



Goal #6 Engage in specific strategies to grow existing and emerging target industry sectors

“We need a couple good hotels and more sit down restaurants”
-Pflugerville Resident Survey

Retail & Consumer Services

MARKET SEGMENTS	KEY ASSETS	MARKETING INITIATIVES	SECTOR STRATEGIES
- Restaurants and Entertainment Venues - Specialty Retail - Medical Services - Warehousing and Distribution	- Rapidly growing population with high disposable income - Underserved market with relatively few local businesses - Excellent access via highways #130 and #45 - Large parcels of land	- Actively participate in International Council of Shopping Centers (ICSC) and other retail facility events - Proactively market to desirable restaurant and retail chains - Expand the amount of local market specific information contained on the PCDC website - Develop succinct collateral materials on retail opportunities - Market to commercial brokers specializing in retail and office users to ensure that they are knowledgeable about Pflugerville potential	- Ensure a strong support system is in place for home grown businesses to start up and expand - Identify medical services needed within the community and market to those providers - Attract a full-service hotel with conference space - Retain large parcels for distribution and provide efficient access to those sites - Support retail developers in providing modern, desirable retail facility options

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Ongoing performance evaluation is a critical component to the success of Pflugerville's economic development efforts. The performance measurements proposed on the following pages will help project partners to effectively measure the implementation of the strategies within this plan. Economic developers will have an opportunity to demonstrate the positive results of their efforts and the public will be able to determine whether economic development resources are well-spent.

Project partners must agree upon a concise set of the most appropriate performance measures and periodic reporting of results. Additionally, project partners should hold an annual "scorecard" meeting to review progress.

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Business Climate and Incentives

- Businesses served through the Business Retention and Expansion (BRE) program
- Ratings of overall business climate through BRE program

Workforce and Education

- Average wage growth
- Local employers' ratings of workforce and the local K-12 system
- Changes in ACT/SAT scores and high school graduation rates
- Percentage of workers with an Associate's Degree or higher, and Bachelor's Degree or higher

Marketing and Business Development

- Number of qualified prospects
- Conversion rates of prospects to new businesses
- New jobs generated
- Average salaries of new jobs
- Growth in sales tax revenues
- Return on Investment of economic development expenditures
- Cost-benefit results of businesses receiving incentives

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Entrepreneurship and small business development

- Patent creation
- Number of small businesses started
- Growth in small business networking

Sites & Infrastructure

- Square footage of new commercial and industrial building space constructed
- Absorption of commercial and industrial space
- Available developable acreage served with utility service

Strategy Implementation Plan Outcomes

- Successful completion of initiatives

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The implementation matrix offers recommendations on how the Pflugerville Community Development Corporation and its partners can implement this action plan. It is organized by the six goals outlined in this strategy and includes the most prominent action items, timeframe, and parties to be involved in implementation.

A sample of the implementation matrix is included on the following page; however, the primary document is provided as an editable Excel spreadsheet separate from the body of this report.

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Sample Implementation Matrix

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Goals and strategies in bold.

Goal 1: Ensure that appropriate real estate options and infrastructure are in place to meet the needs of current and prospective employers

Strategy 1.1: Work with the regional real estate and development community to accelerate development of appropriate real estate options meeting the needs of the Pflugerville and Greater Austin market.

1.1.1 Identify leading developers of industrial and commercial properties and proactively communicate information and provide tours of Pflugerville sites and development opportunities.

1.1.2 Aggressively pursue campus style developments along #130 and 45.

1.1.3 Protect through zoning and other means those parcels most desirable for industrial and commercial development and provide expedited development review and other support in order to become a community of choice for business sites.

[illegible]



AngelouEconomics partners with client communities and regions across the United States and abroad to candidly assess current economic development realities and identify opportunities. Our goal is to leverage the unique strengths of each region to provide new, strategic direction for economic development. As a result, AngelouEconomics' clients are able to diversify their economies, expand job opportunities and investment, foster entrepreneurial growth, better prepare their workforce, and attract 'new economy' companies.

