



# Round Rock

Community  
Overview



## STRATEGIC LOCATION

Round Rock is located within the “**Texas Triangle**” of Austin, Dallas–Fort Worth, Houston and San Antonio.



# **ROUND ROCK AT A GLANCE**

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**Growing population of over  
124,000**



**25% Population increase over  
past decade**

**#1**

**Top place to live in America**  
NBC | The TODAY Show



**Annual average salary  
\$70,000**



**#6 U.S. metro for access to  
tech talent**  
CBRE



**Access to 19M people  
within 200 miles**



# PREMIER BUSINESS CLIMATE

Round Rock is at the center  
of America's **best state for business**.



#1

**State for Corporate  
Expansions and Locations**  
*Site Selection Magazine*



#1

**Best State for Business**  
*Chief Executive Magazine*



#1

**55 Fortune 500 Companies  
Call Texas Home**



9TH

**Largest economy  
in the world**



2ND

**Largest civilian workforce  
in the U.S.**



TAX

**No personal or corporate  
income tax**



## ACCESS MAJOR MARKETS

Austin-Bergstrom Airport provides more than **80 domestic and 15 international** direct connections daily.

	Miles	Km	Flight Time
<b>Atlanta</b>	954	1,535	02:10
<b>Chicago</b>	1,120	1,802	02:35
<b>Cleveland</b>	1,377	2,217	02:55
<b>Dallas</b>	196	315	01:00
<b>Denver</b>	916	1,474	02:15
<b>Detroit</b>	1,390	2,237	02:55
<b>Houston</b>	162	261	00:50
<b>Los Angeles</b>	1,378	2,218	03:10

	Miles	Km	Flight Time
<b>Nashville</b>	858	1,381	01:55
<b>New York</b>	1,741	2,802	03:55
<b>Orlando</b>	1,123	1,807	02:25
<b>Phoenix</b>	1,006	1,619	02:30
<b>San Antonio</b>	81	130	—
<b>San Francisco</b>	1,759	2,831	03:50
<b>Seattle</b>	2,128	3,425	04:25
<b>Washington, D.C.</b>	1,523	2,451	03:05



## NOTABLE EMPLOYERS

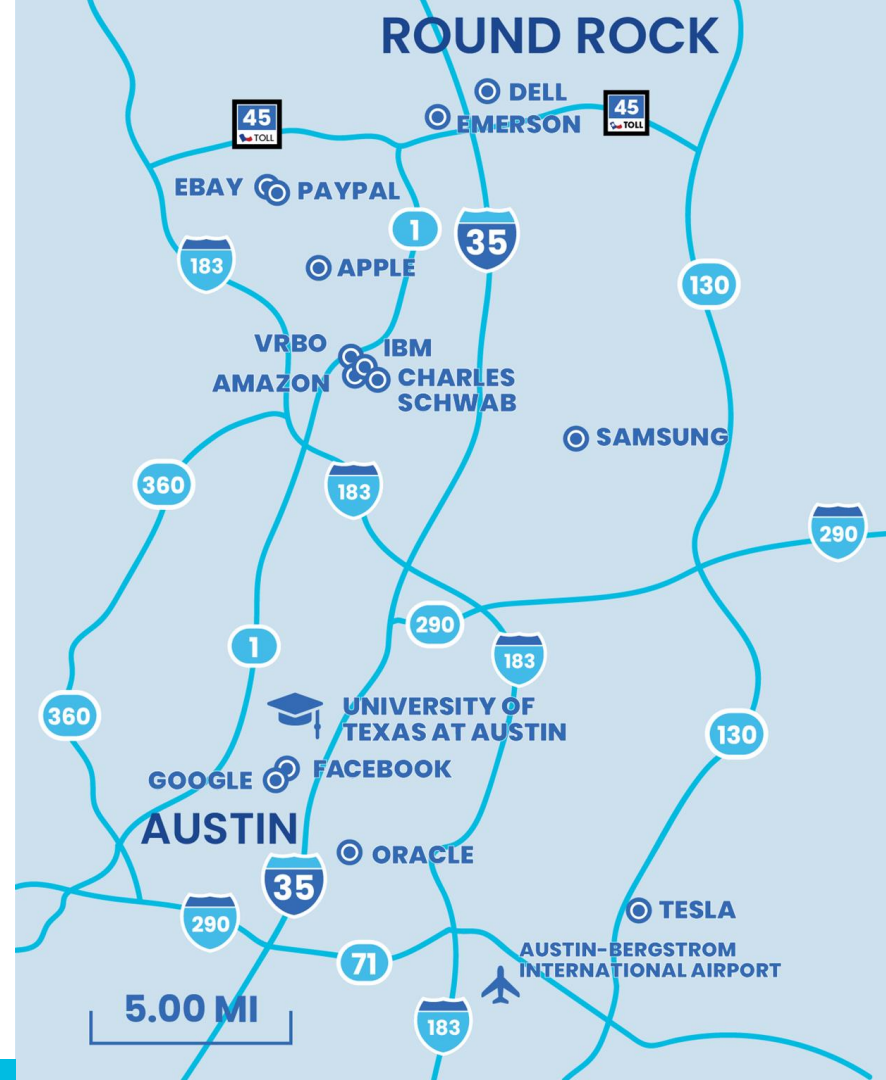
Round Rock is home to **global headquarters** of Dell Technologies and Emerson Automation Solutions as well as dozens of **high-growth companies**.





