

The Round Rock Economic Development Partnership is a public-private partnership between the City of Round Rock, Texas and the Round Rock Chamber of Commerce.

# The right direction for business services.

Round Rock offers some of the lowest utility rates in Central Texas and is well ahead of the technology curve. In fact, Round Rock was one of the first communities to wire every workplace, household and community setting with digital capabilities.



## UTILITIES

**ELECTRIC ENERGY DELIVERY:** TXU Electric Delivery  
 Reliability: 99.98%  
 Transmission Voltage: 69KV 138KV 345KV  
 Service Voltage: 120/208 120/240 240/480 277/480

**NATURAL GAS:** Atmos Energy  
 BTU Content Per Cubic Foot: 1,050

**TELEPHONE SERVICE:** AT&T, Time Warner Cable, & Grande Communicatons

**Services:**  
 Digital Data Service Internet Access  
 Digital 911 Service  
 ISDN 3 Dot 7 Software Level  
 Fiber Optics  
 High Capacity Digital (T-1)  
 Call Control Options  
 Custom Voice and Data Networking

**WATER SUPPLIER:** City of Round Rock  
 Source: Wells/Lake  
 Maximum System Capacity (daily): 48,000,000 gallons  
 Maximum Daily Use to Date: 29,260,000 gallons  
 Pressure on Mains: 35-95 PSI  
 Storage Capacity: 13,600,000 gallons  
 Size of Mains: 6" -42"  
 System Looped: Yes

**SEWER SYSTEM:**  
 Type Treatment Plant: Activated Sludge  
 Maximum Capacity: 13,000,000 gallons  
 Maximum Daily Use to Date: 11,000,000 gallons

## GOVERNMENT

Type	Home Rule
Number on Council	7
Municipal Police	119
Paid Firemen	88
Volunteers	45
City Zoning Body	Yes
Master Plan	Yes

## INCENTIVES

Tax Abatement:	Yes
Fee Waivers or reductions:	Yes
Enterprise Zone:	No
Industrial Foundation:	Yes
Foreign Trade Zones:	Yes
Financing Programs:	No
Training Programs:	Yes
Public utility incentives:	Yes
Reinvestment Zone:	Yes
Freeport Exemption	City: Yes County: No School: No

Other: Fast Track Permit Program



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**■ CATTLE DRIVES** - THE CITY WAS NAMED FOR THE "ROUND ROCK" WHICH WAS A LOW WATER CROSSING ON THE CHISHOLM TRAIL AT BRUSHY CREEK.



**■ HARD DRIVES** - DELL, A LEADER IN THE COMPUTER INDUSTRY OPENED ITS HEADQUARTERS IN ROUND ROCK IN 1994.



**■ LINE DRIVES** - THE DELL DIAMOND IS HOME TO THE HOUSTON ASTROS AAA AFFILIATE ROUND ROCK EXPRESS.

# Round Rock Profile

The Round Rock, Texas Community Profile provides a "Round Rock Snapshot" of current statistics and demographics.

## RECREATION

Parks (1,700 + acres): 34  
 Area Lakes: 3  
 Golf Course: 4  
 Movie Theater: 1  
 Tennis Court: 22  
 Bed & Breakfast Facilities: 1  
 Hotel & Motel Rooms: 2,000  
 Library: 1  
 Bowling Alley: 1  
 Skating Rink: 1  
 Driving Range: 1  
 YMCA: 1  
 Numerous Retail & Restaurants!

## CLIMATE

**TEMPERATURE**  
 Annual Average 67.5° F  
 Monthly Avg. High 95° F  
 Monthly Avg. Low 38° F

**PRECIPITATION**  
 Annual Avg. Precipitation 31.5"  
 Annual Avg. Snowfall 0"

**ALTITUDE**  
 Elevation 720'

## LABOR FORCE

Annual Avg. Civilian Labor Force 37,532  
 Annual Avg. Employment 36,245  
 Annual Avg. Unemployment 1,287  
 Annual Avg. Unemployment Rate 3.4

Number of Employees 22,299  
 (Daytime Population est.)

## AREA ATTRACTIONS

AAA League Baseball "Round Rock Express"  
 Austin- "Live Music Capital of the World"  
 The Crossing at Brushy Creek  
 The McNeil Bridge Bat Colony  
 Expected to be operational soon:  
 Simon/Chelsea Premium Outlet Mall  
 IKEA Swedish Furniture Store



## POPULATION

	2004 est	2000	1990
Round Rock	81,000	61,125	33,408
MSA	1,415,298	1,249,768	846,228
County	319,789	249,967	139,547

The property tax in Round Rock is the lowest in its region. The State of Texas has no personal or corporate income tax

## The right direction for you.

Round Rock's cost of living is substantially lower than the national average and other technology driven cities such as San Jose, Denver, and Raleigh-Durham, while not sacrificing quality of life.



## The right direction for success.

Located along the NAFTA corridor on Interstate 35, just 15 minutes north of Austin. Round Rock will be a vital link in the Central Texas Turnpike System, to be completed in 2007.

