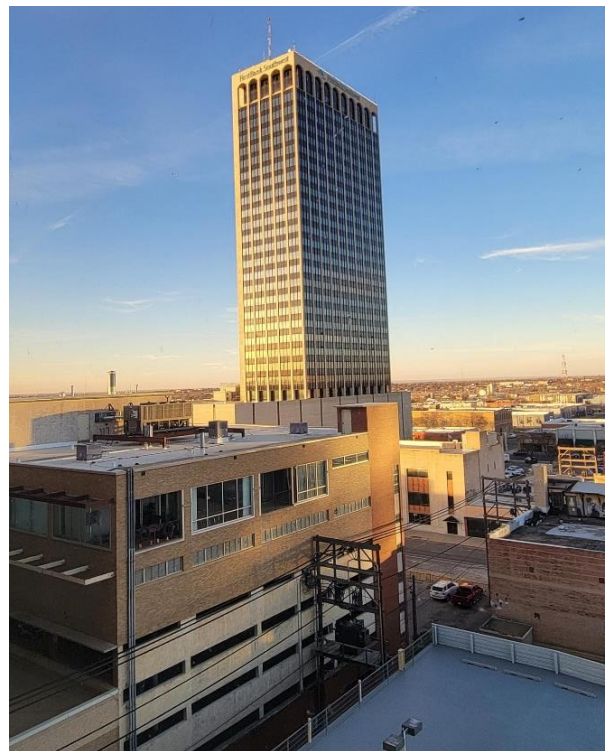
The goal was 2,100 new residential units within the TIRZ zone over 30 years, 600 within the first 7-year term and a total investment of \$249 MM.

To date, there are 283 units and a \$16MM investment.

Existing downtown housing for the most part currently ranges from 10 to 25 units.

- Residence at 600
- Firestone Lofts
- Filmore Lofts
- Eakle Center – 7 loft units (parking garage converted to condos)
- Lofts on 10th
- Parkview Apartments
- Vineyard Manor
- Double R

Downtown rental unit rates could range from \$875 to \$2,000 which would qualify incomes of \$35,000 to \$75,000+.



Non-market rate Multifamily Demand

Estimating the magnitude of affordable housing demand requires the establishment of standards for affordable rent levels and home purchase prices. This is relatively straightforward for rental housing, as household income levels can be directly translated into affordable monthly rents at a maximum of 30% of gross income. It should be noted that considerations such as security deposits, incarceration records, credit scores, family size, willingness to share with roommates, and other household expenses (medical payments, transportation expenses, student loan debt, etc.) are obviously important in determining the affordability levels for individual households but are beyond the scope of analysis for this report.

The table below shows annual household incomes across the top with maximum affordable rent as 30% of those incomes across the bottom.

Table 78: Affordable Rent Calculation

Annual income	\$15,000	\$20,000	\$25,000	\$30,000	\$35,000	\$40,000	\$45,000	\$50,000	\$55,000	\$60,000	\$65,000	\$70,000	\$75,000
Hourly wage rate	\$7.21	\$9.62	\$12.02	\$14.42	\$16.83	\$19.23	\$21.63	\$24.04	\$26.44	\$28.85	\$31.25	\$33.65	\$36.06
Weekly wage	\$288	\$385	\$481	\$577	\$673	\$769	\$865	\$962	\$1,058	\$1,154	\$1,250	\$1,346	\$1,442
Monthly income	\$1,250	\$1,667	\$2,083	\$2,500	\$2,917	\$3,333	\$3,750	\$4,167	\$4,583	\$5,000	\$5,417	\$5,833	\$6,250
Max. Rent	\$375	\$500	\$625	\$750	\$875	\$1,000	\$1,125	\$1,250	\$1,375	\$1,500	\$1,625	\$1,750	\$1,875

Note: Hourly wage rate based on 2,080 hours/yr.

The most relevant estimate of affordable rental housing need in Amarillo has been taken from 2019 American Community Survey data as related in an earlier section of this report. Out of approximately 76,207 total households 29,871 were renters and 46,336 were owners. There was an estimated total of 20,000 households that made less than \$50,000 and paid 30% or more of their income on housing in 2019 in Amarillo. Of those, 12,075 were renters and 7,990 were owners.

Out of 12,075 cost burdened renters 94% (11,362) made less than \$35,000.

Based on the Affordable Rent Calculation a summary of the total cost-burdened renter households as of 2019 within household income brackets making less than \$50,000 and the maximum rent they should pay to avoid being cost-burdened, is as follows:

Table 79: Estimated Amarillo Affordable Rental Housing Need by Income Range, 2019

Income Range	# Cost-Burdened Households	Monthly Rent Range Needed
Less than \$20,000	7,179	Under \$500
\$20,000 to \$34,999	4,183	\$500 to \$875
\$35,000 to \$49,999	713	\$875 to \$1,250
Total	12,075	-

Source: US Census Bureau American Community Survey 2019 1-Year Estimate

These estimates may be understated or somewhat insufficient because:

- Some households may have other expenses (notably children, healthcare, education and transportation) which lowers the range of rent needed to have a truly manageable household budget; their needed monthly rent range is much lower than what is reported in the table.
- Some renter households are not classified as cost-burdened because they are “doubling up” with other renters in a situation more crowded than they would prefer, but necessary to avoid being cost-burdened. This is taking place at reportedly high levels amongst lowest wage-earning workers in Retail and Food and Accommodation Services, though may be reversed due to COVID.
- These figures are based on the 2019 1-Year ACS. Given job and population growth in the City and County, the current numbers for 2020 are likely higher than those shown in the table as retail jobs and population have increased in Amarillo since then.

Key Points of Rental Housing Analysis

Occupancy and Absorption Outlook

Overall, the Amarillo apartment market appears healthy yet overall market occupancy of 91% does not tell the full story.

Well managed properties of all Classes in Amarillo had nearly 100% occupancy. In total there were 42 market rate properties reporting 99% or 100% occupancy out of around 155 total market rate properties and another 85 market rate properties with occupancy of 90% to 98%. This indicates demand in excess of current supply for these units.

Several property managers mentioned that although their current occupancy was in the mid or high 90%'s they were 98% or 100% pre-leased. One and two bed units seemed to be of greatest demand with the lowest vacancies. It should be noted that single family rental occupancies were very high as well and made up almost a quarter of Amarillo's rental units.

Several property managers noted that non-COVID related unit turnover was mostly moving into home ownership or moving to another job in an area outside of Amarillo as a result of their or their partner/spouse's employment changing.

All property managers CDS met with noted that they received multiple calls daily from prospective tenants which also is evidence of high demand for market rate apartment units in Amarillo at the time of this study.

These quantitative and qualitative factors indicate additional supply of new market rate apartment rental units of a similar class to current Class A and Class B properties would likely absorb in the range of 500 units over the next two years.

Inventory Profile

There were around 16,000 total multifamily apartment units in Amarillo. Of the 16,000 total units about 13,000 (82%) were market rate and about 3,000 (18%) were non-market rate units.

Existing market rate apartment complexes of all ages that were visited appeared to be in very acceptable condition, even smaller and older Class B and C properties located within older single family neighborhoods close to downtown.

Routine maintenance and or basic unit updates were being performed during tenant turnover and one property in particular, Pepper Tree Apartments, had just been purchased and was undergoing unit renovations and upgrades in addition to replacing a damaged roof that was keeping several units unoccupied and were experiencing slight vandalism.

New Development

At the time of this study one market rate apartment complex was being built named The Silos, near Farmers Ave. and S. Georgia St., with 243 market rate units. This project was by the same group behind Arden Park, which was 100% occupied with 218 units – 1 bed units for \$750, 2 bed units for \$950 and 3 bed units for \$1,225. The most recently completed market rate apartments were Georgia Villas I and II located on SW 58th Ave. near S. Georgia St.

Lease rates

Based on CoStar data and field research during this study market rate multifamily apartment unit prices ranged from an average of \$326 to \$1,975 per month.

Amarillo by far had the lowest average market rate apartment rents of any of the more than a dozen Texas cities CDS has conducted housing studies. This appears to have allowed most renters in the \$35,000 to \$50,000 income range to avoid paying 30% or more of their income on housing. The greatest need for non-market rate rental units are renters making less than \$35,000 which has been clearly established several times in this report.

The highest priced market rate apartment rents in Amarillo are found in downtown Amarillo in the Residence at 600 with the lowest priced unit renting for \$1,975 per month.

The highest average priced market rate units were in the \$1,000 to \$1,950 per month range and the lowest average priced market rate units were in the \$326 to \$450 range.

Existing Excess Demand by Price Segment

In past years large Class A and Class B market rate properties such as Residence at Town Square, Park at Coulter, Remington, and Colonies on Hillside have done well to satisfy renter demand for renter households making \$50,000 and greater. This has greatly supported the local employment and single family housing markets because the previously named properties provide the bulk of transitional renter housing for well paid workers coming in from outside of Amarillo who want that type of rental unit while they wait to purchase and move into home ownership. This particular information comes directly from these complex managers who CDS spoke with for this study

Multifamily unit permit data shows an estimated 3,000 new units were permitted since 2010, and in that same time span the estimated population in Amarillo grew by 8,783 and 3,401 households. This represents an average of about 800 new residents and 340 new households a year the past decade.

CDS believes population and household growth should continue in Amarillo at past rates for at least the next three to five years. At the time of this study there were around 700 announced new jobs currently incoming to the area.

Large employers such as the City of Amarillo have several hundred jobs budgeted that are currently unfilled with reports that hiring for all pay grades is difficult due to a lack of rental and low priced for-sale housing.

Other employers included the school district, college, hospital, manufacturing as well as municipal and county workers all stated to CDS in interviews that the lack of market rate multifamily apartment units for middle income workers in Amarillo has created barriers to hiring and retaining their workforce as well as having sufficient workers to meet current demand as well as plans for current and future operations in Amarillo.

This means hiring for positions that are vital to the community’s success and quality of life such as, teachers, healthcare and social services, police, fire, EMS, city, service and retail workers as well as higher qualification, higher paid professional positions, has become a much greater challenge in recent years.

No employers indicated a downsizing in the near or distant future. That being said, several large employers interviewed shared indications that future expansions of their workforce could happen immediately if more market rate rental units and for-sale units were available.

Additionally, any new jobs created in Amarillo will create even more demand for new market rate rental units. New employers like Amazon are likely to be located in areas north of I-40.

The majority of open positions for existing employers and new incoming jobs are lower to moderate pay hourly wage positions around the renter median income of \$33,200 a year which translates to a max market rent of \$830 per month. This shows current excess apartment rental unit demand is in the \$800 and less a month range. A smaller amount of higher wage management and executive pay level positions will create demand for units at prices greater than \$800 per month likely in the \$1,200 to \$1,500 per month range.

Future Demand from Employment and Household Growth by Price Segment

Amarillo’s local economy appears sustainable and performing well given its low unemployment, existing employers with open positions and new employers and jobs incoming.

Additional multifamily apartment and single family rental units are needed in Amarillo for lower to moderate income workers employed at small locally owned businesses and local city and institutional staff, as well as higher income workers, particularly new hires moving in from larger metros and colleges.

New hires would likely be up to 12 month renters that might transition into home ownership if more entry level homes were available. Lower income workers are more likely to reside longer term for multiple years in non-market rate, income restricted or lower priced market rate units until being able to increase incomes to enter more desirable market rate apartments or affordable home ownership, if additional supply was made available in Amarillo.

The table below shows the various estimates of various median household income figures for Amarillo from PCensus 2021, 2Q2020 Potter County average weekly wage, and 2019 ACS median, owner and renter household incomes and the affordable rent and for-sale price (30% of household income dedicated to housing) for Amarillo.

Income Type	Income	Rent	For-Sale
2021 PCensus Median Household Income	\$56,253	\$1,406	\$175,000
2Q2020 QCEW Potter County Avg. Weekly Wage	\$48,720 / \$1,015	\$1,218	\$150,000
2019 ACS Amarillo Med. HH Income	\$49,802	\$1,245	\$150,000
2019 ACS Owner Median Income	\$66,570	\$1,664	\$210,000
2019 ACS Renter Median Income	\$33,200	\$830	\$96,000

CDS believes that there is demand for at least 500 additional market rate apartment units in Amarillo.

Newly constructed market rate apartment complex units could be quickly supported at average prices of \$850-\$1,400 per month in Amarillo based on the level of current and continued demand from workers at existing local employers and the 700 currently on the way. This is based on current apartment properties being at high occupancies as well as current and forecasted increases in rents in all properties and all unit types.

Higher wage workers, particularly younger professionals and higher-level management across all employers, did share that higher end rental units would satisfy an existing housing need in Amarillo, however the scale of demand for units greater than \$1,500 per month would be best satisfied by a smaller amount of units, perhaps 50-100, in the highest rent ranges. Downtown properties could satisfy this demand segment.

The construction of apartment units in the \$850-\$1,400 average rent range in Amarillo could be supported in two new 150 to 200 unit market rate complex which is a housing product that CDS has observed being developed in similar markets across Texas. In similar sized markets CDS has observed new Class B multifamily construction with properties ranging from 40 units, 60 units and 120 units with market rate rents for 1 bed units at \$700 per month, 2 bed units at \$995 per month and 3 bed units at \$1,300 per month and greater.

This could be achieved by new market rate complexes at average prices of \$950+ and about \$1.00+ per SF. This is seen in more recent multifamily rental units in markets like Lubbock where some Amarillo workers are choosing to live as well as in downtown Amarillo in the Firestone and Residences at 600.

With average market rents in the \$800 range for apartment units in Amarillo appear to be very affordable for the City's median household income and County average weekly wage. However, this price range represents units in complexes that are aging and in a lower condition than might be typically acceptable for many prospective Amarillo worker households with annual incomes of \$45,000 and greater.

It is of the opinion of CDS that a future trend of job losses leading to increased apartment unit vacancy is not very likely for Amarillo given the current strong demand for housing due to a recent and expected continual influx of retirees, remote workers and new local workers that will create demand for the formation of new households in the next several years.

Potential Locations, Building / Property Features

Occupancy in the 90% for any market and indicates that additional unit supply could likely be rented if constructed in Amarillo. However, property amenities at the newest market rate complexes would require new complexes to have comparable features.

This could be avoided by locating more new multifamily rental housing in areas such as downtown, Wolflin Square, and other older neighborhoods with community assets and amenities. Existing neighborhoods where activity already takes place and things like 24/7 job and eating/entertainment components already exist can keep risk, construction and rent prices as low as possible while serving as a property amenity.

Although rent prices have risen 20% (\$140/month) over the past decade in Amarillo market rate rents appear to be sustainable for existing and new tenants, but the lack of supply is the main issue since demand for market rate rental housing outstrips supply.

As mentioned, a new downtown apartment complex, especially one oriented to local downtown day and night workers, could be built with little to no amenities. CDS believes there is demand for at least 50 new downtown rental housing units in Amarillo at the time of this study in prices \$1,200 - \$1,600 per month.

If future population, household and job growth in Amarillo continues as it has in the past decade CDS believes there would be demand for between 50 and 80 new multifamily downtown rental units in Center City and surrounding residential blocks per year.

Lower density rental properties from eight to two units per structure also appear to have propensity for absorption in and around downtown.

Vacant developable land for new single family homes has risen in price, almost double to anywhere from \$40,000 to \$100,000 per lot in late 2021 making the creation of new single family homes in the low \$200,000's not feasible.

In addition, the price of an existing single family home in need of repair has risen from around \$100,000 or less in 2018 and 2019 to around \$150,000 to \$170,000 in late 2021 and early 2022.

However, Amarillo does have a moderate amount of vacant or blighted single family homes and some vacant infill lots already served with streets, water, electric and sewer in older neighborhoods. These homes could be rental and for-sale units.

This is particularly true in older neighborhoods west of downtown, northwest of I-40, as well as the northeast and southeast portions of the city.

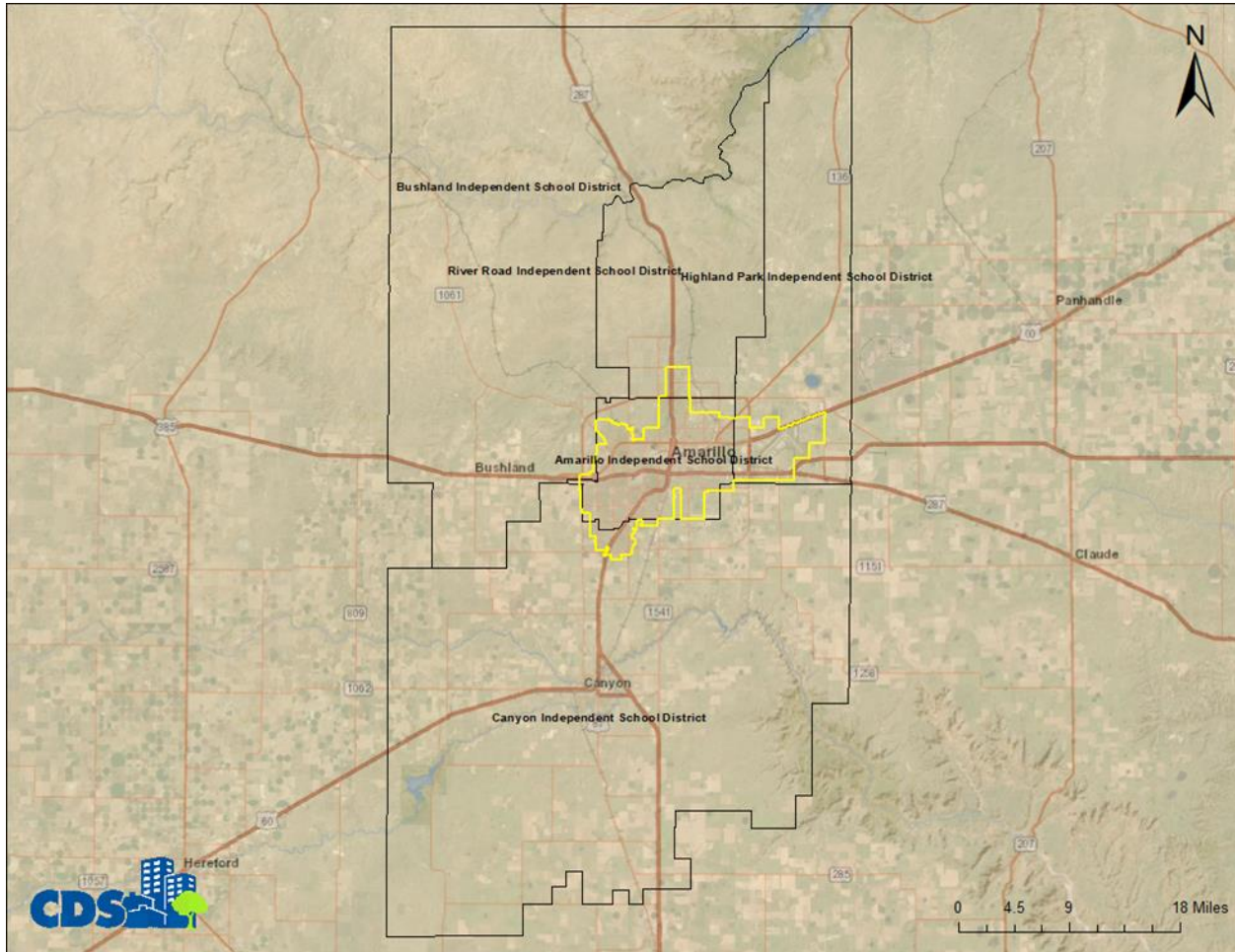
The cost efficient use of these vacant and blighted lots and homes should be aggressively pursued in order to accommodate the large amount of moderate and low wage renters in the city as well as prospective future worker households.

SINGLE FAMILY, FOR-SALE HOMES

This section examines the latest market trends for single family for-sale homes in Amarillo.

The analysis of the market utilized MLS sales transaction data taking place within Amarillo city limits from 2011 to September 2021 provided courtesy of Texas A&M University Texas Real Estate Research Center.

Figure 80: Amarillo ISD, City of Amarillo, Potter County



The map above shows school districts outlined in black and the City of Amarillo outlined in yellow.

CDS completed field research consisting of visiting new home construction sites along with group and personal interviews with local developers, builders and sales agents.

Several sources provide estimates for single family owner occupied units in Amarillo that vary slightly.

- PCensus 2021 – 49,422 single family owner occupied units
- ACS 2019 – 46,336 single family owner occupied units

According to 2021 PCensus data there were 77,936 total occupied households in Amarillo, of which 49,422 were single family owner occupied units that represented 58% of the City's households.

Exterior conditions of single family homes appeared to be well maintained in most areas but each of the oldest neighborhoods, mostly on the northwest, northeast and southeast portions of town, appear to have vacant lots and homes in need of repair or reconstruction. The bulk of new single family construction has been heavily concentrated in the southwest portion of town and future growth patterns are continuing to build new subdivisions outside of the city limits between Amarillo and the city of Canyon.

New entry level homes are being built by many local and regional builders on the southwest side of Amarillo and some infill activity in neighborhoods to the northwest.

The data in the following section examines historical and recent market trends for single family homes sales in Amarillo, looking specifically at local real estate sales statistics, and local market hindrances associated with increasing the housing supply.

The following MLS single family residential home sale data for Amarillo was provided via the Texas Real Estate Research Center at Texas A&M University. The data covers the last 10 years from 2011 through September 2021. This data provides insight into local real estate market trends.

Existing Single Family Supply and Inventory

The year of 2020 saw the greatest volume of single family home sales out of the past 10 years with 2,592 single family sales on the MLS. This does not consider pocket listings that occurred which were not listed.

Home sale volumes increased each year since 2011 until 2017 which saw a slight decrease, but sales volume did increase the next two years.

In the table below sales price by price range from 2011 through September 2021 are shown.

Homes at the lowest price ranges of less than \$125,000 have clearly decreased in share of sales in the past decade and most dramatically in the past three years since 2019.

At the same time homes sold in prices of \$175,000 and greater increased.

The increase of home prices sold in Amarillo since 2011 and particularly the sharp increase in 2019 to 2021 exhibits the dynamics of supply and demand. As demand has gone up supply has not kept pace. In turn this has increased the price of single family homes significantly.

Table 81: Amarillo Homes Sales by Price Ranges, 2011 – September 2021

Price Ranges	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2011-2020 % Change
\$0 - \$124,999	916	932	904	866	902	849	737	725	707	544	381	-58%
\$125,000 - \$174,999	540	585	642	678	731	742	731	765	761	691	481	-11%
\$175,000 - \$249,999	308	357	378	394	535	574	552	554	592	773	676	119%
\$250,000 - \$324,999	83	120	128	155	177	206	185	188	210	287	390	370%
\$325,000 - \$499,999	72	82	90	108	116	132	144	140	170	225	253	251%
\$500,000 - \$1,000,000 +	18	16	20	30	49	36	52	58	48	72	84	367%
Total	1,937	2,092	2,162	2,231	2,510	2,539	2,401	2,430	2,488	2,592	2,265	17%

Source: Texas A&M University Texas Real Estate Research Center, CDS

The table below exhibit the table from the previous page to show more clearly the shift in single family home prices in Amarillo over the past decade.

Table 82: Amarillo Homes Sales by Price Ranges, 2011 – September 2021

Price Ranges	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
\$0 - \$124,999	47%	45%	42%	39%	36%	33%	31%	30%	28%	21%	17%
\$125,000 - \$174,999	28%	28%	30%	30%	29%	29%	30%	31%	31%	27%	21%
\$175,000 - \$249,999	16%	17%	17%	18%	21%	23%	23%	23%	24%	30%	30%
\$250,000 - \$324,999	4%	6%	6%	7%	7%	8%	8%	8%	8%	11%	17%
\$325,000 - \$499,999	4%	4%	4%	5%	5%	5%	6%	6%	7%	9%	11%
\$500,000 - \$1,000,000 +	1%	1%	1%	1%	2%	1%	2%	2%	2%	3%	4%

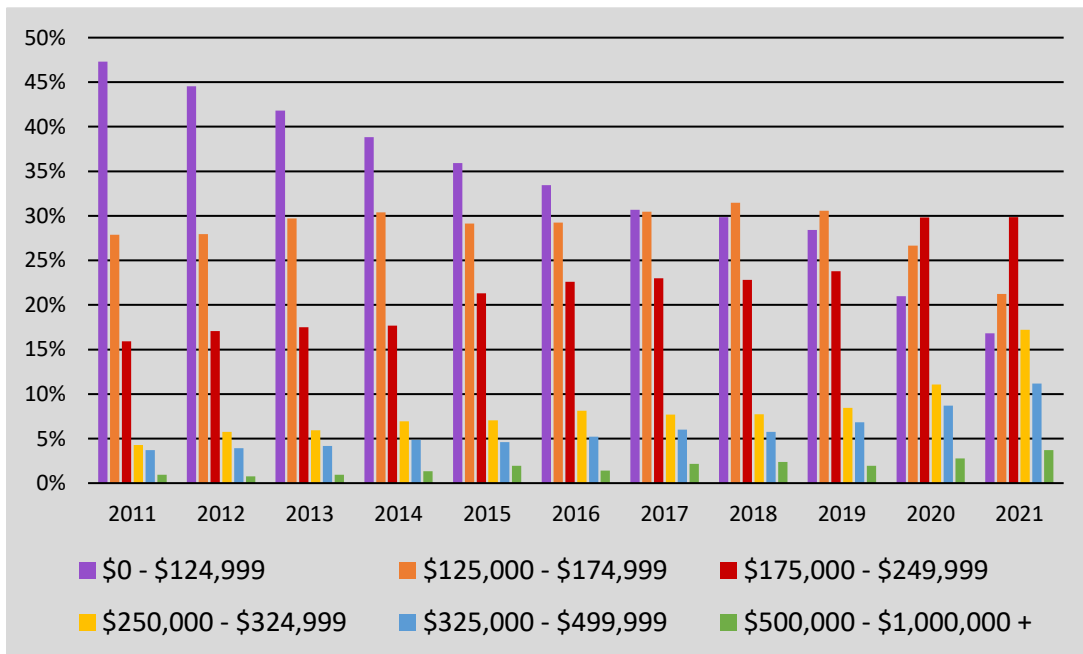
Source: Texas A&M University Texas Real Estate Research Center, CDS

Buyers of homes in the less than \$175,000 price bands have historically represented first time, entry level and low to moderate income working households. Through the interviews with agents, builders and developers CDS found that of the homes sold in Amarillo over the past two years retired, passive income, or remote worker households have increased and drove the sale of new construction homes.

The purple bars indicating the share of homes sold under \$125,000 has gone from a share of 47% of home sales in 2011 to just 17% of home sales in 2021.

The price trends in the chart on this page provide evidence of the reported difficulty that local and regional employers have stated recently regarding the challenges prospective new worker households have faced securing housing in Amarillo that meets their household income and other needs.

Figure 83: Amarillo Homes Sales by Price Ranges, 2011 – September 2021



Source: Texas A&M University Texas Real Estate Research Center, CDS

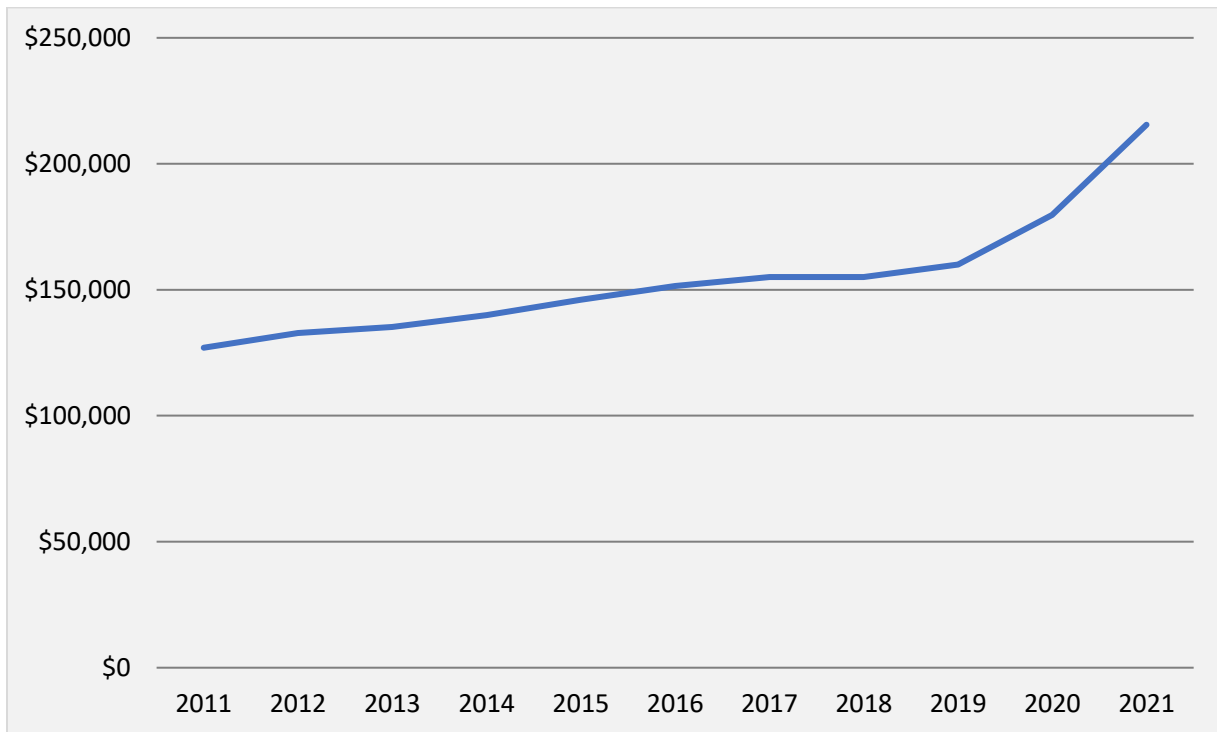
The chart below shows the trajectory path of median home prices sold in Amarillo from 2011 to June 2021.

The data shows that the median home price in Amarillo has steadily increased by 70% from around \$127,000 in 2011 to around \$215,000 in 2021.

The median price of homes in most places in Texas and the rest of the country saw spikes in prices in 2020 and 2021 due to supply chain bottlenecks, and additional demand induced by work from home and desire to live in more rural cities like Amarillo. However, looking at the chart the median price of homes sold in Amarillo increased almost each year leading up to 2020 and 2021.

This is due in part because supply of market rate multifamily and single family has not kept up with demand as well as local population and job growth which increased prices for the limited supply of existing homes that do go up for sale.

Table 84: Amarillo Median Home Sale Price, 2011 – September 2021



Source: Texas A&M University Texas Real Estate Research Center, CDS

The table below displays sales volume of homes by days on market.

This gives an idea of the speed at which homes are sold once they are listed.

Total sales overall increased by 17% from 1,937 in 2011 to 2,265 in September 2021.

Homes sold in less than 31 days in Amarillo went from 8% of all homes sold in 2011 to 14%, of the 2,265 homes sold as of September 2021.

This shows the increase of velocity of home sales in Amarillo since 2011. Realtors interviewed for this report stated that the majority of home sales in Amarillo over the past year were to first time home buyers who were transitioning out of rental units claiming that rents were increasing where they lived and were ready to buy a home.

Table 85: Amarillo Days on Market (DOM), 2011-September 2021

DOM	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2011-2021 % Change
0-30	159	150	167	211	222	200	203	244	254	278	322	103%
31-60	515	590	657	726	890	919	901	940	907	1,081	1,244	142%
61-90	423	437	473	499	566	566	530	480	543	523	371	-12%
91-120	285	326	305	302	330	326	322	309	306	270	134	-53%
121+	555	589	560	493	502	528	445	457	478	440	194	-65%
Total Sales	1,937	2,092	2,162	2,231	2,510	2,539	2,401	2,430	2,488	2,592	2,265	17%

Source: Texas A&M University, Texas Real Estate Research Center

Existing Single family For-Sale Home Inventory

In June of 2021 there were 400 active listings on the MLS which was a decrease of 300 from the previous year at the same time.

Current listings on popular online site Zillow only showed 75 homes for sale as of early 2022 in Amarillo about half of which appeared to be new construction.

There were no homes listed in the two lowest price ranges, \$0-\$99,999 and \$100,000-\$175,000. This gives evidence to the fact that virtually no existing or new homes in Amarillo area available for what had historically been considered entry-level prices.

Realtors use the term “months of supply” to describe the inventory of homes on the market. Simply put, months of supply is the number of months it would take for the current inventory to sell out if sales continued at the current rate and no new inventory was added.

Based on 2020 sales volume Amarillo averaged 216 sales per month.

