

**2014 Year in Review**

Due to Pflugerville's tremendous growth, rising home values, and quality of life opportunities, the city of Pflugerville was recognized as the 20th best city in America for a population of 50,000-300,000 by Money magazine.



Several road projects were completed including Colorado Sand Dr., Town Center Dr. and Pfluger Farm Ln.

Commercial outlets in the Stone Hill Town Center development continue to increase. The 130 Commerce Center included openings for Tracking Point, EIEIO and Community Impact Headquarters as well as others.

The 23 acre, year-round Pflugerville Hawaiian Falls Water and Adventure Park opened.



**Pflugerville At A Glance**

	<b>Fiscal Year 2005</b>	<b>Fiscal Year 2014</b>
Population	28,416	54,843
Employees	207	333
<b>Governmental Activities</b>		
Assessed Valuation	\$1,310,450,828	\$3,012,732,624
Total Tax Levy	\$8,389,615	\$17,325,352
Property Tax Rate	\$0.6400	\$0.5736
Sales Tax Revenue	\$1,554,752	\$5,658,163
Total Expense	\$16,084,063	\$46,546,739
Outstanding Debt	\$36,745,900	\$82,158,024
Miles of Parks Trails	14	31
Miles of Streets	126	206
Police Officers	51	100
<b>Proprietary (Utility) Fund</b>		
Program Revenue	\$16,306,625	\$34,606,050
Total Expense	\$11,381,519	\$22,666,953
Outstanding Debt	\$70,222,100	\$71,291,976
Miles of Water Lines	110	211
Mi. of Wastewater Lines	125	202
Water Customers	8,707	14,651
Sewer Customers	9,417	15,514



**PAFR** Popular Annual Financial Report  
Fiscal Year Ended September 30, 2014

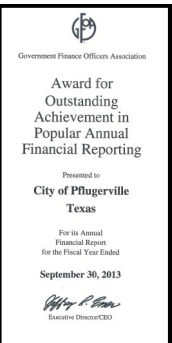
**Elected Officials  
As of September 30, 2014**

Mayor	Place 1	Place 2
<b>Jeff Coleman</b>	<b>Wayne Cooper, Mayor Pro Tem</b>	<b>Brad Marshall</b>
Place 3	Place 4	Place 5
<b>Omar Peña</b>	<b>Starlet Sattler</b>	<b>Victor Gonzales</b>

**City Staff**

- Brandon Wade, **City Manager**
- Trey Fletcher, **Assistant City Manager**
- Lauri Gillam, **Assistant City Manager**
- Tom Word, **Assistant City Manager**
- Chuck Hooker, **Police Chief**
- Karen Thompson, **City Secretary**

**100 East Main St.**  
**Pflugerville, TX 78660**  
**Phone: 512-990-6100**  
**Fax: 512-251-5768**  
**Website: Pflugervilletx.gov**



As part of our continuous effort to keep you informed of how your tax dollars are being spent, we are pleased to present the 2014 Popular Annual Financial Report (PAFR). The PAFR is a summary of the financial activities of the City's governmental activities and governmental funds as presented in the 2014 Comprehensive Annual Financial Report (CAFR). The PAFR does not include information on the City's component unit, Pflugerville Community Development Corporation and provides only limited information on the City's proprietary fund. The CAFR, which includes all funds and one component unit, was prepared in conformance with generally accepted accounting principles (GAAP) and includes financial statements audited by Davis Kinard and Company, PC, Certified Public Accountants.

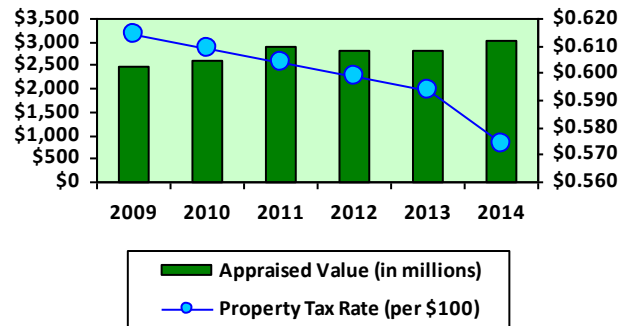
**The CAFR is available at the Pflugerville Public Library, 1008 West Pfluger Street; City Hall, 100 East Main Street; and on the City website: [www.Pflugervilletx.gov/finance](http://www.Pflugervilletx.gov/finance)**

**Principal Employers**

- |                        |                      |
|------------------------|----------------------|
| 1 Pflugerville ISD     | 6 Target             |
| 2 Wal-Mart             | 7 Flextronics        |
| 3 City of Pflugerville | 8 Avant Technologies |
| 4 Mtech                | 9 Titus Systems      |
| 5 HEB Grocery          | 10 Home Depot        |

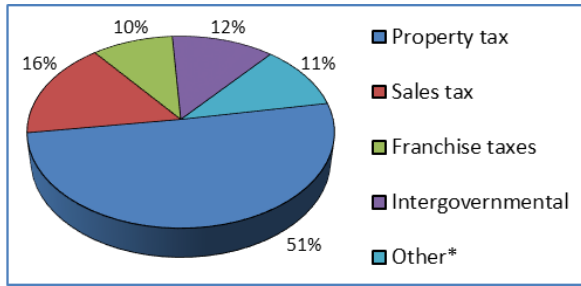


**Appraised Value/Tax Rate**



## Where the Money Comes From

### Governmental Revenues



\*Consists of: Licenses & permits, fines & forfeitures, charges for services, other income

Governmental funds include the general fund, special revenue fund, debt service fund, and capital project fund. In fiscal year 2014 property tax revenue remained static due to new commercial development in the City limits offset by the reduction of the tax rate. Sales tax revenue increased by \$824,799 (17%) and Licenses/Permits increased \$331,083 (25%) as the result of construction of numerous development projects, plans submitted for new phases of subdivision construction, and an increase in residential permits. Intergovernmental revenue increased by \$1,931,091 (85%) as the result of developer contributions for completion of Colorado Sand Drive and Town Center Drive.

