Pasadena — A great place to plant your business.

Pasadena Second Century Corporation
A 4B Sales Tax Corporation created by the City of Pasadena
713-475-4827

Pasadena, Texas at a glance

Area: Approximately 44.5 square miles
Total households (2007 estimate): 50,130
Average household income (2007 estimate): $54,827

Capital improvement projects planned (2008-2012): $283.7 million

Colleges and universities:
- San Jacinto College
- Texas Chiropractic College
- University of Houston-Clear Lake

Key business resources:
- Pasadena Chamber of Commerce
- Small Business Development Centers at San Jacinto College and University of Houston-Clear Lake
- Bay Area Houston Economic Partnership
- Economic Alliance Houston Port Region
- North Pasadena Business Association

Plant your business here!
Bring your capital and ideas. We can help you grow them.

When you come right down to it, the environmental needs for business success are pretty straightforward:

• A strategic location from which to produce and deliver your product or service;
• Educational and community resources that produce a steady supply of talent, and
• The kind of community, culture and government responsiveness that make your effort more than the sum of its parts.

Pasadena is that kind of environment.

We’re located within an enormous and growing consumer market, in the midst of a worldwide center for the energy, healthcare, petrochemical and aerospace industries, and thoroughly networked with world-class transportation infrastructure.

We have an educational system widely recognized for its capacity to produce employee talent.

And, from citizens to civic groups, private to public, government to culture, our community has a passion for progress.

Our city could be a great home for your business.
Whether your business is buying or selling, building or servicing, or just making connections, your organization could gain leverage from Pasadena’s strategic location. This region leads the world in the energy, petrochemical, healthcare and aerospace industries, providing extraordinary opportunities for light manufacturers and a broad array of service providers.

Regional transportation infrastructure here is unparalleled. The area is served by two major municipal airports—William P. Hobby and George Bush Intercontinental. In addition to a growing network of freeways, we have ample rail access and extensive frontage along the Houston Ship Channel leading to the Port of Houston, which ranks first in foreign waterborne tonnage and second in total tonnage in the United States. And the new Bayport Container and Cruise Terminals are just beginning to deliver additional transportation capacity and options.

We’re situated near, but outside the congestion of the nation’s fourth-largest city, in a metropolitan statistical area with more than 5.7 million residents. We’re also in close proximity to the world-famous Texas Medical Center and NASA’s Johnson Space Center. Pasadena is the second-largest city in Harris County and has a population of more than 150,000, so we’re a large and growing local market situated within a larger and growing regional market.

These resources are augmented by Pasadena’s ease of access, both within the city and to the Houston and Galveston areas, by its broad availability of affordable housing, and by the vital sense of community that makes Pasadena not just a location, but a home.
A deep pool of talent

Pasadena is an increasingly diverse community where education and economic opportunity are high priorities. The Pasadena Independent School District’s mission is nothing less than to guarantee all students will acquire the knowledge, master the skills and maximize the talents necessary to fulfill their potential as responsible citizens in the 21st century. Capitalizing on an experienced superintendent and Board of Trustees, the District was named the National Model School District for 2008 by the International Center for Leadership and Education.

Even more targeted for employers are the contributions being made by the San Jacinto College District. With three campuses, seven extension centers and numerous outreach programs, San Jacinto College has established a track record of successfully identifying and fulfilling the workforce training needs of area industries. The organization has collaborated with a variety of local employers to focus educational efforts on their hiring and training requirements. The College also offers transfer programs with guaranteed admissions to many Texas four-year universities for students seeking an associate’s degree with the goal of moving on to a bachelor’s or graduate degree.

The University of Houston at Clear Lake provides another major educational resource for residents and businesses, offering undergraduate, graduate and doctoral degrees in a range of academic and applied disciplines. From its three campuses and on-site training programs, San Jacinto College is helping to meet the educational goals of students and the talent needs of businesses. (Photos courtesy of San Jacinto College)
A passion for progress

Regardless of their nationality or occupation, Pasadenaans are eager for civic and economic progress. Led by the Pasadena Chamber of Commerce, residents voted for a sales tax increase with proceeds powering ongoing infrastructure improvements and supporting local law enforcement. The city’s growth has been charted in part through a long-term plan that was funded by the Chamber in the early 1990s, and specific attention is being paid to economic development:

• The business-friendly environment and strong mayoral form of government support rapid and strategic decision-making.
• The Pasadena Second Century Corporation facilitates economic development in the city and has focused on a range of infrastructure projects, including street, sidewalk, drainage, sewer and parks improvements, as well as other community upgrades.
• The City’s Economic Development department is playing a large and growing role in facilitating opportunities for new and existing businesses.
• A number of Small Business Development Center offices serve the region, and the area also benefits from a number of incubators, economic alliances and related resources.
• Civic leaders were instrumental in modifying regional transportation plans to add an exit from Beltway 8 at Fairmont Parkway. The resulting retail success in this area established record-breaking results for a number of national retailers.

