

Leander's 65 primary employers occupy more than 700,000 sf of facility space on more than 300 acres of real estate.

Business News and Resources to Strengthen Leander's Economic Development One Entrepreneur at a Time

The Flow of Money, Explained (Part 2)

In Part 1 of "The Flow of Money, Explained" (Sep/Oct 2009), we learned "what" the flow of money is and how it functions (like a bucket) in a local economy specifically Leander. In Part 2 of our three part series, we address in greater detail "why" the flow of money is important; to you, your family and neighbors, and how it impacts our quality of life in Leander.

This depends on the amount and rate of money flowing into the community's bucket of wealth. It begins with the quality of businesses retained, expanded and relocated to the community. Quality jobs and capital investment that diversifies the tax base are critical. They form the foundation of a sustainable community.

This economic base fosters an environment where services can be maintained and enhanced. There are four revenue sources a municipal entity receives: property and sales tax, permits and fees and transfer payments. This revenue is used to fund public safety (emergency medical services, fire and police), infrastructure (streets, water and wastewater), parks and recreation, administrative support and other support services, or expenses of a community. These municipal services are in place to ensure the safety and welfare of residents.

The better quality and more diverse the business community, the more diverse and thorough the services provid-

ed. A broad base of businesses enables the community to weather the cyclical nature of the economy. This is due in large part to supply-and-demand, raw material availability and consumer's 'fickle' nature. The diversity of the business community 'flattens the curves' of the up-and-down rises in the economy. This revenue consistency ensures continuity of community service delivery.

In addition to diversity of the business base, another question pondered by civic and business leaders is the quality of the money that flows through a community. Does a community pursue job creation and capital investment with no regard for salary, benefits and quality land use? Or, does a community pursue job creation and capital investment that fosters a sense of place, diversity and the highest-and-best use of property? Part of the equation with sustainable, long-term economic development is to measure the cost of doing business for a City with the return on investment.

Why the 'flow of money' is important to a community has to do with the quality and diversity of community services delivered to residents and visitors. It is based upon sound economic development practices that pursue a diverse economic base. This in turn provides a foundation for quality community service delivery that fosters a sustainable community where residents and visitors can live, work and play. **eye ON**

Calling Leander Entrepreneurs

Own a business in Leander? Thinking about starting a new business in Leander? If you answered "yes" to either of these questions we invite you to join the Leander Business Circle. Membership is FREE. Join us the 2nd Thursday of each month to meet other business owners, learn what is happening in Leander and discover how the Greater Leander Chamber of Commerce and Leander Business Circle can help your business succeed. No RSVP required, just come prepared with business cards.

If you are an entrepreneur in the Leander area call 512-528-2852 or 512-259-1907 for more information.

Leander Business Circle Meeting Schedule

Nov. 12, 2009

Jan. 14, 2010

FREE Networking

Pat Bryson Hall
(201 N. Brushy Street)

8:30 - 10 AM

Call 512-528-2852
or 512-259-1907

en•tre•pre•neur n.

A person who organizes, operates, and assumes the risk for a business venture



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September 19, 2009



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Promote Your Business in Leander's "official" Community Profile & Membership Directory



The Greater Leander Chamber is the single most utilized source for civic, community and business information in the Greater Leander area. Its annual "community profile and membership directory" reaches thousands of local and out of area consumers, including homebuyers, families, businesses and developers. New for 2010 is the addition of interactive

3-D View publishing to meet online search demands. While the printed directory is distributed through traditional channels, the online publishing extends members', specifically advertisers', reach to capture exponentially more consumers at no additional cost.

To advertise your business in **2010 Leander Community Profile and Membership Directory** contact publisher Destination Graphix at 512-260-7886 or visit www.LeanderChamberDirectory.com (membership required). New members joining Oct. 1, 2009 to Nov. 20, 2009, can save 10% off their ad with the "New Member Special" (valid until Nov. 20, 2009).

SPECIAL DECEMBER MEETING

'Holiday Open House,' Blue Santa

The City of Leander and Greater Leander Chamber will combine their monthly network groups in December for a special "Holiday Open House" networking event. Open to the public, admission is free with the donation of a new, unwrapped toy for Leander PD's Blue Santa drive, or \$5.00 per person. The date, time and location will be announced via the Greater Leander Chamber's web site, www.leandercc.org. RSVP is required. Expect lots of holiday cheer, good food and plenty of informal networking. All regularly scheduled meetings will resume in Jan. 2010.