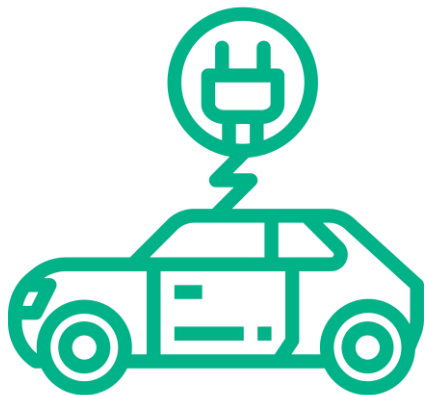
## CORPORATE & TECH ECOSYSTEM

Round Rock is home to global headquarters of Dell Technologies, Emerson Automation Solutions and Toppan Photomask and is less than a 30-minute drive from several **major Fortune 500/1000 tech giants** including Google, Apple, Tesla, Meta, Oracle, IBM, HP, Expedia, Amazon, Samsung and more.



## RR TARGET INDUSTRIES

A pro-business climate, no state income tax, a **skilled workforce** and robust infrastructure make Round Rock a strategic place for electric vehicle and clean tech industries.



### ELECTRIC VEHICLE AND CLEAN TECH



Manufactures smaller, lighter, quieter and highly-efficient electric motors



Designs and produces low-speed electric vehicles (LSEVs) and other solutions



Manufactures cutting-edge, off-road electric vehicles



Provides world-class electronics manufacturing services (EMS)





## TARGET INDUSTRIES

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Round Rock is a prime location for corporate and regional headquarters offering a **lower cost of doing business** and **high-value quality of life** for both top executives and talent.



**CORPORATE AND U.S.  
HEADQUARTERS**



Fortune 500 company that designs, manufactures and supports IT infrastructure



Global technology, software and engineering powerhouse driving innovation



World leader in manufacturing electric motors and generators

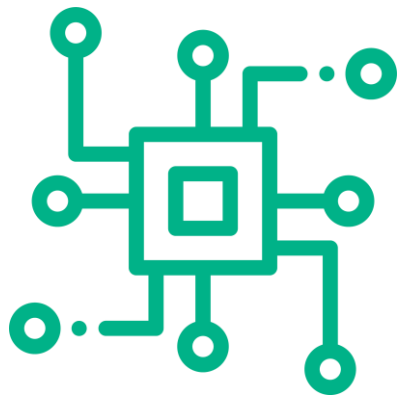


Leading provider of licensed neodymium magnets



## TARGET INDUSTRIES

A pro-business climate, **skilled workforce and robust infrastructure** make Round Rock a strategic place for the rapid growth of the semiconductor industry.



