

Community Profile

The following community profile information is intended to help you perform relevant site selection research on Marble Falls, Texas, and is intended to serve as a starting point.

If you do not find all the information that you need in order to make an informed decision about Marble Falls, please contact the Marble Falls Economic Development Corporation office and we will be happy to provide you with the information or data that you require.

Demographics

Quick Facts

Marble Falls is the gateway to the Highland Lakes area of the Texas Hill Country, and is the regional retail, wholesale, trade and service center for a primary trade area of 60,000 people and a secondary trade area population of 130,000. The Highland Lakes are a series of lakes located on the Colorado and Llano Rivers and include Lake Buchanan, Inks Lake, Lake LBJ, Lake Marble Falls and Lake Travis.

The natural beauty of the Texas Hill Country and these lakes combine to make the area ideal for visitors and tourism, second homes, and retirement homes. The economy depends on tourism and natural resources including granite mining, limestone mining, and business services. Marble Falls is approximately one hour's driving distance to downtown Austin and one hour and fifteen minutes to downtown San Antonio.

Marble Falls, Texas is a great place to grow a family or a business!

Population			
	2000	2010	2012 (est)
City of Marble Falls	4,959	6,077	
MF Micropolitan Statistical Area (Burnet County)	34,147	42,750	44,107
Marble Falls Area			
10-mile radius	20,927		26,718
15-mile radius	37,006		47,762
20-mile radius	54,567		71,533
<i>Source: The Retail Coach, US Census Bureau</i>			

Age/Ethnic Mix (City)			
Race/Ethnicity	%	Ages	%
White	85.9%	Age 17 and Under	23.0%
Hispanic	23.2%	Age 18-64	51.1%
African American	3.2%	Age 65 and Older	25.9%
Other	11.0%	Median Age	45.2
<i>Source: The Retail Coach, 2012 Compilation</i>			

For full demographic reports by category, please see:

[Marble Falls City, 2012](#)

[Marble Falls Micropolitan Statistical Area, 2012](#)

[Marble Falls Primary Trade Area, 2012](#)

[Marble Falls Secondary Trade Area, 2012](#)

For more Burnet County Statistical Information please [click here](#).

Major Employers

Marble Falls: A City Where Doing Business Is A Pleasure

Marble Falls is the core of the Marble Falls Micropolitan Statistical Area, is part of the Austin-Round Rock-Marble Falls Combined Statistical Area, and is contiguous to the larger Metropolitan Statistical Area (MSA) of Austin, Travis County, Texas.

Labor Force			
Area	Labor Force	Unemployed	Rate
MF Micropolitan Statistical Area (Burnet County)	23,029	1,244	5.4%
Neighboring Counties			
Blanco County	5,142	295	5.7%
Lampasas County	9,947	682	6.9%
Llano County	8,665	580	6.7%
Travis County	588,803	33,831	5.7%

Williamson County	231,634	13,697	5.9%
TOTALS	867,220	50,329	5.8%
<i>Source: Texas Workforce Commission (May 2012)</i>			

Major Employers		
Business	Industry	# of Employees
Marble Falls ISD	Education	621
Horseshoe Bay Resort/Marriott*	Resort/Hotel	600
Wal-Mart Corp	Discount Retailer	373
H.E.B. Grocery Company	Grocery Store	189
City of Marble Falls	Municipal Government	124
Johnson-Sewell Ford Lincoln Mercury	Auto Industry	116
Home Depot Company	Home Improvement	100
American Bank of Texas	Banking	100
Lowe's	Home Improvement	100
Cold Spring Granite*	Mining	80
LCRA /Ferguson Power Plant & Western Maintenance Facility	Electric Utility	78
Pedernales Electric Cooperative	Electric Utility	72
<i>* Located outside City limits</i>		

[Burnet County Industry Profile](#)

Retail Analysis

Marble Falls Is One of the Top Ten Sales Tax Generators Per Capita in the State of Texas

The Marble Falls EDC has partnered with The Retail Coach on a community profile and trade area analyses. Some highlights include a primary trade area population of approximately 60,000 people and a secondary trade area of nearly 130,000. Those who live within 20 miles of Marble Falls have an average household income of more than \$67,000.

