



## 2020 ANNUAL REPORT



Greetings friends, colleagues, and community partners,

In 2020, the Pearland Economic Development Corporation (PEDC) celebrated 25 years of serving the Pearland community. And while city sales tax revenues reached a record \$33.8 million over the last year, PEDC continued its efforts to ensure our community remains prepared for future population and economic growth.

When COVID-19 began to impact our community, PEDC worked to not only communicate information on resources that were available to local businesses, but also partnered with the city to use \$857,000 in CARES Act funding for grants to small businesses.

Over the past year, PEDC partnered with companies to bring new jobs and capital investment to Pearland. We welcomed Endress+Hauser, Interim Healthcare, and HCA's new clinical training facility to the community, as well as assisted Code Ninjas, Lonza, and other local employers with expansions.

Early 2020 saw the approval of our new Pearland Prosperity Strategic Plan. PEDC worked with community partners throughout the year to make progress on many of the plan's focus areas, including redevelopment along the SH 35 corridor, infrastructure improvements and amenities in Lower Kirby, continued beautification efforts for the 288 corridor, and completion of the Broadway Corridor Development Plan and the Clear Creek Trail Master Plan.

As we look toward 2021 and beyond, PEDC will continue to position Pearland as a dynamic job center, recruiting primary employers that bring new wealth into our community while continuing to support our local-serving business sectors. We will continue to enhance mobility, beautification, and redevelopment to secure high-value job growth and ensure Pearland's success in the decades to come.

PEDC's board of directors and staff thank the community for its support throughout the years. We look forward to another 25 years of economic growth and diversification to ensure Pearland remains a community of choice in greater Houston.

Sincerely,

Reid Wendell  
Chair, PEDC

Should you have any questions, comments or concerns regarding this report, please contact the PEDC at 281-997-3000 or [info@pearlandedc.com](mailto:info@pearlandedc.com).



In 2020, the community announced the completion of the Pearland Prosperity Strategic Plan. The plan details a strategic focus of resources on infrastructure improvements and economic growth, as well as an emphasis on quality-of-life benefits for all residents.

PEDC championed the plan's development, aligning with local government, education, healthcare, and business entities to focus on key issues such as business development, infrastructure, quality of life, and quality of place. The resulting plan builds upon the Pearland 20/20 Strategic Plan, which was developed in 2013 and has served to springboard numerous community improvements.

The Pearland Prosperity Strategic Plan culminates in two overarching goals: economic growth and diversification, as well as ensuring Pearland remains a community of choice in greater Houston. These goals will be pursued through several strategic initiatives grouped into seven, high-level focus areas – business development, business formation and early-stage growth, site development, corridors, infrastructure and mobility, quality of life and quality of place, and workforce

Business development remains a priority. As the number of employers has grown, the tax base is still dependent on residential property, as well as retail sales taxes. PEDC continues to cultivate new business and focus on pursuing primary job growth within the community's borders to ensure a stable future.

Infrastructure is an additional area where the community has made significant progress. But, Pearland must continue to advocate for and develop additional resources to fund these projects. Stakeholders agree that investing in key corridors to make them aesthetically pleasing and efficient directly correlates to the recruitment and retention of new industries and businesses.

Pearland residents responded that quality of life and quality of place rate highly on their priorities when it comes to creating a vibrant community that is a top choice in greater Houston. Mixed-use developments and walkable activity hubs will be pursued and expanded, as they are important to current and potential residents.

In July, a website was launched for the community's Strategic Plan – [www.pearlandprosperity.com](http://www.pearlandprosperity.com) – where all plan documents are available to download. Progress updates will be added as plan implementation continues.





# BUSINESS ATTRACTION AND RETENTION



## ENDRESS+HAUSER COMPLETES CONSTRUCTION ON NEW GULF COAST REGIONAL CAMPUS IN PEARLAND'S LOWER KIRBY DISTRICT

Endress+Hauser moved into its 112,000-square-foot Gulf Coast Regional Campus in Pearland's Lower Kirby District in late 2020. It is located on a 17-acre site on the southeast corner of Beltway 8 and Kirby Drive.