### SALES TAX ALLOCATION

For 2005 \$60,128,584.08

### Total Sales & Retail Sales

	Total Sales	Retail Sales
2003:	\$5,110,601,481	\$1,818,938,573
2004:	\$5,663,130,273	\$2,013,101,133
2005 Q1:	\$1,458,378,139	\$442,596,386
2005 Q2:	\$1,511,150,926	\$425,739,101
<b>% Change</b>		
2003-2004	10.80%	10.70%

### COST OF LIVING INDEX (National Average= 100)

4th Quarter, 2005: 91.4

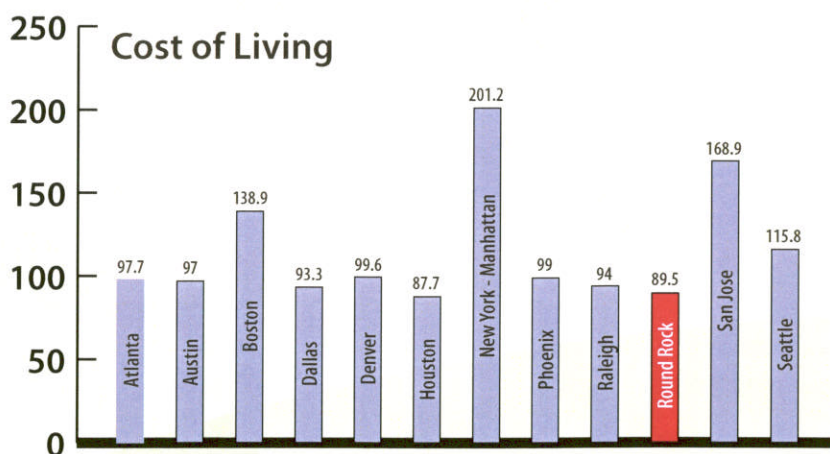
Monthly Average Rent for a 2 Bedroom Apt.: \$739

Average Price for a 2,400 sf Newly Built Home: \$221,275

4th Q. 2005 Cost of Living Index Comparison

### TAX RATE (PER \$100 ASSESSED VALUE)

Williamson County	0.466157
Round Rock City	0.371050
Round Rock ISD	1.833411
Total Effective Rate	2.671
City Sales Tax Rate	8.25%
• Municipal Sales Tax	1%
• State Sales Tax	6.25%
• Eco. Dev. Sales Tax (4B)	0.5%
• Ad Valorem Tax Reduction	0.5%
Texas Has No Personal Income Tax, or Corporate Income Tax	



Source: ACCRA

### TRANSPORTATION

Interstate Highway	I-35
US Highways	183, 79
State Highways	45, 1, (130 to be completed in 2007)
Ranch Road	620

Air Service	
Nearest Airport	Austin-Bergstrom Int. (AUS)
Runway Length	12,250 ft.
Runway Surface	Hard
Lighted	Yes
Fuel	Yes

Airport Within 1 Hr.	
International	Austin-Bergstrom Int. (AUS)
Regional	Temple (TPL)
Municipal	Killeen (ILE) Georgetown (GTU), Taylor

Several major carriers serve the Austin- Bergstrom Int:  
• America West • American • Continental • Delta  
• Frontier • Jet Blue • Southwest • United

Austin-Bergstrom International Airport has non-stop service to over 30 destinations.

Freight Carriers  
A substantial number of common carriers including many major firms and numerous specialized carriers provide excellent transportation services in the region.

Rail Service Provider  
Amtrak; Georgetown Railroad; Union Pacific

### LOCATION

Major Cities	Highway Miles	Flight Times
Atlanta, GA	949	2:10
Chicago, IL	1,157	2:31
Dallas, TX	177	0:50
Denver, CO	1,065	2:07
Detroit, MI	1,391	2:50
Houston, TX	182	0:35
New York, NY	1,730	3:40
Phoenix, AZ	1,063	2:25
San Jose, CA	1,774	3:38

The award-winning Round Rock Independent School District's mission is to provide an environment where students and teachers are inspired in their quest for knowledge.



### EDUCATION

Round Rock ISD Budget	\$226,094,059
Elementary	27 Schools, 17,020 Enrollment
Middle/Jr. High	8 Schools, 8,190 Enrollment
High School	4 Schools, 10,307 Enrollment

### AREA COLLEGES & ENROLLMENT

	Fall 2005
Austin Community College	30,538
Concordia University	1,221
Huston-Tillotson College	705
Round Rock Higher Education Center	3,000
Texas State University	27,139
Southwestern University	1,301
St. Edward's University	4,930
University of Texas	49,333

### RRISD HONORS

National Blue Ribbon Schools	12
Texas Blue Ribbon Schools	16

Earned Top 2 Accountability Rating 57.5%

Received a Rating of Exemplary or Recognized 23 of 40

Received "What Parents What" Award for 14 Consecutive Years

### PERCENT OF POPULATION BY RACE

	2005 est	2000	1990
White	50.90%	54.10%	67.20%
Hispanic	25.40%	22.50%	18.00%
Black	7.80%	7.60%	5.20%
Asian	3.00%	3.00%	1.10%
Other	12.90%	12.80%	8.50%

### AGE GROUPS

0-19	33.50%
20-24	7.30%
25-34	17.20%
35-44	17.90%
45-54	13.00%
55+	11.10%

### INCOME GROUPS

\$0-\$24,999	10.30%
\$25,000-\$49,999	23.60%
\$50,000-\$74,999	26.40%
\$75,000-\$99,999	19.30%
\$100,000-\$149,999	14.50%
\$150,000 +	5.90%

Median Age	30.6
Average Household Income	\$72,998
Median Household Income	\$64,855
Per Capita Income	\$25,775

### HEALTHCARE

Hospitals:  
Round Rock MedicalCenter ;  
futuer Scott & White and Seton

Total Doctors (Medical) in the City:  
700 (plus 30 in 2007)

Hospital Beds in the City:  
127 (plus 76 in 2007)