



# Economic Overview



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# Introduction to Killeen, Texas



**Killeen** is the most populated city between Dallas and Austin. It lies within an area known as the “Texas Triangle” which contains 80% of the workforce population in the State of Texas. This strategic position provides access to  $\frac{3}{4}$  of Texas’ population within a 3 hour range and is central to 8 institutions of higher learning within a 50 mile radius. Killeen Itself has a population density of approximately 2800 per square mile, which reflects its unique combination of rural and urban areas.

**Killeen** is also home to the 2nd largest military base by population and land size. This largely contributes to the young age of Killeen’s workforce, which averages to around 29 years old. Fort Hood has a median age of 20 years old. These young soldiers are managed by senior soldiers who have over 20 years of experience and are nearing their transition to the civilian workforce. These senior level soldiers compose an additional 25% of the population and are at least 38 years old. The Killeen MSA has an unemployment rate of 4.5% and the city has seen sales tax increases of up to 3% over the prior fiscal year.







# Population Overview

**Killeen** is a rapidly growing community with a long history of welcoming people of diverse backgrounds and cultures. Individuals from around the world come to work at Fort Hood, and our community is proud to cater to the diverse global populations that share the region with us. The international population of Killeen frequently blends with domestic Killeen natives and domestic military families, creating an unparalleled cultural atmosphere with a broad range of professional backgrounds, lifestyles, and family types present. The broad mix of residents contributes to the stable, engaged workforce of Killeen and continues to stimulate regional economic growth that benefits individuals, families and companies alike.

## Population Size

**Killeen** is the 20<sup>th</sup> most populated city in Texas after Brownsville and Denton. Its population sits at an estimated **160,000 people**, whereas the Killeen-Temple MSA is home to an estimated **517,000** individuals. Out of the **517,000** residents that call this area home, approximately **350,000** individuals are non-military (civilians) and that are over the age of 16.

## Population Density

**Killeen** has a **population density of approximately 2900 residents per square mile**. The population density is not concentrated toward a specific area, as Killeen is a fringe-rural area with densely populated neighborhoods among sparsely populated rural communities.

## Population Diversity

Nearly a quarter of Killeen's residents were born outside of the United States, and since 2010, Killeen's Hispanic population has nearly increased by **8.1%**. The African American population has also increased by **26.7%** during the same period.

## Population Growth

The population of the Killeen-Temple MSA has **increased by over 10% from an estimated 469,000 to 517,000** during the 5 year period from 2019-2024. This number is expected to further **increase by another 8.7%** within the next 5 years. the population of the Killeen-Temple MSA may **increase by 100,000** people in the next 10 years according to population trend projections.

## Inbound Migration

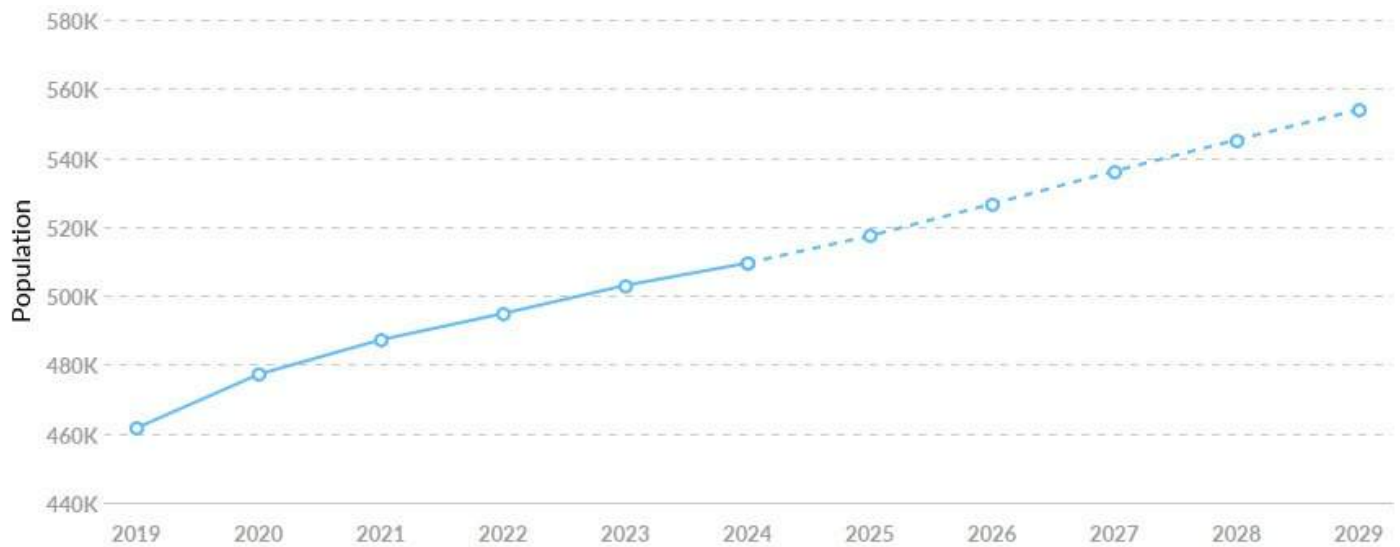
**Killeen and Bell County** has recently captured a large amount of migration from our neighboring counties to the south: Williamson and Travis. As of 2022, approximately **2,700 people have migrated from Williamson County to Bell County, TX**, which represents the largest population of inbound migration. Approximately **1,700 have migrated from Travis County (Austin) to Killeen**. Honolulu County, Hawaii contributes the largest population of inbound migration from outside the State of Texas with approximately **500** migrating in 2022.

# Historic & Projected Trends

## Population Trends

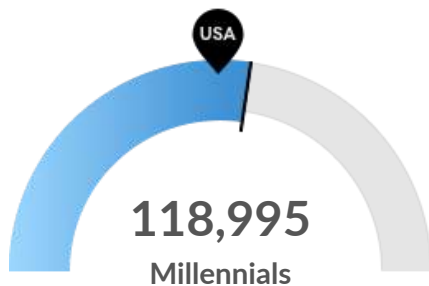
As of 2024 the region's population **increased by 10.4%** since 2019, growing by 47,822.

