



# **East Harris Earned Revenue Feasibility Project**

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# East Harris County Empowerment Council

**EHCEC is dedicated to improving the quality of life by developing sustainable programs and services that empower men, women, and youth to reach their full potential. However, the organization is currently facing several challenges that hinder its ability to fully achieve this mission.**



# Issues To Be Addressed

- **People and businesses are relocating out of East Harris to achieve success.**
- **A lack of funding for EHCEC's Marketing Department leading to limit their outreach.**



# Regional Opportunity Guide Purpose

**A Regional opportunity guide is a booklet that will help EHCEC:**

- Advertise businesses/organizations in the specific area.
- Offer guidance and connections to navigate and capitalize on the region's promising landscape.
- Attract businesses/people into East Harris and retain existing residents.
- Provide a method of funding through ad space.

# Our Role

## **Provide data regarding East Harris:**

- Demographics
- Business types/Industries
- Projected Costs(Printing/ad-rates)
- Feasibility of the Regional Guide

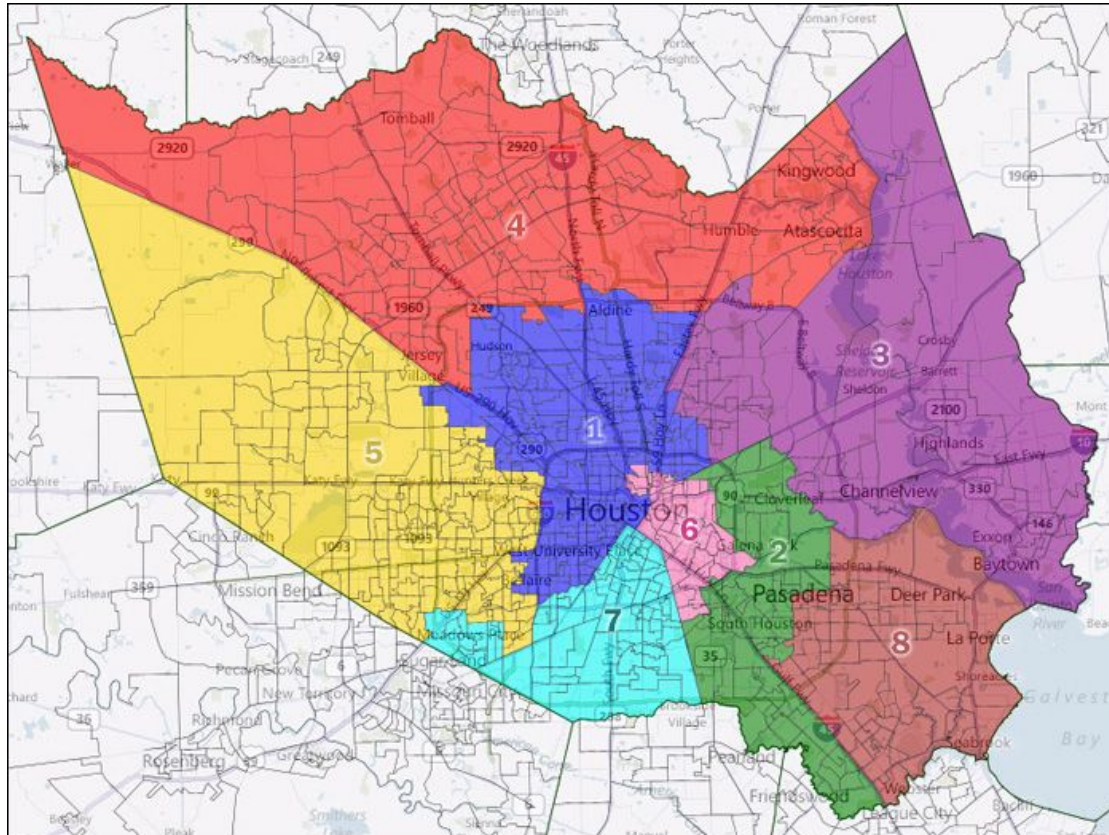
## **Comprehensive data on the markets and people of East Harris will:**

- Elevate efforts to attain profit and advertise for interested parties.

