

121 W. Broadway St.
Prosper, TX 75078



NEWS RELEASE

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Contact: Celso Martinez, 972-623-8836

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Prosper declared fastest growing city in North Texas *Population increase far outpaces all others in 16-county area*

PROSPER (April 28, 2010) The Town of Prosper has officially been recognized as the fastest growing city in the North Central Texas Council of Governments (NCTCOG) 16-county region after results from the 2010 population estimates were released, according to Town Manager Mike Land.

Prosper grew an astonishing 32 percent from 2009 to 2010. Most cities in the vast NCTCOG area grew by less than two percent, with the second fastest growing at a 13 percent rate.

In addition, in terms of raw numbers, the town's absolute population grew by 2,250 new residents, enough to rank it seventh overall and first among small communities.

The 16-county NCTCOG region includes cities and towns in Collin, Dallas, Denton, Ellis, Erath, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Parker, Rockwall, Somervell, Tarrant, and Wise Counties.

"Our town's attractiveness as a place to call home and raise a family is a point of community pride, and we think it's a reflection of the town's purpose statement," said Land.

Prosper's community has billed itself as "a place where everyone matters." The town purpose statement is evident on all of the Town of Prosper printed material and on signs and posters throughout the town's buildings. "To us, it's more than a slogan or motto, it's the reason the town structure exists. Our job as town employees is to ensure that what matters to our residents, matters to us," he added.

Tracking the Town of Prosper's growth shows an upwardly spiraling trend starting in 1970. That year's population, according to the Census Bureau, was 501 residents. In the 1980 Census count, that total had risen moderately to 675. But, by 1990, the population had almost doubled to 1,018, and then it doubled again by the time the 2000 Census figures were released to 2,097. The exponential growth continued at a far higher clip in 2009, as estimates put the residential total at 7,100, almost four times the previous count. And, the recent release of 2010 estimates of 9,350 shows a 32 percent rise in just 12 months, far and away the fastest rate in the entire region.

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NCTCOG's population estimates are based on current housing inventories for each city in the NCTCOG region with a population of 1,000 or more. The figures are reviewed at the regional level for consistency with other indicators of regional population such as labor force estimates and vital statistics.

To arrive at the estimates, towns and cities complete a building permit form that provides NCTCOG with information on building completions, demolitions, annexations and other changes in housing stock that occurred throughout the prior year.

The reported housing units by type (single family, multi-family, other) are then added to the 2000 Census housing stock figures to develop estimates of current year housing stock. Current estimates use 2000 Census persons per household figures. Occupancy rates are derived through purchased secondary data in order to reflect existing market conditions.

These rates were used in conjunction with building permit data to produce city level population estimates. Final population for January 1, 2010 also includes estimates of persons living in group quarters (nursing homes, dormitories, prisons etc.)

All figures are reviewed by each city prior to release.

There is normally a variance between Census Bureau population figures and NCTCOG estimates because of several factors, most notably: the Census Bureau methodology is based on births, deaths, net domestic migration, and net international migration; while the NCTCOG methodology is based on building permits, occupancy factors and household size factors.

The NCTCOG area's top ten cities with population increases during this reporting period include: Fort Worth 15,950; Dallas 10,000; Frisco 6,250; McKinney 5,050; Denton 3,050; Rockwall 2,950; Prosper 2,250; Mesquite 1,700; Richardson 1,500; and Irving 1,450.

"To be first in percentage by such a large margin, and seventh overall when competing with much larger cities with much larger budgets and staffs, is a real credit to our Council, our community leaders, our town employees and especially our residents. Add to that an excellent school district, and the results speak for themselves," said Land.

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ABOUT THE TOWN OF PROSPER – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 9,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 90,000 residents, Prosper's vision is to remain a "Place Where Everyone Matters."