

COMMUNITY PROFILE

Denison, Texas & the Texoma Region

Prepared for Prospective Ministry Candidates

~27,400
City Population

148,000+
Metro Area

~1 Hour
From Dallas DFW

7 Million
Lake Texoma Visitors/Yr

14% Below
U.S. Avg
Cost of Living

About Denison

Denison is a welcoming, historic city of approximately 27,400 residents situated in Grayson County, just south of the Texas-Oklahoma border. Founded in 1872 as a railroad town, Denison celebrates over 150 years of community identity — and is also the birthplace of President Dwight D. Eisenhower.

The city is 96% urban with a median age of 40.4 and a median household income of approximately \$67,000. The cost of living index sits at 85.9 — well below the national average of 100 — making it an attractive destination for families relocating from larger metros.

Quality of Life

- Downtown Denison won the 2025 Great American Main Street Award after three decades of revitalization — 23 new businesses opened downtown in 2024 alone
- Lake Texoma: an 89,000-acre reservoir drawing nearly 7 million visitors annually — boating, fishing, golf, and waterfront living
- Preston Harbor: a \$6 billion, 3,100-acre master-planned lakeside community (7,500–10,000 new homes planned, anchored by a Margaritaville resort) — the largest single investment in Denison's modern history
- \$14 million Texoma Health Foundation Park hosts regional tournaments; Heyday Entertainment and Urban Air venues serve all ages
- Eisenhower State Park and miles of hiking trails provide year-round outdoor recreation

Economic Momentum

Denison and the Sherman-Denison metro are in the middle of one of the most significant economic transformations in North Texas history.

Semiconductor Hub: The Sherman-Denison region was designated one of 31 federal Texoma Semiconductor Tech Hubs. Texas Instruments is investing up to \$30–35 billion in four chip factories in nearby Sherman (~12 miles away), with the first in production in 2025 creating up to 3,000 jobs. GlobiTech (GlobalWafers) is building a \$5 billion silicon wafer plant adding 1,500 more jobs.

Regional investment totaling \$34+ billion over the next decade is projected to double the metro area's population within 5–10 years.

Healthcare growth: A newly recruited private hospital has expanded healthcare jobs in Denison from 1,100 to 3,500.

Housing boom: From 2015–2024, Denison issued ~3,000 new home permits — six times the total of the prior 14 years. The five-year household projection shows 9% annual growth.

Education & Higher Ed

- Denison ISD: 5 elementary schools, 1 intermediate, 1 middle school, 1 high school (1,310 students at Denison High)
- Grayson College: full-time enrollment of 2,496, offering workforce training and associate degrees
- Austin College (Sherman): nationally recognized liberal arts college
- Within commuting distance of UNT, TWU, UT Dallas, and Texas A&M–Commerce

Quick Facts at a Glance

Location	Grayson County, TX — 1 hr north of Dallas, 1.5 hrs from Oklahoma City
Metro Population	148,400+ (Sherman-Denison MSA); projected to double within a decade
Median Home Value	~\$207,000 (2023) — up significantly; strong appreciation trajectory
Median Household Income	~\$67,000 (2026 est.) — growing steadily
Racial Composition	~73% White, 7% Black or African American, 10% Hispanic/Latino, other
Median Age	40.4 years

Politics & Culture	Solidly conservative; strong faith community; small-town hospitality
Climate	Four seasons; hot summers; mild winters; avg. 230 sunny days per year
Airport	North Texas Regional Airport (8 miles) — 9,000-ft runway, Foreign Trade Zone
City Name Origin	Named after George Denison, Vice President of the Missouri-Kansas-Texas Railroad (the “Katy”), upon the city’s founding as a railroad town in 1872
Notable Native	Birthplace of President Dwight D. Eisenhower (1890); Eisenhower Birthplace State Historic Site is a local landmark

A Ministry Context Worth Considering

Denison is at an inflection point. A community with deep roots and genuine Southern hospitality is about to experience a wave of new residents — engineers, tech workers, young families — relocating from larger cities with little or no church connection. The mission field is arriving at the doorstep.

A minister who arrives here now will have the rare opportunity to shepherd an established congregation through a season of significant community growth — to build relationships across a changing demographic landscape while the community is still finding its identity. Denison is not a ministry maintenance assignment. It is a ministry frontier.

Sources: U.S. Census Bureau, Denison Development Alliance, Business View Magazine, WFAA, KTEN, Texoma Semiconductor Tech Hub, World Population Review — March 2026