

PCDC Staff Report to City Council and Board of Directors

October 2025: Strategic Alignment and Implementation Review

Reporting Period: October 1, 2025 – October 31, 2025

Prepared By: PCDC Executive Director's Office

This report details the PCDC's activities for October 2025, demonstrating how each key action supports the objectives outlined in the Comprehensive Economic Development Strategy (CEDS 3.0), the City's Aspire 2040 Plan, and the Workforce Study.

I. Strategic Events and Outreach

Activity	Aligned CEDS 3.0 Goal	Aspire Plan Alignment	Workforce Study Alignment
Business Pfirst Event: "The Future of Pflugerville Unlocked" (Oct 22)	Business Recruitment & Retention, Quality of Life	Economic Opportunities for All (Attract/support new business). Fiscally Responsible (Generating non-tax revenue).	Enhance Entrepreneurial Ecosystem (Directly engaging brokers/developers for pipeline growth).
IEDC AEDO Reaccreditation Site Visit (Oct 21-25)	Business Recruitment & Retention	Fiscally Responsible (Ensuring high-quality, efficient PCDC operations).	Continuous Operational Excellence (Incorporating stakeholder feedback for process improvement).

TEDC Annual Conference (Oct 29-31)	Talent & Education, Business Recruitment & Retention	Economic Opportunities for All (Gaining knowledge on tariffs/AI to inform local business support).	Develop Talent Pathways (Networking on best practices for workforce and entrepreneurial development).
Shop Small Neighborhood Champion Status (Approved Oct)	Quality of Life	Community Oriented (Supporting and fostering local small business vitality).	Support Small Business (Providing direct local outreach and marketing support to entrepreneurs).

Narrative Summary: The **Business Pfirst** event directly addressed the Council's request to expand focus beyond spec buildings by proactively engaging commercial partners (brokers, developers). This event showcases City infrastructure plans (Roads, Water, Downtown East), fulfilling the CEDS 3.0 goal of **marketing Pflugerville's assets** and aligning with the Aspire Plan's theme of **Economic Opportunities**. The **IEDC Reaccreditation** demonstrates a commitment to governance and best practices, ensuring PCDC remains a fiscally responsible leader.

II. Business & Workforce Development Initiatives

Activity	Aligned CEDS 3.0 Goal	Aspire Plan Alignment	Workforce Study Alignment
Pflugerville Employment Coalition (PEC) Advancement	Talent & Education	Economic Opportunities for All (Creating job training partnerships).	PEC Implementation (Formalizing PEC structure and broadening scope for comprehensive workforce development).

PfISD CTE Tour & Partner Meeting (Skybox/Stacer)	Talent & Education	Economic Opportunities for All (Aligning education with industry needs).	Talent Pathway Development (Strengthening alignment between PfISD CTE and PCDC's employer partners).
Incentive Check Disbursement (Cumberland/Motrex)	Business Recruitment & Retention	Fiscally Responsible (Fulfilling contractual obligations for high-wage job creation).	High-Wage Job Focus (Ensuring performance-based incentives for quality job creation are met).
Follow-up Meetings with Venture Pfest Entrepreneurs	Talent & Education	Community Oriented (Connecting local founders to resources).	Enhance Entrepreneurial Ecosystem (Providing direct support, resource compilation, and barrier removal for local ventures).

Narrative Summary: The push to formalize the **PEC** structure and expand its scope directly implements a key recommendation of the **Workforce Study**. By touring PfISD CTE facilities and finalizing incentive payments for companies like Cumberland Additive and Mobotrex, the PCDC ensures its work directly translates to **high-wage job growth** and supports the Aspire Plan's goal of **Economic Opportunities for All** through education and industry alignment.

III. Infrastructure and Project Management

Activity	Aligned CEDS 3.0 Goal	Aspire Plan Alignment	Workforce Study Alignment
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Helios Way & Impact Way Project Construction Progress	Business Recruitment & Retention	Safe and Healthy (Alleviating congestion). Robust Infrastructure (Preparing the business park for future tenants).	Support Business Growth (Ensuring necessary infrastructure is in place to support future job creation in the business park).
City/PCDC Bi-weekly Roundtable	Business Recruitment & Retention, Quality of Life	Robust Infrastructure (Ensuring alignment on utility and transportation planning).	Continuous Operational Excellence (Ensuring unified approach between City Planning and Economic Development).

Narrative Summary: Progress on the **Helios Way & Impact Way** project is a tangible output of PCDC's commitment to supporting the infrastructure required for business growth, a cornerstone of the CEDS 3.0. Regular **Roundtables** with Emily Barron and Ashley Bailey, the new Planning Director, ensure the seamless execution of development-related projects.

IV. Conclusion

October 2025 was defined by **execution and alignment**. From hosting a major site selector engagement event (Business Pfirst) and advancing the critical Helios Way project, to formalizing the PEC and completing an IEDC accreditation review, PCDC activities are demonstrably tied to the strategic pillars of our governing documents. We continue to focus on creating a robust environment for both businesses and residents, positioning Pflugerville for a successful 2026.