# Regional Guide Layout

- **Introduction:** Overview of the EHCEC's CEO, their team, purpose, and mission.
- **Business Opportunities:** Information about East Harris's upcoming projects, job openings, and ways to attract people through advertisements.
- **Community Profile:** Explores factors such as education, healthcare, and cultural amenities impacting quality of life.
- **Infrastructure:** Details about transportation, utilities, and available commercial spaces.
- **Economic Data:** Statistics on GDP, employment trends, and demographics.

# Data Relevant to The East Harris Guide



# East Harris County Area of Interest

The guide will focus on areas such as:

- Channelview
- Crosby
- Galena Park
- Jacinto City
- Northshore
- Sheldon



Map from East Harris County Empowerment Council, <https://eastharriscounty.org/>



# East Harris Population Data

<b>Region</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>Sheldon</b>	79,000	84,000	89,000	92,000	93,000	96,000
<b>Jacinto City/Galena Park</b>	84,000	83,000	82,000	82,000	80,000	81,000
<b>Channelview</b>	42,000	43,000	44,000	44,000	43,000	44,000
<b>Crosby</b>	31,000	32,000	33,000	33,000	32,000	33,000
<b>Northshore</b>	30,000	29,000	28,000	30,000	30,000	29,000

# Establishment Sectors

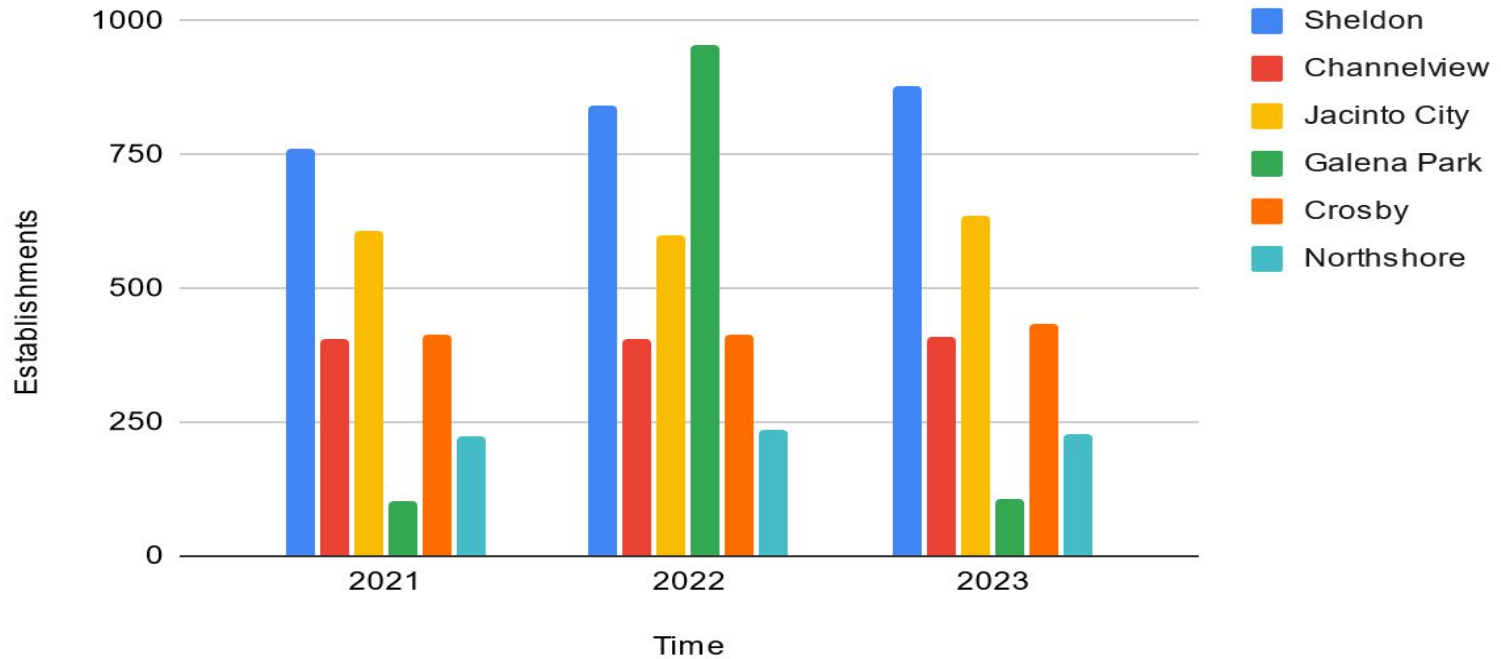
**To better market to/advertise for the areas of East Harris, it is essential to understand:**