With 400 homes listed for sale as of June 2021 single family home supply inventory was only 1.23 months, a clear sellers’ market.

Generally, a supply greater than seven months is considered a buyers’ market, between five to seven months is a balanced market, and less than five months is a sellers’ market.

1.23 months of homes on the market makes Amarillo as mentioned is a very strong sellers' market and very tight market for prospective buyers. This shows the extreme lack of supply and housing choice options for prospective Amarillo home buyers.

June 2021 data also showed that for homes priced under \$250,000 the total months of inventory was .76 months, for \$350,000 to \$500,000 inventory was 1.50 months and \$500,000 and greater was 5.61 months.

This shows that homes \$250,000 and less are the largest need in Amarillo.

The lowest priced home listed for sale on Zillow at the time of this study was \$195,000.

Figure 86: Existing Single family Properties







New Single family Housing Construction

According to the Amarillo Builder's Association there were 160 home builders and 90 remodelers in Amarillo. This provides the market with ample manpower and developable land for consistent construction of new single family homes each year.

Rock Rose and The Williams Group are the two largest scale developers and builders of new single family lots and homes in Amarillo. The Williams Group provides other builders an opportunity to purchase developed buildable lots for their own construction.

Other builders include Betenbough, Blue Haven, B&M Assets, N&B Homes and others.

These developers and builders have a reputation of providing reasonably priced new entry level and move up single family homes typically priced starting in the low \$200,000's and ranging all the way into \$1,000,000's.

Prices for even the lowest priced new entry level homes have increased in Amarillo due to high demand as well as supply and pricing issues at the time of this study new entry level homes started in the \$260,000 to \$300,000 price ranges.

Local Amarillo family and worker households make up a large share of buyers but since 2020 an increase of incoming buyers has taken place which has been mostly made up of new professionals relocating to a new job in Amarillo, remote workers and retirees.

Over the past several years buyers for these homes were well qualified with 20% or greater down payments with mostly conventional and some FHA financing.

There are also new homes being built outside of Amarillo's City Limits, in the ETJ in places like Canyon and Bushland.

Prices for newly developed buildable lots in master planned communities ranged from \$38,000 to \$200,000 per lot depending on location and lot size.

The price of raw land, developed lots, labor, materials has increased as well as the price of newly built single family homes.

Sale prices per square foot for the smallest, lowest priced new home in Amarillo has gone from \$115-\$130 psf. to \$160 to \$165 psf. at the time of this report. Larger lot custom homes were in the \$210-\$230 psf. range at the time of this report.

New Single family Infill Construction

The pictures below show new infill construction of single family homes taking place in older, existing neighborhoods where utilities and infrastructure already exist. The pictures here were taken by CDS at the time of this study in late 2021 and were in north and northwest areas of Amarillo.

Figure 87: New Single family Infill Construction



More infill development of this type could be one approach to accommodating more lower priced housing in Amarillo to meet current and future workforce and household budgets and other housing needs.

CDS reviewed permit data that showed 320 single family demolition permits were issued 2010-2021. All or most of these likely took place in older neighborhoods which shows a decrease in housing supply in those areas.

In older neighborhoods close to the urban core and also older neighborhoods northeast and southeast of the urban core appeared to have a moderate supply of blighted homes and vacant lots that could be activated into viable for-sale or rental housing units.

Agents mentioned that although some perceive older neighborhoods to be less desirable there is a strong demand for housing in those neighborhoods from prospective households that want to be in those areas.

The areas northwest, north and northeast of downtown have lots and existing homes that appear ripe for revitalization. These are historically low to moderate minority neighborhoods which would benefit from new housing as well as the revitalization of blighted structures in the community.

Many of these lots could theoretically not require infrastructure so home prices could be lower than new greenfield construction.

Rock Rose Development

Rock Rose Development is a family owned company in Amarillo, Texas. Since 1993 Rockrose has successfully developed 6 neighborhoods with more than **5,000 units** completed and thousands more under construction and planned. Their master planned communities include sites for every kind of neighborhood amenity and commercial business in the Amarillo and surrounding area.

The Colonies, Pinnacle, City View, Westover Park and Westover Village encompass Rock Rose’s current single family developments.

There are several future planned developments comparable to their current master planned communities which totaled around **4,330 future buildable lots** in several locations around Amarillo with homes priced from entry level (\$200,000+) to move up (\$350,000+).

The bulk of current and future single family development by Rock Rose is concentrated in the Southwest portion of the city and a smaller amount of future buildable lots in the Southeast portion of the City.

Figure 88: Rock Rose Development



As of October 2021, existing buildable lot prices in Rock Rose’s active subdivisions were as follows:

- Pinnacle – 62 lots were available from \$125,000 (26,000 sf.) - \$64,000 (9,000 sf.)
- Colonies – 6 lots were available from \$263,000 (29,000 sf.) - \$55,000 (6,200 sf.)
- City View –10 lots were available from \$39,000 (7,300 sf.) - \$75,000 (25,000 sf.)
- A \$2,000 premium is added for individual lot purchases

As of February 2022, active listings of new construction single family homes in Rock Rose developments were as follows:

- **Colonies**
 - \$540,000 / 3 bed, 2.5 bath / 2,705 sf. / \$200 psf.
 - \$653,130 / 4 bed, 3.5 bath / 3,186 sf. / \$205 psf.
 - \$662,310 / 4 bed, 3 bath / 3,345 sf. / \$198 psf.
 - \$799,000 / 4 bed, 4 bath / 3,761 sf. / \$212 psf.
 - \$995,000 / 4 bed, 4.5 bath / 4,273 sf. / \$233 psf.
 - \$1,275,000 / 5 bed, 4.5 bath / 4,413 sf. / \$289 psf.
- **Pinnacle**
 - \$569,000 / 4 bed, 3 bath / 3,051 sf. / \$186 psf.
- **City View**
 - \$316,700 / 3 bed, 2 bath / 1,860 sf. / \$170 psf.
 - \$334,000 / 4 bed, 2 bath / 1,974 sf. / \$169 psf.
 - \$334,900 / 3 bed, 2 bath / 2,011 sf. / \$167 psf.
 - \$369,900 / 4 bed, 2 bath / 2,253 sf. / \$ 164psf.
 - \$349,900 / 4 bed, 2 bath / 2,030 sf. / \$172 psf.
 - \$379,900 / 4 bed, 2.5 bath / 2,108 sf. / \$180 psf.
 - \$414,900 / 4 bed, 2.5 bath / 2,427 sf. / \$168 psf.
 - \$336,900 / 3 bed, 2 bath / 2,004 sf. / \$168 psf.
 - \$357,700 / 4 bed, 2.5 bath / 2,101 sf. / \$170 psf.
 - \$349,900 / 4 bed, 2 bath / 2,031 sf. / \$172 psf.
 - \$369,900 / 4 bed, 2 bath / 2,108 sf. / \$175 psf.
 - \$349,500 / 4 bed, 2 bath / 2,170 sf. / \$161 psf.
 - \$349,500 / 4 bed, 2 bath / 2,188 sf. / \$160 psf.
 - \$359,500 / 4 bed, 3 bath / 2,284 sf. / \$157 psf.
 - \$369,900 / 4 bed, 2 bath / 2,108 sf. / \$175 psf.
 - \$283,500 / 3 bed, 2 bath / 1,720 sf. / \$165 psf.

Williams Group

The Williams Group is a family owned residential construction company providing ditching and excavation services for the construction industry in Amarillo, Texas since 1954 and has been a recognized leader in the development of residential and commercial real estate.

In just the past five years they have developed around **1,250** single family homes in several residential neighborhoods such as Town Square, Tradewinds, Hillside Terrace, and Heritage Hills. In addition, they also developed nearly **1,000** multifamily units in that same period. Much of this development has occurred in the Southwestern portion of the city along with new developments in nearby Canyon.

The Williams Group has been one of the largest developer and builder of duplex, townhome, and multifamily units in Amarillo which provide a crucial supply of low price market rate housing affordable to incomes of locally employed workers.

The Williams Group also has about **2,000** future buildable single family lots located in several future planned developments in the Amarillo area.

Figure 89: The Williams Group



As of February 2022, active listings of new construction single family homes in Rock Rose developments were as follows: Time Square Village, Tradewinds, Hillside Terrace, and Heritage Hills.

- **Time Square Village**
 - \$332,901 / 3 bed, 2 bath / 2,026 sf. / \$164 psf. (garden home)
- **Greenways at Hillside Terrace**
 - \$308,254 / 3 bed, 2 bath / 1,826 sf. / \$169 psf.
 - \$323,110 / 4 bed, 2 bath / 1,924 sf. / \$168 psf.
 - \$339,840 / 3 bed, 2 bath / 2,032 sf. / \$167 psf.
 - \$500,206 / 4 bed, 2 bath / 3,041 sf. / \$ 164psf.
 - \$439,768 / 4 bed, 2 bath / 2,500 sf. / \$176 psf.
 - \$496,866 / 4 bed, 2.5 bath / 3,041 sf. / \$163 psf.
 - \$319,626 / 4 bed, 2.5 bath / 1,910 sf. / \$167 psf.
 - \$309,673 / 3 bed, 2 bath / 1,800 sf. / \$172 psf.
 - \$419,013 / 4 bed, 2.5 bath / 2,400 sf. / \$175 psf.
 - \$421,410 / 4 bed, 2 bath / 2,424 sf. / \$174 psf.
 - \$420,410 / 4 bed, 2 bath / 2,424 sf. / \$173 psf.
 - \$454,796 / 4 bed, 2 bath / 2,645 sf. / \$172 psf.
 - \$306,622 / 4 bed, 2 bath / 1,924 sf. / \$159 psf.
- **Heritage Hills**
 - \$319,721 / 3 bed, 2 bath / 2,058 sf. / \$155 psf.
 - \$278,690 / 4 bed, 2 bath / 1,800 sf. / \$155 psf.
 - \$261,526 / 3 bed, 2 bath / 1,622 sf. / \$161 psf.
 - \$281,319 / 3 bed, 2 bath / 1,826 sf. / \$154 psf.
 - \$322,112 / 4 bed, 2 bath / 2,075 sf. / \$155 psf.
 - \$261,150 / 3 bed, 2 bath / 1,600 sf. / \$163 psf.
 - \$272,338 / 4 bed, 2 bath / 1,800 sf. / \$151 psf.
 - \$273,227 / 3 bed, 2 bath / 1,722 sf. / \$159 psf.
 - \$313,268 / 4 bed, 3 bath / 2,006 sf. / \$156 psf.
 - \$278,753 / 3 bed, 2 bath / 1,800 sf. / \$155 psf.

Betenbough

As of December 2021, Betenbough was building on 26 lots in The Meadows with 450 future buildable lots. They also were building homes on lots in the Bushland Estates subdivision. Information on new homes for sale were as follows:

- **The Meadows**
 - 1,350 square feet to 2,659 square feet
 - 3-4 bedrooms
 - 2-3 baths
 - Canyon ISD
 - \$246,400 / 3 bed, 2 bath / 1,796 sf. / \$137 psf.
 - \$266,650 / 4 bed, 2 bath / 2,050 sf. / \$130 psf.
 - \$276,400 / 4 bed, 2 bath / 2,050 sf. / \$135 psf.

- **Bushland Estates**
 - Bushland ISD
 - \$379,600 / 4 bed, 3 bath / 2,350 sf. / \$162
 - \$387,750 / 4 bed, 3 bath / 2,373 sf. / \$163
 - \$402,675 / 4 bed, 3 bath / 2,350 sf. / \$171
 - \$403,625 / 4 bed, 3 bath / 2,523 sf. / \$160
 - \$407,350 / 4 bed, 3 bath / 2,523 sf. / \$162
 - \$418,225 / 4 bed, 3 bath / 2,523 sf. / \$166
 - \$421,175 / 4 bed, 3 bath / 2,650 sf. / \$159
 - \$430,125 / 4 bed, 3 bath / 2,659 sf. / \$162

Blue Haven

BLUEHAVEN is locally owned & operated and has been in the homebuilding industry since 1954. They have most recently built new single family homes in the following subdivisions:

- **Heritage Hills**
 - 1,600 square feet to 2,169 square feet
- **Tradewind Square**
 - 1,250 square feet to 1,400 square feet
- **Town Square**
 - 2,707 square feet to 3,695 square feet

There were only four homes listed for sale in the Heritage Hills subdivision, but no prices were listed and no move-in ready homes were listed.

B&M Homes

For over 30 years, the team at B&M Amarillo Homes have built over 3,000 homes in a wide assortment of styles, from modern to traditional.

B&M offers 11 city floorplans and 19 rural floorplans in areas of west, southwest and south Amarillo and Canyon, Tx as well.

N&B Homes

Since 1996 N&B Homes has been a family owned and operated home building company in Amarillo.

They have built more than 1,600 homes and most recently built in Canyon East, The Greenways, Heritage Hills, and Time Square.

The lowest listed priced home under development was \$232,328 / 3 bed, 2 bath / 1,600 sf. / \$145 psf. located in Canyon, Tx in the Canyon East subdivision.

The highest priced home listed as coming soon was \$498,206 / 4 bed, 3.5 bath / 3,041 sf. / \$164 psf. located in Greenways.

The Vineyards

The Vineyards of Amarillo is a unique neighborhood, featuring some of the most innovative, little to zero maintenance floor plans and building materials in Amarillo.

The Vineyards owns the land and designs the infrastructure. This includes how wide the streets and cul-de-sacs are. The streets are wider than any other streets in Amarillo.

The Vineyards, on the other hand, designs every part of the process, including the pre-building infrastructure. The Vineyards are located at the corner of Broadway and Loop 335, in the well-accredited Woodlands school district.

CDS found that retirees and senior citizens are a large buyer of homes in The Vineyards.

- **The Vineyards**
 - 9 floor plans, from 1,240 to 2,200 square feet.

- Prices \$228,900 and greater.

Trails At Tascosa Golf Club

The Trails is the only residential golf club community in Amarillo. There are over 500 home sites in the development, which is adjacent to the south side of the Tascosa Golf Club, within 2.5 miles of the medical district and was under construction at the time of this study. Lot prices range from \$60,000 to \$130,000.

Figure 90: The Trails At Tascosa Golf Club



La Paloma

The upscale neighborhood of La Paloma is located in Northwest Amarillo and offers modern luxury homes adjacent to the La Paloma and Tascosa golf courses. The neighborhood offers considerably more terrain than most Amarillo neighborhoods and is surrounded by natural landscapes.

The average price for properties in La Paloma Amarillo was \$454,772 in 2019. Homes range from single family detached to estate homes valued in the millions and have averaged 27 sales a year from 2015 to 2019.

Estancia

The Home sites range from one quarter of an acre to over two-acre estate lots. The Residential development will be in five phases consisting of 220 total lots:

- Phase I and II - semi-private community, 74 Lots (69 lots left including 6 estate lots). Direct access to Bridle Wood and Tascosa Road
- Phase III - future lots - 55 residential lots
- Phase IV - future lots - 47 residential lots including 13 estate lots
- Phase V - 52 town home and zero lot line units.

The Phase I and II residential lot prices start from \$79,900 to \$235,000.

The initial development began with Phases I and II consisting of 74 residential lots and 3 commercial tracts along Tascosa road. Construction began May of 2019. Currently 69 residential lots are available and 2 commercial tracts long Tascosa Road.

Figure 91: Estancia



Downtown For-Sale Housing

CDS believes there is strong demand for new or rehabbed for-sale units in downtown as well as surrounding blocks and neighborhoods, especially to the west and north.

Several indicators show demand for downtown for-sale housing in Amarillo.

One downtown resident went as far as converting a multistory parking garage into a 7 unit for-sale condo building that is 100% occupied at the time of this study. This shows demand for this product and the willingness of some to be creative and ambitious enough to create it on their own.

Additionally, other examples such as the owner occupied building on S. Polk St. at SE 11th Ave. There is also the fully occupied La Tour condos in Wolflin (pictured below) which had no active listings that further demonstrates demand for for-sale urban housing types in Amarillo.

In statistically representative surveys and studies on the topic it has been shown that the majority of Americans desire to live in a walkable environment.

With Amarillo's rich building history and stock of older buildings along with recent and ongoing investments in Center City additional for-sale housing in and around downtown would be supported.

Prices for units could be in the \$200,000 to \$350,000 range which would qualify incomes of \$60,000 to \$100,000+. Condo fees are also required in such living arrangements and should be considered in addition to monthly unit rent. In some instances, condo fees in excess of \$150 to \$200 per month and depending on whether or not utilities and other bills are included in condo fees, could make unit prices unaffordable, especially to moderate and lower wage workers.

Other similar products that would satisfy downtown for-sale housing are town homes and tiny homes.

Figure 92: La Tour Condos



Future Single family Demand

Planned/Proposed Single family

The market for new housing in Amarillo is strong, but the increasing costs for national, large production builders as well as local individual builders has paused any information from them on future development in Amarillo.

They are building out their current phases and planning to complete future phases, but speed of development and prices will be determined on a house by house basis depending on many various factors.

All builders currently active in Amarillo would like to purchase more land and build more new homes but are waiting to see how COVID related impacts will shape the market going forward.

In total there were more than **6,300** combined total single family lots for future phases of development and home construction at the time of this report.

This does not consider current and future developed single family lots in the ETJ, outside of Amarillo's city limits which in recent years has equaled and could soon eclipse new single family permits inside the city.

Residential lots from Preliminary Plans submitted by developers to the City since May 2015 estimates around 15,769 total lots

This puts average planned lots per year at around 2,253 residential lots in preliminary plans per year

Current residential development and platting activity in the City and ETJ at the time of this report is as follows:

- October 2020 to October 2021 – 1,484 residential lots have been platted.
- The 2010-2019 comparison of residential platted lots vs building permits issued in those same subdivisions illustrated a surplus of buildable lots.
- Approved lots – 7,195
- Permits issued – 4,608
- Difference = **2,587** buildable lots of inventory at the time of this study.

According to MLS data, since 2011 there have been 25,647 total single family homes (new and existing) sold in Amarillo, an average of about 2,332 per year and about 200 per month.

This shows that the 7,195 approved lots at the time of this study gives about 36 months of future new single family supply if sales volume were to continue to occur unchanged.

Land and lots for new single family homes appears to be sufficient to meet current demand, however it is the price and speed at which these homes can be built which creates frustration in the Amarillo market.

Supportable Future Single Family Development

It is of the opinion of CDS that the City of Amarillo has enough new buildable lots currently to serve demand in the market for new single family homes for the next 2 to 3 years. However, the biggest challenge for the Amarillo housing market is providing for-sale and rental homes at prices affordable to household incomes at and below the median of \$56,253 annually. This means a monthly rent of \$1,406 or below and home prices \$175,000 and below.

Rental and for-sale homes in the previously mentioned price ranges are in greatest demand and sufficient existing supply has mostly been absorbed. Housing in these price ranges would satisfy demand from lower and middle income worker and family households.

Affordable Single family Demand

The estimated 2021 median household income in Amarillo was \$56,253. The correlating maximum affordable home price to Amarillo’s median household income was about \$175,000.

Estimation of affordable home purchase prices is more involved than for rental housing, and requires additional assumptions regarding the type of mortgage, interest rates, property taxes, and other expenses such as property insurance.

As of 2019, the vast majority of first-time home buyers in moderate price categories are utilizing programs such as Federal Housing Administration (FHA) mortgage insurance, which reduces the required down payment to as low as 3.5% of purchase price.

The following tables describe an FHA mortgage scenario and other assumptions to arrive at the income levels needed for an estimated monthly housing cost below the 30% standard.

Although home buyers in Amarillo in the past several years have increased the use of cash or conventional financing, the FHA model is used because it best describes incomes and corelated affordable home prices for lower and middle income worker households in Amarillo.

The calculations indicate that a first-time home purchase for households with incomes under the median of \$56,000 is likely unrealistic without some type of developer or builder assistance or incentives as new for sale homes priced below \$200,000 does not appear feasible without significant financing and cost reduction incentives for developers and builders. Also, this analysis does not consider that potential buyers may have other current debt that effectively reduces their qualifying income.

Assumptions

Tax Rates

Taxing Entity	2021
Randall County	\$0.44421
City of Amarillo	\$0.44334
Amarillo College	\$0.21129
Amarillo ISD	\$1.14960
High Plains Underground Water Cons.	\$0.00510
Total	\$2.25354

Down Payment	3.50%	of home price
Closing Costs	4.00%	of home price
FHA UFMIP	1.75%	of loan amount
Annual Mortgage Insurance	0.85%	of loan amount

Avg. Mortgage Rate	3.390%	per year
Mortgage Term	30	years
Insurance	\$1,500	per year
Affordability Standard	30%	of gross income
Credit Score (Texas Average)	656	

Table 93: Amarillo Affordable For-Sale Home Price Calculation (FHA Mortgage)

Home price	\$150,000	\$175,000	\$200,000	\$225,000	\$250,000	\$275,000	\$285,000	\$300,000	\$325,000	\$350,000
Down payment	\$5,250	\$6,125	\$7,000	\$7,875	\$8,750	\$9,625	\$9,975	\$10,500	\$11,375	\$12,250
Closing costs	\$6,000	\$7,000	\$8,000	\$9,000	\$10,000	\$11,000	\$11,400	\$12,000	\$13,000	\$14,000
Total up-front costs	\$11,250	\$13,125	\$15,000	\$16,875	\$18,750	\$20,625	\$21,375	\$22,500	\$24,375	\$26,250
FHA Loan amount	\$152,193	\$171,830	\$196,378	\$220,925	\$245,472	\$270,019	\$279,838	\$294,566	\$319,113	\$343,661
Monthly mortgage	\$733	\$827	\$946	\$1,064	\$1,182	\$1,300	\$1,347	\$1,418	\$1,536	\$1,655
Monthly MIP	\$108	\$122	\$139	\$156	\$174	\$191	\$198	\$209	\$226	\$243
Monthly home insurance	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Monthly taxes	\$290	\$328	\$375	\$422	\$468	\$515	\$534	\$562	\$609	\$656
Total PITI with MIP	\$1,256	\$1,402	\$1,584	\$1,767	\$1,949	\$2,132	\$2,205	\$2,314	\$2,496	\$2,679
Required monthly gross income	\$4,187	\$4,673	\$5,281	\$5,889	\$6,497	\$7,105	\$7,349	\$7,713	\$8,321	\$8,930
Required annual income	\$50,240	\$56,077	\$63,374	\$70,671	\$77,967	\$85,264	\$88,183	\$92,561	\$99,857	\$107,154
Hourly wage equivalent @ 2,080 hours	\$24.15	\$26.96	\$30.47	\$33.98	\$37.48	\$40.99	\$42.40	\$44.50	\$48.01	\$51.52

Note: Hourly wage rate based on 2,080 hours/yr.

Very high occupancy in Amarillo’s most desirable apartment rental properties in addition to a dramatic increase in the price of historically lowest priced for-sale homes has created housing challenges that is impacting local employers.

Single family homes \$150,000 to \$175,000 are the biggest lack of supply but homes priced \$175,000 to \$250,000 has also been identified in this study as having a severe lack of supply as well. This especially impacts households making around \$56,000 (the median for Amarillo) up to \$75,000.

In some cases, this has caused local worker households to find market rate rental and for-sale housing outside of Amarillo, primarily in the ETJ, which can lead to retail and property tax leakage of local worker households spending their wages and adding to the tax base of communities outside of Amarillo.

About 45% of existing homeowners in Amarillo had no mortgage which could indicate that almost half of owners in Amarillo have been there for 30 years or more. However, just in the past decade Amarillo’s population has grown by at least 8,000 and local employment has grown as well but new housing production has not kept pace with that growth.

According to QCEW data, since 2011 there was a net total of 3,938 new jobs in both counties combined. According to permit data for the Amarillo MSA from Texas A&M Real Estate Research Center there were 8,901 new housing units permitted since 2011. However, this does not take into account the number of retirees and seniors who have moved into the area combined with workers employed in surrounding counties in the Panhandle and beyond who live in Amarillo and work elsewhere.

Since 2011 homes sold in the lowest two price bands of \$175,000 and less shrank sales volume from 75% of sales in 2011 to 38% of sales in 2021.

It may be difficult for homes in the lowest price groups to pass FHA/VA inspections for the oldest, lowest priced homes with deferred maintenance issues, so only a share may actually be available to those buyers.

At the time of this report the lowest new entry level single family homes were selling in the \$195,000 to \$250,000 range with the 2021 median sale price at \$215,000.

Another component of Amarillo housing demand is those employed or becoming employed in surrounding areas like Borger, Pampa, Hereford, and Canyon that are choosing to live in Amarillo.

The tables below show the top employment industries in Randall and Potter County, average weekly wage, average annual wage (average weekly wage multiply by 48 work weeks), and the corresponding for-sale and rental prices that would not exceed 30% of gross income. The tables area also useful to see what incomes a dual income household would need to afford own or rent in Amarillo.

Figure 94: Randall County Industries, Wages and Affordable Housing Prices

Industry	Employment	Avg. Weekly Wage	Avg. Annual Wage	Affordable For-Sale	Affordable Rental	2018-2020 Job Growth
Retail Trade	6,345	\$699	\$33,552	\$97,500	\$830	471
Accommodation and Food Services	4,494	\$362	\$17,376	\$42,000	\$430	320
Educational Services	3,647	\$736	\$35,328	\$100,000	\$880	215
Health Care and Social Assistance	3,387	\$924	\$44,352	\$135,000	\$1,109	151
Construction	3,012	\$1,271	\$61,008	\$190,000	\$1,525	282
Wholesale Trade	1,758	\$1,093	\$52,464	\$160,000	\$1,312	-47
Manufacturing	1,322	\$1,176	\$56,448	\$175,000	\$1,411	-88
Other Services (except Public Administration)	1,278	\$1,031	\$49,488	\$150,000	\$1,237	1
Transportation and Warehousing	1,244	\$1,346	\$64,608	\$200,000	\$1,615	128
Professional, Scientific, and Technical Services	1,238	\$1,209	\$58,032	\$180,000	\$1,450	77
Total/Average	27,725	\$985	\$47,280	\$140,000	\$1,182	1,510

Source: QCEW, CDS

Figure 95: Potter County Industries, Wages and Affordable Housing Prices

Industry	Employment	Avg. Weekly Wage	Avg. Annual Wage	Affordable For-Sale	Affordable Rental	2018-2020 Job Growth
Health Care and Social Assistance	13,334	\$1,196	\$57,408	\$180,000	\$1,435	-631
Manufacturing	8,879	\$1,141	\$54,768	\$165,000	\$1,369	184
Retail Trade	8,184	\$650	\$31,200	\$90,000	\$780	-669
Educational Services	7,883	\$903	\$43,344	\$130,000	\$1,084	-153

Industry	Employment	Avg. Weekly Wage	Avg. Annual Wage	Affordable For-Sale	Affordable Rental	2018-2020 Job Growth
Accommodation and Food Services	7,150	\$371	\$17,808	\$40,000	\$445	-773
Construction	4,114	\$1,194	\$57,312	\$175,000	\$1,433	286
Public Administration	3,704	\$1,251	\$60,048	\$190,000	\$1,501	-289
Finance and Insurance	3,325	\$1,721	\$82,608	\$260,000	\$2,065	-77
Wholesale Trade	3,163	\$1,395	\$66,960	\$210,000	\$1,674	-179
Administrative and Support and Waste Management and Remediation Services	3,067	\$747	\$35,856	\$100,000	\$896	-25
Total/Average	62,803	\$1,057	\$50,736	\$155,000	\$1,268	-2,326

Source: QCEW, CDS

Key Points of Single family Analysis

According to 2021 PCensus data there were 77,936 total occupied households in Amarillo, of which 49,422 were single family owner occupied units that represented 58% of the City’s households.

Since 2011 there have been 25,647 total single family homes sold in Amarillo, an average of about 2,332 per year and about 200 per month.

In that time the share of homes sold under \$125,000 has gone from a share of 47% of home sales in 2011 to just 17% of home sales in 2021. Furthermore, since 2011 homes sold in the lowest two price bands of \$175,000 and less shrank in share of sales volume from 75% of sales in 2011 to 38% of sales in 2021.

The data shows that the median home price in Amarillo has steadily increased by 70% from around \$127,000 in 2011 to around \$215,000 in 2021. The median sale price at the time of this study in Amarillo was \$215,000.

The median income was around \$56,000 which correlates to an affordable for-sale price of \$175,000 or less.

At the time of this report the lowest new entry level single family homes were selling in the \$195,000 to \$250,000 range with the 2021 median sale price at \$215,000.

Homes sold in less than 31 days in Amarillo went from 8% of all homes sold in 2011 to 14%, of the 2,265 homes sold as of September 2021. This shows that even as home prices are rising to their highest level in Amarillo, homes are still selling quicker than ever.

In the past decade Amarillo has added around 8,000 new residents as well new jobs. Moreover, at least 700 new jobs are currently on their way to Amarillo at the time of this study and local employers also had more than 250 open positions that were unfilled. Furthermore, Amarillo has become a preferred area to for retirees and seniors.

Demolition permit data shows 320 demolition permits since 2011, which have likely taken place in older neighborhoods. However, new infill housing construction in older neighborhoods on vacant, utility served lots has not occurred aside from new construction currently taking place at Adams and 16th street. This sort of development can benefit the revitalization of those neighborhoods as well as providing what should be non-market rate housing since the lots are already connected to utilities.

Land and lot prices have risen very sharply in the last three years with greenfield lots selling for \$38,000 to \$100,000+, mostly located in the southwest portion of the City where new subdivisions are being built.

Proactive guidelines for support for the construction of new housing on the part of the City and possibly County could provide financial or other types of support to encourage builders to get new product on the ground in Amarillo, while lowering lot development costs and therefore lowering risk.

Lowering finished lot costs and constructing smaller more efficient houses can possibly get new housing in the \$180,000 to \$200,000 price ranges in addition to building on existing, utility served vacant infill lots.

CDS has observed new single family lots in new single family home developments in Texas communities as small as 25'. These are typically compact single family housing types such as patio, garden, townhome and duplex homes.

More lots can be developed if the City relaxes minimum lot sizes, a current best practice for cities around the country seeking to accommodate more local households, to allow for legal construction of patio home, garden home, townhome and duplex housing types. CDS has observed that these are the fastest absorbing new product in new masterplanned communities around Texas due to their lower price than a traditional large lot single family home. Lot sizes of 25'-35' would allow builders greater flexibility to create new homes at lower prices than other wise achievable on a 50' or 55' lot.

CDS recommends that the City consider allowing builders to build on small lots from 25' to 45' on a by-right basis to help facilitate building new homes in the most in demand price ranges on smaller lots that can help offset the rising costs of land, materials and labor to get housing in Amarillo that local middle income workers can afford.

Amarillo appears to have ample land ripe for development of new multifamily and single family housing.

Development patterns are moving outside of the city limits into the ETJ on the southwest side. The City has a prime opportunity to do everything in its power to attract and accommodate more housing development in the city.

Given the current development pattern, Amarillo could soon see more new single family homes developed in the ETJ than in the city limits.

It is of the opinion of CDS that the City of Amarillo has enough new buildable lots currently to serve demand in the market for new single family homes for the next 2 to 3 years.

However, the biggest challenge for the Amarillo housing market is providing for-sale and rental homes at prices affordable to household incomes at and below the median of \$56,253 annually. This means a monthly rent of \$1,406 or below and home prices \$175,000 and below.

CONCLUSIONS— WORKFORCE HOUSING ANALYSIS

Demand Analysis

Estimates showed that as of 2019 95,449 were employed in Amarillo with a low rate relative to most other Texas communities of just 33% living outside of Amarillo. Of those, the 15,265 who commuted greater than 50 miles appear to be a potential target to be attracted and accommodated to live in Amarillo if sufficient housing was available for them.

In addition, there were 8,000 new residents to Amarillo in the past 10 years, an average of 800 per year. On top of that are at least 700 new jobs moving into the area combined with hundreds of existing open positions in Amarillo that have not been filled due to a lack of available housing.

Amarillo's existing housing stock of multifamily and single family detached housing has seen growth in the past decade; however, the pace of new housing has not kept up with increasing demand in recent years.

Retirees and those seeking work from home opportunities have also added to the recent influx of new residents to Amarillo and added yet another segment of demand for housing.

Rental Conclusions

From 2012 to 2020, an estimated 1,540 were permitted. Using the permit total of 11,297, Amarillo has seen average of 282 multifamily apartment units permitted on an annual basis. This along with the existing stock of Class B and Class C apartment properties and single family rentals has helped to keep median apartment rental unit rates at an average of \$800 per month.

Recent increases in rent and very high occupancy in apartment properties and single family rentals indicates the current tightness of the rental market at the time of this study.

