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Social Economy and Enterprise Academy - Summer 2024

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East Harris Earned Revenue Feasibility Project

Introduction

Currently, East Harris is facing the challenge of residents and businesses leaving the area to pursue opportunities, which is harming the area's economy and vitality. There is a misconception that people believe they need to move out of East Harris County to start a successful business. However, the nonprofit organization, East Harris County Empowerment Council (EHCEC), goal is to address this misconception by creating a regional opportunity guide to highlight the true potential of East Harris. Our project's three-pronged brochure, Earned Revenue Feasibility Project, aims to provide comprehensive data on East Harris County's industries and businesses. This data will help attract and retain people within the region, understand East Harris demographics for better advertising the guide, and determine the costs/funding for the regional guide (such as printing costs and ad rates). With the data, demographics, and funding provided, EHCEC can create its regional opportunity guide to promote East Harris while securing advertising funding.

Zip Codes

East Harris and EHCEC's operational area covers zip codes such as 77029, 77015, 77049, 77530, 77044, 77547, 77013, and 77532. It encompasses Jacinto City, Galena Park, Sheldon, Channelview, Crosby, and Northshore. The purpose of the project is to understand and observe the median household income, total population, industry/business types, and general demographics within each area. By scaling into each zip code, the project can create its analysis so EHCEC can better market/advertise to businesses and people alike.

Median Income and Population Statistics

Between 2017 and 2022, all regions in East Harris County experienced an increase in median household incomes. After using Social Explorer, it's clear that areas such as Jacinto City, Galena Park, Sheldon, Channelview, Northshore, and Crosby had a rise in median household incomes ranging from \$5,000 to \$24,000. Figure (a) illustrates this range within East Harris, as Sheldon and Crosby both experienced increases of at least \$20,000 in their median household income. The outlier in this case is Channelview, which experienced a more minor increase than the rest of East Harris. The general economic situation within East Harris is growth in the range of \$5,000 to \$24,000, as stated above and illustrated in Figure (a).

However, in terms of population, East Harris experienced a general stagnation of its population. From observing Social Explorer, the regions that are exceptions are Jacinto City/Galena Park and Sheldon show a significant decrease in their total population in 2017 as compared to 2022 and a substantial increase respectively. Sheldon has seen a large increase in its

total population by comparison, from 79,000 to 95,000 over five years from 2017-2022. Figure (b) demonstrates this stagnation, as the population across the regions of East Harris shrank by the thousands or remained stagnant, with the sole exception being Sheldon.

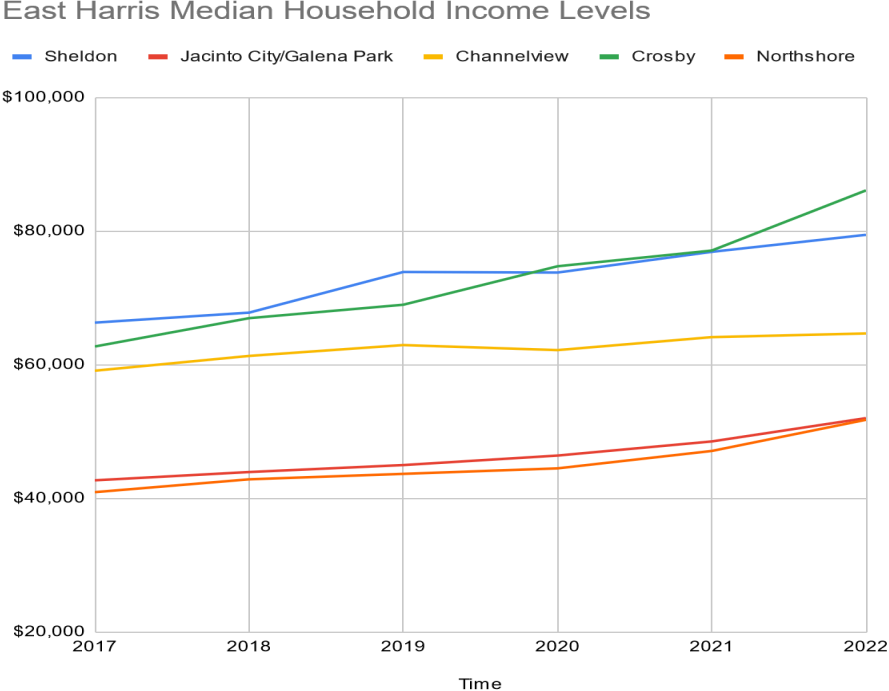


Figure (a)

East Harris Total Population

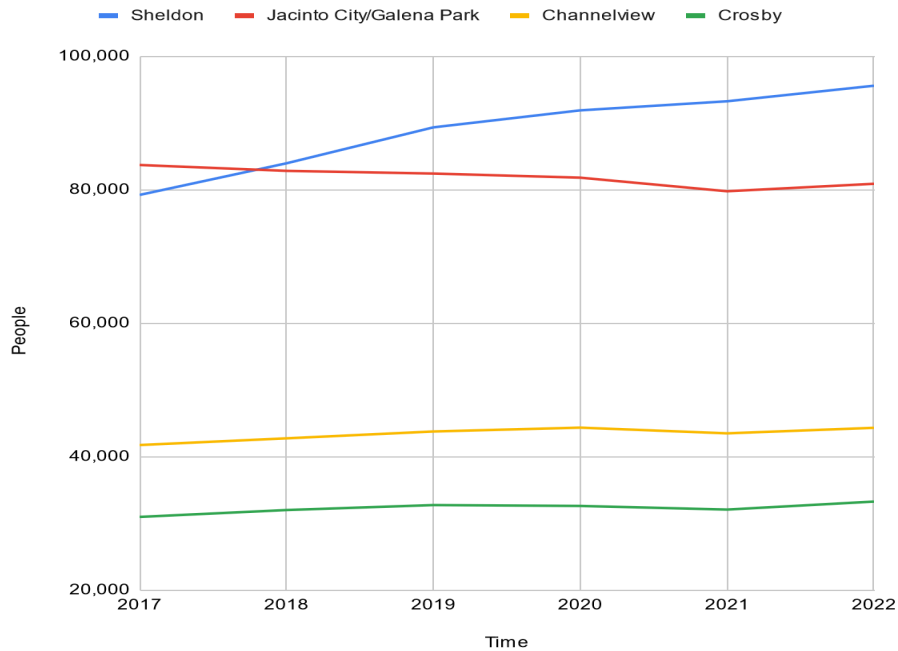


Figure (b)

Data from Social Explorer, www.socialexplorer.com/

Utilizing Social Explorer to observe the largest sectors of employment denotes which industries are the most dominant, or at least the most common within East Harris from 2018 to 2022. Observing the data, Sheldon possessed a significant workforce of 5,534 male workers in construction, extraction, and maintenance operations, comprising a total of 24,780. Female workers represent both professional and related occupations, totaling 5,272 out of 18,431 total. Crosby’s data shows that 8,765 males are employed in construction, extraction, and maintenance operations, with 1,839 female employees employed in office-setting environments and administrative support occupations. Jacinto City and Galena Park’s data shows that 6,124 males are employed in construction, extraction, and maintenance operations out of 21,109 employed in the workforce. Similar to men, women are employed in office-setting environments and administrative support occupations, 3,159 out of 13,961. Finally, Channelview followed the male-female trend of data with 3,511 men in construction, extraction, and maintenance operations out of 11,249, and 1,274 women in office and administrative support occupations out of 7,542. When totaling these numbers across the region, East Harris clearly illustrates construction, professional occupations, and transportation as the largest sectors by total employment.

