

# 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

BEST CITIES FOR NEW GRADS - TOP 15

CITY WITH BEST QUALITY OF LIFE - TOP 10

BEST CITY TO LIVE THE AMERICAN DREAM - TOP 10

TOP 150 CITIES FOR MILLENNIALS - TOP 10

**500k**  
MILLENNIAL  
WORKERS (30 MIN.)

**33.2**  
MEDIAN  
NATIVE AGE

**20**  
MILES NORTH  
OF AUSTIN

# ROUND ROCK DEMOGRAPHICS

## Population

2023 Projection	131,921
2018 Estimate	120,251
2010 Census	99,887
2000 Census	60,390

Source: Claritas - Pop-Facts Premier 2018

## Population by Race

Race: White	75.6%
Race: Black or African American	10.4%
Race: American Indian and Alaska Native	0.3%
Race: Asian	6.3%
Race: Some Other Race	3.1%
Race: Two or More Races	4.4%
Hispanic or Latino (of any race)	30.5%

Source: JobsEQ®

## Population

Male	55,824
Female	56,943
Under 18 Years	32,658
18 to 24 Years	10,456
25 to 34 Years	16,112
35 to 44 Years	19,116
45 to 54 Years	16,114
55 to 64 Years	9,949
65 to 74 Years	5,695
75 Years, and Over	2,667
Median Age	33.2

Source: JobsEQ®

## Households

2023 Projection	47,129
2018 Estimate	42,755
2010 Census	34,789
2000 Census	20,813

Source: Claritas - Pop-Facts Premier 2018

## Household Income

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

## Austin-Round Rock, TX Employment Status

Labor Force	1,146,000
Employed	1,115,000
Unemployed	32,000
Unemployment Rate	2.8%

Source: Bureau of Labor Statistics November 2017

## Employment by Occupation

Architecture/Engineering	2.81
Arts/Design/Entertainment/Sports/Media	1.69
Building/Grounds Cleaning/Maintenance	3.34
Business/Financial Operations	5.14
Community/Social Services	1.04
Computer/Mathematical	7.51
Construction/Extraction	4.59
Education/Training/Library	5.45
Farming/Fishing/Forestry	0.09
Food Preparation/Serving Related	4.83
Healthcare Practitioner/Technician	5.52
Healthcare Support	2.39
Installation/Maintenance/Repair	3.31
Legal	0.95
Life/Physical/Social Science	0.78
Management	12.78
Office/Administrative Support	13.70
Production	5.27
Protective Services	1.62
Sales/Related	11.01
Personal Care/Service	2.46
Transportation/Material Moving	3.71

Source: Claritas - Pop-Facts Premier 2018

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Round Rock	\$55,322	95.6	\$57,851
Texas	\$54,798	94.4	\$58,048
USA	\$54,666	100.0	\$54,666

Source: JobsEQ®

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 48,927 students attend the district's seven high schools, eleven middle schools, thirty-four elementary schools, and three alternative learning centers. During the past several 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 6,106 area residents.

**Total Number of Students:** 48,927 (Winter 2017)

**Languages Spoken:** 79

**Average Student Teacher Ratio:** 14.5

## Class of 2017 College Entrance Exam Results

	RRISD	State	National
SAT	1104	1019	1060
ACT	25.2	20.7	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.

- The Academy of Business and Industry
- The Academy of Health Science
- The Academy of Public Services
- The Academy of Science, Technology, Engineering and Mathematics (STEM)
- The Academy of 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 INCENTIVES

**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

# ROUND ROCK BUSINESS CLIMATE

## 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.

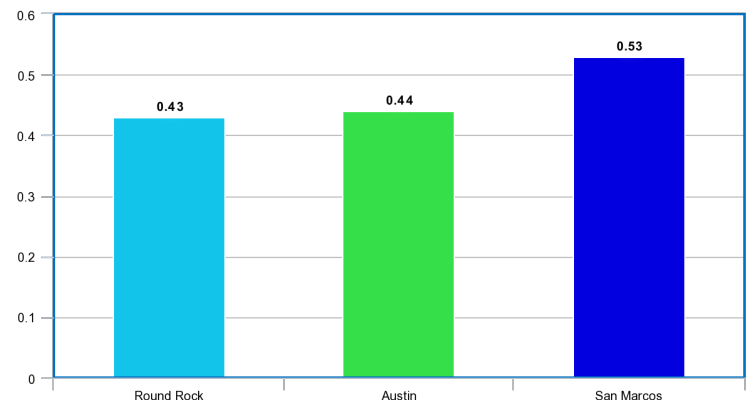
This process is evident in other projects such as the 60,000 sq. ft. Prevarian Cornerstone Hospital, which received its permit twenty-one days after submitting its application. Clear Correct, a local expansion project that relocated to larger facilities within the city, received their permit only two 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	0.426529
Round Rock ISD (SRR)	1.304800
City of Round Rock (CRR)	0.430000
Austin Community College (J01)	0.100800
Williamson County Road (FM/RD)	0.040000
Upper Brushy Creek (WCID)	0.020000
TOTAL (Per \$100 assessed value)	2.322129



Property Tax Rates

# ROUND ROCK UTILITIES

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

## ROUND ROCK BUSINESS SERVICES

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.