

ROUND ROCK QUALITY OF LIFE

In terms of square mileage, Round Rock isn't very big, but you'll find that Round Rock has everything you need to succeed. Round Rock offers top talent, superior real estate, an unparalleled quality of life, and is home to world-class businesses.

Ideally situated along Interstate 35, just north of the state capitol in Austin and Austin-Bergstrom International Airport, Round Rock offers easy access to hospitals, colleges, world-class shopping, hotels, museums, and more. Round Rock is one of the nation's most economically vibrant cities, and we are committed to supporting, encouraging, and fostering success in our community.

Round Rock is ranked one of the fastest growing cities in the United States and one of the coolest burbs in America, showing that people not only want to work here, but want to live here as well.

VIBRANT LIFESTYLE

PUBLIC SPACE

Round Rock boasts an extensive park system that supports a healthy and active lifestyle. With 1,700 developed acres there is a space for everyone to explore including specialty parks like the Dog Depot Dog Park and the Play for All Abilities Park.

OUTDOORS & ADVENTURE

Live an active lifestyle while enjoying the outdoors. Round Rock has over eighteen miles of hike and bike trails. You can explore Round Rock's outdoor recreation in a scenic, natural environment. We are always working to extend our outdoor time.

SPORTS

Round Rock is the ultimate choice for amateur, youth, and recreational sports. From basketball to volleyball you'll find it all in Round Rock. We are also home to the Round Rock Express minor league baseball team.

LIVE MUSIC

Don't let all the fun in the sun fool you, Round Rock has just as much to enjoy once the moon comes up. Check out the Mellow Mushroom, Star Coffee or The Brass Tap if you love live music.

DINING & SHOPPING

In Round Rock, we don't mess around when it comes to food and shopping. From boutiques filled with that perfect piece to adventurous flavors, our restaurants and shops make dining and shopping simply amazing.

ARTS & CULTURE

A gallery in downtown Round Rock, two theater groups, two symphonies, a community choir, dance organizations, the "Sports Capital of Texas" has hit a home run in encouraging creativity.

LISTED AMONG THE NATIONS COOLEST SUBURBS

SAFEST CITY - TOP 5

FASTEST GROWING CITY - TOP 10

CITY WITH BEST QUALITY OF LIFE - TOP 10

BEST CITY TO LIVE THE AMERICAN DREAM - TOP 10

BEST CITY FOR MILLENNIALS - TOP 25

500k
MILLENNIAL
WORKERS (30 MIN.)

30.2
MEDIAN
NATIVE AGE

20
MILES NORTH
OF AUSTIN

ROUND ROCK DEMOGRAPHICS

Population	
2022 Projection	131,009
2017 Estimate	118,729
2010 Census	99,887
2000 Census	60,390

Population by Race	
White	67.27%
Black	9.96%
Other	10.77%
Asian	6.86%
American Indian	0.69%
Native Hawaiian/Pacific Islander	0.15%
Two or more	4.30%
Hispanic (Calculated Separately)	31.06%

Population by Age	
0-4	7.23%
5-9	8.00%
10-14	8.40%
15-17	4.74%
18-20	4.08%
21-24	4.90%
25-34	13.41%
35-44	16.96%
45-54	14.29%
55-64	9.92%
65-74	5.28%
75-84	2.04%
85+	0.75%
Median Age	30.2

Households	
2017 Estimate	42,129
2010 Census	34,789
2000 Census	20,813

Household Income	
Average HH Income	\$94,181
Median HH Income	\$74,995

Employment Status	
Labor Force*	63,044
Employed*	60,985
Unemployed*	2,059
Unemployment Rate*	3.3%

*Source: Texas Workforce Commission 2016

Employment by Occupation	
Architect/Engineer	2.93%
Arts/Entertainment/Sports	1.34%
Building Ground Maintenance	2.30%
Business/Financial Operations	6.27%
Community/Social Services	1.01%
Computer/Mathematical	6.39%
Construction/Extraction	4.25%
Education/Training/Library	5.57%
Farm/Fish/Forestry	0.19%
Food Prep/Serving	5.01%
Health Practitioner/Tec	5.93%
Healthcare Support	2.35%
Maintenance Repair	2.95%
Legal	0.83%
Life/Physical/Social Science	0.59%
Management	13.09%
Office/Admin Support	13.71%
Production	5.44%
Protective Services	1.99%
Sales/Related	11.32%
Personal Care/Service	2.93%
Transportation/Moving	3.62%

Source: Nielsen February 2017

QUICK FACTS

Age Demographics



Earnings Per Month



Livability Score



Round Rock offers a unique and unprecedented approach to education – it's called collaboration. Education in Round Rock is delivered to educate all citizens to the maximum ability and desire through collaboration and cooperation among all educational institutions from our exemplary elementary schools to our accredited colleges.

