



# FY2020

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## ANNUAL REPORT

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# WHAT'S INSIDE

**03** | A LETTER FROM THE CHAIRMAN

**04** | OUR STRATEGIC VISION - COMMUNITY STRATEGIC PLAN

**05** | MOVING. FORWARD. TOGETHER - 3-YEAR REVIEW

**06** | FORWARD MOVEMENT - REDEVELOPMENT PROGRAM

**08** | PEDC ACCOMPLISHMENTS & FINANCIAL REVIEW

**09** | MARKETING REPORT CARD

**10** | PASADENA LOVES LOCAL CAMPAIGN RECAP

**11** | OFFICERS, DIRECTORS & STAFF

# MOVING. FORWARD. TOGETHER.

## A LETTER FROM THE CHAIRMAN

Dear friends, colleagues, and community partners,

On behalf of the Board of Directors of the Pasadena Economic Development Corporation (PEDC), I am pleased to present you with the FY 2020 Annual report.

Last year was marked not only by its challenges, but by how the world handled them. I am proud of the meaningful impact that PEDC made in 2020. We have made some headway and we intend to build on it.

The path forward was not a straight one. We began 2020 with a strategic game plan and goals, then the COVID-19 pandemic changed the world, disrupting how we live, work, and do business. Embracing our new reality, the PEDC team pivoted and refocused to align to the needs of our community.

Community is at the heart of everything we do at the Pasadena Economic Development Corporation. The pandemic was no different as our team quickly stepped up to develop a plan to assist our local business community. Our Board and Staff worked to develop a program that would aid the most vulnerable in our business community to ensure business continuity. Through lengthy conversations, brainstorming sessions, and a partnership between PEDC, the City of Pasadena and the Pasadena Chamber of Commerce the *Pasadena Loves Local* campaign was born.

Through this program PEDC was able to provide grants to **168 small businesses** in our community, while also providing helpful tools and resources to help our businesses adjust to the ever-changing environment we faced in the year.

Redevelopment efforts also continued to be at the forefront of our minds and a key priority to our program of work. I am proud of the progress our team has made with planning efforts for future developments and the beginning of other exciting projects such as *Shaw Avenue*.

Today, things may look a lot different, but one thing remains the same: the resiliency of our City. The PEDC team is committed to continue to drive real impact and continue to grow on the momentum we are seeing across the board in 2021.

Sincerely,

*Steve Cote*

Steve Cote, Chairman  
PEDC



# OUR STRATEGIC VISION

## COMMUNITY STRATEGIC PLAN

In 2018 PEDC partnered with TIP Strategies on the development of a community strategic plan that took months of extensive research including interviews and meetings with over **100 community stakeholders**.

The plan serves the community as an organizational management tool used to set priorities, focus energy and resources, strengthen operations and ensure key entities are working toward a common goal. Additionally, the plan focuses on the main functions in which PEDC

holds the greatest potential to effect positive change within our City, and also outlines **six main goals and strategies** designed to generate new private sector investment, business growth, job creation and a growing local tax base for the City of Pasadena. The six major goals and

areas of focus are outlined below. This report also highlights some of the efforts PEDC is working on to address these goals.

To learn more visit [PasadenaEDC.com](http://PasadenaEDC.com)

## STRATEGIC PLAN PRIORITIES



Marketing & Image



Business Development



Workforce



Catalyst Projects



Tourism & Retail



Support Structures for Economic Development

# 3-YEAR REVIEW

## ACCOMPLISHMENTS

### BY THE NUMBERS

Over the last 3 years our organization has worked to truly move the needle on some key projects in the community.

Given the extraordinary circumstances that we all faced in 2020 with the COVID-19 pandemic, some things have slowed down; however, our team has pivoted and remained focused on addressing critical projects for our City.

Below is a quick glance at some major accomplishments.