It is the opinion of CDS that a newly constructed market rate apartment complex could be quickly supported at average prices of \$850-\$1,200 per month in Amarillo based on the level of current and continued demand from workers at existing local employers and the 700 currently on the way, which will be primarily working in middle-wage positions.

At the time of this study one market rate apartment complex was being built named The Silos with 243 market rate units by the same group as another 100% occupied 218 unit complex called Arden Park with units renting from \$750 to \$1,225. Adding another similar complex should be warranted once leasing and occupancies have stabilized at these two properties.

Another moderate-density rental product option is single family "Build to Rent" (BTR). These are non-stacked rental homes in either a detached or attached (wall-sharing) layout, with each unit having some private backyard or side yard space. Management is similar to apartment complexes in that the landlord company handles maintenance of the structures and at least some of the yard space (often all of it). CDS has examined several such as Wan Bridge in Houston and Creek 27 in San Angelo that have developed and built new single family rental development in the past several years. Wan Bridge has units in many communities throughout Texas from \$1,800 to \$3,500 per month (\$1.35 - \$1.00 psf.) and Creek 27 in San Angelo had units from \$1,029 to \$1,800 per month (\$1.65 psf. - \$1.35 psf.).

For-Sale Conclusions

New single family development has been taking place in Amarillo mostly through local builders and developers in the southwest side and appears to have enough current and future inventory to meet for-sale demand from the standpoint of buildable lot availability, though most of those homes will likely need to be priced at least \$250,000. The real challenge for the Amarillo for-sale market is providing new and existing homes at prices low enough for median income households to afford priced from \$240,000 and less, and especially homes under \$175,000 if possible.

COVID related demand for housing coupled with supply and labor bottlenecks, land, material and labor cost increases and increased demand for rural and exurban living, have pushed the prices of new entry level single family homes from around \$150,000-\$175,000 to \$250,000-\$350,000. It is doubtful that incomes have risen similarly, despite recent wage increases post-COVID.

The oldest, most affordable existing single family homes garner a premium due to lack of supply of market rate housing in the \$150,000 to \$170,000 range but many of these homes require substantial updating in order to meet current and emerging buyer and renter expectations and possibly to suffice for FHA / VA mortgage program inspections.

CDS finds that the current approved supply of lots will be sufficient to accommodate demand from upper middle class and affluent households seeking home prices over \$250,000. The lower price ranges described above, from \$175,000 to \$240,000, which are the heart of the Amarillo market, may not be possible under present cost structures for lots in new subdivisions. CDS believes that an emphasis on infill or redeveloped lots that do not require new public infrastructure will likely be required to reach these pricing levels. The City of Amarillo and community partners may have to undertake a substantial neighborhood renovation / revitalization effort in older neighborhoods couples with assistance or incentives to produce this infill housing in order to achieve these attainable price points.

The table below provides Amarillo incomes and wages and the highest rent and for-sale prices feasible for those incomes to attain housing without paying more than 30% of their income towards housing.

Income Type	Income	Rent	For-Sale
2021 PCensus Median Household Income	\$56,253	\$1,406	\$175,000
2Q2020 QCEW Potter County Avg. Weekly Wage	\$48,720 / \$1,015	\$1,218	\$150,000
2019 ACS Amarillo Med. HH Income	\$49,802	\$1,245	\$150,000
2019 ACS Owner Median Income	\$66,570	\$1,664	\$210,000
2019 ACS Renter Median Income	\$33,200	\$830	\$96,000

Affordability Challenges

Interviews with developers and builders revealed that the housing development process shows some areas of potential improvement that could help to get new housing approved and built in a shorter length of time than has been occurring in recent years.

The main issues that were common among groups CDS met with were:

- Large production builders submitting hundreds of permit applications means waiting in line while each permit is approved.
- Inconsistent inspections where one inspection calls for changes to be made and then those changes being scrutinized or rejected or one inspection agreeing that there is no issue while a second inspection may take up an issue where the previous one did not.
- Professional and timely communication on when to expect approvals to happen or when to expect to hear an answer on a pressing matter causing time delays and increasing construction costs.
- The City has created a new online portal for plan and permit submission which seems to be a welcomed improvement but has created some obstacles inherent with implementing and learning a brand new system.

If the City is serious about trying to produce new homes at prices that address the heart of the market (\$175,000 - \$240,000), the increases in the costs of inputs, the above points need to be addressed. Excessive time to permit and decision reversals both represent costs to the development or builder, which ultimately must be put into the home price, so there is no room for forcing applicants to bear those costs while keeping housing costs attainable for middle income households.

SENIOR / RETIREE HOUSING MARKET

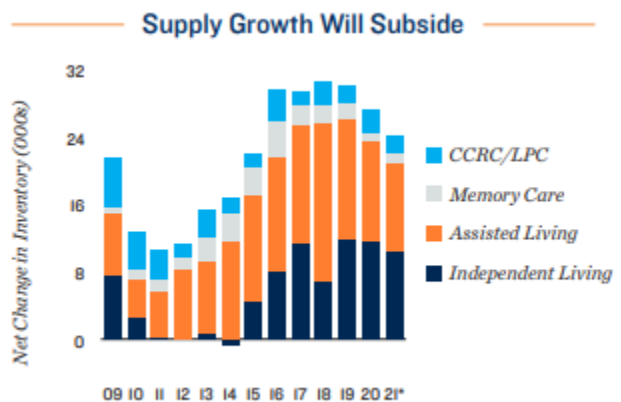
General Senior / Retiree Housing Trends

Marcus and Millichap reported in the Second Half, 2021 National Seniors Housing Outlook Report that Seniors housing has been resistant to economic downturns in the past, as there are few alternatives to the care-based services. The pandemic, however, put the sector in the eye of the storm as vulnerable population groups comprise virtually all of the resident pool. Early outbreaks at several facilities led to a surge in move-outs and stalled move-ins. Headwinds lingered into the early months of this year, prior to the widespread vaccine rollout. According to NIC MAP® Data Service, year-over-year occupancy declines as of March spanned from 730 basis points for CCRC/LPC to 960 basis points for memory care. There is light at the end of the tunnel, however, with two-thirds of U.S. adults at least partially inoculated and few outbreaks at seniors housing communities in recent months. A demand tailwind may emerge as more people return to offices and are unable to provide in-home care. Still, occupancy will likely take beyond this year to recover, with intense competition for residents as many facilities are competing to fill units simultaneously.

Influenced by the pandemic and political transition, the seniors housing sector faces heightened regulations. Adapting to these ordinances may be costly for operators, especially as many wrestle with significant revenue declines. It was estimated that seniors housing providers had incurred financial losses of \$22.5 billion in the 12 months following the onset of the pandemic. Contributing to this was an uptick in operational expenses and insurance premiums. Many buildings had to upgrade infrastructure or implement systems to combat the spread of the virus, while insurance coverage became historically stringent. Underlying costs could remain elevated as a labor shortage, which was already a concern before the health-crisis exacerbation, requires operators to utilize aggressive compensation to lure workers.

Many operators were able to stay afloat over the past 15 months, buoyed by government assistance. As the economy recovers, the likelihood of additional support will dwindle. The second half of this year will be a crucial point for some facilities. Generally, assets that were in good financial standing prior to the pandemic are in a position to overcome challenges and move toward recovery. Struggling properties, however, could come to market and some may be redeveloped. Removal of this stock, alongside a construction pipeline that has contracted 25 percent since March of last year, could support occupancy. Listings of quality assets should improve as well, with many who were waiting on the sidelines for the most difficult stretch to pass now more confident in the investment landscape. Meanwhile, capital has accumulated and both private investors and institutions are eager to acquire seniors housing assets as many view the current dynamic as a short-term interruption rather than a long-term fracture.

Figure 96: National Senior Housing Growth



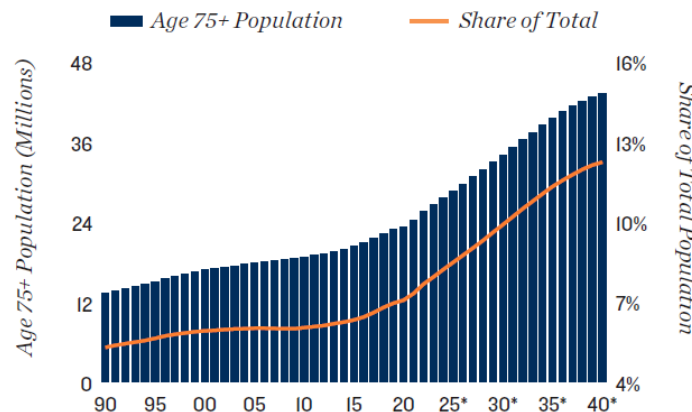
The third quarter showed signs of recovery, with move-ins rising as more of the population became vaccinated. According to NIC Map® Data Service, occupancy rose in both the seniors housing and skilled nursing segments from July through September. Nonetheless, momentum remains impeded by concerns related to new strains of COVID-19. The near-term future is opaque with the pandemic still creating uncertainty; however, seniors housing and skilled nursing facilities remain a key piece of the care spectrum, and the current environment may present unique favorable circumstances for investors. Temporary hurdles coincide with longer-term tailwinds that are becoming more apparent. The recent ease in development is one component. Entering October, less than 48,000 seniors housing units had broken ground, down nearly 30 percent from the typical pace over the past five years. Meanwhile, population trends indicate robust demand is on the horizon, potentially outpacing supply and powering occupancy improvement.

An accelerated expansion of the older adult population driven by the aging baby boomer generation and longer life expectancies will buoy demand for seniors housing over the long term. Sunbelt markets will lure a heavy share of this subset as retirees frequently prioritize quality-of-life considerations such as cost of living and climate when relocating. The 65-plus cohorts in the 10 most populous markets in Florida and Texas are each projected to grow by at least 35 percent over the next decade. Combined, these 10 metros will add 2.1 million residents over the age of 65 by 2030, accounting for one-eighth of national growth. The older adult populations of Phoenix and Las Vegas are poised to expand even more, swelling by an estimated 45 percent or more this decade.

Divergent supply and demand trends paint a bright picture for the future of seniors housing and skilled nursing facilities. Aging baby boomers will manifest in a demand surge over the coming decades, likely uplifting occupancy metrics and aiding rent growth. People aged 75 or older currently comprise just over 7 percent of the U.S. population. That figure is projected to move up into the 10 percent range by the end of 2030 and approach 12 percent in the following decade. Baby boomers also have considerable savings accumulated, with estimates attributing more than 50 percent of the nation’s wealth to the generational grouping. This should bolster spending on healthcare expenditures. The Centers for Medicare and Medicaid Services projected that annual healthcare spending will reach \$6 trillion by 2027.

Figure 97: Senior Population Growth

— Population Dynamics Signal Imminent Demand —



*Forecast 2021-2040 **Through 3Q

Every community type registered higher occupancy. Among the four levels of care in seniors housing, occupancy is down the most relative to 2019 in assisted living, with staffing shortages and vaccine mandates impeding operations. Nevertheless, the segment posted its strongest absorption total in the third quarter since at least 2009, as did the three other community types. The occupancy recovery has been the fastest for memory care, where the rate jumped 300 basis points from July through September. Memory care residents rely heavily on the services these facilities provide, and alternatives are less practical than some other levels of care. CCRC properties have been the least impacted through the pandemic, sustaining an occupancy rate above 84 percent. Independent living had the second highest rate in September, at just below 80 percent.

Figure 98: Post-Pandemic Senior Housing Recovery

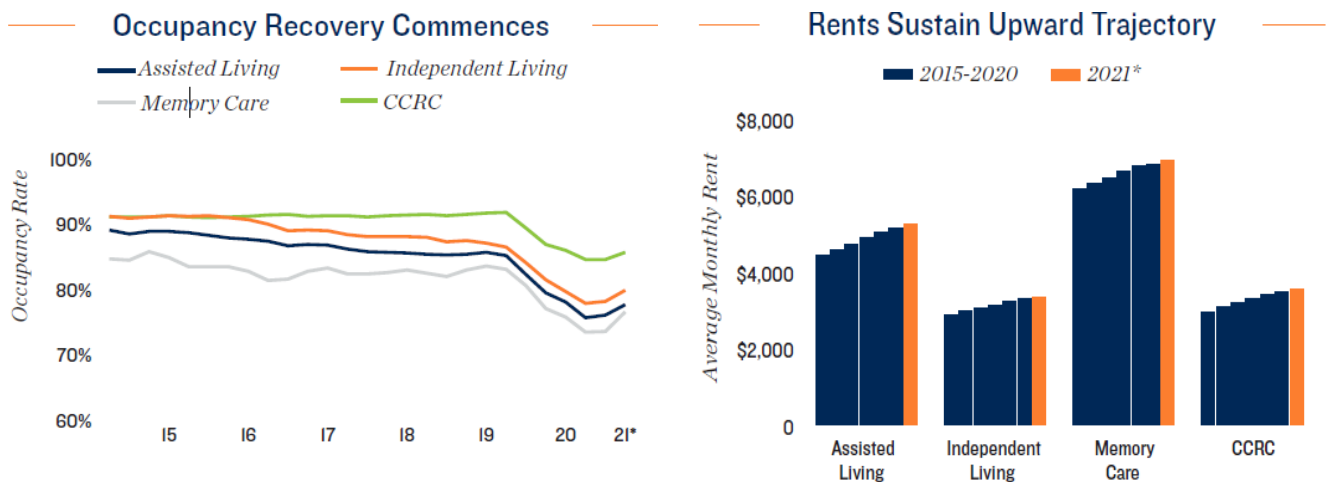
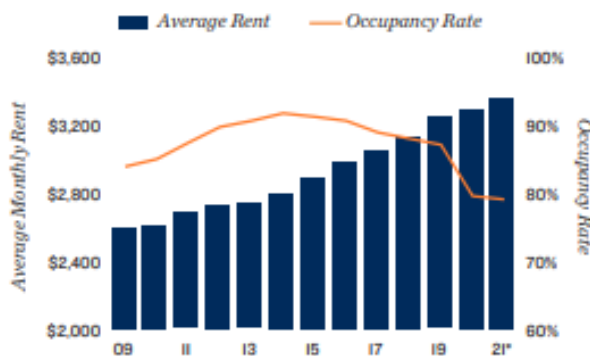


Figure 99: Independent Living Occupancy and Rent Trends



Independent Living

Independent living facilities fared better than some other levels of care during the health crisis, with lockdown provisions less disruptive to operations. Still, negative net absorption of at least 2,500 units in each of the past four quarters, combined with 10,250 new units, led to a 70 percent increase in total vacant stock. As such, the occupancy rate in the U.S. fell to 77.7 percent in March. Declines ranged from more than 1,000 basis points in high-density primary markets like Los Angeles and New York City to under 500 basis points in fast-growing Sunbelt markets such as

Nashville and Raleigh.

Despite lower occupancy nationally, the average rent grew 1.3 percent to \$3,315 per month. Incoming supply could impede recovery momentum as 21,680 units, or 8.3 percent of inventory, was under construction as of March 2021.

Senior Living Options

In the coming decades, increasing life expectancy, a declining birth rate, and the aging of the baby boom generation will dramatically increase the number and proportion of the U.S. population over the age of 65. Most seniors indicate that they would prefer to age in place, either staying in their current home or choosing from a range of affordable, age-appropriate housing options within their community. It is crucial for successful aging in place to adapt homes and communities to meet the changing needs of aging residents, make available affordable housing options suitable for aging residents, and connect seniors to the services they need in the places that they live.

There are several choices for persons aged 55 and above when it comes to housing. Choices are based on health, affordability, familiarity, etc.

1. The first choice would be stay in your own home. Options for Seniors include:
 - a. Reverse mortgages are increasing in popularity with seniors who have equity in their homes and want to supplement their income. The only reverse mortgage insured by the U.S. Federal Government is called a Home Equity Conversion Mortgage (HECM) and is only available through an FHA-approved lender. If you are a homeowner aged 62 or older and have paid off your mortgage or paid down a considerable amount, and are currently living in the home, you may participate in FHA's HECM program. The HECM is FHA's reverse mortgage program that enables you to withdraw a portion of your home's equity. The amount that will be available for withdrawal varies by the borrower and depends on: Age of the youngest borrower or eligible non-borrowing spouse; current interest rate; and lesser of appraised value or the HECM FHA mortgage limit or the sales price.
 - b. A total of 23 federal housing programs target or have special features for the elderly. Specifically, one HUD and one USDA program target the elderly exclusively, while three HUD programs target the elderly and disabled. The remaining 18 programs serve a variety of household types but have special features for elderly households, such as income adjustments that reduce their rents.
 - c. Counseling is offered at the County and City levels.
 - d. Home health care is provided by several private companies. They usually offer meals, laundry, housekeeping, medication supervision, assistance with activities of daily living, and transportation.
 - e. Single family communities (For Sale) for persons age 55+. This may include rental options as well. Amenities are designed for seniors – lawn maintenance, repairs, on-site medical center, restaurants, in-home care, and activities.
 - f. Downsizing to a smaller home. This choice usually means less maintenance, yard work, etc. Expenses should be less for utilities. House payment may or may not be less, depending on age and condition, and cost. This scenario would envision a lower price for a smaller home if the senior sold a well-maintained larger home. Unfortunately, many seniors do not maintain their larger homes therefore, the market will pay less than the value of an updated home. This has been partially offset by the recent appreciation of all housing. Although downsized homes have also increased in value, the larger homes owned by seniors (even without updates) are particularly valuable in today's market. Amarillo currently has a severe shortage of home listings in all price ranges.

2. Find an Apartment type situation
 - a. Units for Active Adult Living – age qualified; focused on active lifestyle, meaning they may offer golf courses, tennis, pool, and clubhouse. They typically do not offer medical services or meals.
 - b. Independent Living – age focused; many of these communities offer reduced rent for those who qualify are Affordable, Section 8 and Income Restricted. Some offer market rate rents as well. Amenities such as pools, community rooms, activities, and transportation may be included. Meals may or may not be offered.
 - c. Retirement with Service Communities – offer many amenities such as social activities, exercise rooms and classes, interest groups and services. Some communities offer health care services and can accommodate older residents with chronic health problems. Most offer restaurant-style meals and frequent events.
 - d. Assisted Living – offer help with all aspects of daily activities in an atmosphere of semi-private or private living units. A wide range of services including meals and activities. Usually, nurses’ aides are on staff.
 - e. Skilled Nursing – hospital like attention in a community environment offering 24 hr. care. May offer acute care, short term care, intermediate, and long-term care.

Amarillo’s Seniors – Demographic Profile

The percentage of overall persons aged 55 and over increased by 18% from 2010 to 2021 and is projected to increase by another 6.5% over the next five years through 2026.

The largest cohort of seniors is in the age group of 55 to 64. This percentage of seniors has peaked in 2021 at 10.85% and will slightly decrease by 2026 to 10.03%.

Currently there are 51,300 persons or 25.71% in the City of Amarillo age 55 and over. This number is expected to increase to 54,667 persons by the year 2026 at 26.36%. Currently, 23.7 percent of the population age 55+ is male while 27.6% is female.

Table 1: Amarillo Seniors Population by Age

City of Amarillo	2010 Census	%	2021 Estimate	%	2026 Projection	%
TOTAL Population – All Age Groups	190,695		199,478		207,398	
Age 55 to 64	20,372	10.68%	21,647	10.85%	20,799	10.03%
Age 65 to 74	11,953	6.27%	17,184	8.61%	19,826	9.56%
Age 75 to 84	8,017	4.20%	8,903	4.46%	10,179	4.91%
Age 85 and over	3,103	1.63%	3,566	1.79%	3,863	1.86%
Age 55 and over	43,445	22.78%	51,300	25.71%	54,667	26.36%
Total Population, Male	92,526		97,803		101,777	
Age 55 to 64	9,744	10.53%	10,332	10.56%	10,024	9.85%

Age 65 to 74	5,341	5.77%	7,895	8.07%	9,073	8.91%
Age 75 to 84	3,299	3.57%	3,741	3.83%	4,344	4.27%
Age 85 and over	969	1.05%	1,244	1.27%	1,323	1.30%
Age 55 and over	19,353	20.92%	23,212	23.73%	24,764	24.33%
Total Population, Female	98,169		101,675		105,621	
Age 55 to 64	10,628	10.83%	11,315	11.13%	10,775	10.20%
Age 65 to 74	6,612	6.74%	9,289	9.14%	10,753	10.18%
Age 75 to 84	4,718	4.81%	5,162	5.08%	5,835	5.52%
Age 85 and over	2,134	2.17%	2,322	2.28%	2,540	2.40%
Age 55 and over	24,092	24.55%	28,088	27.63%	29,903	28.30%

Source: PCensus for MapInfo 2021; CDS Community Development Services

Population by Race is measured for Seniors Age 65+. Currently the senior population in Amarillo is heavily dominated by White Alone. Whites who identify as Hispanic or Latino represent the second largest group.

Table 2: Seniors by Race Age 65+

Population by Single-Classification Race*	2021 Estimate	%
White Alone	144,840	
Age 65 and over	26,092	18.01%
Identify as Hispanic or Latino*	69,604	
Age 65 and over	3,858	5.54%
Black or African American Alone	14,170	
Age 65 and over	1,129	7.97%
American Indian and Alaska Native Alone	1,691	
Age 65 and over	166	9.82%
Asian Alone	9,302	
Age 65 and over	759	8.16%
Native Hawaiian and Other Pacific Islander Alone	141	
Age 65 and over	10	7.09%
Some Other Race Alone	21,977	
Age 65 and over	1,073	4.88%
Two or More Races	7,357	
Age 65 and over	417	5.67%

*Hispanic and Latino is an ethnic classification and is considered part of White Alone

Source: PCensus for MapInfo 2021; CDS Community Development Services

The City’s average household income is \$76,768 2021 and the median income is \$56,253. The City’s median household income of all households age 55+ is \$49,202. By 2026 the City’s median senior household income is expected to reach \$52,272 Table 3 illustrates the City’s seniors’ household income by age grouping. Currently, there are 31,948 households in the city age 55 and over, or 41.2% of the City’s total 77,396 households.

The cohort age 55 to 64 has the highest median income at \$63,295. By 2026, this age group's median income will increase to \$68,556 as projected. The number of households in this age range will increase by 6.2% or 1,988. Although considered seniors, most households age 55 to 64 are still working full or part time and show the highest median income. Looking at all households age 65 and over they still have a median income of \$43,668 in 2021, rising to \$46,284 by 2026.

Table 3: Senior Household Incomes by Age Group 55+

HHs by HH Income	2010 Census	%	2021 Estimate	%	2026 Projection	%
HH by HH Income by Age of Householder – 55 to 64	8,276		12,773		12,165	
Income Less than \$15,000	1,504	18.17%	1,803	14.12%	1,600	13.15%
Income \$15,000 to \$24,999	1,029	12.43%	831	6.51%	722	5.94%
Income \$25,000 to \$34,999	1,041	12.58%	1,306	10.22%	1,134	9.32%
Income \$35,000 to \$49,999	1,422	17.18%	1,343	10.51%	1,243	10.22%
Income \$50,000 to \$74,999	1,670	20.18%	2,075	16.25%	1,864	15.32%
Income \$75,000 to \$99,999	744	8.99%	1,542	12.07%	1,479	12.16%
Income \$100,000 to \$124,999	389	4.70%	1,091	8.54%	1,046	8.60%
Income \$125,000 to \$149,999	121	1.46%	677	5.30%	725	5.96%
Income \$150,000 to \$199,999	151	1.82%	939	7.35%	1,003	8.24%
Income \$200,000 or more	205	2.48%	1,166	9.13%	1,349	11.09%
Median Household Income	\$40,949		\$63,295		\$68,556	
HH by HH Income by Age of Householder – 65 to 74	7,823		10,780		12,358	
Income Less than \$15,000	1,845	23.58%	1,314	12.19%	1,373	11.11%
Income \$15,000 to \$24,999	1,348	17.23%	1,116	10.35%	1,146	9.27%
Income \$25,000 to \$34,999	1,283	16.40%	1,241	11.51%	1,331	10.77%
Income \$35,000 to \$49,999	1,285	16.43%	1,727	16.02%	1,955	15.82%
Income \$50,000 to \$74,999	1,103	14.10%	1,879	17.43%	2,078	16.82%
Income \$75,000 to \$99,999	434	5.55%	1,202	11.15%	1,437	11.63%
Income \$100,000 to \$124,999	263	3.36%	935	8.67%	1,143	9.25%
Income \$125,000 to \$149,999	86	1.10%	411	3.81%	546	4.42%
Income \$150,000 to \$199,999	44	0.56%	445	4.13%	599	4.85%
Income \$200,000 or more	132	1.69%	510	4.73%	750	6.07%
Median Household Income	\$30,600		\$49,931		\$54,500	
HH by HH Income by Age of Householder – 75 to 84	5,337		6,098		6,918	
Income Less than \$15,000	1,706	31.97%	891	14.61%	965	13.95%
Income \$15,000 to \$24,999	1,110	20.80%	895	14.68%	948	13.70%
Income \$25,000 to \$34,999	786	14.73%	985	16.15%	1,065	15.39%
Income \$35,000 to \$49,999	635	11.90%	1,080	17.71%	1,245	18.00%
Income \$50,000 to \$74,999	523	9.80%	970	15.91%	1,086	15.70%
Income \$75,000 to \$99,999	279	5.23%	455	7.46%	539	7.79%
Income \$100,000 to \$124,999	92	1.72%	369	6.05%	446	6.45%
Income \$125,000 to \$149,999	78	1.46%	183	3.00%	242	3.50%
Income \$150,000 to \$199,999	56	1.05%	141	2.31%	187	2.70%
Income \$200,000 or more	72	1.35%	129	2.12%	195	2.82%

HHs by HH Income	2010 Census	%	2021 Estimate	%	2026 Projection	%
Median Household Income	\$23,671		\$38,861		\$40,795	

HH by HH Income by Age of Householder – 85 and over	1,485		2,297		2,495	
Income Less than \$15,000	617	41.55%	478	20.81%	486	19.48%
Income \$15,000 to \$24,999	313	21.08%	450	19.59%	452	18.12%
Income \$25,000 to \$34,999	187	12.59%	377	16.41%	394	15.79%
Income \$35,000 to \$49,999	139	9.36%	378	16.46%	423	16.95%
Income \$50,000 to \$74,999	110	7.41%	292	12.71%	319	12.79%
Income \$75,000 to \$99,999	55	3.70%	144	6.27%	173	6.93%
Income \$100,000 to \$124,999	14	0.94%	68	2.96%	85	3.41%
Income \$125,000 to \$149,999	25	1.68%	44	1.92%	62	2.48%
Income \$150,000 to \$199,999	12	0.81%	33	1.44%	52	2.08%
Income \$200,000 or more	13	0.88%	33	1.44%	49	1.96%
Median Household Income	\$19,010		\$30,849		\$32,855	

Source: PCensus for MapInfo 2021; CDS Community Development Services

Table 4 compares the average and median incomes in 2021 for Potter and Randall Counties by senior age groups. The average income in Potter County is \$62,737 (\$43,242 median income) and \$94,457 average income (\$73,261 median income) in Randall County. Randall County has a significantly higher average and median household income compared to both the City and Potter County.

Potter County includes 16,802 households over the age of 55 in 2021 while Randall County includes 24,083 households. The city includes 31,948 age 55+ households in 2021.

Table 4: Seniors’ Income by County per Age Group (2021)

Households by HH Income by Age of Householder**	Potter County		Randall County	
Householder Aged 55 to 64	7,035		9,463	
Income Less than \$15,000	1,517	21.56%	504	5.33%
Income \$15,000 to \$24,999	643	9.14%	298	3.15%
Income \$25,000 to \$34,999	794	11.29%	700	7.40%
Income \$35,000 to \$49,999	900	12.79%	703	7.43%
Income \$50,000 to \$74,999	1,339	19.03%	1,253	13.24%
Income \$75,000 to \$99,999	640	9.10%	1,403	14.83%
Income \$100,000 to \$124,999	440	6.25%	1,215	12.84%
Income \$125,000 to \$149,999	203	2.89%	838	8.86%
Income \$150,000 to \$199,999	240	3.41%	1,166	12.32%
Income \$200,000 or more	319	4.53%	1,383	14.61%
Median Household Income	\$44,392		\$97,692	

Households by HH Income by Age of Householder**	Potter County		Randall County	
Households by HH Income by Age of Householder**				
Householder Aged 65 to 74	5,624		8,296	
Income Less than \$15,000	1,008	17.92%	484	5.83%
Income \$15,000 to \$24,999	782	13.90%	589	7.10%
Income \$25,000 to \$34,999	661	11.75%	882	10.63%
Income \$35,000 to \$49,999	837	14.88%	1,445	17.42%
Income \$50,000 to \$74,999	961	17.09%	1,489	17.95%
Income \$75,000 to \$99,999	581	10.33%	989	11.92%
Income \$100,000 to \$124,999	258	4.59%	970	11.69%
Income \$125,000 to \$149,999	182	3.24%	453	5.46%
Income \$150,000 to \$199,999	188	3.34%	475	5.73%
Income \$200,000 or more	166	2.95%	520	6.27%
Median Household Income	\$41,470		\$62,559	
Households by HH Income by Age of Householder**				
Householder Aged 75 to 84	2,972		4,680	
Income Less than \$15,000	647	21.77%	382	8.16%
Income \$15,000 to \$24,999	567	19.08%	528	11.28%
Income \$25,000 to \$34,999	466	15.68%	764	16.32%
Income \$35,000 to \$49,999	441	14.84%	964	20.60%
Income \$50,000 to \$74,999	428	14.40%	802	17.14%
Income \$75,000 to \$99,999	185	6.22%	386	8.25%
Income \$100,000 to \$124,999	87	2.93%	380	8.12%
Income \$125,000 to \$149,999	66	2.22%	193	4.12%
Income \$150,000 to \$199,999	49	1.65%	149	3.18%
Income \$200,000 or more	36	1.21%	132	2.82%
Median Household Income	\$30,837		\$45,363	
Households by HH Income by Age of Householder**				
Householder Aged 85 and over	1,171		1,644	
Income Less than \$15,000	330	28.18%	205	12.47%
Income \$15,000 to \$24,999	277	23.65%	264	16.06%
Income \$25,000 to \$34,999	174	14.86%	294	17.88%
Income \$35,000 to \$49,999	153	13.07%	345	20.99%
Income \$50,000 to \$74,999	125	10.67%	236	14.36%
Income \$75,000 to \$99,999	55	4.70%	117	7.12%
Income \$100,000 to \$124,999	21	1.79%	72	4.38%
Income \$125,000 to \$149,999	13	1.11%	42	2.55%
Income \$150,000 to \$199,999	12	1.02%	36	2.19%
Income \$200,000 or more	11	0.94%	33	2.01%
Median Household Income	\$24,224		\$37,565	

Source: PCensus for MapInfo 2021; CDS Community Development Services

Households by Tenure

Currently, there are 31,948 households in the city age 55 and over. In the City 50.3% of all owner-occupied homes are age 55+; Potter County has 51.6% home ownership and Randall County is at 50.2%. All nearly identical.

Seniors' lease 25.4% of all rental units in the city compared to 27% in Potter County and only 23% in Randall County.

Table 5: 2021 Seniors Tenure by Households (Age 55+)

Senior Housing by Tenure	Amarillo	%	Potter County	%	Randall County	%
Total Households	77,396		40,656		56,791	
Senior Households	31,948	41.2%	16,802	41.3%	24,083	42.4%
Total Owner-Occupied	49,422		23,697		40,562	
Householder 55 to 64 years	9,771	19.77%	5,044	21.29%	7,979	19.67%
Householder 65 to 74 years	8,665	17.53%	4,286	18.09%	7,167	17.67%
Householder 75 to 84 years	4,917	9.95%	2,244	9.47%	4,024	9.92%
Householder 85 years and over	1,485	3.00%	657	2.77%	1,188	2.93%
Senior Owner-Occupied	24,838	50.3%	12,231	51.6%	20,358	50.2%
Renter-Occupied	27,974		16,959		16,229	
Householder 55 to 64 years	3,002	10.73%	1,991	11.74%	1,484	9.14%
Householder 65 to 74 years	2,115	7.56%	1,338	7.89%	1,129	6.96%
Householder 75 to 84 years	1,181	4.22%	728	4.29%	656	4.04%
Householder 85 years and over	812	2.90%	514	3.03%	456	2.81%
Senior Renter-Occupied	7,110	25.4%	4,571	27.0%	3,725	23.0%

Source: PCensus for MapInfo 2021; CDS Community Development Services

Group Quarters

Currently there are 1,876 persons over the age of 45 residing in group quarters. The majority (52.40%) of these are in nursing homes.

