

RESOLUTION NO. _____

A RESOLUTION OF THE CITY OF PFLUGERVILLE, TEXAS APPROVING THE CREATION OF THE PFLUGERVILLE TOURISM PUBLIC IMPROVEMENT DISTRICT APPLICABLE TO HOTEL PROPERTIES WITH 70 OR MORE ROOMS WITHIN THE CITY; MAKING CERTAIN FINDINGS AS TO THE ADVISABILITY OF THE IMPROVEMENTS AND SERVICES TO BE PROVIDED WITHIN THE DISTRICT; RESOLVING OTHER MATTERS IN CONNECTION THEREWITH AS REQUIRED BY CHAPTER 372, TEXAS LOCAL GOVERNMENT CODE; AND PROVIDING OTHER MATTERS RELATED TO THE SUBJECT

WHEREAS, Chapter 372, Texas Local Government Code, Public Improvement District Assessment Act (the "Act"), authorizes cities to create public improvement districts and to levy assessments on property within them to pay the costs of public improvement projects that confer a special benefit on properties within the districts; and

WHEREAS, Section 372.0035 of the Act authorizes cities to create public improvement districts with common characteristics or uses for projects, specifically authorizing the creation of a tourism public improvement district made up of one or more hotels within a city's limits; and

WHEREAS, the City of Pflugerville (the "City") has worked with hotels within the City with seventy (70) rooms or more and the Texas Hotel and Lodging Association on the formation of a Tourism Public Improvement District ("TPID"); and

WHEREAS, City Council's previous review and approval of a proposed petition to create the TPID, as submitted by a representative of local hotels, indicated Council's support for a TPID program within the City; and

WHEREAS, a completed and fully executed petition, attached as **Exhibit A** (the "Petition"), has been examined, verified, and found to meet the requirements of Section 372.005 of the Act, and the Petition is found to be sufficient for consideration by the City Council; and

WHEREAS, the proposed Pflugerville Tourism Public Improvement District Service Plan (the "Plan"), attached as **Exhibit B**, is designed to strengthen and elevate tourism to Pflugerville, the Trail Capital of Texas, by increasing overnight stays and enhancing the overall visitor experience; and

WHEREAS, through strategic, focused investments directed by a Board of Directors made up exclusively of hotel representatives within the TPID along with

an ex-officio representative from the Pflugerville Convention and Visitors Bureau (Pflugerville CVB), the Plan will ensure that tourism initiatives reflect the unique character and priorities of the Pflugerville hospitality community; and

WHEREAS, the TPID will provide dedicated resources for Pflugerville to compete more effectively for leisure travelers, meetings, and group events with dedicated resources to grow market share, support local businesses, and generate sustained economic impact that benefits the entire Pflugerville community; and

WHEREAS, City Council has determined that the approval of this Resolution is in the best interest of the City and its residents;

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PFLUGERVILLE, TEXAS THAT:

SECTION 1. The Petition submitted to the City on June 24, 2026, as filed with the City Secretary, and attached as **Exhibit A**, complies with Section 372.005 of the Act. As such, City Council authorizes the creation of the Pflugerville Tourism Public Improvement District Corporation ("PftPID") and hereby adopts the Plan.

SECTION 2. Pursuant to the requirements of the Act, City Council, after considering the Petition for the proposed TPID and the evidence and testimony presented at the public hearing, finds and determines as follows:

(a) Advisability of the Services and Improvements Proposed for the TPID.

It is advisable to create the TPID and provide services and improvements described in this Resolution as the services and improvements will contribute to the growth of the City.

(b) Nature of the Services and Improvements. The TPID will provide special supplemental services related to the TPID, limited to advertising, promotion, activities and business recruitment activities that are authorized by the Act for improvement and promotion of the TPID, including supplemental marketing to increase hotel activity and the provision of supplemental sales activities including incentives by the TPID to organizations to encourage them to bring their meetings and events to Pflugerville. The TPID will supplement and enhance the existing marketing and sales services provided by the City within the area of assessment and may include contracts for services with third-party entities such as marketing firms and other entities.