The campus offers areas for calibration, repair, and training, including a state-of-the-art Process Training Unit. It houses teams to support the following: Endress+Hauser's products, solutions, and services; SpectraSensors' gas analysis systems for U.S. and international customers; and Analytik Jena's product lines for laboratory instrumentation. The campus also contains a building and warehouse for Vector Controls Automation Group, Endress+Hauser's sales and service partner for the Gulf Region. Approximately 110 employees work on the campus, including management, engineering, sales, operations, and administrative personnel.

Recruitment efforts for this project began in early 2018 when PEDC worked with the company's consultant on site and incentive information. PEDC assisted Endress+Hauser in locating its facility site, and worked with the city and the Lower Kirby Pearland Management District to extend water to the site.

## LONZA CONTINUES EXPANSION OF ITS PEARLAND CAMPUS

Lonza, which opened the world's largest dedicated gene and cell therapy manufacturing facility in Pearland's Lower Kirby District in 2018, completed expansion of additional clean rooms in 2020. These rooms allow for additional technicians to assist with growth. Lonza currently employs more than 500 professionals at its 300,000-square-foot Pearland facility.

## CODE NINJAS BREAKS GROUND ON NEW HEADQUARTERS FACILITY IN PEARLAND

Code Ninjas recently broke ground on its new headquarters facility at 2880 Broadway Bend in Pearland. Founded in 2016, Code Ninjas is the world's largest and fastest-growing coding franchise with hundreds of locations across the United States, Canada, and the United Kingdom.

PEDC began working with the company in 2019 on this expansion and relocation project. The new 9,400-square-foot headquarters is being built less than a mile from the company's current home office at Pearland Town Center. It will feature state-of-the-art amenities, including space for franchisee training and curriculum testing. The new headquarters will be home base for approximately 60 employees with capacity for growth. Code Ninjas is already planning to expand the headquarters, with construction on an additional 42,000-square-foot facility projected to start in late 2021.

## INTERIM HEALTHCARE SELECTS PEARLAND FOR ITS REGIONAL HEADQUARTERS

Interim Healthcare, a privately held company that has been operating in the region for five years, selected Pearland in June for its new operational headquarters after an exhaustive search in the Houston market. PEDC began recruitment efforts for this project in early 2020. The company, which provides home health care targeted to seniors, leased 4,600 square feet of office space in the Trinity Professional Building on Country Place Parkway. The new headquarters opened in summer 2020, and is home to Interim Healthcare's skilled nurses, therapists, aides, and other health care personnel.



## HCA HOUSTON HEALTHCARE CONSTRUCTS NEW TRAINING CENTER AT PEARLAND TOWN CENTER

In February, HCA Houston Healthcare broke ground on its HCA Healthcare Center for Clinical Advancement at the Pearland Town Center.

The 48,400-square-foot, state-of-the-art training center will house high-fidelity hospital simulation labs, connected classrooms, and de-briefing rooms where the health system's nearly 7,000 nurses will receive ongoing clinical education and training. The center will also serve as a hub for all new-hire orientations and leadership/organizational development training.

The PEDC and city officials began recruitment efforts for this project with HCA and CBL & Associates in 2018. The center is scheduled to open in 2021.





# STRATEGIC PLAN IMPLEMENTATION

## PROGRESS CONTINUES ALONG STATE HIGHWAY 35 CORRIDOR

One of the main strategies outlined in the Pearland Prosperity Strategic Plan is to optimize development potential of the city’s principal commercial corridors. The State Highway 35 Redevelopment Strategy provides the “big-picture” strategic actions needed to encourage more investment in the corridor.

As part of Catalyst 2 Business Park North, the strategy identified the Rice Drier/Halik area as a potential project. The goal is to better position properties in this area for development to drive more investment. As Pearland has grown, the area has developed into a light industrial base that creates heavy demand on narrow roads not designed for such use. Both Halik Street and Rice Drier Road needed to be upgraded from asphalt to concrete with improved stormwater drainage to handle the growth of light industrial traffic. This includes ERS-CAT’s 40,000-square-foot facility that opened in 2019.