Population is expected to **increase by 8.7%** between 2024 and 2029, adding 44,482.

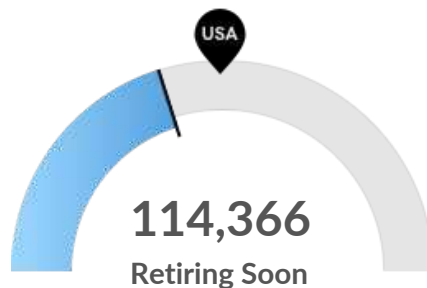


Timeframe	Population
2019	461,665
2020	477,233
2021	487,238
2022	494,841
2023	503,004
2024	509,487
2025	517,362
2026	526,597
2027	536,122
2028	545,217
2029	553,969

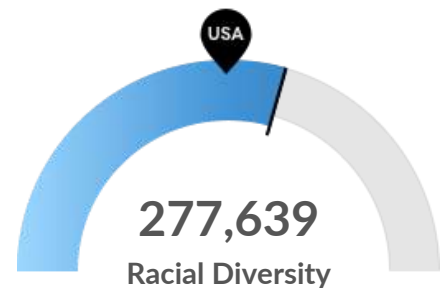
## Population Characteristics



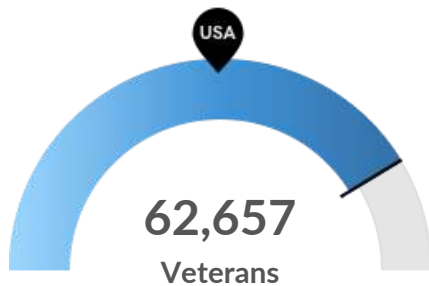
The Killeen-Temple MSA has **118,995 millennials** (ages 25-39). The national average for an area this size is 104,297.



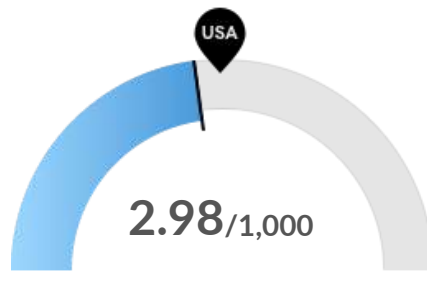
Retirement risk is low in the Killeen-Temple MSA. The national average for an area this size is 154,057 people 55 or older, while there are 114,366 here.



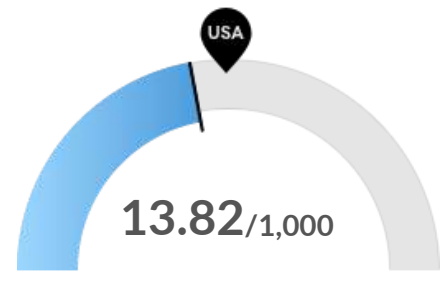
Racial diversity is high in the Killeen-Temple MSA. The national average for an area this size is 216,728 racially diverse people, while there are 277,639 here.



The Killeen-Temple MSA has **62,657 veterans**. The national average for an area this size is 24,745.



The Killeen-Temple MSA has **2.98 violent crimes per 1,000 people**. The national rate is 3.38 per 1,000 people.

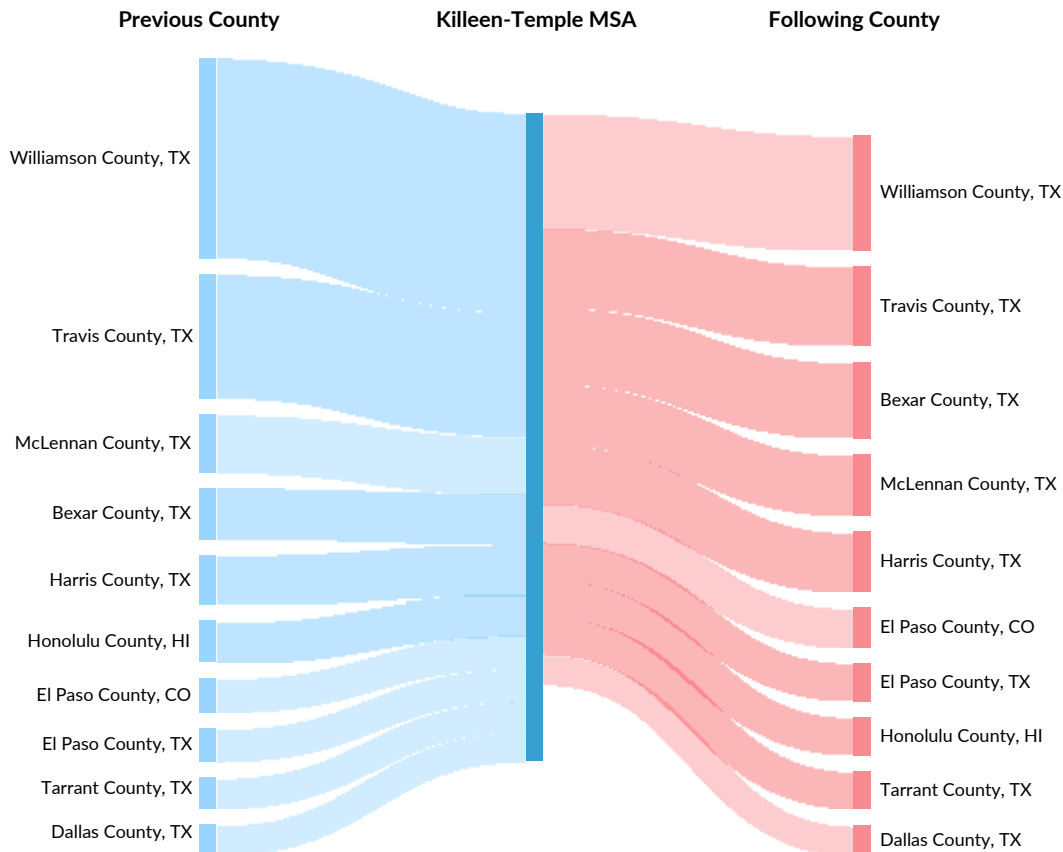


The Killeen-Temple MSA has **13.82 property crimes per 1,000 people**. The national rate is 16.44 per 1,000 people.