Despite its proximity to enormous consumer, industrial and commercial markets, Pasadena has managed to retain an independent identity and a small-town sense of community:

• The city has more than 165 neighborhood associations.
• Through Volunteer Pasadena, a city program matching peoples’ skills and energy with current needs, local residents logged more than 85,000 hours of volunteer service in fiscal year 2009.
• The city has the largest single-jurisdiction volunteer fire department in the U.S.

Combined with affordable housing, a low tax rate, parklands and a range of community and cultural events, this vital community spirit is building a better home for the people who live here and the local, national and international businesses that are thriving here.
Put Pasadena to work for you.

In today’s economic climate, businesses need all the assets they can muster, and a Pasadena location can put vital assets to work for you:

- A strategic geographic location;
- A talented workforce;
- A passion for economic progress.

Your business could be a perfect fit with one or more of the well-established pillar industries in our region: oil and gas exploration, production and refining, petrochemical, maritime, healthcare or aerospace. Or you might be creating products and services whose development puts a premium on a well-trained and ambitious workforce. Or you might be 100% focused on robust and growing consumer and retail markets.

But whatever your location, hiring or resource needs, Pasadena can be a great place to plant your business.

Contact our economic development team at 713-475-4827, or visit us online at www.ci.pasadena.tx.us.
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Education

Whether for personal or professional growth, education is the surest path to a better future. From primary education to upper-level academic programs to customized training targeting the specific needs of area businesses, educational resources in the Pasadena area form a potent asset for both employers and residents.

Primary education
The Pasadena Independent School District serves more than 50,000 students through 35 elementary schools, eight middle schools, ten intermediate schools, five high schools and four alternative education facilities. Its service area comprises 85 square miles, crossing a number of municipal boundaries. In addition to numerous academic honors earned by both its students and individual schools, the district was named the 2008 National Model School District by the International Center for Leadership in Education. More information: www.pasadenaisd.org

San Jacinto College
San Jacinto College is a public community college serving a large area of southeast Texas. In addition to nourishing residents’ aspirations for personal growth, the College considers itself a workforce development partner and has built strong partnerships with area industries, developing and delivering curricula around their needs. With Pasadena’s existing industries, the overwhelming majority of jobs here demand science, technology, engineering and/or math competencies, and the College supports these needs with a diverse array of academic and training programs. The College has a new economy initiative for the workforce focused on certification, licensure and professional development programs. Current programs include:

- Customer Service
- ISO
- Workforce Assessments
- Communication in the Workplace
- Process Improvement/Quality
- Human Resource Management
- Information Systems/Technology
- Employee Development/Leadership Training
- Applied Technologies and Trades
- Specialized training for the petrochemical and energy, aerospace, healthcare, maritime and nondestructive testing sectors

Professional training to address specific business needs can be developed quickly, with the flexibility to deliver that training either at a College location or on-site at area businesses. The College also maintains a Small Business Development Center that provides free private counseling and low-cost workshops to help small business owners start and grow their companies. More information: www.sanjac.edu

University of Houston-Clear Lake
The University of Houston-Clear Lake is one of the leading multi-disciplinary bachelor’s and master’s degree granting institutions serving the Texas upper Gulf Coast. It offers a large number of academic programs through its four Schools: Business; Education; Human Science and Humanities, and Science and Computer Engineering.
The University develops and strengthens programs that support the region’s various commercial, engineering, human services and trade sectors, especially in the computing, medical, petrochemical and space industries. It’s home to a large number of centers, institutes, clinics and laboratories, including the Small Business Development Institute. More information: www.uhcl.edu

Other local resources
Pasadena’s strategic location and extensive transportation infrastructure place local businesses and residents in close proximity to a number of other internationally recognized educational resources, including the Texas Medical Center, the University of Texas Health Science Center at Houston, Rice University and the University of Houston, which has several campuses in the region.

Pasadena is also home to Texas Chiropractic College, a century-old school that has earned a reputation as one of the nation’s finest producers of skilled, thoughtful, ethical Doctors of Chiropractic, and one that is playing a significant role in the future of healthcare.