- The dominant types of businesses in East Harris
- By employment and by establishment
- Where businesses are predominantly located

**The largest establishment types within all of East Harris can be summarized as:**

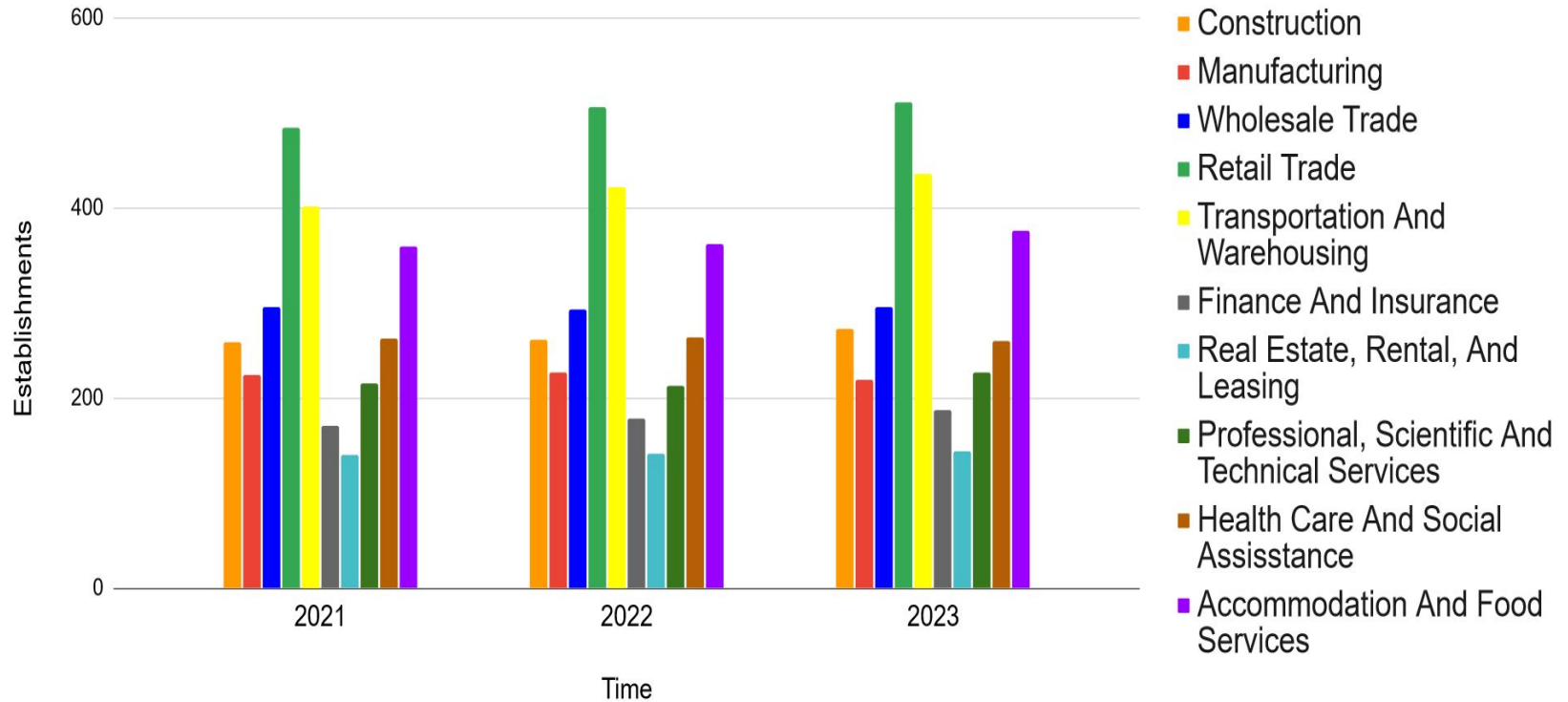
- Construction
- Transportation and Warehousing
- Accommodation and Food Services
- Professional and Related Occupations

