CNN Money 2014 Top 50 - Rank #20

CTWSC 2016

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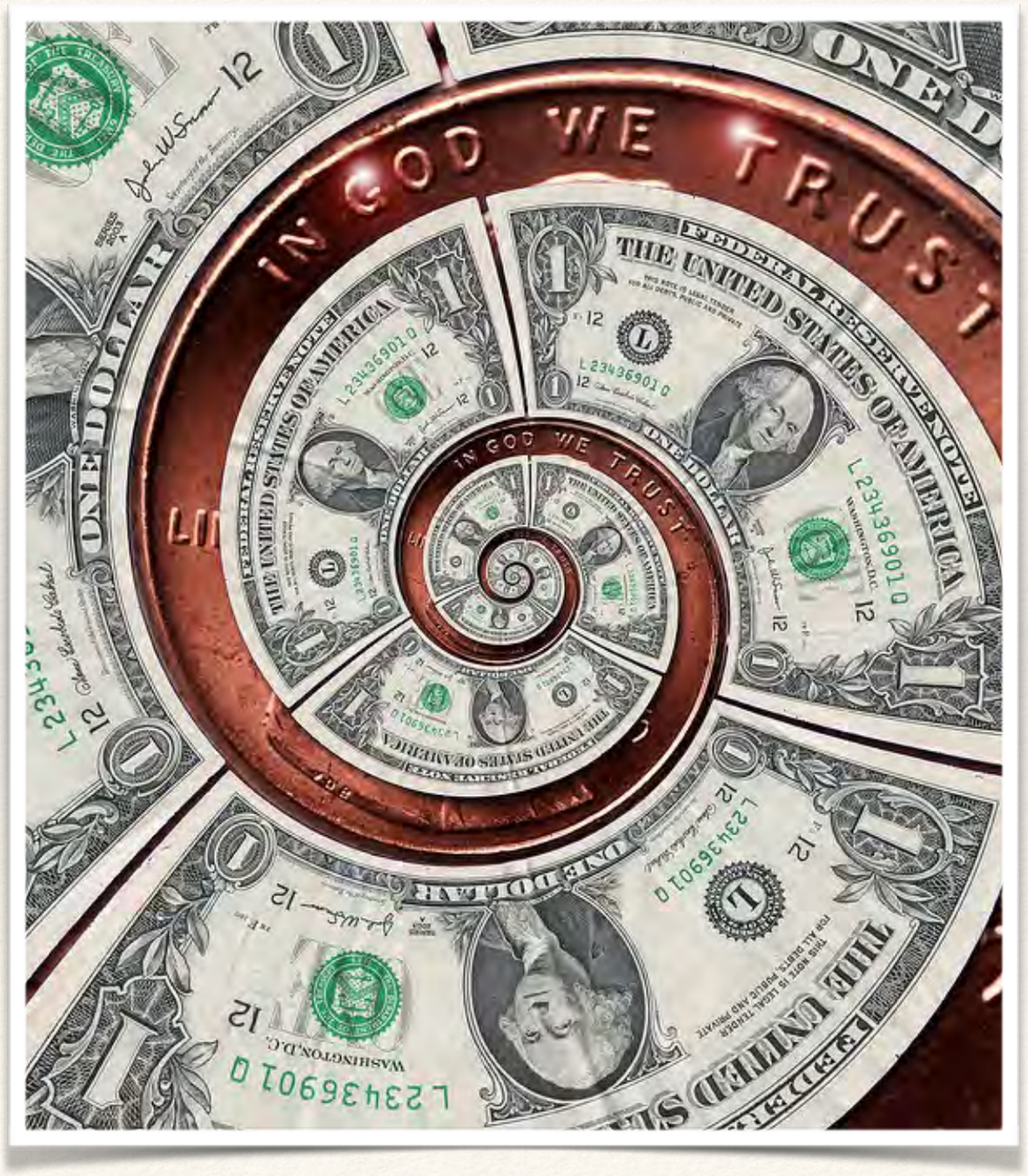
Economic Developers Do What?

- Policies and programs that
  - Attract new business to cities
  - Stimulate economic growth
  - Retain and help strengthen local businesses
  - Business finance, marketing, neighborhood development, tech transfer, real estate, BRE, special projects and more.