### SEMICONDUCTOR SUPPLY CHAIN

**TOPPAN**  
TOPPAN PHOTOMASK

World's premier  
photomask provider to  
the global semiconductor  
industry

*KoMiCo*

World's premier  
photomask provider to  
the global semiconductor  
industry

 **Valex**<sup>TM</sup>

World's leader in Ultra-High  
Purity Electropolished Tube,  
Fittings, Pipe, Manifolds and  
Valves

 **Infinitum**  
electric

Manufactures smaller, lighter,  
quieter and highly-efficient  
electric motors for the  
semiconductor industry



## RR TARGET INDUSTRIES

Medtech thrives in Round Rock thanks to a combination of **medical research**, **talent** and the high technical aptitude of companies within the region.



### HEALTH AND LIFE SCIENCES



Industry leader in FDA and  
EDP GLP-compliant  
contract testing facility



World's leader in cellular  
resonant nutrition  
technology



Produces and provides high  
quality certified reference  
standards and certified  
components for test kits



Medical equipment  
manufacturer producing  
and designing clear  
aligners



# RR LIFE SCIENCES STRATEGY

The Round Rock Chamber along with regional leaders and stakeholders have recognized the opportunity to take advantage of the greater Austin region's growing reputation as one of the top three **emerging life science markets in the country**.



Ascension Seton





## YOUNG AND EDUCATED

Round Rock's fast-growing population is **smarter** and **younger** than peer locations.



**30,000**

Annual  
Graduates



**33.7**

Median Age



**41%**

Hold Bachelor's  
Degree or Higher





# AWARD-WINNING K-12 EDUCATION

Round Rock Independent School District (RRISD) is ranked  
**one of the best districts** in Texas.

**50,000**

ENROLLED  
STUDENTS

**7**

HIGH  
SCHOOLS

**11**

MIDDLE  
SCHOOLS

**34**

ELEMENTARY  
SCHOOLS

**5**

SPECIALIZED  
ACADEMIES

**90+**

LANGUAGES  
SPOKEN



# RRA STEP UP TO TALENT

More than 70 two- and four-year educational institutions fill the talent pipeline with **30,000 annual graduates**.







## DIVERSE & GROWING TALENT POOL

Round Rock is one of the fastest growing communities in America with a **25% population increase over the past decade** and one of the highest diversity index scores in the nation.



**4X**

MSA Population  
Growing 4X  
faster than US



**2.2M**

Round Rock-  
Austin MSA  
Population







## WHERE COMPANIES COME TO GROW

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“

KoMiCo is proud to partner with the City of Round Rock in further establishing the Silicon Hills as the **most technologically advanced semiconductor manufacturing region in the United States.**”

*KoMiCo*

James Jin, U.S. President

**KoMiCo**

Expanding their facility to Round Rock





## RECENT PROJECT WINS

Recent wins represent **\$440M** of capital investment and over **550** new jobs in Round Rock.



**10**

Corporate Expansions &  
Relocations



**\$440M**

Capital  
Investment



**550**

New Jobs



## RECENT PROJECT WINS

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### *KoMiCo*

**Industry:** Semiconductor Supply Chain

**Company Description:** A leading company of precision cleaning and special coating in the semiconductor industry

**Capital Investment:** \$30M

**Employment:** 70 new jobs

### **TOPPAN** TOPPAN PHOTOMASK

**Industry:** Semiconductor Supply Chain

**Company Description:** World's premier photomask provider to global semiconductor industry

**Capital Investment:** \$185M

**Employment:** 50 new jobs



## RECENT PROJECT WINS

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**Industry:** Technology & Computing

