



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. 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.

1 LIVING IN ROUND ROCK

Major employers include Dell, Sears Teleserv, Emerson and Texas Guaranteed Student Loan. Its combined property tax and utility rates are among the lowest in the region. It has an award-winning park system, school district and is one of the safest cities with a population of at least 100,000 population in the US.

ACCOLADES – Round Rock turns heads:

- **Round Rock No. 4 safest city in the nation**
Round Rock was the only city in Texas to make the top 10.
- **No. 3 best city in America to start a family**
Round Rock has once again found itself atop a city ranking, and this time, it's for something that's near and dear to our hometown heart – family.
- **Williamson County ranked the 4th – healthiest county in Texas.** Residents have access to high quality clinical care, high quality of life ratings and low unemployment to promote healthy lifestyles.
- **Round Rock ranked #4 among "Best Affordable Places to Live" in America.** Most Round Rock residents spend less than 28 percent of their salaries on

2 EDUCATION

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.

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

ACADEMIES

Round Rock ISD academies are specialized

3 BUSINESS

BUSINESS OVERVIEW

Round Rock is one of the fastest growing cities in the nation, and one of the best-managed cities in Texas. The city has maintained high quality of life while becoming a major center for economic growth in Central Texas, with industry clusters in Clean Energy, Advanced Manufacturing, Life Sciences and Computer/Software Development.

Round Rock, Texas has become an economic powerhouse due to its supportive business climate, strategic locale, and innovative spirit. Because of the strong collaboration between the city and the Round Rock Chamber, our long-term outlook is undeniably bright. Still, we refuse to rest on our laurels. We are focused on continually improving every aspect of our community's composition.

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

1 LIVING IN ROUND ROCK

housing and about seven percent less on groceries and utilities than the average American. Health care and other living expenses hover at or below the national average.

- **Best place to live the American Dream? Round Rock checks in at No. 8** Our proximity to a major metropolitan area, very low unemployment rate and high levels of homeownership are touted as a few of the reasons folks can truly live the American Dream.

- **Round Rock listed among nation's coolest suburbs.** Thrillist deemed Round Rock one of the "coolest suburbs" in America noting our burgeoning foodie scene as a major selling point for folks looking to settle down.

- **RR named among America's most caring suburbs.**

- **Greater Austin Area named 2nd Best Metro Area for STEM Professionals** — science, technology, engineering and math.

- **Round Rock ranks No. 6 best mid-sized city in U.S. to raise children.**

- **Analysis ranks Round Rock No. 1 in Texas for 'biggest bang for your buck'.**

Our city holds the distinct title of "Sports Capital of Texas" for amateur, youth and recreational sports. Nothing can promise a hit like the Sports Capital of Texas. Gear up and tackle the stylish Round Rock Premium Outlets and contemporary IKEA. Or, slide head first into the Rock 'N River Family Aquatic Center.

If golf is the name of your game, come out swinging on one of our unique 18-hole courses. If not, we've got the bases covered at the Dell Diamond, home to the Round Rock Express. And when you're ready for some downtime, warm up the benches at one of our many tasty restaurants.

Residents and visitors alike enjoy a relaxing time in Downtown Round Rock, where there are restaurants, shops, bars and events at our two plazas. Arts and culture are also important to life downtown.

Round Rock has thirty-four developed parks and trail corridors gracing over 1,700 acres. Old Settlers Park is the crown jewel, offering a generous 570 acres of rolling countryside for local events and festivals. Round Rock offers specialized parks, too, including the Dog Depot Dog Park, the Play for All Abilities Park, Prete Main Street Plaza, Centennial Plaza, and the Shaylah Dame Skate Park.

Local community theatre, movies in the park, live music and local festivals are not only entertainment for Round Rock's families, but are a key element in the cultural health of the city. Also, nearby Austin is a cultural mecca with year-round events, dozens of theaters, a professional symphony, ballet and opera, art museums, galleries, gardens, and more

2 EDUCATION

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

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

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.

3 BUSINESS

to the Round Rock community.

Round Rock, Texas, is the second-fastest growing city in America, with a population of more than 100,000. With an estimated \$1.3 billion in impact from economic developments completed from 2011-2014, it is evident Round Rock is an attractive and prosperous city.

Round Rock, site of Dell world headquarters, is recognized as a driving force for economic development in Central Texas. It frequently appears on lists of best cities in the United States.

Round Rock among top 10 fastest growing economies. Some cities have the best of everything: the jobs, the schools, the museums, the nightlife, you name it. They know the recipe for attractiveness. Round Rock is one of those cities, according to a recent study of socioeconomic growth by WalletHub released in September 2015. The company compared 515 U.S. cities of varying sizes across 10 key metrics, ranging from population growth to unemployment rate decrease. Round Rock ranked No. 10 overall.

Round Rock has the proper infrastructure in place to work with local industries to determine the best package that can be offered for each project. This is done in a refined and expedited manner. On a case-by-case basis, Round Rock offers a variety of incentives, which could include tax abatement, foreign trade zone, reinvestment zone, and Freeport exemptions.

Over the past 15 years, Round Rock has lowered property taxes while expanding services to citizens and businesses. In fact, one half-cent of the municipal sales tax collected is dedicated to the reduction of property taxes. Residents and businesses pay some of the lowest average monthly utility costs in Central Texas and Round Rock has a property tax rate that is among the lowest of any medium or large city in the state.

Traffic: The City has a dozen transportation projects under construction. The City Council approved a Transportation Master Plan in January 1999 that is updated regularly. The City's Transportation Capital Improvement Plan contains \$415 million worth of projects.