



The secret is out. Everyone who visits Austin these days leaves with something great to say. They can't stop talking about our legendary live music, burgeoning restaurant scene and unique culture. The rest of the country has already taken notice. And it's time you did, too.

## 1 LIVING IN AUSTIN

Why do so many smart, creative and successful people and companies call Austin home? It's more than a great place to work and do business. On top of our thriving economy, we offer unmatched quality of life - for all kinds of people. That unique and engaging Austin character is built on a solid foundation. We're a community that offers reasonably priced housing, a safe environment, solid schools, healthy and charming neighborhoods, and big-city amenities at a small-town pace. It's no wonder so many people come to Austin "temporarily" and end up staying.

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 quality of life. No wonder many consider Austin the Number One destination both for relocating families and relocating singles. It's also a mecca for creative, talented people pursuing challenging careers, and our diverse business community prizes entrepreneurial drive and innovative thinking. Indeed, people - an

## 2 EDUCATION

Highly rated elementary and secondary schools contribute to both quality of life and beginnings of exceptional labor pools to come. Austin area households enjoy diverse options in education, including 29 public school districts, 27 charter school districts, and 120 private schools.

The University of Texas and 26 other public and private universities and colleges with a combined enrollment of nearly 180,000 provide an ample supply of well-educated workers to area employers. Within 200 miles of Austin, an additional 95 four-year colleges and universities enroll over 422,000 students. Over 40% of Austin area residents age 25 and over hold a bachelor's degree.

### Austin ISD

AISD covers an area of 230.3 square miles, and is located in Central Texas along the Colorado River, within Travis County and the capital city of Austin

## 3 BUSINESS

Austin is a one-of-a-kind place that's not just unique to Texas but to the whole country. It defies stereotypes: It's progressive and fiercely entrepreneurial, pro-business and pro-environment. Its easy going and hard working. The greater Austin area is recognized around the country as a select location for corporate headquarters and supporting facilities. It is renowned for its quality of life and hosts a strong regional infrastructure supported by a multi-tiered workforce. These conditions combine to create one of the strongest business environments in the US.

Three of the nation's 10 largest cities - Houston, San Antonio and Dallas - are no more than three hours away. Laredo, major port of entry from Mexico is four hours away. State highway 130, is one of several recently completed roadway improvement projects speeding goods and traffic flow through Austin, connects to I-35 north of Georgetown and to I-10 east of San Antonio.

### **BUSINESS & INDUSTRY**

Texas consistently ranks as one of the nation's most favorable business climates based on its

## 1 LIVING IN AUSTIN

educated, highly skilled workforce - are the greatest strength that Austin has to offer.

The Austin region has earned a reputation as one of the best places to live in the nation. We were recently ranked #1 Best Place to Live for the second year in a row by US News & World Report.

### Benefits of Living in Austin

-Affordable and diverse neighborhoods, from urban lofts to hill country estates.

-A great climate made for outdoor enjoyment and recreation nearly year round.

-Many professional and amateur sports venues.

-More fine restaurants & clubs per capita than any other city.

-A lush environment highlighted by parks, lakes & trails.

-A creative culture that supports the arts, music & theater.

-Year-round festivals and celebrations

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 41st among the 50 states in taxes paid per \$1000 of personal income. Compared to other major business centers, Austin is well known for offering affordable living.

Over 1,900 bands and performing artists call the Austin area home, performing in hundreds of venues throughout the city. Your visit won't be complete without at least a stroll down the famed Sixth Street where almost 200 musical acts appear every night of the week.

Austin's temperate climate offers year-round opportunities to enjoy the outdoors, such as hiking, biking, and camping, and water sports of all kinds on the area's lakes and rivers. You'll find numerous award-winning golf courses to choose from, as well as serene botanical gardens and nature preserves where you can enjoy the local flora and fauna.

As the state capital, Austin has a rich cultural heritage, and history buffs won't want to miss the State Capitol building, the Bob Bullock State History Museum, and the vast Lyndon Baines Johnson Library.

With award-winning resorts, museums and cultural venues, our city will entice with enough attractions to make you immediately begin planning your return trip.

## 2 EDUCATION

### Campuses

High Schools - 17

Middle Schools - 18

Elementary Schools - 85

Other Campuses - 10

Total - 130

### Student Enrollment

Hispanic 46,124 (56.7%)

African American 5,968 (7.3%)

White 23,175 (28.5%)

Other 6,124 (7.5%)

Total 81,391

### AISD Points of Pride

- The Texas Education Agency has awarded 162 Distinction Designations for Outstanding Performance to 58 AISD schools.

- AISD continues to exceed state and national averages on both the SAT and ACT.

- In math and reading, AISD 4th and 8th grade students continue to rank in the top tier of urban school districts included in the National Assessment of Educational Progress.

- U.S. News and World Report has ranked AISD's Liberal Arts and Science Academy and Ann Richards School for Young Women Leaders among the best high schools in the nation.

- AISD's graduation rate is at an all-time high of 90.7%.

- AISD has 49 National Merit Semifinalists competing for Finalists, 121 National Merit Commended students, 31 National Hispanic Recognition Program Scholars, and 7 Presidential Scholar Candidates.

- AISD has 229 National Board Certified Teachers more than any school district in Texas.

- AISD is the largest school district in the nation to earn the AntiDefamation League's "No Place for Hate" designation.

- AISD has the highest bond and State Financial Accountability ratings that districts can earn in Texas. This reflects AISD's stable financial management and operations, healthy reserves, and manageable debt profile, and saves Austin taxpayers.

## 3 BUSINESS

low tax burden and competitive regulatory environment. Among the region's strong assets is the Central Texas workforce, representing one of the most educated talent pools in the country. This region boasts the addresses of business leaders, in all sizes from all across the globe. Austin won't just welcome your business, it will make it better.

### **AUSTIN DEFIES STEREOTYPES**

It's progressive and fiercely entrepreneurial, pro-business and pro-environment. It's easy going and hard working. And the greater Austin region won't just welcome your business, it will make it better.

### **THE CENTRAL TEXAS WORKFORCE**

Among the region's strong assets is the Central Texas workforce, representing one of the most educated talent pools in the country. In the Austin metro, 41.5% of adults have at least a bachelor's degree, compared to 30.1% nationally, putting Austin in the top 10 among the largest metros. The region benefits from over 50 colleges and universities and 400,000 enrolled students within a 100-mile radius. Our growing workforce is young and eager, with a median age that is over four years younger than that of the rest of the nation.

### **AUSTIN'S LAND AND AIR TRANSPORTATION**

are favorable for materials distribution and business travel. Distribution takes advantage of the region's location in Central Texas at the intersection of I-35 and a network of U.S. and state highways.

### **STATE & LOCAL TAXES & INCENTIVES**

In Texas and the Austin region, we've formalized a friendly attitude into a business climate that is truly user friendly. The tax structure is fair, competitive and designed to make companies feel welcome. Texas is one of only a handful of states with no individual income tax (a very attractive environment for transferring employees).

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.