Solicitation #S20-037

REQUEST FOR INTEREST

25-YEAR RESTAURANT OPERATOR OPPORTUNITY AND GOLF CLUB NAMING RIGHTS

Responses Due: November 5th, 2020
REQUEST FOR INTEREST

25-YEAR RESTAURANT OPERATOR OPPORTUNITY
AND GOLF CLUB NAMING RIGHTS

PART I

GENERAL

1. **PURPOSE:** The City of Leander, herein after “City”, invites interest from a qualified Individual, Firm or Corporation, (Respondent) to contract for a long-term restaurant lease and operator agreement at the Crystal Falls Golf Club and possible naming rights for the golf club as well. The restaurant lease and operator agreement shall accomplish the following:

- Establish a public/private partnership with the City to provide a high-end restaurant, bar and entertainment related venue with a distinctive experience for patrons. The character of the restaurant shall serve a higher level clientele to meet the unmet needs of the surrounding residential area;

- Venue shall be designed and positioned as a high quality, destination-dining experience for casual or special occasions. Design standards shall emphasize high-quality, attractive and creative facilities that create a strong sense of place and reflect the character of the Hill Country area;

- Establishment shall promote public enjoyment, provide job opportunities for local residents, and complement the City of Leander;

- Establishment shall provide a high level of customer service with a balanced mix and variety of healthy, high quality comfort food and beverage products, competitive pricing, friendly service that reflects positively on the community and clean and inviting facilities;

- Partner shall coordinate a design/build expansion and buildout of the existing restaurant facility to an 8,000 – 10,000 sq. ft. venue to include FF&E;

- Maximize attendance through unique, high quality menu items, service, ambiance, and special events marketing;
• Capture and cater to the Crystal Falls Golf Club customers, the surrounding Crystal Falls and Travisso neighborhood customers and all Leander residents to create a quality amenity;
• Implement an effective marketing to attract patrons to the restaurant specifically and to the area in general;
• Work in unison with the City during the normal course of business to ensure an optimum experience for those frequenting the restaurant;
2. **GOALS AND OBJECTIVE:** The objective of this initiative is to award and operating agreement and long term ground lease to accomplish the following:

2.1. Design and build a distinctive restaurant experience that will cater to the surrounding residents of Leander;

2.2. Draw people to the area for a memorable experience;

2.3. Maximize attendance through special menu items and special events;

2.4. Support the City Council’s vision to enhance the quality of life, fuel intelligent growth and position the City of Leander as the location of choice for dynamic people in the region;

2.5. Although optional, contract for naming rights for the Golf Club to generate awareness for a business and revenue for the City.

3. **LOCATION:** Crystal Falls Golf Club is located at: 3400 Crystal Falls Parkway, Leander, TX 78641.

4. **ABOUT CRYSTAL FALLS GOLF CLUB AND EXISTING CLUB HOUSE:** Crystal Falls Golf Club in Leander is located in Central Texas and showcases an impressive 18-hole golf course, designed by Jack Miller that tests golfers of all ages and skill levels. Just north of the Capitol City of Austin, our well-maintained golf course is a testament to the beauty of the surrounding Texas landscape. The course consistently runs over 24,000 rounds of golf per year through the course and hosts well attended tournaments and children’s summer camps.

Crystal Falls Golf Club is located in the picturesque Hill Country with a peaceful atmosphere and abundant wildlife. With water hazards that come into play on 12 of the 18 holes, this 6,654 yard golf course is challenging with elevated tees and breathtaking natural terrain set amidst several of the region’s most affluent communities. Crystal Falls Golf Club is home to the Hill Country Amateur, which is one of the top amateur events in the area.

The existing clubhouse facility and grill was built in 2002. The 6,000 sq. ft. facility houses a pro shop to sell clubs and equipment, a grill-style restaurant that seats 20 inside and 70+ outside on a patio area.
Expansive parking for 125 vehicles is currently available and a high-level analysis of the site suggests that a much larger building footprint is possible.

5. **COURSE MAP AND VIDEO:** Crystal Falls Golf Club has worked hard to establish a reputation for challenging golf, friendly faces and a relaxed atmosphere. The course website can be viewed at: [http://www.crystalfallsgolf.com/](http://www.crystalfallsgolf.com/). A video of the property is available at the link below.