East Harris Distribution of Employment 2018

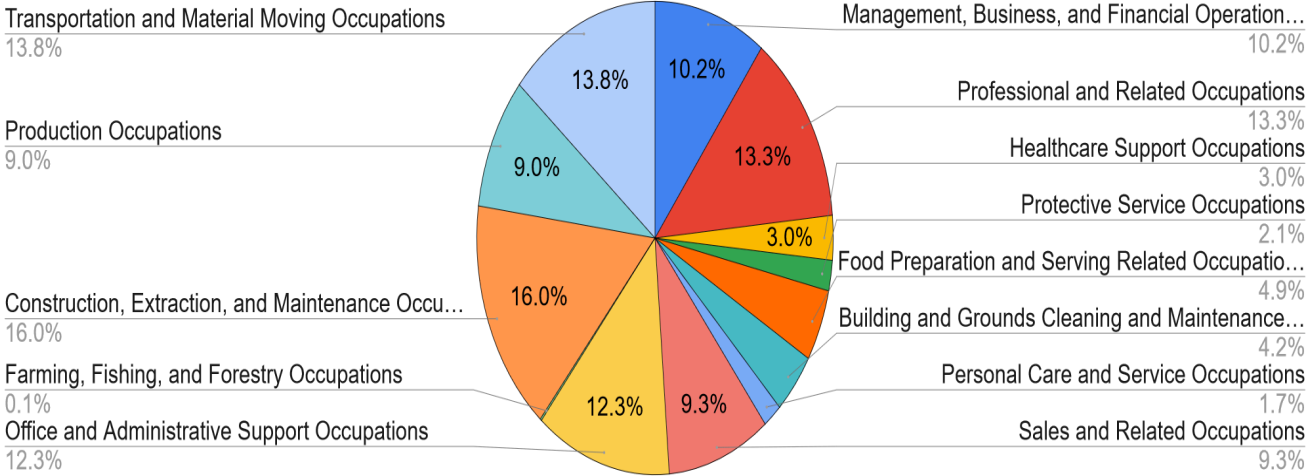


Figure (c)

East Harris Distribution of Employment 2022

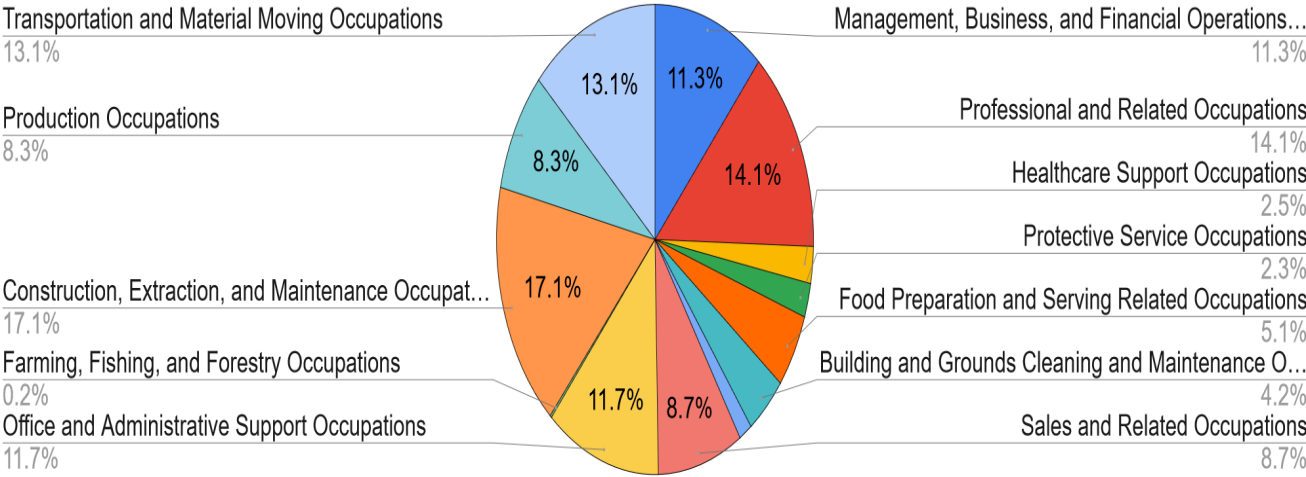


Figure (d)

Data from Social Explorer, www.socialexplorer.com/

When observing the types of establishment across East Harris, the data reflects a similar trend seen in the individual parts of the unincorporated region with retail trade, transportation, warehousing, and accommodation and food services representing the most common types as of 2022. The specific numbers being, retail trade at 511, transportation/warehousing at 436, and accommodation/food services at 376. The plan for marketing East Harris is to attract a variety of

businesses, being aware of which types of establishments already possess a foothold in the community will elucidate where focus should be directed. Considering the sheer lack of establishments specializing in utilities, educational services and information, at 6, 17, and 34 respectively, focus should be directed towards these areas to inject greater variety in the community.

Distribution of Employment For East Harris 2022

East Harris	2022
Employed Civilian Population 16 Years and Over:	114,258
Management, Business, and Financial Operations Occupations	13,066
Professional and Related Occupations	16,270
Healthcare Support Occupations	2,920
Protective Service Occupations	2,702
Food Preparation and Serving Related Occupations	5,892
Building and Grounds Cleaning and Maintenance Occupations	4,807
Personal Care and Service Occupations	1,548
Sales and Related Occupations	9,991
Office and Administrative Support Occupations	13,442
Farming, Fishing, and Forestry Occupations	199
Construction, Extraction, and Maintenance Occupations	19,650
Production Occupations	9,567
Transportation and Material Moving Occupations	15,118

Table (1)

Data from Social Explorer, www.socialexplorer.com/

Publishing Partners

As the regional guide's goal is to educate East Harris residents, attract new business, and welcome newcomers, EHCEC plans to partner with publishing companies to create brochures/booklets to bring this vision to life and promote East Harris County. Looking for publishers, we have come across four well-known publishing companies that have the potential to bring EHCEC's vision to life.

Starting with Gold Image Printing, they offer favorable rates for both brochures and booklets. Their brochure prices begin at the rate of \$0.62 for each page for 500 pieces with options for various sizes and folding. The brochure cost is \$341.64. On the other hand, booklets are priced at \$3.55 for each page for 500 pieces in various sizes. Additionally, they can be customized with the number of pages and various binding options. The booklet cost is \$1944.72. Both brochures and booklets have same-day printing, which is great for quick production during emergencies.

The second option, Kingdom Publishing & Printing, offers a convenient solution with brochures that come in various sizes at the price of \$203.89 for 100 units. Their booklets are 8.5 x 5.5 in size and sixteen pages that include pictures and graphics, offered at \$2.03 each without tax, totaling \$203.89 for a quantity of 100. This publisher is well-equipped to meet the EHCEC's needs with their flexibility and consistency in their sizing/pricing options.

The third option, Printing Center USA, offers a Whole-Sale option that would cost \$5.12 per unit. This unit price takes into account the number of pages we are aiming to print in the brochure, which is around ninety-two pages, modeling after other regional opportunity guides in the Houston area. If we were to purchase 2000 brochures, this would total \$10,231.38. Last but not least, UZ Marketing Publishing company, also offers favorable rates with brochures priced at \$0.36 for each page for 500 pieces with various sizes as an option. Their brochures cost \$182.43. Their pricing for booklets is \$5.01 for every 500 units, featuring twenty pages and various forms of cover coating. Their booklets cost \$2,503.32. Unlike other publishing companies, they offer free shipping.

Language

However, one factor currently affecting the number of brochures/booklets is the percentage of Spanish-speaking households in each area of East Harris County. Note from Figure (e), it showcased that the percentage of Spanish speakers in East Harris County is above 50%, a big challenge for EHCEC to overcome in distribution. Analyzing the demographics across the cities (2018-2022) showed that there was a predominantly Hispanic population. The data also showed that Spanish is the primary language spoken in most households within the cities, except Crosby. To effectively market to the demographics of these cities, we advise including a Spanish-translated version (or e-version). This will immensely help the regional opportunity guide reach a larger group of people, allowing them to connect with other community members. A broader audience will also allow maximum ad exposure, which can justify higher ad rates.

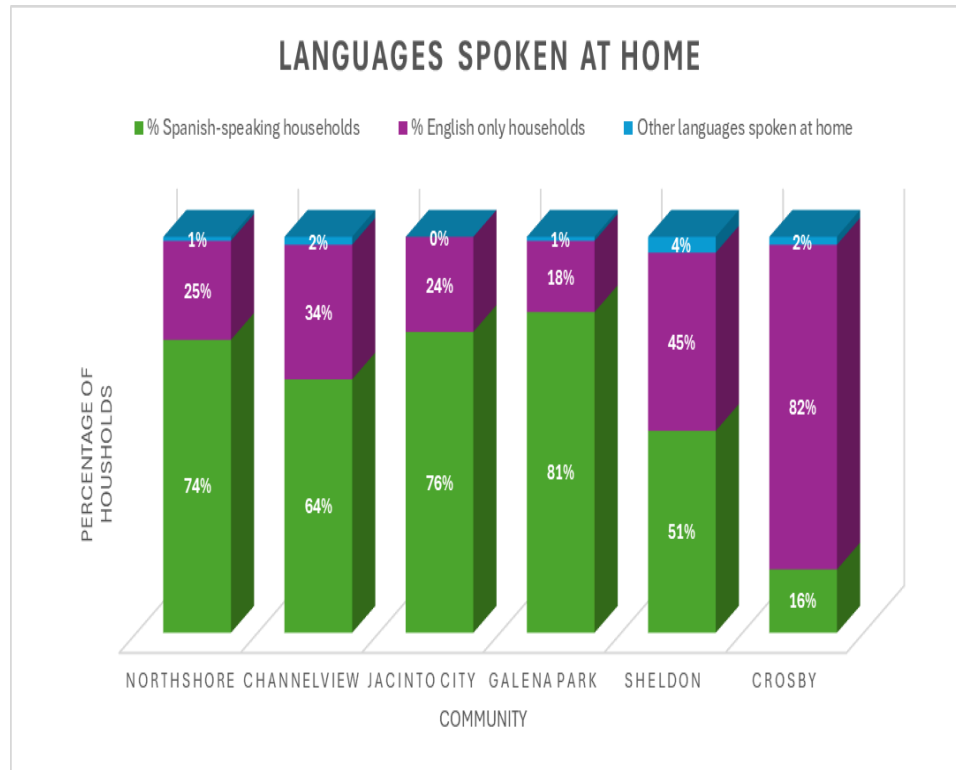


Figure (e)