# Inbound and Outbound Migration

The table below analyzes past and current residents of the Killeen-Temple MSA. The left column shows residents of other counties migrating to the Killeen-Temple MSA. The right column shows residents migrating from the Killeen-Temple MSA to other counties.

As of 2022, **3,220** people have migrated from Williamson County, Texas to the Killeen-Temple MSA. In the same year, **1,849** people left the Killeen-Temple MSA to migrate to Williamson County. The total **Net Migration for the Killeen-Temple MSA in 2022 was 2,946**.



## Top Previous Counties

## Migrations

Williamson County, TX	+3,220
Travis County, TX	+1,996
McLennan County, TX	+931
Bexar County, TX	+821
Harris County, TX	+783
Honolulu County, HI	+666

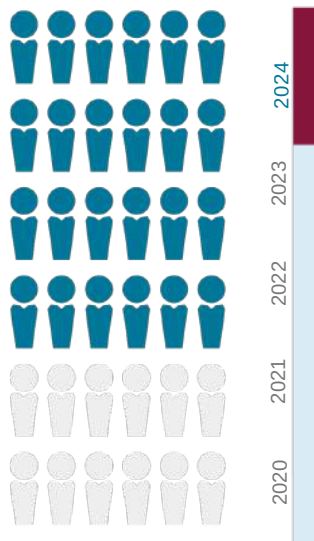
# Labor Market Overview

Within Killeen, you will find a workforce that is cost-effective, dedicated, diverse, and abundant. Killeen's cost of labor is significantly lower than other MSAs within Texas and the nation due to its young, diverse community, and military population.

The Killeen-Temple MSA's workforce is composed of **204,000 individuals**, with an unemployment rate of **4.7%**. BLS data indicates a **negative, downward** trend in the unemployment rate and a **positive** trend in the workforce population. The Killeen-Temple MSA Killeen has approximately **202,000 jobs across 17,500 employers**. This is an **increase of 4.4%** from 2019 to 2024, indicating the resilience of the labor market to economic disruptions such as the Covid-19 pandemic. The number of jobs in the Killeen-Temple MSA is expected to grow an additional **7.5% over the next 5 years**. Due to its resilient growth as of recently, The City of Killeen has been named one of the most recession-recovered cities during a nationwide study on municipal economic progress since 2008.

Total Non-Farm Employees (MSA)

155,200



Work Distribution



Total Establishments in Killeen

3,776





# Military Labor Market Overview



Killeen is home to Fort Hood, the 2nd largest military installation in the nation by population. There are up to 800 soldiers transitioning into the civilian workforce on a monthly basis, which composes a dedicated, disciplined, and quality workforce demographic. Fort Hood is also an abundant pipeline for hundreds of military families who enter the base every month.

According to the most recent economic impact analysis from the Texas Comptroller, over 400,000 retirees access Fort Hood to utilize housing, military facilities, and other resources such as hospitals and the Department of Veteran Affairs. Over a third of those retirees are those who have decided to settle in the Killeen MSA after their military service. This number continues to grow each quarter with soldiers remaining in the region as they transition and as other service members return to the region for retirement.

Approximately 8,000 soldiers retire or exit Fort Hood each year. According to the Heart of Texas Defense Alliance (HOTDA), an estimated 40% of those soldiers remain in the local area. During a separate exit survey, another 40% indicated that they would remain in the area if competitive jobs were available. This indicates a workforce population that is determined, experienced, and well qualified for a wide range of roles.

These soldiers are technically skilled, accountable, and dependable leaders, with most seeking new employment opportunities as they transition to civilian life. Many soldiers exit the military with specialized skills such as engineering, aviation operations, logistics, mechanics, computer science, and clerical/administrative skills.





## Labor Force

The Killeen-Temple MSA has a labor force of approximately 203,900 people, with an unemployment rate of 4.7%.

203,900

Labor Force

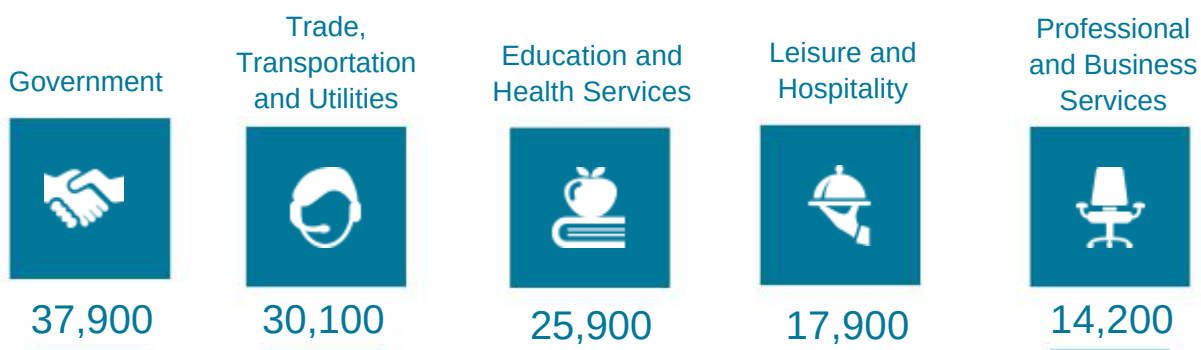
4.7%

Unemployment Rate

-0.4%

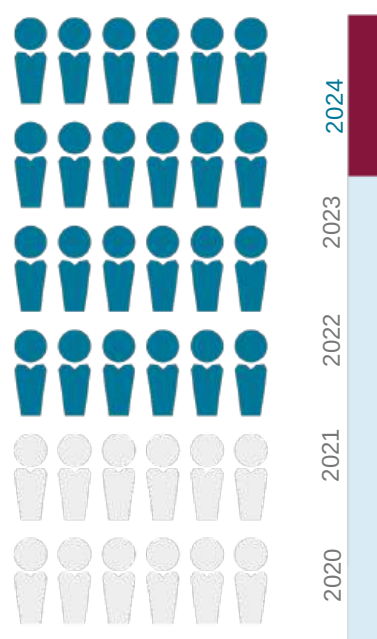
Change in Unemployment  
Rate (12 month)

What are the largest job counts by industry?



