

MESSAGE FROM THE DIRECTOR:

Good Afternoon PCDC Board of Directors and City Council Members,

As we close out June, I'm excited to share a recap of a truly impactful month for the Pflugerville Community Development Corporation. Our focus remained squarely on advancing our strategic goals, fostering key partnerships, and laying robust groundwork for Pflugerville's future economic prosperity.

A major highlight was the **official launch of the Request for Qualifications (RFQ) for Project Nexus**. This pivotal step in developing our 53-acre property will secure the specialized expertise needed to identify a unique, regional mixed-use destination attraction – a project poised to enhance our community significantly. Our strategic outreach for this RFQ, including connections made at the **ICSC Conference in Las Vegas**, is already yielding strong interest.

Speaking of ICSC, my participation there reaffirmed that **brick-and-mortar retail is thriving within various markets**, albeit with evolving dynamics. These insights, coupled with valuable meetings with top retail real estate firms, directly strengthen our efforts to attract business. We anticipate conducting a more detailed review of the barriers that exist for our community and exploring how we can attract more of these businesses to our community.

Our commitment to building a skilled workforce and vibrant entrepreneurial ecosystem saw significant strides. We proudly welcomed our two bright **summer interns from the University of Texas**, who are already making meaningful contributions to our projects. Additionally, **Adam and Lisa** completed the **TEDC Basic Economic Development Certification Course**, further honing their expertise for the benefit of Pflugerville.

Higher education partnerships remain a top priority. We engaged in promising discussions with both **Prairie View A&M** and **Huston-Tillotson University (HT)** regarding a potential presence in Pflugerville, exploring pathways for engineering and MBA programs, as well as HT's annual AI Summit. These conversations are crucial for our long-term workforce development. Since my arrival, we have met or reached out to several other universities and will continue to build on those conversations.

Internally, we continue to streamline operations, including exploring an **AI-focused back office** to enhance our efficiency and responsiveness. Our annual **FY26 budget review** with City Finance is also progressing well, ensuring our financial resources align with our ambitious goals. The Council's first review of the budget was held, and there were discussions on the personnel requested and a few other areas where we increased the budget. The positive highlight I was able to share with the Council was that although we were requesting personnel and making other additional requests, the proposed budget for **FY 2026 was more than \$600,000 less** in expenses than revenues.

Finally, our commitment to transparency and community engagement was evident with our successful **Community Town Hall Forum and Live Q&A**, providing vital updates directly to our citizens. We also continued our individual meetings with City Council members, ensuring close alignment on key initiatives.

June truly exemplified our proactive approach to economic development. Thank you to the entire PCDC team, our Board, City partners, and the community for your continued dedication and support.

Best,
Jerry W. Jones Jr.
Executive Director
Pflugerville Community Development Corporation

I. CEDS IMPLEMENTATION & STRATEGIC INITIATIVES

- **Project Nexus (Formerly Project Greenfield):**
 - **Status:** Acquisition and due diligence for the 53-acre property (Project Greenfield) are complete. This initiative has officially transitioned to **Project Nexus**, focusing on its comprehensive development into a unique regional mixed-use destination attraction.
 - **Activity:** The Request for Qualification (RFQ) for Owner's Representative Services for Project Nexus was released on **June 27, 2025**. This RFQ seeks Owner's Representative Services for comprehensive support for market study, planning, design, construction, incentives, and public-private partnerships, across multiple project phases, aiming to enhance quality of life and increase sales tax.
 - **Measurement vs. Year 1 Plan: On Track.** This directly advances **PFC-3 (Invest in mixed-use developments)** and **PFE-2 (Purchase land along key corridors)** by initiating the critical planning phase for our largest owned parcel. The release of the RFQ is a key Year 1 milestone for defining the vision for this strategic asset.
- **Innovation & Entrepreneurship Ecosystem:**
 - **Activity:** Continued discussions on building Pflugerville's innovation and startup environment, including a follow-up meeting with Laura Postler (Solution Focused), an expert in the Capital Region's entrepreneurial ecosystem.
 - **Activity:** Attended the Texas Venture Gala & Forum 2025, gaining insights into the innovation landscape and connecting with entrepreneurs, VCs, and family offices, reinforcing the understanding of startups as primary job creators.
 - **Activity:** Met with Gregg, the Texas Veterans Commission (TVC) Entrepreneur Program and Board Member Rosenfield to explore how PCDC can support veteran businesses.
 - **Activity (Project Pforge):** From June 2-19, PCDC and PflISD successfully hosted **PFORGE**, our free Summer Entrepreneurship Program. Twenty