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

Internet Data

Note from Figure (f), Data from Rich University Kinder Institute of Urban Research: Houston Community Data Connections showcased varying levels of internet access in each respective area of East Harris County. Crosby and Sheldon have less than 10% of residents without internet access, with Crosby at 7% and Sheldon at 5%. As for Galena Park, Jacinto City, and Northshore, the levels of residents without internet access increased above 10%, with Galena Park at 12%, Jacinto City at 14%, and Northshore at 12%. Finally, Channelview has exactly 10% of residents without internet access. Based on these levels gathered from the Kinder Institute for Urban Research, most households in the targeted communities have access to the Internet. To ensure everyone can benefit from the brochures, we recommend creating an online version in both English and Spanish. This digital format is not just a convenience but a necessity for those without internet access. However, EHCEC will still provide more physical brochures to the residents of East Harris County, with more than 10% of residents without internet access. The digital format of the regional brochure is to increase its accessibility and allow readers to gain access at their convenience. Moreover, a digital format can offer measurable metrics for advertisers to enhance the effectiveness of their ad campaigns.

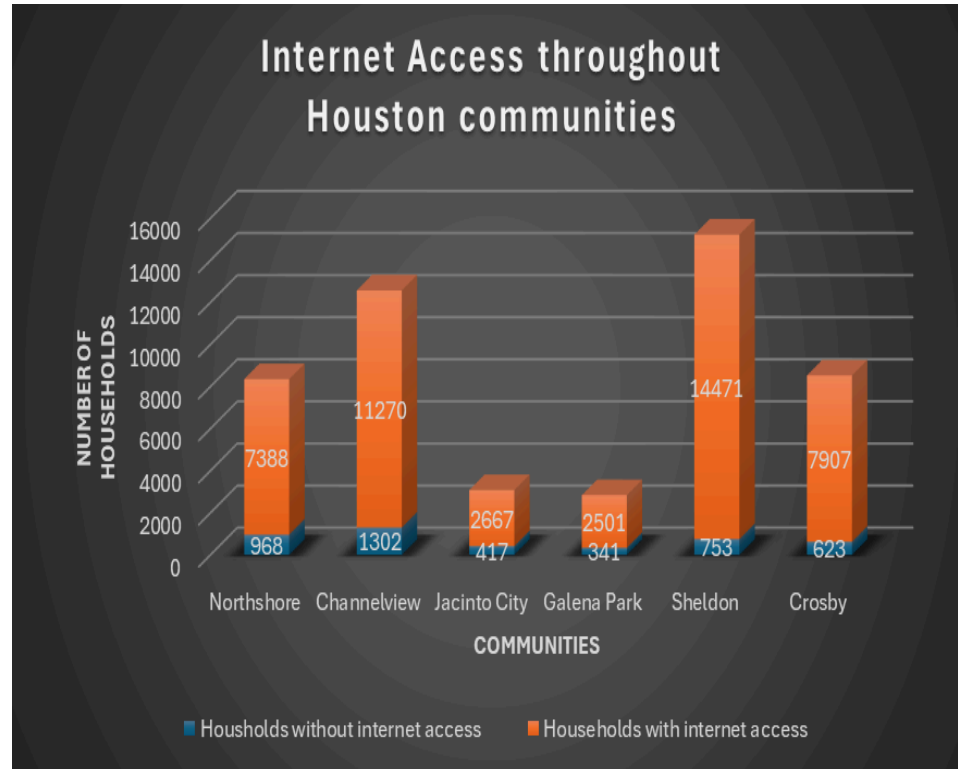


Figure (f)

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

In addition to reviewing this important data, we also looked into other Houston nonprofits to suggest an appropriate ad rate. These non-profits include the Greater Houston Partnership, Katy Area Economic Development Council, and Lake Houston. All of these non-profits had membership programs that allowed members to be advertised on their website, connect with other Houston businesses, and other membership benefits. The rates for these memberships ranged between \$750 and \$1500. With this being said, we advise EHCEC to charge three different rates, which include a \$500 annual charge for half a page of advertisement for the online brochure, \$750 annual charge for half a page for the online and physical brochure, and \$1000 for half a page for the online, physical brochure, and additional membership benefits. We suggest EHCEC provides membership benefits to their local community to keep up to par with other local competitors. Ideas of these benefits could include access to workspace at their office and access to demographic data of East Harris County. Additionally, we suggest EHCEC to provide an option to businesses to purchase a full page of advertisement for an additional \$100. With these rates in mind, we advise EHCEC to aim to have at least 150 businesses in the regional opportunity guide, with only up to 20 businesses being able to purchase a full page of advertisement. This would ensure that the guide wouldn't exceed over 30 papers, modeling after Lake Houston's regional opportunity guide. This format is taking into account that we are utilizing bi-fold papers, which could include up to 8 businesses per paper.

Based on these numbers, we have calculated the following to determine the amount of brochures EHCEC should make. From the population of East Harris County, which is approximately a total of 283,000 residents, we multiplied each area's respective population by a

target penetration rate of 4%, which will determine how many brochures to produce for each area. This rate is based on the average target penetration rate being between 2% and 6%. The following table gives a breakdown of each area of East Harris County and the total amount of regional opportunity guides to produce for that area. (Table 1)

Area of East Harris County	Population	Target Penetration Rate	Brochures to Produce
Channelview	44,000	4%	1,760
Crosby	33,000	4%	1,320
Galena Park/ Jacinto City	81,000	4%	3,240
Sheldon	96,000	4%	3,840
Northshore	29,000	4%	1,160
Total	283,000	-	11,320

Table (1)

From this total amount of brochures to produce, we suggest that a percentage of them are produced in Spanish. This would be calculated by multiplying the amount of brochures to produce by the percentage of Spanish speaking households of each respective area. This would lead to a need of approximately 6,600 Spanish brochures. The following table gives a breakdown of each area of East Harris County and their need for Spanish translated brochures. (Table 2)

Area of East Harris County	Brochures to Produce	% of Spanish Speaking Homes	Spanish Brochures to Produce
Channelview	1,760	64%	1,126
Crosby	1,320	10%	132
Galena Park/Jacinto City	3,240	78%	2,527
Sheldon	3,840	51%	1,958
Northshore	1,160	74%	858
Total	11,320	-	6,601

Table (2)

Results

With these numbers in mind, we are able to provide an estimated cost and revenue for EHCEC. Firstly, we advise that Gold Image Printing is used for their economical prices, leading to a total printing cost for brochures of \$14,942. In addition to the total printing cost, we have accounted for the cost to compensate a graphic designer, photographer, and the EHCEC team. We took into account the average hourly wage of these professions, leading to an additional amount of \$2,223 needed for the cost of creating the brochure. This would lead to a total cost of \$17,165 to design, create, and print these guides. These calculations are found below.

Profession	Graphic Designer	Photographer	EHCEC Marketing Team Members (2)
Average Hourly Rate	\$26	\$54	\$18
Hours Needed	13.5 (9 pages / 1.5 hour per page)	8	40
Cost	\$351	\$432	\$1,440

Table (3)
Data from ZipRecruiter

Based on this total cost, we have come up with minimum, median, and maximum projected revenues given the different ad rates EHCEC should provide. This was calculated utilizing the optimum penetration rate in conjunction with the total population of East Harris, and how similar nonprofits operated with their own guides. These revenues include a minimum of \$72,777, a median of \$95,335, and a maximum revenue of \$134,335. A breakdown of these calculations are located in the addendum as Figure (x) and Figure (y).

As illustrated within the project report, it is entirely reasonable for the regional guide to create a source of revenue for EHCEC, the median of which being \$95,355. Utilizing the projected costs of printing, ad rates, and expected revenue, the creation of the regional opportunity guide is a sound investment.

Socially, the regional opportunity guide would similarly be a wise investment. As observed in areas with their own organizations producing their own guides, the implementation of these guides leads to a net social gain for the community. Utilizing social explorer, an increase in total population, employment, median household income, the increase of these statistics within the community in question can increase anywhere up to 245%. Lake Houston being the prime example of such a phenomenon. Lake Houston’s own guide was published in 2013 and has been annually released until present time. From 2012-2022, the total population of select areas of Lake Houston increased by over 150%, upwards of 5,000 people entering the area. Over the course of 2012-2022, the employed civilian population over 16 catapulted up 245%, an increase of over 3,000 people. Median household income saw increases over the same time period although to a

much lesser degree. The data from Lake Houston gives some credence to the positive impacts a regional opportunity guide can have on a community, although not a guarantee. The application of an impact assessment would give greater clarity as to how the regional opportunity guide might affect East Harris. The social benefit of implementing a regional opportunity guide for East Harris cannot be overlooked or understated.