[https://www.youtube.com/watch?time_continue=5&v=YGzpjCeQQOw&feature=emb_title](https://www.youtube.com/watch?time_continue=5&v=YGzpjCeQQOw&feature=emb_title)
6. **SURROUNDING NEIGHBORHOODS:** Two of the region’s most dynamic and affluent neighborhoods enjoy close proximity to the Crystal Falls Golf Club. Travisso, a master planned community occupies 350 hilltop acres just a stone’s throw from the Crystal Falls Golf Club. Travisso showcases over 1,500 homes currently and is scheduled for a 5,000 home buildout in the coming years.

The average home price in Travisso is $461,000 as of June 2020. Source: [https://www.realtyaustin.com/listings/neighborhood/tx/leander/travisso](https://www.realtyaustin.com/listings/neighborhood/tx/leander/travisso)

Crystal Falls is a sought-after master planned community built on 5,000 acres of gorgeous Texas Hill Country. The Crystal Falls Community, now with over 1,500 homes, is made up of four neighborhoods: Grand Mesa, Cap Rock, The Highlands and The Fairways. Each one of these neighborhoods are as diverse as they come. From acreage home sites to custom-built homes overlooking the Golf Club at Crystal Falls, each neighborhood has its own distinct look and amenities. Because of the Communities Hill Country Location, unique amenities and highly
regarded school district, Crystal Falls has been deemed the “Best Master Planned Community” by the Austin Journal. Source: [http://www.austinrealestatehomesblog.com/leander/crystal_falls/](http://www.austinrealestatehomesblog.com/leander/crystal_falls/)

The average home price in Crystal Falls is $510,000 as of June 2020. Source: [https://www.redfin.com/neighborhood/497555/TX/Leander/Crystal-Falls/housing-market](https://www.redfin.com/neighborhood/497555/TX/Leander/Crystal-Falls/housing-market)

7. **DEFINITIONS, TERMS AND CONDITIONS**: By submitting a response to this solicitation, the Respondent agrees that the City’s standard Definitions, Terms and Conditions, in effect at the time of release of the solicitation, shall govern but shall be superseded by those terms and conditions specifically provided for otherwise within this solicitation, in a separate agreement or on the face of a purchase order. The City’s Definitions, Terms and Conditions are herein made a part of this solicitation and can be found on the City’s website by visiting [http://www.leandertx.gov/rfps](http://www.leandertx.gov/rfps).

7.1. Any exception to or additional terms and conditions attached to the response will not be considered unless respondent specifically references them on the front of the Solicitation Document. WARNING: Exception to or additional terms and conditions may result in disqualification of the response.


9. **CLARIFICATION**: For questions or clarifications of specifications, you may contact:

Joy Simonton
General Services Manager
City of Leander
Telephone: 512-528-2730
jsimonton@leandertx.gov

The individual listed above may be contacted by telephone or visited for clarification of the specifications only. No authority is intended or implied that specifications may be amended or alterations accepted prior to solicitation opening without written approval of the City of Leander through the Purchasing Department.

10. **CENSUS STATISTICS AND ECONOMIC PROFILE**: The U.S. Census issued a release describing national growth trends among cities in the last decade. In it, the Census ranked Leander as THE fastest-growing large city in the nation between 2018 and 2019 with a 12 percent increase in population during that span. Leander’s growth was 24 times faster than the nation’s overall rate of 0.5 percent.

10.1. Links to the Census infographic, release, and local story are shown below:


10.1.3. ATTACHMENT A – City of Leander’s Economic Development Profile is herein attached.
11. **BEST VALUE EVALUATION AND CRITERIA:** Respondents may be required to make an oral presentation to the selection team to further present their proposal. These presentations will provide the Respondent the opportunity to clarify their proposal and ensure a mutual understanding of the naming rights.

All solicitations received may be evaluated based on the best value for the City.

11.1. The City reserves the right to reject any or all responses, or delete any portion of the response, or to accept any response deemed most advantageous, or to waive any irregularities or informalities in the response received that best serves the interest and at the sole discretion of the City.
12. COMMITTEE REVIEW AND EVALUATION: An evaluation committee will review each expression of interest. Respondent finalists shall have an opportunity to present to the Leander City Council. After submitting an initial expression of interest, the City will engage each respondent to evaluate the following:

12.1. Proposed name of Crystal Falls Golf Course;
12.2. Quality of the proposed restaurant;
12.3. Strength of restaurant team and management approach;
12.4. Demonstration of relevant project experience;
12.5. Financial strength and capability;

13. AWARD: The City reserves the right to enter into an Agreement or a Purchase Order with a single award, split awards, non-award, or use any combination that best serves the interest and at the sole discretion of the City. Award announcement will be made upon City Council approval of staff recommendation and executed agreement. Award announcement will appear on the City’s website at http://www.leandertx.gov/rfps.

