



Retail Recruitment Policy

Section 1. General Statement of Purpose

Pflugerville's situation within the rapidly growing Central Texas region will continue to make it attractive for new residents and businesses. With plenty of available land, Pflugerville's excellent location provides opportunities for new businesses and expanding businesses. Understanding the challenges facing the City, such as a lack of shovel-ready sites and limited utility infrastructure, the City has created the following Retail Recruitment Policy to guide recruitment of businesses that align with values and vision of Pflugerville.

The purpose of this policy is to guide economic development recruitment practices, limit leakage, and achieve the goals set out in the City's guiding documents. These documents include the [Strategic Plan](#), [Aspire 2040 Comprehensive Plan](#), [Parks, Recreation, and Open Space Master Plan](#), [Transportation Master Plan](#), [Water and Wastewater Master Plan](#), and the [Comprehensive Economic Development Strategic Plan](#). The recently adopted 2040 Vision Statement will guide the choices the city makes as it recruits businesses:

"Pflugerville thrives as a modern and charming community. Its diverse culture and heritage, atmosphere of inclusion, first-rate parks, vital infrastructure, employment opportunities, and entertainment options make Pflugerville a desirable place. These elements create a vibrant city with a high quality of life that fosters an environment appealing to people from all backgrounds."

Section 2. Goals and Objectives

Goal 1: ***Expand and diversify Pflugerville's retail economy to satisfy the demands of Pflugerville residents.***

Objective 1A: Establish target sectors and expansion targets.

Objective 1B: Collaborate with economic development partners (including education and workforce development service providers) to Pflugerville's maximum advantage.

Objective 1C: Collaborate with transit partners to provide and establish accessible networks of transportation to meet the demands of Pflugerville residents.

Goal 2: ***Support the expansion of Pflugerville's economy through proactive development efforts.***

Objective 2A: Encourage development of spec buildings of all sizes, through efforts to make locations "shovel-ready".

Objective 2B: Create an inventory of executive-level and service-level housing in Pflugerville, in conjunction with expanding businesses whose staff demand such housing.

Goal 3: ***Maintain competitive capacity for economic development in Pflugerville.***

Objective 3A: Keep incentive and other policies updated and competitive, in content and practice, with surrounding areas.



Objective 3B: Continue to engage community stakeholders to build and sustain a high level of support for the City's economic development programs.

Section 3. Pflugerville Community Development Corporation

The Pflugerville Community Development Corporation (PCDC) is the primary organization charged with promoting the economic development of the City of Pflugerville. The PCDC is a Texas 4B Economic Development Corporation that collects a one-half cent sales tax off taxable goods purchased in the City of Pflugerville for the purpose of promoting economic development in Pflugerville.

Section 3.1. Responsibilities

It is under this policy that the Pflugerville Community Development Corporation shall assist meeting the goals and objectives of this policy. The PCDC shall at a minimum:

- I. Establish connections with collaborative partners;
- II. Market and recruit retail opportunities for the City to execute 380 agreements;
- III. Establish target industries and expansion targets;
- IV. Encourage development of spec buildings and pad sites of all sizes, through efforts to make locations "shovel-ready";
- V. Keep PCDC and City knowledge of available housing, and the housing market in the City of Pflugerville;
- VI. Consider incentivizing pay for employees to afford to live in city limits and consider affordable housing during recruitment or expansion of businesses;
- VII. Keep PCDC and City incentives updated and competitive, in content and practice, with surrounding areas and;
- VIII. Continue to engage community stakeholders to build and sustain a high level of support for the City's economic development programs.

Section 4. Incentives

At a minimum, all Chapter 380 agreements shall include the following provisions:

- I. Recapture of all incentive value provided in the event of default by the party to the agreement;
- II. No assignment of the agreement in whole or part by the applicant without prior approval of the City; and
- III. Written certification annually by the Chief Financial Officer, President and/or other City approved designated officer of the entity receiving the incentive that it has complied with the terms and conditions of the incentive agreement.
- IV. Right of inspection to records must be provided to ensure compliance with the agreement.
- V. If a minimum number of jobs are part of the consideration provided by the City, the jobs must be maintained for the period established in the agreement.
- VI. All agreements must be entered into the Texas Comptroller database within 14 days of entering, amending, or renewing the agreement.