## Total Establishments in East Harris 2021-2023



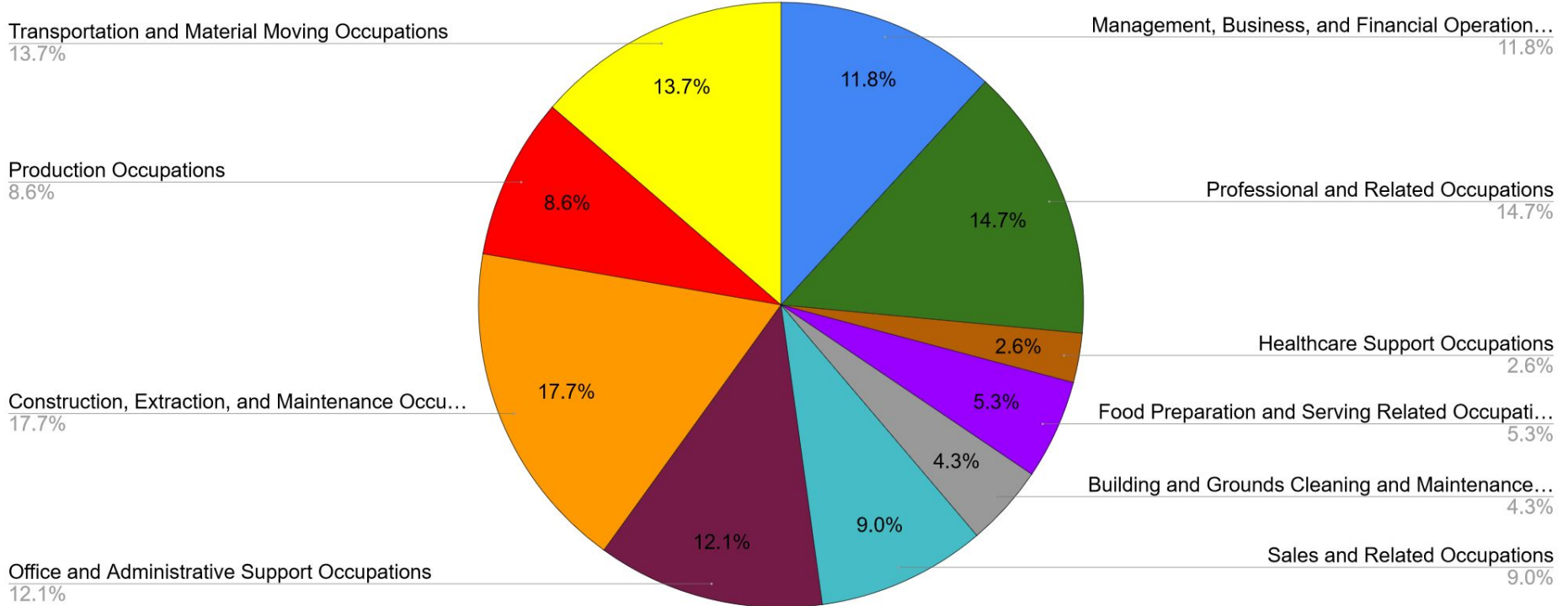
Data from Social Explorer, [www.socialexplorer.com/](http://www.socialexplorer.com/)

## East Harris Types of Establishments 2021-2023



Data from Social Explorer, [www.socialexplorer.com/](http://www.socialexplorer.com/)

## East Harris Distribution of Employment 2022

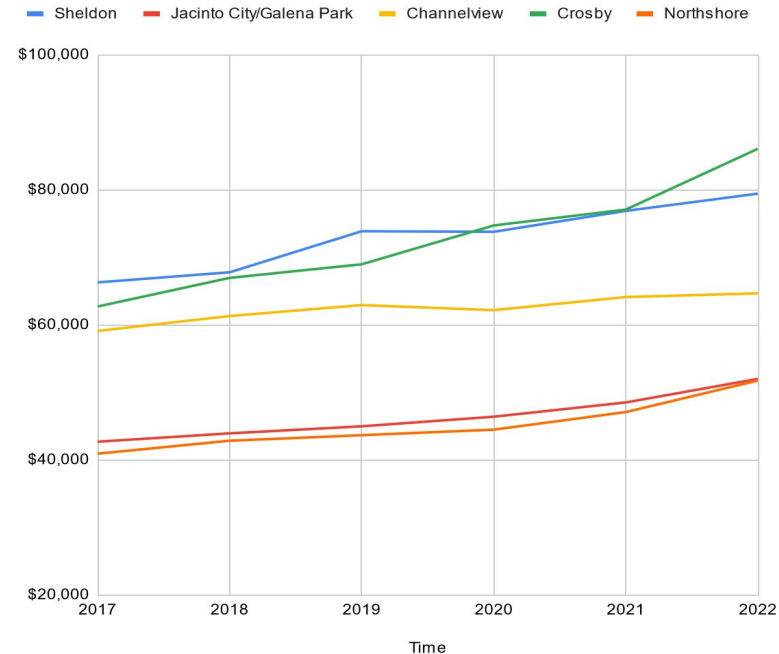


Data from Social Explorer, [www.socialexplorer.com/](http://www.socialexplorer.com/)