Total Non-Farm Employees (MSA)

155,200



The work distribution of total employees in Killeen is:



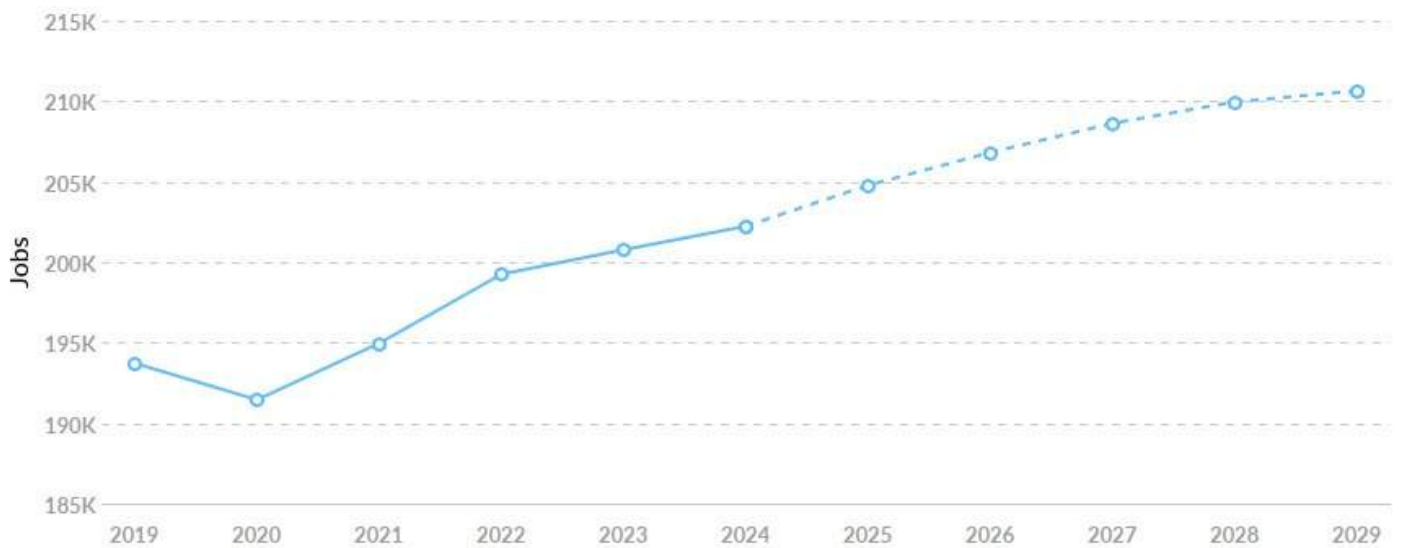
Total Establishments in Killeen

3,776



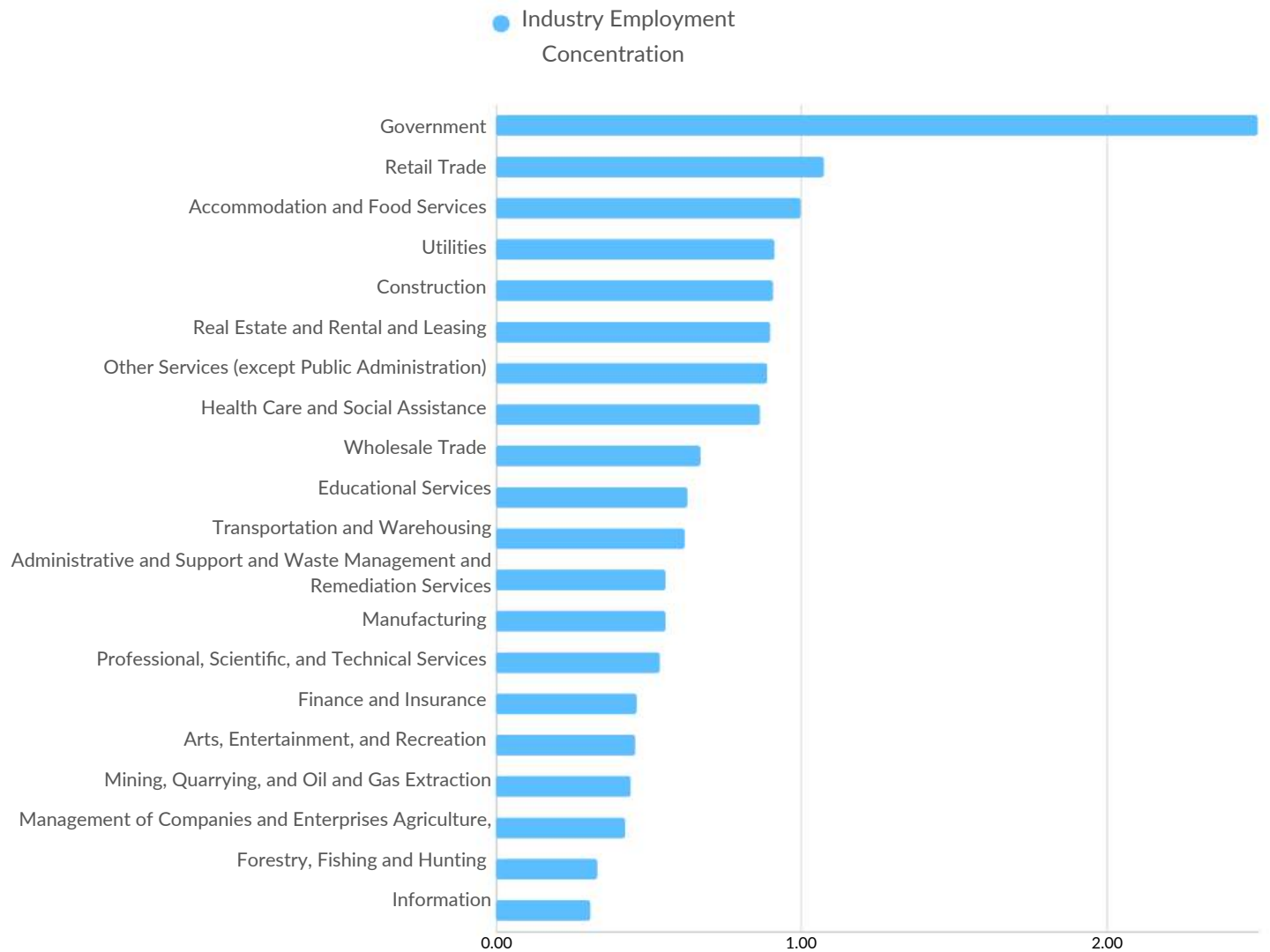
## Job Trends

From 2019 to 2024, jobs **increased by 4.4%** in the Killeen-Temple MSA from 193,719 to 202,234.