13.1. The City reserves the right to reject any or all responses, or delete any portion of the response, or to accept any response deemed most advantageous, or to waive any irregularities or informalities in the response received that best serves the interest and at the sole discretion of the City.

13.2. Chapter 176, Texas Local Government Code requires that disclosures of certain relationships be made in relation to certain contracts with the City. Local government officers are the members of the City Council, the City Manager, and other City employees or agents who exercise discretion in planning, recommending, selecting and contracting of a vendor. Please contact the City Secretary for a list of additional City employees and agents who may qualify as local government officers. Click here Chapter 176, Texas Local Government Code, to review this requirement.

13.2.1. The Local Government Officers that may be involved in the selection and recommendation of this award are:

Troy Hill, Mayor
Kathryn Pantalion-Parker, Council Member Place 1
Michelle Stephenson, Council Member Place 2
Jason Shaw, Council Member, Place 3
Christine Sederquist, Council Member Place 4
Chris Czernek, Council Member Place 5
Marci Cannon, Council Member Place 6
Rick Beverlin, City Manager
Mark Tummons, Parks and Recreation Director
Paige Saenz, City Attorney
Joy Simonton, General Services Manager

13.2.2. Once a selection is made and the City has the intent to award, the successful respondent will be required to submit Form 1295 to the State of Texas electronically prior to executing the agreement or purchase order.

https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm
PART II

SCHEDULE

1. **SOLICITATION SCHEDULE (EXTENDED):** It is the City’s intention to comply with the following solicitation timeline:

   1.1. Deadline for questions
       
   1.2. City responses to all questions or addendums
       
   1.3. Responses for solicitation due at or before 3:00 PM

   All questions regarding the solicitation shall be submitted in writing at or before 5:00 PM on the due date noted above. A copy of all the questions submitted and the City’s response to the questions shall be posted on our webpage, [http://www.leandertx.gov/rfps](http://www.leandertx.gov/rfps). Questions shall be submitted to the City contact named herein.

   The City reserves the right to modify these dates. Notice of date change will be posted to the City’s website.

2. **SOLICITATION UPDATES:** Respondents shall be responsible for monitoring the City’s website at [http://www.leandertx.gov/rfps](http://www.leandertx.gov/rfps) for any updates pertaining to the solicitation described herein. Various updates may include addendums, cancelations, notifications, and any other pertinent information necessary for the submission of a correct and accurate response. The City will not be held responsible for any further communication beyond updating the website.

3. **RESPONSE DUE DATE:** Signed and sealed responses are due at or before 3:00 PM, on the date noted above to the Purchasing Department. Mail or carry sealed responses to:

   FedEx, UPS or Hand Deliver to:

   City of Leander
   Purchasing Department
   105 N. Brushy Street
   Leander, Texas 78641

   Mail to:
   City of Leander
   Purchasing Department
   PO Box 319
   Leander, TX 78646

   3.1. Responses received after this time and date shall not be considered.

   3.2. Sealed responses shall be clearly marked on the outside of packaging with the Solicitation title, number, due date and “DO NOT OPEN”.

   3.3. Facsimile or electronically transmitted responses are not acceptable.

   3.4. Late responses will be returned to Respondent unopened if return address is provided. 

   3.5. Responses cannot be altered or amended after opening.

   3.6. No response can be withdrawn after opening without written approval from the City for an acceptable reason.
3.7. The City will not be bound by any oral statement or offer made contrary to the written specifications.

4. **AGREEMENT NEGOTIATIONS**: In establishing an agreement as a result of the solicitation process, the City may:

   4.1. Review all submittals and determine which Respondents are reasonable qualified for award of the agreement.

   4.2. Determine the Respondent whose submittal is most advantageous to the City considering the evaluation criteria.

   4.3. Attempt to negotiate with the most responsive Respondent an agreement at fair and reasonable terms, conditions and cost.

   4.4. If negotiations are successful, enter into an agreement or issue a purchase order.

   4.5. If not successful, formally end negotiations with that Respondent. The City may then:

      4.5.1. Select the next most highly qualified Respondent and attempt to negotiate an agreement at fair and reasonable terms, conditions and cost with that Respondent.