PEDC funded the reconstruction of Rice Drier Road, which was completed in 2020, and the design for Halik Street, which is planned for reconstruction in 2021. Upgrades include replacing the waterline and the open roadside ditches with curbs and storm sewers, as well as adding pedestrian access with a sidewalk and decorative paver strip. Reconstructing these roads will increase their longevity and improve the condition of the surrounding area.

## 288 CORRIDOR BEAUTIFICATION EFFORTS CONTINUE

Throughout the year, PEDC, the city, and Pearland Management District No.2 continued implementing 288 corridor improvements identified in the 288 Master Improvements Plan. Median landscaping, brick pavers, detention ponds, bridge and barrier painting, lighting conduit, pond edging, pear sculpture foundations, and upgraded decorative signal poles have been completed to date. These efforts ensure a quality corridor that will increase our community’s competitiveness for talent, jobs, and investment.

With the managed toll lanes now open to traffic, construction is planned to start mid-2021 on the next phase of improvements, including landscaping, irrigation, lighting, large water fountains, pear sculptures, and gateway signage from Beltway 8 to Broadway. The improvements are expected to be complete by the end of 2022. PEDC is funding the entire \$19.5 million estimated total of the 288 Corridor Master Plan improvements and has already contributed \$4.5 million to the project.



## PEDC COMPLETES BROADWAY CORRIDOR DEVELOPMENT PLAN

Creation of a FM 518/Broadway master development plan is a priority of the Pearland Prosperity Strategic Plan and the former Pearland 20/20 Strategic Plan. In May, PEDC completed the Broadway Corridor Development Plan for the segment from SH 35 to SH 288.

The plan is focused on the impact of TxDOT’s efforts to widen Broadway to seven lanes between Walnut and SH 288. Multiple recommendations have been made to reduce the right-of-way needs for TxDOT’s project, along with outlining a property impact analysis of the widening on specific representative parcels. The plan also includes recommendations on drainage, utilities, bike/pedestrian facilities, regulatory framework, and approaches to approve the appearance of the corridor.

## CLEAR CREEK TRAIL MASTER PLAN NOW COMPLETE

In July 2018, the U.S. Army Corps of Engineers received \$295 million in appropriations to fund the long-planned drainage improvements to the Clear Creek Watershed, which includes a major widening of Clear Creek from Dixie Farm to SH 288. In 2020, PEDC funded the Clear Creek Trail Master Plan to capitalize on this significant infrastructure project and ensure suitable locations for future trails and related amenities are incorporated into the plan. The Master Plan was developed in partnership with the City of Pearland, Harris County Precinct #1, and Houston Parks Board.

The Clear Creek Trail system will ultimately span 21 miles. So far, 41% or 8.5 miles are already developed, under construction, or have funding in place. The Clear Creek Trail also realizes the long-term vision of the city’s 2007 Trail Master Plan.

The Pearland Prosperity Strategic Plan outlines the need to make Pearland a more competitive recreational and cultural destination for residents and visitors. Recreational amenities, such as the Clear Creek Trail, are critical to attracting jobs and investment within the community and enhancing our quality of life.



## PROGRESS ON INFRASTRUCTURE AND AMENITIES IN LOWER KIRBY CONTINUES

PEDC and the city continued to work with management districts and developers in Lower Kirby to improve infrastructure and amenities in the area.

In January, construction began on the public park and amenities surrounding the East Conveyance Pond at the Ivy at Lower Kirby. This includes a trail along Clear Creek, which will serve active and passive recreational needs of those who live, work, or visit within the district. The improvements are funded through a collaboration between America Modern Green, the Lower Kirby Pearland Management District, and the city with funds from PEDC. In 2020, the trail, sidewalks, terraced lawn, overlook deck, playground equipment, and pavilion were completed. The pedestrian bridge will be installed in early 2021.

Other infrastructure improvements in Lower Kirby included the completion of the South Spectrum Boulevard extension from Kirby Drive to Promenade, hardscape improvements on North Spectrum Boulevard, and continued regional detention development in the district.