HIGHER EDUCATION

Round Rock is home to several higher education institutions including:

- Art Institute of Austin
- Austin Community College (ACC)
- South University
- Texas A&M Health Science Center
- Texas State University - Round Rock

In addition to these, Round Rock is in close proximity to many other top-ranked colleges, including The University of Texas. This equates to more than 100,000 students enrolled in nine universities and 50,000 in six community colleges in a fifty mile radius, which guarantees a pipeline of motivated, highly educated employees.

Round Rock Independent School District (ISD)

Round Rock ISD's robust articulation and dual-credit agreement with Austin Community College creates a smooth transition to multiple career pathways from high school to community college and allows all students the option to earn college credit while in high school. This collaboration of ACC and Round Rock ISD lays the groundwork in high school for a profession in the fields of engineering, medicine, business, and many others by helping students accelerate their career goals.

Round Rock ISD At-A-Glance:

Roughly 47,500 students attend the district's five high schools, ten middle schools, thirty-three elementary schools, and two alternative learning centers. During the past five years, the number of students has increased 15%, and enrollment continues to grow by nearly 1,000 students per year. The district employs more than 5,700 area residents.

Total Number of Students: 47,328 (Winter 2016)

Languages Spoken: 79

Average Student Teacher Ratio: 14.5

Class of 2014 College Entrance Exam Results

	RRISD	State	National
SAT	1613	1432	1497
ACT	23.9	20.9	21

Academies

Round Rock ISD academies are specialized programs within a high school that have a specific academic or theme-based focus and serve students based on their interests and talents.

- Science, Technology, Engineering, and Math
- International Business and Economics
- Professional Studies
- Health Science
- Visual and Performing Arts

International Baccalaureate Programme

Primary Years Programme

Anderson Mill Elementary School
Caldwell Heights Elementary School
Chandler Oaks Elementary School
Spicewood Elementary School

Secondary Years Programme

Grisham Middle School
Hernandez Middle School

Diploma Programme

Stony Point High School
Westwood High School

Round Rock offers a variety of incentives that are considered on a case-by-case basis and are based on job creation, capital investment, industry sector, and other factors.

Tax abatement programs for real or personal property: The City of Round Rock offers tax abatements for new business construction and existing industry expansions, as well as personal property tax abatements associated with real property. Any additions/alterations to the facility and/or equipment which add new taxable value are eligible improvements to be considered for tax abatement.

Chapter 380 Financing: Chapter 380 of the Local Government Code provides legislative authority for Texas municipalities to provide a grant or a loan of city funds or services in order to promote economic development. The City of Round Rock may offer a Chapter 380 grant in the form of a municipal sales or property tax rebate.

Cash Grants: On a case-by-case basis, the Round Rock Chamber and the City of Round Rock can offer performance-based cash grants based on job creation, capital investment, and other factors.

Fast Tracking of Permits: One of the most important incentives we offer is our ability to “fast track” a project. Round Rock has been able to deliver a substantially shorter time line in order to bring a project online when compared to our competitors.

Capital Grants and Loans: The State of Texas offers a number of grant and loan programs designed to provide companies with capital access and expenditure assistance.

Job Training Funds: Round Rock will assist companies locating or expanding in Round Rock in securing state-provided job training assistance. The Texas Workforce Commission offers the Skills

Development Fund to finance customized job training provided by public community and technical colleges.

Texas Enterprise Fund: This “deal-closing” fund was created to bring jobs to Texas by attracting new business and assisting with the substantial expansion of an existing business.