      4.5.2. The City shall continue this process until an agreement is entered into or until all negotiations are terminated.

   4.6. The City also reserves the right to reject any or all submittals, or to accept any submittal deemed most advantageous, or to waive any irregularities or informalities in the submittal received.

5. **POST AWARD MEETING**: The City and Respondent shall have a post award meeting to discuss, but not be limited to the following:

   5.1. Identify specific milestones, goals and strategies to meet objectives.

6. **COSTS INCURRED**: Respondent shall acknowledge that the issuance of a solicitation shall in no way obligate the City to award a contract or to pay any costs associated with the preparation of a response to said solicitation. The costs in developing and submitting proposals, preparing for and participating in oral presentations or any other similar expenses incurred by a Respondent are the sole responsibility of the Respondent and shall not be reimbursed by the City.
PART III

BENEFITS OF PARTNERSHIP

1. **SCOPE**: City seeks a long-term partner to cultivate and develop the Crystal Falls Golf Course and property as a destination. The spectacular property holds untapped potential to combine rustic Hill Country beauty with championship golf, a state of the art dining experience and special event venue with limitless possibilities to create a memorable and profitable destination. The partnership benefits of this collaboration will yield food and beverage revenue and special event revenue for the successful respondent and regional, high quality brand recognition.

2. **TERM**: City intends to contract for restaurant operator agreement and naming rights agreement. Term of partnership shall be for twenty-five (25) years from date of signed agreement.
PART IV

RESPONSE REQUIREMENTS FOR EXPRESSION OF INTEREST

1. SOLICITATION SUBMISSION REQUIREMENTS: To achieve a uniform review process and obtain the maximum degree of comparability, the responses shall be organized in the manner specified below. Responses shall not exceed twenty (20) pages in length (excluding title page, index/table of contents (on flash drive) and dividers). Information in excess of those pages allowed will not be evaluated. One page shall be interpreted as one side of a printed, 8 1/2" X 11" sheet of paper.

The Respondent shall submit one (1) original signed paper copy and two (2) copies of its Response.

In addition, the Respondent shall submit one (1) flash drive containing a complete copy of Respondent’s submission in an acceptable electronic format (PDF, RTF, TXT, DOC, XLS). A complete copy of the Response includes all documents required by this Solicitation. The flash drive shall be titled: “SOLICITATION NUMBER - Complete copy of [Name of Respondent]’s submission.” Failure to provide a flash drive may result in disqualification for award.

If supplemental materials are included with the Response the flash drive must include such supplemental materials. The Response and accompanying documentation are the property of the City and will not be returned.

<table>
<thead>
<tr>
<th>TAB #1</th>
<th>1.1. Title Page (1 page) – Show the solicitation title and number, the name of your organization, address, telephone number(s) name of contact person and date.</th>
</tr>
</thead>
</table>
| TAB #2 | 1.2. Letter of Transmittal (1 page) – Identify the services for which solicitation has been prepared.  
1.2.1. Briefly state your firm’s understanding for the opportunity.  
1.2.2. Provide the name(s) of the person(s) authorized to make representations for your firm, their titles, address, telephone numbers and e-mail address.  
1.2.3. The letter of each solicitation shall be signed in permanent ink by a corporate officer or other individual who has the authority to bind the firm. The name and title of the individuals(s) signing the solicitation shall be clearly shown immediately below the signature. |
| TAB #3 | 1.3. Table of Contents (1 page) – Clearly identify the materials by Tab and Page Number. |
| TAB #4 | 1.4. Concept Overview – Respondent shall provide overview of how a partnership with the City for the naming rights and restaurant operation would benefit the City. A high level business plan shall be presented to include hours of operation. |
| TAB #5 | 1.5. Sample Menus – Respondent shall provide sample menus for food and beverage. |
| TAB #6 | 1.6. Experience and Qualifications – Respondent shall provide information to demonstrate experience in the restaurant industry and ongoing success with similar venues. |
PART V

1. CONFIDENTIALITY OF CONTENT: All documents submitted in response to a solicitation shall be subject to the Texas Public Information Act. Following an award, responses are subject to release as public information unless the response or specific parts of the response can be shown to be exempt from the Texas Public Information Act. Pricing is not considered to be confidential under any circumstances.

