

NEWSFLASH

MAY 2019

ROUNDROCKTEXAS.GOV

Round Rock residents invited to give input online for the 2030 Comprehensive Plan

The City of Round Rock is currently working on its new Comprehensive Plan, Round Rock 2030, which will serve as the policy guide and framework that will help City officials decide “what goes where” for development over the next 10 years. The long-range plan will highlight how the City has changed over the past decade and create a vision for what Round Rock might look like in the year 2030.

Round Rock 2030

DEVELOPING OUR FUTURE

In order for Round Rock 2030 to be successful, it should reflect the needs and wants of the City’s residents and businesses.

Planners have so far received feedback provided through city-wide surveys and recent public meetings, and are now inviting residents to participate in the third phase of public input by answering questions online at polco.us/roundrock.

Tell us what you think!

Log on to polco.us/roundrock to influence policy that guides Round Rock’s decisions regarding public facilities, commercial development, housing and more!



Registration now open for July 4th Parade

Giant helium inflatables, creative floats and marching bands will again take over Downtown Round Rock this year for the 2019 Sertoma July 4th Parade.

The 1.5-mile route will run along Mays Street between Mays Crossing and U.S. 79, with a 9 a.m. start time to beat the summer heat. Approximately 20,000 spectators attend this signature event, which presents awards to the best floats in the following categories: Mayor’s Award, Community Spirit Award, Best

High School Award, Best Float Awards, Stars & Stripes Award, Hot Rod Award, Yankee Doodle Dandy Award, Patriotic Performance Award, Firecracker Award and Sparkler Award.

Entry fees are \$50 for businesses and \$25 for non-profits, civic groups, clubs and individuals. The deadline to apply is Wednesday, June 14, but space is limited so apply today! Learn more and view the application at roundrocktexas.gov/parade.

New tourism brand reflects expanded visitor focus

“Go Round Rock!” is the new rally cry for tourists and a cheer for the City as part of its new tourism brand.

Years after entering the sports tourism market and securing its status as the Sports Capital of Texas, Round Rock has expanded to attract many other types of visitors beyond sports.

The City’s Sports Management and Tourism Department unveiled a new brand in April that reflects the City’s presence as a destination for sports tourists and emergence as a well-round-

ed destination for business meetings plus leisure activities.

“We’ve grown so much broader, bigger and bolder than our original Sports Capital of Texas brand,” Sports Management and Tourism Director Chad McKenzie said. “Sports is still the foundation of tourism in Round Rock. Now we have the opportunity to expand because we have a robust offering for meeting and leisure tourism that is reflected in our new brand.”

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Summer Reading Program kicks off in June

Make plans to join in on the fun during the Round Rock Public Library 2019 Summer Reading Program! Come enjoy free activities plus reading challenges for babies, kids, teens and adults. This year, the library is celebrating the 50th anniversary of the moon landing with its program, A Universe of Stories. Participants can register any time between June and early August to immediately begin tracking their reading. To learn more, visit roundrocktexas.gov/summerreading.

Makeup dates added to Music on Main lineup

Due to rained out dates in April, the City of Round Rock is continuing its popular Music on Main series through June! Join us for live music from 6 to 8 p.m. Wednesdays through June 19 on the Prete Main Street Plaza stage. Bring a lawn chair or blanket and the entire family. Check out the variety of dining options on Main Street, grab a bite from food vendors on site or pack a picnic basket to enjoy the evening of fun and music! View the full schedule at roundrocktexas.gov/musiconmain.

11th Annual Juneteenth Rhythm and Ribs Festival

7:30-11:30 p.m. Friday, June 14
2 p.m.-12 a.m. Saturday, June 15
Old Settler's Park Lakeview Pavilion
3300 E. Palm Valley Blvd.

Join Round Rock Parks and Recreation Department and "The Voice," Inc. for a festival of fun for the entire family, including live music, carnival, health fair, barbecue cook-off, retail/food vendors and games. Admission for this event is free and parking is \$5. For more information, visit thevoicerr.com.

Now hiring lifeguards!

With pool season upon us, Round Rock is hiring lifeguards and pool attendants. Lifeguards must be at least age 15 and are required to register for a training class before applying. Learn more at roundrocktexas.gov/lifeguards.

Buy rain barrels from the City and save money

The City's Water Conservation Program is selling rain barrels at a discounted price to encourage residents to conserve water resources as well as to protect water quality.

Rainwater collection is an easy way to reduce erosion around your property, help the health of your plants and use less treated potable water.

The 50-gallon Ivy rain barrels can be pre-ordered for \$72.50 each by visiting rainbarrelprogram.org/roundrock by May 27, with pickup at the City's Recycling Center located at 310 Deep Wood Drive. City of Round Rock water customers are also eligible for the City's rainwater rebate for maximum savings.

The barrel will come with everything you need to assemble, collect and use rainwater, including a 6-foot-long overflow hose.

There is no limit to how many barrels you can purchase, except your space at home and your budget! You do not have to be a City water customer or resident to purchase barrels.



Tourism brand...from front

Major projects underway in Round Rock poise the City for a broader tourism market. In addition to improvements to downtown, Nutty Brown Amphitheatre is moving to Round Rock; a \$200-million, million-square-foot mixed-use development called The District will break ground soon; and Kalahari Resorts & Conventions will open next year. Kalahari will make Round Rock home to the nation's largest indoor waterpark while adding 200,000 square feet of convention center meeting space.

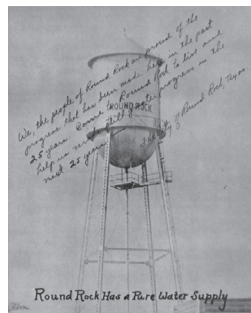
"Our residents and local businesses do a great job welcoming visitors and we are excited the elevated brand conveys our local pride," Mayor Craig Morgan said. "Go Round Rock" represents the action



of traveling here, and it is also a celebratory cheer for our City, our residents and fans of Round Rock."

Did you know?

Revenue generated by visitors helps support Round Rock's local businesses, while sales and hotel taxes also help boost the city budget for various types of projects, such as road improvements that benefit residents. In 2017, direct spending in Round Rock by international and domestic travelers totaled \$319 million.



Local Legend Award nominations due May 31

The Historic Preservation Commission is seeking nominations for the 2019 Local Legend Awards. The Award recognizes individuals, families, businesses, groups, historic places, publications and organizations that have had a positive and lasting impact on the culture, development and history of Round Rock. Learn more at roundrocktexas.gov/locallegends.