Relocation Expenses Deduction: Companies may deduct from apportioned margin relocation costs incurred in relocating their main office or other principal place of business to Texas from another state provided the company (1) did not do business in Texas before the relocation and (2) is not a member of an affiliated group engaged in a unitary business, another member of which is already doing business in Texas.

Manufacturing Machinery and Equipment: Leased or purchased machinery, equipment, replacement parts, and accessories that have a useful life of more than six months, and that are used or consumed in the manufacturing, processing, fabricating, or repairing of tangible personal property for ultimate sale, are exempt from state and local sales and use tax. Tangible personal property that becomes an ingredient or component of an item manufactured for sale, as well as taxable services performed on a manufactured product to make it marketable are exempt. The exemption also applies to tangible personal property that makes a chemical or physical change in the product being manufactured and is necessary and essential in the manufacturing process.

Natural Gas and Electricity: Texas companies are exempt from paying state sales and use tax on electricity and natural gas used in manufacturing, processing, or fabricating tangible personal property.

Texas In-State Tuition Incentive for Employees and Family Members: Texas has an In-State Tuition incentive that allows employees and immediate family members of a qualified businesses to pay in-state tuition fees.

ROUND ROCK MAJOR EMPLOYERS

From global corporate headquarters and medical facilities to manufacturers and information technology companies, a wide range of businesses have selected Round Rock as the optimal place to do business.

Company	# Employees	Description
Dell Technologies	12,000	Headquarters/Information Technology
Emerson Process Management	875	Division Headquarters/Automation Process Systems
Round Rock Premium Outlets	800	Destination Retail
Baylor Scott & White Health	750	Healthcare
St. David's Round Rock Medical Center	689	Healthcare
Liquidation Channel	600	TV/Internet Retailer
Sears Teleserv	600	Call Center
Wayne Fueling Systems	550	Pump Manufacturing
Texas Guaranteed Student Loan	485	Headquarters/Credit Reporting & Collections Services
Seton Medical Center Williamson	450	Healthcare
Field Assesst Services	440	Residential Real Estate Brokerage & Management
Michael Angelo's Gourmet Foods, Inc.	370	Headquarters/Frozen Specialty Food Manufacturing
Chasco Constructors	300	Infrastructure Construction
TECO Westinghouse Motor Company	300	Headquarters/Motor & Generator Manufacturing

“The City of Round Rock was outstanding to work with. We had a very tight schedule for finishing the buildings and moving our 750 employees. Their attitude of collaboration between business and the city helped us meet all of our construction deadlines. **They are ready to serve business, and put every other city I've ever worked with to shame.** Where permitting takes months in other places, in Round Rock it took days.”

JIM NYQUIST

PRESIDENT, SYSTEMS AND SOLUTIONS
EMERSON AUTOMATION SOLUTIONS

Project Support

Development projects have the full support and resources of the city and chamber, a get-it-done team who help bring projects to fruition within the desired timeframe through our true fast-track permitting. For example, when Emerson Process Management relocated to Round Rock (occupancy took place in February 2013), the city provided the company with around-the-clock inspectors and floor-by-floor certificates of occupancy to ensure their relocation into nearly 300,000 square feet of custom built-out office space was completed within their tight timeframe.

The city has a process in place that saves both time and money for permit applicants. Once the plans are submitted, comments are redlined on the plans then sent to the appropriate party in letter form. The applicant then addresses the comments in letter form, which completes the review process. It's that simple! How the applicant gets the comments to the contractor and on a revised set of plans is up to them. The city has the comments for both the inspector and sub-contractor on the plans; the architect and engineers have addressed their comments in letter form to the city, so the process is complete. This saves weeks of sending and approving revisions, costs of reprinting, and the time of the architect and engineer.

