



---

FOR IMMEDIATE RELEASE

Press Contact:  
Veronica Ramirez  
Marketing Communication Manager  
512-990-3725  
[veronicar@pfdevelopment.com](mailto:veronicar@pfdevelopment.com)

**PFLUGERVILLE COMMUNITY DEVELOPMENT CORP. RECEIVES EXCELLENCE  
IN ECONOMIC DEVELOPMENT AWARD FROM THE INTERNATIONAL  
ECONOMIC DEVELOPMENT COUNCIL**

**PFLUGERVILLE, Texas (October 21, 2021)** — The Pflugerville Community Development Corporation (PCDC) won a Silver Rank for the *Pflugerville Community Profile Project*, a project in the category of Paid Advertising Campaign. The award was presented by the International Economic Development Council (IEDC) at the IEDC’s Annual Conference which is currently underway.

“It is an honor to be recognized by IEDC for PCDC’s promotion of the City of Pflugerville beyond our city borders,” PCDC Executive Director Amy Madison said. “We have a great community story to share about sustaining and growing business and industry in a diverse, inclusive community that offers a great lifestyle to residents.”

The advertising award category consists of one or a series of two or more paid advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

The award recognizes the two community profiles PCDC published in 2020 - on various topics as noted below:

“Stop the Presses” published in *Site Selection Magazine* January 2020 issue to highlight the entrepreneurial spirit of the local newspaper company, Community Impact Newspaper, that started in the garage of John P. Garrett and his wife, Jennifer Garrett. The article also highlights why John chose to locate his company in Pflugerville and how they have been able to expand by adding a new printing facility right behind their headquarters.

“The 3D City Strikes Back” published in Site Selection Magazine July 2020 issue to highlight the local additive manufacturing response to COVID-19 in Pflugerville. In March 2020, the PCDC staff met with local companies on weekly Zoom calls to assist with supply shortages and to leverage 3D printing technology to provide personal protective equipment (PPE) to first responders in Pflugerville, the state and nation. The article also highlights the work of SISU, a local robotics engineering company who pivoted to develop ventilators to address hospital shortages across the nation.

“The winners of IEDC’s Excellence in Economic Development awards represent the best of economic development and exemplify the leadership that our profession strives for every day,” said 2021 IEDC Board Chair and Invest Buffalo Niagara, President, and CEO Tom Kucharski. “We’re honored to recognize the more than 100 communities whose marketing submissions, projects, and partnerships have improved regional quality of life.”

### **About the Pflugerville Community Development Corporation**

Pflugerville, Texas, one of the fastest growing cities in the nation according to the U.S. Census Bureau. 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 development of public parks and recreation projects. For more information, visit [www.pfdevelopment.com](http://www.pfdevelopment.com).

###