Pflugerville Community Development Corp

PCDC

- Type 4B Corporation
- Seven member board
- Non-profit, quasi-public
- Incentivize relocations, expansions, start-ups
- Market the community
- Assist with policies and programs that improve economic well being of the community

Pfun Pfigures

- 2015 Population - 55,239*
- 15,635 in ETJ*
- 155% Increase in Tax Base since 2007
- Median Age 35
- Average Wage - $79,000
- Diversity: 47 - 27 - 14 - 10 - 3

* City of Pflugerville; Other stats: **Census 2010, ACS 2013 5 yr.**

ID	NAME	RESIDENTIAL UNITS COMPLETED BY YEAR									PROPOSED TO BE BUILT	TOTAL BUILT	REMAINDER TO BE BUILT	ACRES
		Prior to 2008	2008	2009	2010	2011	2012	2013	2014	2015				
1	Reserve at West Creek	66	19	31	83	35	44	91	144	69	604	582	22	163.0
2	Villages of Hidden Lakes	715	65	26	83	47	35	48	43	46	1,285	1,108	177	345.8
3	Falcon Pointe	556	73	32	120	84	105	141	162	160	1,705	1,433	272	704.4
4	Commons at Rowe Lane	78	34	18	58	60	73	50	51	67	915	489	426	291.0
5	Avalon	72	55	11	62	29	46	49	80	144	1,500	548	952	546.4
6	Spring Trails	39	50	15	45	21	54	31	79	50	405	384	21	161.9
7	Highland Park	385	37	44	36	28	58	82	73	110	1,272	853	419	470.7
8	Blackhawk	436	78	17	92	55	63	52	56	52	3,501	901	2,600	939.2
9	Sorento	0	0	0	0	0	0	0	1	70	944	71	873	365.1
10	Carmel	0	0	0	0	0	0	0	0	0	2,317	0	2,317	723.0
11	Blackhawk Far East	0	0	0	0	0	0	0	0	0	637	0	637	201.0
12	Verona	0	0	0	0	0	0	0	0	0	324	0	324	148.3
13	Carrington Court	0	0	0	0	0	0	0	0	14	133	14	119	19.2
14	Belair	0	0	0	0	0	0	0	0	0	519	0	519	147.0
15	Penley Park	0	0	0	0	0	0	0	0	8	161	8	153	49.8
16	Huntington Park	0	0	0	0	0	0	0	0	0	128	0	128	20.8
17	Kuempel Townhomes	0	0	0	0	0	0	0	0	0	18	0	18	3.0
18	The Commons (Pacana)	0	0	0	0	0	0	0	0	0	1,250	0	1,250	45.9
19	Walden Square	0	0	0	0	0	0	0	0	0	62	0	62	14.2
20	Emerson Apartments	0	0	0	0	0	0	0	0	0	384	0	384	19.4
21	Townes on 10th	0	0	0	0	0	0	0	0	0	93	0	93	9.4
22	Mansions at Stone Hill Ph 2	0	0	0	0	0	0	0	0	0	399	0	399	23.2
23	Swenson Farms Condos Ph 1 & 2	0	0	0	0	0	0	0	0	0	136	0	136	37.1
	TOTALS	2,347	411	194	579	359	478	544	689	790	18,692	6,391	12,301	5,448.5

1/10th of Austin MSA Homes built in Pflugerville (2015)

Housing Boom

1,000 Homes Permitted in 2015

18,692 Master Planned

800+ Acres PCDC Project

One Thirty Commerce

Pflugerville, Texas

- Pecan / SH130
- 1,124,060 SF Office & Flex Industrial
- 2 Hotels - 312 Beds
- 20,000 SF Conference Center

