



# Austin TEXAS

Information gathered from the Lake Travis Chamber of Commerce and the Austin Chamber of Commerce. [www.austin-chamber.org](http://www.austin-chamber.org) | [www.laketravischamber.com](http://www.laketravischamber.com)

**REGIONAL INFORMATION** | Austin is located on the Colorado River where the stream crosses the Balcones escarpment separating the Texas Hill Country from the Blackland Prairies to the east. Within the City of Austin, elevations range from 400 to 1,000 feet above sea level. The climate is classified as “humid subtropical” with hot summers and mild winters. Freezing temperatures occur only about 25 days per year. Cold spells are short and seldom last more than two days. While summer days are hot, summer nights are usually pleasant. Precipitation is fairly evenly distributed throughout the year.

**WORKFORCE GENERATION** | Nearly 1.5 million residents, almost half between ages 18 and 44, and a median age four years younger than the national median.

**COST OF LIVING** | Texas consistently ranks as one of the nation’s most favorable business climates based on its low tax burden and competitive regulatory environment. In Texas, aggregate costs for real estate, energy, wages and taxes are below most states in the country. Texas features no personal or corporate income tax, and overall the state has one of the lowest state and local tax burdens in the nation, ranking 45th among the 50 states in taxes paid per \$1000 of personal income.

## ★ *Exceptional Quality of Life* ★

Ranked fourth among Travel & Leisure magazine and America Online’s Most Loved Cities. A young, creative, culturally rich community, Austin is set among the lush hills, lakes and rivers of the Texas hill country.

**ACADEMIC STRENGTH** | Austin area households enjoy diverse options in education, including 29 public school districts, 17 charter schools and 69 private schools. The University of Texas and seven other public and private universities and colleges with a combined enrollment of over 118,000 provide an ample supply of well educated workers to area employers. Within 200 miles of Austin, an additional 67 four-year colleges and universities enroll over 360,000

students. Nearly 40% of Austin area residents age 25 and over hold a bachelor’s degree. Four of the metro’s major public school systems, representing 54% of area enrollment, are included in Expansion Management magazine’s latest annual education quality ratings of nearly 2,800 school districts nationwide. Two districts—Eanes and Round Rock—are rated “gold medal”, the highest of the magazine’s cost-performance categories. Austin Independent School District, the largest in the region, as well as San Marcos, were awarded the “Green Light” rating, the middle performance category. Past ratings from the magazine have included Lake Travis as “Gold Medal” and Georgetown, Leander and Pflugerville as “Blue Ribbon” districts, and Bastrop as a “Green Light” district. Fifteen regional schools made Newsweek’s “Top of the Class” list in June 2007. The schools were ranked according to percentage of advanced placement, International Baccalaureate and Cambridge tests compared with the number of students enrolled. Selected schools represented seven districts in the area including Austin, Dripping Springs, Eanes, Lake Travis, Leander, Pflugerville and Round Rock.

**QUALITY OF LIFE** | Austin offers something for everyone, boasting a diverse range of neighborhoods within and around the city limits. Newcomers can locate housing options near every employment center in the Austin area. What better balance can a city offer than being both the ‘Best Place for Business and Careers’ and the ‘Live Music Capital of the World’? Austin pleases all in rankings ranging from ‘Best City for Relocating Families’ to ‘Best Cities for Singles’. Other assessments consistently recognize the region as among the most inventive, creative, wired, rockin’, educated, fit and loved. A few things to consider about what Austin has to offer:

- ★ Affordable and diverse neighborhoods, from urban lofts to hill country estates
- ★ A climate made for outdoor enjoyment and recreation nearly year round
- ★ Many professional and amateur sports venues and events
- ★ More fine restaurants and clubs per capita than any other U.S. city
- ★ A lush environment highlighted by parks, lakes and trails
- ★ A creative culture that supports the arts, music and the theater
- ★ Year-round festivals and celebrations for people of all ages

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Does it seem like the Austin area is too good to be true? If you ask anyone who lives here, they'll tell you it's as good as advertised. And it's all true. You'll find some of the nation's highest rated public school districts. You'll find affordable homes. You'll find entertainment venues tailor made for the outdoor type and the art lover. It's home to rock climbers, mountain bikers, rock and rollers, theater lovers, and the cream of the creative class of the country. And no matter where in the world you come from, we're sure once you experience the Austin area, you'll want to call it home.