Timeframe	Jobs
2019	193,719
2020	191,448
2021	194,964
2022	199,250
2023	200,771
2024	202,234
2025	204,777
2026	206,814
2027	208,629
2028	209,959
2029	210,644

## Top Industry Employment Concentration





# Retail & Entertainment

**Killeen** is home to a practical mix of local businesses, everyday amenities and national retailers which provide entertainment and retail options for residents and visitors. Killeen and the surrounding areas feature several shopping centers, entertainment spaces and dining options that are constantly expanding to meet the growing needs of our community. With these convenient options, residents have several options to meet their daily needs and wants without the having to leave the area.

## Retail Industry

The retail trade industry is the 3<sup>rd</sup> largest and the 3<sup>rd</sup> fastest growing industry in Killeen. The economic industry “Warehouse Clubs, Supercenters, and Other General Merchandise Retailers” has **grown by 1.6%** in Killeen during the period from 2023-2024, an **increase of 51 jobs** in the industry. This is **1.8% more than the national rate of change** which was **-.2%**. This growth indicates the long term feasibility and growth of the retail industry in Killeen, which stimulates improvements to quality of life factors.

## Entertainment Industry

The economic industry “Arts, Entertainment, and Recreation” has **grown by 5.4%** during the period from 2023-2024, an **increase of 85 jobs** in the industry. This is **0.8% more than the national rate of change** which was **4.6%**. This growth indicates the long term feasibility and growth of the entertainment industry in Killeen, which stimulates improvements to quality of life factors.

## Anthem Park

Anthem Park is a master planned mixed use development that spans over **200 acres**. It is designed to be an eclectic urban space with diverse entertainment and retail area, parks and trails, living options and office/commercial spaces. The first addition to Anthem Park was a Dave & Buster’s arcade and restaurant/bar which created a vibrant space for residents to unwind. **The park will include 60 acres of build-to-rent space, 74 acres of multi-family living space, 40 acres of retail/entertainment space and 9 acres of flexible commercial space.**

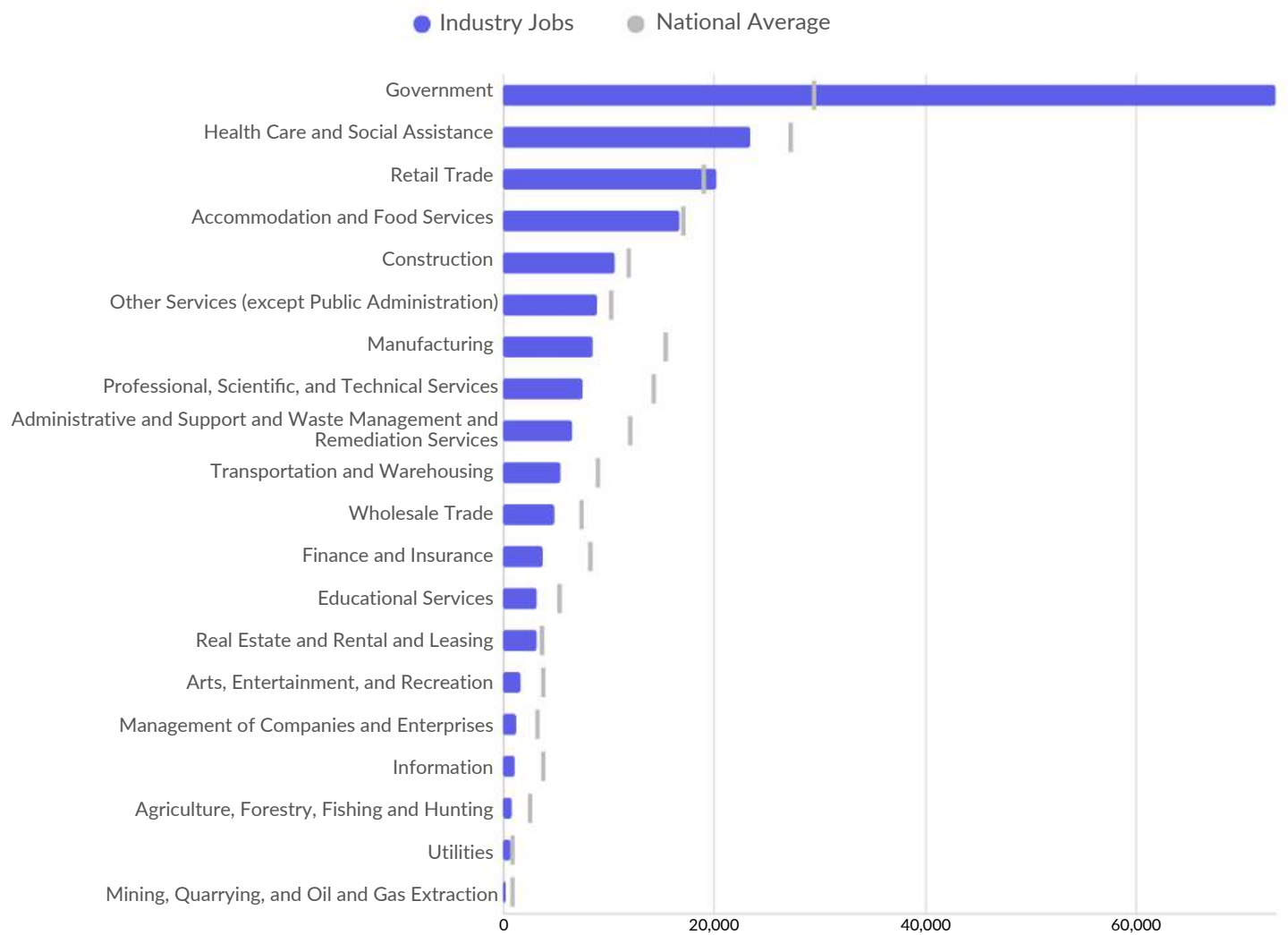
## Stan Schlueter Development

A multi-business shopping center is under construction on West Stan Schlueter Loop near State Highway 195. **The development will bring Killeen’s first Chipotle and additional pad sites with national retail anchors** The intersection of Stan Schlueter Loop and State Highway 195 is one of Killeen’s busiest and the development is slated to capture plenty of traffic due to its prime placement.