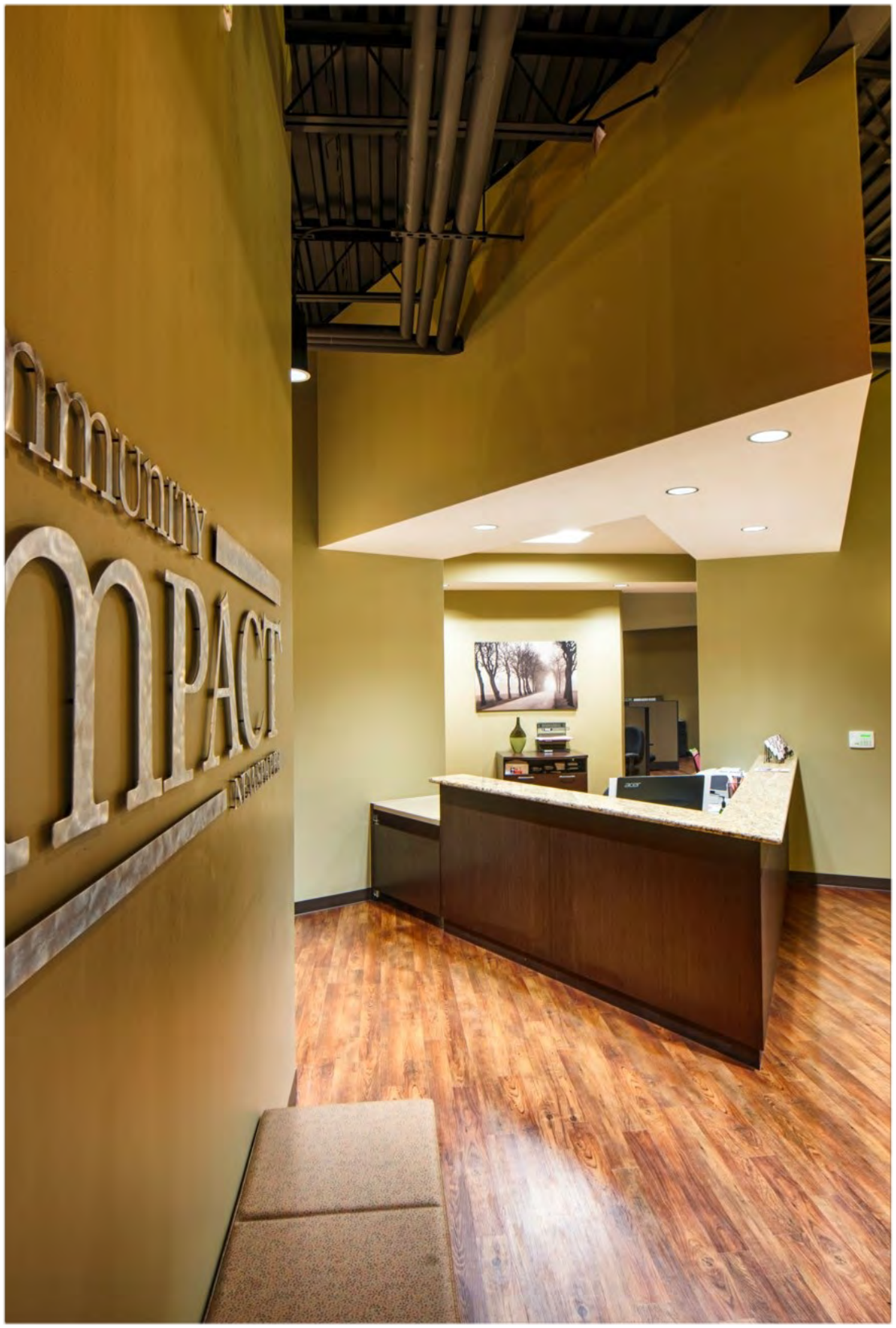
Community Impact Phase I

16,000 sf - Fastest growth media company in US

EXPANSION

Community Impact Phase II

- $5 Million Project
- 32,000 SF
- Class A Office; Printing Press



Pflugerville's FIRST Industrial Flex

130 Commerce Center

720,000 sf
Six 120,000 sf Buildings

New Businesses in Two New Buildings!!

130 Tenants

- TrackingPoint - 15,320 sf - 20 Jobs
- LifeLast - 24,000 sf - 18 Jobs
- EIEIO - 42,000 sf - 30 Jobs
- D-Bat - 18,000 sf - 10 Jobs
- Redline – 18,000 sf – 15 Jobs
- FinSpeed - 24,000sf - 20 Jobs
- EOS of North America - 45,000 sf - 74 jobs