talented PfISD students, selected from grades 6-12, embarked on an immersive journey, learning every step of business development – from concept to pitch. This program is cultivating our next generation of innovators, empowering them with essential skills to create and launch their own ventures!

- **Measurement vs. Year 1 Plan: On Track.** These activities directly support **PFW-4 (Build support for entrepreneurship and start-up ecosystems)** by engaging key stakeholders and exploring programming. The launch of PFORGE is a significant achievement for Year 1.
- **Higher Education Recruitment:**
 - **Activity:** Held initial Zoom discussions regarding a potential **Prairie View A&M Satellite Campus**.
 - **Activity:** Met with Joshua Rebecca, and Gregory N. Bowens from **Huston-Tillotson University** to discuss potential PCDC-University collaboration, noting their growth in the African American Male Teacher Initiative, MBA, and Adult Degree Programs, and their annual AI Summit.
 - **Measurement vs. Year 1 Plan: Ahead of Schedule.** These direct engagements with university leadership significantly advance **PFW-5 (Recruit a four-year university partner to Pflugerville)**, a top priority identified in the Workforce Study for Year 1.

II. BUSINESS DEVELOPMENT & ATTRACTION (BRE & Attraction)

- **Retail & Commercial Attraction:**
 - **Activity:** Executive Director actively participated in the **ICSC Conference in Las Vegas**, holding productive meetings with key commercial retail real estate firms, including Texas Retail Strategies, New Quest, CBRE, TJX Real Estate, and Cushman & Wakefield. Key takeaway: Brick-and-mortar retail is viable, but influenced by costs.
 - **Measurement vs. Year 1 Plan: On Track.** This directly implements **PFC-1 (Further Economic Development Recruitment Practices)** and **Goal 1.1 (Strategically Recruit and Expand Retail, Dining, and Entertainment)** by engaging with top-tier retail prospects and brokers.
- **Business Retention & Expansion (BRE):**
 - **Activity:** Met with Bob Rice, Ironwood Realty Partners, LLC, to discuss upcoming projects and future partnerships.
 - **Activity:** Met with Joe Gonzalez, VeraBank, to explore collaborations to support Pflugerville's small businesses.
 - **Activity:** Adam and our interns began creating content to highlight local businesses, an ongoing initiative to showcase community contributions.
 - **Activity:** We represented Pflugerville and Texas on the **Team Texas business recruitment mission to Boston**. This vital trip directly advances our **PCDC CEDS 3.0 Year 1 Implementation Plan (PFE-1)** by actively pursuing out-of-market relocation and expansion opportunities for our community.
 - **Measurement vs. Year 1 Plan: On Track.** These activities directly support the core function of **enhancing and managing the Business Retention and Workforce Program**.
- **Project Pillar's Sales Tax Incentive Discussion:**

- **Status:** Engaged in critical discussions with City Manager Sereniah and Deputy City Manager James regarding the proposed sales tax incentive agreement for Project Pillar. The City's FY26 budget constraints led to a proposed fee structure split for the sales tax rebate for this proposed 10-year agreement. PCDC's annual portion of sales tax generated from Project Pillar is approximately \$500,000.
- **Activity:** PCDC legal counsel confirmed Project Pillar qualifies as a project and is reviewing the proposed structure of a PCDC performance agreement. PCDC legal counsel advised that we provide notice and receive feedback from Whitney Bank and bond counsel regarding debt obligations.
- **Measurement vs. Year 1 Plan: Proactive Engagement.** This directly addresses **PFE-3 (Incentivize companies that create high-wage jobs)** by engaging in negotiations to retain a major sales tax generator and primary employer.

