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Press Contact:
Veronica Ramirez
Marketing Communication Manager
512-990-3725
veronicar@pfdevelopment.com

PFLUGERVILLE COMMUNITY DEVELOPMENT CORP. UNVEILS ECONOMIC DEVELOPMENT STRATEGIC PLAN 3.0

Pflugerville, Texas (April 22, 2024) — The Pflugerville Community Development Corporation (PCDC) is announcing the official launch of its forward-thinking Comprehensive Economic Development Strategic Plan (CEDS 3.0), signaling a new era of growth and innovation for the City of Pflugerville.

In June 2023, the PCDC Board approved the engagement of the consultancy firm, Ernst & Young LLP (EY), to develop the CEDS 3.0, a strategic blueprint designed to steer Pflugerville’s economic future. It received unanimous approval when presented to the PCDC Board on January 17th, followed by approval from the City Council on April 9th.

“A strategic vision is not just about the steps we will take but also about the milestones we have already achieved,” stated Jeff Thompson, PCDC Board President. “CEDS 3.0 is our commitment to build upon the solid foundation of our past successes. The aim is to further establish Pflugerville as a hub for inclusive innovation, outstanding economic opportunity, and a community with a high quality of life and bold aspirations.”

CEDS 3.0 is the culmination of extensive stakeholder engagement and diligent planning. The process included 37 interviews with community leaders, an insightful business survey with 47 responses, three Steering Committee meetings, and multiple presentations to both the PCDC Board of Directors and Pflugerville’s City Council, which culminated in a final presentation to the City Council.

“We are excited by how this economic development strategy sets a clear direction for Pflugerville to shape its future as a vibrant center of economic opportunity with a high quality of life,” said Tony DeLisi, Senior Manager, at Ernst & Young LLP.

This strategic plan is built on the successes and momentum of previous economic development strategies, with a keen eye on the evolving economic landscape and the unique strengths of Pflugerville. CEDS 3.0 will guide the city through its next phase of economic growth, focusing on sustainability, resilience, opportunity, and inclusivity.

Thompson further emphasized, “Our approach has been both collaborative and comprehensive, ensuring that the voices of our community leaders and businesses are heard and integrated into the very fabric of our strategic plan. CEDS 3.0 is not just a document; it is a promise to our community — a promise of progress, prosperity, and a future that all Pflugerville citizens can look forward to with anticipation and pride.”

For additional information on the CEDS 3.0, upcoming initiatives, and how to get involved, please visit pfdevelopment.com.

About the Pflugerville Community Development Corporation

The voters of the City of Pflugerville approved the formation of the Pflugerville Community Development Corporation in 2001. The PCDC is a Type B corporation in the state of Texas and funded by a one-half-cent sales tax collection. The Pflugerville City Council appoints a seven-member board to oversee policy, and the organization now employs six staff members to support programming and operations.

The Pflugerville Community Development Corporation is responsible for attracting, retaining, and expanding businesses to create new jobs and increase tax revenue to support economic development and community development in the City of Pflugerville. The PCDC funds may be used to provide incentives for existing and recruited companies, construct needed infrastructure such as roads, utilities, and drainage, as well as the development of parks and recreation projects.

With a population of more than 74,000, Pflugerville is one of the fastest-growing cities in the nation attributed to its close location to 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 five regional and international airports. For more information, visit www.pfdevelopment.com.

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