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Project Team

Angelos Angelou
Principal Executive Officer

Steve Vierck, CEcD
President, Economic Development

John Karras
Project Manager

New Development

10/01/2012 to 07/08/2013

Site Development

- ☆ Single Family
- ★ Commercial
- ★ Multi-Family
- ★ Other

Preliminary Plat

- Single Family
- Multi-Family
- Single Family/Multi Family
- Commercial

Final Plat

- Single Family
- Multi-Family
- Commercial
- Other

Rezoning

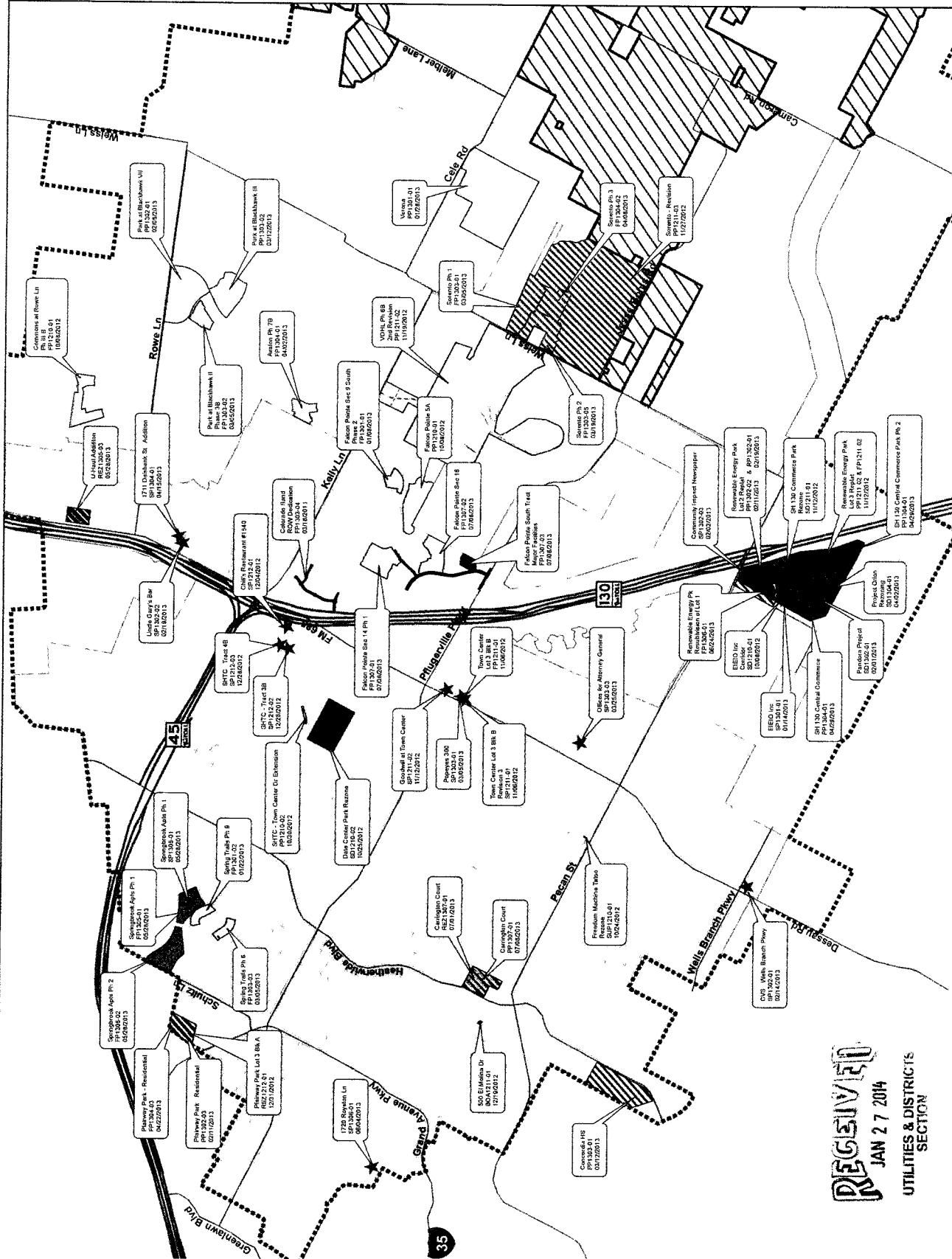
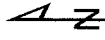
Specific Use Permit

