



City of Pflugerville

Legislation Details (With Text)

File #: 2020-8551 **Version:** 1 **Name:**
Type: Agenda Item **Status:** Approved
File created: 8/25/2020 **In control:** Pflugerville Community Development Corporation (PCDC)
On agenda: 8/25/2020 **Final action:** 8/25/2020
Title: Approving an Economic Development Performance Agreement (EDPA) between Pflugerville Community Development Corporation (PCDC) and Football Fit Pflugerville, LLC, not to exceed \$150,000 for the purpose of marketing and advertising the City of Pflugerville.

Sponsors:

Indexes:

Code sections:

Attachments: 1. FINAL EXECUTED EDPA 2020.8.19, 2. COWBOYS FIT presentation slide

| Date | Ver. | Action By | Action | Result |
|-----------|------|--------------|----------|--------|
| 8/25/2020 | 1 | City Council | Approved | Pass |

Approving an Economic Development Performance Agreement (EDPA) between Pflugerville Community Development Corporation (PCDC) and Football Fit Pflugerville, LLC, not to exceed \$150,000 for the purpose of marketing and advertising the City of Pflugerville.

PCDC staff and Board previously considered a draft version of an EDP proposal during their regular meeting on June 27, 2020 and directed staff to complete a final version of an EDPA signed by Project Pfit for consideration, and to discuss the agreement with City Council in a future executive session. The Executive Director reviewed the deal points of the EDPA with City Council during their workshop executive session on August 11, 2020. The project was discussed and considered at the PCDC regular meeting Wednesday, August 19, 2020 in which the Board voted (7-1) to approve the EDPA pending an affirmative vote of the Council on this item.

Prior City Council Action

All EDPAs approved by PCDC must be presented to City Council for final consideration.

Deadline for City Council Action

Action is requested on August 25, 2020.

Funding Expected: Revenue ___ Expenditure ___ N/A ___

Budgeted Item: Yes ___ No ___ N/A ___

Amount: There is no impact to the City of Pflugerville budget. No impact on the PCDC FY20 budget. EDPA will be budgeted annually over 3 years in FY21-FY23; reimbursement is capped at \$50,000 in any given year; total possible marketing grant is \$150,000.

1295 Form Required? Yes ___ No x ___

Legal Review Required: N/A ___ Required x ___ Date Completed: Final review by PCDC Attorney on 8/19/2020

Supporting documents attached:

Economic Performance Agreement
Presentation Slide

Recommended Action

Approve the Economic Development Performance Agreement (EDPA) between Pflugerville Community Development Corporation and Project PFit, not to exceed \$150,000 for the purpose of marketing and advertising the City of Pflugerville as presented.