



FOR IMMEDIATE RELEASE

NEW EXECUTIVE DIRECTOR LEADS VISION FOR PROSPER'S ECONOMIC DEVELOPMENT STRATEGY

(October 2, 2019) PROSPER, TX – A new executive director is at the helm of the Prosper Economic Development Corporation (PEDC). The PEDC Board of Directors hired Mary Ann Moon, CEcD, FM, HLM, to lead efforts to attract corporate relocation and quality office, retail and hotel development to the town at a time of rapid commercial and residential growth for the Dallas exurb.

"The gateway to our community is the crossroads of US 380 at the Dallas North Tollway. Setting the vision for what that commercial corridor needs to be is a priority," said Mayor Ray Smith, Town of Prosper. "We are not in a hurry to reach commercial buildout. Mary Ann is helping us set the pace, ask tough questions and focus on the best projects for Prosper's long-term economic sustainability."

Moon's official start date was October 1, 2019, but she began work for Prosper this past summer. Part of her initial effort was leading two *Vision Prosper* sessions to gauge the strengths and challenges of the community.

"The visioning sessions offered insight to what the priorities are of the people who live, work and invest in Prosper," said Moon. "Infrastructure and connectivity, working together with Prosper ISD and other public and private partners, improving communication and identifying a community brand are high on the collective 'to do' list." A community-wide [Vision Prosper survey](#) link on [ProsperEDC.com](#) is open through October 13, 2019, to collect additional public opinion.

Most of all, I'm excited about Prosper's future," continued Moon. "I'm thrilled to work with development partners like Blue Star Land, LandPlan, pediatric healthcare providers Cook Children's and Children's Health, and others. Our location, resources, shared vision and commitment to strategic, long-term planning make us unique."

"Mary Ann brings a fresh energy and perspective to Prosper. As a former business owner, she understands the importance of supporting our business community while maintaining a long-term strategic vision for the community," said Jim Wicker, president of the PEDC Board of Directors. "We are fortunate to have Ms. Moon working on behalf of Prosper to help crystallize and achieve the long-term vision for our community."

Moon has an impressive background in business development, marketing, ethics and strategic planning. She currently serves as the Dean of the University of Oklahoma Economic Development Institute. Her term began in January 2018 and will continue through December 2019. Mary Ann is also an instructor for the OU/EDI program and previously served as the Assistant Dean, Director of Curriculum and Mentoring. She also teaches the Certified Economic Developer Exam Prep Course.

She most recently was Business and Economic Development Advocate for AECOM, the world's largest engineering firm and was the Vice President of Economic Development and Marketing for Tice Engineering, Inc. in Ridgeland, Mississippi. Additional leadership experience includes serving as President of a chamber of commerce and owning and operating a commercial warehousing, trucking and logistics business.

In 2017, the International Economic Development Council (IEDC) conferred the distinction of Honorary Life Member to Moon for her lifelong commitment to excellence in economic development. She currently serves as a board member of IEDC.

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About the Prosper Economic Development Corporation (PEDC)

The PEDC strives to support a thriving economic climate to enhance the quality of life for all residents. It was established in 1996, after voters approved a half-cent of the Town of Prosper's sales tax collection be allocated to fund economic development. A seven-member board of directors appointed by the Prosper Town Council governs the non-profit corporation. Prosper is located along a nine-mile stretch of US 380 in Collin and Denton counties, at the northern edge of Dallas' Golden Corridor and the Dallas North Tollway.

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