To learn more about strategic plan implementation, please visit [www.pearlandprosperity.com](http://www.pearlandprosperity.com)







In 2020, PEDC celebrated 25 years of successfully growing the Pearland community. Since its creation in 1995, PEDC has been committed to enhancing the city's economic vitality through the attraction, retention, and expansion of primary employers, encouraging private investment and working to recruit both small and large companies to diversify Pearland's economic base. **Our efforts have resulted in:**

**5,400 JOBS CREATED 1,000 JOBS RETAINED**

**SECURED  
\$1 BILLION IN PRIVATE CAPITAL INVESTMENT**

**ATTRACTED  
SEVEN OF THE TOP 10 BUSINESSES WITH  
THE HIGHEST ASSESSED PROPERTY VALUE IN 2019**

PEDC also spearheaded and contributed nearly \$84 million to many mobility projects, beautification initiatives, and roadway improvements in our community. Many of these projects have been public-private partnerships that have brought investment and jobs to Pearland. A major focus of our infrastructure investments has been improving east-west mobility in the community, along with the Lower Kirby District and SH 288 and SH 35 corridors.



Maintaining a strategic focus on life sciences, healthcare, manufacturing, office headquarters, and energy has attracted many national brands in these sectors. A few highlights include:

**CARDIOVASCULAR SYSTEMS, INC.** – In 2009, the recruitment of CSI brought \$10 million in capital investment to Pearland. As the first primary employer in Lower Kirby, this recruitment was instrumental in setting the tone for the district's development and paving the way for additional employers in the coming years.

**KELSEY-SEYBOLD** – PEDC's recruitment endeavors over a four-year period led to Kelsey-Seybold, a large multi-specialty clinic system in greater Houston, to move its headquarters to Pearland in 2012. More than 800 employees now work at the administrative headquarters, and the company has invested more than \$36 million in the community.

**LONZA** – In 2018, Lonza debuted a 300,000-square-foot life science facility in Pearland, currently the largest dedicated cell and gene therapy manufacturing center in the world.

**ADIENT MEDICAL** – Adient was drawn to Pearland's affordable housing and skilled labor force. The company's 2018 relocation and opening of its 1,900-square-foot office and research space at Reflection Bay of Shadow Creek produced more than \$600,000 in capital investment for Pearland.

**ENDRESS+HAUSER** – In 2019, Endress+Hauser invested \$38.5 million to build a 112,000-square-foot Gulf Coast Regional Campus in Pearland's Lower Kirby District.

**KEMPLON PRODUCTS** – In 1997, PEDC provided valuable resources and helped Kemlon Products, a multi-discipline manufacturing company, narrow its relocation search. The company manufactures high-quality electrical connectors, sensors, probes, and related components for hostile environments.

**BRASK NEELA** – PEDC assisted Brask Neela in 2010 with construction of a new manufacturing facility in Pearland and a subsequent expansion project in 2015. During the recruitment process, the custom-fabricated, heat transfer equipment manufacturer cited the support of city officials and development of long-term relationships with the business community and local government as key factors for building its facility in Pearland.

**As we move into the future, the PEDC will use the Pearland Prosperity Strategic Plan to look to the next quarter-century and beyond for projects that advance the community's shared vision for sustained and strategic growth. We will continue our focus on economic diversification to position Pearland as a dynamic job center with a base of primary employers that bring new wealth into the community, while continuing to acknowledge the importance of Pearland's local-serving business sectors.**



PEDC staff and leadership offer a special thank you to our former Mayor Tom Reid, who did not seek re-election in 2021 after four decades of community service. Reid led the effort to create the PEDC and has served as an ex-officio member of our board his entire term as mayor. Our accomplishments over the past 25 years would not have been possible without his vision and dedication to our community.

To learn more about PEDC accomplishments from the previous 25 years, please visit [www.pearlandedc.com/25years](http://www.pearlandedc.com/25years)



COVID-19 IMPACT AND RESOURCES



PEDC understands how vital local employers are to our economy. When COVID-19 began to impact our community, PEDC worked to be a valuable aide to local businesses.