Conclusion

We aim to assist EHCEC in empowering East Harris County's communities with important insights and actionable information. By observing various demographics, industry trends, and employment statistics, the regional opportunity guide will possess the necessary information regarding East Harris itself. Utilizing the provided analysis of printing costs and best publishers/printing services, EHCEC can feasibly create high-quality marketing guides that will increase the visibility of East Harris while securing thousands in funding as well. With all of the above considered, it is not only feasible economically to create a regional opportunity guide, but beneficial with the details of the project understood.

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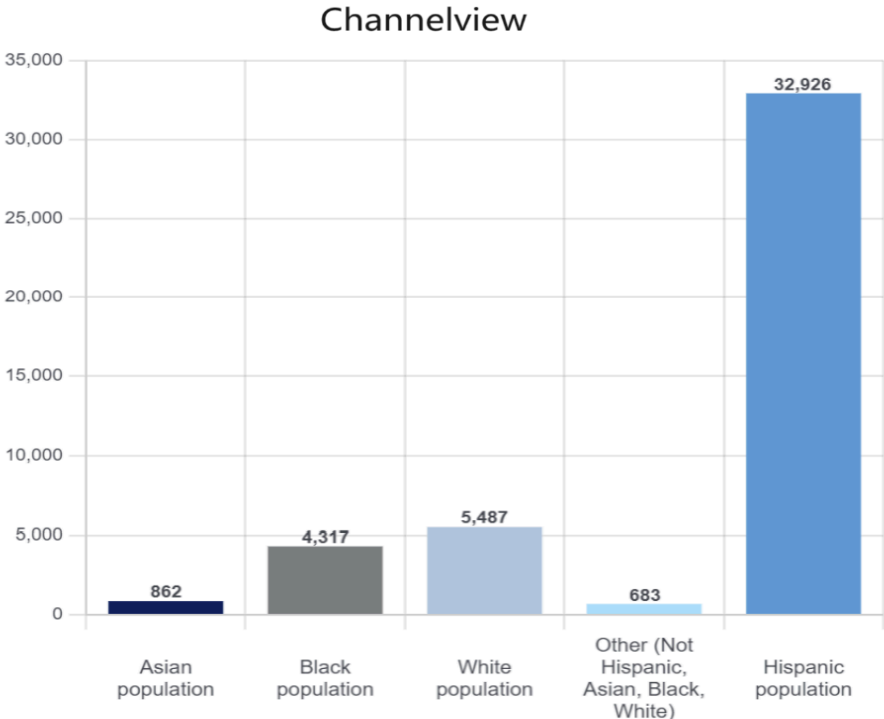


Figure (g)

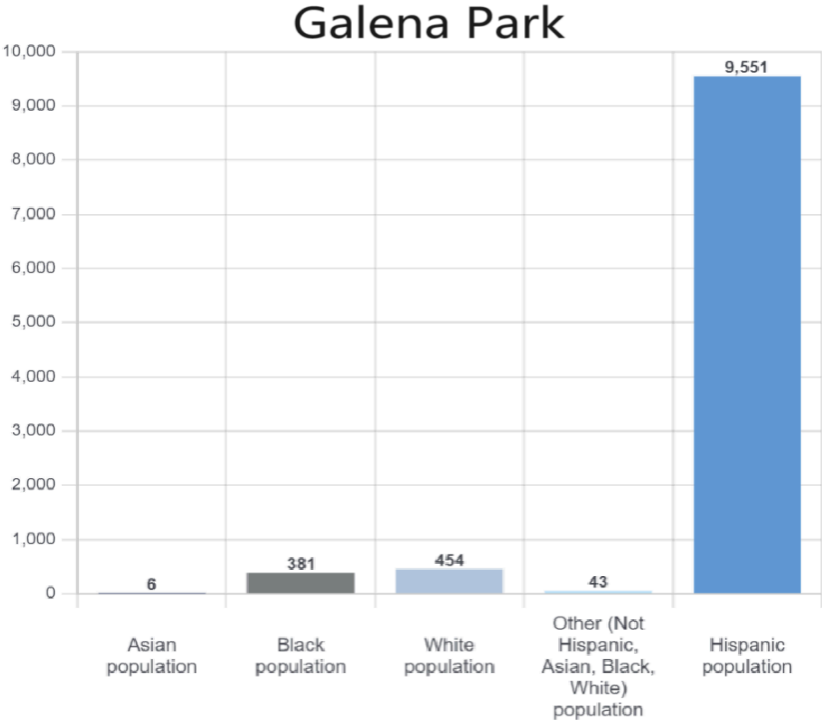
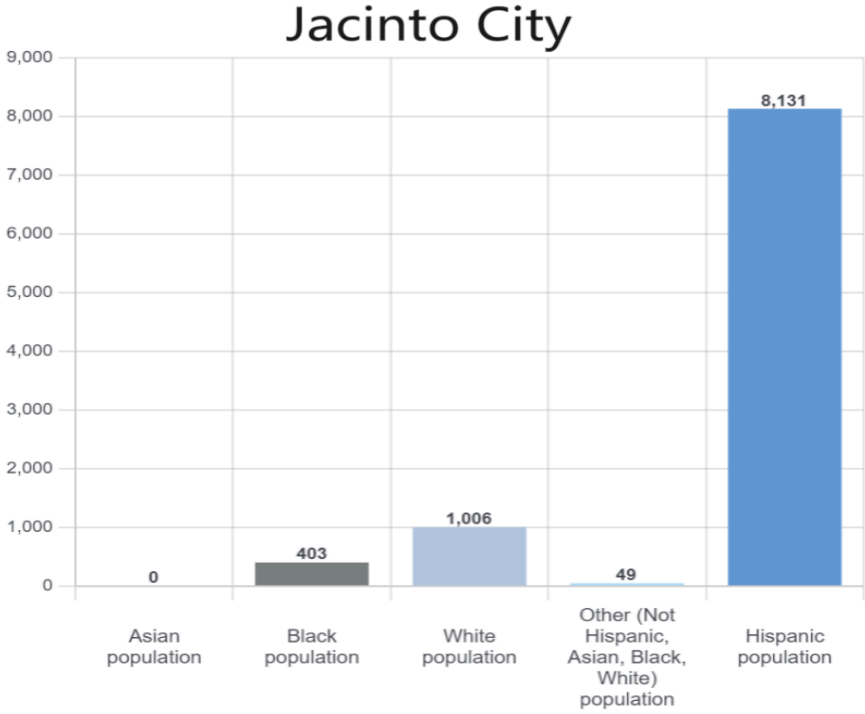
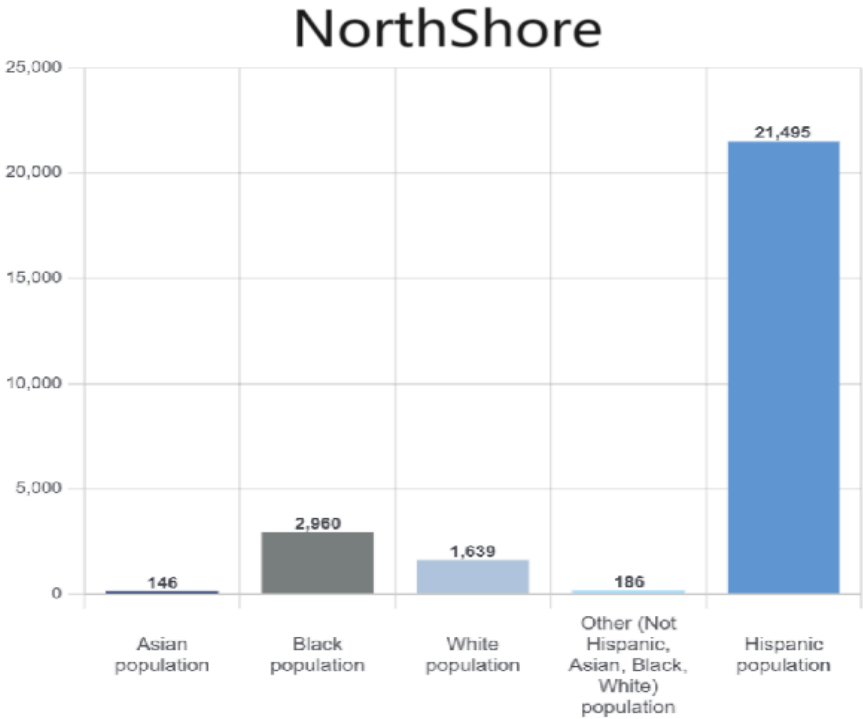