# Median Household Income

- **The median household income level for each region of East Harris has seen a rise over the past five years.**
- Sheldon and Crosby being the most notable examples of this, demonstrating an increase of at least \$13,000.
- The data illustrates that there is a market of success within East Harris.

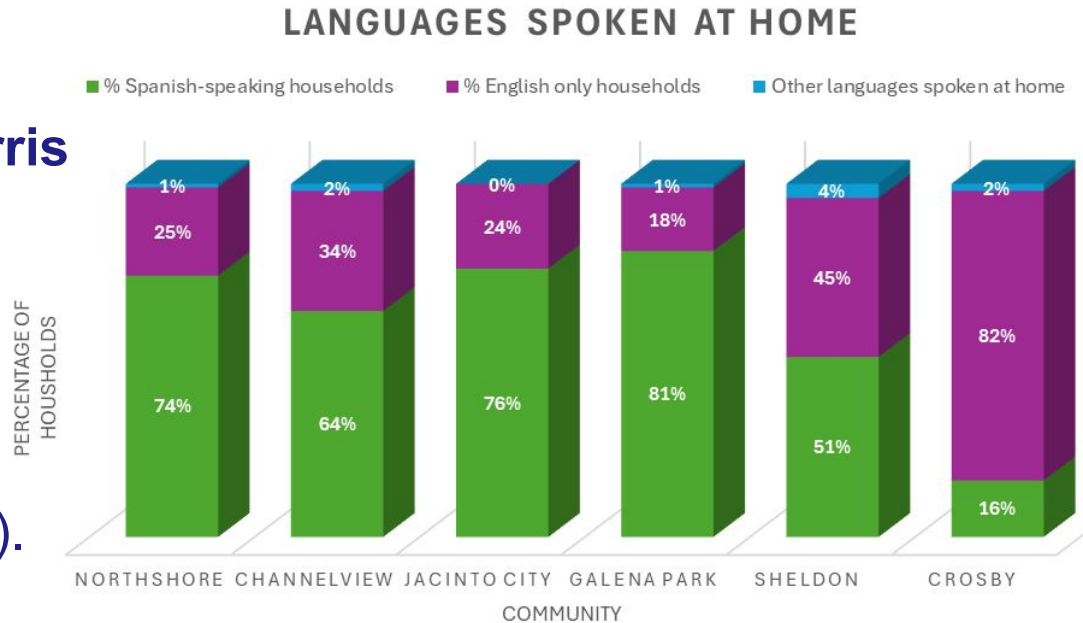
East Harris Median Household Income Levels



Data from Social Explorer, [www.socialexplorer.com/](http://www.socialexplorer.com/)

# Native Languages in East Harris

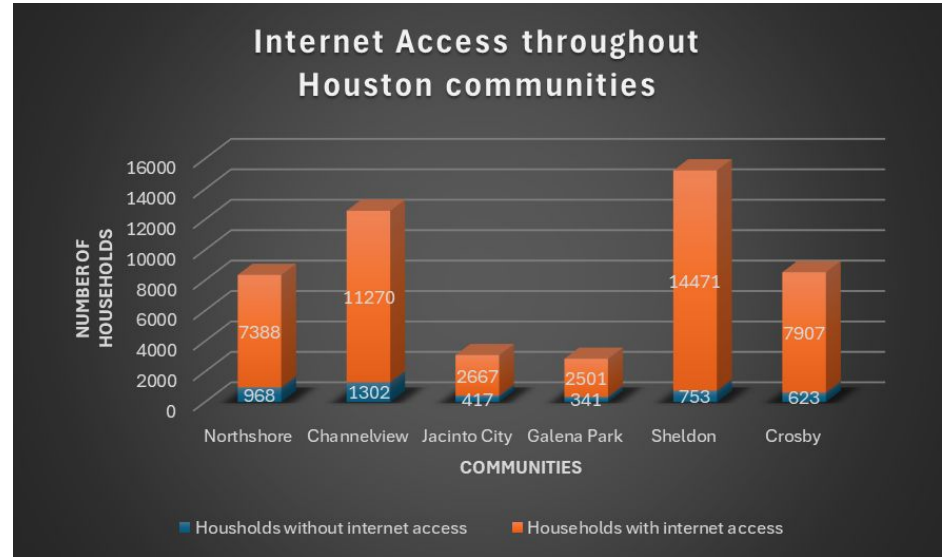
- High percentage of Spanish-speaking households in East Harris County (>50%).
- Predominantly Hispanic population across communities in the region (2018-2022).
- Spanish is the primary language in most households, except in Crosby.