Table 6: Group Quarters

Group Quarters by Population Type*	1,876	%
Correctional Institutions	413	22.01%
Nursing Homes	983	52.40%
Other Institutions	0	0.00%
Other Noninstitutionalized Quarters	0	0.00%

Source: PCensus for MapInfo 2021; CDS Community Development Services

Bureau of the Census Data

The Bureau of the Census compiles current census data from all the various census data surveys. Its data tool reports that in 2019 (latest available data) that there were 37,714 persons aged 60 and over in Amarillo. Key statistics and the full comparison of all residents and residents over age 60 are below.

- The median age was 69.5
- 89.9% are white
- 23,987 households
- 43.6% are married couples
- 21.5% are widowed
- 26.4% have a bachelor’s degree or higher
- 16% are Veterans
- 33.8% have a disability
- 92.4% live in the same house as 1 year ago
- 34,386 are natives are Amarillo
 - 32.7% are still in the labor force
- 72.5% have social security income
- 11.2% are below poverty status
- 77.3% are in owner occupied housing
- **21.2% are at 30% of income or more for housing costs (owner)**
- **56% of renters are at more than 30% of income for housing costs**

Figure 100: Bureau of the Census Seniors Demographic Profile, 2019 (latest data)

Label	Amarillo city, Texas			
	Total		60 years and over	
	Estimate	Margin of Error	Estimate	Margin of Error
▼ Total population	198,955	±42	37,714	±733
▼ SEX AND AGE				
Male	49.3%	±0.3	44.1%	±0.9
Female	50.7%	±0.3	55.9%	±0.9
Median age (years)	34.2	±0.3	69.5	±0.4
▼ RACE AND HISPANIC OR LATINO ORIGIN				
▼ One race	96.7%	±0.4	98.7%	±0.4
White	82.1%	±0.6	89.9%	±0.7
Black or African American	6.6%	±0.3	3.7%	±0.4
American Indian and Alaska Native	0.6%	±0.2	0.5%	±0.2
Asian	4.3%	±0.3	2.6%	±0.3
Native Hawaiian and Other Pacific Islander	0.3%	±0.1	0.0%	±0.1
Some other race	2.8%	±0.4	2.0%	±0.5
Two or more races	3.3%	±0.4	1.3%	±0.4
Hispanic or Latino origin (of any race)	33.1%	±0.3	14.6%	±0.8
White alone, not Hispanic or Latino	54.0%	±0.4	78.1%	±0.9
▼ RELATIONSHIP				
▼ Population in households	197,048	±303	36,738	±728
Householder or spouse	56.6%	±0.7	91.9%	±1.2
Parent	1.0%	±0.2	2.6%	±0.7
Other relatives	37.5%	±0.5	3.5%	±0.8
▼ Nonrelatives	4.8%	±0.5	2.0%	±0.5
Unmarried partner	2.0%	±0.2	0.7%	±0.3

Label	Amarillo city, Texas			
	Total		60 years and over	
	Estimate	Margin of Error	Estimate	Margin of Error
▼ HOUSEHOLDS BY TYPE				
▼ Households	76,319	±765	23,987	±603
▼ Family households	65.0%	±1.2	53.7%	±2.2
Married-couple family	46.2%	±1.4	43.6%	±2.0
Female householder, no spouse present, family	13.5%	±0.9	8.3%	±1.0
▼ Nonfamily households	35.0%	±1.2	46.3%	±2.2
Householder living alone	30.4%	±1.2	44.3%	±2.3
▼ MARITAL STATUS				
▼ Population 15 years and over	153,492	±443	37,714	±733
Now married, except separated	50.3%	±1.3	57.9%	±1.8
Widowed	6.3%	±0.4	21.5%	±1.4
Divorced	12.1%	±0.8	14.2%	±1.3
Separated	2.7%	±0.3	1.4%	±0.4
Never married	28.6%	±0.9	4.9%	±0.8
▼ EDUCATIONAL ATTAINMENT				
▼ Population 25 years and over	127,352	±592	37,714	±733
Less than high school graduate	15.7%	±0.8	17.2%	±1.2
High school graduate, GED, or alternative	27.0%	±0.9	26.0%	±1.4
Some college or associate's degree	33.6%	±1.0	30.4%	±1.6
Bachelor's degree or higher	23.7%	±0.8	26.4%	±1.5
▼ RESPONSIBILITY FOR GRANDCHILDREN UNDER 18 YEA...				
▼ Population 30 years and over	111,836	±733	37,714	±733
▼ Living with grandchild(ren)	3.8%	±0.5	4.4%	±0.7
Responsible for grandchild(ren)	2.3%	±0.4	2.2%	±0.5

Label	Amarillo city, Texas			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
▼ VETERAN STATUS				
▼ Civilian population 18 years and over	145,104	±508	37,714	±733
Civilian veteran	7.9%	±0.4	16.0%	±1.2
▼ DISABILITY STATUS				
▼ Civilian noninstitutionalized population	197,210	±319	36,791	±726
With any disability	11.7%	±0.5	33.8%	±1.7
No disability	88.3%	±0.5	66.2%	±1.7
▼ RESIDENCE 1 YEAR AGO				
▼ Population 1 year and over	195,850	±344	37,714	±733
Same house	81.4%	±1.1	92.4%	±1.0
▼ Different house in the United States	18.2%	±1.1	7.4%	±1.1
Same county	10.3%	±0.9	3.6%	±0.7
▼ Different county	7.8%	±0.7	3.8%	±0.8
Same state	6.5%	±0.7	2.8%	±0.7
Different state	1.3%	±0.2	0.9%	±0.4
Abroad	0.4%	±0.2	0.2%	±0.1
▼ PLACE OF BIRTH, NATIVITY AND CITIZENSHIP STATUS, ...				
▼ Total population	198,955	±42	37,714	±733
Native	175,465	±1,259	34,386	±740
▼ Foreign born	23,490	±1,261	3,328	±329

Label	Amarillo city, Texas			
	Total		60 years and over	
	Estimate	Margin of Error	Estimate	Margin of Error
▼ EMPLOYMENT STATUS				
▼ Population 16 years and over	150,585	±578	37,714	±733
▼ In labor force	66.7%	±0.8	32.7%	±1.5
▼ Civilian labor force	66.6%	±0.8	32.7%	±1.5
Employed	64.2%	±0.8	31.8%	±1.5
▼ Unemployed	2.4%	±0.3	0.8%	±0.3
Percent of civilian labor force	3.6%	±0.5	2.5%	±0.8
Armed forces	0.1%	±0.1	0.0%	±0.1
Not in labor force	33.3%	±0.8	67.3%	±1.5
▼ INCOME IN THE PAST 12 MONTHS (IN 2019 INFLATION-...				
▼ Households	76,319	±765	23,987	±603
▼ With earnings	80.7%	±0.7	49.4%	±1.9
Mean earnings (dollars)	71,792	±1,687	63,341	±4,664
▼ With Social Security income	26.0%	±0.7	72.5%	±1.7
Mean Social Security income (dollars)	18,754	±468	19,630	±518
▼ With Supplemental Security Income	4.5%	±0.5	6.6%	±1.0
Mean Supplemental Security Income (dollars)	9,922	±537	10,043	±882
▼ With cash public assistance income	1.4%	±0.3	1.2%	±0.4
Mean cash public assistance income (dollars)	3,432	±1,035	4,028	±2,585
▼ With retirement income	15.2%	±0.7	38.4%	±2.1
Mean retirement income (dollars)	23,968	±1,407	24,940	±1,672
With Food Stamp/SNAP benefits	11.7%	±0.7	7.1%	±0.9

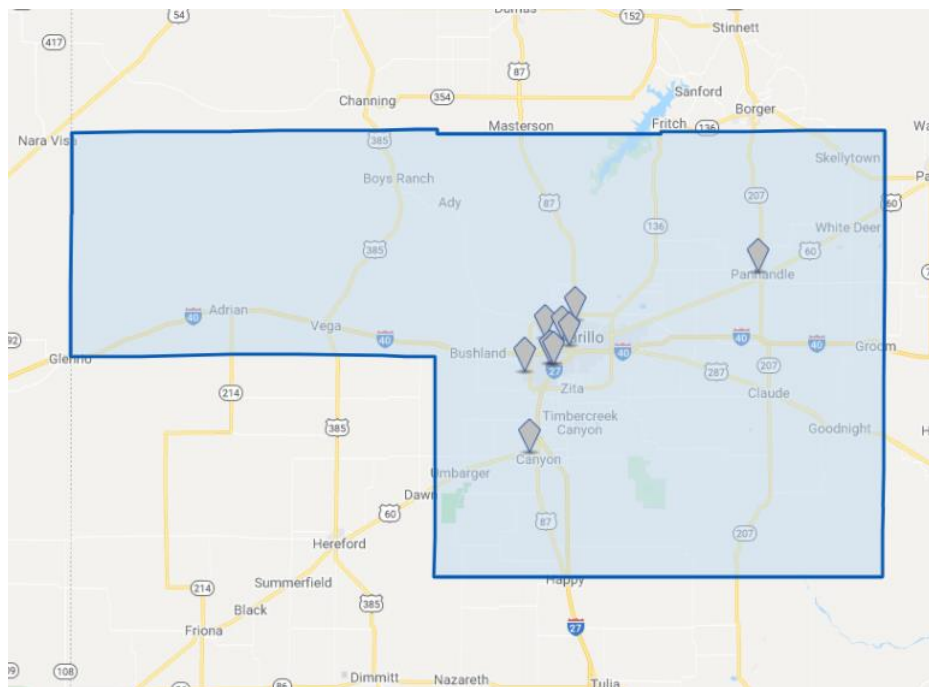
Label	Amarillo city, Texas			
	Total		60 years and over	
	Estimate	Margin of Error	Estimate	Margin of Error
▼ POVERTY STATUS IN THE PAST 12 MONTHS				
▼ Population for whom poverty status is determined	196,641	±426	36,791	±726
Below 100 percent of the poverty level	15.1%	±1.0	11.2%	±1.1
100 to 149 percent of the poverty level	11.9%	±1.0	8.9%	±1.1
At or above 150 percent of the poverty level	73.1%	±1.1	79.8%	±1.3
▼ Occupied housing units	76,319	±765	23,987	±603
▼ HOUSING TENURE				
Owner-occupied housing units	60.5%	±1.0	77.3%	±1.3
Renter-occupied housing units	39.5%	±1.0	22.7%	±1.3
Average household size of owner-occupied unit	2.72	±0.04	1.96	±0.06
Average household size of renter-occupied unit	2.37	±0.06	1.48	±0.07
▼ SELECTED CHARACTERISTICS				
No telephone service available	2.6%	±0.4	2.0%	±0.5
1.01 or more occupants per room	4.1%	±0.5	0.9%	±0.3
▼ Owner-occupied housing units	46,152	±846	18,532	±546
▼ SELECTED MONTHLY OWNER COSTS AS A PERCENT...				
Less than 30 percent	81.1%	±1.2	78.8%	±1.9
30 percent or more	18.9%	±1.2	21.2%	±1.9
▼ OWNER CHARACTERISTICS				
Median value (dollars)	132,500	±2,751	136,300	±3,866
Median selected monthly owner costs with a mortg...	1,272	±31	1,166	±51
Median selected monthly owner costs without a mo...	479	±13	495	±15
▼ Renter-occupied housing units	30,167	±801	5,455	±343
▼ GROSS RENT AS A PERCENTAGE OF HOUSEHOLD IN...				
Less than 30 percent	56.4%	±2.1	44.0%	±4.3
30 percent or more	43.6%	±2.1	56.0%	±4.3
▼ GROSS RENT				
Median gross rent (dollars)	850	±14	755	±24

Amarillo's Senior Rental Choices

There are 13 designated senior communities in Amarillo with 1,374 rental units. For those seniors whose choice is to find an apartment in Amarillo, the choices are limited by income, the number of facilities, and the type of facility. Currently, Amarillo has only one market rate Active Adult (Age 55+) community, Independence Village that offers independent living. There is another market rate Active Adult independent living in Panhandle (Carson County), Silverleaf at Panhandle.

There are seven facilities in Amarillo which are Income Restricted with an additional project proposed at the St. Anthony's Hospital site.

Figure 101: Map of Senior Apartments



Senior Rental Apartment Market Conditions

There are 1,374 designated Senior units in Amarillo. Of these, 729 are market rate (53%). Independent living includes 855 units (62%). Income restricted units include 645 units and market rate units number 210 of the 855 independent units.

Park Royal Apartments show vacancy at 29.5%. CDS has not been able to contact them about these high vacancies, it is unclear if those units are rentable or not. Overall, interviews with the managers say the traffic for the complexes is very strong and all units could easily be rented if available. Mariposa at Jason Ave. technically has 10 empty units but, they are undergoing repairs. The manager says they can easily be rented when complete. CDS considers the independent living units as fully leased due to the consistent rental traffic and demand.

Table 7: Amarillo Senior Apartment Inventory Summary

Property Name	Property Address	Zip	County	Building Class	Style	Affordable Type	Effective Vacancy	Number Of Units
Independent Living Senior Rental Units								
Park Royal Apartments	2200 SW 7th Ave	79106	Potter	C	Mid-Rise	Rent Restricted	29.5%	111
Marabella Apartments	5781 W Amarillo Blvd	79106	Potter	B	Low-Rise	Rent Restricted	0%	101
Creek Crossing Senior Village	24 Creekside Ln	79015	Randall	B	Low-Rise	Rent Restricted	0%	76
Mariposa at Jason Avenue	509 Jason Ave	79107	Potter	B	Low-Rise	Rent Restricted	0%	96
Winwood Village of Amarillo	4421 Ridgecrest Cir	79109	Randall	B	Garden	Rent Subsidized	0%	100
The Talmage	1401 S Van Buren St	79101	Potter	C	Mid-Rise	Rent Restricted	0%	42
Bivens Village	3201 Tee Anchor Blvd	79104	Potter	C	Low-Rise	Rent Restricted	0%	119
Total Rent Restricted							4.7%	645
Independence Village	4700 S Virginia St	79109	Randall	C	Low-Rise	Market Rate	0%	150
Silverleaf at Panhandle	601 Pecan Ave	79068	Carson	B	Low-Rise	Market Rate	0%	60
Total Market Rate							0%	210
Total Independent Living Senior Units							4.0%	855
Senior Extended Care Units								
The Legacy at Town Square*	9700 Hillside Rd	79119	Randall	A	Low-Rise	Market Rate	5%	86
The Craig**	5500 SW 9 th Ave	79106	Potter	C	Low Rise	Market Rate	5%	201
Bristol Park***	1610 Research St.	79124	Potter	A/B	Low Rise	Market Rate	40%	96
Brookdale Medi Park West****	7404 Wallace Blvd	79106	Potter	A/B	Low Rise	Market Rate	15%	136
Total Extended Senior Care							14.0%	519
Total All Senior Units							7.8%	1,374
Proposed Units								
The Commons at St. Anthony's	200 NW 7th St	79107	Potter	B		Rent Restricted	N/A	124

*Actual rents for assisted living and memory care range from \$4,353 to \$5,658 and up.

**Fees vary from independent living to memory care, would not disclose.

***Fees range from \$3,700 to \$4,200, additional for memory care

****Fees range from \$2,600 to \$5,500

Source: CoStar; CDS Community Development Services

Vacancy is only 4% including Park Royal Apartments.

Table 8: Amarillo Senior Apartments – Lease Rate Profile Independent Living

Property Name	# Units	Avg Asking/\$/SF	Avg Asking/\$/Unit	Year Built	Avg Unit SF	Vacancy %
Park Royal Apartments	111	0.85	557	1924	657	29.5
Marabella Apartments	101	0.95	834	2019	878	0.0
Creek Crossing Senior Village	76	0.77	606	2007	782	0.0
Mariposa at Jason Avenue	96	0.71	658	2009	932	0.0
Silverleaf at Panhandle	60	0.41	350	2012	858	0.0
Winwood Village of Amarillo	100	0.82	460	1974	558	0.0
The Talmage	42	0.76	661	2002	871	0.0
Independence Village	150	0.33	205	1980	630	0.0
Bivens Village	119	N/A	N/A	2002	540	0.0
TOTAL/AVG.	855	\$0.70	\$517	1993	717	4.0%

Source: CoStar; CDS Community Development Services

The Amarillo Senior market includes 11% Studios, 62% one bedroom units and 27% two bedroom units.

Table 9: Senior Apartments By Unit Mix Independent Living

Property Name	Studios # Units	1 BR # Units	2 BR # Units
Park Royal Apartments		71	40
Marabella Apartments		39	62
Creek Crossing Senior Village		44	32
Mariposa at Jason Avenue		50	46
Silverleaf at Panhandle		34	26
Winwood Village of Amarillo	50	40	10
The Talmage		35	7
Independence Village	42	102	6
Bivens Village		119	
TOTAL/AVG. UNITS	92/11%	534/62%	229/27%

Source: Source: CoStar; CDS Community Development Services

A detailed overview of each of the Senior Choices are presented in the following from CoStar.

Most rents for income restricted units are estimated as residents are qualified by number in the family, income bracket and bedrooms in units. **Park Royal Apartments** is a Senior Rent Restricted property built in 1924. The property includes 111 units with asking rents at \$557/unit on average or \$0.85 psf. The property currently lists a 29.2% vacancy. CDS was unable to contact Park Royal about why vacancy rates were high. A web site did note that there were no units available for rent.



Unit Amenities

- Air Conditioning
- Ceiling Fans
- Freezer
- Heating
- Kitchen
- Oven
- Range
- Refrigerator
- Tub/Shower

Site Amenities

- Fitness Center
- Gameroom
- Laundry Facilities
- Lounge
- Pet Play Area

Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
1	1	571	71	64.0%	0	0.0%	\$502	\$0.88	\$497	\$0.87	1.0%
2	2	809	40	36.0%	0	0.0%	\$653	\$0.81	\$646	\$0.80	1.0%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All 1 Beds		571	71	64.0%	0	0.0%	\$502	\$0.88	\$497	\$0.87	1.0%
All 2 Beds		809	40	36.0%	0	0.0%	\$653	\$0.81	\$646	\$0.80	1.0%
Totals		657	111	100.0%	0	0.0%	\$557	\$0.85	\$551	\$0.84	1.0%

— Estimate Unit Mix as of October 10, 2021

Marabella Apartments is a Senior Affordable Rent Restricted property with 101 units. Built in 2019, Marabella has asking unit rents (average) at \$834 or \$0.95psf. There are 85 Affordable units on site. Both the affordable units and the 16 market rate units are 100% leased.



Unit Amenities

- Air Conditioning
- Disposal
- Heating
- Kitchen
- Microwave
- Oven
- Range
- Refrigerator
- Stainless Steel Appliances
- Vinyl Flooring
- Walk-In Closets
- Washer/Dryer Hookup

Site Amenities

- Business Center
- Cabana
- Clubhouse
- Courtyard
- Elevator
- Fitness Center
- Laundry Facilities
- Media Center/Movie Theatre
- Walking/Biking Trails

Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
1	1	679	13	12.9%	0	0.0%	\$714	\$1.05	\$712	\$1.05	0.3%
1	1	699	13	12.9%	0	0.0%	\$777	\$1.11	\$775	\$1.11	0.3%
1	1	719	13	12.9%	0	0.0%	\$777	\$1.08	\$775	\$1.08	0.3%
2	2	946	13	12.9%	0	0.0%	\$902	\$0.95	\$900	\$0.95	0.3%
2	2	971	13	12.9%	0	0.0%	\$902	\$0.93	\$900	\$0.93	0.3%
2	2	990	12	11.9%	0	0.0%	\$853	\$0.86	\$851	\$0.86	0.3%
2	2	1,018	12	11.9%	0	0.0%	\$853	\$0.84	\$851	\$0.84	0.3%
2	2	1,032	12	11.9%	0	0.0%	\$902	\$0.87	\$900	\$0.87	0.2%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All 1 Beds		699	39	38.6%	0	0.0%	\$756	\$1.08	\$754	\$1.08	0.3%
All 2 Beds		990	62	61.4%	0	0.0%	\$883	\$0.89	\$881	\$0.89	0.3%
Totals		878	101	100.0%	0	0.0%	\$834	\$0.95	\$832	\$0.95	0.3%

— Estimate Unit Mix as of October 10, 2021

Mariposa at Jason Ave. is a 96 unit Senior Affordable Rent Restricted complex built in 2009. The vacancy is technically at 10.9% due to damaged unrentable units. Without the damaged units occupancy would be 100% according to manager, and all available units are rented. Average rents at \$658/unit or \$0.71psf.



Unit Amenities

- Air Conditioning
- Balcony
- Cable Ready
- Carpet
- Ceiling Fans
- Dishwasher
- Fireplace
- High Speed Internet Access

- Kitchen
- Microwave
- Range
- Storage Space
- Walk-In Closets
- Washer/Dryer Hookup
- Wheelchair Accessible (Rooms)

Site Amenities

- Breakfast/Coffee Concierge
- Business Center
- Clubhouse
- Courtyard
- Fitness Center
- Gameroom
- Gated
- Grill
- Laundry Facilities
- Media Center/Movie Theatre
- Picnic Area

Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
1	1	769	50	52.1%	1	2.0%	\$609	\$0.79	\$603	\$0.78	1.0%
2	2	1,101	42	43.8%	1	2.4%	\$711	\$0.65	\$704	\$0.64	1.0%
2	2	1,204	4	4.2%	1	25.0%	\$711	\$0.59	\$704	\$0.58	1.0%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All 1 Beds		769	50	52.1%	1	2.0%	\$609	\$0.79	\$603	\$0.78	1.0%
All 2 Beds		1,110	46	47.9%	2	4.4%	\$711	\$0.64	\$704	\$0.63	1.0%
Totals		932	96	100.0%	3	3.1%	\$658	\$0.71	\$651	\$0.70	1.0%

Estimate Unit Mix as of October 10, 2021

Winwood Village of Amarillo is a Senior Affordable Rent Subsidized complex with 100 units built in 1974. The vacancy is 0% with asking rents at \$460/month or \$0.82psf.

Unit Amenities

- Heating
- Kitchen
- Oven
- Range



Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
Studio	1	500	50	50.0%	0	0.0%	\$421	\$0.84	\$420	\$0.84	0.3%
1	1	572	40	40.0%	0	0.0%	\$491	\$0.86	\$490	\$0.86	0.2%
2	1	794	10	10.0%	0	0.0%	\$537	\$0.68	\$536	\$0.67	0.2%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All Studios		500	50	50.0%	0	0.0%	\$421	\$0.84	\$420	\$0.84	0.3%
All 1 Beds		572	40	40.0%	0	0.0%	\$491	\$0.86	\$490	\$0.86	0.2%
All 2 Beds		794	10	10.0%	0	0.0%	\$537	\$0.68	\$536	\$0.67	0.2%
Totals		558	100	100.0%	0	0.0%	\$460	\$0.82	\$459	\$0.82	0.2%

— Estimate Unit Mix as of October 10, 2021

The Talmage is a 42 unit Senior Affordable Rent Restricted property. Opened in 2002, the asking rents are \$661/unit or \$0.76psf. The vacancy is 0%.

Unit Amenities
 Air Conditioning
 Heating
 Kitchen

Oven
 Range
 Washer/Dryer Hookup

Site Amenities
 Courtyard



Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
1	1	668	6	14.3%	0	0.0%	\$642	\$0.96	\$640	\$0.96	0.3%
1	1	782	12	28.6%	0	0.0%	\$642	\$0.82	\$640	\$0.82	0.2%
1	1	957	17	40.5%	0	0.0%	\$642	\$0.67	\$640	\$0.67	0.2%
2	2	993	7	16.7%	0	0.0%	\$758	\$0.76	\$756	\$0.76	0.2%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All 1 Beds		847	35	83.3%	0	0.0%	\$642	\$0.76	\$640	\$0.76	0.2%
All 2 Beds		993	7	16.7%	0	0.0%	\$758	\$0.76	\$756	\$0.76	0.2%
Totals		872	42	100.0%	0	0.0%	\$661	\$0.76	\$660	\$0.76	0.2%

— Estimate Unit Mix as of October 10, 2021

Independence Village is a 150 unit Senior **Market Rate** property. Built in 1980, the asking rents are \$205/unit or \$0.33psf. The vacancy is 0%.



Unit Amenities

- Air Conditioning
- Carpet
- Heating

- Microwave
- Patio

Site Amenities

- 24 Hour Access
- Laundry Facilities
- Lounge

- Maintenance on site
- Wi-Fi

Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
Studio	1	462	42	28.0%	1	2.4%	\$205	\$0.44	\$205	\$0.44	0.3%
1	1	680	102	68.0%	1	1.0%	\$205	\$0.30	\$205	\$0.30	0.3%
2	1	964	6	4.0%	0	0.0%	\$205	\$0.21	\$205	\$0.21	0.2%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All Studios		462	42	28.0%	1	2.4%	\$205	\$0.44	\$205	\$0.44	0.3%
All 1 Beds		680	102	68.0%	1	1.0%	\$205	\$0.30	\$205	\$0.30	0.3%
All 2 Beds		964	6	4.0%	0	0.0%	\$205	\$0.21	\$205	\$0.21	0.2%
Totals		630	150	100.0%	2	1.3%	\$205	\$0.33	\$205	\$0.33	0.3%

— Estimate Unit Mix as of October 10, 2021

The Legacy at Town Square is an 86 unit Senior Market Rate property but offers extended care over independent living. Actual rental rates range from \$4,353 to \$5,658 and up. Built in 2019, vacancy is 5%.



Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
1	1	668	6	14.3%	0	0.0%	\$642	\$0.96	\$640	\$0.96	0.3%
1	1	782	12	28.6%	0	0.0%	\$642	\$0.82	\$640	\$0.82	0.2%
1	1	957	17	40.5%	0	0.0%	\$642	\$0.67	\$640	\$0.67	0.2%
2	2	993	7	16.7%	0	0.0%	\$758	\$0.76	\$756	\$0.76	0.2%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All 1 Beds		847	35	83.3%	0	0.0%	\$642	\$0.76	\$640	\$0.76	0.2%
All 2 Beds		993	7	16.7%	0	0.0%	\$758	\$0.76	\$756	\$0.76	0.2%
Totals		872	42	100.0%	0	0.0%	\$661	\$0.76	\$660	\$0.76	0.2%

— Estimate Unit Mix as of October 10, 2021

Creek Crossing Senior Village is a 76 unit Senior Affordable Rent Restricted property. Built in 2007, the asking rents are on average at \$606/unit or \$0.77psf. The vacancy is at 0%.



Unit Amenities

- Air Conditioning
- Balcony
- Cable Ready
- Ceiling Fans
- Dishwasher
- Heating
- Ice Maker

- Microwave
- Refrigerator
- Walk-In Closets
- Washer/Dryer
- Washer/Dryer Hookup
- Wheelchair Accessible (Rooms)

Site Amenities

- Clubhouse
- Courtyard
- Gated

- Grill
- Laundry Facilities
- Property Manager on Site

Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
1	1	700	44	57.9%	0	0.0%	\$575	\$0.82	\$574	\$0.82	0.3%
2	1	895	32	42.1%	0	0.0%	\$648	\$0.72	\$646	\$0.72	0.3%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All 1 Beds		700	44	57.9%	0	0.0%	\$575	\$0.82	\$574	\$0.82	0.3%
All 2 Beds		895	32	42.1%	0	0.0%	\$648	\$0.72	\$646	\$0.72	0.3%
Totals		782	76	100.0%	0	0.0%	\$606	\$0.77	\$604	\$0.77	0.3%

— Estimate Unit Mix as of October 10, 2021

Silverleaf at Panhandle is a 60 unit Senior **Market Rate** independent living complex built in 2012. The average asking rents are \$350/unit or \$0.41psf. The vacancy is at 0%.



Unit Amenities

- Ceiling Fans
- Dishwasher
- Disposal
- Granite Countertops
- Ice Maker
- Microwave
- Oven
- Range
- Refrigerator
- Walk-In Closets
- Washer/Dryer Hookup
- Window Coverings

Site Amenities

- Business Center
- Clubhouse
- Laundry Facilities
- Planned Social Activities
- Property Manager on Site

Models			Counts		Units Available		Avg Asking Rent		Avg Effective Rent		Concessions
Beds	Baths	Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
1	1	750	34	56.7%	0	0.0%	\$325	\$0.43	\$325	\$0.43	0.0%
2	1.5	1,000	26	43.3%	0	0.0%	\$382	\$0.38	\$382	\$0.38	0.0%
Totals		Avg SF	Units	Mix %	Units	Percent	Per Unit	Per SF	Per Unit	Per SF	%
All 1 Beds		750	34	56.7%	0	0.0%	\$325	\$0.43	\$325	\$0.43	0.0%
All 2 Beds		1,000	26	43.3%	0	0.0%	\$382	\$0.38	\$382	\$0.38	0.0%
Totals		858	60	100.0%	0	0.0%	\$350	\$0.41	\$350	\$0.41	0.0%

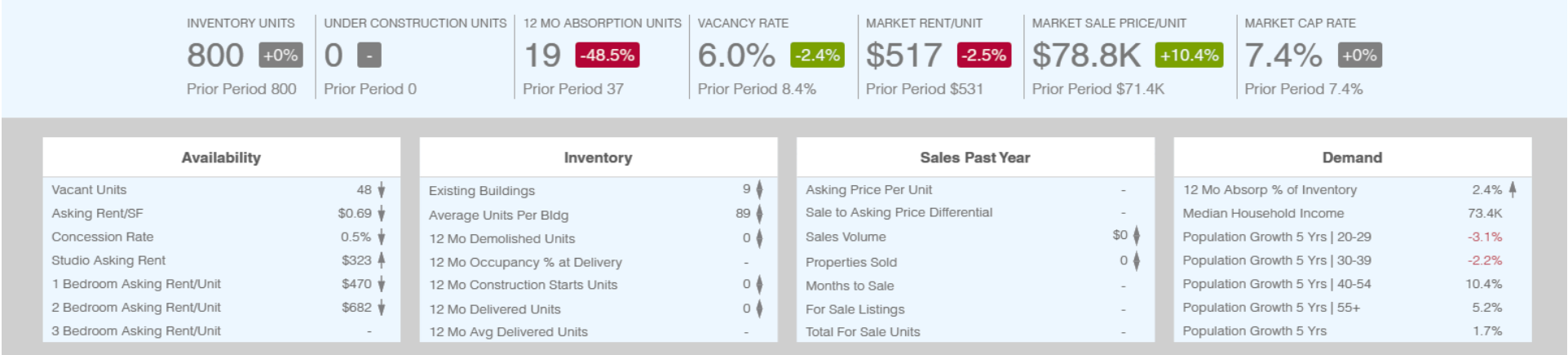
— Estimate Unit Mix as of October 10, 2021

The Commons at St Anthony’s is a planned 124 unit Senior Rent Restricted property in the east section of the old St. Anthony’s Hospital complex. Current plans call for units to be built in 2023 with approximately \$30 million dollars of capital. Building plans call for 45 one bedroom units, 43 two bedroom units and 36 Studios. No other information is available at this time. To be located at 200 NW 7th St. in Potter County.

Amarillo Senior Apartment Performance

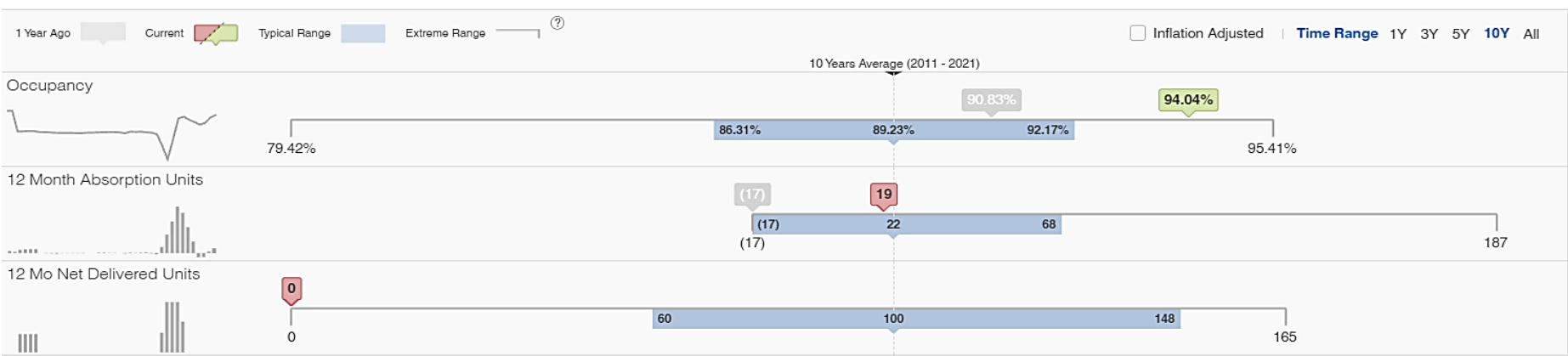
CoStar which surveys apartments in communities, put together the information charts for senior housing below. While basically accurate, CDS discovered additional senior projects and updated current vacancy rates. Basic senior independent living income restricted, and market rate apartments are 100% leased with the available rental units. Managers affirmed that there is constant traffic at the sites looking for available units.