Pflugerville's FIRST Hotel

Best Western Plus

$5 Million Project
70 Bed

CONCEPTUAL ELEVATION
PFLUGERVILLE, TX HOTEL & CONFERENCE CENTER

OXLEY WILLIAMS THARP

Pflugerville's FIRST Conference Center

Courtyard by Marriott

$20 Million Project
144 Bed
17,500 sf Conference Center
20 Jobs

Pflugerville's NEXT Industrial Flex Space

Cortec Precision

130,000 SF
100 Jobs

Pflugerville's FIRST Data Center

Thin-Nology

8,600 sf
16 Jobs

Pflugerville's LARGEST building

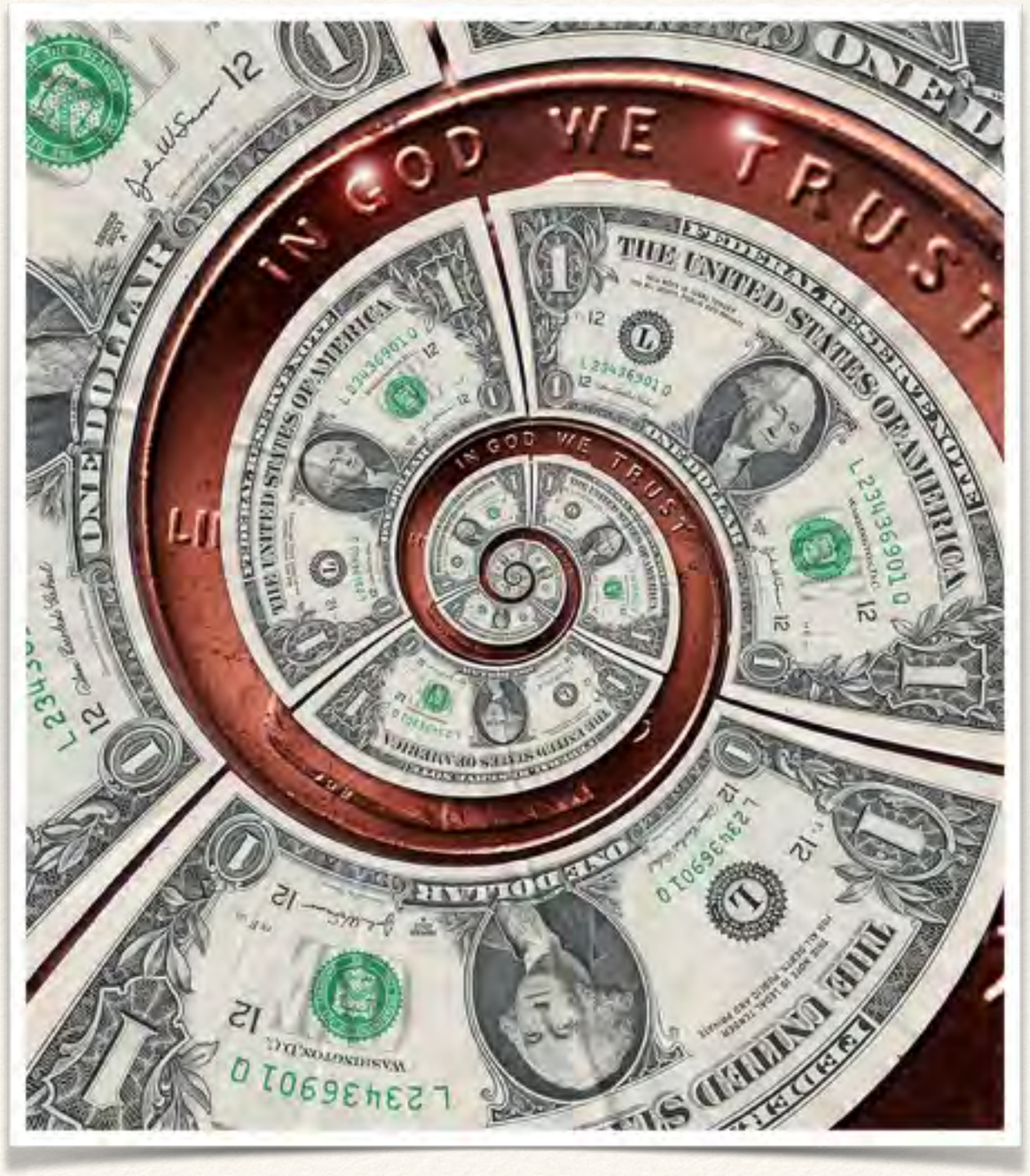
Fed-Ex Logistics Center

250,000 SF
$34 Million Project
115 Jobs

Return on our Investment!

End Sum Game

- $120 MM in CapX & Personal Property
- 577 New Jobs and Growing
- 2 New Hotels
- 20,000 sf Conference Center
- 5 Corporate Headquarters
- 1 North American Headquarters



Crossing the Pfinishline in Pflugerville

Other 2014 Projects

- Wetzel Engineering - 5,000 sf - 48 jobs
- Lauren Concrete - 6,000 sf - 9 jobs
- MTech - 33,000 sf - 265 jobs

Small Business Matters!

Entrepreneur Development

- Lil' Mamas - 5 jobs
- Danny's BBQ - 2 jobs

What's Water Got to Do With It?

EVERYTHING

FIRST Waterpark in Austin MSA

Hawaiian Falls

- 23.5 Million Project
- 22,000 sf entertainment center
- With 4,000 sf conference space
- Waterpark and Adventure Center
- Ropes Course & Zip Line

Water Wise?? Pflugerville says YES!

Decisions, Decisions

25-Acre Development	Annual Usage (gal)	Recycle Y/N	LCRA Reg K
100 Homes	14,143,750	No	Y
Hawaiian Falls	10-12,000,000	95%	Y

The PROCESS!