**\$2.5 Billion**  
in capital  
investment



**120 new business**  
and expansions



**\$168,000 in grants**  
for small business



**\$60,000 in grants**  
for business façade  
improvements



**2,300**  
new  
jobs

# FORWARD MOVEMENT

## REDEVELOPMENT PROGRAM

Despite the challenges that 2020 brought, the Redevelopment Department continued to support Pasadena's economic vitality by focusing on key infrastructure investments, quality of life & placemaking investments, and building local capacity through planning, research and grant-making. The Department's success is due to the spirit of collaboration among public and private entities in our City and region. The strong partnerships between the **PEDC** and the **City's Public Works, Planning, and Parks and Recreation Departments** ensures that we are operating efficiently and saving public dollars. These partnerships coupled with the outreach and engagement support from **Pasadena Chamber of Commerce, Pasadena Health Coalition, and Neighborhood Network** have yielded strong community supported projects that provide broad economic support, growth and prosperity. Finally, with the regional support and technical assistance of **Houston-Galveston Area Council, TX Department of Transportation, and Harris County, Precinct 2**, it ensures that Pasadena's redevelopment projects and priorities are allied with our regional partner's priorities.

### FY 2020 MILESTONES & ACCOMPLISHMENTS

#### INFRASTRUCTURE INVESTMENTS

**SHAW AVENUE  
PHASE I**

**\$2.8M Infrastructure improvement project** that includes roadway repaving, widening sidewalks, upgraded utilities.  
**\$1M Pedestrian improvement project** to include paving sidewalks, crosswalks, pedestrian lighting, trees/plantings and pedestrian furniture.

**RICHEY STREET  
PHASE II**

**\$60K Planning and design work completed for Richey Street** between Southmore Avenue and South Houston Blvd. Engineering to be completed in Summer 2021. Construction is slated to commence in Q4 of 2021.

# FY 2020 MILESTONES & ACCOMPLISHMENTS CONTINUED

## QUALITY OF LIFE & PLACE MAKING INVESTMENTS

### Vince Bayou Greenway Trail Planning & Design

**\$48K** Contract with **Houston Parks Board** to plan and design the first trail **segment connecting Memorial Park to Strawberry Park.**

### Shaw Avenue District Mural Project

**\$85K** allocated to **8 artists** to design concepts for **Shaw Avenue District north of 225.**

### RT 225 Gateway Monument

**\$350K** allocated to build gateway monument. This monument will feature our new community brand and will contribute to the beautification of our city.

## CAPACITY BUILDING & SUPPORT STRUCTURES



### Grants | Business Façade Program

**Awarded \$40K** in grants through our Business Façade Program. The program is designed to aid local small business development and city revitalization.



### Planning | Pasadena Livable Centers Study

PEDC coordinated with the City's Planning Department to create the first Pasadena Livable Centers Project.

The project was completed and adopted. Three of the eleven recommendations are currently in implementation phase.

# IT TAKES A TEAM AWARD WINNING PEDC



For the third year in a row, the Texas Economic Development Council has recognized the Pasadena Economic Development Corporation with the Economic Excellence Award.

The Economic Excellence Award Program provides recognition to economic development agencies that meet a desired threshold of training and professionalism. The Texas EDC is the pre-eminent organization advocating professional economic development in Texas.

PEDC was awarded a Gold Rank for its Pasadena Pulse E-Newsletter, a project in the category of Magazine and Newsletter of the IEDC.

IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. 35 award categories honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. Awards are judged by a diverse panel of economic and community developers from around the world, following a nomination process held earlier this year. IEDC received over 500 submissions from 4 countries.