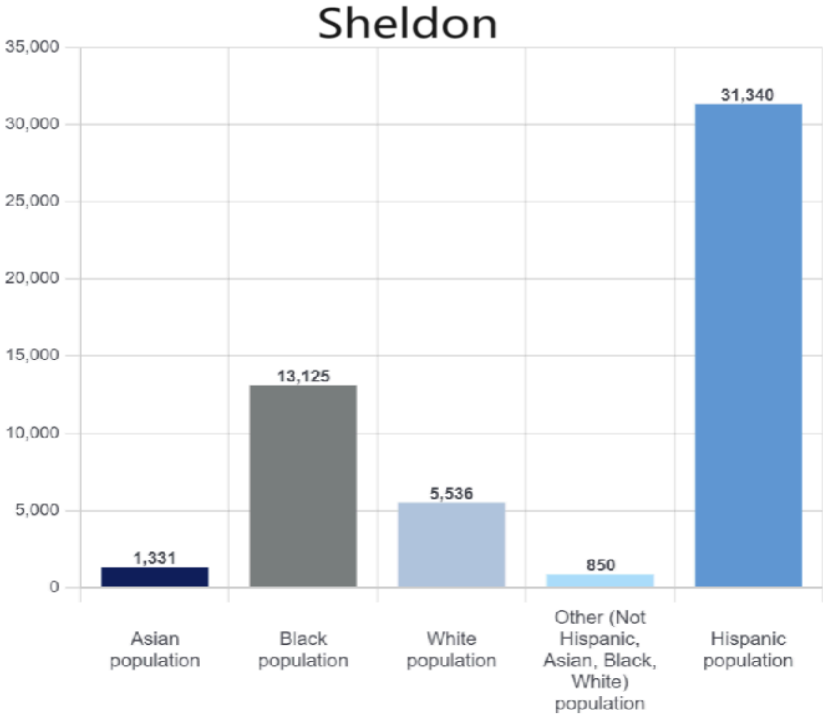
Figure (h)



Figure(i)



Figure(j)



Figure(k)

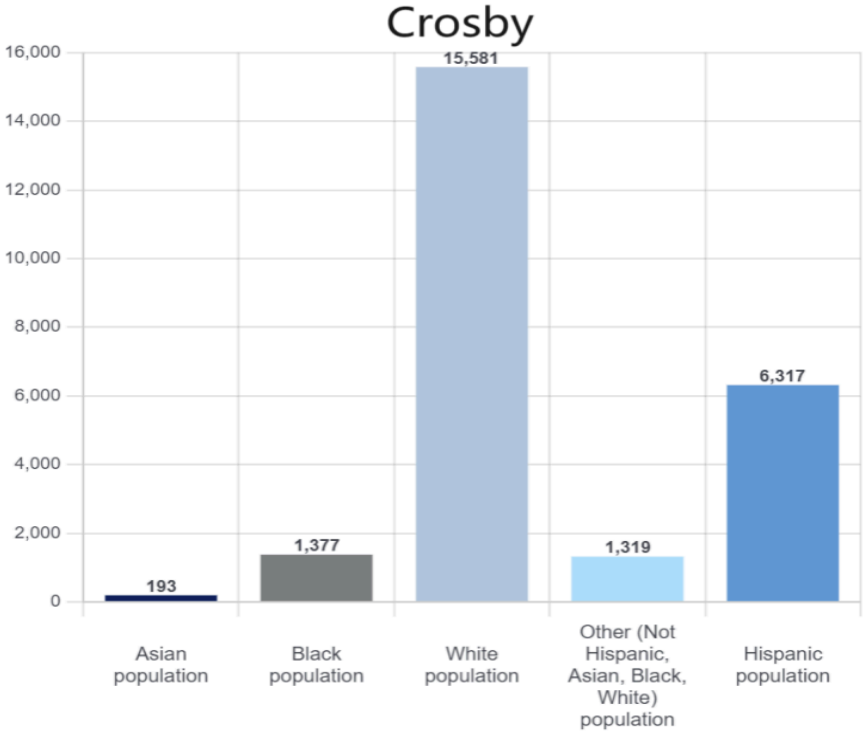


Figure (l)

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

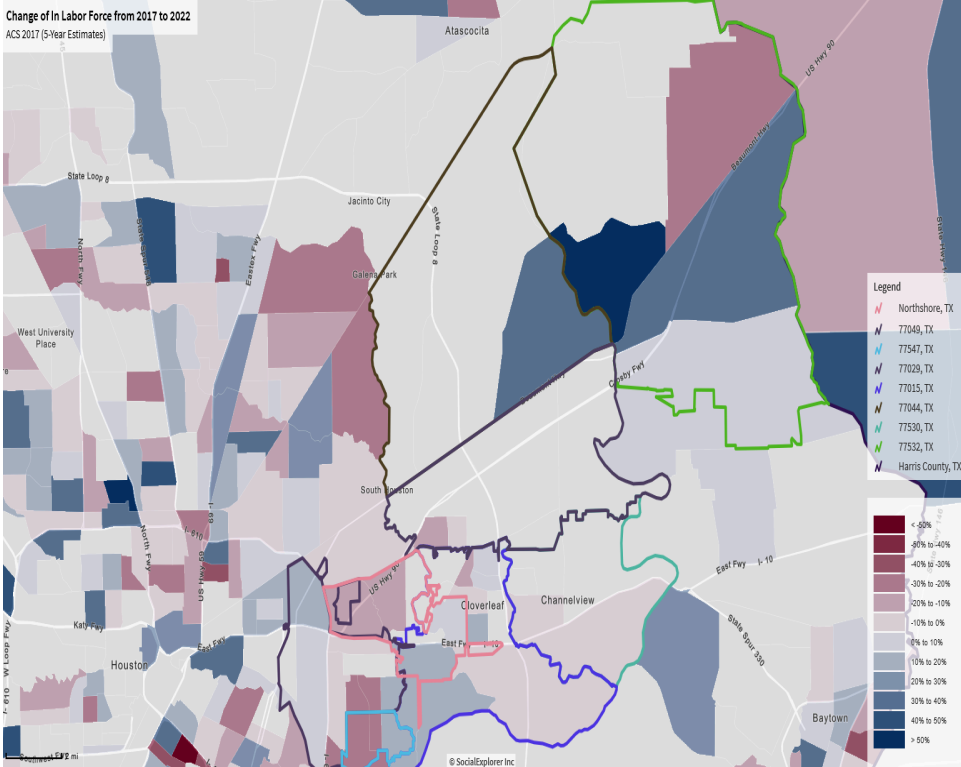


Figure (m)

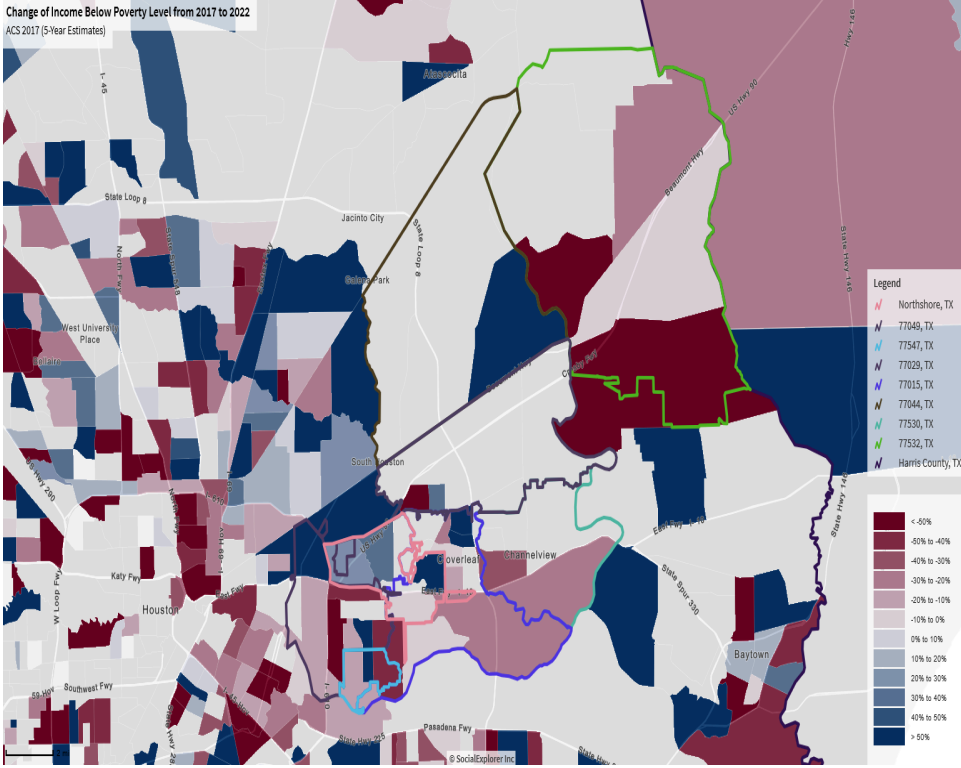


Figure (n)

