



EXECUTIVE DIRECTOR

Prosper Economic Development Corporation (PEDC)

About Prosper, TX

The Town of Prosper is one of North Texas's fastest-growing communities, known for successfully balancing rapid growth with a strong sense of small-town charm and family-friendly values. Prosper takes pride in creating a unique place to live, work, and play, offering exceptional services, a safe community, and a high quality of place. Municipal excellence is central to the Town's identity, with a commitment to thoughtful planning, responsive governance, and preserving the close-knit community spirit that residents value.

Located approximately 35 miles north of downtown Dallas, Prosper encompasses roughly 27 square miles across both Collin and Denton counties and is strategically positioned along U.S. Highway 380 at the northern edge of the booming "Golden Corridor." Anchored by Preston Road (SH 289) and the Dallas North Tollway, Prosper sits directly in the path of sustained residential, commercial, and employment growth extending north from Dallas through Plano and Frisco.

About Prosper Economic Development Corporation (PEDC)

The Prosper Economic Development Corporation (PEDC) is a Texas Type 4A economic development corporation funded by a half-cent of the Town of Prosper's sales tax. Established in 1994 following voter approval, the PEDC plays a central role in shaping Prosper's economic future by supporting strategic business recruitment, retention, and community development efforts. The PEDC is governed by a seven-member Board of Directors appointed by the Prosper Town Council.

PEDC works in close partnership with the Town of Prosper, the Prosper Chamber of Commerce, Prosper Independent School District, developers, and the local business community to advance economic opportunities that align with the Town's long-term vision. Together, these partnerships support thoughtful growth, a strong tax base, and a high quality of place for residents and businesses alike.





The Position

The Executive Director will lead the economic development strategy for the PEDC during an exciting period of growth and opportunity, with business recruitment serving as the organization's primary focus and top priority. Reporting to the PEDC Board and working in close partnership with the Town Manager and Town Council, the Executive Director provides senior-level leadership for all economic development initiatives, including proactive business recruitment, recruitment strategy execution, and performance-driven results, as well as business retention and expansion, incentive analysis, strategic planning, and community development.

This role serves as Prosper's chief ambassador for economic development, building trusted relationships with elected officials, developers, site selectors, business leaders, regional partners, and community stakeholders. The Executive Director oversees PEDC operations, staff, budget development, and program execution while delivering thoughtful analysis and clear recommendations that support informed decision-making. From prospect identification and outreach to negotiations and long-term commitments, this role is responsible for delivering measurable economic outcomes that advance Prosper's long-term vision.



Education and Experience

A bachelor's degree in Economic Development, Urban Planning, Public Administration, Community-Based Marketing/Development, or a related field is required, along with a minimum of ten (10) years of progressive experience in economic development, including at least four (4) years in an administrative or supervisory role. A master's degree in a related discipline is preferred.

Completion of the Basic Economic Development Course (BEDC) and the Economic Development Institute (EDI) is required. Certification as a Certified Economic Developer (CEcD), as designated by the International Economic Development Council or the Texas Economic Development Council (TEDC), is preferred.

Candidates must possess a valid Texas driver's license (or the ability to obtain one if out of state, upon hire), successfully pass a motor vehicle record check and pre-employment drug screening, and be bondable.

Duties and Responsibilities

- Lead and execute Prosper's business recruitment strategy as the PEDC's top priority, including proactive outreach, prospect development, site visits, negotiations, and securing new business commitments that generate jobs, capital investment, and long-term tax base growth.
- Champion the development of a vibrant and active downtown destination by recruiting a balanced mix of unique local businesses and proven traffic-driving concepts, supporting placemaking efforts, and advancing downtown occupancy and vitality goals.
- Provide strategic leadership for all Prosper Economic Development Corporation programs, initiatives, and operations in alignment with the PEDC Board, Town Council, and Town Manager.
- Serve as the primary advisor to elected and appointed officials on economic development strategy, trends, incentive analysis, recruitment performance, and policy implications.
- Develop, track, and report on key performance outcomes, including new business recruitment activity, capital investment, job creation, and downtown occupancy, to ensure accountability and transparency.
- Oversee PEDC staff, consultants, and contractors, fostering a high-performing, accountable, and mission-driven team.
- Prepare, administer, and manage the PEDC budget and ensure responsible stewardship of sales tax and related revenues.
- Develop and implement marketing, branding, and outreach efforts to promote Prosper's economic strengths and public image.
- Build and maintain strong partnerships with the Town of Prosper, Prosper ISD, Chamber of Commerce, developers, brokers, regional agencies, and the business community.
- Analyze and communicate demographic, economic, and development data to support strategic decision-making and community planning.
- Represent Prosper at local, regional, and national meetings, professional organizations, and economic development forums.

The Ideal Candidate

The ideal candidate should be a seasoned economic development professional who blends strategic vision with hands-on execution and genuinely enjoys building strong partnerships across the organization and community. This individual should be a confident communicator and effective presenter who can work seamlessly with developers, brokers, business owners, regional partners, and an Economic Development Corporation board, and who brings a proven track record in proactive business recruitment and incentive negotiations. Experience supporting downtown development, placemaking efforts, and recruiting a balanced mix of local and destination-oriented businesses, while navigating public processes and balancing economic growth with community values, will be essential.

The ideal candidate should be able to articulate ROI for new land use and development proposals using Prosper's long-term strategy and demonstrate deep expertise in municipal or regional economic development, including supervisory leadership, economic and demographic analysis, incentive structuring, and long-range strategic planning. This individual should be committed to ethical leadership and community engagement and take pride in representing and promoting Prosper as a premier place to live, work, and invest, always with the Town's long-term interests at the forefront. Success in this role will be defined by the Executive Director's ability to attract new businesses, drive capital investment and job creation, and help shape a thriving downtown destination that enhances Prosper's quality of place and economic identity.



Salary

The PEDC is offering a competitive salary range of \$170,000 - \$220,000 with additional incentive opportunities, commensurate with qualifications and experience, along with a comprehensive benefits package. Relocation assistance will be provided for the successful candidate, if needed.

How to Apply

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com
Reference: PEDCED

Affion Public
PO Box 794
Hershey, PA 17033
717-214-4922
www.affionpublic.com



The Prosper Economic Development Corporation is an Equal Employment Opportunity Employer.