Data from Rice University, Kinder Institute of Urban Research: Houston Community Data Connections, <https://datahouston.org/>

# Internet Access in East Harris

- Crosby and Sheldon have less than 10% of residents without internet access (Crosby 7%, Sheldon 5%).
- Galena Park, Jacinto City, and Northshore have over 10% without internet access (Galena Park 12%, Jacinto City 14%, Northshore 12%).
- Channelview has exactly 10% without internet access.



Data from Rice University, Kinder Institute of Urban Research: Houston Community Data Connections, <https://datahouston.org/>



# Projected Cost and Benefits



# Ad Rates

**For each ad, we recommend to charge the following annually:**

- **\$500** for half page in online booklet.
- **\$750** for half page in online and physical booklet.
- **\$1000** for half page in online and physical booklet, and additional membership benefits.
- Additional **\$100** charge for full page in booklet.

These rates are estimated based on other ad rates in the area including the Greater Houston Partnership, Katy Area Economic Development Council, and Lake Houston.

# Printing Company

**For our printing needs, we recommended Gold Image Printing.  
The total cost would be \$14,942 for a quantity of 11,320.**





**GOLD IMAGE**  
PRINTING

**FINAL SIZE OF EACH PAGE**  
5.5" X 8.5"

**DOCUMENT SIZE WITH BLEED**  
5.75" x 8.75"

**DESIGN TIP:** BE SURE TO SAVE YOUR FILE AS A SINGLE-PAGE PDF INCLUDING 1/8" BLEED, NO CROP MARKS.  
THIS HELPS WITH EFFICIENCY WITH PROOFING AND PRINTING.

**SAFETY MARGIN 1/8"**

Avoid placing important text or logos outside this area.

**TRIM LINE**

The printed product will be cut here.

**BLEED AREA 1/8"**

Extend your background 1/8" beyond the cut line if it bleeds off the edge of your product.

**IMPORTANT**

Remove template layer **BEFORE** submitting.

**DESIGN TIP:** PLACE PAGE NUMBERS WITHIN THIS SAFETY MARGIN. \_\_\_\_\_ **1**

**DESIGN TIP:** AVOID PLACING TEXT NEAR THE EDGE, AESTHETICALLY IT CREATES AN IMBALANCE

**DESIGN TIP:** EXTEND YOUR BLEED TO ENSURE YOUR ARTWORK MEETS THE EDGE OF THE PAPER WHEN PRINTED!

# Total Projected Cost

**Based on each area's population, calculated total brochures based on population and target penetration rate of 4%.**

**Based on these calculations, a total of 11,320 brochures should be printed.**

- **Of this total, about 6,600 guides should be printed in Spanish.**
- **Of the printing companies, we recommend Gold Image Printing (total of \$14,942)**