1.1 Information in a submittal that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating “CONFIDENTIAL” on that section of the document. The City will not be responsible for any public disclosure of confidential information if it is not clearly marked as such.

1.2 If a request is made under the Texas Public Information Act to inspect information designated as confidential, the Respondent shall, upon request from the City, furnish sufficient written reasons and information as to why the information should be protected from disclosure. The matter will then be presented to the Attorney General of Texas for final determination.

2. ETHICS ORDINANCE AND DISCLOSURE STATEMENTS: The City’s Ethics Ordinance requires persons seeking to enter discretionary contracts with the City or appearing before the City Council or another City board or body to disclose certain conflicts of interest. The relevant sections of the Ethics Ordinance are set forth below. The Ethics Ordinance can be found in Article 9.05, Chapter 9 of the City’s Code of Ordinances at the following link: http://z2codes.franklinlegal.net/franklin/Z2Browser2.html?showset=leanderset

Sec. 9.05.007 Persons doing business with the city

(a) Persons seeking discretionary contracts.

(1) For the purpose of assisting the city in the enforcement of provisions contained in this article, an individual or business entity seeking a discretionary contract from the city is required to disclose in connection with a proposal for a discretionary contract any conflict of interest. This is set forth in sections 9.05.004 and 9.05.005 of this article. Further, the individual or business entity agree to abide by the same ethical standards as set forth for public servants in this article.

(2) Subsection (a) of this section will become a permanent footnote on documents contained in city bid packets for discretionary contracts.

(b) Disclosure of conflicts of interest by persons appearing before a board or city body. A person appearing before any city board or other city body for the purpose of doing business with the city shall disclose to that board or body any facts known to such person which may show or establish that:

(1) An employee or officer of the city that advises or makes presentations to the board or city body; or

(2) Any member of the board or city body; has or may have a conflict of interest pursuant to chapter 171, Tex. Loc. Gov’t. Code, or an interest which would violate the ethical standards set forth in this article, if he or she were to participate in the processing or consideration of the subject matter.
Sec. 9.05.009(f) Disclosure by persons appearing before a city body. Any person who appears before any city body who has had business dealings within the preceding 12-month period involving one or more transactions of five hundred dollars ($500.00) or more each quarter, or for a total of twenty-five hundred dollars ($2,500.00) or more, within the preceding 12-month period with a councilmember, commissioner, or business entity in which a councilmember or commissioner has a substantial interest, shall disclose such business dealings at the time of the appearance. Any person who shall intentionally or knowingly fail to make the aforesaid disclosure shall be guilty of a misdemeanor and shall be fined in accordance with this article.
CITY OF LEANDER, TEXAS

ECONOMIC PROFILE
WELCOME TO LEANDER, TEXAS!

Leander lies on the northeast edge of Texas’ Hill Country, roughly ten miles due west of Interstate 35 on US 183, just north of Austin TX. Since 2000, the community has grown from 7,600 residents to more than 63,000 in 2019. This makes Leander the 37th fastest growing City in the United States (US Census Bureau, 2000). The City is known for its quality of life, excellent schools, hometown pride, and one of the lowest crime rates in the state. Affordability and quality schools have been the historical drivers for the community’s growth. Single-family residential homes run the gamut from first-time to executive styled living. The Leander Independent School District’s (LISD) 37 campuses provide a varied curriculum. This gives more than 30,000 students a great start to their future.

Over the past decade the City has committed itself to knowing that change is inevitable, so it matters what you do with it. The civic and business leadership collaborated on the community’s future. Leander’s two award-winning land planning initiatives have provided a framework for sustainable development. We build a community that lives, works, and plays together.

There’s never been a better time to choose Leander in growing your business.
The Leander Chamber of Commerce & Visitors Center is a proud partner of the City of Leander & we are looking forward to the next phase of growth. We know you will love being a part of our incredible city. Here are just a few examples of areas where our interests align and where we as a Chamber are proud to support and advocate for:

**ECONOMIC DEVELOPMENT**
A robust and dynamic economy is good for business and the public. When businesses are successful more taxes are collected, and more public programs and investments are funded. Your chamber represents over 550 businesses today. We offer an in office SCORE program that provides education and valuable start up information. We also offer one-on-one business consulting via our Chamber President, and host the Mayor's Economic Development Committee.

**EDUCATION**
One of the most valuable resources in Leander is the people who live and work here. Our businesses and communities can only prosper with the right investments that improve the ability for people to thrive and find jobs. We offer numerous education programs, provide the Teacher Externship program, offer Leander Leadership, and work closely with LISD to ensure continued success which contributes strongly to the new home sales in Leander.