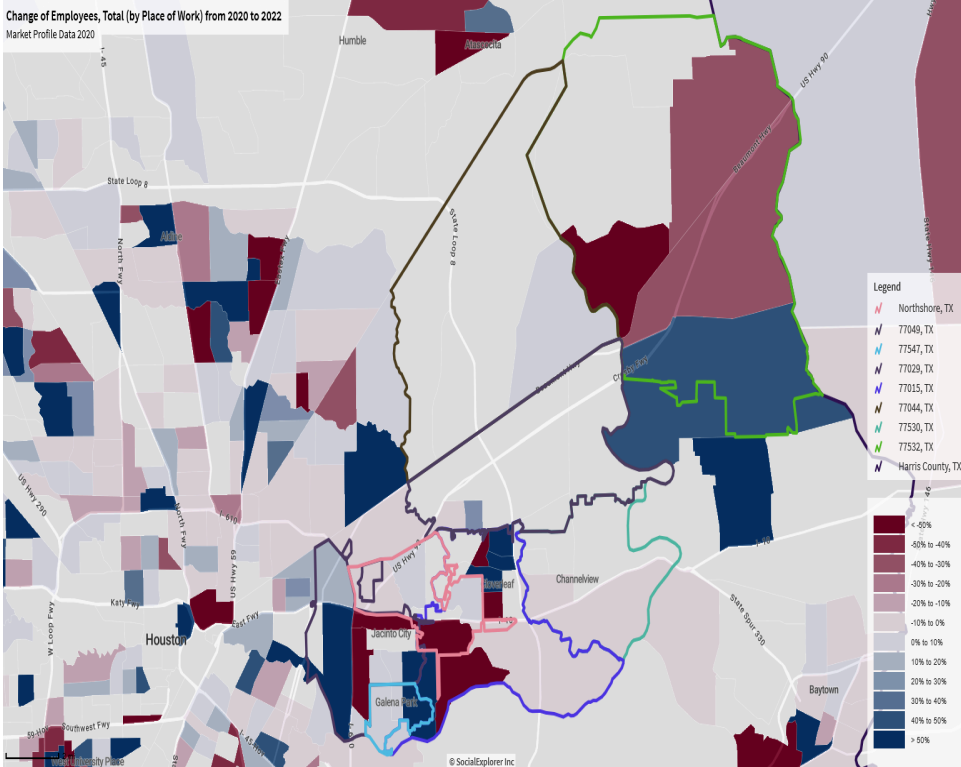


Figure (o)

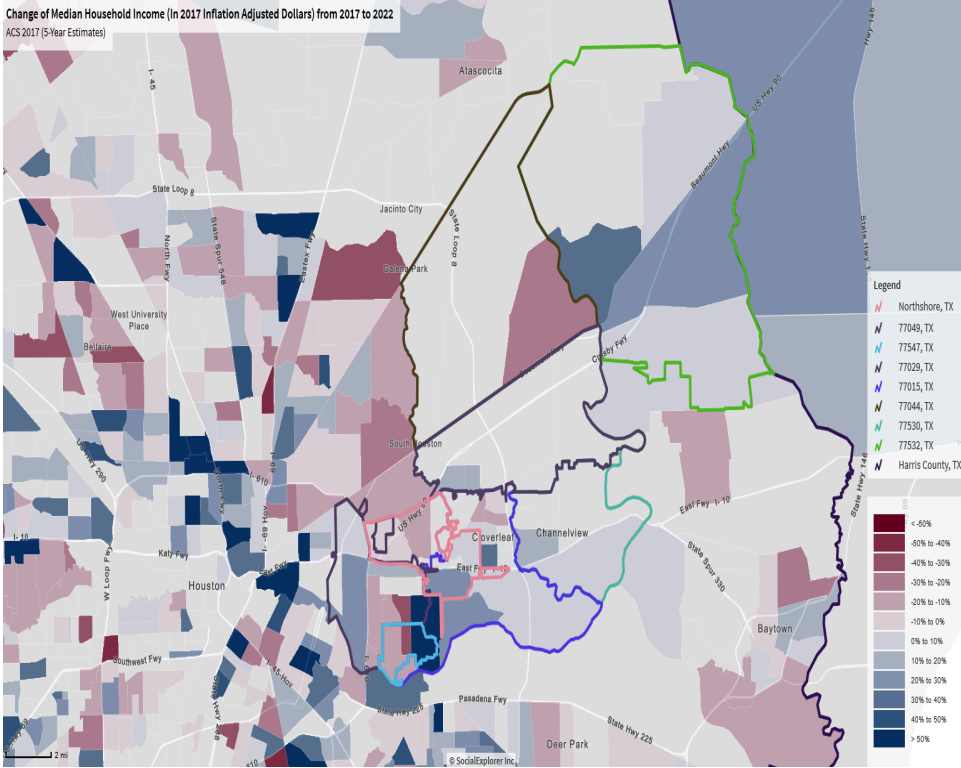


Figure (p)

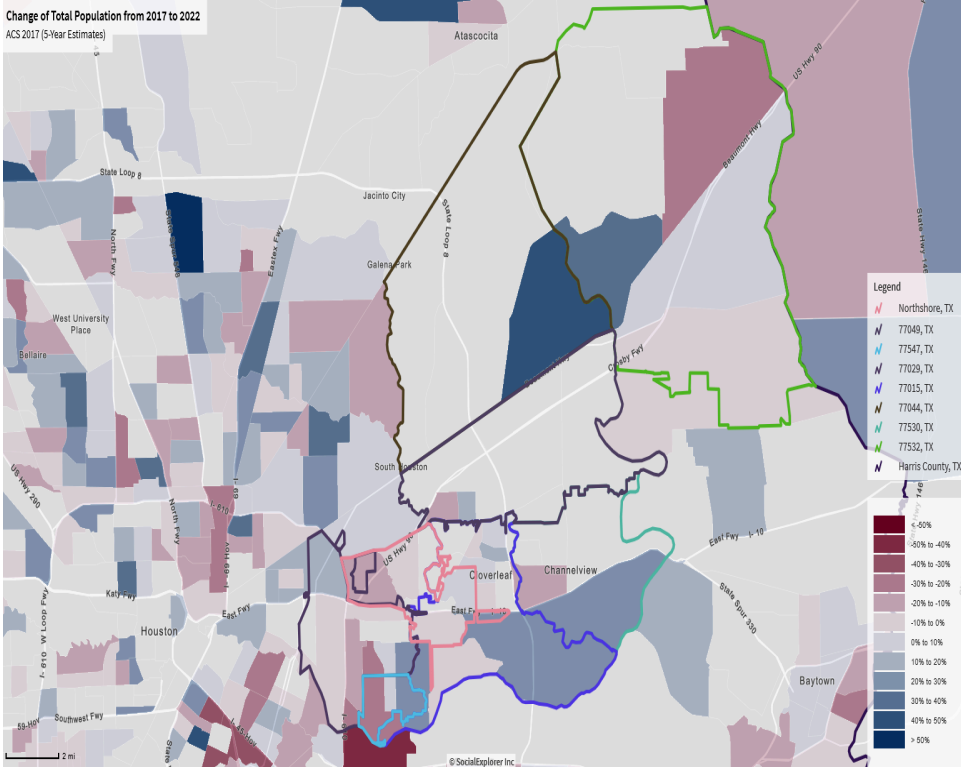


Figure (q)

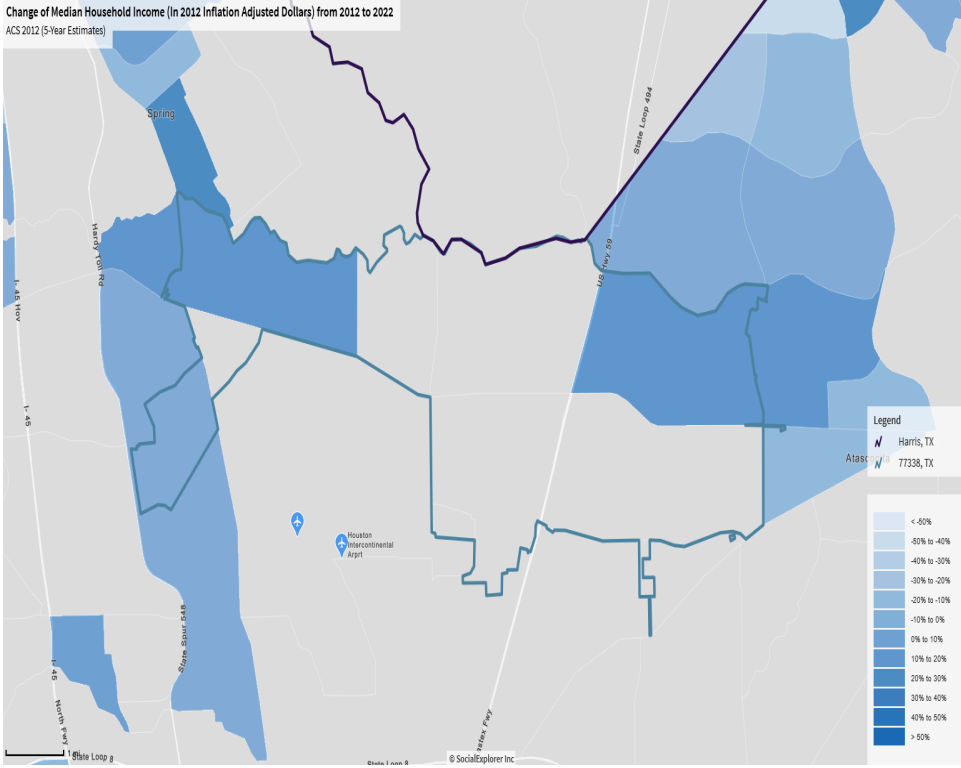


Figure (r)

