



Pflugerville Community  
Development Corporation  
Comprehensive Economic  
Development Strategy 3.0  
Executive Summary

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**DRAFT**

**PFLUGERVILLE**  
**TEXAS**

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# 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: Quality of Life, Business Recruitment and Retention, and Talent & Education. 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.

### Quality of Life

- ▶ Further economic development recruitment practices as outlined in Council-adopted Retail Recruitment Policy.
- ▶ Fund park improvements and projects that bolster economic activity in the community.
- ▶ Invest in mixed-use developments, including infrastructure and land purchase opportunities, to improve shopping, dining, and entertainment options.
- ▶ Create a unique brand and marketing campaign for PCDC.

- ▶ Incorporate Pflugerville’s unique story of diversity and inclusivity into marketing and community activities.
- ▶ Continue to evaluate the competitiveness of Pflugerville’s development fees and timelines relative to other regional cities.

## **Business Recruitment and Retention**

- ▶ 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.
- ▶ Purchase land along key corridors to target development patterns and land uses that fill market gaps and provide long-term return on investment.
- ▶ Incentivize companies that create high-wage jobs and align with Pflugerville’s community vision.
- ▶ 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.
- ▶ Develop wet lab space to attract life sciences companies through a public-private partnership(s).

## **Talent & Education**

- ▶ 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.
- ▶ 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.
- ▶ Recruit a four-year university partner to Pflugerville.
- ▶ Partner to establish adult education and reskilling programming.