# Total Gross Revenue

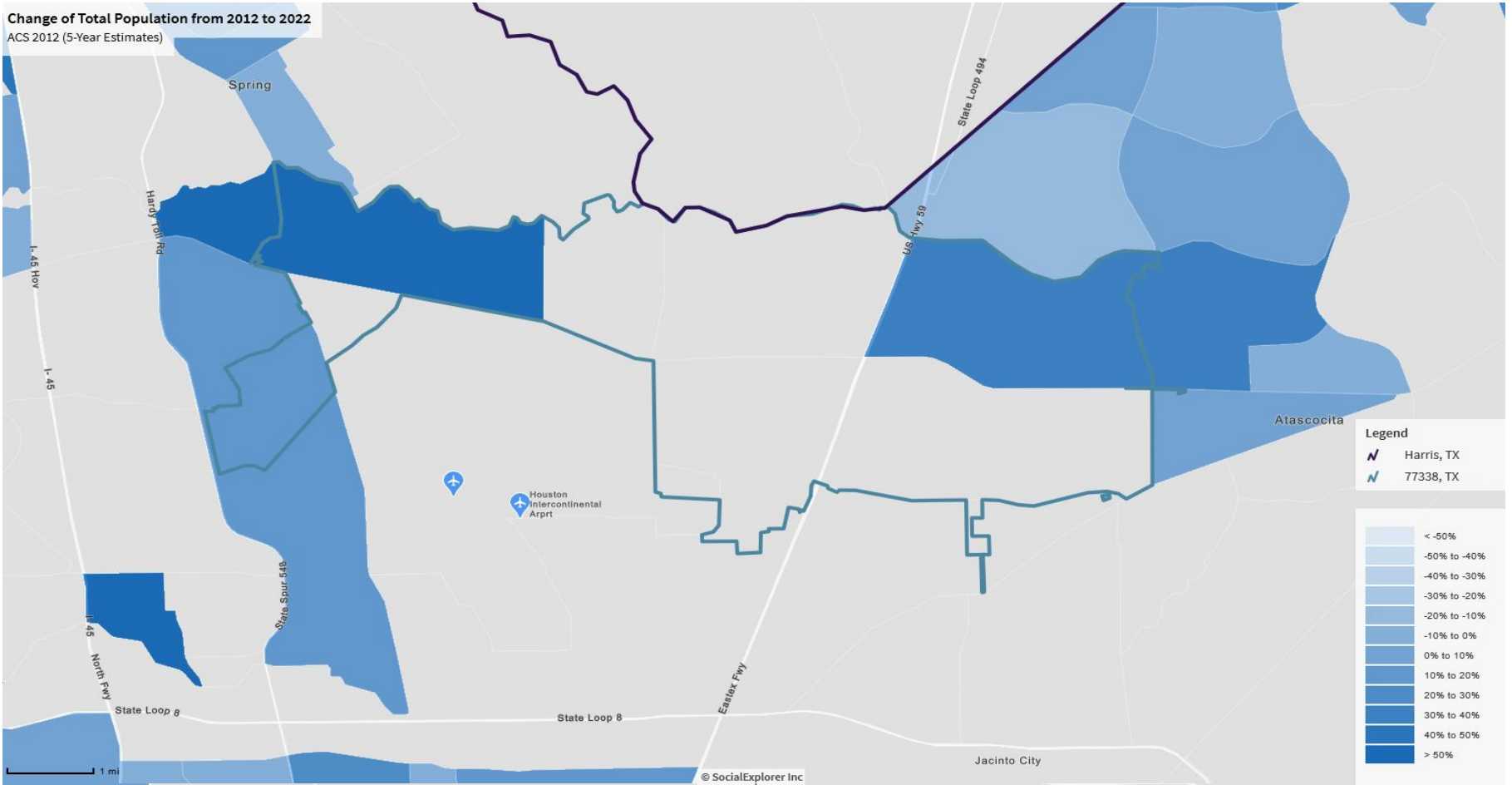
In addition to the cost of production, there are the following costs:

- Graphic designer: **\$351**
- Photographer: **\$432**
- Two EHCEC Marketing Team Member: **\$1,440**

This will create the following predicted gross revenues:

- Minimum: **\$72,777**
- Median: **\$95,335**
- Maximum: **\$134,335**

Change of Total Population from 2012 to 2022  
ACS 2012 (5-Year Estimates)



# Private and Social Impact

**The creation of a regional opportunity guide will, as observed in neighboring areas, have a substantial positive impact on East Harris, publicly and privately\*.**

- Lake Houston experienced substantial growth in population since the implementation of their guide.
- Employment
- Median Household Income
- Advertising/brand awareness
- Ad revenue

\*These results regarding private and social impact are the product of assumption with the data utilized. The application of an impact assessment would provide greater certainty as to how the regional opportunity guide might affect East Harris.



# Recommendations to EHCEC

- Collaborate with Gold Image Printing and produce **11,320** booklets.
- Offer online versions in English and Spanish to widen reach of the booklet.
- Prioritize physical guides towards communities with lower rates of internet access.
- Implement guides annually to create recurring revenue and keep pace with market standards.
- **In keeping with these recommendations, the feasibility of the regional opportunity guide is assured.**



**Thank You For Your Attention!**  
**Any Questions?**

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