

# PCDC Staff Report – March 2026

Pflugerville Community Development Corporation

## 1. Executive Summary

In March 2026, the staff experienced organizational scaling while remaining committed to strategic alignment and execution across business development, workforce initiatives, and infrastructure coordination.

Key themes:

### Organizational Capacity & Excellence

- Onboarded 3 new staff members (BD Director, Innovation Manager, Data Analyst)
- Implemented data infrastructure improvements (HubSpot + business intelligence expansion from ~97 → ~1,500 businesses)

### Business Recruitment, Retention & Expansion (BRE)

- Conducted multiple site visits (PepsiCo, Pye-Barker, Wilsonart, Henkel, FS Builder Resources, etc.)
- Advanced Project Nexus, Project Print, Project Princess incentives and strategy
- Identified regional supply chain gaps (plating/finishing capacity)

### Workforce Development

- Delivered Greater Pflugerville Job Fair (600+ attendees, 50+ employers)
- Strengthened the Pflugerville Employment Coalition (PEC) and Workforce Solutions alignment
- Developed job listing website + employer outreach campaigns

### Strategic Partnerships & Infrastructure

- Engagement with JLL (Project Nexus), OneGas, Burns & McDonnell, Opportunity Austin, FTZ/Freeport programs
- Advanced utility coordination and future development readiness

### Marketing & Ecosystem Development

- Launched “Behind the Tilt Wall” video series
- Website overhaul and brand modernization
- Promotion of PfISD youth entrepreneurship (Pforge)

## 2. Strategic Alignment Matrix (Chart Format)

PCDC Action (March 2026)	Description of Activity	Aspire 2040 Alignment	CEDS 3.0 Alignment	Workforce Plan Alignment	Outcome / Impact
<b>Staff Expansion &amp; Onboarding</b>	Hiring BD Director, Innovation Manager, Data Analyst	Organizational Excellence / High-Performance Government	Institutional Capacity Building	Talent Pipeline (internal capability)	Increased execution capacity and specialization
<b>HubSpot Data Overhaul &amp; BI Integration</b>	Expanded business database from ~97 to ~1,500	Smart Growth / Data-Driven City	Data Systems & Economic Intelligence	Employer engagement tracking	Enables targeted BRE, analytics, and decision-making
<b>Project Nexus Advancement (JLL)</b>	Strategy validation and Council alignment	Economic Vitality / Strategic Growth Corridors	Target Industry Development	Long-term job creation	Large-scale economic development pipeline
<b>Incentive Projects (Print &amp; Princess)</b>	Expansion grants tied to jobs & investment	Economic Opportunity / Redevelopment	Business Retention & Expansion	Job creation (primary employers)	Capital investment + tax base growth
<b>BRE Site Visits (PepsiCo, Wilsonart, etc.)</b>	Employer engagement & operational assessments	Business Retention / Industry Stability	BRE Program Execution	Workforce needs assessment	Retention, expansion insights, workforce alignment
<b>Supply Chain Gap Identification</b>	Plating/finishing shortage + vendor recruitment	Target Industry Growth	Cluster Development Strategy	Skilled trades demand	Drives recruitment of complementary industries
<b>FTZ &amp; Freeport Integration Strategy</b>	Tax/benefit programs for manufacturers	Business Competitiveness	Trade & Logistics Strategy	Advanced manufacturing support	Enhances competitiveness for large employers
<b>Greater Pflugerville Job Fair</b>	600+ attendees, 50+ employers	Workforce Opportunity	Talent Attraction & Retention	Direct workforce connection	Immediate hiring pipeline activation
<b>Pflugerville Employment Coalition (PEC)</b>	Employer + education + workforce alignment	Community Partnerships	Workforce Ecosystem Integration	Talent pipeline coordination	Long-term workforce system alignment

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<b>Workforce Solutions Partnership</b>	Collaboration on grants & training	Regional Collaboration	Workforce Strategy Integration	Upskilling & funding alignment	Strengthens regional workforce capacity
<b>Town Lake Flex Industrial Project</b>	Small-bay industrial for SMEs	Entrepreneurship & Small Business Growth	Real Estate/Product Development	Small business job creation	Supports light industrial ecosystem
<b>Utility &amp; Infrastructure Coordination</b>	OneGas, Burns & McDonnell, MPACT	Infrastructure Readiness	Site Readiness Strategy	Indirect workforce support	Enables future development projects
<b>Marketing &amp; Brand Modernization</b>	Website overhaul, video series	Place Branding / Identity	Marketing & Business Attraction	Talent attraction	Improved visibility and storytelling
<b>Pforge Youth Entrepreneurship Program</b>	Coordination with PflSD	Education & Innovation	Entrepreneurship Development	Youth workforce pipeline	Builds future entrepreneurial talent
<b>National &amp; Regional Engagement (IEDC, IAMC)</b>	Industry trends & site selector engagement	Regional Competitiveness	Business Attraction Strategy	Workforce competitiveness	Positions Pflugerville nationally
<b>Boardroom Tech &amp; SOP Development</b>	Internal systems modernization	Organizational Excellence	Operational Efficiency	Staff training systems	Scalable internal infrastructure

### 3. Key Strategic Takeaways

#### 1. Strong Alignment Across All Plans

Nearly all March activities simultaneously advance:

- **Aspire 2040** → growth, livability, and economic vitality
- **CEDS 3.0** → BRE, target industries, infrastructure
- **Workforce Plan** → talent pipeline + employer alignment

#### 2. Shift Toward Data-Driven Economic Development

- Business intelligence expansion and CRM integration represent a step-change in capability

- Aligns with modern AI-enabled BRE practices emerging regionally

### **3. Balanced Portfolio: Attraction + Retention + Workforce**

- BRE visits + supply chain strategy → retention
- Project Nexus + incentives → attraction
- Job fair + PEC → workforce pipeline

### **4. Increasing Regional Leadership Position**

- Recognition (IEDC, TEDC) + partnerships (Opportunity Austin, Workforce Solutions)
- Positions PCDC as a regional convener and leader

## **4. Conclusion**

March 2026 reflects a high-performing, execution-focused organization that is:

- Scaling internal capacity
- Driving measurable economic outcomes
- Building a connected workforce ecosystem
- Aligning daily actions with long-term strategic plans

The integration of data systems, partnerships, and workforce initiatives ensures that PCDC is not only reacting to growth, but actively shaping Pflugerville's economic future.