[Primary Retail Trade Area Map](#)

[Demographic Profile, Primary RTA \(2012\)](#)

[Retail Gap Summary, Primary RTA \(2012\)](#)

[Retail Gap Comparison, Primary RTA \(2012\)](#)

[Psychographic Profile, Primary RTA \(2012\)](#)

[Retail Outlook Guide, Primary RTA \(2012\)](#)

[Secondary Retail Trade Area Map](#)

[Demographic Profile, Secondary RTA \(2012\)](#)

[Retail Gap Summary, Secondary RTA \(2012\)](#)

[Retail Gap Comparison, Secondary RTA \(2012\)](#)

[Retail Outlook Guide, Secondary RTA \(2012\)](#)

Traffic Counts

Traffic Counts - April & August 2012

Highlights:		
Location	April Work/School Day	August Weekend Day
FM 1431, east of Wildflower Blvd	Total: 11599	Total: 8438
FM 1431, east of Manzano Mile	Total: 4510	Total: 5845
FM 1431, west of Industrial Blvd	Total: 16942	Total: 17021
FM 1431, west of Hwy 281	Total: 16458	Total: 18943

FM 1431, east of Hwy 281	Total: 16766	Total: 11480
SH 71, east of Hwy 281	Total: 12925	Total: 7605
SH 71, west of Hwy 281	Total: 5122	Total: 5099
RR 2147, west of Hwy 281	Total: 10631	Total: 10587
Hwy 281, south of CR 424	Total: 14268	Total: 17578
Hwy 281, north of RR 2147 W	Total: 27451	Total: 25453
Hwy 281, south of FM 1431	Total: 25953	Total: 24075
Hwy 281, north of FM 1431	Total: 30743	Total: 30957
Hwy 281, north of Colt Circle	Total: 17650	Total: 24004
Hwy 281, north of Resource Parkway	Total: 16986	Total: 15670

[April 2012 Traffic Count Map](#)

[April 2012 Detailed Traffic Count Report](#)

[August 2012 Detailed Traffic Count Report](#)

Education

Marble Falls Schools

There are several independent school districts in the Marble Falls area. The largest is Marble Falls ISD, with over 4,000 students in grades K-12. There are also several private and parochial schools in the area offering pre-school through high school. Nearly 83% of the area's population are high school graduates, and nearly 22% of the region's adult population hold a bachelor's degree or higher.

Local School Enrollment	
Marble Falls ISD	4019
Faith Academy	219

<u>First Baptist Christian School</u>	143
Burnet CISD	3360
Llano ISD	1900
Johnson City ISD	699

Higher Education

Central Texas College ([CTC](#)) and Texas Tech University at Highland Lakes ([TTU](#)) host a collaborative college campus in Marble Falls and Burnet leading to bachelor's and master's degrees in selected fields. CTC offers basic first- and second-year community college coursework, and TTU offers third- and fourth-year coursework leading to a bachelor's degree at the Marble Falls campus. TTU also offers graduate programs, primarily in educational disciplines. TTU-Highland Lakes in Marble Falls is part of the Texas Hill Country University Consortium that offers degrees through several universities at facilities in selected Hill Country Communities.

Healthcare

Hurd Regional Medical Center - Opening Fall 2014

Scott & White has begun construction on a state-of-the-art health care clinic near the intersection of US 281 and SH 71, with a scheduled completion date of Spring 2013. The Hurd Regional Medical Center--with a 46-bed tower (Phase I) and multispecialty services including primary care, cardiology, general surgery, orthopedics, podiatry, ophthalmology, gastrointestinal, and pain management--will open by the end of 2014.