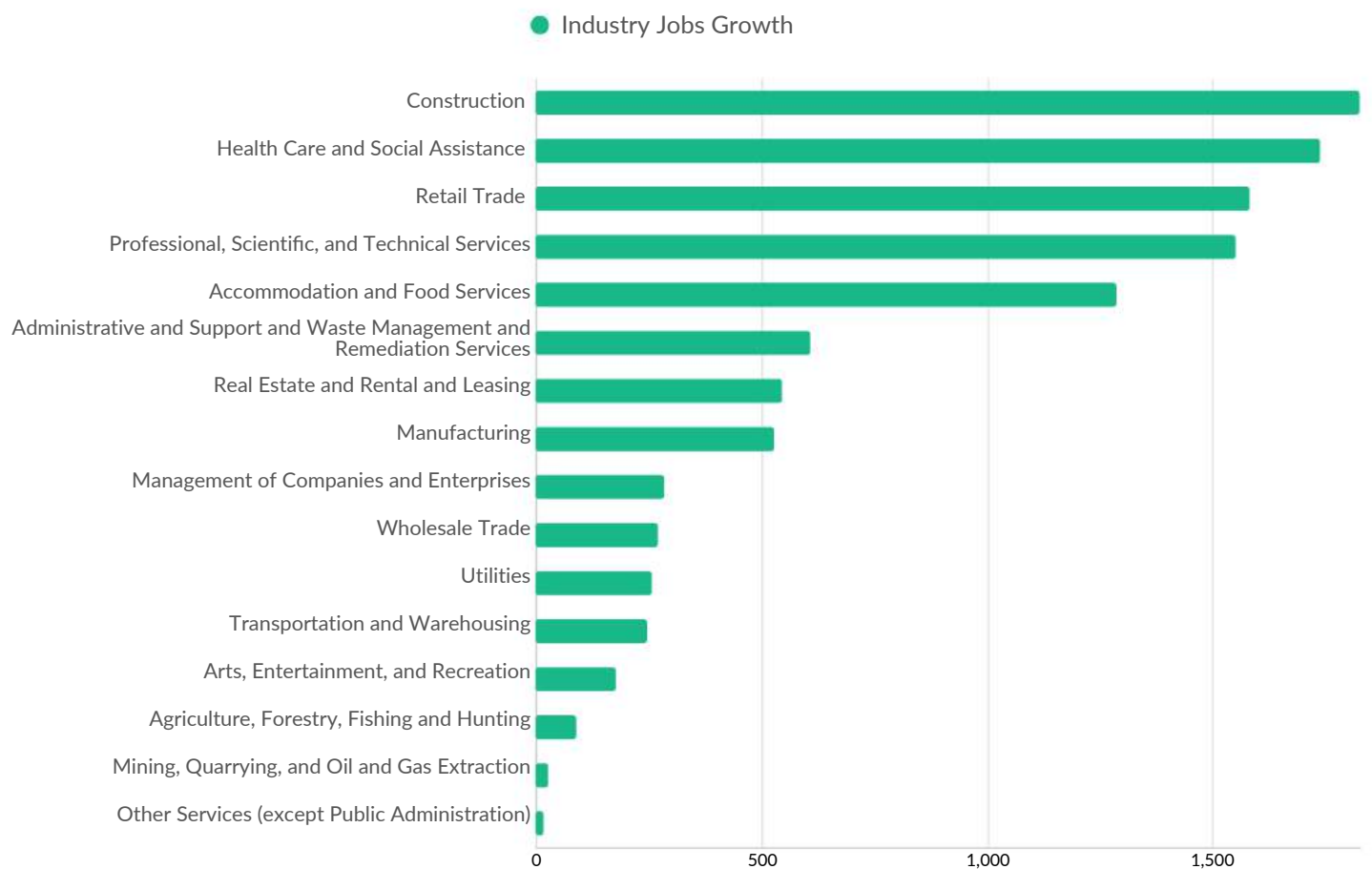


## Industry Characteristics

### Largest Industries



## Top Growing Industries



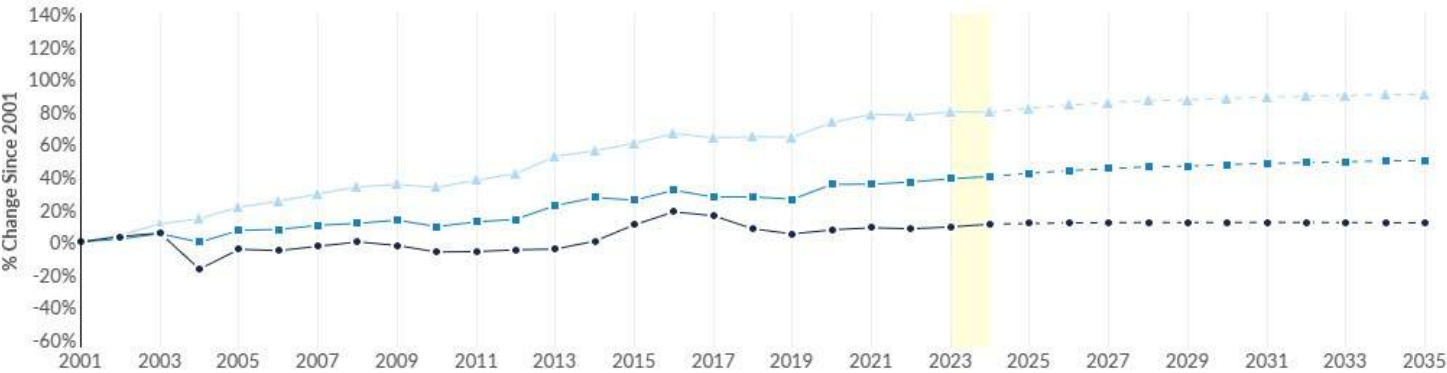
# Industry Summary for Warehouse Clubs, Supercenters, and Other General Merchandise Retailers