**Company Description:** High tech data center and storage campus

**Capital Investment:** \$192M

**Employment:** 20 new jobs



**Industry:** Headquarters Expansion

**Company Description:** Manufacturers automate and optimize production processes

**Capital Investment:** \$10.8M

**Employment:** 60 new jobs



## RECENT PROJECT WINS

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**Industry:** Innovative Manufacturing

**Company Description:** Leading manufacturer of ultra-high purity (UHP) process components used in the semiconductor, LCD, and solar industries

**Capital Investment:** \$13M

**Employment:** 75 new jobs



**Industry:** Defense Tech & Innovation

**Company Description:** Global leader in connecting Internet of Things (IoT) devices to Enterprise Resource Planning (ERP) solutions for aerospace and defense, public safety, logistics and business solutions

**Employment:** 10 new jobs



## NOTABLE PROJECT WINS



Kalahari Resorts & Conventions has its fourth location in Round Rock and is home to America's largest indoor waterpark

**Capital Investment:** \$500M

**Facility:** 1.5M square feet



Ametrine manufactures and develops unique advanced multispectral camouflage systems.

**Capital Investment:** \$8.68M

**Employment:** 147 jobs



KingsIsle is a creative video game and digital technology company who moved its corporate headquarters to Round Rock in 2021.

**Employment:** 150 jobs

**Average Salary:** \$85,000



Switch, a leader in exascale data center ecosystems and next-gen technology innovation, announced its Fifth Prime data center campus in Round Rock in 2021.

**Facility :** 1.5M square feet





## WHERE COMPANIES COME TO GROW

Amazing Magnets relocated its business operations from Anaheim, California and built a **state-of-the art global headquarters** in Round Rock.

The 40,000 square foot headquarters showcases an engineering design workspace, a media and learning center, and an innovative warehouse facility.



**AMAZING  
MAGNETS®**

“

After visiting Round Rock and **witnessing its economic growth**, diversification and meeting its people, we felt like we had **found our home away from home**. Everyone was so welcoming, kind, and supportive .”

**Tim Boettcher**

Founder

**Amazing Magnets**

Relocated headquarters to  
Round Rock

**DOING BUSINESS**

# BUSINESS & TAX ENVIRONEMNT



# STATE AND LOCAL TAXES

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Texas and Round Rock is a business-friendly, growth-driven market that offers **a low cost of doing business** as compared to other major U.S. metros.

## INCOME TAX

Texas imposes no corporate or individual income tax, allowing for companies to grow their bottom line and employees to enjoy a high-value quality of life.

## FRANCHISE TAX

Texas does impose a franchise tax (or “margins tax”) of 0.75%.

## PROPERTY TAX

The City of Round Rock’s current property tax rate is 34.200 cents per \$100 of value. The assessment level for properties is 100% of the market value.

## SALES TAX

The sales tax rate for the City of Round Rock is 8.25% total – \$6.25% to the State of Texas and 2.00% to the City (.50% to reduction of City property tax rate and .50% to City transportation and economic development).

# **BOLD INCENTIVES – LOCAL**

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.

## Local Incentives

Type B – Cash Grant	The City of Round Rock can offer performance-based cash grants for qualifying companies.
Property Tax Rebates	The City of Round Rock may provide a property tax rebate on real or personal property associated with new business construction and existing industry expansions.
Chapter 380 Agreements	The City of Round Rock may provide a grant or a loan of city funds or services that promote economic development, including infrastructure improvements and grants in the form of a municipal sales or property tax rebate.
Triple Freeport Exemption	Freeport goods qualify for an exemption from ad valorem taxation if it is held in the state for 175 days or less for the purpose of assembly, storage, manufacturing, processing, or fabricating.
Foreign Trade Zone (FTZ)	FTZs encourage investment in the U.S. and the creation of American jobs by allowing U.S. businesses to operate with equivalent customs treatment to business conducted off-shore. Round Rock is served by FTZ 183.

# FAST TRACK PERMITTING

Round Rock City leaders are responsive and **collaborate to find solutions to make business happen**. We understand the importance of speed-to-market, and we want to get businesses up and running as fast as possible.