Board of Adjustments

Development Agreements

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City Limits



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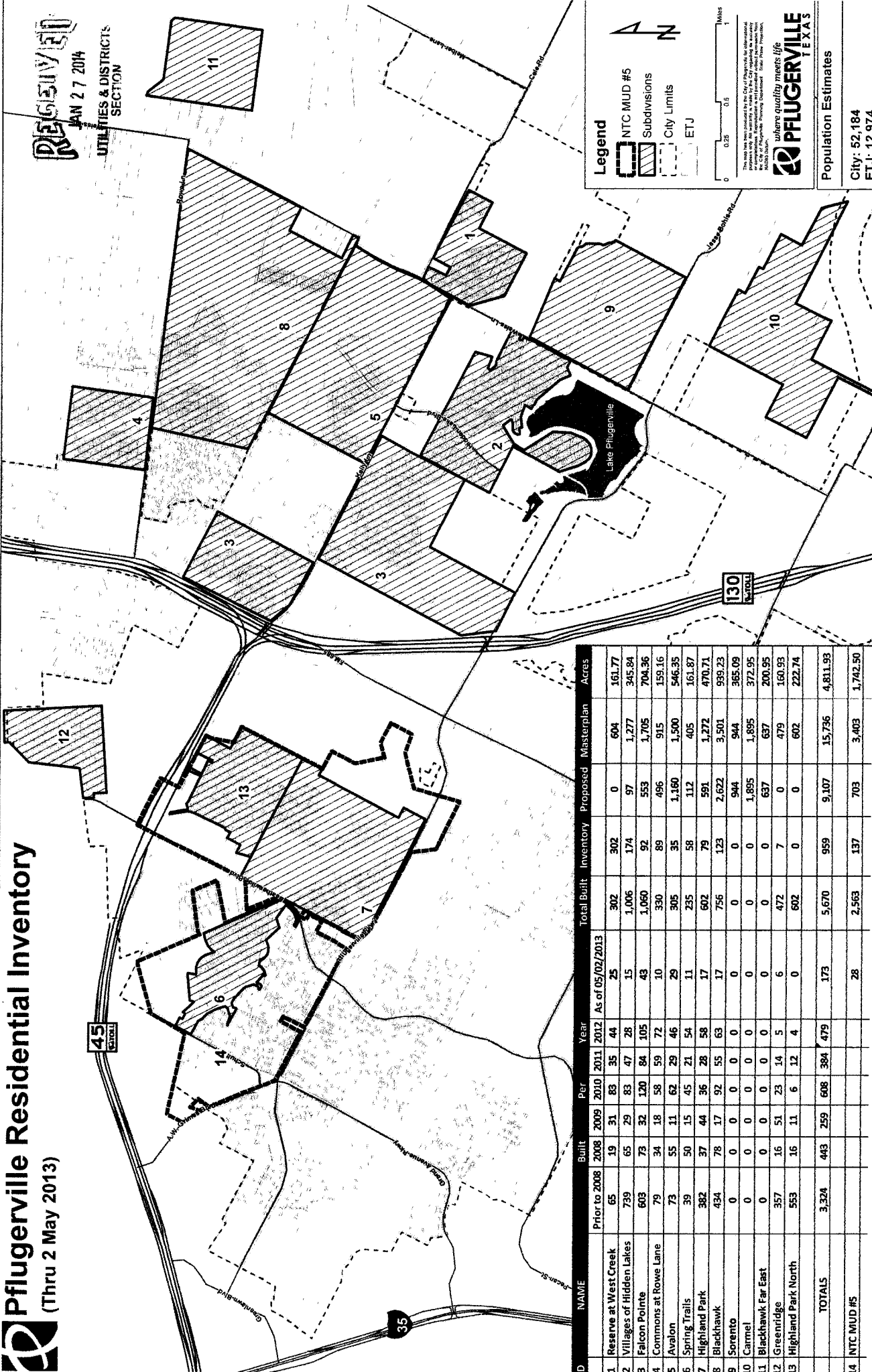


Pflugerville Residential Inventory

(Thru 2 May 2013)

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D	NAME	Prior to 2008				Built		Per		Year		As of 05/02/2013		Total Built	Inventory	Proposed	Masterplan	Acres
		2008	2009	2010	2011	2012	2013	2012	2013									
1	Reserve at West Creek	65	19	31	83	35	44	25		302	302	0	604	161.77				
2	Villages of Hidden Lakes	739	65	29	83	47	28	15		1,006	174	97	1,277	345.84				
3	Falcon Pointe	603	73	32	120	84	105	43		1,060	92	553	1,705	704.36				
4	Commons at Rowe Lane	79	34	18	58	59	72	10		330	89	496	915	159.16				
5	Avalon	73	55	11	62	29	46	29		305	35	1,160	1,500	546.35				
6	Spring Trails	39	50	15	45	21	54	11		235	58	112	405	161.87				
7	Highland Park	382	37	44	36	28	58	17		602	79	591	1,272	470.71				
8	Blackhawk	434	78	17	92	55	63	17		756	123	2,622	3,501	939.23				
9	Sorrento	0	0	0	0	0	0	0		0	0	944	944	365.09				
10	Carmel	0	0	0	0	0	0	0		0	0	1,895	1,895	372.95				
11	Blackhawk Far East	0	0	0	0	0	0	0		0	0	637	637	200.95				
12	Greenridge	357	16	51	23	14	5	6		472	7	0	479	160.93				
13	Highland Park North	553	16	11	6	12	4	0		602	0	0	602	222.74				
TOTALS		3,324	443	259	608	384	479	173		5,670	959	9,107	15,736	4,811.93				
14	NTC MUD #5							28		2,563	137	703	3,403	1,742.50				

Legend

NTC MUD #5

Subdivisions

City Limits

ETJ



0 0.25 0.5 1 Miles

Planning and Development Department
City of Pflugerville, Texas
where quality meets life



Population Estimates

City: 52,184

ETJ: 12,974