<div>3,265</div> <div>Jobs (2023) 21% above National average</div>	<div>+ 1.6%</div> <div>% Change (2023-2024) Nation:-0.2%</div>	<div>\$36,469</div> <div>Avg. Earnings Per Job (2024) Nation: \$42,729</div>
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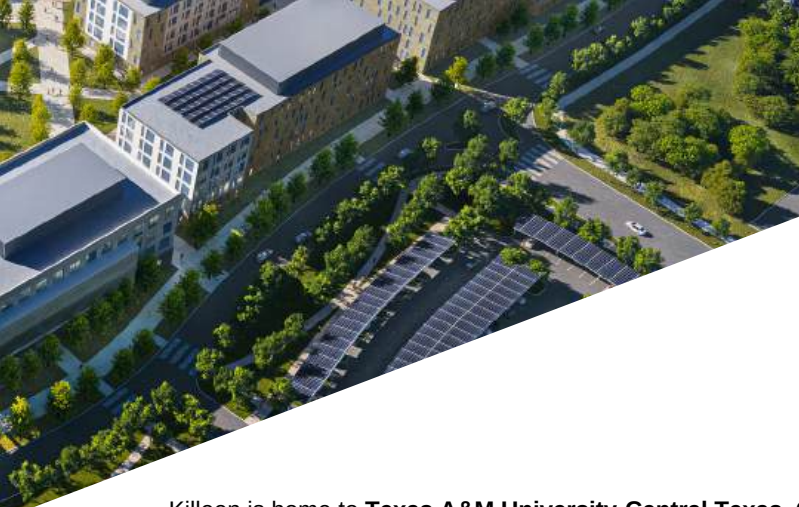
## Industry Detail

Payrolled Business Locations	102
Jobs Multiplier	N/A
Unemployed	N/A

## Regional Trends



Region	2023 Jobs	2024 Jobs	Change	Change %
A Region	3,265	3,316	51	1.6%
B State	206,271	208,322	2,051	1.0%
C Nation	2,310,445	2,306,648	-3,797	-0.2%



# Education

Killeen is home to **Texas A&M University-Central Texas**, **Central Texas College** and serves as a hub to an additional **6 institutions of higher learning**. The University of Mary Hardin-Baylor and Temple College are both within a 20-mile radius of Killeen. The University of Texas, Baylor University, Texas State College, and McLennan Community College are all located within a 50-mile radius of Killeen. **These institutions are all accessible within an hour commute from the Killeen Business Park.**

## Texas A&M-Central Texas (TAMUCT)

Texas A&M's current Killeen site, **Texas A&M University-Central Texas** was established in 2009 as a satellite member of one of the largest university systems in the nation. Texas A&M University-Central Texas is an upper-level institution that has fully aligned itself with regional community colleges by offering quality bachelor's and graduate programs with emphasis on access and affordability. The current student population at A&M-Central Texas is diverse and growing as the university expands its campus to meet the growing demand. **The institution currently serves over 2,400 students, and more than 7,500 students have graduated with a baccalaureate or graduate degree since 2009.**



## Central Texas College (CTC)



**Central Texas College** is also located in Killeen with global influence in Europe and Asia, and even at sea via CD-ROM Naval courses. **The institution has approximately 100 locations worldwide with almost 30,000 students and an enrollment of approximately 18,500 students within the Central Texas area.** Central Texas College's associate programs are two-year programs designed for the student to transfer course hours to a four-year upper-level institution such as Texas A&M University-Central Texas. These degree and certificate programs are designed to provide specialized training with a "hands-on" approach to learning. Specific programs are available in aviation, biology, chemistry, computer science, mathematics, and even pre-nursing/pre-med. A broad range of science courses are offered each semester in day, evening, and online schedules.

### 4-year Institutions near Killeen

<b>The University of Mary-Hardin Baylor</b>	<b>Belton, Texas;</b> 12.5 miles
<b>Baylor University</b>	<b>Waco, Texas;</b> 45 miles
<b>The University of Texas</b>	<b>Austin, Texas;</b> 55 miles







### 2-year and Technical Institutions near Killeen

<b>Temple College</b>	<b>Temple, Texas;</b> 20 miles
<b>McClennan Community College</b>	<b>Waco, Texas;</b> 45 miles
<b>Texas State Technical College (and airport)</b>	<b>Waco, Texas;</b> 50 miles