Figure 102: Senior Apartment Performance Metrics



Source: CoStar, Oct 2021

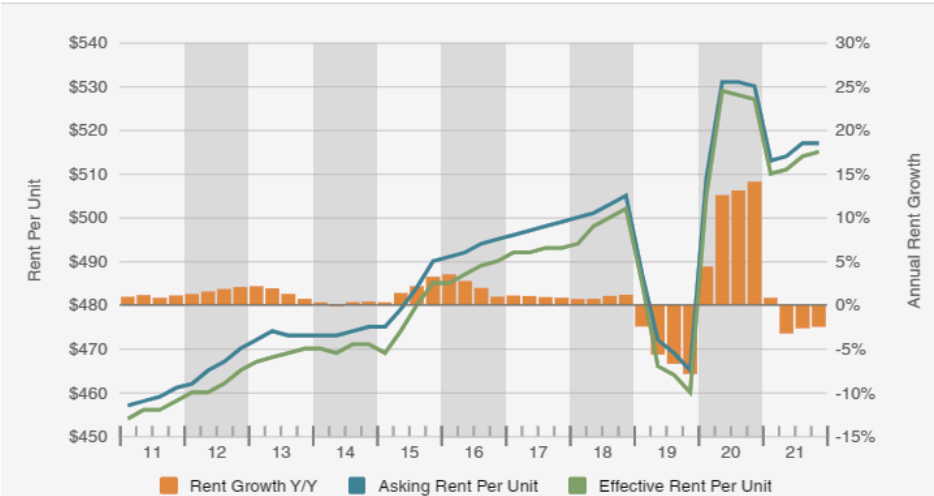
Figure 103: Key Performance Indicators



Source: CoStar, Oct 2021

- Asking rent increased from 2015 to 2018 and decreased sharply from late 2018 to 2019 (pandemic). Recently rents have increased above 2018.
- Concession rates were high prior to 2020
- Absorption has been positive from 2018 with a dip in 2020. Absorption in 2021 was at 25 units.

Figure 104: Lease Rate Trends

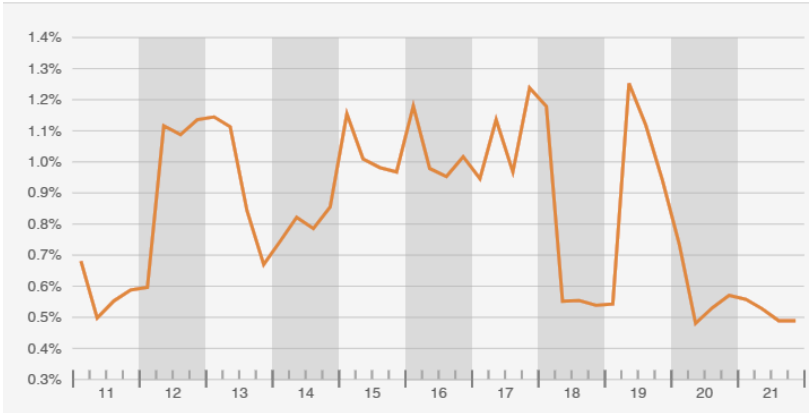


Source: CoStar

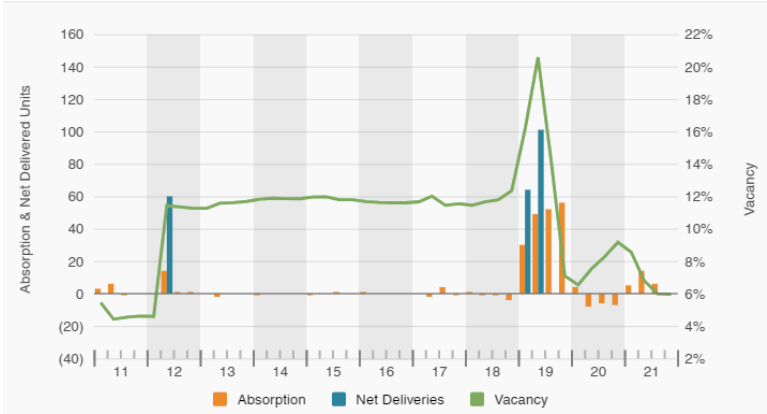
- Deliveries were non-existent from 2013 to 2018. In 2019 165 units were delivered from two properties (Marabella and Legacy). Vacancy went up with deliveries but quickly rebounded to low levels. Overall vacancy is currently 7.8% including all increased care market rate projects.

Figure 105: Concession Rate and Absorption / Vacancy Trends

Concession Rate



Absorption, Net Deliveries & Vacancy



Source: CoStar

Income Analysis

The income limits used to determine eligibility vary by program and are as follows: the Below Market Interest Rate (BMIR) income limit, the low-income limit, and the very low-income limit. A family’s eligibility for assistance is based on the income limit applicable to the type of housing assistance the family is to receive. A family may be income-eligible for one program but have too high an income for another program. In addition to the three income limits used to determine eligibility, there is a fourth – the extremely low-income limit – used for income-targeting in Section 8 projects, but not for eligibility.

Section 8 Income Eligibility, depending upon the effective date of the initial Housing Assistance Payments (HAP) contract for the property, use either the low or very low-income limits.

Table 10: Amarillo HH Age 55 and Over by Income, 2021

Household Income	Age 55-64	Age 65-74	Age 75-84	Age 85+
Senior Household Totals	12,773	10,780	6,098	2,297
% Of Total Households	16.5%	13.9%	7.8%	2.9%
Less than \$15,000	1,803	1,314	891	478
% Of Sr Households	14.1%	12.1%	14.6%	20.8%
\$15,000 to \$24,999	831	1,116	895	450
% Of Sr Households	6.5%	10.3%	14.6%	19.5%
\$25,000 to \$34,999	1,306	1,241	985	377
% Of Sr Households	10.2%	11.5%	16.1%	16.4%
\$35,000 to \$49,999	1,343	1,727	1,080	378
% Of Sr Households	10.5%	16.0%	17.7%	16.4%
\$50,000 to \$74,999	2,075	1,879	970	292
% Of Sr Households	16.2%	17.4%	15.9%	12.7%
\$75,000 to \$99,999	1,542	1,202	455	144
% Of Sr Households	12.0%	11.1%	7.4%	6.2%
\$100,000 to \$124,999	1,091	935	369	68
% Of Sr Households	8.5%	8.6%	6.0%	2.9%
\$125,000 to \$149,999	677	411	183	44
% Of Sr Households	5.3%	3.8%	3.0%	1.9%
\$150,000 to \$199,999	939	445	141	33
% Of Sr Households	7.3%	4.1%	2.3%	1.4%
\$200,000 or more	1,166	510	129	33
% Of Sr Households	9.1%	4.7%	2.1%	1.4%
Median Household Income	\$63,295	\$49,931	\$38,861	\$30,849

Sources: PCensus for MapInfo, 2021; CDS

Table 11: Income Limits

All of these income limits are based on the median income for a metropolitan statistical area (MSA). This table shows the four income limits as a percentage of median income in an MSA.	
Income Limit	Median Income for the Area
BMIR income limit	95% of median income
Low-income limit	80% of median income
Very low-income limit	50% of median income
Extremely low-income limit	30% of median income

Source: HUD Occupancy Handbook

Figure 106: Amarillo HUD Eligibility

Family Size	30% AMI Income Limit	50% AMI Income Limit	80% AMI Income Limit
1	\$15,050	\$25,050	\$40,050
2	\$17,200	\$28,600	\$45,800
3	\$19,350	\$32,200	\$51,500
4	\$21,450	\$35,750	\$57,200
5	\$23,200	\$38,650	\$61,800
6	\$24,900	\$41,500	\$66,400
7	\$26,600	\$44,350	\$70,950
8	\$28,350	\$47,200	\$75,550

Source: U.S. Dept. of HUD, Texas/Amarillo

Using the HUD requirements and the current Senior Household Income table, CDS has made the following assumptions:

- Most Senior households Age 55+ are 1 to 2 persons HH (Figure 4 blue highlighted). Senior household size is 1.6 persons.
- Although the Income brackets go up to \$45,800, we will use these numbers assuming a slight exaggeration of the number of households between \$45,800 and \$49,999 for Low Income (Table 10 blue highlighted)
- For Very Low, CDS used the income brackets up to \$34,999 which may be a slight exaggeration of the number of households between \$28,600 and \$34,999 (Table 10 blue highlighted)
- For Extremely Low, CDS used the income brackets Less than \$15,000 which may be slightly less than the number of households between \$15,050 and \$17,200 (Table 10 blue highlighted)
- HUD will release their 2022 household income requirements in April, which should be higher than the current 2021 requirements.

In the HUD requirements for Low Income (80% AMI), approximately:

- 5,283 Households in the Age range 55-64 are eligible
- 5,398 Households in the Age range 65-74 are eligible
- 3,851 Households in the Age range 75-84 are eligible
- 1,683 Households in the Age range 85+ are eligible

In the HUD requirements for Very Low Income (50% AMI), approximately:

- 3,940 Households in the Age range 55-64 are eligible
- 3,671 Households in the Age range 65-74 are eligible
- 2,771 Households in the Age range 75-84 are eligible

- 1,305 Households in the Age range 85+ are eligible

In the HUD requirements for Extremely Low Income (30% AMI), approximately:

- 1,803 Households in the Age range 55-64 are eligible
- 1,314 Households in the Age range 65-74 are eligible
- 891 Households in the Age range 75-84 are eligible
- 478 Households in the Age range 85+ are eligible

Senior / Retiree For-Sale Housing Options

In 2021 there are 31,948 senior households in Amarillo. These senior households have home ownership of 77.7% owning 24,838 single family homes or 50.3% of all owned homes in the city. By 2026 there is projected to be another 2,104 senior households or about 421 per year. At current home ownership this will amount to potentially another 327 houses owned by senior each year.

Table 12 shows Amarillo home sales from 2016 through September 2021. Interpolating another quarter in 2021 could bring total sales for 2021 to around 3,000.

Table 12: Amarillo Homes Sales by Price Ranges, 2016 – September 2021

Price Ranges	2016	2017	2018	2019	2020	9/2021
\$0 - \$124,999	849	737	725	707	544	381
\$125,000 - \$174,999	742	731	765	761	691	481
\$175,000 - \$249,999	574	552	554	592	773	676
\$250,000 - \$324,999	206	185	188	210	287	390
\$325,000 - \$499,999	132	144	140	170	225	253
\$500,000 - \$1,000,000 +	36	52	58	48	72	84
Total	2,539	2,401	2,430	2,488	2,592	2,265

Source: Texas A&M University Texas Real Estate Research Center, CDS

Our interviews with Amarillo realtors determined that seniors account for between 25% and 35% of all single family home sales. With this basis the roughly 3,000 sales in 2021, from 750 to 1,050 would have been purchased by seniors.

Seniors will live just about anywhere there are single story homes, they feel safe, and they have good access to medical facilities. They also have good incomes and wealth built up through the years. This enables them to purchase homes often for cash and well over 20% down. Seniors will purchase homes in all parts of the city, as well as downtown if the above criteria are met and pricing, to their minds, is a fair deal.

In late 2021 Amarillo had only about 400 homes listed for sale. Based on 2020 sales averaging 216 per month, this was only about two months of product. This is incredibly low inventory and drives up prices of the existing stock. Seniors are not only buying these houses, but the lack of inventory pushes up the

prices of their existing houses. Many seniors have older larger houses, some in need of maintenance and upgrading. This demand in the market takes the burden of moving these houses with the associated costs, off of the senior household.

The Vineyards on the north side is a prime example of what seniors look for in new homes. Nearly all houses are single story, fences are aggregate and require minimal maintenance, streets are wide and there is easy access to medical facilities. About 50% of the buyers are seniors and many come from surrounding small towns in Potter County.

Key Findings Regarding Senior Housing in the City of Amarillo

Underlying Market Factors

- 2021 estimates for seniors aged 55 plus is 51,300 persons in 31,948 households. By 2026 there is projected to be another 3,367 seniors equating to 2,104 new households, averaging 421 annually. Senior households average 1.6 persons.
- Median household income for all seniors is \$49,202 increasing to \$52,272 by 2026. Currently, there are 33,277 households in the city age 55 and over, or 40.8% of the total Amarillo 81,540 households. Senior median income age 55 to 64 has the highest median income at \$63,295 as expected. Age 85+ has the lowest median income at \$30,849.
- Seniors prefer to live independently and stay their homes. A very high 77.7% of seniors own their own homes amounting to 24,838 of total home ownership in Amarillo.
- Only 22.3% of seniors rent accounting for 7,110 rental units. Senior households own 50.3% of the Amarillo owned housing market and renters are in 25.4% of the market.
- Potter County seniors own their homes at 72.8% and Randall County seniors own their homes at 84.5%.
- Amarillo is selling new and resale homes faster than the market can keep up. New homes sales are being slowed due to supply issues and component costs and that is pushing resale home inventories down to a matter of weeks and months. Inflation and higher mortgage rates will likely continue to slow new home sales. Seniors have been purchasing homes amounting to between 25% and 35%+ of market sales according to realtor interviews. Many are downsizing and their older homes (some with deferred maintenance) are now highly valued in the city. Seniors purchasing for sale housing appears to be strong in Amarillo.
- Seniors purchasing new homes look for certain characteristics, including single story, minimal maintenance, neighborhood safety and access to medical facilities. The Vineyards development on the north side of the city builds nearly all single story homes, has wider streets and low maintenance (aggregate) fences. Their sales to seniors approach 50%, many coming from many small communities in Potter County.
- There are 31, 948 senior households in Amarillo and based on income 16,215 (50.6%) of those households could qualify for assisted living. Additionally, 53.6% of senior household renters (7,110) spend at least 30% of their income on housing, leaving them financially vulnerable to changing market conditions and inflationary pressure.

- Amarillo’s Senior Housing choices are limited for rentals by incomes and availability. There are 645 units in 7 properties which are effectively 100% leased with constant rental traffic.
- There are only 2 market rate senior age restricted housing projects in the Amarillo area. 150 units are located in Amarillo (Independence Village) and 60 units are located in Panhandle/Carson County (Silverleaf in Panhandle). Both are fully leased.
- There are 4 projects with 519 units in Amarillo which are market rate extended care projects. These projects include all meals, personal care, nursing care, memory care and full nursing care. All of these options are at escalating costs. None of these projects are fully leased indicating that additional units of this type are not yet needed.

Support For New Housing

As outlined above single family detached housing for seniors is still a very strong market in Amarillo and will continue to be so. Extended care market rate senior facilities are not at capacity and there currently is little need to worry about expansion of these facilities. These are typically built and managed by investor groups.

Senior age restricted and rent restricted basic apartments number only 645 units and are leased up and in constant demand. The City of Amarillo should be able to absorb an additional 200 age and income restricted units, along with the 124 units planned for the St. Anthony’s site.

Senior age restricted market rate units include only 210 units with 60 of those units located in Panhandle. The single 150 unit Independence Village is ageing (built in 1980) and has the only senior market rate age restricted units in Amarillo. Amarillo can easily absorb an additional 200 to 250 senior age restricted market rate units.

Rents for new market rate apartments in Amarilla are very reasonable in comparison to other communities CDS has examined. Class A and Class B rents per square foot range from \$0.94 (Class B) to \$1.14 (Class A). These are acceptable rents for seniors and typically senior units are smaller with more studio and 1-bedroom units. CDS spoke with the newer higher-end market rate apartment managers, and they related that they get seniors calling about availability of units on the ground floor only and have no hesitancy about the rental rates. Many of these higher-end market rate facilities have from 5-10% seniors already.

Age restricted senior units generally have certain characteristics. These can include:

- Single story living,
- On-site maintenance
- Club house and other areas of meeting and activities,
- Planned social activities,
- Covered parking,
- Coffee bar,
- Business center, and
- Proximity to medical facilities.

APPENDIX A: EMPLOYEE SURVEY

In order to document housing needs and preferences of the local workforce, CDS prepared a housing survey of Amarillo residents and workers. It included questions about the respondents' current housing, recent housing search experience, desired types and price of housing, residential location options, and a set of demographic questions.

The survey instrument is attached as Appendix B.

Survey Design and Sampling

While many questions in the survey apply generally to most workforce housing markets, CDS adapted several questions to be specific to factors affecting housing choices in Amarillo. This helped CDS incorporate the subjective aspects to the local housing market into its analysis.

The principal means of survey deployment was online. CDS also created a printable hard copy version that was used by a small number of respondents.

The sampling approach was not random or statistically structured; however, the objective was to obtain as large a sample as possible. The Amarillo Chamber of Commerce and other organizations distributed the survey to a number of local employers and also publicized it to the general population. The employers then provided the survey to their workers. Respondents and their employers remained anonymous, except for a special provision to be able to summarize responses from Amarillo College employees and students (individual respondents still remained anonymous). The survey was at least partially completed by 1,035 respondents.

In terms of the profile of respondents, the survey was somewhat more weighted toward certain demographic groups:

- The main survey respondent profile, combined with the respondents of the Amarillo College employees, had an overweighting of respondents in the age groups 35 to 64. This is likely not surprising given emphasis on reaching people who are working in Amarillo. The respondent profile of the Amarillo College student survey was overweighted to the under-35 age segment, which is also to be expected.
- Respondents were more likely to have children in their household versus the total share of such households in Amarillo, though this may be partly due to the core of the workforce being of child-rearing age groups (ages 25 to 54).
- Respondents with high educational attainment – at least a bachelors degree – were heavily over-represented (roughly two-thirds) in the workforce survey sample relative to the total share of such adults in the local population (16% in Potter County, 34% in Randall County).
- Similarly, the sample over-represented respondents of at least \$100,000 annual household income, with 49% of the workforce survey sample consisting of this group, while constituting 15% of Potter County households and 34% of Randall County households. The Amarillo College student survey respondents were much more likely to indicate they are in the lower income groups.

Results of analysis of subgroups of respondents, such as moderate income (“working class”) respondents of incomes \$25,000 to \$50,000, respondents with children under 18 in their household, and other groups, are mentioned where they produced notable findings.

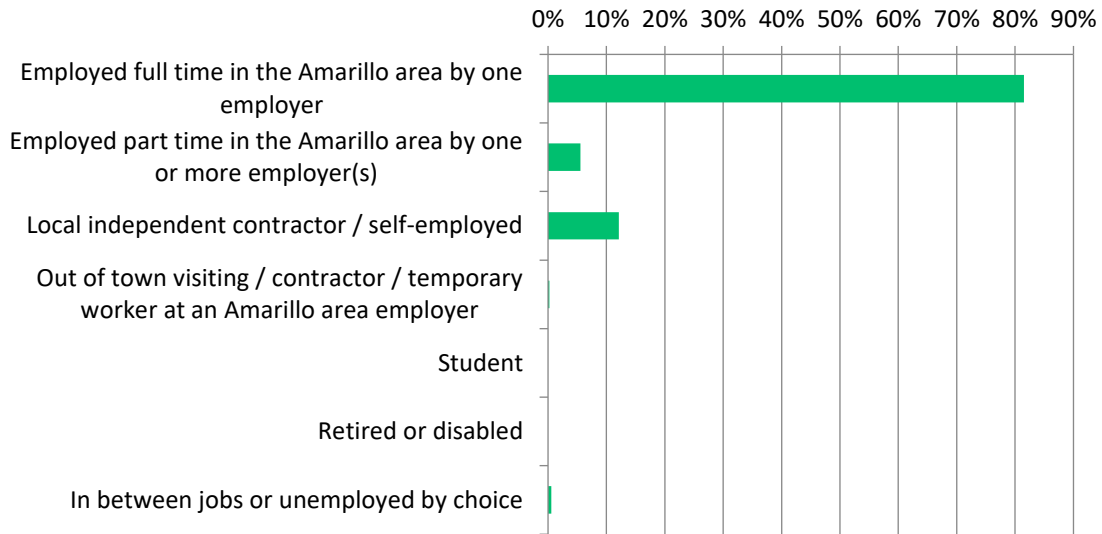
Notable Findings

It should be noted that the presentation of findings contained herein excludes those who identified themselves as retired, disabled, or students. Those respondents accounted for 45 of the 717 total respondents to the main survey, plus 6 respondents of the 231 from the Amarillo College Employees survey. The survey results from the Amarillo College student survey (85 respondents) have been tabulated entirely separately and are not included in the findings below except where specifically noted. It should be noted that a share of those respondents also reported being in the workforce.

- Despite the sample being skewed somewhat to those with relatively high levels of education and income, the willingness to pay for monthly direct housing costs are relatively moderate, over half under \$1,500 and, for many, under \$1,000 (the majority of residents from \$50,000 to \$100,000 income indicated this limit, for example). This could reflect both actual financial constraints that constrain a household's ability to pay for housing and a general desire to avoid excessive spending on housing.
- Respondents were generally very cognizant of the need for a greater quantity of attainable and affordable housing for the workforce. There was strong support for new entry-level for-sale housing and preservation of existing moderately priced older housing.
- Living in Amarillo, in the Amarillo and Canyon ISDs portions of the city, was by far the preferred location for those who would consider moving. Other parts of Randall County, including the city of Canyon, were thought of neutrally overall. Other outlying areas were quite unpopular.
- Two-thirds of respondents who had moved within the last 10 years reported difficulty in finding housing that met their needs and budget, and over one quarter indicated that they did not satisfy their budget and / or housing needs.
- Respondents expressed strong preference for single family detached housing, either within the city or nearby on large lots. Those that indicated a willingness to move residences also expected to purchase rather than own.
- Respondents are willing to consider relatively small homes by modern Texas standards – over half would consider homes under 1,800 square feet.

Survey Results – Individual Questions

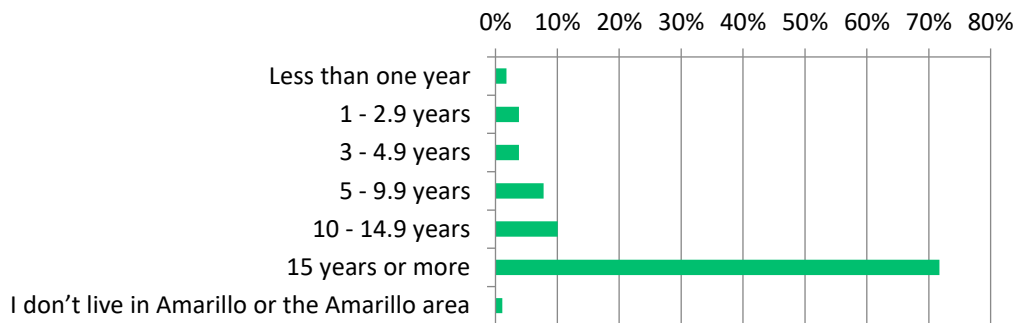
What best describes the employment status for your primary income?



Over four-fifths of respondents were employed full time by a single employer.

N=898

About how long have you lived in the Amarillo area?



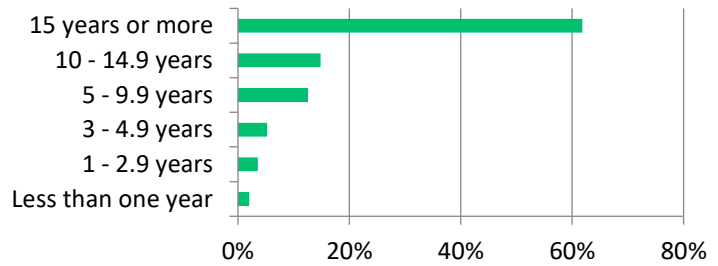
Over two-thirds of respondents have lived in the Amarillo area at least 15 years. Approximately 9% have lived in the area less 5 years.

N=898

About how long have you worked in the Amarillo area?

Over half of respondents reported they have worked in the Amarillo area for at least 15 years.

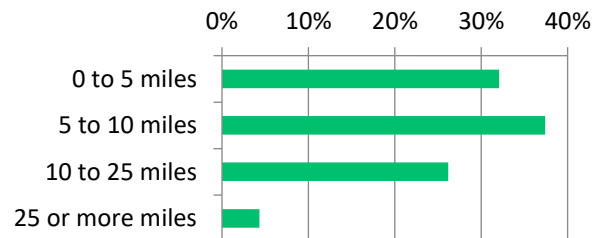
N=898



How far do you commute to work each day?

The largest share of respondents had a commute of 5 to 10 miles, just over a third of respondents. Nearly as many commute 5 miles or less. Approximately 30% commute at least 10 miles.

N=898



What is the way you have secured housing at the present time?

Nearly 80% of respondents own their home, while about one in six of them rent. Several of those who selected another living arrangement live with their family; this was particularly common among

respondents to the Amarillo College student survey (not included in results shown here).

N=881

Open-Ended Responses

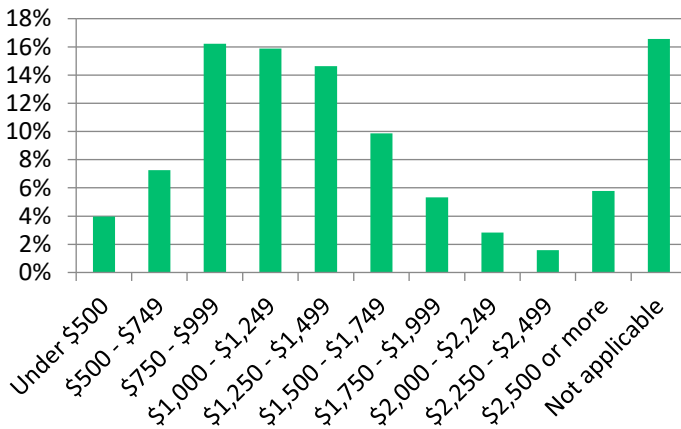
- I live in shelter with Downtown women's center
- Rent Apartment
- I live with my parents while my husband and I save enough to build a home.
- live in apartment
- Staying with friends
- Hotel

- Stay in extra home mom owns
- Living with my mom at the moment, due to housing being so expensive right now.
- Live with parent
- Live with parents
- Living with relatives
- Mortgage w/lender

Living in parents second home while building a new home
 I rent an apartment
 I live in a Tiny house in my parents property
 I mortgage my home
 living with family while shopping for a house
 I rent a room from a friend who is a home owner.
 with Family
 Hotels
 I live with my parents because my job doesn't pay enough for me to move out. I can't afford rent (and other living expenses) anywhere in the city.
 rent apartment
 Living wit relative

My ex pays for the mortgage, but I am about to move out.
 live with family
 rent an apartment
 Live with parents
 I cannot afford to pay rent. I am currently living in the family home, & paying utilities, which takes up most of my pay every month as I live alone.
 With companion
 I live in my childhood home my grandfather built in 1957.
 Rent an apartment

What is the typical amount of your household's monthly mortgage or rent payment?

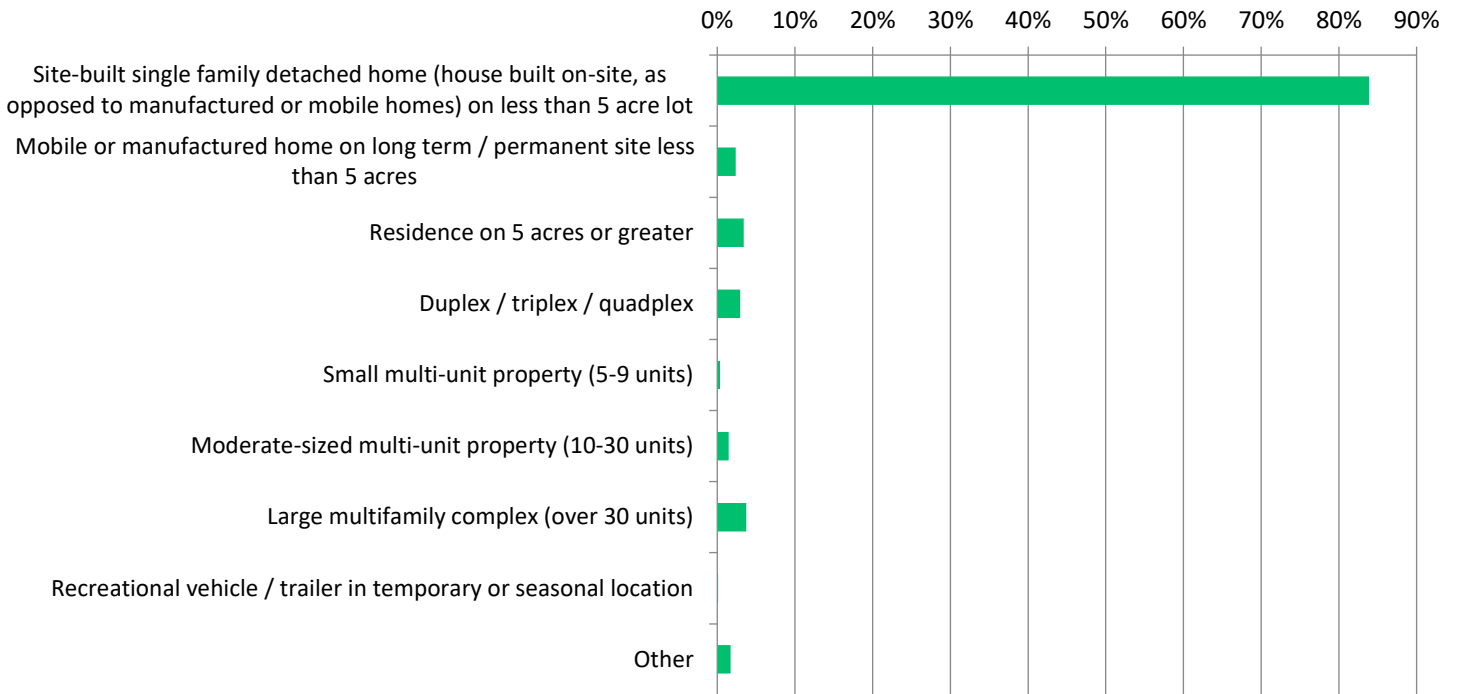


Of those respondents who stated a monthly mortgage or rent payment, just over half (and 43% of all respondents, including those who reported that the question was not applicable) were below \$1,250. Of the respondents who identified as renters, only 24% had monthly payments of \$1,250 or more. Approximately 17.5% of the total sample stated that such a cost was not applicable, possibly because they have paid off their mortgage or are living with family without

monthly cash rent.

N=881

Please describe the physical structure of your current residence



Approximately 84% of respondents live in a single family home, with nearly all of them living on home sites of less than 5 acres. The share of respondents who identified as living in various types of multifamily housing was less than 6%. The share of respondents from the Amarillo College student survey who are not living in a their own standard single family home was higher at 59%.

N=881

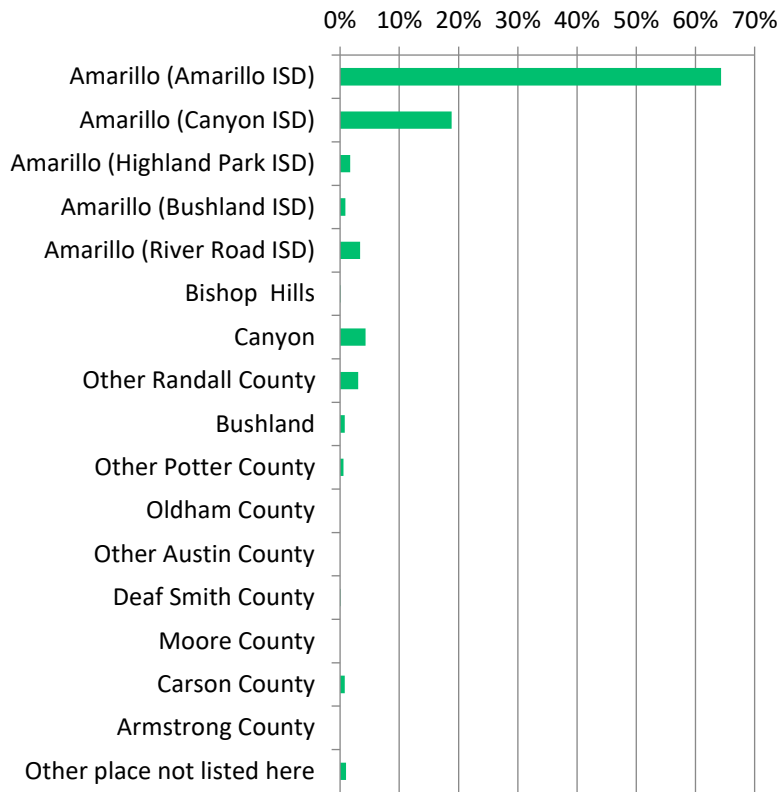
Please state the 5-digit ZIP code of your current residence:

Over one quarter of respondents who answered this question live in 79109, which includes the city of Ardmore and some nearby areas such as Dickson. The next most frequently cited ZIP code was 73443, including Lone Grove, but it was only 2.8%. Others were scattered over a wide range of ZIP codes.