**RECREATION** | The reasons abound: Central Texas boasts a cosmopolitan atmosphere without the big-city hassle, reasonable cost of living, gorgeous scenery and friendly people. Austin gets high marks for its lifestyle and the opportunities to pursue challenging career opportunities. No wonder it's been cited as the Number One destination both for relocating families and relocating singles. It's also a mecca for creative, talented people pursuing challenging careers. Our diverse business community prizes entrepreneurial, innovative people. Indeed, people—an educated, highly skilled workforce—are the greatest strength of The Human Capital. Arts and Entertainment  
Austin has its own professional symphony, ballet and opera companies, dozens of theaters, dance companies, vocal ensembles, and orchestras producing events year-round. Art museums, galleries galore and beautiful gardens replete with sculptures.

**PARKS, HILLS, TRAILS AND POOLS** | Beginning in downtown Austin and stretching 150 miles west and north into the Hill Country of Central Texas lie the Highland Lakes, a chain of lakes created by seven dams along the Colorado River. Within a short drive of the city—or a full day-trip excursion—Austinites have access to boating, waterskiing, sailing, windsurfing, rowing, canoeing, fishing and swimming in some of Texas' most beautiful surroundings. The City of Austin alone boasts 14,300 acres of parks. The hills west of the city include more than 7,566 public acres. Here, you can also enjoy hiking, mountain biking and other land-based activities. Hunting and fishing also are available on private lands near the city.

**OUTDOORS** | There is no excuse for sitting home bored in Austin. Opportunities for recreation abound. From cool, spring-fed swimming holes to Ben Crenshaw designed golf courses, from area team sports to a walk in the beauty of Austin's natural settings—there is something to get you onto your feet to take off across your field of dreams. The home of seven-time Tour de France winner Lance Armstrong is a great cycling town and a great running town. The Capital 10,000 and the Motorola Marathon attract thousands of runners each year.

**GOLF** | Austin's naturally temperate climate and rolling hills makes the area perfect for golfing. Home to Tom Kite and Ben Crenshaw, Austin boasts some of the most scenic and challenging golf courses in the nation. There are 26 golf courses in Austin (5 municipal, 13 public and 7 private club courses). Course designers include Crenshaw, Kite, Arnold Palmer, Tom Fazio and Robert Trent Jones, Sr. Green fees range from \$11.50 to \$16 on public courses, and membership initiation fees at country clubs start around \$1,500.

**BUSINESS OVERVIEW** | Ask CEOs, entrepreneurs, educators and researchers why the Austin region has stayed hot through more than two decades of business trends and you'll hear one common theme: workforce. It's all about people, and Austin's supply of unmatched employee talent is certainly no accident. Our labor pool is among the most energetic, innovative, and educated in the world. Here, the best and the brightest lead many diverse business sectors. And you'll find like minds coming every day to join them—whether it's from outside our area or through one of the largest talent pipelines in the country—the University of Texas at Austin.

Austin became a world-renown region for the knowledge-based economy built on outstanding university-based research, an entrepreneurial culture, venture funding, a broad array of support services and a rich pool of intellectual talent and leadership. That's why it's no surprise that Samsung chose Austin to locate its newest next generation semiconductor facility, one of the largest foreign investments in the U.S., and why Whole Foods grew from a single Austin grocery store to a Fortune 500 giant.

Austin companies contribute the technological infrastructure that makes cars run smarter, games play faster, cell phones do more and will take all industries into the future. And thanks to our strong ties to the University of Texas, university and corporate collaborations have yielded world-class programs in bioengineering, computer science, engineering, business, nanotechnology, bioinformatics and pharmaceutical research.

In fact, Site Selection named the state of Texas "Top Business Climate" in 2006 saying Texas triumphs other states due to pro-business measures, ease of doing business, overall business costs, actual capital investment and the state's fiscal health. And Austin is the top place to do business in Texas. So in other words, it doesn't get any better than this.

## ★ *Diversity & Synergy* ★

Greater Austin is a five-county region thriving on a balance of technology, business services, education and government.

**REGION'S LARGEST EMPLOYERS** | This region boasts the addresses of business leaders, in all sizes from all across the globe. And there are some very good reasons why. From championing innovation to cost advantages and incentives, we are not only positioned for success, we are poised for it. And so are the companies that grow and move here.

**RETIRING IN AUSTIN** | With more and more Americans reaching retirement age, it's no wonder many are choosing the Austin area as home—with its annual average of 300 days of sunshine, gorgeous Hill Country and numerous fine hospitals and clinics. There are any number of opportunities for retirees to keep active—from volunteering your time with deserving community organizations to engaging in Austin's healthy, outdoor lifestyle.



Packed with recreational opportunities and famous as the "Live Music Capital of the World," Austin frequently ranks high on lists of "Best Cities" making it an ideal place to raise a family and grow your business.