The hospital currently serving the area is Seton Highland Lakes Medical Center in Burnet. Marble Falls Minor Emergency Clinic is open for daily treatments and emergencies. Other specialty treatment centers in Marble Falls include the Kirby Eye Care Center, Marble Falls Dialysis, Total Sleep Diagnostics, Hill Country Advanced Foot and Ankle Center and Synergy Advanced Imaging. Marble Falls EMS provides emergency response services, and a critical care helicopter is co-located with Marble Falls EMS for service into Austin and San Antonio.

Major Medical Facilities	
Seton Highland Lakes Medical Center	Kirby Eye Care Center
Scott and White Clinic	Kirby Highland Lakes Surgery Center
Marble Falls Minor Emergency Clinic	Marble Falls Imaging Center
Synergy Advanced Imaging	Llano Memorial Hospital
Hoerster Clinic	

Housing

Find Your Place in Marble Falls

Whether you're looking for a multi-million dollar lakefront home, a ranchette, a golf course home in a pecan orchard, or an antique Victorian in the original township, there's no place like Marble Falls when it comes to putting down roots.

Please visit the [Highland Lakes Association of REALTORS](#) for property information.

Average Market Values 2012	
Burnet County	\$183,714
Marble Falls ISD	\$229,155
Burnet CISD	\$156,768
Bertram	\$90,133
Burnet	\$125,366
Cottonwood Shores	\$102,352
Granite Shoals	\$161,093
Highland Haven	\$327,769
Horseshoe Bay	\$363,994 (Burnet County only)
Marble Falls	\$172,200
Meadowlakes	\$226,679
<i>Source: Burnet Central Appraisal District</i>	

Parks & Recreation

Marble Falls Is the Hill Country's Playground

Marble Falls is the gateway to the Highland Lakes region of the Texas Hill Country. The area features rolling, wooded hills with numerous vistas of area lakes. Hunting, fishing, boating, golf, tennis and outdoor activities

are plentiful. Working families and retirees enjoy these outdoor activities year round.

The City of Marble Falls takes great pride in providing beautiful, clean parks for citizens and visitors alike. Whether it's boating, swimming, tennis, disc golf or skateboarding, you can find it at one of our City Parks. With 6,200 square feet overlooking Lake Marble Falls, the [Lakeside Pavilion](#) in Lakeside Park is the perfect place for a company meeting or a family wedding.

For a complete list of recreational opportunities, please visit www.marblefalls.org.

Vineyards and Wineries

Enjoy native Texan wines while taking in the scenic Hill Country landscape. Several area wineries offer distinctive wines and tasting tours including Fall Creek Vineyards, Perissos Vineyards, Spicewood Vineyards, Flat Creek Vineyards and many others.

Golf

Marble Falls, Horseshoe Bay and the Texas Hill Country offer amazing golf amenities and scenery on tracts that range from quite playable to extremely demanding. From Horseshoe Bay Resort's renowned Applerock, Ramrock and Slickrock courses to the brand-new Nicklaus course at Summit Rock, from Hidden Falls Country Club to Escondido and many more, the Highland Lakes area is a golfing mecca.

Parks

City/LCRA/State Parks and Lakes within a 50-mile radius	
Parks	Lakes
Balcones Canyonlands	Lake Buchanan
Blanco State Park	Inks Lake
Black Rock Park	Lake LBJ
Canyon of the Eagles	Lake Marble Falls
Enchanted Rock State Park	Lake Travis
Falls Creek Park and Skatepark	
Inks Lake State Park	
Johnson Park	
LBJ State Park	

Lakeside Park & Pavilion	
Longhorn Cavern State Park	

Climate	
Elevation	650 ft.
Average Daily Summer Temperature	85°F
Average Daily Winter Temperature	55°F
Average Yearly Snowfall	Trace
Average Yearly Rainfall	30 in.

Arts & Culture

The ArtBeat of Marble Falls

With Austin's eclectic vibe just down the road, and with a nod to cowboy influences from the west, Marble Falls exists at an artistic crossroads. Below are some of the venues and events that provide a rich array of culture and entertainment. For a complete list, please visit www.marblefalls.org.

