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PFLUGERVILLE COMMUNITY DEVELOPMENT CORP. SELECTS ERNST & YOUNG, LLP FOR NEXT THREE-YEAR COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

PFLUGERVILLE, Texas (July 17, 2023) — The Pflugerville Community Development Corporation (PCDC) is pleased to announce the selection of Ernst & Young, LLP (EY) as the strategic partner to develop the Comprehensive Economic Development Strategic Plan 3.0 (CEDS 3.0). EY, a global leader in professional services, plans to build upon the success of the Comprehensive Economic Development Strategic Plan 2.0 (CEDS 2.0) as their team charts a path with local residents and leaders for sustainable growth and prosperity for Pflugerville.

The decision to engage EY was made after a rigorous nationwide selection process that involved evaluating multiple renowned firms with expertise in economic development strategies. EY’s proven track record, industry-leading insights, commitment to innovation, and long-term understanding of the Pflugerville community distinguished them as the ideal partner to help shape the future of Pflugerville.

“We were fortunate to have Avalanche Consulting, an Austin-based economic development firm, conduct PCDC’s two previous successful strategies. In 2020, their company merged with EY to become a new economic development division for the worldwide firm,” said Amy Madison, Executive Director of PCDC. “The original lead team members are now flanked by 17 other experts within the growing division, so Pflugerville will benefit from both long-term experience and fresh perspectives.”

Under the agreement, EY will collaborate with the PCDC to develop a holistic economic development strategic plan that builds upon the achievements of CEDS 2.0 and propels Pflugerville toward continued success. Leveraging their deep understanding of Pflugerville's economic landscape and comprehensive data analysis, the company will help identify key opportunities, create strategic goals, and implement actionable strategies to drive economic growth.

"We are excited to once again partner with the PCDC to shape the future of Pflugerville's economic development," said Tony DeLisi, Senior Manager at Ernst & Young. "Our previous collaboration on CEDS 2.0 demonstrated the power of combining local insights with global best practices. Building on that success, we will be working closely with the PCDC to develop an innovative and inclusive strategic plan that positions Pflugerville as a dynamic hub for economic growth."

The strategic planning process will begin immediately, with a projected timeline of six months for completion. During this time, the PCDC and EY will engage stakeholders, analyze data, employ economic modeling, and undertake strategic planning exercises to create a comprehensive economic development strategic plan that maximizes Pflugerville's potential as a competitive and resilient economy.

About Ernst & Young, LLP

EY is a global leader in providing advisory services to public and private sector clients focused on evidence-based results. Our extensive network of dedicated professionals in over 150 countries allows us to foster trust and establish long-standing relationships with industry, higher education, and government leaders to accomplish goals, outcomes, and reporting requirements.

Our Economic Development Advisory Services practice is one of the nation's largest, dedicated economic development practices. **Our mission and passion is to help communities create more prosperous and equitable economies.** We have worked with more than 300 states, local governments, economic development organizations, chambers and workforce agencies. Our services include strategic planning, competitive assessments, benchmarking, economic equity strategies, global market insights and innovative custom solutions.

EY helps communities create and deploy economic development strategies and practical tools to achieve higher-performing economies that generate opportunities for all their residents. We offer clients a complete suite of services that can take your organization from the planning phase through strategy implementation, inclusively engaging stakeholders along the way.

About the Pflugerville Community Development Corporation

Pflugerville, Texas, is one of the fastest-growing cities in the nation, according to U.S. Census Bureau estimates released in May 2018. With a population of more than 74,000, Pflugerville is located just minutes north of downtown Austin in the desirable Central Texas region. State highways 45 and 130 and Interstate Highway 35 offer direct access to other nearby cities and a quick route to nearby airports. Hometown pride and quality of life are top priority, with residents enjoying the beautiful Lake Pflugerville, an elaborate trail system, shopping areas, new restaurants, and the community's many parades and festivals.

PCDC is responsible for attracting, retaining, and expanding businesses to create new jobs and increase tax revenue to support community development. PCDC can provide funding for use as an incentive for companies locating and growing in Pflugerville. PCDC funds, which are 4B money generated from a half-cent of the city's sales tax revenue, can also be used to construct

needed infrastructure such as roads, utilities, and drainage, as well as the development of parks and recreation projects. For more information, visit www.pfdevelopment.com.

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