Throughout the pandemic, PEDC partnered with the Pearland Chamber of Commerce and the San Jacinto Small Business Development to collect and communicate information on available federal and state resources to our Pearland businesses. We launched a web page dedicated to federal, state, and local resources and communicated information out to local employers through press releases, postcard mailings, email updates, digital marketing, and social media.

The city contributed \$857,000 of its CARES Act funds to support grants for local businesses. It partnered with PEDC and Lift Fund to launch the City of Pearland Small Business Recovery Grant Program, which helped local employers supplement assistance they may have received through other programs. Commercial businesses with less than \$2 million in annual revenue could apply for a grant to pay for the following expenses: working capital, payroll for job retention or expansion, rent/mortgage for business location, utilities, and other general operating expenses. Sixty-one local employers received grants and awards that ranged from \$5,000 to \$15,000 per business.

City of Pearland  
Small Business  
Recovery Grant  
Program

Apply now through October 26!

[www.CityofPearlandRecoveryGrants.com](http://www.CityofPearlandRecoveryGrants.com)

The City of Pearland has partnered with the Pearland Economic Development Corporation and LiftFund to provide recovery grants from \$1,000 up to \$15,000 to Pearland small businesses impacted by COVID-19. Grant funds may be used to continue business operations, including payroll for job retention or expansion, rent/mortgage for business location, utilities and other general operating expenses.

### COVID-19 RESOURCE UPDATE FOR PEARLAND BUSINESSES

We want to provide an update on the recently approved additional federal COVID funding for small businesses with the 2021 Coronavirus Response and Relief Supplemental Appropriations Act.

Key provisions in the Act include additional Paycheck Protection Program (PPP) loans for businesses that did not receive funding in the previous round and a "PPP second draw" loan for smaller and harder hit businesses that did receive funds last year.

Please visit the PEDC's website at [www.pearlandedc.com/covid19](http://www.pearlandedc.com/covid19) for the latest resources available for your business.

Need help navigating these resources? Contact any of our partners directly at the numbers listed below:

- Pearland Economic Development Corporation: (281) 997-3005
- Pearland Chamber of Commerce: (281) 485-3634
- San Jacinto Small Business Development Center - Pearland Office: (281) 485-5214



MISSION STATEMENT

The Pearland Economic Development Corporation (PEDC) is committed to enhancing our community’s economic vitality through the attraction, retention, and expansion of primary employers. PEDC works to ensure our business climate and built environment strongly support these efforts by focusing on aesthetics, infrastructure, quality of life, image, workforce, and quality development and redevelopment of key Pearland districts and corridors.

PEDC FINANCIALS

	FY 2020 YEAR-END ACTUAL	FY 2021 AMENDED BUDGET
<b>OPERATING REVENUES</b>		
Sales Tax	11,217,696	11,017,128
Interest Income	259,867	200,000
Intergovernmental	12,000	12,000
Miscellaneous	1,214,751	261,000
<b>TOTAL</b>	<b>12,704,314</b>	<b>11,490,128</b>
<b>EXPENDITURES</b>		
Operating*	2,176,739	2,727,204
Incentives	918,890	1,708,390
Transfers to City	3,311,092	20,354,128
Capital Outlay/Infrastructure	267,338	739,000
Inventory	0	5,000
Bond Payments	291,300	285,400
<b>TOTAL</b>	<b>6,965,359</b>	<b>25,819,122</b>
<b>NET CHANGE IN FUND BALANCE</b>	<b>5,738,955</b>	<b>(14,328,994)</b>
<b>FUND BALANCE - BEGINNING</b>	<b>14,846,217</b>	<b>20,585,172</b>
<b>FUND BALANCE - ENDING</b>	<b>20,585,172</b>	<b>6,256,178</b>

\*Operating expenditures include salaries, supplies, rent, marketing, and strategic plan implementation services.

