



# Pflugerville Community Development Corporation CEDS 3.0 - Summary of changes

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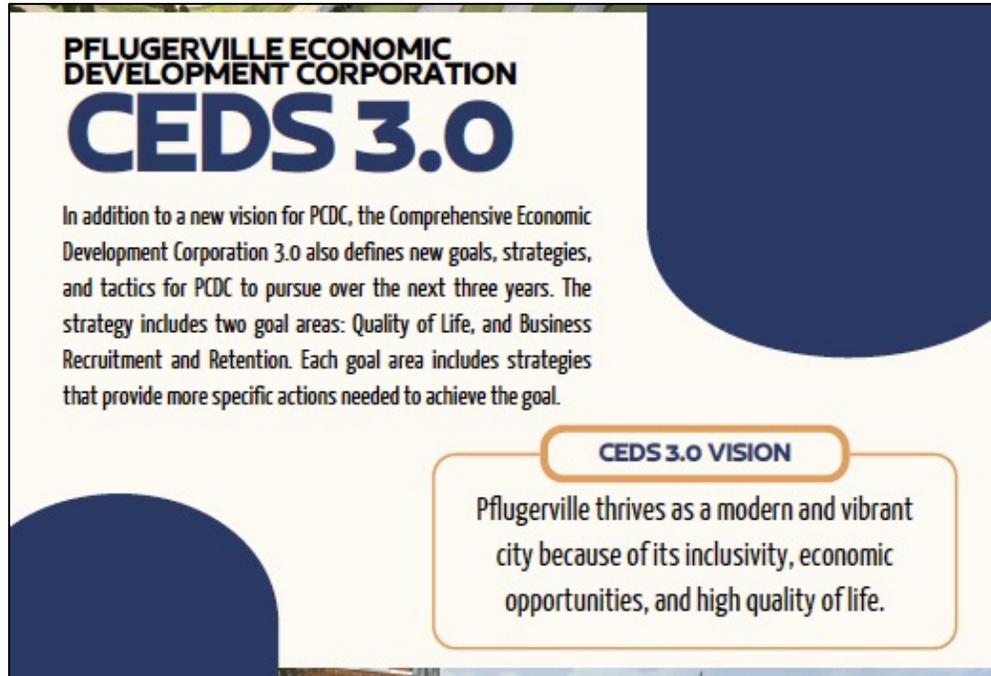
April 9, 2024

# Summary of changes

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- Added in specific strategies identified by council (with some revision to improve clarity and alignment with 4B guidance):
  - Specific examples provided on following pages
- Revised existing strategies to be clearer and more action oriented:
  - Specific examples provided on following pages
- Reorganized detailed report to put vision, goals and strategies at the front
- Matched tactical implementation tables to revised strategies
- Reviewed detailed report content, confirmed data, and provided some additional context notes within SWOT
- Provided some additional context and options in target industry section of detailed report
- Created executive summary

# CEDS 3.0 Vision



**PFLUGERVILLE ECONOMIC DEVELOPMENT CORPORATION**  
**CEDS 3.0**

In addition to a new vision for PCDC, the Comprehensive Economic Development Corporation 3.0 also defines new goals, strategies, and tactics for PCDC to pursue over the next three years. The strategy includes two goal areas: Quality of Life, and Business Recruitment and Retention. Each goal area includes strategies that provide more specific actions needed to achieve the goal.

**CEDS 3.0 VISION**

Pflugerville thrives as a modern and vibrant city because of its inclusivity, economic opportunities, and high quality of life.



**Executive summary**

**Comprehensive Economic Development Strategy 3.0**

In addition to a new vision for the Pflugerville Community Development Corporation (PCDC), the Comprehensive Economic Development Strategy (CEDS) 3.0 defines new goals, strategies, and tactics for PCDC to pursue over the next three years.

The strategy includes three goal areas: Business Recruitment and Retention, Workforce Development, and Quality of Life. Each goal area includes strategies that provide more specific actions needed to achieve the goal.

**CEDS 3.0 Vision**

Pflugerville thrives as a modern and vibrant city because of its diversity, economic opportunities, and high quality of life.

Language corrected to read “Comprehensive Economic Development Strategy 3.0” and goal areas split into: Quality of Life, Business Recruitment and Retention, and Talent & Education.

# Quality of Life - Changes

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## Previous CEDS Draft

- Engage an experienced creative firm with economic development and international credentials to create a unique brand and marketing campaign for PCDC.
  - Rewritten: **Create a unique brand and marketing campaign for PCDC**
- Embrace OA 5.0's global focus to capitalize on diversity/inclusive prosperity strengths.
  - Rewritten: **Incorporate Pflugerville's unique story of diversity and inclusivity into marketing and community activities**
- Invest in commercial components of mixed-use developments to improve Pflugerville's shopping, dining, entertainment options.
  - Rewritten (in combination with 1 from City manager version): **Invest in mixed-use developments, including infrastructure and land purchase opportunities, to improve shopping, dining, and entertainment options**
- Evaluate competitiveness of Pflugerville's development fees and timelines.
  - Rewritten: **Continue to evaluate the competitiveness of Pflugerville's development fees and timelines relative to other regional cities**

## City manager version

1. Fund infrastructure and land purchase opportunities in support of quality of life projects, such as retail and park development
  - Redundant so combined with 3 & 4 and rewritten as: **Fund park improvements and projects that bolster economic activity in the community**
2. Further economic development recruitment practices as outlined in Council adopted Retail Recruitment Policy
  1. Included as is
3. Invest in mixed-use developments to improve Pflugerville's shopping, dining, and entertainment options
  1. Rewritten: in combination with 1: **Invest in mixed-use developments, including infrastructure and land purchase opportunities, to improve shopping, dining, and entertainment options**
4. Fund parks improvements and programs to aid in additional economic development activity for the community
  1. Rewritten, see above
5. Attract a university to located in Pflugerville
  1. Rewritten and moved to Talent & Education section

