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**PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION
PROMOTES CRYSTAL CONNALLY TO BUSINESS RETENTION
AND WORKFORCE DIRECTOR**

PFLUGERVILLE, Texas (October 4, 2021) — The Pflugerville Community Development Corporation (PCDC) announced today the promotion of Crystal Connally to Business Retention and Workforce Director.

“We are pleased to announce the promotion of Crystal Connally as Business Retention and Workforce Director for the PCDC. Crystal joined the corporation four years ago and has advanced through progressively more responsible positions in administration, finance and more recently, small business support where she has continued to play a key role during our transition and growth as an organization,” said Amy Madison, PCDC Executive Director. “We look forward to her continued contributions in the local business community as she expands programming for business retention, expansion and workforce development.”

Connally first joined the PCDC in 2017 as Executive Assistant and in 2018, was promoted to Finance and Operations Director where she managed all financial responsibilities, systems and processes of the PCDC. In 2020-21, she assisted with the Pflugerville Manufacturing Academy, Pflugerville Cares Grant Program, and provided additional support to small businesses in the community. She previously served 16 years at the Austin Jewish Community Center as Director of Special Projects and Culture Arts.

In her new role, Connally will be responsible for encouraging growth and expansion of Pflugerville’s primary employers and providing research, communications and workforce

development programming for local businesses, residents and others seeking employment opportunities in Pflugerville.

Connally holds a Bachelor of Arts from Texas State University and will complete 120 hours of continuing education in economic development later this month at the Oklahoma University Economic Development Institute (OU/EDI). With the OU/EDI certificate of completion, she becomes eligible to sit for the Certification for Economic Development exam, a professional designation awarded by the International Economic Development Council (IEDC).

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 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 the development of parks and recreation projects. For more information, visit www.pfdevelopment.com.

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