**TOURISM**
We provide tourism services to the City of Leander. These include hosting the Old Town Street Festival, co-hosting the Old Town Christmas Festival, and serving the needs of visitors to Leander.

We are grateful for the relationships that we have built with our public partners and are committed to creating opportunities to bring city and regional business leaders together to interact, strengthen ties, and forge new relationships. Please feel free to reach out to us with any questions as you look to Leander for your future!

**FOR MORE INFORMATION, VISIT:**
leandercc.org

BRIDGET L. BRANDT
CEO, Leander Chamber of Commerce
LEANDER PROFILE

POPULATION

Leander’s population just reached 63,500 (July 2019), and with a growth rate of over 13% (16 people a day) it is now the fastest growing city over 50,000 in the country. The population growth has had a tremendous impact on the local economy, with new developments and construction on the horizon.

COST OF LIVING

The Cost of Living Index provides a baseline indicator of how affordable a geographical area can be to live, compared to a national average of 100. The Greater Austin Metro area has a composite index of 98.4 (2018, Austin Chamber of Commerce). With a significantly greater affordability rating than many other US metropolitan areas, Leander provides businesses much greater potential for economic success.

SHOPPING/RETAIL

Leander has a thriving retail market– with a median household income of $89,649, Leander families command a large amount of annual purchasing power.

Looking for more retail statistics? We partner with Retail Strategies to provide detailed reports on Leander’s retail markets.
HOUSING

With almost 1,600 single family housing starts last year and a number of new multifamily projects either open or under construction there seems to be no stopping the city’s expansion. Leander offers an abundance of executive-level and workforce housing options for the business community.

EDUCATION

Most of Leander’s educational needs are served by the highly rated Leander Independent School District (LISD), serving more than 38,000 students in grades Pre-K through 12. LISD is consistently ranked as one of the best school districts in the state and is not surprisingly one of the fastest growing in Texas.

ACC San Gabriel Campus, Austin Community College Districts newest award-winning location, opened its doors in 2018 to serve the Leander and surrounding communities.

HEALTHCARE

Leander has an excellent healthcare network and is served by a growing number of medical centers including Cedar Park Regional Medical Center, St. David’s Leander, St. David’s Round Rock, Georgetown Medical Center, North Austin Medical Center, and Baylor Scott & White. St. David’s is currently building the first of two 60,000 sf medical office buildings. The first building will be open in April 2020.

Our local doctors and medical practitioners know their community and serve us well through their vast networks and relationships.

SAFETY

Year after year, Leander reports one of the lowest crime rates in Texas. Leander boasts state-of-the-art Fire and Police Stations across the city, including the recently-completed Fire Station No. 4. Leander holds several annual events that seek to foster a positive relationship between city law enforcement and the community it serves.

Leander has earned an Insurance Services Office (ISO) Rating of 2. As ISO ratings impact insurance premiums and define a community’s fire protection prowess, an ISO Rating of 2 results in reduced rates, as well as enhanced economic development.
LEANDER DEMOGRAPHICS

GENERAL POPULATION

TRADE AREA POPULATION: 136,600
Retail Strategies

AVERAGE AGE: 33.3
based on 2018 Census Estimates

WHITE: 71%
OTHER: 3%
ASIAN: 3%
BLACK: 3%
LATINO: 20%

GROWTH RATE: 18.2%

MALE: 49.1%
FEMALE: 51.2%

POPULATION: 136,600

$89,649 HOUSEHOLD INCOME:
(Median Income) 2017 Census Estimates

2.93 HOUSEHOLD SIZE
AVERAGE

$337,976 HOUSING UNIT VALUE
AVERAGE

49,107 NUMBER OF HOUSEHOLDS
10 Minute Drive Time

Demographic Data sourced from retailstrategies.com and US Census Estimates
LEANDER DEMOGRAPHICS

LABOR FORCE

158,037
EMPLOYED POPULATION
10-Mile Radius

$50,776
EMPLOYEE SALARY
Average

67%
BLUE COLLAR

32%
WHITE COLLAR

BACHELOR’S DEGREE OR HIGHER: 47%

Doctorate Degree 890
Master’s Degree 7,966
Bachelor’s Degree 22,278
Associate Degree 7,946
Some College, No Degree 21,171
High School Graduate/ Ged 16,193