- Determine target industries based on strategic planning
- Go get 'em: inquiries, recruitment missions, trade shows, site selectors, real estate agents
- RFI/RFP: long on questions - short on time
- Do we want high volume water users? Yes/No
- What options exist??

Water

Are 1.1 million gallons per day available at the site? yes
Distance (ft or mi) to the closest water line serving the site: 2 miles or less
Indicate the size and capacity of the line serving the site: 8 inch – 12 inch
Indicate the capacity of the water system (gal per day): 21 M
Indicate the avg. utilization of the water system (gal per day): 10 M
Indicate the peak utilization of the water system (gal per day): 10 M
Indicate the excess capacity of the water system (gal per day) 11 M
Provide an average rate per 1,000 gallons for this project: potable water at wholesale rate of $3.50
Indicate any planned upgrades of the system, including the timeframe and funding of the project: n/a
If alternate water source is proposed, define in detail (aquifer, river, lake, etc.):
Please estimate the costs associated with extension of water lines to the site:

Industrial Waste Water Treatment

(1) Is industrial waste water treatment available at the site? yes Explain any special circumstances.
(2) Is treatment of 160,000 gallons per day of acrylonitrile with a content of 50 PPM to be reduced to local requirements permitted? yes Explain any special circumstances.
(3) Is treatment of 872,000 gallons per day of waste water with BOD of 90 PPM and COD of 50 PPM permitted? yes Explain any special circumstances.
(4) Distance (ft or mi) to the closest sewer line serving the site: 2 miles
(5) Indicate the capacity of sewer system (gal per day): 5.3 MGD
(6) Indicate the average utilization of waste water treatment system (gal per day): 4.3 MGD
(7) Indicate the peak utilization of industrial waste water treatment (gal per day): 4.3 MGD
(8) Indicate the excess capacity of industrial waste water treatment (gal per day): 1.0 MGD
(9) Provide an average rate per 1,000 gallons for this project:
(10) Indicate any planned upgrades of the system, including the timeframe and funding of the project:

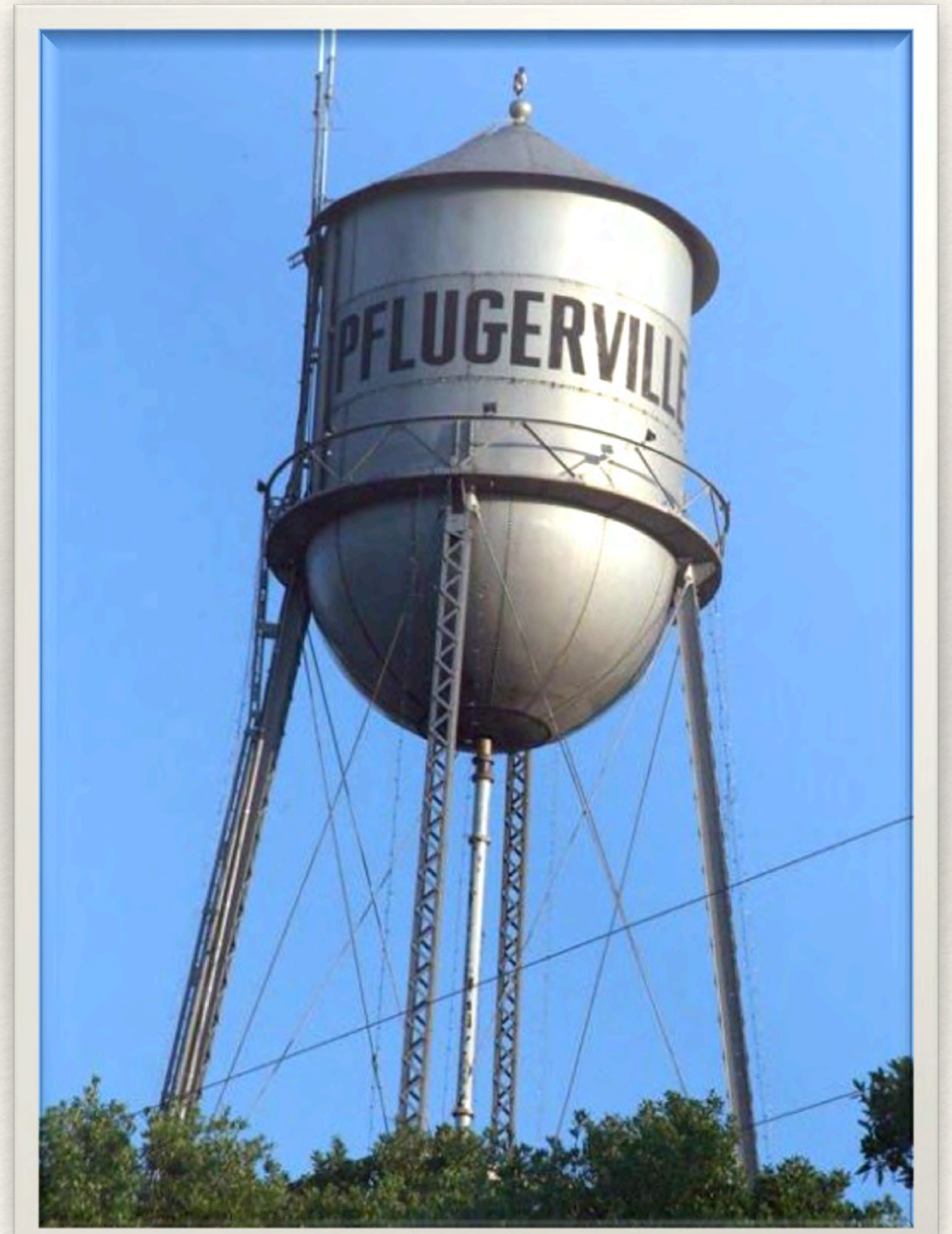
Coordinating with City Staff

The Story Goes…

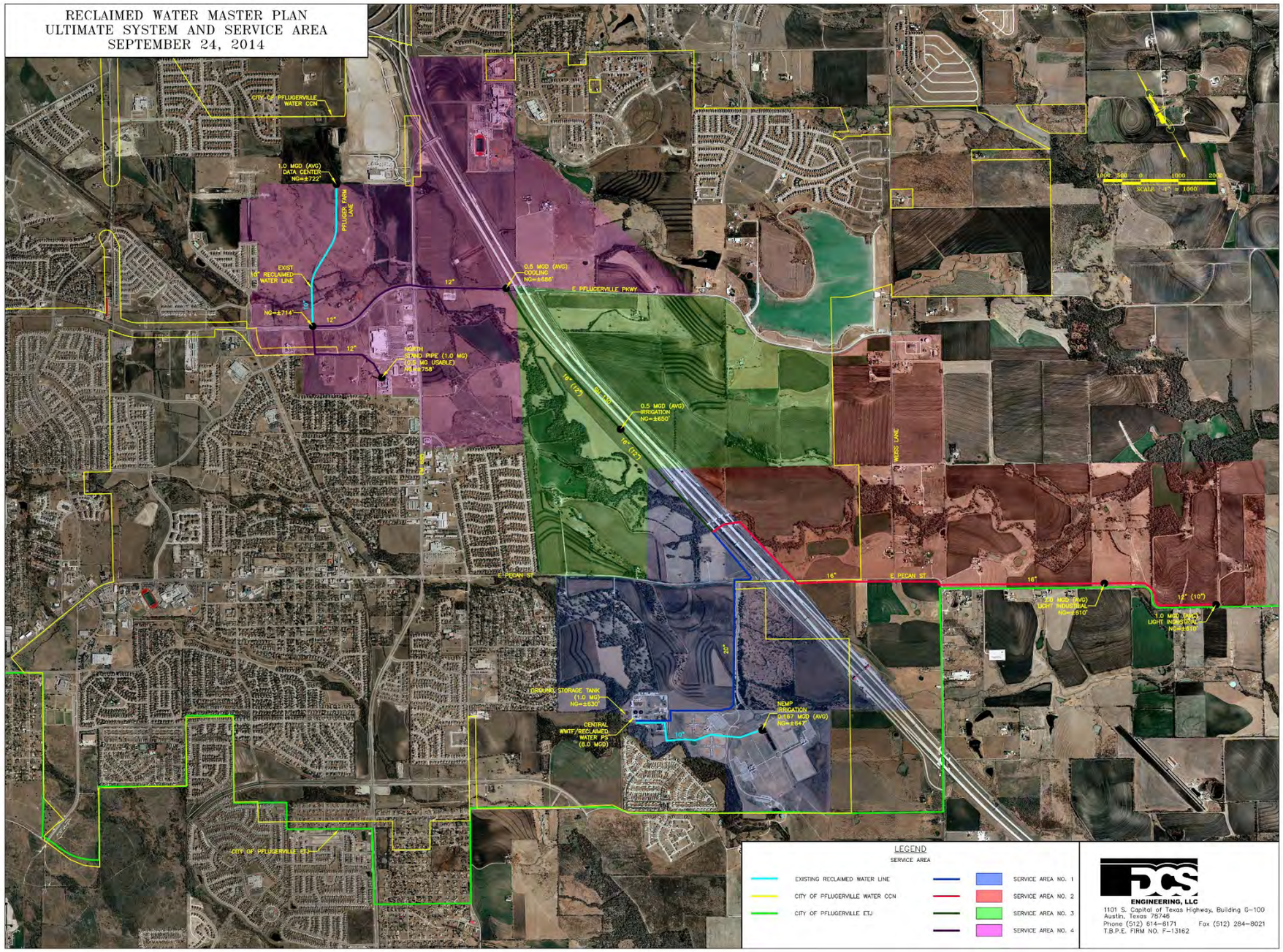
Got Reuse??

