

# TECH & COMPUTING IN ROUND ROCK

## Big Things for High Tech in Round Rock

### EXPLOSIVE GROWTH

In 1994, Dell Technologies needed to expand its operations significantly. The tech company moved its operations from Austin to Round Rock to take advantage of the city's pro-business environment.

Dell currently has over 13,000 employees in Round Rock; the impact is immeasurable as opportunities for entrepreneurs, small businesses, and STEM related programs are directly linked to the tech ecosystem born from their presence in Round Rock.



**South by Southwest (SXSW)** is a huge festival that hosts business leaders, innovators, and speakers to showcase the latest trends. One of the biggest topics: technology. SXSW has brought interest in technology from all over the world helping to position Austin-Round Rock as a high-tech hub. Round Rock, being only twenty minutes from downtown Austin, is uniquely situated to grow its technology focus alongside Austin.



As population skyrockets for Round Rock, the percentage of **science, technology, engineering, and mathematics (STEM)** employees is expected to follow the same trend. In Round Rock there are currently over 60,000 jobs; with STEM occupations comprising 11% of the overall labor force, almost double the national average of 6.3%. When compared to other cities in the U.S., Round Rock has unusually high numbers of residents working in computer and math occupations: 2.27 times higher than expected.

### AUSTIN-ROUND ROCK HAS BEEN CALLED "SILICON HILLS"

#### It's easy to see why

- Austin-Round Rock was ranked #9 for the most tech startups launched in 2018.
- Austin-Round Rock ranked #9 in 15 Cities with the Most High-Tech Jobs by 24/7 Wall St. in 2017.
- Austin-Round Rock ranked #1 place to start a new business in the U.S. in 2019 by CNBC.
- Austin-Round Rock number of startups growing 81% according to 2016 Kauffman Growth Entrepreneurship Index.

### Round Rock Incentives

- Local officials are able to customize a development timeline for industries requiring an aggressive schedule. As a result, Round Rock is able to deliver a substantially shorter time to bring a project online than competitor communities.
- The Round Rock Chamber can offer cash grants on a case-by-case basis to companies based on job creation, capital investments, and other factors.
- Round Rock assists businesses with fee waivers, permit fast-tracking, and tax abatements. The Round Rock Chamber is dedicated to reducing the obstacles businesses encounter when relocating and expanding.

### PRO

The Professional Relocation Optimization (PRO) program in Round Rock offers employers assistance in retaining and recruiting professional level position candidates by helping them and their families get settled in the community.

- Customized Survey
- Personalized Micro-websites
- Tailored Presentations
- Welcome Materials
- Meet and Greet Events

### TECH PRIORITY



**Educated:** There are over seventy higher education institutions in the region that award more than 30,000 degrees each year. This fuels the economy with a highly educated workforce.



**Diverse:** The metropolitan area attracts a diverse array of people because of its employment and education opportunities.



**Capable:** Round Rock boasts a median age of 33.9 years for its residents. Below the national median of thirty-eight years.



**Vibrant:** Culture and education drive innovation and creativity in the region. Round Rock is seen as a cultural hub full of ambition and new ideas.



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