For additional information contact the Greater Leander Chamber at 512-259-1907, via email at office@leandercc.org or visit the chamber office located at 103 N. Brushy St, Leander. Sponsorships gladly accepted.

Crocker Crane Rentals, Big Part of Life's Everyday Conveniences

Did you know there are literally thousands of uses for a crane beyond commercial construction? In fact, without a crane we would not have the conveniences we enjoy, that make our society function. Crane companies like Crocker Crane Rentals, one of Leander's primary employers, are called upon daily for new construction, maintenance, disasters, and a plethora of commercial and residential uses. The way owner Mike Green explains it, "cranes are used to move anything heavy manpower cannot pick up, and to provide a hoisting system. We support all kinds of activities and infrastructure to help keep cities running—electricity, plumbing, transportation, commercial buildings—and clean up disasters such as plane crashes and train wrecks."

Green learned to operate cranes while serving in the Navy, and later worked in the private sector. He started Crocker Crane Rentals in Volente in 1994. Serving a 100 mile radius, the ability to move back and forth with relative ease and minimal disruption to the community is a daily necessity. Green moved the company and its 22 employees to Leander in July of this year. He selected Leander over other neighboring cities because of its good road systems. "Leander resolves our transportation issues, giving us good access for delivery and to move about," he says.

Crocker Crane Rentals has mobile and hydraulic cranes, complete rigging service and forklift to 30,000 lbs. They can service any residential or commercial need including power pole placement, taking care of transformers that blow up, sitting trusses on a house and putting a window up to moving large rocks for landscaping. And when something is not going right, like a boat landing on a house, Crocker Crane Rentals can take of it.

Crocker Crane Rentals is located at 8600 RR 2243. For more information or a free estimate call 512-258-1323, or visit www.crockercrane.com.

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www.LeanderBusinessCircle.com

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www.centraltx.bbb.org
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Promote your business to Leander. We make it easy. Call 512-259-1907.

eye ON
Leander
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Join the Leander Business Circle for **FREE Business Networking**
 Next two regular meetings: **Nov. 12, 2009 and Jan. 14, 2010 - 8:30 AM**

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Promote Your Business in Leander's Favorite Award-Winning Business Newsletter



Call 512-259-1907 now for advertising sponsorship information and availability. (*Distribution is NOW 16,000 to Leander only.*)

The Leander Business Circle is co-sponsored by the City of Leander and the Greater Leander Chamber of Commerce.

Leander Economic Indicators Cumulative Summary, 2006-2008

Economic Indicator	2006	2007	2008
Total Labor Force, Williamson Co.	189,771	194,150	199,536
Unemployed, Williamson Co.	3.30%	3.67%	5.66%
Total Unemployed, Williamson Co.	6,260	7,128	11,303
Electric (Active Meters)	8,009	8,700	9,100
Natural Gas (Active Meters)	4,806	5,203	5,448
Water (Active Accts)	7,942	8,618	8,977
Com/Ind. Construction Value	\$65.7 Mil	\$43 Mil	\$20.9 Mil
No. of Com/Ind Permits	37	60	29
Residential Construction Value	\$182.1 MIL	\$168.6 Mil	\$74.8 Mil
No. of Residential Permits	1,258	987	396
Total Construction Value	\$247.8 Mil	\$211.5 Mil	\$95.7 Mil
Sales Tax Receipts	\$1.09 Mil	\$1.4 Mil	\$1.6 Mil
Rounds of Golf	n/a	31,479	33,912

Source: City of Leander, Economic Development Dept.

SPECIAL ANNOUNCEMENT
Stocking Stuffers, Christmas Dinner for Soldiers

The City of Leander's Adopt-A-Troop program is collecting donations to fill holiday stockings for single soldiers. Goodies like individually wrapped baked goods, candy, and of course cash donations to purchase additional items are suggested. The troop is not deployed at this time which means some soldiers will on base Christmas Day. In addition to the stocking stuffers we are seeking families to host one to four soldiers for Christmas dinner. Please join us in making Christmas special for these men and women who are serving our country.

To welcome a soldier into your home for a truly special Christmas, or to donate items for the stockings, contact city secretary Debbie Haile at 512-528-2743. Donations also are being accepted at the next Chamber luncheon, Nov. 24, at Dr. John's Sports Center.