Sculpture on Main

Sculpture on Main is a public art program of outdoor three-dimensional artwork placed in highly visible and accessible places in Marble Falls. The purpose is to promote Marble Falls as a fine art destination by bringing gallery and museum art outdoors for everyone to enjoy. The program hopes to encourage tourism and art education by bringing people to the downtown area. This sculpture event was the first of its kind in the heart of the Texas Hill Country. Large outdoor sculptures were placed in the Historic Main Street area of Marble Falls. Sculptures from several countries are on loan and are displayed in landscaped areas along Main Street. www.sculptureonmain.org

The Falls on the Colorado Museum

The Falls on the Colorado Museum was created in 1999 as a 501(c)(3) non-profit corporation with a mission to preserve our history, to further our heritage, to protect artifacts, and to provide an ongoing history of Marble Falls and the surrounding communities. The Museum's annual Founder's Day Celebration is held at the

Lakeside Pavilion the second Saturday of July. www.fallsmuseum.org

Harmony School of Creative Arts

Centrally located in Marble Falls, the Harmony School of Creative Arts provides a variety of artistic enrichment experiences for the community, including music lessons (piano, guitar, strings, woodwinds, percussion and voice), dance classes (classic ballet, jazz, tap and ballroom), Kindermusik* for the little ones, musical theater and ballet productions, and string orchestra concerts. www.harmonyarts.org

The Highland Arts Guild

The Highland Arts Guild is a non-profit organization made up of 80 members using their talents to increase interest in arts and crafts by offering demonstrations and workshops to the public, conducting art classes for area children, contributing scholarships to help art students at the college level, and maintaining their Gallery. www.highlandartsguild.org

Hill Country Community Theatre

Nationally recognized, this award-winning community theatre has an active year-round season for adults which includes musicals, comedies, and dramas. There are classes for both adults and children in acting, directing, and technical theatre. With over 650 patrons and 300 volunteers a year, the Hill Country Community Theatre has been a cultural icon for the area for over two decades. www.thehcct.org

Marble Falls Public Library

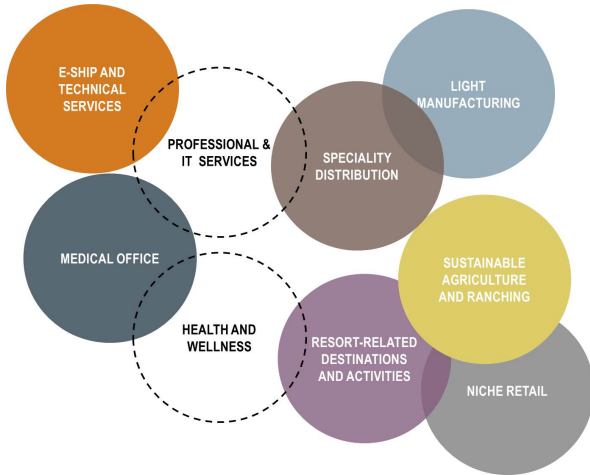
Marble Falls Public Library serves the population of Burnet County and the Highland Lakes area. There is something for everyone at the Marble Falls Public Library, and library cards are free. Check out the selections of books in print, audio books, music CDs, DVDs and videos, reference and research materials, microfilm reader, high speed Internet computers as well as hot spots for laptop users, programs for children and adults and much more. www.marblefallslibrary.org

Pogue Studio and Foundry

To maintain quality, Dan Pogue started his own foundry operation. His wife Marti, his son Doug, and several other employees currently assist him. Dan, Marti and Doug all sculpt and cast sculpture of their own. All are expert in mold making, casting and foundry work. The foundry has grown and become so successful they had to expand in 1999. www.danpoguesculpture.com

Target Industry Analysis

The Marble Falls EDC utilized the services of TIP Strategies to conduct a target industry analysis for the community.



To view the full report, [click here](#).