## Educational Pipeline

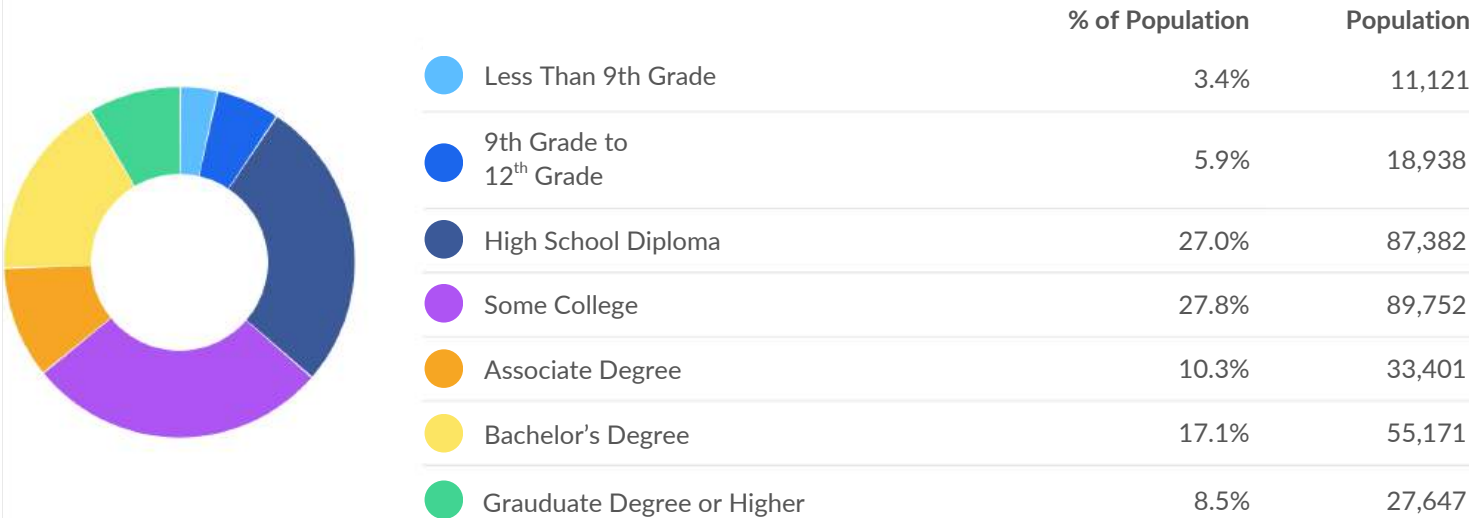
In 2024, there were **5,305 graduates** in the Killeen-Temple MSA. This pipeline has **grown by 11%** over the last 5 years. The highest share of these graduates come from "General Studies" (Associates), "Liberal Arts and Sciences/Liberal Studies" (Associates), and "Registered Nursing/Registered Nurse" (Bachelor's).

School	Total Graduates (2024)	Graduate Trend (2020 - 2024)
Central Texas College	2,661	
Temple College	950	
University of Mary Hardin-Baylor	832	
Texas A&M University-Central Texas	739	
Central Texas Beauty College-Temple	85	
Yahweh Beauty Academy	38	



## Educational Attainment

Concerning educational attainment, **17.1% of Killeen-Temple, TX residents possess a Bachelor's Degree** (4.5% below the national average), and **10.3% hold an Associate's Degree** (1.5% above the national average).



# Workforce Recruitment and Training Assistance



Louis Ledoux  
Chief Operating Officer,  
Workforce Solutions of Central Texas

The Central Texas Workforce Board was established in 1996 by Texas Governor (and future president) George W. Bush through a partnership of community non-profits, city and county offices, chambers of commerce, businesses, and local colleges and universities. Workforce Solutions of Central Texas is committed to building economic success in Bell, Coryell, Hamilton, Lampasas, Milam, San Saba, and Mills counties.

**Workforce Solutions of Central Texas** has staff who are dedicated to helping you and your business. They have a vast regional network of community-based career offices in the Central Texas area. Workforce Solutions also manages WorkInTexas.com, a statewide online job-matching system, and EmployCentraltexas.com which is dedicated to the Central Texas region. They strive to customize their services to your business needs for little to no cost.

Workforce Solutions offers recruiting and referrals to open positions, including customized career fairs for your company under their Basic Services. They also provide testing for potential hires and training as a customized service. Workforce can consult your organization on hiring/firing initiatives, equal opportunity/ADA, salary & benefits, and unemployment insurance, and they can provide unemployment assistance/outplacement services, turnover analysis, job skills analysis, and staff development services. The Workforce Solutions of Central Texas teams are dedicated to assisting your organization in finding qualified candidates who are trained and equipped with the right skills to fill your positions.



# Training and Testing Sites

## The Operational Test Command (OTC)

The **Operational Test Command (OTC)** is the Army's independent operational test organization. Its sole purpose is to test and assess multi-service fighting systems in realistic operational environments with real soldiers as the subjects.

Its operational goal is to determine whether the systems that are tested are effective, suitable, and survivable for those who use them. It is a direct reporting unit of the United States Army; however, **Fort Hood grants permission to use its premises for third-party testing under the condition that the third party schedules in advance.**

If there is a need for an additional 1,000+ acre site for testing, Killeen and the surrounding areas have an extensive supply of large ranches that can be identified for purchase.



## Operational Test Command (OTC) Site Overview

Total Acreage	196,882 Acres
Urban Training Areas	5
Airborne Drop Zones	3
Unmanned Aerial System Landing Strips (SHADOW)	2



# Recent Success

## *Driving growth in aerospace, defense, and advanced manufacturing*

Killeen has built a record of success in attracting and supporting industry leaders. Over the past three years, the Killeen Economic Development Corporation has secured major projects that demonstrate our community's ability to deliver on large-scale, complex investments.

### Semiconductor Investment

KEDC has played a central role in attracting more than \$250 million in foreign direct investment through its support of foreign conglomerates Dongjin Semichem and MPCA-MGC. Working closely with both companies, KEDC provided hands-on assistance throughout the expansion process, from site evaluations and infrastructure planning to facilitating local partnerships that accelerated project timelines. This direct engagement allowed each company to establish operations that strengthen Texas' advanced manufacturing and semiconductor supply chains.

The combined investments not only demonstrate the confidence international firms place in Killeen, but also highlight the region's capacity to support large-scale, high-precision industries. By aligning local resources with global business needs, KEDC has positioned Central Texas as a competitive environment where advanced manufacturing companies can grow, innovate, and thrive.

### Foreign Trade Zone Support

KEDC successfully guided Dongjin Semichem through the complex FTZ application and approval process, ensuring the company could leverage federal trade benefits for its U.S. operations. By coordinating with federal, state, and local partners, we delivered a streamlined path for FTZ designation, allowing the company to reduce supply chain costs, defer duties, and gain the flexibility necessary to support high-value semiconductor manufacturing.

Beyond FTZ access, KEDC worked directly with the company to identify and evaluate industrial park sites, assist with utility planning, and provide introductions to regional workforce and training partners. These efforts positioned Killeen as a cost-effective, strategically located solution within Texas' rapidly expanding semiconductor ecosystem.

## Impact at a Glance



**Global leaders in advanced manufacturing are expanding to Killeen**



**Dozens of new high-skill jobs created**



**Strengthened semiconductor and manufacturing supply chains**



**\$250M+ in foreign direct investment secured**