N=658

ZIP Code	Community	Share
79109	Wolflin, SW Amarillo	27.0%
79119	Far SW Amarillo	13.5%
79106	West side, Medical District, Westgate	9.6%
79118	Far SE Amarillo	9.0%
79110	S. Washington, S. Georgia, S. Western	6.8%
79124	Far NW Amarillo, Bishop Hills	5.8%
79102	Near SW and near east sides	5.2%
All others		23.1%

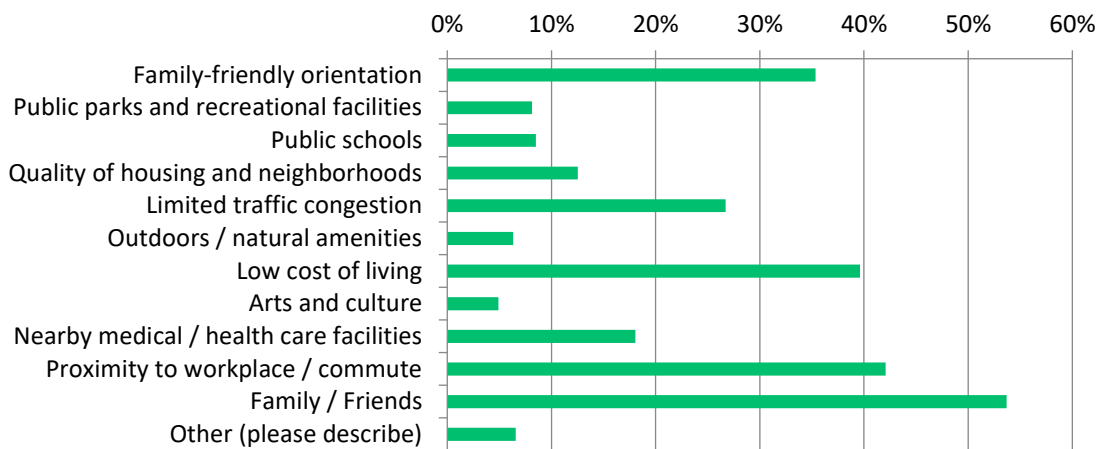
Where do you currently live while working in Amarillo?



Similar to the ZIP code findings, nearly two-thirds of respondents identified the Amarillo ISD portion of the City of Amarillo as their location of residence. The Canyon ISD portion of the city was the next most frequently cited, but much lower at 19%. No other community reached 5%.

N=880

(For those living in the City of Amarillo per previous question) **What do you like best about living in the Amarillo area? (Choose UP TO THREE things)**



For those respondents who stated they reside in Amarillo, the presence of family and friends (54%) was cited as the most appealing aspect of the community, followed by their commute, low cost of living, and the city’s family-friendly orientation, which all were cited by more than 30% of respondents.

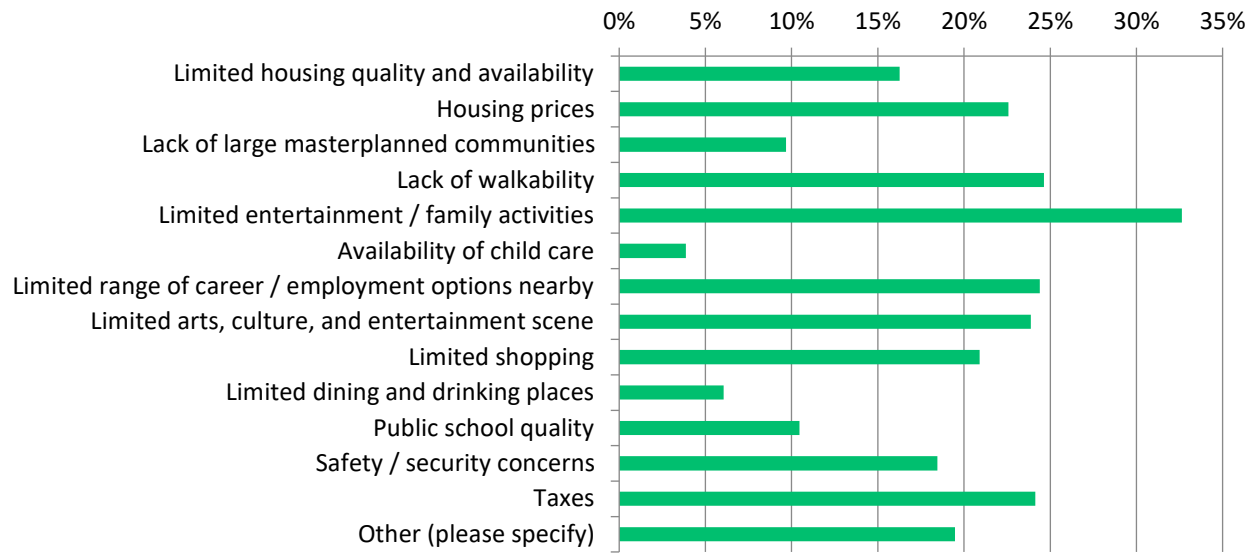
N=775

Open Ended Responses

Close enough to the mountains without having to live in NM or CO with they're liberal politics
 Economic opportunity
 Honestly, losing all faith in Amarillo. It was a place I loved dearly. Not so much now.
 private school, church, and volunteering
 All above
 sensible folks with small town values in a larger community
 Nearby stores/entertainment
 The area is growing.
 Been here all my life don't plan on going anywhere
 Weather
 conservative values
 Conservative community
 It's part of Texas: (No income tax, agreeable laws)
 I love my church
 Education options
 Amenities , stores
 There is nothing else to represent. Traffic awful. Taxes high. Roads awful. Y'all want to put parks on here yet try to defund them. Unbiased poll? Yeah right.
 Nothing
 Good West Texas Friendly People
 Church
 Living within 2 miles from my job on the south side although it's a 15 minute drive.
 Strong faith-based community
 The nice sunrises and sunsets
 The culture of kindness here shines sometimes. I wish it were less political here.
 My family lives here
 nothing
 traffic sucks dude to unlimited roadway projects never being completed by the city. the city is too concerned with revitalizing downtown and has neglected parks, waste collection, and animal

control just to name a few. City police issue tickets as a form of revenue collection and actual crimes are allowed to happen and never even attempted to solve.
 Steady work
 Conservative minded community
 Access to Fiber Internet
 small town friendliness, big city amenities
 fairly stable economy; relatively few natural disasters
 Large enough to have airport & all amenities of big city, but small enough to get from one side of town to the other in a relatively short amount of time.
 Do not like living here
 It was a convenient place to move to when moving from a more expensive state.
 Weather
 Low taxes (don't try to raise them)
 Size of city
 Climate
 Sunrises, sunsets
 Unhappy with Community no civic pride
 weather
 small town feel
 nothing, it suck here
 public safety
 Close to family
 Food/Drinks/Local Restaurants
 Supportive Community for Small Business
 Overall West Texas culture vs metro area
 NOTHING
 We do not have adequate transportation for those without a vehicle. The housing that is low in price is often also in very poor condition. Land lords DO NOT do their best to keep renters warm and dry and without vermin.

What do you like least about living in Amarillo, compared to other places? (Choose UP TO THREE things)



For the least liked aspects of Amarillo by its residents, 33% of respondents cited the limited supply of entertainment and family activities; this was followed by the lack of walkability, limited career and employment choices, limited arts / culture / entertainment, taxes, housing prices, and limited shopping, all of which were cited by between 20% and 25% of respondents. Respondents to the Amarillo College students survey emphasized limited housing choices and prices over other factors.

N=775

Open Ended Responses

Lack of road and drainage planning for the future
 Traffic congestion and lack of addressing issues
 Majority housing options feed into CISD
 Limited vision- people want more of everything, but don't want to pay for it
 The amount of litter makes our city look very dirty. It's embarrassing when others visit.
 Traffic congestion
 horrible traffic
 Dislike the congested traffic especially SW part of town
 the homeless population, allowed to camp out on the street. Leaving trash everywhere
 construction
 Lack of cities masterplan. Our city is ugly
 I have no negative
 Too windy
 Corrupt city leaders

Not a pretty place to live
 Inflexibility of City of Amarillo in new development planning and permitting. (2) It's not go because of limited quality and availability nor housing prices that are stumbling blocks. It's a lack of availability in reasonably sized
 Lack of diversity
 Unethical city leadership
 Streets
 Public transportation
 Too many Toot n Totums
 The close-mindedness of so many residents
 Would love to check quality of housing and neighborhoods and traffic, but it seems we don't develop infrastructure until things already have started.
 I love living in Amarillo. I can't think of anything that is in our power to change, that I would change

If you want this to be a fair survey, provide the same options for negative and positives. Many of the things you listed in CON are things I would put as pros for Amarillo.

Commercial property is extremely over priced. The inflated price is a block to small business opportunities.

The weather

Taxes

Nothing

Too many crappy slumlord rentals

Nothing

Traffic/Road quality

This is my home town and I honestly don't see any downside to the community

trash, public dumping tires

liberal government leaders

Crime! In addition to violent crime, theft & property crime have gone through the roof and there seems to be very little public response by the police. We would move because of it if we didn't have close family here!

Whiners and complainers that won't put their money where their mouth is!

Amount of traffic

Many parts of the city are dirty and unkept. Large Trash not picked up and the means to do so are not available to many. Fact: wealthy people can afford to have trash taken away, many people can't. And these neighborhoods are along our main highways and roads.

It's increasingly difficult to travel from Amarillo efficiently and cost-effectively

Traffic Management

tolerates racism

Nothing

Larger entertainment venue is needed

Cost of living too expensive. Taxes, home ownership, all of it is outrageous. Our taxes are wasted on baseball fields and other useless projects.

The wind

All of the above. Nothing except for my job is keeping me here. There's nothing necessarily attractive about the city itself to make me want to stay

Environment

Too many Republicans

Constant construction causing congestion.

Nothing I don't like

South side is left out of closer businesses

Traffic is getting horrible for a city the size of Amarillo, actually getting hard to get around in parts of the city

Deterioration of neighborhoods in older areas of the city, lack of recycling

City leaders

The roads/traffic SUCK ALL OVER TOWN

Political climate/public health impact

Wind!

Lack of quality infrastructure - recycling, compost, public transit, reliable power grid, etc.

The horrible drivers

Overall appearance of many neighborhoods - housing in poor condition, rundown, lack of public spaces and urban design features

lack of citizens' willingness to invest in their community (eg, the Parks bond that failed. very disappointing!)

Lack of recycling, sustainability. Lack of foliage (not sure that can be helped. The parks are doing a great job at compensating.)

City Commission is one of the things I like the least. They keep wanting to increase taxes and harp constantly on upgrading downtown. Now, they want to increase taxes to pay of the upkeep of parks! When did they become a separate expense?? If the City can't do it then the school systems should take them over. We pay enough in both of the tax systems. We are starved for entertainment and family activities. Like the Christmas lights that we could drive through in John Stiff Park. That was wonderful and companies put their money into it. We would even be willing to pay some to go into it. Just something! You'll never get walking traffic downtown with the homeless population down there. I work downtown so I know what I see.

I like living in Amarillo!

no recycling in a city of 200K is ridiculous

Lack of natural beauty

The Smell

dirty / trash pick up /road construction /mayor sucks

Road conditions, constant road construction and the terrible quality of the finished product

Amarillo is trashy place and has horrible roads

Condition of roadways in the Amarillo area and the lack of finishing any of these projects in a timely manner

Amarillo is unwilling to spend money to improve life (Ballpark is the one exception - good job on that)

Traffic & property taxes

Living in a highly conservative area is possibly the worst experience I've encountered in my life. Unfortunately the only way to combat this is through education however the population at large is strongly against that and the few who do become educated seem to leave and not come back (as I plan to do).

The town is built around car culture. Pedestrian, cycling, and other means of transportation are often forgotten or neglected. Neighborhoods often have little to no greenspace or other considerations.

traffic caused by construction. there are orange cones everywhere, and they are there for far too long.

Property Taxes way too high. Stop trying to vote to increase taxes and take care of what you have with the tax dollars you have. There is zero reason to steal more money from the citizens of Amarillo. Please for all that is good in this world, time the streetlights. There is zero reason to ask for more tax dollars when you can't do something as simple as time a stupid light to a known speed. We look like redneck idiots when we must stop at every light in this town. It's so bad it's almost like they are programmed that way on purpose. You say Amarillo needs to grow and expand and we want to spend millions on ballparks and other facilities, but a very basic city responsibly of roads and traffic lights you fail at beyond measure. How can we as taxpayers expect you to take care of millions of additional dollars in infrastructure when you can't time a light or fix a road in a reasonable time or manner. How can you grow Amarillo when you can't get from one end of town to the other without stopping 15 times and the trip taking 30 minutes? As with my children, they must be good at a small task before they get more trust and responsibility. The same holds true for the city of Amarillo and its leaders. Get good at the basic easy stuff, then grow. Right now, you are a long way from good on roads, traffic lights, trash service, alley ways, water service, city drainage, and basic city facility maintenance. Work on those things, then try to grow.

Traffic congestion and continuous road construction
mass transit

ALL BUT CHILD CARE APPLY

CISD taxes are ridiculous based on updated house appraisals

severely limited public transportation; lower salaries mean lower retirement/401k contributions

I would like to move into a new home, but there is no way I can afford it without having to sacrifice a lot of square footage. Also, property taxes have risen so much, I'm barely able to afford the current house that I live in. There should be a way to keep our property taxes lower and based on the original purchase price of the home. Maybe increase sales taxes for older homes, so the cost can be off-set?

Lack of public parks and outdoor activities

TRAFFIC

Lack of quality street maintenance, very long lines in turning lanes in SW Amarillo, trash all over the city, poor workmanship from city employees on physical projects

Alley ways make neighbor hood look trashy with all the dumping

The Mayor and corrupt city council

Want HEB, Costco, etc.

Paved Alley Maintenance

Limited/non-existent public transport.

No large aquatic center for swimming events

Every chance officials get they raise property value and tax %

Parks/baseball softball fields for youth are terrible.

Winter

Current neighborhood protection/development and parks

Not wide enough thoroughfares ex. Georgia street

Limited Sports Venues, must travel for kids sports

The inability to pass a tax increase to pay for amenities/necessities

City will not spend money to maintain downtown, neighborhoods and streets. Unbelievable number of old buildings that need to be torn down. City is too focused on advertising Amarillo has lowest tax rate. Another big item. The city planners have no idea what a LOOP is. Go to Lubbock and count how many stop lights on Loop 289 !!

weather

Lack of Public Investment and desire to pay for it

Not very bicycle-friendly

Lower wages than other cities larger than here.

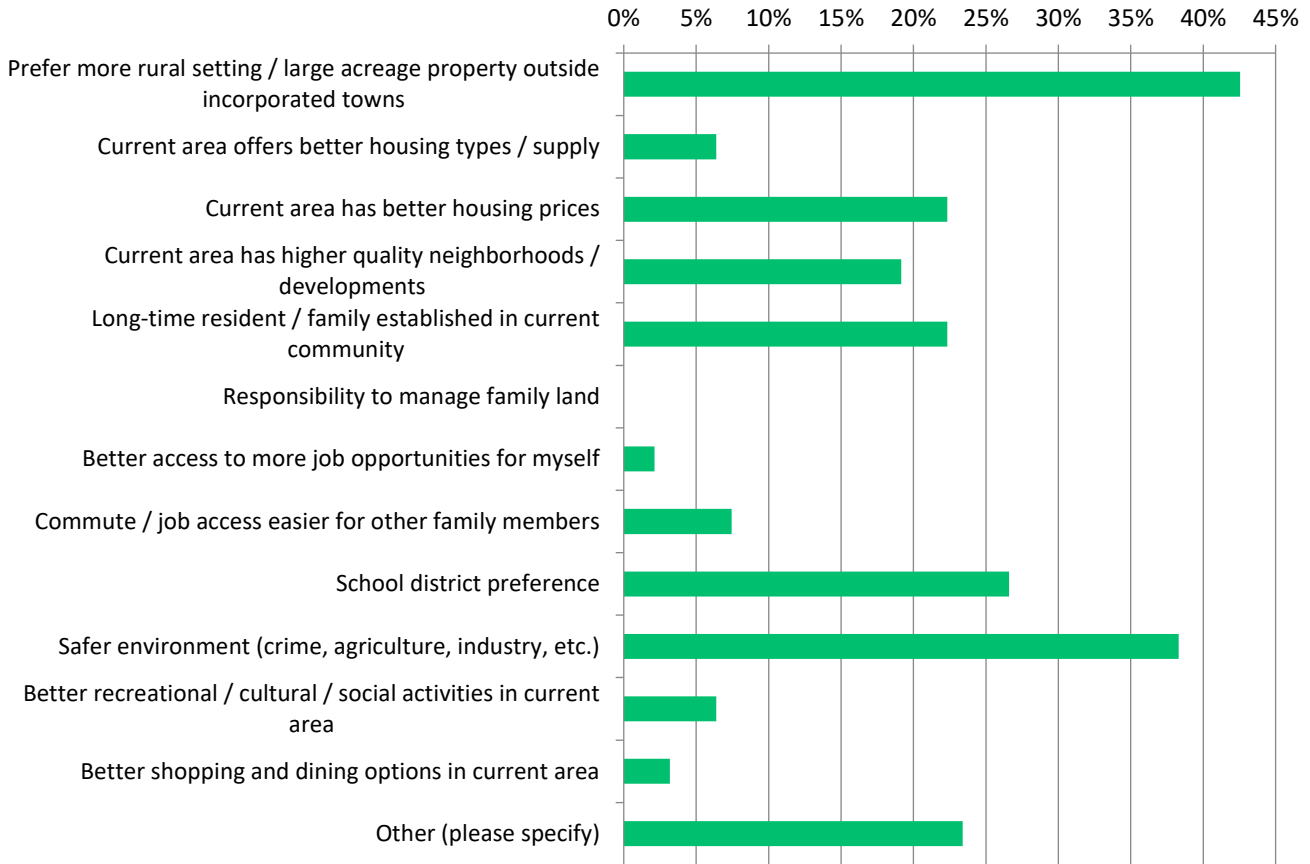
Increase in violent crimes and all crime in general

Smaller community

limited parks and recreational facilities
a lot of hateful people
Traffic control is very lacking.
Limited and poor care of city facilities and spaces.
Wages are why some people choose to move out of Amarillo
School district (AISD) taxes causes the overall property taxes to be high, not the actual city taxes. I pay in excess of an extra \$5,000.00 a year, which adds an extra \$500.00 a month to my mortgage payment.
all the above
Jared Miller being the City Manager
Large builders allowed to create large cookie cutter neighborhoods without character or beauty. Big money in charge, not the city. Way too many problems to list.
The tax rate is disproportional in my opinion. I do not find value in subsidizing a junior college, and believe more taxes should go to the city vs. the county as I believe the average citizen uses those resources than the alternative!
Everything I could not check
Limited/Poor Public Transportation Options
Representation of the Black and Latino communities
Lack of mixed use spaces for retail/residential/entertainment and would love to see more use of historical/older buildings/areas/neighborhoods
Need to beautify roadways. Unmanned landscaping, full of weeds, & dirty
Too many flights have been cancelled out of Rick Husband.
Limited outdoor recreation and park space/quality
Poor traffic planning
I love Amarillo
AISD lack of buses for north side students

Limited public transport, and biking options.
Housing Prices, Limited arts, culture, and entertainment, taxes, lack of walkability,
Lack of outdoor activity
bad city animal shelter
I like aa of these
Traffic and congestion
Not very many bicycle-friendly streets
extremes of weather from hot to cold although Amarillo is safer from natural weather disasters such as floods, hurricanes, earthquakes, and even tornadoes
road infrastructure has not kept up with population expansion
Terrible parks, no viable venues for youth sports
The ridiculous rolling trash cans that roll down the street, emptying trash into the roadway to be run over by multiple vehicles, and spread about the NOW trashy city.
Ignorant Citizens
Lack of availability to direct flights (expensive to fly anywhere due to flights almost all going through Dallas)
Crime is out of control
Parks, specifically for children's sports
prejudice and closed-mindedness
nothing
Amarillo is fine for my purposes
Traffic construction
poorly maintained tennis courts
The city leadership (Mayor and city council)
Lack of willingness to vote for bond issues.
If my family didn't insist on living here I wouldn't. It sucks here.
We are very far other communities

Why do you prefer living where you do now rather than Amarillo? (Choose UP TO THREE things)



Of respondents who do not live in Amarillo, 43% selected the desire for a more rural environment as the primary reason, ahead of those who selected a safer environment (38%), those preferring a different school district, more affordable housing, family ties to the community, and better quality neighborhoods. For households with children, school district preference rose to the third most cited reason (30%).

N=94

Open Ended Responses

Love the location down low protected from the wind and mature trees
 my location in Randall county is in the Amarillo area
 Its been home for many years
 taxes are lower
 Being able to raise animals. ex: 25 chickens
 Current area has more of a close-knit community feel.
 No affordable housing options in Amarillo
 I live in the Amarillo area
 less traffic

Wife works in Dimmitt
 taxes are better
 Smaller community (Canyon) vs Amarillo.
 way more than 3 things on the list, and less tax allows for a higher principle payment on a house
 closer to distant family
 only thing I could find at the time
 for the price the area is safer for family without subjecting my family to areas that are less

affordable with my salary , that will not subject them to the lesser economic opportunities
I would move out of the incorporated area if I could spouse works in town we live in.
Can't afford a down payment on a home.
Lower property taxes
I have been in White Deer for 18 years

Prefer to have a self-sustainable home as off the grid with as minimal bills paid to the city/utility companies as possible. I also prefer the quiet of having minimal to no neighbors.

Assuming no significant changes to the current trends in the local economy or employers, what do you think are the most important changes needed to provide more supply and choices for housing for Ardmore workers? (Choose UP TO FOUR things)



Half of respondents indicated that new subdivisions of lower price single family homes were the most important change needed in the Amarillo housing market. Other relatively popular choices were preserving and rehabbing existing older housing (over 30% of respondents) and masterplanned communities (28%). Amarillo College students were more likely to emphasize various types of affordable rental housing in their survey.

N=838

Open-Ended Responses

NEED TO PAY MORE ATTENTION TO THE NORTHSIDE EXISTING DEVELOPMENTS

More low income housing for elderly and disabled.
 Take care of existing neighborhoods that are starting to decline in value; provide home improvement incentives
 Government should stay the hell out of what homes to provide. Let the market dictate. Government will just screw it up.
 Independent senior neighborhoods
 Take care of/improve existing areas. QUIT taxing residents out of their current homes!!!!!!
 More garden house with 1900 or more Square Footage
 upgrade existing infrastructure to accommodate older central areas of Amarillo to be renovated.
 Remove unsightly/condemned properties
 Pay people more so they can afford basic houses and apartments
 Preserve/rehab older single family homes across the city
 limit the trailer houses being put in outside the city limits. I have acreage and a nice home with mobile homes being moved in all around my property. Develop areas for mobile homes and leave the acreage for traditional homes that doesn't depreciate the value
 worry more about bringing MFG JOBS, allow housing market to take care of itself. Lower taxes
 Provide affordable homes within the city limits with larger lots.
 Keep slumlords/investment properties out of working class neighborhoods
 I don't think any housing options should be mandated by city
 I would like to see homeowner programs in some of our neighborhoods, San Jacinto, East of the Fairgrounds, etc.. We have neighborhoods that are out of control due to lack of owners living within the area.
 More less expensive, pet friendly rental properties for single parent/elderly homes. and not in the SW or downtown areas of town Not all old people are rich!
 Encourage mixed use zoning i.e. retail or industrial on the street with a residential overhead or in back of the same building. This has layers of value for both

owner occupants and business owners renting out space to help with cash flow. in and around central Amarillo mostly but make this zoning easy all over
 Improve the Public Improvement District (PID) system to make easier for neighborhoods to utilize the City resources. The concept of PID is a good one BUT it is arduous to submit bids and get hung up in the City process that is so slow. Governmental red tape is killing the idea in Amarillo and PID monies are not controlled by property owners who the monies are collected from for property maintenance.
 Builders understandably go for the big sale. People still want to own their own homes and will have more pride in our city if they can. We need good quality smaller homes in older areas of town. We need better and safer opportunity for youth entertainment in their own neighborhoods with better police presence.
 Provide low cost, safe housing in North Amarillo since I have a home I do not know what the needs of others is
 Better neighborhood planning including schools, walking areas, sidewalks etc. Lack of coordination all over town including
 More senior communities options like duplex etc
 Create a tiny home subdivision
 Dealing with City Planning is way too time consuming and complicated and ridiculous.
 Preserve/rehab in east Amarillo
 Are you at all familiar with the NE part of town?
 More senior living facilities where you can live until you are unable and then go to Assisted facility that they run.
 Provide more shelter opportunities to homeless people in Amarillo
 no opinion
 Nothing
 Reduce taxes
 lower tax rates and stay out of private sector operations
 More affordable/ lower income apartments for the elderly with food provided.
 mixed use, house with shop, rentals of shops with living quarters
 More 55 and older communities moderate priced
 I don't know

Amarillo doesn't need to provide housing, people need to provide for themselves.

Provide more "entry-level" subdivisions of lower-priced, for-sale single family detached homes in older central areas of Amarillo?

Taxes are pricing young families out of home ownership. House pricing or type is not a problem.

Rezone and renovate existing rundown areas for Mixed-Use Development with walkability in mind

Stop raising taxes on people that own homes

Provide middle class funding to help update their neighborhoods

We don't need more "new" housing, renovate existing neighborhoods

Not sure due to not wanting to live in town.

I am not answering this question

No comment. My earlier concern was mortgage / rent prices

net-zero-energy / zero-carbon, lower-priced / small, for-sale single family detached homes within Amarillo City limits

HELP GET THE HOMELESS OFF OF THE STREET THEY ARE AGGRESSIVE AND CAUSE LOTS OF PROBLEMS IN THE AREA WITH PUTTING UP TENTS, DRUG USE AND A MULTITUDE OF OTHER ISSUES

AMARILLO NEEDS MORE BEAUTY! MORE TREES, FLOWERS, STATUES, ART AND OTHER BEAUTIFUL THINGS. I TRAVEL OVER THE UNITED STATES AND AMARILLO IS ONE OF THE UGLIEST PLACES I HAVE SEEN. MORE CHEAP HOUSING IS NEEDED. TEAR DOWN OR FIX UP NORTH AMARILLO. IT IS VERY RUN DOWN.

Help to update/repair existing homes that will offer more opportunities for new families individuals to afford housing.

The only reason housing is needed is to accommodate all the refugees coming in. QUIT inviting them !

provide affordable handicap accessible apartments/houses

Create cheaper housing out of closed/empty buildings.

no opinion

when adding new homes provide wider street access and alley ways

I would be interested in purchasing an abandoned warehouse for conversion into a home in the downtown area.

Provide new or renovated low and moderately priced detached homes with yard care and maintenance

provided for older people (approximately 60-65 years +)

Housing, land, and building costs have increased drastically

upscaled tiny homes

make the apartments/rental places worth living in while the landlords are charging exorbitant prices

Gentrification needed, urban renewal

senior over 55 living communities

I'd love to see more rent to own homes so that companies do not own every single house on the market, making it impossible to own your own home. One company or family should NOT be allowed to own and control whole neighborhoods that are deteriorating just because life gave them the upper hand and allowed them to buy out cheap houses to charge 3x that in rent.

Make living affordable. We get paid and it goes to rent and taxes

I don't know.

Not looking for housing NA

I have no suggestions. I have no knowledge of what is currently available.

Provide more furnished housing in rental units (apartments, homes, or garage apartments)

Provide more entry level housing for rent for senior citizens in small subdivisions in West Amarillo that have amenities that cater to seniors.

I have no preference

Provide more handicap accessible homes at a reasonable price

too many rental units destroying older neighborhoods

We need more housing for larger families. We have 7 people in one household.

Provide single family detached homes with no lawn care for over 55 residents

Keep property taxes low. Home ownership costs such as replacing sewer lines (for example) have risen due to material scarcity so even moderate home ownership is potentially expensive.

Allow builders to build housing around Comanche Golf course so that all parts of Amarillo have equally nice houses. Give tax breaks to companies who add "big chain" shopping stores to the North and South EAST Amarillo. NOT JUST CHEESE FACTORY

Only thing I can afford are in bad neighborhoods

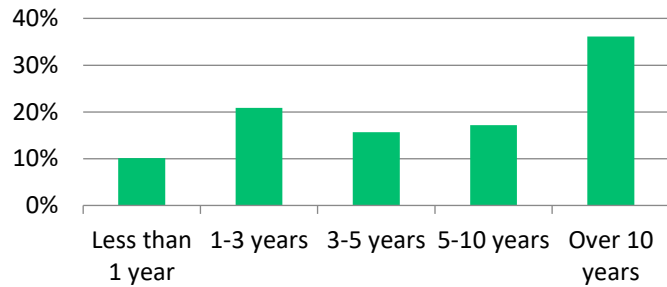
High-density lower income apartments. The majority of Amarillo population is POOR, not affluent. Please don't cater to the 1%.
 let builders build ; keep government out of it
 Provide Housing and Employment programs for the homeless.
 I have no suggestions
 Let the supply and demand determine the cost of housing.
 I have no idea
 I am not informed enough to participate in this conversation
 bulldoze all residential northeast of I-40 and Washington to Bivins stadium and build new houses

Building that tiny home village outside of town for homeless people was a great idea. If that project is still in motions, it's an excellent idea. Also, just generally revamping all the rundown homes in parts of Amarillo and establishing more safety in those less safe areas would be helpful.
 Provide assistance to low income home owners to improve and maintain property
 preserve historic area homes
 Make more housing that doesn't require a car to live or work.

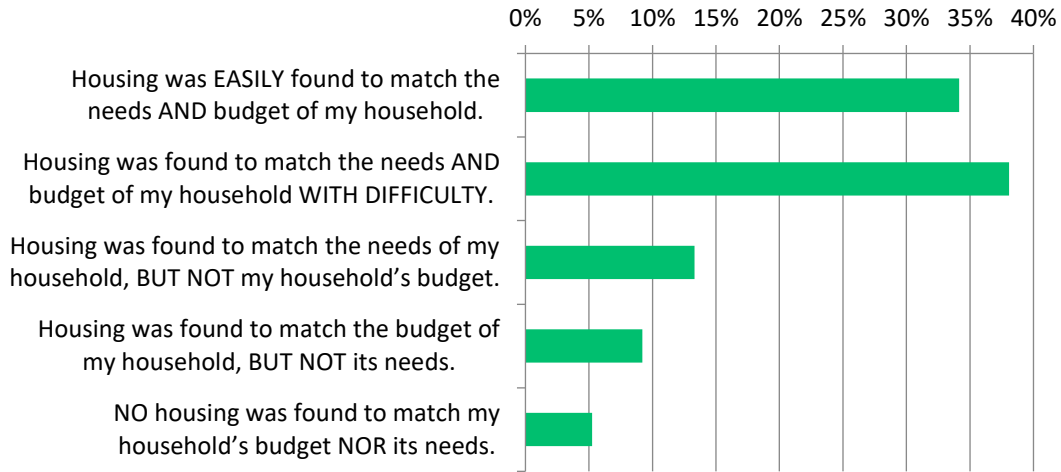
How long have you lived at your current place of residence?

Over a third of respondents have been living in their current home for over 10 years. Approximately 31% have lived there 3 years or fewer.

N=838



When you last moved, which of these statements best describes the experience of your household in finding new housing, with regards to your housing needs and budget?



For those who had moved within the last 10 years, two-thirds of respondents indicated some level of difficulty in finding housing. Approximately 28% indicated that they did not find housing that met their needs, budget, or both.

N=533

If you wish, please add comments about your experience finding a home that met your needs and budget

N=120

Open Ended Responses

Our first time home buyers that qualify for a FHA loan simply cannot purchase in our current market.

