



**FOR IMMEDIATE RELEASE**

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### **Pflugerville, Texas Selects Retail Strategies for Retail Recruitment Collaboration**

**BIRMINGHAM, AL (August X, 2023)** – The Pflugerville, Texas Community Development Corporation (PCDC) has selected Retail Strategies, a leading community and retail development firm, as its new partner to bring retail to the community. The newly formed relationship will help attract new retailers, stimulate economic development, and bolster the retail environment in Pflugerville.

"We are excited to bring Retail Strategies on board for our retail economic development partner," said Amy Madison, Executive Director of PCDC. "Their extensive connections in the commercial real estate industry and with retailers will be invaluable in attracting top-notch businesses to our area. Their positive reputation with the retail brokerage community in the state of Texas gives us the confidence and assurance that we are partnering with a team that truly understands the market and can deliver exceptional results."

"Pflugerville is in one of the fastest-growing areas in the state, and our team is ready to capitalize on its retail market potential," said Christopher Bontrager, Western Region Vice President for Retail Strategies. "We believe that Pflugerville will continue to evolve and become a dynamic retail destination that caters to the diverse needs of its residents and visitors alike."

The city is already home to a number of popular retailers, including Costco, Hobby Lobby, and Target. In recent years, there has been a surge of new developments in the city with the emergence of new hotels and stores in the vibrant Stone Hill Town Center, which is a mixed-use development with retail, office, and residential space.

Retail Strategies will perform both a consumer data analysis and a real estate market analysis to identify the custom retail trade area and build a target retail and restaurant list that match opportunities in the market. After an in-market visit, Retail Strategies will proactively reach out to potential retailers, property owners, brokers and developers on behalf of the city and represent the city at ICSC and Retail Live conferences.

#### **About 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 priorities, 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](http://www.pfdevelopment.com).

### **About Retail Strategies**

Retail Strategies is a leading national advisory firm focused on retail market analysis, strategic planning, retail recruitment and development. Headquartered in Birmingham, Alabama, Retail Strategies has continued to broaden our reach to service our clients from our newest office in Texas. Our mission is to provide the real estate expertise, tools and human effort that position deserving towns as alluring locations for national businesses. With confidence, we pursue this mission by delivering unparalleled customer service as a unified team with unmatched real estate expertise. Our activities pay a return in sales taxes, added jobs, and businesses that enhance and add to the unique qualities of your community.

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