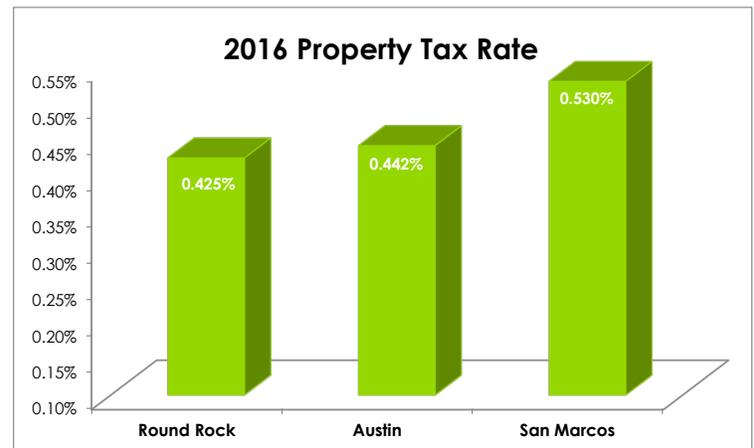
This process is evident in other projects such as the 60,000 sq. ft. Prevarian Cornerstone Hospital, which received its permit twenty-one days after submitting its application. Clear Correct, a local expansion project that relocated to larger facilities within the city, received their permit only two days after submitting their application.

Taxes

In addition, Round Rock's property tax rate is one of the lowest in the region and our combined average monthly utility and tax costs are also among the lowest in Central Texas.

Sales Tax	
State	6.25%
City	1.00%
Reduction of Property Tax Rate	0.50%
Transportation & Economic Development (Type B)	0.50%
TOTAL	8.25%

Property Tax	
Williamson County (GWI)	0.436529
Round Rock ISD (SRR)	1.332500
City of Round Rock (CRR)	0.425000
Austin Community College (J01)	0.102000
Williamson County Road (RFM)	0.040000
Upper Brushy Creek (WO9)	0.019823
TOTAL (Per \$100 assessed value)	2.355582



Round Rock is deregulated, which allows businesses to seek competitive electric rates from available retail providers. Round Rock has historically had some of the lowest utility costs in Central Texas and offers a competitive business environment.



Electric

Electric Energy Delivery
Retail
Reliability
Transmission Voltage
Service Voltage

Oncor Electric
Deregulated
99.947328
138 KV
120/208, 120/240, 240/280,
277/480



Water

Provider
Source
Max Daily Capacity
Max Daily Demand to Date
Average Daily Demand
Storage Capacity
System Looped

City of Round Rock
Lakes & Aquifers
56,000,000 gallons
42,000,000 gallons
22,000,000 gallons
20,500,000 gallons
Yes



Waste Water

Provider
Source
Type of Service
Max Daily Capacity
Max Daily Demand to Date

City of Round Rock
Lakes & Aquifers
2 Regional Plants
24,500,000 gallons
15,700,000 gallons



Natural Gas

Provider
Retail
BTU Per MCF

Atmos Energy
Deregulated
1,000,000



Telecommunications

Digital
Fiber Optics
Switched 56 Kbps
High Capacity Digital (T1)
Digital Data Service

Yes
Yes
Yes
Yes
Yes

We proactively connect with existing businesses to understand and respond to local needs. Round Rock believes that our existing firms are our best prospects for future growth. We want to assist in helping them sustain and grow, as well as become more committed to the Round Rock community.

What is BR&E: Business Retention & Expansion (BR&E) is an economic development strategy of proactively connecting with existing businesses to understand and respond to local business needs.

The objectives of the program are:

1. To demonstrate to existing firms that the community appreciates their contribution to the Round Rock economy.
2. To assist businesses in overcoming difficulties and challenges.
3. To provide awareness of available community resources.
4. To build collaborative relationships to encourage participation in a broad range of retention and expansion activities.
5. To build a strong foundation of community in Round Rock in order to sustain growth and development activities.

The BR&E program is available to all Round Rock businesses no matter the industry or business size.

Professional Relocation Optimization (PRO) Round Rock is a resource that will assist you in selling Round Rock as a great place to work, live, and prosper.

What is PRO Round Rock: Professional Relocation Optimization (PRO) Round Rock includes a variety of services that employers can leverage to accentuate their current recruitment and relocation processes.

Customized Survey: Use our library of survey questions in order to create tailored surveys for your candidates in efforts to identify their core considerations when looking to relocate.

Personalized Micro-Website: We can build a personal mini-website that you can send relocating employees and/or candidates to help them feel more comfortable about the choices Round Rock has to offer.

Welcome Materials: Take advantage of our ability to create customized newcomer information packets.

Meet and Greet Events: We will arrange “meet-and-greet”-style events for candidates and/or new hires to meet with local stakeholders and community members.