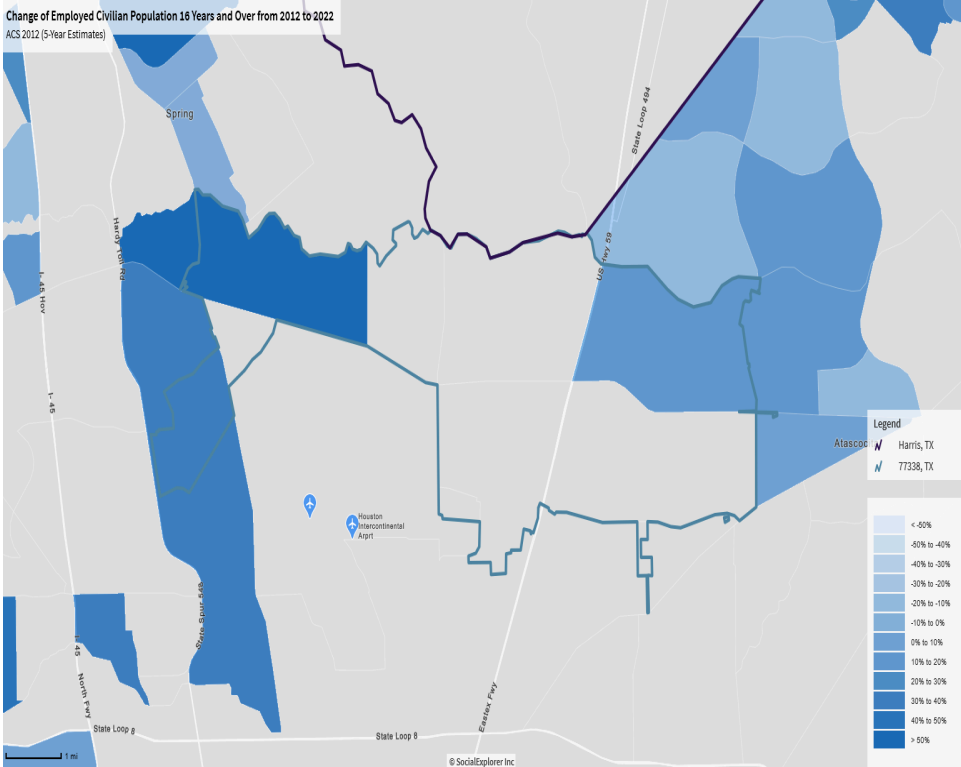


Figure (s)

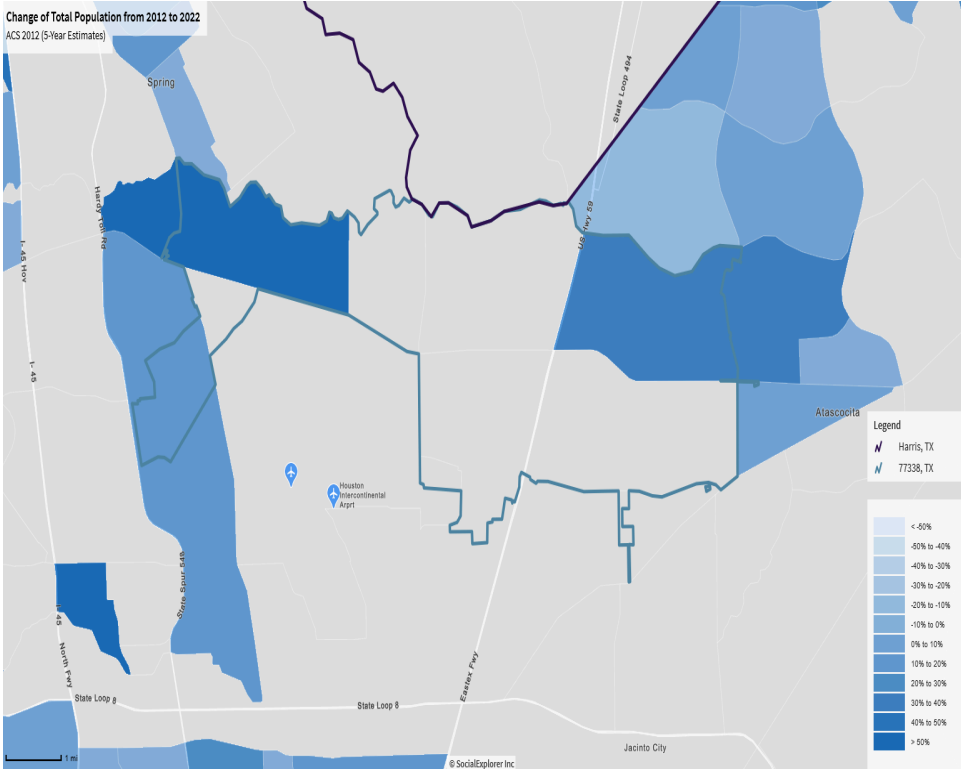


Figure (t)

East Harris Distribution of Employment 2018-2022

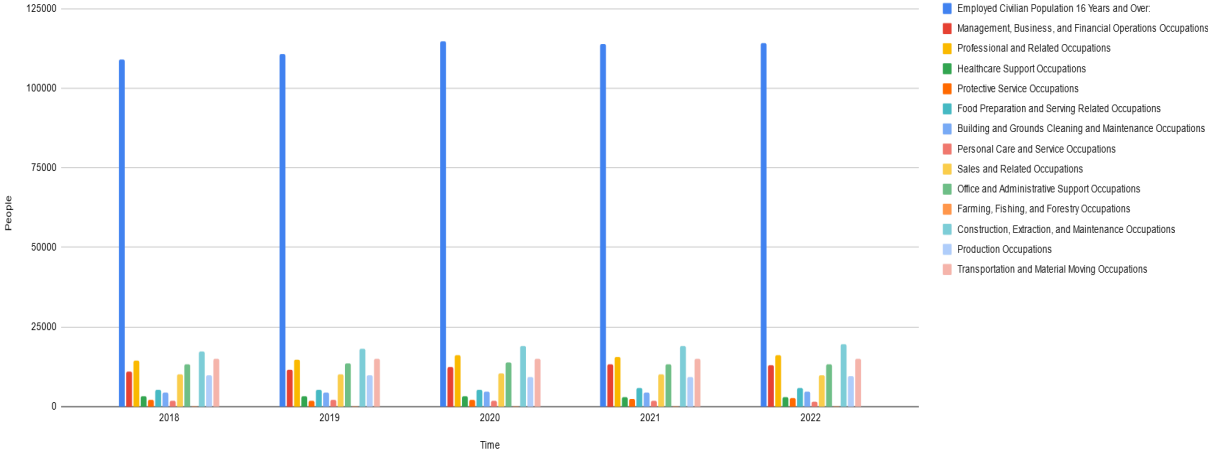


Figure (u)

East Harris Types of Establishments 2021-2023

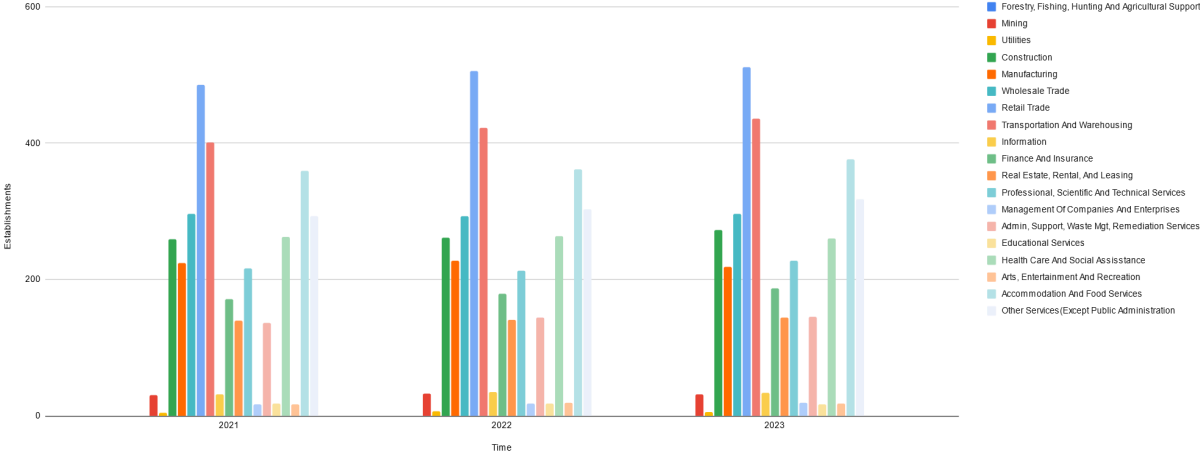


Figure (v)

