

PEDC STRATEGIC PLAN

In 2018, PEDC partnered with TIP Strategies on the creation of the Economic Development Strategic Plan that took months of extensive research including interviews and meetings with over 100 community stakeholders. The plan serves the community as an organizational management tool used to set priorities, focus energy and resources, strengthen operations and ensure key entities are working towards a common goal. The six major goals are highlighted below. In 2023, PEDC collaborated with TIP Strategies once again to create a “Strategic Plan Five-Year Update” highlighting the completed initiatives from the original 2018 plan, and honing in on new and remaining goals and strategies for economic development in Pasadena in the coming years.

In 2023, the Executive Office of the President, Office of Management & Budget revised delineations of the Nation’s Metropolitan Statistical Areas (MSA). The Houston Area’s title changed to the Houston-Pasadena-The Woodlands MSA. The change refers to the number of employment opportunities in the city exceeding the number of job holders, solidifying Pasadena’s stature as an economic engine for the region. Read the full strategic plan and learn more about the region’s new statistical title at PasadenaEDC.com.