# Quality of Life - New version

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1. Further economic development recruitment practices as outlined in Council-adopted Retail Recruitment Policy
2. Fund park improvements and projects that bolster economic activity in the community
3. Invest in mixed-use developments, including infrastructure and land purchase opportunities, to improve shopping, dining, and entertainment options
4. Create a unique brand and marketing campaign for PCDC
5. Incorporate Pflugerville's unique story of diversity and inclusivity into marketing and community activities
6. Continue to evaluate the competitiveness of Pflugerville's development fees and timelines relative to other regional cities

# Business Recruitment and Retention - Changes

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## Previous CEDS Draft

- Create an innovation and entrepreneurship center that reflects the community's desired development type of mixed-use anchored by Class A office and serves as a flagship asset visible from SH 130 or SH 45.
  - **Rewritten: Support an innovation and entrepreneurship center that reflects the community's desired development type of mixed-use anchored by Class A office and serves as a flagship asset visible from SH 130 or SH 45**
- Explore the feasibility of building wet lab space to attract life sciences companies and fill a gap identified in OA 5.0.
  - **Rewritten: Develop wet lab space to attract life sciences companies through a public-private partnership(s)**
- Prioritize advanced technology and innovation as the city's most compelling and advantageous target industry opportunity.
  - **Rewritten: Continue to pursue relocation and expansion projects through marketing, recruitment trips, relationships with existing Pflugerville companies, and partnerships with Opportunity Austin and the Governor's Office of Economic Development and Tourism**

## City manager version

1. Purchase land along key corridors to target specific development patterns and land uses, with a focus on market gaps and long-term return on investment.
  - **Rewritten: Purchase land along key corridors to target development patterns and land uses that fill market gaps and provide long-term return on investment**
2. Incentivize industries that have the greatest potential to provide jobs and positively affect the quality of life in Pflugerville.
  - **Rewritten: Incentivize companies that create high-wage jobs and align with Pflugerville's community vision**
3. Collaborate with universities, Pflugerville ISD, non-profits and private partners to strengthen workforce training opportunities within Pflugerville.
  - Expanded and made more specific in Talent & Education section
4. Support an innovation and entrepreneurship center that reflects the community's desired development type of mixed-use anchored by Class A office that serves as a flagship asset visible from SH 130 or SH 45.
  - Retained
5. Create a wet lab space to attract life sciences companies through a public-private partnership(s).
  - Slight rewrite, see version on left.
6. Incentivize innovation in the community by supporting small business development.
  - Removed, as covered by activities in Talent & Education section

# Business Recruitment and Retention - New version

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1. Continue to pursue relocation and expansion projects through marketing, recruitment trips, relationships with existing Pflugerville companies, and partnerships with Opportunity Austin and the Governor's Office of Economic Development and Tourism
2. Purchase land along key corridors to target development patterns and land uses that fill market gaps and provide long-term return on investment
3. Incentivize companies that create high-wage jobs and align with Pflugerville's community vision
4. Support an innovation and entrepreneurship center that reflects the community's desired development type of mixed-use anchored by Class A office and serves as a flagship asset visible from SH 130 or SH 45
5. Develop wet lab space to attract life sciences companies through a public-private partnership(s)

# Talent & Education - Changes

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## Previous CEDS Draft

- Accelerate inclusive economic mobility and workforce participation by scaling accessibility and awareness of programs that boost support services and career readiness for vulnerable workers in Pflugerville.
  - Split and rewritten:
  - **Launch a barriers-to-work initiative, increasing workforce participation and talent supply for local industries**
  - **Develop comprehensive career readiness and engagement for local industries, accelerating talent development and retention**
- Develop target occupation and entrepreneurship onramps, including short-term training, earn and learn, and employer sponsored career transition pathways that enable career development, placement, and retention for Pflugerville workers.
  - Split and rewritten:
  - **Grow momentum in short-term and earn-and-learn training opportunities, including high-tech apprenticeship consortiums**
  - **Build support for entrepreneurship and start-up ecosystems, establishing programming and opportunity for local business growth**
- Establish formal public-public and public-private partnerships, aligning visions, resources, and strategy for education, training, and career readiness in Pflugerville.
  - Split and rewritten as:
  - **Recruit a four-year university partner to Pflugerville**
  - **Partner to establish adult education and reskilling programming**

## City manager version

1. Attract a university to locate in Pflugerville.
  1. Rewritten, see left
2. Collaborate with universities, Pflugerville ISD, non-profits and private partners to strengthen workforce training opportunities within Pflugerville.
  1. Five more specific actionable strategies identified on the left
3. Incentivize innovation in the community by supporting small business development.
  1. See strategy related to supporting entrepreneurship and start-up ecosystems on the left

# Talent & Education - New version

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1. Launch a barriers-to-work initiative, increasing workforce participation and talent supply for local industries
2. Develop comprehensive career readiness and engagement for local industries, accelerating talent development and retention
3. Grow momentum in short-term and earn-and-learn training opportunities, including high-tech apprenticeship consortiums
4. Build support for entrepreneurship and start-up ecosystems, establishing programming and opportunity for local business growth
5. Recruit a four-year university partner to Pflugerville
6. Partner to establish adult education and reskilling programming