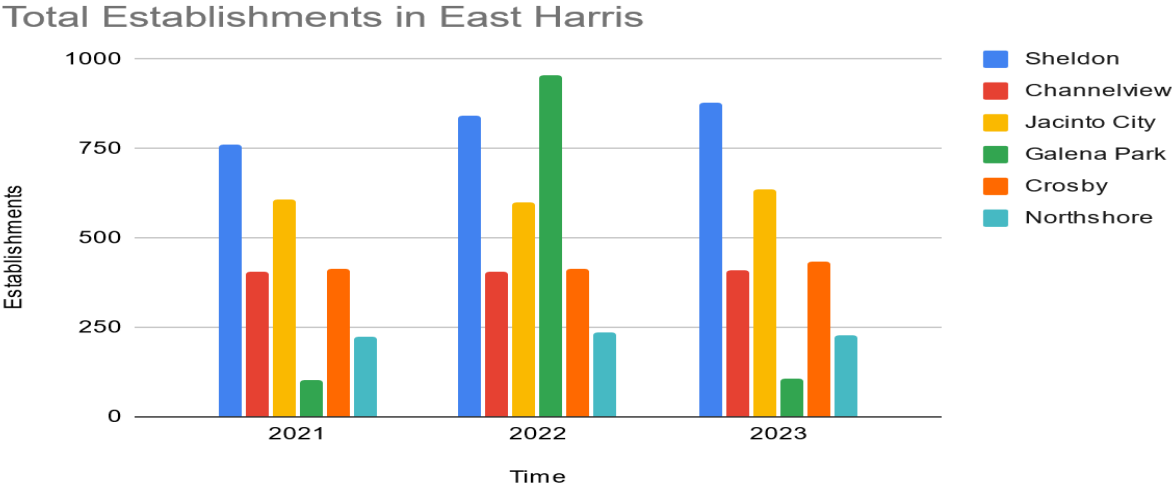


Figure (w)
Data from Social Explorer, www.socialexplorer.com/

Calculations	
<u>Cost per Ad:</u>	
<ul style="list-style-type: none"> •\$500 online, \$750 online & physical, \$1000 online, physical, & benefits; additional Additional \$100 for full page ad •Benefits include access to East Harris demographic data, workspace at EHCEC HQ •Based on rates provided by the Greater Houston Partnership, Katy Area Economic Development, & Lake Houston 	
Non Profit	Benefits/ Membership Cost
Greater Houston Partnership	•\$1000 associate level •listing on website, forums, membership benefits
Katy Area Economic Development	•\$1250 minority business(over 10 employees), \$750 minority business (under 10)
Lake Houston	•\$1000 Market inv. level •business spotlight, business directory, networking benefits
<u>Estimated Revenue for 150 Business Ads:</u>	
<ul style="list-style-type: none"> •Modeled after Lake Houston with 92 businesses •Minimum revenue: \$75,000 (150x\$500) •Median revenue: \$112,500 (150x\$750) •Maximum revenue: \$151,500 (150x\$1000) 	
<u>How many brochures?</u>	
Based on population X target penetration rate of 4%	
(Based on several sources, average target penetration rate is (2-6%))	
•Channelview: 44,000x 0.04=	1,760
•Crosby: 33,000x0.04=	1,320
•Galena Park/ Jacinto City: 81,000x 0.04=	3,240
•Sheldon: 96,000x0.04=	3,840
•Northshore: 29,000x0.04=	1,160
Total brochures:	11,320
<u>English/Spanish Brochures</u>	
Based on Spanish speaking levels in each respected area	
ENGLISH	SPANISH
•Channelview: 1760x0.36= 634	•Channelview: 1760x0.64= 1126
•Crosby: 1320x0.90= 1188	•Crosby: 1320x0.10= 132
•Galena Park/ JC: 3240x0.22= 713	•Galena Park/ Jacinto City:3240x0.78= 2527
•Sheldon: 3840x0.49= 1882	•Sheldon: 3840x0.51= 1958
•Northshore: 1160x0.26= 302	•Northshore: 1160x0.74= 858
Total: 4,179 English brochures	Total: 6,601 Spanish brochures

Figure (x)

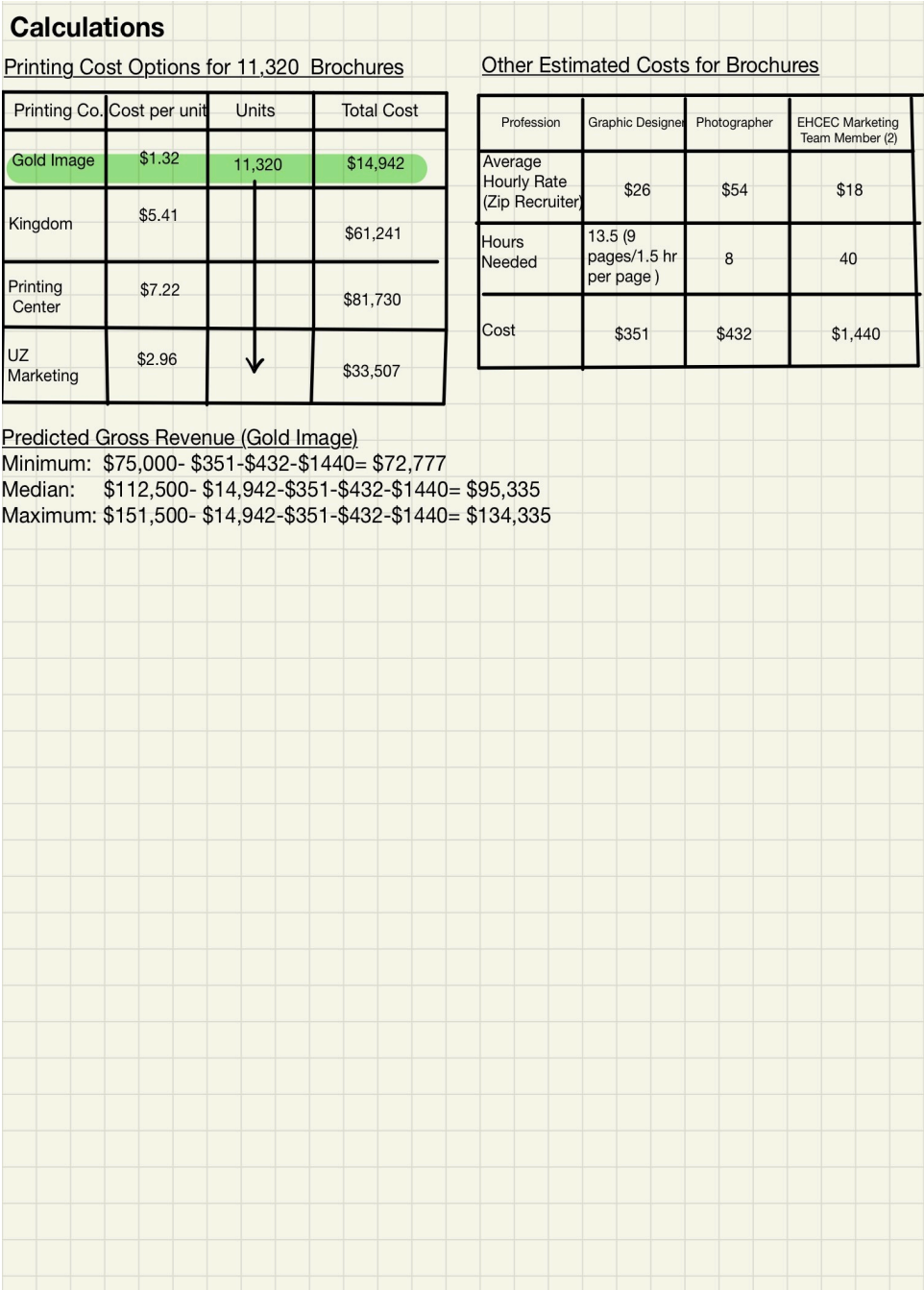


Figure (y)