(c) Estimated Cost of the Authorized Improvements; No Bonded Indebtedness. During the proposed 10-year period, the estimated annual cost of improvements and services provided by the TPID are estimated to range from approximately \$361,200 to \$560,340 annually; however, in no event shall the assessment amount exceed two percent of the price paid to hotels for a taxable room night in a hotel. The TPID shall not incur bonded indebtedness.

(d) Boundaries. The TPID will be located wholly within the City of Pflugerville, a Texas home-rule municipality. A map of the boundaries is included in **Exhibit C**. The boundaries of the TPID shall include only hotel properties with 70 or more rooms within the City.

(e) Method of Assessment. The TPID will be funded through a two percent assessment that will be levied against the taxable hotel room night sales by all hotels that have 70 (seventy) or more rooms within the City. The TPID assessment will only apply to hotel room night sales that are subject to local hotel occupancy tax. The TPID assessment will not apply to hotel room night sales that were fully paid for prior to the creation of the TPID or hotel room night sales that are pursuant to a group sales contract that was executed prior to the creation of the TPID and does not have a provision that allows for the addition of any new fees onto the hotel room night amount. The TPID assessments will be paid along with the remittance of local hotel tax by the hotels within the City using the same process that is applicable and used for the remittance to the City of local hotel tax by the hotel.

(f) Apportionment of Cost between the City and the TPID. The TPID shall pay the cost of the supplemental services described in the Petition by assessment against the hotels with seventy (70) or more rooms within the TPID. The City will not be obligated to provide any funds to the TPID other than from assessments levied on the TPID hotel properties.

(g) Advisory Body. The City will assign responsibility for the creation and application of a Service Plan to the Board of Directors for the PFTPID, of which board will be composed of hoteliers within the TPID.

SECTION 4. The TPID is authorized and created as a Public Improvement District under the Act, and named the Pflugerville Tourism Public Improvement District, in accordance with the findings set forth in this Resolution as to the advisability of the services and improvements. The TPID shall be subject to the terms, conditions, limitations, and reservations contained in the findings of this Resolution, the Act and other applicable laws.

SECTION 5. The City Secretary is directed to coordinate the filing of a copy of this Resolution with the county clerk of Travis County not later than the seventh day after the date of adoption of this Resolution. This Resolution shall take effect, and the TPID shall be deemed to be established effective upon adoption of this Resolution. The TPID may be terminated as provided by law. The assessments that will provide funding for the TPID shall apply to taxable hotel room night sales on eligible hotels within the TPID beginning October 1, 2026.

SECTION 6. The recitals contained in the preamble hereof are found to be true, and such recitals are made a part of this Resolution for all purposes and are adopted as a part of the findings of the City Council.

SECTION 7. Should any section, subsection, sentence, clause, or phrase of this Resolution be declared unconstitutional and/or invalid by a court of competent jurisdiction, it is expressly provided that any and all remaining portions of this Resolution shall remain in full force and effect. City Council declares that it would have passed this Resolution, and each section, subsection, clause, or phrase thereof, regardless of whether any one or more sections, subsections, sentences, clauses, or phrases are declared unconstitutional and/or invalid.

SECTION 8. All provisions of any resolution in conflict with this Resolution are hereby repealed to the extent they are in conflict. Any remaining portions of such resolutions shall remain in full force and effect.

SECTION 9. It is found, determined, and declared that the meeting at which this Resolution is adopted was open to the public and public notice of the time, place and subject matter of the public business to be considered at such meeting, including this Resolution, was given, all as required by Chapter 551 of the Texas Government Code.

SECTION 10. This Resolution shall become effective immediately upon its passage.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF
THE CITY OF PFLUGERVILLE, TEXAS:**

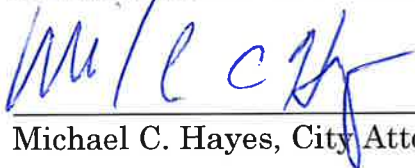
APPROVED AND ADOPTED, this the _____ day of _____ 2026.

Doug Weiss, Mayor

ATTEST:

Trista Evans, City Secretary

APPROVED AS TO FORM:



Michael C. Hayes, City Attorney