## PEDC FY 2020 FINANCIAL REVIEW

	FY 2019 Year-end Actual	FY 2020 Year-end Actual
<b>Operating Revenues</b>		
Sales Tax	\$12,034,005.04	\$12,222,972.22
Interest Income	\$1,215,578.68	\$510,099.29
Miscellaneous	\$18,101.27	\$52,191.56
T/I (Transfer-In)	-	\$801,013.25
<b>TOTAL</b>	<b>\$13,267,684.99</b>	<b>\$13,586,276.32</b>
<b>Expenditures</b>		
Contractual Services*	\$1,708,013.01	\$2,375,408.51
Materials & Supplies	\$46,259.49	\$38,068.65
Capital Investments	\$6,086,836.34	\$5,685,172.00
Debt Expenses	\$1,036,238.06	\$10,901.19
<b>TOTAL</b>	<b>\$8,877,346.90</b>	<b>\$8,109,550.35</b>

\*Contractual Services include but are not limited to salaries, marketing, incentives, legal fees, strategic plan implementation services and other related professional services.

PEDC was created in 1998 as a nonprofit, Type B corporation under the Texas Development Corporation Act. It is financed by a half-cent sales tax collected in the City of Pasadena. State law allows the city to collect this sales tax to pursue specifically authorized economic development activities in the city.

The seven members of PEDC's Board of Directors are appointed by and serve at the discretion of the City of Pasadena Mayor and City Council. The Corporation's annual budget is approved by City Council.

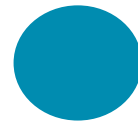


# MARKETING REPORT CARD



## FACEBOOK:

**40%** Increase in followers & **780%** increase in impressions from 2019



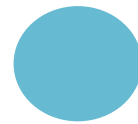
## TWITTER:

**30%** Increase in followers & **160%** increase in impressions from 2019



## LINKEDIN:

**55%** Increase in followers & **230%** increase in impressions from 2019



## PASADENAEDC.COM

**35%** Web Traffic Increase from 2019

## Are **YOU** Following?



The PEDC continues to enhance its marketing efforts to match Pasadena's growing business environment and international appeal. As stated in PEDC's strategic plan, marketing and image are and will continue to be a priority for the organization.

The PEDC team is committed to ensuring our materials contain information that is relevant and enticing while also utilizing the latest technology for marketing purposes. PasadenaEDC.com will soon have a new appearance. The focus on the website is critical to properly market Pasadena to site selectors, brokers and executives across the globe. The PEDC uses its website as one of the primary marketing tools providing relevant information to all corners of the world. Stay tuned for new features coming Q2 of 2021.

# PASADENA LOVES LOCAL

## GRANT PROGRAM & MARKETING CAMPAIGN

The Pasadena Loves Local Campaign was designed to bring the community together and to create opportunities to support local businesses. The campaign came to life as a result of collaboration between **the Pasadena Economic Development Corporation, the Pasadena Chamber of Commerce and the City of Pasadena** - organizations who were looking for a proactive way to help the small business community as the city transitioned

into the rebuilding phase from the COVID-19 pandemic. In addition to providing marketing exposure and helpful resources for local businesses, the campaign provided financial support to businesses during the unprecedented times through the Pasadena Cares Financial Assistance Grant Program.

“The grant program provided some of our struggling businesses with a much needed

financial aid,” said Suzette McDowell, Marketing Manager for PEDC. “But we look at this entire program as a long term source of resources and tools to help them succeed and continue their growth.”

Through the Pasadena Cares Grant Program PEDC was able to award **\$1,000 grants to 168 small businesses** in the community.

“This contribution will help us relieve some of the struggles from the pandemic. I am grateful for all the support,” said Maria Salinas, Owner of Bella Terra.

To learn more about the campaign and ways that you can engage visit [PasadenaLovesLocal.biz](https://PasadenaLovesLocal.biz).



# Officers & Directors



Steve Cote  
Chairman



Rick Lord  
Vice President



Emilio Carmona  
Secretary



Marilyn Wilkins  
Treasurer



Ernesto Paredes  
Board Member



Steve Phelps  
Board Member



Salvador Serrano  
Board Member

# Executive Staff



Carlos Guzman,  
CEcD, EDFP  
Executive Director



Rick Guerrero  
Manager



Suzette McDowell  
Marketing Manager



Sheena Salvino  
Redevelopment  
Manager



Karina Tomlinson  
Executive Assistant



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