For the tenth year in a row, the property tax rate was lowered— reduced by \$0.0204 in 2014.

Revenue Sources	FY 2014	FY 2013
Property tax	\$17,316,196	\$17,129,344
Sales Tax	5,658,163	4,833,364
Franchise taxes	3,322,550	2,913,034
Intergovernmental	4,191,898	2,260,807
Licenses and permits	1,662,962	1,331,879
Fines and forfeitures	1,116,376	1,131,185
Charges for services	527,631	575,168
Other income	457,643	327,370
<b>Total Revenue:</b>	<b>\$34,253,419</b>	<b>\$30,502,151</b>

# Financial Highlights

- \* The assets of the City of Pflugerville’s governmental activities exceeded its liabilities at the close of the fiscal year by \$135,677,873. Assets include cash and investments, land, streets, buildings, equipment, and construction in progress.
- \* The City of Pflugerville’s total debt outstanding increased \$175,000 (0.1%) during fiscal year 2014. The key factor in this increase was the issuance of \$4,980,000 of combination tax and revenue certificates of obligation for infrastructure projects.

## Major Governmental Funds

**Governmental Funds** are funds generally used to account for tax-supported activities.

The **General Fund** accounts for revenues and expenditures associated with the general obligations of the City that are not required to be accounted for in separate funds. Reported within the General Fund is the *General Reserve Funds*. These reserve funds are committed for small, one-time capital expenditures and vehicle replacements approved by the City Council.

The **Special Revenue Fund** accounts for proceeds of specific revenue sources that are legally restricted for specific purposes (e.g. Deutschen Pfest, Pflugerville ISD Police Department, drug seizure funds, grant monies, PEG and TIRZ).

The **Debt Service Fund** is used to account for the accumulation of resources for, and the payment of, general long-term debt principal, interest, and related costs.

The **Capital Projects Fund** accounts for the financial resources used for the construction and/or acquisition of major capital facilities.

- \* The City Charter requires a general fund balance reserve equivalent to 25% of general fund operating expenditures each fiscal year. At the end of fiscal year 2014, unassigned fund balance for the general fund was 50.4% of operating expenditures.
- \* The City’s governmental funds reported combined ending fund balances, the difference between the funds’ assets and liabilities, of \$20,701,918. This was a decrease of 12.4% - directly related to increased capital project expenditures for road improvements.

## Governmental Fund Balances

Fund Balances	FY 2014	FY 2013
<b>Restricted for:</b>		
Debt service	\$2,602,615	\$2,567,899
Capital projects	3,428,832	8,367,504
Specific programs	673,065	580,408
<b>Committed for:</b>		
General reserves	2,570,078	2,431,872
Specific programs	267,817	163,644
<b>Assigned for:</b>		
Specific programs	5,553	4,683
<b>Unassigned</b>	<u>11,153,958</u>	<u>9,512,772</u>
<b>Total fund balances:</b>	<b>\$20,701,918</b>	<b>\$23,628,781</b>

**Restricted** fund balance includes amounts that can be spent only for the specific purposes stipulated by constitution, external resources, or through enabling legislation.

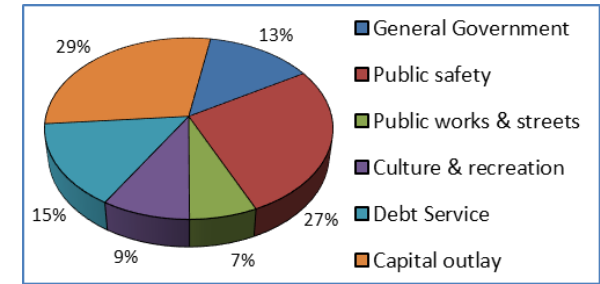
**Committed** fund balance is established and modified by a resolution from City Council and can be used only for specified purposes.

**Assigned** fund balance is intended to be used by the City for specific purposes but does not meet the criteria to be classified as restricted or committed.

**Unassigned** fund balance is the residual classification for the City’s general fund and includes all spendable amounts not contained in the other classifications.

## Where the Money Goes

### Governmental Expenditures



The City’s governmental funds spending in fiscal year 2014 reflects the priorities set by the City Council. The City maintained its funding levels for all City services: administrative services, parks and recreation facilities and programs; library operations; street and drainage maintenance and public safety. Capital outlay for \$12.5 million, which included the purchase of infrastructure, equipment and road and drainage projects, was the largest expenditure. Public safety, which includes police operations and building inspection, was the next largest expenditure. Total expenditures for all governmental funds increased 19%. This increase is mostly attributable to the increase in capital outlay expenditures for road and infrastructure projects.

Expenditures	FY 2014	FY 2013
General Government	\$4,879,751	\$4,888,801
Public safety	11,564,074	10,977,186
Public works and streets	2,889,044	2,725,428
Culture and recreation	3,771,017	3,633,939
Debt service	6,470,434	6,103,008
Capital outlay	<u>12,545,026</u>	<u>7,953,945</u>
<b>Total Expenditures:</b>	<b>\$43,119,346</b>	<b>\$36,282,307</b>