



**Leadership & Innovation Finalist  
Criteria Question Responses  
for  
CoreNet Global 2005 Economic Development Award**

1. How were the goals and objectives of the program or tool clearly defined?

The Pearland Economic Development Corporation (PEDC) clearly defined its goals and objectives in its 2004 Strategic Plan. It developed a Business Retention and Expansion (BRE) Program to improve the city's business climate by focusing on the needs of existing businesses. It cultivated strong community partnerships to pursue the recruitment of biotech companies to the region and to enhance collegiate education offerings. Finally, it continued to promote its innovative Web-based tool to assist the broker community.

2. What was innovative about the program or tool?

- PEDC's BRE Program is the only formalized program of its kind in the Greater Houston Region
- The Spectrum at Clear Creek business & lifestyle development is a unique public/private partnership being designed specifically to attract biotech companies to the region to meet a regional need for lab facility space
- Pearland Prospector is the only Web-based tool of its kind in the Houston area, offering brokers the unique opportunity to access 20 layers of detailed information about a particular commercial property site in Pearland.

3. How impactful were the results?

- As a result of PEDC's leadership, over 450,000 square feet of new retail and service space was constructed in 2004 within the city limits and ETJ area of the city, sales tax revenues grew over 15% in 2004, and there was a 7% increase in new jobs in 2004.
- Through 49 business visits in nine months, PEDC's BRE Program awarded grants to four companies totaling \$163,590, helped retain 393 employees and assisted 26 companies with infrastructure, workforce training, and a variety of other retention services.

- PEDC secured a 750,000-square-foot lifestyle center in The Spectrum that will create approximately 1,500 jobs, is expected to generate over \$200 million in annual retail sales, and will offer the necessary amenities needed to attract the targeted emerging biotech companies. Phase I of The Spectrum development is estimated to create over 1.6 million square feet of office, lab and technology related manufacturing space and an estimated 1700 direct jobs over the next 10 years.
- With the rate that The University of Houston Clear Lake is increasing its number of classes in Pearland, preliminary talks are underway for a new Pearland campus facility in the near future. Class offerings have increased six-fold in the second six months.
- The Pearland Prospector property listings have more than doubled in the past year from 39 to 86, and it has had 138,460 hits since its launch in 2003.

4. How were the results measured?

- The BRE Program results were measured by the number of companies assisted and jobs retained.
- The Spectrum development's results were measured by the fact that nearly 300 of the 1,000 acres have been contracted for development by two major development groups.
- The success of The University of Houston Clear Lake was measured by its increasing the number of Pearland class offerings from three in Summer 2003 to 18 in Spring 2005.
- The success of the Pearland Prospector has been measured by the extremely positive feedback from the broker community and the increasing activity on the Web site.