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

PFLUGERVILLE CITY COUNCIL APPROVES PFLUGERVILLE COMMUNITY DEVELOPMENT CORP. ECONOMIC DEVELOPMENT STRATEGIC PLAN

PFLUGERVILLE, Texas (February 12, 2020) — The Pflugerville Community Development Corporation today unveiled a three-year comprehensive economic development strategic plan (CEDS 2.0) during an appreciation luncheon hosted at the PCDC headquarters for over 75 volunteers who assisted with its development, according to Amy Madison, PCDC Executive Director.

“We are excited to have the benefit of community conversations and direction for our economic development road map and to be working with the City Council to foster collaboration among the public, private, non-profit, and education sectors to grow and diversify Pflugerville’s economy,” said Madison.

The economic development plan, which is the second strategy over the past four years commissioned by the PCDC, received unanimous approval by the Pflugerville City Council last December. The plan establishes five overarching goals, recommends several core strategies and over 100 concrete actions that are challenging and will require strong focus and partnerships to achieve, according to PCDC officials.

“PCDC has been a steward of Pflugerville’s economic growth, and this new strategic plan provides a framework to the City Council and community to outline our economic vision of Pflugerville’s future,” Mayor Victor Gonzales said. “Over the next three years, we will align efforts to accelerate employment opportunities, create space for business, leverage education, and tell our story to move Pflugerville towards our economic development goals.”

Facilitated by Avalanche Consulting in Austin, the updated CEDS 2.0 is designed to build on characteristics that make Pflugerville unique and provides a new shift in recruitment and retention efforts.

“During the last three years, Pflugerville became one of the fastest growing cities in America, made a name for itself as the ‘3D City’ and has emerged as a racially diverse and equitable community, but the city also faces challenges and that is what this strategy addresses,” said Tony DeLisi, Avalanche Vice President.

For more information about the CEDS 2.0 along with future updates, go to PCDC website www.pfdevelopment.com.

About the Pflugerville Community Development Corporation

Pflugerville, Texas, one of the fastest-growing cities in the nation, according to U.S. Census Bureau. With a population of more than 71,000, 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 development of public parks and recreation projects. For more information, visit www.pfdevelopment.com.

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