

# Pflugerville Event & Regional Analysis

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## Section One: Feedback on Event Format, Venues, and Hospitality

### **Strengths**

- Leadership Accessibility: PCDC leadership and city officials were highly engaged and accessible.
- Programming Mix: Panels, site visits, and workforce conversations were well curated and engaging.
- First-Day Energy: Crux Climbing Center welcome event was creative and effective for rapport-building.
- Coordination and Execution: Event was smooth, on schedule, and well synchronized.
- Casual format for the Day 2 dinner was very nice. It felt personable and cozy versus some events where it feels stiff and forced.

### **Areas for Improvement**

- Pacing & Delivery: Content felt dense; add recap time or key takeaways per segment.
- Venue Choice: Football stadium seating was awkward for meetings.
- Include more in-place moments (parks, trails, downtown). These assets were talked about but we didn't get to explore them. We either drove by or walked right into a meeting.
- Industry Meetings: Combine with company visits for efficiency and let site consultants have private opportunity (without PCDC team to ask questions).
- Narrative Cohesion: Add a strong framing statement on Day 1 and ensure links between stops. This could be a short overview of the region prior to boarding the bus that showed a visual on a map and the key industry targets and goals for the tour.
- Daily Pacing: Day 2 was dense; micro-breaks could help and definitely a longer break before dinner
- Housing Context: Rather than hear about the housing from developers you should just include a brief neighborhood drive-through and talk about what types of housing you have, what is coming and what else you are working on.

## Section Two: SWOT Analysis for Pflugerville with Recommendations

### **Strengths**

- Transportation Advantage: SH-130 provides accessibility and efficiency.

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- Collaboration: Strong cooperation between Pflugerville, Austin, and state partners.
- Leadership & Execution: City leadership shows strong synergy, engagement and alignment.
- Workforce Development: CTE, ECE, and education partnerships demonstrate commitment.
- Infrastructure Investment: Scale of investment and intentional planning impressed site selectors.

## **Weaknesses**

- Target Industry Strategy: Pflugerville feels like a young community still defining its focus
  - Example: Life sciences target needs clarity because it was listed as a target sector but not the place for wet labs (define what you are and what you want for each sector)
  - Ensuring that target sectors align with both the city's capabilities and the region's established clusters will strengthen your overall competitiveness. Question: Is there enough manufacturing talent?
  - In short, refining Pflugerville's target industries within the context of regional target industries is essential. Companies evaluating the area generally view the Austin region holistically, not jurisdiction by jurisdiction
- Site Readiness: Lack of detailed information on available sites; needs better packaging and visibility (listing sites on Zoom Prospector -or a comparable platform)

## **Opportunities**

- Sharpen Messaging: Refine target industries to align with regional clusters.
- Leverage Location: Emphasize SH-130 and commuting patterns in marketing.
- Enhance Site Marketing: Provide structured property sheets and ensure listings on site-selection platforms.
- Narrative Development: Build a strong identity and story arc for future tours and recruitment efforts. How does Pflugerville fit into the Austin Region and what makes it unique.

## **Threats**

- Workforce Gaps: Limited manufacturing talent could disqualify the city early in RFI processes.
- Regional Competition: Companies view Austin region holistically; Pflugerville must differentiate clearly.