For more information on local educational resources or any other advantage of doing business in Pasadena, contact our economic development team or visit us online at www.ci.pasadena.tx.us.
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Resources

Pasadena is a large and growing local market strategically located within a larger and growing regional market, and affords all the vital resources needed to build or grow virtually any type of business, including banking, real estate, insurance, engineering and utilities. And because local residents are eager for civic and economic progress, the region also boasts a broad array of additional resources that can facilitate business success. A brief directory of some of the most prominent of these is provided below.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Note</th>
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<tbody>
<tr>
<td>City of Pasadena Department of Economic Development</td>
<td>Director, Paul Davis</td>
<td>713-475-4827</td>
<td>economic-development.pasadenatexas.net</td>
</tr>
<tr>
<td>Industrial District</td>
<td>The City offers a progressive property tax abatement plan for certain new construction and upgrades to current facilities in the Bayport Industrial District.</td>
<td>713-475-4827</td>
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<tr>
<td>Mayor’s Office</td>
<td>Office of Mayor Johnny Isbell</td>
<td>713-475-5501</td>
<td>mayor.pasadenatexas.net</td>
</tr>
<tr>
<td>Pasadena Second Century Corporation</td>
<td>A 4B corporation formed under state law to oversee the use of revenues from the one-half cent sales tax that took effect April 1, 1999</td>
<td>713-475-4827</td>
<td></td>
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<tr>
<td>Pasadena Convention Center and Municipal Fairgrounds</td>
<td>More than 400,000 square feet of air-conditioned space, more than 63,000 square feet of outdoor covered space, and more than 100 acres of fairgrounds space available</td>
<td>281-487-4331</td>
<td>pasadenaconventioncenter.net</td>
</tr>
<tr>
<td>Port of Houston Authority</td>
<td>Owns and operates the public facilities along the Port of Houston, the 25-mile-long complex of diversified public and private facilities designed for handling cargo</td>
<td>713-670-2400</td>
<td><a href="http://www.portofhouston.com">www.portofhouston.com</a></td>
</tr>
<tr>
<td>Texas Workforce Commission</td>
<td>State agency charged with overseeing and providing workforce development services to employers and job seekers of Texas</td>
<td>713-472-1608</td>
<td><a href="http://www.twc.state.tx.us">www.twc.state.tx.us</a></td>
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### Non-governmental

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<td><strong>Bay Area Houston Economic Partnership</strong></td>
<td>Provides leadership to stimulate regional economic development and employment</td>
<td>281-486-5535</td>
<td><a href="http://www.bayareahouston.com">www.bayareahouston.com</a></td>
</tr>
<tr>
<td><strong>East Harris County Manufacturers Association</strong></td>
<td>An alliance of more than 125 chemical manufacturers, refiners and supporting distribution facilities in the region</td>
<td>281-334-9091</td>
<td><a href="http://www.ehcma.org">www.ehcma.org</a></td>
</tr>
<tr>
<td><strong>Economic Alliance Houston Port Region</strong></td>
<td>Provides professional economic development services on behalf of 16 communities surrounding the Houston Ship Channel</td>
<td>281-867-1112</td>
<td><a href="http://www.allianceportregion.com">www.allianceportregion.com</a></td>
</tr>
<tr>
<td><strong>Hispanic Business Council</strong></td>
<td>A committee of the Pasadena Chamber of Commerce formed to assist, support and empower Hispanic businesses and community through entrepreneurial development and leadership</td>
<td>832-545-4126</td>
<td><a href="http://www.pasadenachamber.org/phbc/phbc.html">www.pasadenachamber.org/phbc/phbc.html</a></td>
</tr>
<tr>
<td><strong>Houston Area Safety Council</strong></td>
<td>Helping to build safer workplaces by improving the quality and integrity of the workforce</td>
<td>281-476-9900</td>
<td><a href="http://www.hacsc.com">www.hacsc.com</a></td>
</tr>
<tr>
<td><strong>North Pasadena Business Association</strong></td>
<td>A proactive business organization in the effort to revitalize North Pasadena</td>
<td>832-201-6586</td>
<td><a href="http://www.npba.us">www.npba.us</a></td>
</tr>
<tr>
<td><strong>Pasadena Chamber of Commerce</strong></td>
<td>Promotes economic development and community growth to ensure the prosperity of Pasadena’s businesses and citizens</td>
<td>281-487-7871</td>
<td>pasadenachamber.org</td>
</tr>
<tr>
<td><strong>Small Business Development Center at San Jacinto College</strong></td>
<td>A business consulting and training center</td>
<td>281-485-5214</td>
<td><a href="http://www.sjcd.edu/about_us_sbdc.html">www.sjcd.edu/about_us_sbdc.html</a></td>
</tr>
<tr>
<td><strong>Small Business Development Institute at the University of Houston-Clear Lake</strong></td>
<td>A business consulting and training center</td>
<td>281-283-3122</td>
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For more information on local business resources or any other advantage of doing business in Pasadena, contact our economic development team or visit us online at www.ci.pasadena.tx.us.
With a well-established industrial base and a location in the midst of a worldwide center for the energy, healthcare, petrochemical and aerospace industries, Pasadena has all the infrastructure needed to support the full range of business needs. Its transportation infrastructure in particular is unparalleled. Whether you need to move people, raw materials or finished products, a Pasadena location is close to any form of transportation you need.

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