Reuse Water

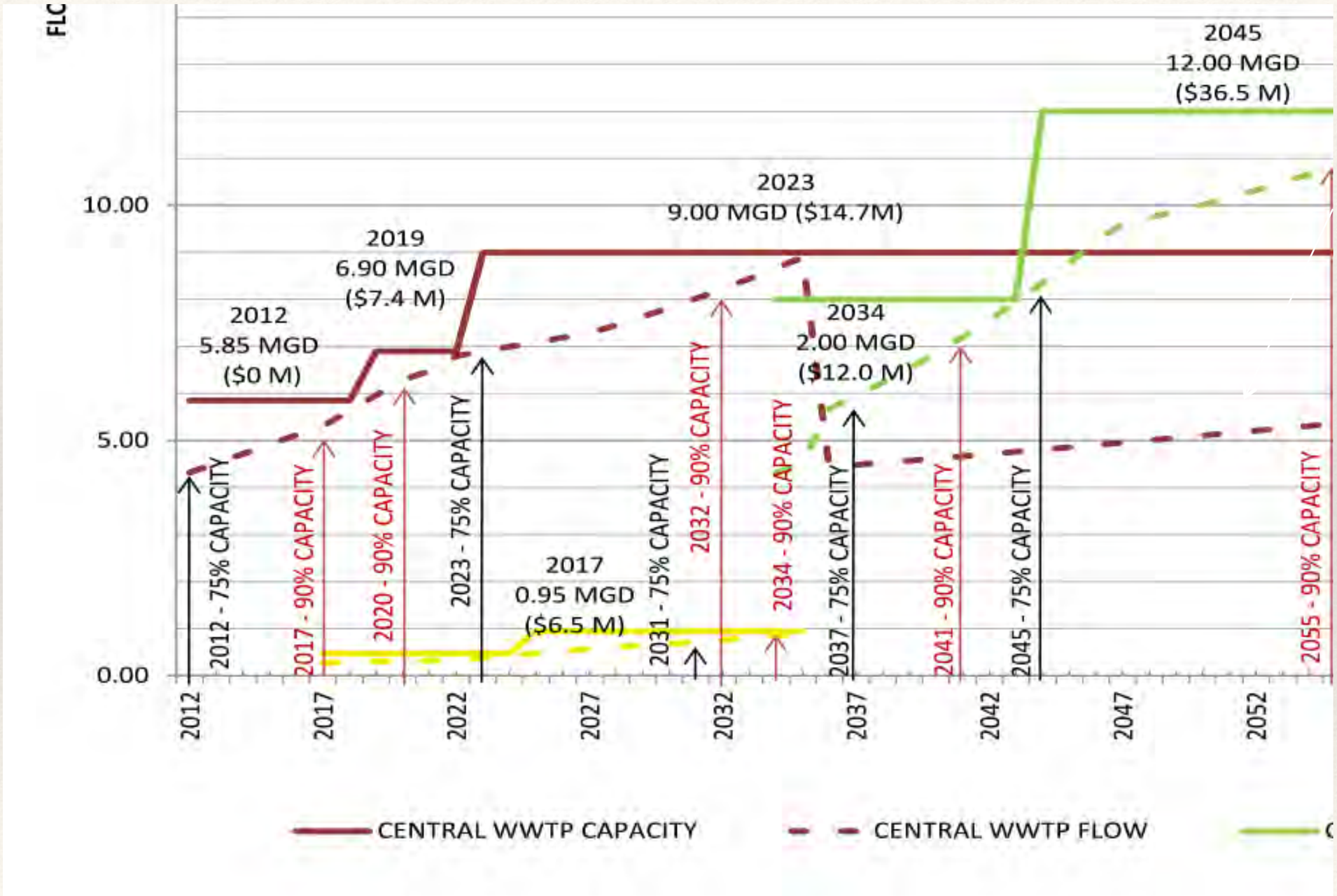
- Current capacity - 3.5MG
- 5 MG in 12 years
- Reuse is drought proof
- Doesn't impact potable water
- Identify service areas
- Estimate Capacities / Costs
- Who is picking up the check?