When Emerson Automation Solutions relocated its headquarters to Round Rock, the City provided the company with **around-the-clock inspectors and floor-by-floor certificates of occupancy** to ensure their relocation into a nearly 300,000 square feet of custom built-out office space was completed on time.



No delays



We collaborate  
to find solutions



We're responsive

**YES**

We solve for "Yes"

“

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 our construction deadlines. They are ready to serve business and **put every other city I've ever worked with to shame.**"

**Jim Nyquist**

President , System & Solutions  
**Emerson Automation Solutions**  
Headquartered in Round Rock

# BOLD INCENTIVES – STATE

Texas takes the initiative to invest in the future by offering **competitive incentives** to companies who create jobs and drive innovation as they do business in Texas.

## State Incentives

Texas Enterprise Fund (TEF)	This fund is a discretionary cash grant used as a financial incentive tool for projects that offer significant projected job creation and capital investment.
Texas Enterprise Zone (TEZ)	The Texas Enterprise Zone Program (EZP) is a state sales and use tax refund program designed to encourage private investment and job creation.
In-State Tuition for Employees	This program allows employees—and those employees' family members—of a qualified business to pay in-state tuition rates at public institutions of higher education in the state.
Texas Research & Development Tax Credit	Companies engaged in qualified research activities in Texas may choose between accepting a sales tax exemption or a franchise tax credit for materials, software and equipment used for R&D purposes.
Manufacturing Sales Tax Exemption	This incentive provides state sales and use tax exemptions to taxpayers who manufacture, fabricate or process tangible property for sale.

# BOLD INCENTIVES – WORKFORCE

One of the most, if not the most, important aspects of a high-performing community is its ability to create and maintain a **skilled workforce**.

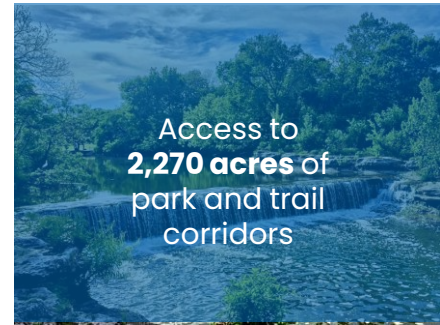
## Workforce & Training Incentives

Skills Development Fund	The Skills Development Fund (SDF) is Texas' premier upskilling program. SDF grants provide site-specific, customized training opportunities for Texas businesses and their employees to increase skill levels and wages of the Texas workforce.
Workforce Solutions In-Kind Services	Coordinated through the Texas Workforce Commission, services include employee recruitment, screening, assessment, dedicated interview spaces, job fairs, etc.
Texas Apprenticeship Program	Texas supports apprenticeship programs that provide on-the-job training and related classroom instruction in a highly-skilled occupation. To qualify for funds, apprenticeship training programs and apprentices must be registered with the U.S. Department of Labor Office of Apprenticeship.
Veteran Hiring Resources	Companies have access to ample resources for hiring veterans including the Texas Veterans Commission, DOD SkillBridge program and Hiring our Heroes.
Professional Relocation Services	The Round Rock Chamber will assist in recruiting professional-level candidates and help them and their families assimilate into the Round Rock community.



## STEP UP YOUR LIFESTYLE

Austin may be known for keeping it weird, but in Round Rock, **we keep it real.**



# STEP UP TO AFFORDABILITY

Round Rock is one of the most affordable communities in the Austin metro area, and Texas has one of the lowest tax burdens in the U.S., giving you **more money for real living**.



**Top 10 City to Live**  
in the U.S.  
Money Magazine



**Housing costs below**  
the national average  
**more than 20% below**  
the City of Austin



**Lowest property tax**  
rate in Central TX,  
**34.2000 cents per \$100.**



**Healthcare costs**  
**15.2% below the**  
**national average**



**No corporate**  
**or personal**  
**income tax**