III. WORKFORCE DEVELOPMENT

- **New Talent Integration:**
 - **Activity:** Welcomed two summer interns from the University of Texas, Steve Rayan Benhamou and Elad Fainshtein (Home2Texas program, no cost to PCDC). They are actively contributing to various projects, including the Community Town Hall presentation.
 - **Measurement vs. Year 1 Plan: On Track.** This supports **PFW-2 (Develop comprehensive career readiness and engagement)** by bringing in new talent and providing practical experience.
- **Staff Professional Development:**
 - **Activity:** Adam and Lisa attended the TEDC Basic Economic Development Certification Course from June 3-6, enhancing their professional understanding of economic development.
 - **Measurement vs. Year 1 Plan: On Track.** This directly supports the ongoing professional growth outlined in the CEDS for PCDC staff.
- **Community Engagement for Workforce:**
 - **Activity:** Attended the 2024-2025 Rotary Club Scholarship Awards Ceremony, recognizing future workforce talent.
 - **Measurement vs. Year 1 Plan: On Track.** This supports **PFW-2 (Develop comprehensive career readiness and engagement)** through community partnership.

IV. OWNED PROPERTY STATUS

- **53-Acre Parcel:** The property acquired under Project Greenfield is now the central focus of **Project Nexus**, with the RFQ for Owner's Representative Services for Project Nexus released in June.

V. COMMUNITY ENGAGEMENT & PARTNERSHIPS

- **Community Town Hall Forum:**
 - **Activity:** PCDC successfully hosted a Community Town Hall Forum and Live Q&A on June 11, offering both in-person and virtual participation.
 - **Measurement vs. Year 1 Plan: On Track.** This fulfills a key objective of **PFC-4 (Create a unique brand and marketing campaign for PCDC)** by

engaging the broader community and sharing updates. We aim to hold these town hall forums twice a year.

- **City Council Engagement:**
 - **Activity:** Executive Director continued individual quarterly meetings with City Council members to address concerns, questions, and initiatives.
 - **Activity:** Attended the City Council Meeting where Project Greenfield was discussed. Follow-up information was provided to the PCDC Board, with a deeper discussion planned for the upcoming Board meeting.
 - **Measurement vs. Year 1 Plan: On Track.** Consistent engagement with City leadership.
- **Community Impact Editorial Meeting:**
 - **Activity:** Attended the monthly editorial meeting with Community Impact to discuss potential articles highlighting Pflugerville's economic development work and exploring enhanced marketing strategies.
 - **Measurement vs. Year 1 Plan: On Track.** Supports **PFC-4 (Create a unique brand and marketing campaign for PCDC)** through media relations.

VI. ORGANIZATIONAL & OPERATIONAL UPDATES

- **Executive Profile:** Austin Business Journal photographer conducted a photoshoot for an upcoming personal profile article on the Executive Director.
- **FY26 Budget Review:** Met with City Manager, City Finance Director, and other relevant personnel for the annual FY26 Budget Review.
- **Staffing Update (Business Retention & Workforce Development Director):**
 - **Status:** Received 41 applications, with six candidates interviewed by a panel (Lisa, Adam, Sheena (P&C), Kristen (Chamber)). An offer was extended to the successful candidate and accepted.
 - **Measurement vs. Year 1 Plan: On Track.** The candidate arrives on July 8th.
- **Office Efficiency & AI Integration:**
 - **Activity:** Making improvements to the office and actively working to identify how to create an AI-focused back office, aiming to enhance operational efficiency and maintain the speed of business.
 - **Measurement vs. Year 1 Plan: On Track.** Supports internal capacity building for efficient operations.

NEXT STEPS FOR JULY:

- Select the committee to evaluate the responses from the Project Nexus RFQ.
 - Finalize and present the FY26 budget to the PCDC Board and City Council.
 - Advance the hiring process for the Business Development Director.
 - Continue exploring university partnerships to address workforce needs.
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