The PEDC was created in 1995 as a nonprofit, Type B corporation under the Texas Development Corporation Act. It is primarily financed by a half-cent sales tax collected in the City of Pearland. State law allows the city to collect this sales tax to pursue specifically authorized economic development activities in Pearland.

The seven members of the PEDC’s board of directors are appointed by and serve at the discretion of the Pearland City Council. The Corporation’s annual budget is also approved by City Council.

# OFFICERS AND DIRECTORS



Wendell



Chavarria



Thumann



Patton



Lyle



Johnson



Selksy

**Reid Wendell, Chair**, joined the PEDC board in 2015. He is a Vice President of Commercial Banking for Frost Bank. He is a committee member of the Houston Livestock Show and Rodeo and also serves as a RISE mentor for Pearland ISD.

**Mona Chavarria, Vice-Chair**, joined the PEDC board in 2014. She is the President/Owner of A&A Cleaning Services in Pearland. A member of the Pearland Rotary Club, she also serves as its treasurer. Other board service includes the Pearland ISD Education Foundation, the Silverlake Lions Club, and the City of Houston Mayor's Literacy Task Force. She also served as past chair and treasurer/secretary of the Pearland Chamber of Commerce, as well as president, vice president, and treasurer for the Adult Education Center.

**Chad Thumann, Secretary**, joined the PEDC board in 2018. He is currently the President of Sideline Investments, LLC. A member of the Pearland Lions Club, he previously served as its vice-president. He is also a board member for the Forgotten Angels Foundation and as a committee member for the Houston Livestock Show and Rodeo and the Pearland 100 Club. He previously served as a commissioner for Brazoria County Emergency Services District No. 4 and as a member of the Bond Oversight committee for Pearland ISD.

**Hugh Patton, DDS**, joined the PEDC board in 2014 and served as chair in 2020. He is the owner of Silver Creek Dental and a member of the medical staff at Memorial Hermann Pearland and Southeast Hospitals. A member of the Pearland Lions Club, he previously served as its president. He also serves as a board member for the 100 Club of Pearland, Texas First Bank Business Development Board, and the Training Advisory Board for the Pearland Police Department. He also serves as a RISE mentor for Pearland ISD, a member of the Pearland Alvin Go Texan Committee, and regional team leader for the American Dental Political Action Committee.

**John Lyle**, joined the PEDC board in 2018. He is the Vice President of Operations for Kelsey Seybold Clinic. He has previously served as chair of the Pearland Chamber of Commerce; he is also a board member for the Shadow Creek Ranch Commercial Property Association.

**Antonio Johnson, PT, DPT, CDP, CDE**, joined the PEDC board in 2019. He is the Regional Rehabilitation Director for Cantex Continuing Care Network. He is active in coordinating community service activities throughout Pearland as the president of the Pearland-Manvel-Fresno (TX) Alumni Chapter of Kappa Alpha Psi Fraternity, Inc. He also serves as a YET mentor with Alvin ISD and is a member of the Brazoria County NAACP.

**David Selksy**, joined the PEDC board in 2020. He is a Director of HSE for Pattern Energy. He is also a board director for the Pearland TIRZ Board #2, the Brazoria County Municipal Utility District 26, and the Shadow Creek Ranch HOA. A former City of Pearland Planning and Zoning Commission board member, David also serves as an advisory board member for the Alvin ISD Education Foundation.

*PEDC staff and leadership express their sincere appreciation to outgoing board members Brandon Dansby and Mayor Tom Reid for their service on the board and to our community.*

## EXECUTIVE STAFF

Matt Buchanan, President  
Brian Malone, Vice President  
Melissa Black, Director of Marketing  
Valerie Marvin, Senior Development Manager  
Jess Byerly, Development Manager  
Roxanne Luna-Larsen, Office Coordinator

## EX-OFFICIO MEMBERS

Kevin Cole, Pearland Mayor  
Clay Pearson, Pearland City Manager  
Carol Artz-Bucek, Pearland Chamber of  
Commerce President and CEO  
Matt Buchanan, PEDC President



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PEARLAND: PREPARE TO LOVE IT!

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