Demographic Data sourced from retailstrategies.com and US Census Estimates
EDUCATION

ONE OF THE BEST SCHOOL DISTRICTS IN THE STATE

Most of Leander’s educational needs are served by the highly rated Leander Independent School District (LISD), serving more than 38,000 students in grades Pre-K through 12. LISD is **consistently ranked as one of the best school districts in the state and is not surprisingly one of the fastest growing in Texas.** LISD boasts some of the highest test scores, graduation rates, college enrollment, and readiness statistics in Texas. The district footprint includes 6 high schools, 8 middle schools, 26 elementary schools, and 2 alternative schools.

Those interested in pursuing higher education have many opportunities nearby including Southwestern University, Austin Community College, University of Texas-Austin, and Texas State University.

ACC | SAN GABRIEL CAMPUS

ACC San Gabriel Campus, Austin Community College Districts newest location, opened its doors in 2018 to serve the Leander and surrounding communities.

“Leander is one of the fastest growing cities in the country. It’s our mission to make sure we are meeting the needs of the community and creating more pathways,” says Dr. Richard Rhodes, ACC president/CEO. “This campus was designed to be state-of-the-art but also keep the beauty of the area alive with plenty of greenbelt space and a nearby river.”

**The 100-acre Leander campus includes a 3,900-square-foot rooftop terrace, classrooms, science labs, a library, multi-purpose room, and a 150-seat ACCelerator learning lab.**

(Austin Community College)
CONVENIENTLY LOCATED

Leander is well connected to Austin and surrounding communities. The area is served by exceptional transit service operated by Capital Metro, including MetroRail and Express Bus. The terminus of the MetroRail line, Leander Station, links downtown Austin with Leander and provides an excellent commuter alternative. Superior transportation is one reason Williamson County has realized the fastest rate of income growth in Texas and one of the highest in the nation.

LOOKING FOR INFORMATION ON BUSINESS SERVICES?

Find more information at: leanderbusiness.com
MAJOR EMPLOYERS

PRIMARY EMPLOYERS IN LEANDER

TOP 10 LARGEST EMPLOYERS (2019)
In order of employee count

Leander Independent School District
H-E-B Foods
City of Leander
H L Chapman Pipeline Construction, Inc.
Lowe's Home Improvement
UTZ Environmental Services
Austin Community College
Randall’s
Cypress Technologies
Kohl's

Source: Austin Chamber of Commerce

MAJOR EMPLOYERS IN THE AUSTIN AREA

COMPANIES EMPLOYING 6,000 AND OVER

Apple
Ascension Seton
Dell Technologies
IBM Corp.
Samsung Austin Semiconductor
St. David’s HealthCare Partnership
State of Texas
University of Texas at Austin

COMPANIES EMPLOYING 2,000-5,999

Accenture
Amazon
Applied Materials
AT&T
Baylor Scott & White
Charles Schwab
Facebook
General Motors
Indeed
Keller Williams Realty
National Instruments
NXP Semiconductors
Oracle Corp.
Whole Foods Market
RECREATION

ENDLESS OPPORTUNITIES

The City offers endless opportunities for leisure and recreation. Leander’s Parks and Recreation Department provides a variety of cultural festivals and events, an active adult program, fitness classes, swimming programs, an 18-hole golf course, and scenic parks and trails. Sports are a big priority in the community, particularly Little League and the local soccer league. Residents and visitors also enjoy the City’s convenient access to the Hill Country and proximity to Austin, which offers additional opportunities for artistic, entertainment, and recreational pursuits.

Find information on our parks at: leandertx.gov/parksites

SPECIAL EVENTS

The city hosts a variety special events each year, including:

- Liberty Fest
- Old Town Street Festival
- Bluegrass Festival
- Old Town Christmas Festival
- Full Moon Concert Series
- Movies in the Park
- Kite Festival
- Spring Egg-Stravaganza
- Active Adult Day Trips
- Children’s Spring and

Find More Events at: leandertx.gov/parksrec
JOIN OUR COMMUNITY

Leander offers business owners the opportunity to thrive in the fastest growing city with a population over 50,000 in the country. We can’t wait for you to join our community and find out what makes Leander a place people love to call home.

QUESTIONS? WE HAVE ANSWERS!

Our Economic Development Department is ready to help.

Evan Milliorn
Economic Development Manager
Phone: 512.528.2852