Conventional loans and cash are the driving force of our market. This stops many people from having the ability to purchase a home.

There are not enough homes in Amarillo that are under \$200,000.

We built our home as none in our desired area met our needs.

We bought my grandma's home in Puckett and updated it - with today's market we wouldn't be able to do what we did

We built on 1 acre outside of town

We need more neighborhood parks, especially in the new areas being developed.

I needed house less than 300,000

6 Years ago it was easy to find affordable housing. I wouldn't be able to do the same today.

There were 2 other contracts on my current home. We were a backup with the 2nd contract. It also exceeded the price we were looking for.

built a new home

No inventory

I had a home custom built

Property taxes in Amarillo Randall county are outrageous

We needed newer because we didn't have money to update and we needed it close to work and school.

We found our needs but they were above our budget.

God blessed us and more than exceeded our needs.

I was on HUD and I had to settle for a very very small house for myself and two sons. It took me 3 months to find the house because HUD accepted apartments tend to be a rough crowd. This was close to 8 years ago.

More homes were available 10years ago

I didn't

The hardest part was the size and price of lots to build on. They were either too small or way too big for \$1mil plus homes.

5 years ago, when the market was saturated with starter homes, the houses were priced with locality as central to the selling point; our home in Mesa Verde was at the low end of the budget and met our needs, but the sketchy location on the Northside really made my husband not like it, (but we got it anyway because he couldn't find one he liked, as a house, better in an area he also preferred.) Now, even the houses in our comfortable little neighborhood are going and gone as soon as they're listed, and for 40% more than five years ago. I'd hate to have to buy right now.

Apartments all had waitlists while I was looking for housing

Luckily I worked with the best real estate agent in town that did not give up on me finding the home I needed for my family, but it was a long process.

We were willing to pay a decent amount for a smaller one bedroom, but higher quality home. There doesn't seem to be many houses with those characteristics -- they are almost all cheaply made with tiny rooms.

When I moved to Amarillo there was an apartment shortage. My top 5 places were booked until Mid-Spring. I was forced to look elsewhere, but after visiting Amarillo to apartment shop I realized there were areas that felt unsafe for me to live. I feel my apartment was forced on me. It's overbudget and old, no new appliances except the washer/dryer I rent, but because it is in a good neighborhood I'm price gauged. I chose safety > having spare cash every weekend, but I wish I didn't have to.

When I moved from San Antonio back home to Amarillo, my mother said it'd be easy to find rent house/apt because of lower cost of living. What I found at the time was that most of the apartment complexes had rents in the same range as San Antonio and Austin.

Bought our home the day it was listed.

I was forced to downsize my home because taxes were getting out of control. I plan on moving away from Amarillo due to this once my kids graduate

We need more homes that are in the \$200,000 to \$300,000 range

It was a very painful experience to return home from the military and not have many realistic options. I was extremely lucky to have stumbled across the deal I did, and have been blessed to find a better job that allowed me to keep it

Hard, expensive, cheap houses have less than desirable schools. Roads in trade winds were redone terrible compared to city view...

Greenways very desirable and met our needs

It is difficult to find a low price with any amenities. Even harder to find reasonable priced home allowing large dogs or pets in general.

While we didn't find a home that fit our needs within our initial budget, when we raised our price-point, we were able to find our current home. And happily we were able to get it into our first price-point!

I wanted a home within walking distance to work

I purchased from a relocation company, which accelerated the whole process.

We had look for a home with mother n law quarters or an office with shower.

we moved in to a relatives house that had passed away

It took about a year to find the ideal new home.

Cost of rent too high

I purchased my most recent home in 2019. As a full-time professional Realtor, it has become increasingly difficult to find suitable homes due to lack of inventory and increasing prices.

Pay at the time was not sufficient to afford a place on my own, even on a teacher salary the market is not feasible

House market

Extremely competitive market right now leaving a lot of buyers without an option

We had to put an offer on our home the very day it was listed in 2019.

Pricing in Amarillo is not commensurate with quality. I grew up in Houston, and the prices of homes were far more affordable, and provided far more than the houses here in Amarillo. If I were to move my exact house to a similar subdivision in Houston or even Dallas, it would easily be \$100,000 less. Before moving to Amarillo, my husband and I were about

to buy a 5 bedroom house, on a corner lot, with a pool, in a gated community, just outside the medical center for \$180,000. We just paid \$249,000 for a 4 bedroom house with a tiny backyard.

Finding a hoke with basic amenities at a reasonable price (aka under 1k per month) is nearly impossible. Houses in Amarillo are too small and way too high priced! I moved from Fort Worth and we had a better quality home for a more affordable cost

As of right now, nothing matches. Prices are way too high right now for a single parent, who doesn't receive child support.

Over priced market

The custom builders are so backed up, we ended up buying. Sad.

I've had to rent a much smaller house due to costs. I've had to rent a storage unit to supplement for the lack of space.

Needed to find home with mil apt, tiny house on property or some other type of separate living quarters for older family member

We felt that homes were over-priced for the condition and amount of work needed. At the time, they would sit on the market for months with no price drop. I think part of it was our own style and preferences do not match mainstream Amarilloans' taste but it also seemed to be a sign that this is a strange/isolated market. I noticed a lot of homes that need work eventually sold at asking and then I would see them listed as rentals later with no work completed. I think this is also is a trend that explains why our older housing stock is in poor condition. We need more owner-occupants invested in their homes and neighborhoods.

The only issue at the time was available "stock" but we were able to find homes that met our needs and budget relatively easily.

Would not have been able to sale old home if my parents didn't have space available while we build. crazy high prices and city/school taxes make it unrealistic

It took months to get into the apartment with the amenities I wanted and was budget friendly

Amarillo Property Taxes are expensive

went with a much older home that needed work but was all we could afford in our price range

houses with all needs are over budget

too much red tape to go thru and delays in trying to meet local requirements

moving outside of Amarillo into surrounding area is the best option for my needs and budget.

We had a new home built in town (Canyon)

It was not that difficult to find housing but the quality of rental houses with a back yard + garage is very slim pickings.

My home currently does not meet all of my needs. for the price and area in which I live there should have been a lot more space for the price.

I built my home, but there were plenty of lots and options to do so.

Cost of current house was high for the amenities I was looking for. Even for Amarillo, and with no pool.

the market was manipulated by Zillow and other companies to drive prices up. I was lucky and fortunate to find the house that I did by word of mouth, so it never hit the market.

Most houses needed updates and were priced above market.

It was a MIRACLE that we found the dream home we've been looking for the last 10 years! The crazy market with higher prices made it challenging. We couldn't have gotten this home unless we were able to buy before selling the house we owned.

Somewhere in between EASILY and DIFFICULTLY

The housing market had a much higher quantity of homes available for sale at about 20%

I ended up renting my 2 bedroom/1 bath house at a reduced rate (lower than market) from my mother-in-law. She owned several rental houses in Amarillo.

sold my home of 18 years and living in rv since March 2021. Working to build new home in 2022 near the old location in private community. I think the city needs to develop a small community for homeless, with rehabilitation programs on site.

newer affordable family homes in AISD

Just a year or so ago I could have bought a home to fit my budget and needs. Now house prices have gone up and homes that would fit my needs are outside my budget. I don't see just average family homes with appealing floor plans go for sale at reasonable prices for my budget often. Ideally I would like about an 1700 to 2000sqft home on a larger lot to put a shop on later on, but don't always see many reasonable come up.

All the nicer homes with the better schools were way over priced and out of my single mom budget. I am middle class and bought what I could afford.

It was difficult to find someplace safe within our budget.

Moved into my parents home so really can't be anymore free than that.

Homeowner taxes are pricing people out of the market

Very limited supply of moderately priced homes

I sold my home in Amarillo and contacted my old landlord for a temporary rental home while home building process was taking place.

it was a buyers market in 2018

There weren't many apartments or rental homes available at the time.

We built our own home

At the time of purchasing our home, there were many options available within our price range. Now, it's nearly impossible to find a decent house in a good neighborhood within the same price range.

Housing bubble made it hard to make a decision without feeling you were being overcharged - and the area we were able to get into has high taxes for the housing.

Willed to me by (deceased) friend

1,000

My budget only allows me to be in the poorer parts of town so then my children go to schools that have kids that their parents don't care about what they do.

The reason my home buying experience was easy is because I bought my first home in my forties and been at my job over twenty years. People should be able to afford to buy a home way before this and in a better neighborhood. Amarillo looks too trashy.

Housing without problems cannot be found under \$1500 a month.

just need more lower housing to rent with more space

There is a need for a better quality of homes in the \$1,200-1,500 price range

The market is expensive for the price of square foot

For "better" houses and amenities the price is drastically higher. If you want nicer things they cost

Taxes are too high in my area

My roommate and I do not qualify for low-income apartments, however our combined monthly budget is barely enough to pay for all bills and things such as food and gas.

Feels like housing for young professionals is clearly an area of need. Had great difficulty finding something in my price point with a garage.

The housing market seems to not make any sense to me here in Amarillo based on location, size and features of house.

We needed more space and a bigger yard for my growing kids. It's getting too crowded to live in Amarillo as well as the crime rates that are just continuously increasing but we also wanted to stay close to town for our jobs. Plus Bushland ISD seems like a better place for our kids at this time.

It was difficult to find a place to live that I could afford, and the places I did find were either unsafe or gave extra difficulties that make functioning in society harder. I ended up finding a 'decent' apartment, but I cannot do laundry there and struggle with several aspects of it. Housing should not be commodified in this way. Everyone deserves to have their basic needs to live met.

Chose new moderate priced home pleased with quality of construction

My manufactured home was perfect for my family needs in respect to size, location and included amenities. It was only barely outside the desired budget and with negotiation brought it closer to the preferred buying point.

We purchased a home in bad shape and have been working on it for 5 years. It still has projects to go.

New home build in 2017.

Buying a house was extremely stressful and competitive.

it was difficult to find a home that met our budget.

We had to expand our budget to find a home and it did not meet all of our needs

At the time, found the right house with the acreage I wanted for an affordable price and in the Canyon ISD school district. Do not want my kids attending Amarillo ISD

I found that many of the homes available were either poorly designed/improved or maintained, or were overpriced per sq. ft. There was not much inventory in the move-up and/or second home price range, 150K to 250K.

the realtor kept showing houses that was out of our budget and would not show house that we picked out.

The housing typically available for a single person is typically not in a safe neighborhood nor does it

have some basic amenities. If someone makes less than 20k a year, they will not be able to find something safe and affordable.

Had no choice but to buy new cookie cutter house.

Used homes overpriced and needed too much updating or repairs. Builder made many errors in construction but didn't care. I didn't have much choice.

It was difficult to find something that we were looking for within the City of Amarillo limits resulting in us building right outside the City limits.

My rent more than doubled from \$425 per month to \$925 per month just by moving from Canyon to Amarillo.

2 bedroom, 2 bath was what we were looking for. Cheapest we could find was over \$1500 in rent a month. It was 4X higher than a mortgage payment, but being so young, I don't qualify for a mortgage. There is no hope right now for me to be able to own or even live in a non apartment and start a family, without having to work 3 full time jobs just to afford rent.

Being a single household prices to live in Amarillo don't met pay

We looked for months and placed several offers but kept getting outbid or rejected. Made buying our first home difficult and stressful.

I sold and bought a home in Feb. 2020 right before the pandemic, so my situation doesn't necessarily reflect the difficulties in the last year and half. But at that time, it was a smooth transition.

Low supply of houses/lots in the area that we wanted to buy in

It would be nice to have more room for our kids.

Housing was not available for family size so we built a home.

we were looking to build our home.

Had to settle on an apartment complex but it wasn't a home like we wanted to move into.

Multi-generational family housing with ample general living spaces and bathrooms for additional bedrooms, all on one level was difficult.

Within the last year we have bought two homes in completely different price ranges and both were equally as difficult to get under contract as the demand is so high. \$170-185k was very difficult but \$350-400k was almost as difficult!

The price per sq ft here in Amarillo is ridiculous. Amarillo is very limited in recreational activities yet

homes are prices as if Amarillo was a "big" city with a lot to do.

I Wanted to live in North Heights and there are hardly no up to date new homes there for single family living

I had to move in with my father

Lack of options/availability

I got lucky that a friend knew someone who had housing available in my price range

We built what we wanted and in our price range.

It was winter and everything was dead.

Prices too high. Large fluctuations in utility costs.

We had to build our current house because we could not find one to meet our needs that was within our budget.

It was very difficult to find a place to live that met my needs and budget as an individual moving to Amarillo. And I still was not able to find a place that will work for a long period of time.

the problem is there are no mid level cost houses with more than 3 bedrooms. More and more we are blended families. I have 2 kids, as does my wife. 4 kids 2 adults requires space. that space in non existent below 1850\$ per month.

lack of homes in price range

I got lucky. Many do not. Rise of housing is not good, Housing for retirees was difficult to find, I wanted to downsize in a neighborhood similar to what I had. Instead, I ended up in a lower income neighborhood that did not match who I am.

I looked for a small house to buy so that I would not have to rent. It was impossible to find a house in my price range that would not have needed tens of thousands in repairs. I thought of renting a home but they were overpriced and in bad repair.

I was restricted to new construction because existing, similar, structures were more expensive. Even during a pandemic.

The needs that we wanted was not to be so far away from a grocery store. We have to drive to grand to get grocery's and they all go pretty quick.

Real-estate investors have ruin this city.

when looking, there weren't a ton of houses on the market (this was 7 years ago). Now since inflation has hit the market I am sure that situation has changed.

my landlord came down on rent for me to be able to afford it

We were lucky to find a 3 bedroom house in the area that we did for the price that we did. Now, smaller houses in worse neighborhoods are going for the same or more of what we pay now.

We moved from a home that we had outgrown into a home that met our family's needs, and our housing budget increased proportionate to our needs.

Bid on several houses the day they went on the market and got beat each time. Finally found a home for sale by owner and he lowered the price of the home to match my budget. The cost of a realtor and the cost to file paperwork is appalling. Realtor didn't even find the house I bought, but I still owed him 6% of the price of the house. Seems wrong.

It took over 5 years to find a house that met my needs & budget

no comments

Most apartments for single no kids residents are extremely costly and hardly any offered stuff t discounts

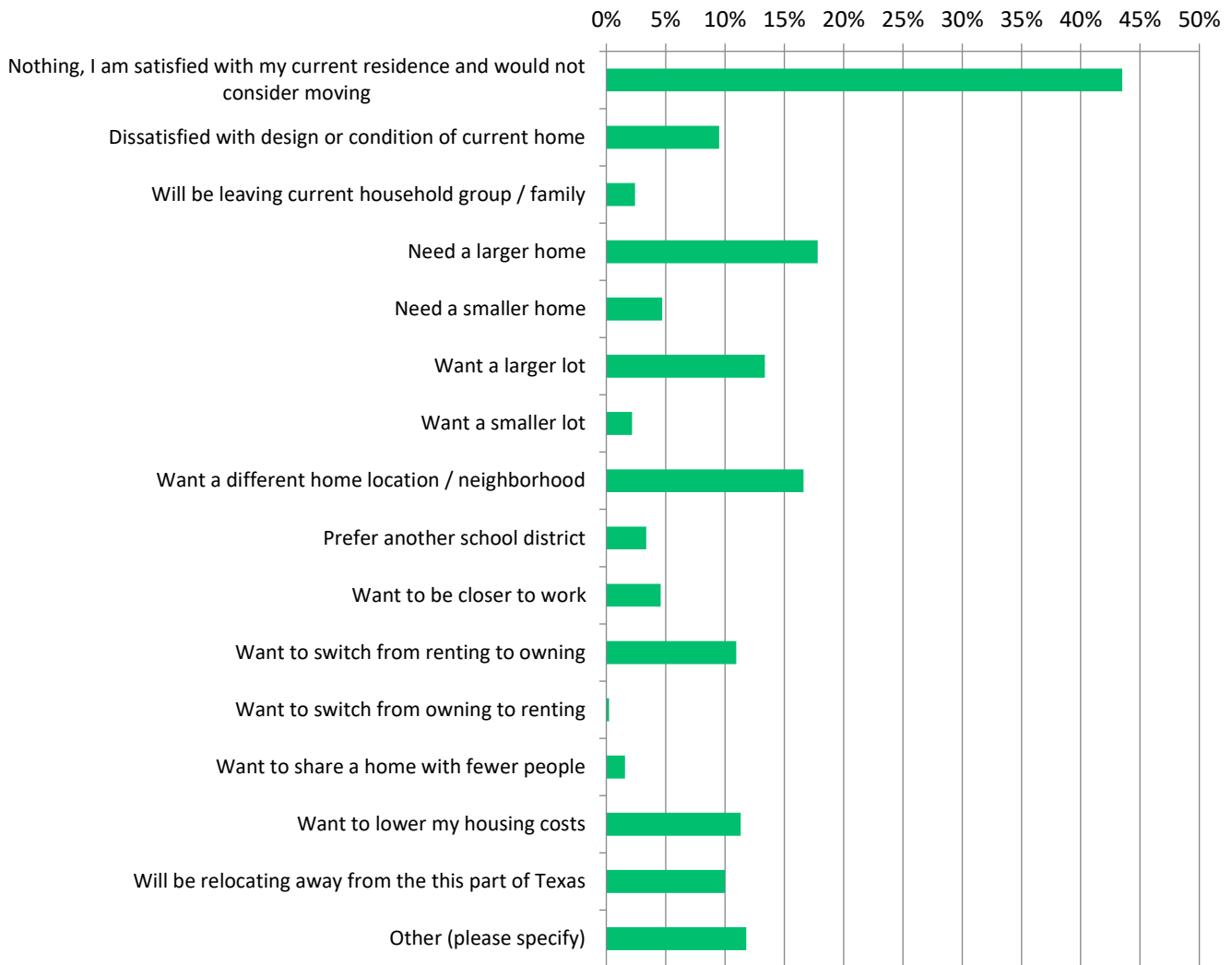
We made many concessions and paid more than we had hoped, and things have only gotten worse in 6 years.

Every time we found something we liked and were ready to put an offer down, the house went into pending so we couldn't make an offer. We finally found this one and it mostly meets our needs, but there was a lot that should've been disclosed before we purchased our house that wasn't and we felt a bit taken advantage of and like our hand was forced a bit when we purchased our home. It's also like people are all fighting over the same homes in Amarillo because they're the only good ones and most of the others out there are either pretty shabby, in poor condition, overpriced for what you get, or very cookie cutter where they all are crammed together with barely any yard/land/space and all look exactly the same.

we already lived in the area and could wait to move until we had a good opportunity. It helped to have connections.

I got lucky and found a place a block from where I was renting.

Are there any reasons that make you desire or need to move to a different home at the present time? Pick all that apply.



Approximately 43% of respondents stated that they would not consider moving to a different home. Of the rest, the most common reason given for considering a move was wanting a larger home or a different neighborhood for their home. Notably, moving for school district reasons was a relatively insignificant factor, as was a number of other reasons. Just over half (52%) of renter respondents chose wanting to switch from renting to owning.

N=830

Open Ended Responses

Would think of moving away for more access to recreation (fishing, biking, etc.)

selection of home was based on the desire to be in AISD vs. CISD

Quieter neighborhood
 Neighborhood is not restricted and going down
 Selling Remodeled Home
 Would like to move back to the city, most likely Dallas or Houston.
 Away from these increasing Amarillo taxes
 deterioration of neighbor
 Sell to make profit
 Due to addiction I was homeless for a few years. Now that I am starting school at WT and graduated from Downtown women's center I will need to move soon. I am on HUD waiting list once again.
 Tired of gunshots and thefts no one will do anything about
 What started as a nicer neighborhood similar to older section of the Colonies, now has cheap N & B homes built all around us when we were told they wouldn't let them in. Developer didn't landscape entrance which would have been easily done, now we have storage units being built at the entrance of a "neighborhood". Talking about Times Square. Even the Heritage Hills neighborhood...they are paying a monthly fee for the walkways etc and have for at least 3-4 years, but the developer won't finish by planting grass, trees etc... I would be furious!
 property tax to high
 If we leave our current home within the next five years, it will be to care for aging family members out of state.
 after retirement plan on moving somewhere that the wind doesn't blow so much and actually has rain and trees
 if I loose my job and have to find an new one I would have to move to a new state or area.
 Traveling Job will take me away from Amarillo
 Right now everything hinges on my job. If it goes away, I'll be forced to chase the money - probably to Ft Worth or Houston
 Recently had to move Mother in to our home and need a space more fitting to her needs.
 Need pet friendly low income location close to work. Hard to find because jobs and homes are farther apart than desired.
 I would like a cleaner neighborhood, The city does not help much even when I call to report weeds and grass needing to be cut, trash in the middle of the road. Tree limbs cut and in the front yard but never picked up. Loud music at the Baber shop guns being shot frequently.

Crime
 Safer area if there is an affordable one comparable to my home. .
 Foundation issues and lack of basement
 Want more land with less "city"
 Not moving
 Crappy neighborhood with unkept neighborhood and crime activity
 Crime and taxes makes us want to move outside town, plus we already left AISD for poor special Ed services and public schools in general going downhill, starting with covid restrictions. So now we don't have a reason to live in town in a good neighborhood.
 Senior housing area where someone assists with yard maintenance etc
 Taxes
 Considering downsizing. Would like to semi-retire but property taxes and insurance amount to \$1000 per month with no mortgage.
 Want a custom build.
 Downsizing
 No plans to move, but would love to teleport to a blue state that is managing covid, guns, abortion, and politics responsibly.
 Too many absentee landlords that trash the neighborhood.
 need more accessible home
 traffic is terrible in Amarillo today Lubbock designs better roads system!
 Taxes & noise from near by businesses
 if Bell losses work I will be forced to relocate to another state.
 No current plans to move.
 Currently own home outside of city limits, want to move inside city limits
 Property Taxes are too high
 Too many planned industrial facilities being located close to my neighborhood (City View). They should out in the county away from populated areas.
 CRIME IS ON A RISE IN AMARILLO
 Crime seems high for this area, I want to leave further out from this area
 working on building next house outside of city limits
 Lower taxes that allow me to get more house for the same price
 can't offer a home have to rent want a garage and more space

Retire from work no longer need near by schools for kids and wanting a new scenery on a 1-2 acre track currently building a home outside city limits but still in the Amarillo area.

move outside city limits

If I stay in Amarillo, I will not move to a different location. I may move to a more beautiful area of the United States.

Do not fit the culture of this part of the country.

Want out of city limits

To find a city where the homeless are not on every other street corner. A city that does NOT send bus tickets for these people to come here.

want to be able to have backyard chickens

need house with wider doors to access wheel chair

I would move for more land and the ability to own animals

Remodeling a fixer-upper. Not moving any time soon.

I am happy where I am, but would consider moving for the right motivation.

Satisfied with current housing situation but will only consider moving to home ownership until cost is affordable/possible.

Family member will be dying.

Better Job Offer

My neighborhood isn't close to any business I frequent

I cannot, as a single person, afford to move.

Want to live in Amarillo City Limits so I can vote on City elections.

retirement downsizing - possible RV life

Very small kitchen

Larger house with land

It would be nice to have more room for our kids.

Housing was not available for family size so we built a home.

we were looking to build our home.

Had to settle on an apartment complex but it wasn't a home like we wanted to move into.

Multi-generational family housing with ample general living spaces and bathrooms for additional bedrooms, all on one level was difficult.

Within the last year we have bought two homes in completely different price ranges and both were equally as difficult to get under contract as the demand is so high. \$170-185k was very difficult but \$350-400k was almost as difficult!

The price per sq ft here in Amarillo is ridiculous. Amarillo is very limited in recreational activities yet

homes are prices as if Amarillo was a "big" city with a lot to do.

I Wanted to live in North Heights and there are hardly no up to date new homes there for single family living

I had to move in with my father

Lack of options/availability

I got lucky that a friend knew someone who had housing available in my price range

We built what we wanted and in our price range.

It was winter and everything was dead.

Prices too high. Large fluctuations in utility costs.

We had to build our current house because we could not find one to meet our needs that was within our budget.

It was very difficult to find a place to live that met my needs and budget as an individual moving to Amarillo. And I still was not able to find a place that will work for a long period of time.

the problem is there are no mid level cost houses with more than 3 bedrooms. More and more we are blended families. I have 2 kids, as does my wife. 4 kids 2 adults requires space. that space in non existent below 1850\$ per month.

lack of homes in price range

I got lucky. Many do not. Rise of housing is not good, Housing for retirees was difficult to find, I wanted to downsize in a neighborhood similar to what I had. Instead, I ended up in a lower income neighborhood that did not match who I am.

I looked for a small house to buy so that I would not have to rent. It was impossible to find a house in my price range that would not have needed tens of thousands in repairs. I thought of renting a home but they were overpriced and in bad repair.

I was restricted to new construction because existing, similar, structures were more expensive. Even during a pandemic.

The needs that we wanted was not to be so far away from a grocery store. We have to drive to grand to get grocery's and they all go pretty quick.

Real-estate investors have ruin this city.

when looking, there weren't a ton of houses on the market (this was 7 years ago). Now since inflation has hit the market I am sure that situation has changed.

my landlord came down on rent for me to be able to afford it

We were lucky to find a 3 bedroom house in the area that we did for the price that we did. Now, smaller houses in worse neighborhoods are going for the same or more of what we pay now.

We moved from a home that we had outgrown into a home that met our family's needs, and our housing budget increased proportionate to our needs.

Bid on several houses the day they went on the market and got beat each time. Finally found a home for sale by owner and he lowered the price of the home to match my budget. The cost of a realtor and the cost to file paperwork is appalling. Realtor didn't even find the house I bought, but I still owed him 6% of the price of the house. Seems wrong.

It took over 5 years to find a house that met my needs & budget

no comments

Most apartments for single no kids residents are extremely costly and hardly any offered stuff t discounts

We made many concessions and paid more than we had hoped, and things have only gotten worse in 6 years.

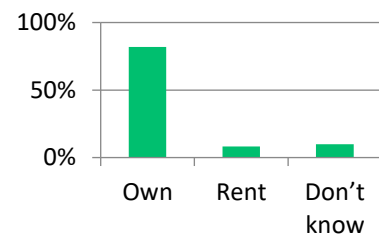
Every time we found something we liked and were ready to put an offer down, the house went into pending so we couldn't make an offer. We finally found this one and it mostly meets our needs, but there was a lot that should've been disclosed before we purchased our house that wasn't and we felt a bit taken advantage of and like our hand was forced a bit when we purchased our home. It's also like people are all fighting over the same homes in Amarillo because they're the only good ones and most of the others out there are either pretty shabby, in poor condition, overpriced for what you get, or very cookie cutter where they all are crammed together with barely any yard/land/space and all look exactly the same.

we already lived in the area and could wait to move until we had a good opportunity. It helped to have connections.

I got lucky and found a place a block from where I was renting.

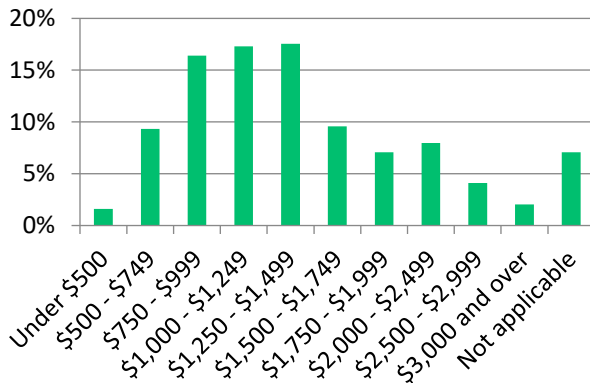
Would you plan to own or rent if you were to move now?

Over 80% of respondents who are willing to consider moving would plan to own their next home if they were to move. This expectation is true even for respondents who are “working class” with incomes of \$35,000 to \$50,000, and who are more likely to be renters at present – over 70% expect to own after their next move.



N=439

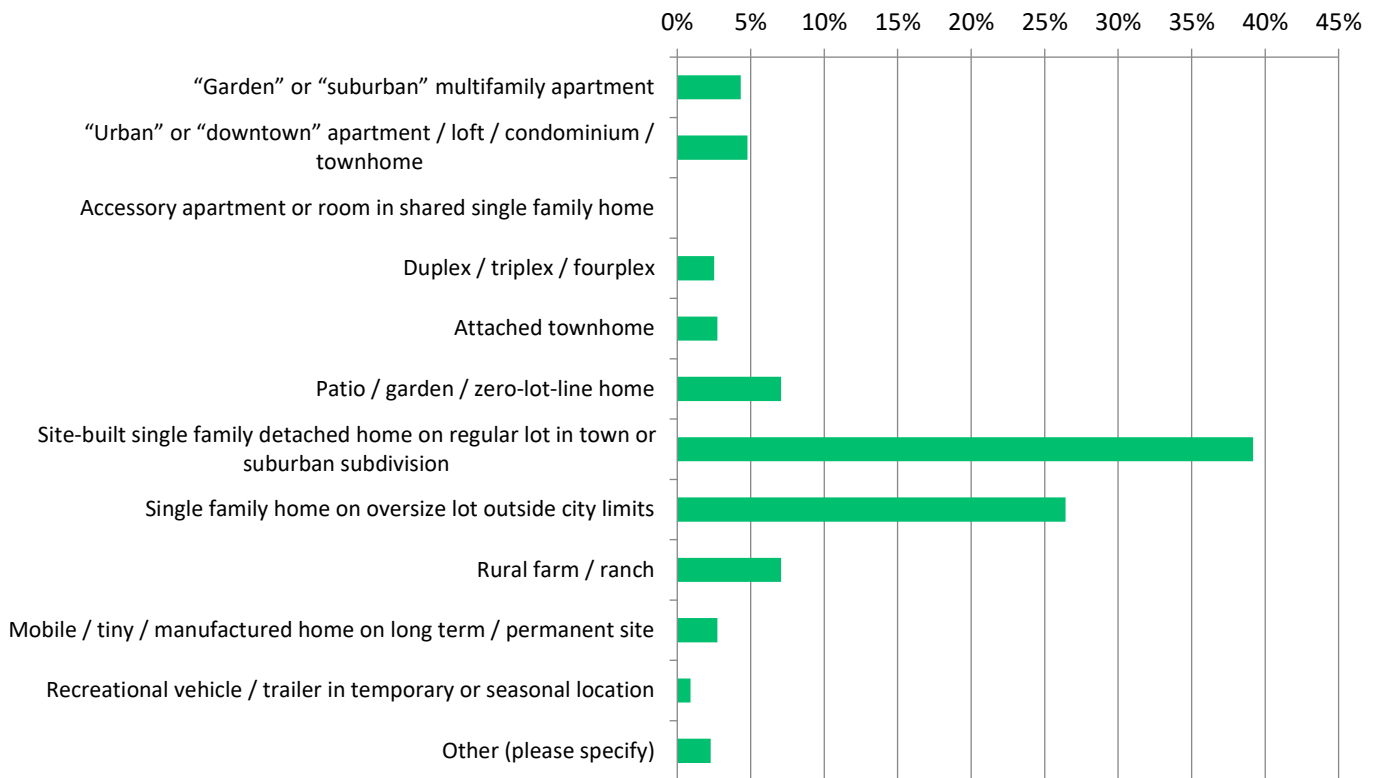
What is the maximum you would be willing to pay for your next home, per month?



The maximum willingness to pay for the next home was weighted toward price ranges below \$1,500 per month. Willingness to pay \$1,500 or more dropped off drastically overall. Even upper middle class / affluent households (income of \$100,000 - \$200,000) reflected this in that over 40% of such respondents had maximums under \$1,500 per month. For respondents from middle class households making between \$50,000 and \$100,000, approximately 80% will only spend up to \$1,500 per month.

N=439

Given your financial, employment, and family situations, plus personal preferences, which housing type would be the best fit for you?



Two-thirds of respondents think that a single family detached home, either in a conventional in-town neighborhood, suburban subdivision, or exurban oversized lot, would be the best fit for them. The remainder of respondents cited a wide variety of housing types.