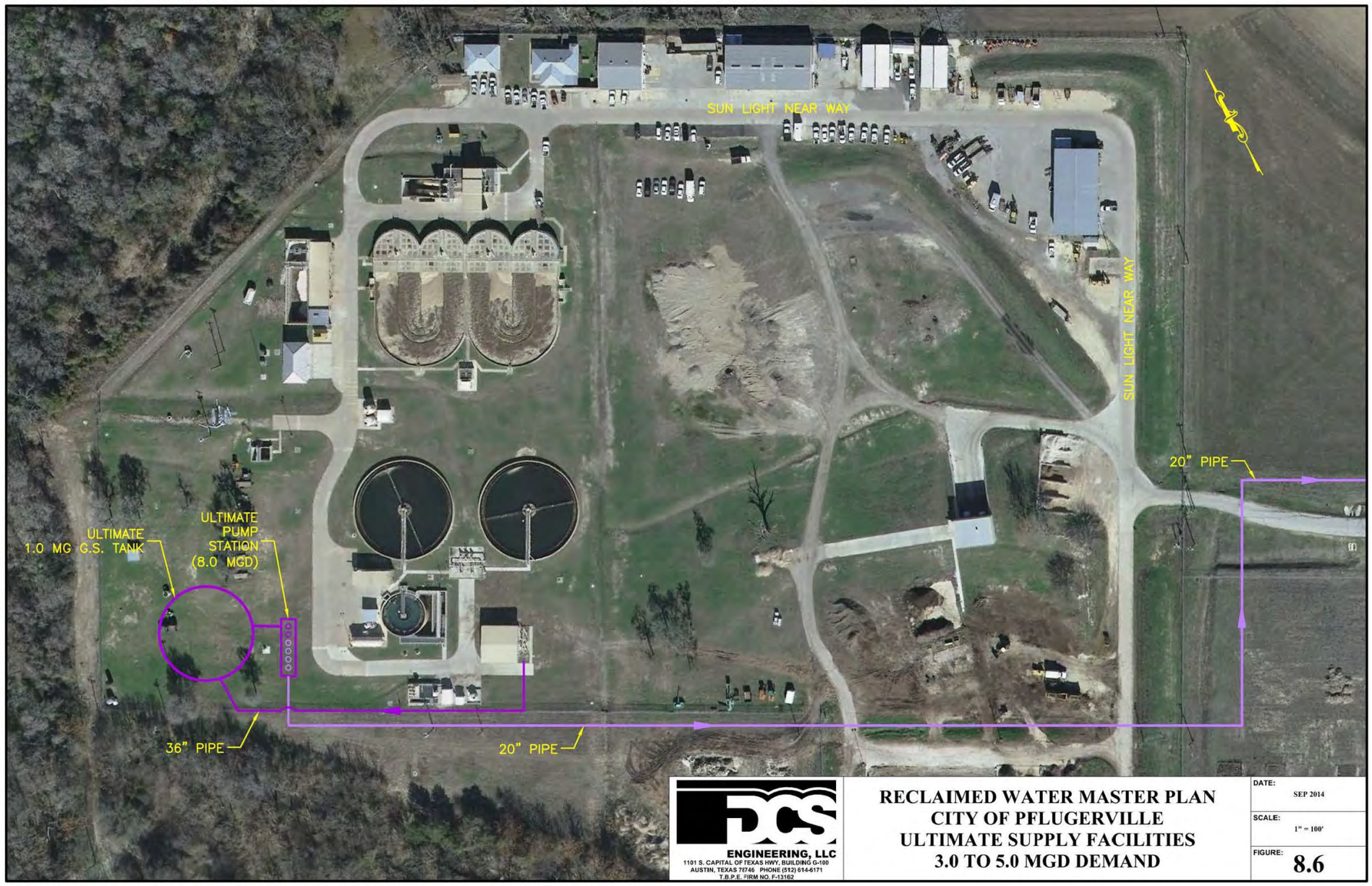
Service Areas Identified



Estimate Capacities



Infrastructure Plan



Take Home TIPS!

How Do YOU Get Involved??

- Get to know your ED staff
- Set quarterly meetings with public works and economic development to discuss projects – on both sides
- Make sure REUSE is not just a discussion but part of the Water Master Plan
- Know what your leadership will support

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