

PCDC Board Report - August 2025

To: PCDC Board of Directors

From: PCDC Staff

Date: September 17, 2025

This report summarizes the key activities of PCDC staff during August 2025, highlighting our progress on strategic initiatives and our alignment with the CEDS 3.0, the Workforce Study, and the Implementation Plan.

1. Advanced Infrastructure and Site Development

Summary of Activities:

- **Project Nexus Owner's Representative:** We met as an evaluation committee to review six RFQ proposals and selected the top three firms. These three firms will be interviewed on September 9th, with a final recommendation to be presented to the PCDC Board and City Council. This rigorous process is designed to ensure the right partner is chosen for this high-profile project.
- **Helios Way & Impact Way Phase IV:** The team participated in the review and proposal opening for this vital construction project. After a thorough evaluation, the bid was awarded to the most qualified vendor, a key step in advancing our infrastructure and improving site readiness.
- **16200 Yellow Sage Property:** We continued our collaboration with the City's Planning Department to gather crucial insight into zoning, allowable uses, and potential flexibility. This effort, in coordination with prospective buyers, ensures that the property's use aligns with our long-term community development goals and strategic land asset management.

Alignment with Strategic Plans:

These actions directly support the Advanced Infrastructure and Site Development pillar of the CEDS 3.0. By moving forward with the Project Nexus representative selection and the Helios Way construction, we are actively improving site readiness, which is a core component of the Implementation Plan. The work on the Yellow Sage property ensures that our land assets are used strategically to attract new business and support PCDC's mission.

2. Business Recruitment & Retention

Summary of Activities:

- **Project Optical Illusion & Project Gamma:** We submitted detailed Requests for Information (RFIs) to Opportunity Austin for both Project Optical Illusion, an Australian optics and AI company, and Project Gamma. At the prospects' request, we included non-binding incentives in our submissions, strengthening Pflugerville's position as a serious contender.
- **IEDC AEDO Site Visit:** We advanced our preparation for the upcoming site visit to secure accreditation. This included coordinating stakeholder meetings,

scheduling site tours, and requesting letters of support from local business owners to strengthen the accreditation application.

- **Cumberland Additive Site Visit:** A business retention visit was conducted to discuss their operations, workforce pipeline needs, and growth opportunities. We explored their engagement with ACC, TSTC, and other workforce programs to better understand their challenges in recruiting skilled trades talent.

Alignment with Strategic Plans:

Our activities are fully aligned with the Business Recruitment & Retention goals in the CEDS 3.0. By responding to RFIs and leveraging regional partnerships like Opportunity Austin, we are actively working to attract new businesses to Pflugerville. The retention visit with Cumberland Additive directly addresses the Workforce Study's focus on understanding and supporting the needs of existing businesses, a key part of our strategy to help them grow and thrive locally.

3. Talent and Workforce Development

Summary of Activities:

- **Team Texas Consultant Summit:** The Executive Director presented to site consultants, gaining valuable, direct feedback on what their clients are looking for in a community. This information will be used to improve our RFI responses and better position Pflugerville for new business attraction.
- **Regional Workforce Initiative:** We advanced our collaboration with key partners, including Workforce Solutions Capital Area, the Chamber of Commerce, and PflISD's CTE program. This included starting to compile a shared "cheat sheet" resource that outlines each organization's offerings, with the goal of reducing duplication and improving referrals.
- **PflISD Meetings:** We held a very constructive meeting with PflISD Superintendent Dr. Quintin Shepherd to discuss the critical importance of a strong, ongoing partnership. We also met to discuss a PCDC Board of Directors' application regarding the baseball and softball fields on Immanuel, ensuring seamless collaboration on a community-focused project.

Alignment with Strategic Plans:

These efforts directly support the Talent and Workforce Development pillar of the CEDS 3.0 and are a central focus of the Workforce Study. By engaging with site consultants, we are better positioning Pflugerville as a destination for talent. The ongoing work with our regional partners is a direct response to the Workforce Study's goal of creating clear and efficient pathways for both employers and students.

4. Community & Marketing Highlights

Summary of Activities:

- **Venture Pfest 2025:** We initiated an aggressive marketing campaign, creating initial Google Ads and social media campaigns, finalizing event agendas, and developing new visuals and branding materials. We launched a new Eventbrite listing and website pop-up to drive registrations and secured speakers and sponsors, including SCORE, SBA, and Tech Ranch.

- **Pflugerville Chamber Luncheon:** The Executive Director served as the keynote speaker, providing a mid-year report on PCDC's progress to a wide audience of community leaders and partners.

Alignment with Strategic Plans:

The promotion of Venture Pfest supports the Talent and Workforce Development pillar by fostering an entrepreneurial ecosystem and providing resources for local startups. It also contributes to Business Recruitment & Retention by highlighting our vibrant, innovative community, which is essential for attracting and retaining talent. The participation in the Chamber Luncheon is a key part of our public outreach and collaboration efforts.