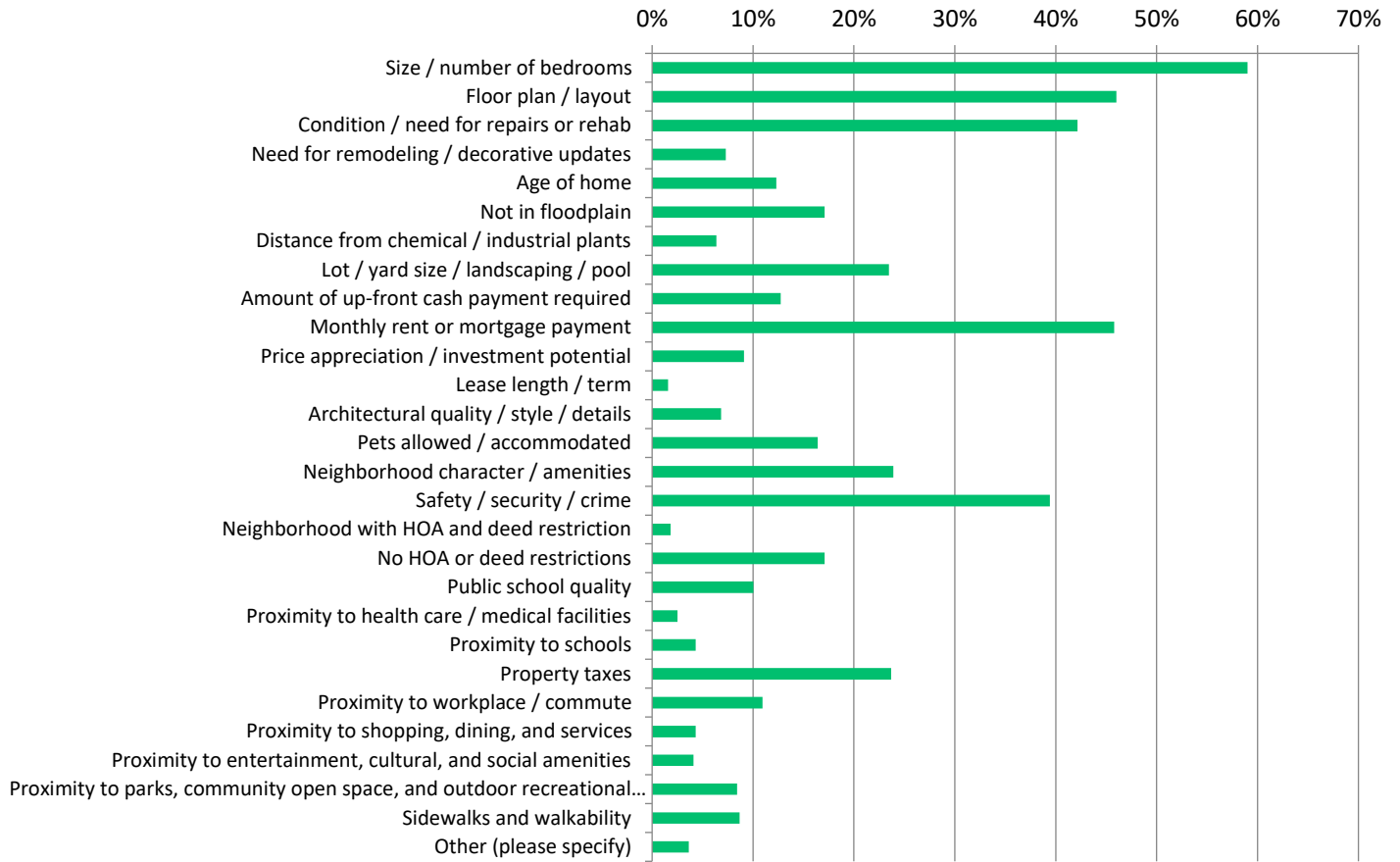
N=439

Open-Ended Responses

single family home on oversize lots inside city limits
 Single family home on oversize lot inside city limits.
 not sure
 SFR on oversized lot inside city limits.
 House on 10+ acres

Townhome
 A single family home either in or out of city limits

What do you consider to be the most important factors in selecting your housing type and location? Check UP TO FIVE.



One factor in selecting a new home was identified by a majority of respondents: home size / number of bedrooms. Other factors cited by at least 40% of respondents included floor plan / layout, monthly cost, and home condition, and safety / security was the only other factor cited by at least 30% of respondents. Public school quality was a minor factors for the overall sample (approximately 10%), but was more important for respondents with children in their households (approximately 20%). These respondents also placed higher importance on home size / number of bedrooms (77%) and monthly cost (54%). Renters placed monthly cost as a much higher factor, selected by 43 of 51 respondents.

A home that is not subject to an HOA or deed restrictions was important for a modest share of respondents, less than 20%.

Proximities to schools, health care, parks, and shopping / services were all of relatively minimal importance; only parks and recreational facilities were cited by more than 5% of respondents. Neighborhood character and amenities, however, was cited by over 20% of respondents.

N=439

Open-Ended Responses

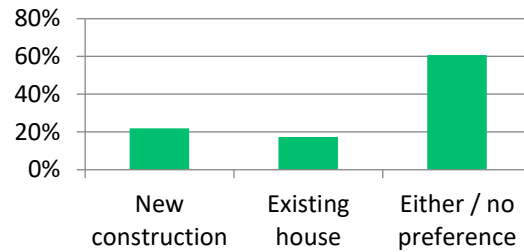
Location
 WALKABILITY
 Storm shelter.
 QUIET. I need more then five options.
 Large shop
 current needs/wants for next home design

1-2 acre track in order to get away from neighbors so close and all the trash build up in alleys in the city
 Parking (covered, reserved, etc.)
 Crime statistics
 Need covered parking or a garage.
 Location. Location. Location.
 Want to be able to have horses

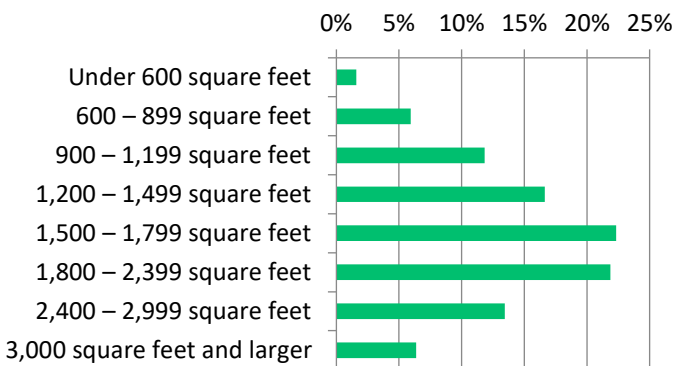
Would you prefer new construction or an existing home for your next residence?

Approximately 61% of respondents indicated no preference regarding new versus existing homes.

N=439



What is the minimum size of your next residence that you would consider?



The median minimum home size for respondents represented a distribution between 1,500 and 1,800 square feet. About 36% of respondents have a minimum of less than 1,500 square feet.

Respondents with children under 18 in their household generally preferred slightly larger sizes over 1,800 square feet. Still, only 25% had a minimum size of at least 2,400 square feet.

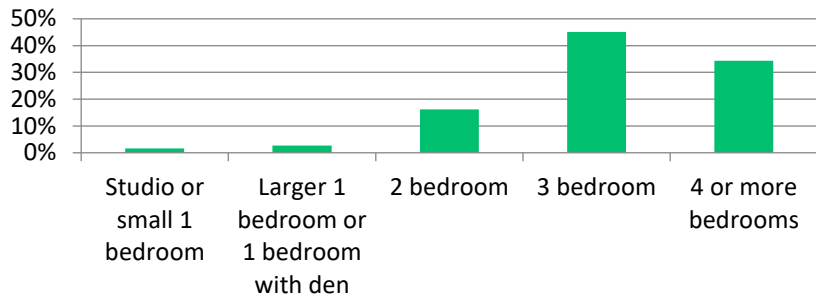
N=439

What is the room plan you would most desire for your next residence?

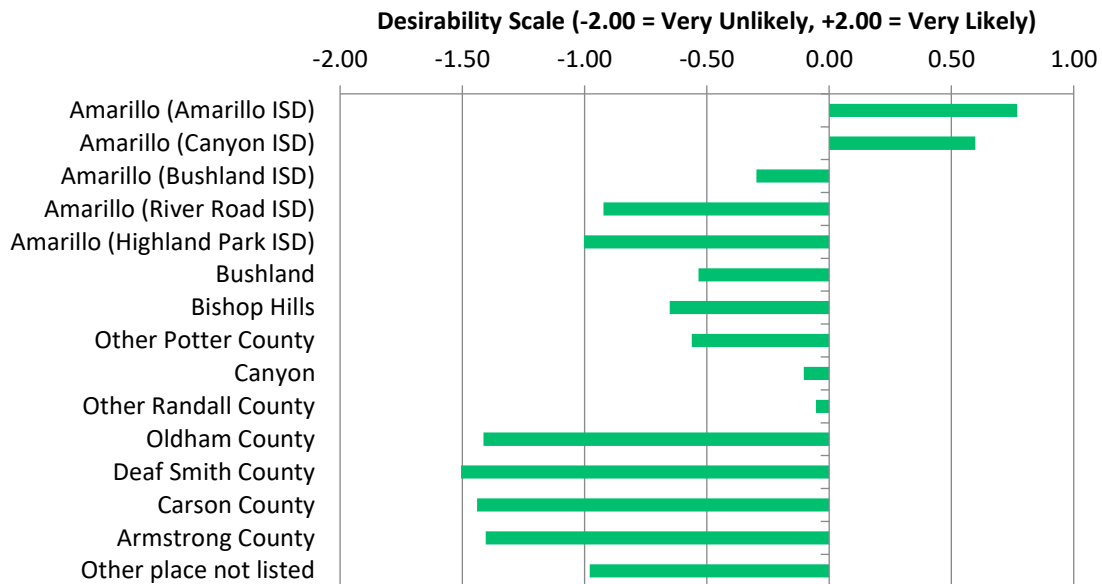
45% of respondents selected a 3-bedroom plan for their next home. Another 34% chose a 4-bedroom plan.

Respondents with children in their households showed greater preference for 4-bedroom plans at 53%.

N=439



If your preferred housing type was available at or below your maximum price in any of the areas indicated below, how likely would you be to consider moving there?



Respondents were asked to rate various communities and locations for their desirability as places to move to. The options, ranging from “Not at all Desirable” to “Very Desirable”, corresponded to a rating scale of -2.0 to +2.0, with 0.0 as Neutral. When the ratings were averaged, the City of Amarillo within Amarillo ISD showed the greatest desirability, followed by the area of the City within Canyon ISD. All other locations showed a weighted average below 0.0, though the City of Canyon and unincorporated Randall County were essentially neutral overall. Outlying counties were not viewed favorably at all.

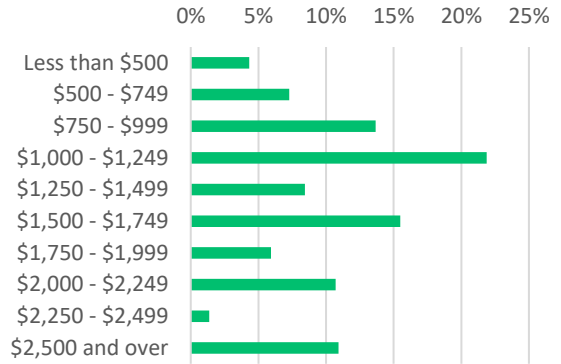
Respondents from households with children indicated that they viewed Amarillo and Canyon ISDs with approximately equal favor, with other patterns mirroring the overall sample.

N=439

For the room plan identified in the previous question that offers your most desired features, what amount would you and family members you live with be willing to be responsible for per month in either mortgage, taxes and insurance cost (if buying) or rental payment?

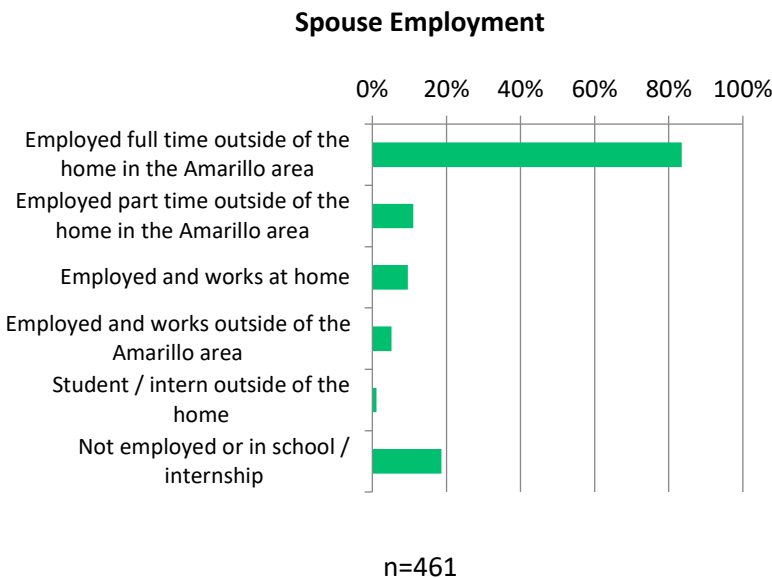
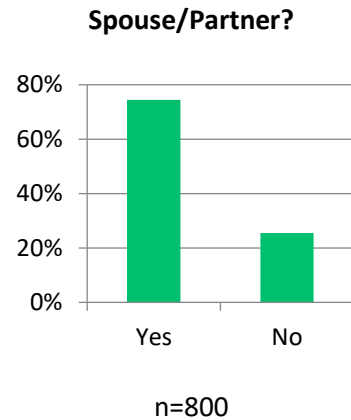
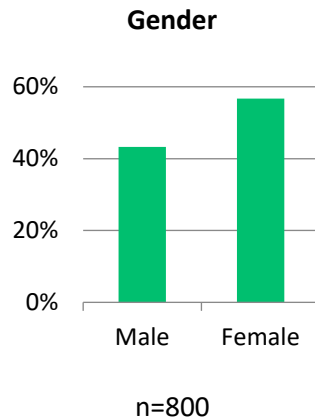
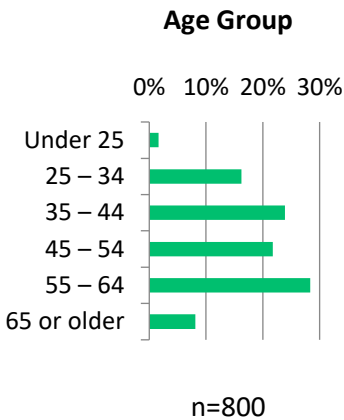
21.9% of respondents stated \$1,000 to \$1,249 per month. While a number of respondents were willing to pay amounts over \$2,000, 56% of respondents gave an amount below \$1,500. For middle class households with incomes of \$50,000 to \$100,000 per year, this proportion rose to 70%. For households with incomes \$100,000 to \$200,000, it is only 27%.

N=335



Demographic Questions

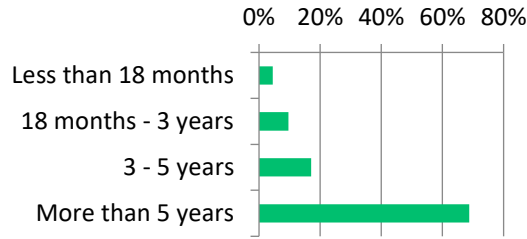
The following charts summarize the results of the demographic questions from the end of the survey.



Spouse Job/School Location

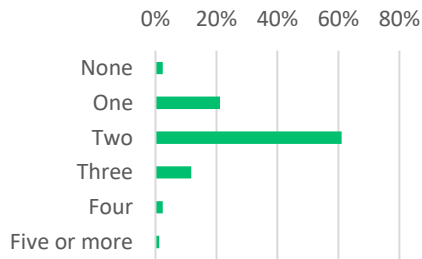
(insufficient sample)

Expect to Continue Working in Amarillo



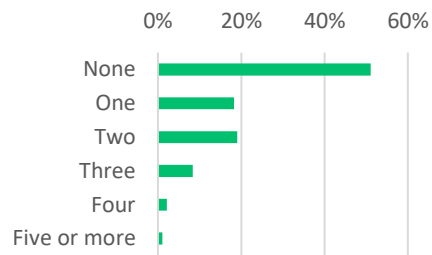
n=797

Number of Adults in Household



n=785

Number of Children Under 18



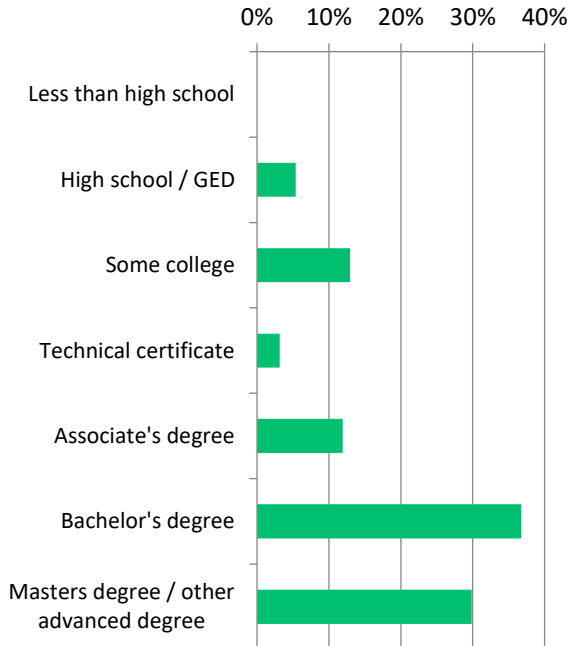
n=656

Annual Household Income (Family Only)



n=797

Educational Attainment in Household



n=797

APPENDIX B: EMPLOYEE SURVEY INSTRUMENT

AMARILLO ECONOMIC DEVELOPMENT WORKFORCE HOUSING SURVEY

***Survey respondents must be employed in the Amarillo Area**

If your place of employment is located outside of the Amarillo Area, please refrain from taking the survey.

City of Amarillo in partnership with Amarillo Economic Development Corporation, Center City TIRZ #1, and Amarillo Association of REALTORS is sharing this survey in order to enhance the city's housing study currently underway. A variety of quality and affordable housing options is important for any community. This survey and the Needs Assessment will help Amarillo public agencies and the housing development industry better understand the community's present housing situation. The results could lead to beneficial policy changes and potential new housing choices for the community and its workforce.

The results of this survey will be made available to the general public and community leaders. By donating a few minutes of your time, you will help decision makers by providing information to best address Amarillo's housing needs.

This survey is **anonymous and confidential**, and all information collected will be displayed in aggregate only. Your help will provide vital input from the community.

Please take a few minutes to complete the survey. **Thank you!**

1. What best describes the employment status for your primary income?

- Employed full time in the Amarillo area by one employer
- Employed part time in the Amarillo area by one or more employer(s)
- Local independent contractor / self-employed
- Out of town visiting / contractor / temporary worker at an Amarillo area employer
- Student
- Retired or disabled
- In between jobs or unemployed by choice

2. About how long have you lived in Amarillo or the Amarillo area? (check one)

- Less than one year
- 1 - 2.9 years
- 3 - 4.9 years
- 5 - 9.9 years
- 10 - 14.9 years
- 15 years or more
- I don't live in Amarillo or Amarillo Area

3. About how long have you worked in the Amarillo area? (check one)

- Less than one year
- 1 - 2.9 years
- 3 - 4.9 years
- 5 - 9.9 years
- 10 - 14.9 years
- 15 years or more

4. How far do you commute to work each day? (check one)

0 to 5 miles

10 to 25 miles

5 to 10 miles

25 or more miles

5. What is the way you have secured housing at the present time?

I own my home

My employer has provided my living space

I rent my home

I have another living arrangement (please

I stay in a movable RV / camper

describe): _____

6. What is the typical amount of your household's monthly mortgage or rent payment?

Under \$500

\$500 - \$749

\$750 - \$999

\$1,000 - \$1,249

\$1,250 - \$1,499

\$1,500 - \$1,749

\$1,750 - \$1,999

\$2,000 - \$2,249

\$2,250 - \$2,499

\$2,500 or more

Not applicable

7. Please describe the physical structure of your current residence (pick one):

Site-built single family detached home (house built on-site, as opposed to manufactured or mobile homes) on less than 5 acre lot

Mobile or manufactured home on long term / permanent site less than 5 acres

Residence on 5 acres or greater

Duplex / triplex / quadplex

Small multi-unit property (5-9 units)

Moderate-sized multi-unit property (10-30 units)

Large multifamily complex (over 30 units)

Recreational vehicle / trailer in temporary or seasonal location

Other

8. Please state the 5-digit ZIP code of your current residence: ZIP code _____

9. Where do you currently live while working in the Amarillo area? (check one)

Amarillo (Amarillo ISD)

Amarillo (Canyon ISD)

Amarillo (Highland Park ISD)

Amarillo (Bushland ISD)

Amarillo (River Road ISD)

Bishop Hills (skip to Q12)

Canyon

Other Randall County

Bushland (skip to Q12)

(skip to Q12)

(skip to Q12)

Deaf Smith County

Other Potter County (skip to Q12)

Oldham County (skip to Q12)

(skip to Q12)

Moore County (skip to Q12)

Carson County

Armstrong County (skip to

(skip to Q12)

Q12)

Other place not listed (skip to Q12)

10. (if your response in Q9 did not tell you to skip) What do you like best about living in the Amarillo area? (Choose UP TO THREE things – you may offer your own opinion as one choice by choosing “Other” and writing in a description.)

- | | |
|---|--|
| <input type="checkbox"/> Family-friendly community | <input type="checkbox"/> Low cost of living |
| <input type="checkbox"/> Public parks and recreational facilities | <input type="checkbox"/> Arts and culture |
| <input type="checkbox"/> Public schools | <input type="checkbox"/> Nearby medical / health care facilities |
| <input type="checkbox"/> Quality of housing and neighborhoods | <input type="checkbox"/> Proximity to workplace / commute |
| <input type="checkbox"/> Limited traffic congestion | <input type="checkbox"/> Family / friends |
| <input type="checkbox"/> Outdoors / natural amenities | |
| <input type="checkbox"/> Other _____ | |

11. What do you like least about living in the Amarillo area, compared to other places? (Choose UP TO THREE things– you may offer your own opinion as one choice after “Other”) (skip to Q13)

- Limited housing quality and availability
- Housing prices
- Lack of large masterplanned communities
- Lack of walkability
- Limited entertainment / family activities
- Availability of child care
- Limited range of career / employment options nearby

- Limited arts, culture, and entertainment scene
- Limited shopping
- Limited dining and drinking places
- Public school quality
- Safety / security concerns
- Taxes
- Other _____

12. Why do you live where you do now rather than the Amarillo area? (Choose UP TO THREE things – you may offer your own opinion as one choice by choosing “Other” and writing in a description)

_____ Prefer more rural setting / large acreage property outside incorporated towns

_____ Current area offers better housing types / supply

_____ Current area has better housing prices

_____ Current area has higher quality neighborhoods / developments

_____ Long-time resident / family established in current community

_____ Responsibility to manage family land

_____ Better access to more job opportunities for myself

_____ Commute / job access easier for other family members

_____ School district preference

_____ Safer environment (crime, etc.)

_____ Better recreational / cultural / social activities in current area

_____ Better shopping and dining options in current area

_____ Other

13. What do you think are the most important changes needed to provide more supply and choices for housing for Amarillo area workers and families? (Choose UP TO FOUR things – you may offer your own opinion as a choice after “Other”)

In suburban Amarillo:

- Provide more “entry-level” subdivisions of lower-priced, for-sale single family detached homes
- Provide more upscale, “move-up” single family detached housing in small subdivisions without amenities
- Provide a large masterplanned community with a variety of housing types and community recreational and open space amenities
- Provide denser, lower-maintenance types of for-sale housing, such as townhomes, patio homes and condominiums
- Provide new development of grouped single family detached homes for-rent where the landlord / manager performs yard and house maintenance
- Provide new, upscale complexes of apartments and rental housing with many on-site amenities, luxury finishes and appliances
- Provide new moderately priced apartments with “basic” amenities, finishes and appliances
- Provide new lower-priced apartments restricted only to tenants with lower incomes (tax credit or other subsidized rental housing)

In older central areas of Amarillo and downtown:

- Develop dense urban single family detached homes and attached townhomes on small lots
- Create new multifamily upscale apartments and reuse older buildings for lofts
- Provide new moderately priced apartments with “basic” amenities, finishes and appliances
- Provide new lower-priced apartments restricted only to tenants with lower incomes (tax credit or other subsidized rental housing)
- Preserve and rehab / renovate existing lower cost rate and older housing
- Encourage small-scale rental units (garage apartments, duplexes / triplexes, etc.) on “infill” sites

Elsewhere in outlying areas:

- Provide new large-lot subdivisions for custom homes in Amarillo Area outside of Amarillo
- Provide subdivisions for modular or manufactured homes
- Provide more mobile home and RV parks
- Provide new modular / manufactured / mobile / tiny homes on permanent or long term sites
- Other _____

14. How long have you lived at your current place of residence?

- Less than 1 year
- 1-3 years
- 3-5 years
- 5-10 years
- Over 10 years (skip to Q17)

15. When you last moved, which of these statements best describes the experience of your household in finding new housing, with regards to your housing needs and budget?

- Housing was EASILY found to match the needs AND budget of my household.
- Housing was found to match the needs AND budget of my household WITH DIFFICULTY.
- Housing was found to match the needs of my household, BUT NOT my household's budget.
- Housing was found to match the budget of my household, BUT NOT its needs.
- NO housing was found to match my household's budget NOR its needs.

16. If you wish, please add comments about your experience finding a home that met your needs and budget:

17. Are there any reasons that make you desire or need to move to a different home at the present time? *Pick all that apply.*

- Nothing, I am satisfied with my current residence and would not consider moving (skip to Q27)
- Dissatisfied with design or condition of current home
- Will be leaving current household group / family
- Need a larger home
- Need a smaller home
- Want a larger lot
- Want a smaller lot
- Want a different home location / neighborhood
- Prefer another school district
- Want to be closer to work
- Want to switch from renting to owning
- Want to switch from owning to renting
- Want to share a home with fewer people
- Want to lower my housing costs
- Will be relocating away from this part of Texas
- Other reason: _____

18. Would you plan to own or rent if you were to move now?

- Own
- Rent
- Don't know

19. What is the maximum you would be willing to pay for your next home, per month?

- | | |
|--|--|
| <input type="checkbox"/> Under \$500 | <input type="checkbox"/> \$2,500 - \$2,999 |
| <input type="checkbox"/> \$500 - \$749 | <input type="checkbox"/> \$3,000 and over |
| <input type="checkbox"/> \$750 - \$999 | <input type="checkbox"/> Not applicable |
| <input type="checkbox"/> \$1,000 - \$1,249 | |
| <input type="checkbox"/> \$1,250 - \$1,499 | |
| <input type="checkbox"/> \$1,500 - \$1,749 | |
| <input type="checkbox"/> \$1,750 - \$1,999 | |
| <input type="checkbox"/> \$2,000 - \$2,499 | |

20. Given your financial, employment, and family situations, plus personal preferences, which housing type would be the best fit for you?:

- "Garden" or "suburban" multifamily apartment
- "Urban" or "downtown" apartment / loft / condominium / townhome
- Accessory apartment or room in shared single family home
- Duplex / triplex / fourplex
- Attached townhome
- Patio / garden / zero-lot-line home
- Site-built single family detached home on regular lot in town or suburban subdivision
- Single family home on oversize lot outside city limits
- Rural farm / ranch
- Mobile / tiny or manufactured home on long term / permanent site
- Recreational vehicle / trailer in temporary or seasonal location
- Other _____

21. What do you consider to be the most important factors in selecting your housing type and location? Check UP TO FIVE.

- | | |
|--|--|
| <input type="checkbox"/> Size / number of bedrooms | <input type="checkbox"/> Public school quality |
| <input type="checkbox"/> Floor plan / layout | <input type="checkbox"/> Proximity to health care / medical facilities |
| <input type="checkbox"/> Condition / need for repairs or rehab | <input type="checkbox"/> Proximity to schools |
| <input type="checkbox"/> Need for remodeling / decorative updates | <input type="checkbox"/> Property taxes |
| <input type="checkbox"/> Age of home | <input type="checkbox"/> Proximity to workplace / commute |
| <input type="checkbox"/> Not in floodplain | <input type="checkbox"/> Proximity to shopping, dining, and services |
| <input type="checkbox"/> Distance from chemical / industrial plants | <input type="checkbox"/> Proximity to entertainment, cultural, and social amenities |
| <input type="checkbox"/> Lot / yard size / landscaping / pool | <input type="checkbox"/> Proximity to parks, community open space, and outdoor recreational facilities |
| <input type="checkbox"/> Amount of up-front cash payment required | <input type="checkbox"/> Sidewalks and walkability |
| <input type="checkbox"/> Monthly rent or mortgage payment | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Price appreciation / investment potential | |
| <input type="checkbox"/> Lease length / term | |
| <input type="checkbox"/> Architectural quality / style / details | |
| <input type="checkbox"/> Pets allowed / accommodated | |
| <input type="checkbox"/> Neighborhood character / amenities | |
| <input type="checkbox"/> Safety / security / crime | |
| <input type="checkbox"/> Neighborhood with HOA and deed restrictions | |
| <input type="checkbox"/> No HOA or deed restrictions | |

22. Would you prefer new construction or an existing home for your next residence?

- New construction
- Existing home
- Either / no preference

23. What is the minimum size of your next residence that you would consider?
- | | |
|--|---|
| <input type="text"/> Under 600 square feet | <input type="text"/> 1,500 – 1,799 square feet |
| <input type="text"/> 600 – 899 square feet | <input type="text"/> 1,800 – 2,399 square feet |
| <input type="text"/> 900 – 1,099 square feet | <input type="text"/> 2,400 – 2,999 square feet |
| <input type="text"/> 1,200 – 1,499 square feet | <input type="text"/> 3,000 square feet and larger |

24. What is the room plan you would most desire for your next residence?
- Studio or small 1 bedroom
- Larger 1 bedroom or 1 bedroom with den
- 2 bedroom
- 3 bedroom
- 4 or more bedrooms

25. If your preferred housing type was available at or below your maximum price in any of the areas indicated below, how likely would you be to consider moving there?

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely
Amarillo (Amarillo ISD)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Amarillo (Canyon ISD)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Amarillo (Bushland ISD)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Amarillo (River Road ISD)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Amarillo (Highland Park ISD)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bushland	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bishop Hills	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other Potter County	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Canyon	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other Randall County	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Oldham County	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Deaf Smith County	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Carson County	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Armstrong County	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other place not listed	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

26. For the room plan identified in the previous question that offers your most desired features, what amount would you and family members you live with be willing to be responsible for **per month** in either mortgage, taxes and insurance cost (if buying) or rental payment? (enter a numerical cost between \$0 and \$10,000; do NOT include contribution from additional unrelated roommates)

Monthly cost: _____

27. Which of these categories matches your age in years?

- Under 25
 25 – 34
 35 – 44
 45 – 54
 55 – 64
 65 or older

28. Gender:

- Male
 Female

29. Do you live with a spouse or partner?

- Yes No (Skip to Q32)

30. Please select the best description of your spouse's/partner's employment status.

- Employed full time outside of the home in the Amarillo Area
 Employed part time outside of the home in the Amarillo Area
 Employed and works at home
 Employed and works outside of the Amarillo Area
 Student / intern outside of the home
 Not employed nor in school / internship

31. Where is your spouse's or partner's current geographic location (city or town) of employment or schooling (name closest city or town)?

32. How long do you expect to continue working or going to school in Amarillo / Amarillo Area?

- Less than 18 months 3 – 5 years
 18 months – 3 years More than 5 years

33. How many are in your household (including yourself)?

- Adults over age 18
 Children age 18 and younger (put "0" if none)

34. What category best describes the gross annual income for you and family members that live with you (do not include income from unrelated roommates)?

- | | |
|--|--|
| <input type="checkbox"/> Less than \$25,000 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> \$150,000 - \$199,999 |
| <input type="checkbox"/> \$35,000 - \$49,999 | <input type="checkbox"/> \$200,000 - \$299,999 |
| <input type="checkbox"/> \$50,000 - \$74,999 | <input type="checkbox"/> \$300,000 or more |
| <input type="checkbox"/> \$75,000 - \$99,999 | <input type="checkbox"/> Would rather not disclose |

35. What is the highest level of educational attainment in your household?

- | | |
|--|--|
| <input type="checkbox"/> Less than high school | <input type="checkbox"/> Associate's degree |
| <input type="checkbox"/> High school / GED | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> Some college | <input type="checkbox"/> Master's degree / other advanced degree |
| <input type="checkbox"/> Technical certificate | |

Thank you very much for taking the time to complete this survey. As mentioned previously, your input will help decision makers in Amarillo and the Amarillo Area have the information they need to plan for the future. Please visit the following website for more information about Amarillo:

<https://www.amarillo.gov/>.

For more information on economic development in Amarillo, please visit

<https://www.amarilloedc.com/>.



1001 South Dairy Ashford Street, Suite 450

Houston, TX 77077

281-582-0855

www.cdsmr.com