



City of Pflugerville

Legislation Text

File #: 2022-0397, Version: 1

Discuss and consider action to approve the City of Pflugerville Retail Recruitment Policy.

City Council adopted four key themes to serve as a foundation of the 2021 - 2025 Strategic Plan. Of these themes includes economic development with the goal to “develop economically to create a fiscally-sustainable city with high quality of life.” Council identified several actions under each theme, including the development of a retail recruitment policy to combat leakage.

The City of Pflugerville Retail Recruitment Policy is to guide economic development recruitment practices, limit leakage, and achieve the goals set out in the City’s guiding documents. There are three main goals, with subsequent objectives:

1. Expand and diversify Pflugerville’s retail economy to satisfy the demands of Pflugerville residents.
2. Support the expansion of Pflugerville’s economy through proactive development efforts.
3. Maintain competitive capacity for economic development in Pflugerville.

The Retail Recruitment Policy follows the Economic Development and Fiscal Resilience guiding principle of the 2040 Comprehensive Plan. Included in this principle are two main goals, with subsequent policy statements.

1. Diversify the tax base to create a sustainable revenue stream to provide high-quality public sector services to residents and businesses.
2. Develop offices and other environments that are attractive to innovative, growing companies that have demonstrated agility in responding to market needs and that provide job opportunities aligned to Pflugerville residents.

As the Pflugerville Community Development Corporation (PCDC) is the primary organization charged with promoting the economic development of the City of Pflugerville, the Retail Recruitment Policy was created in collaboration with the PCDC. There are 8 key responsibilities under the PCDC to assist meeting the goals and objectives of this policy.

The 8 key responsibilities of the PCDC are supported by the PCDC CEDS 2.0 strategic priorities, including accelerating job creation, creating space for business, and aligning efforts.

Prior City Council Action

No Prior City Council Action related to this item.

Funding Expected: Revenue ___ Expenditure ___ N/A

Budgeted Item: Yes ___ No ___ N/A

Amount: _____

1295 Form Required? Yes No

Legal Review Required: N/A Required Date Completed: _____

Supporting documents attached:

City of Pflugerville Retail Recruitment Policy Final

Recommended Action

Approve the City of Pflugerville Retail Recruitment Policy.