



**ACCREDITED
ECONOMIC
DEVELOPMENT
ORGANIZATION**

International Economic Development Council

Pflugerville Community Development Corporation

Pflugerville, Texas

REACCREDITATION SITE REPORT

December 2025

Reviewed by:

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The Pflugerville Community Development Corporation (PCDC) was first accredited in June 2019. As this is their second reaccreditation application, a site visit is required.

COMMUNITY OVERVIEW

The city's population was approximately 65,000, according to the 2020 census, representing growth from 4,400 in 1990. It is renowned for water-related recreational activities, featuring a lake, creeks, and a water park. The city promotes itself as the Trail Capital of Texas. It is strategically located within the region to collaborate with various partners.

ORGANIZATIONAL OVERVIEW

The organization demonstrates strong leadership with a clear focus on reinvestment strategies. It is governed by a seven-member board appointed by the City Council, which includes the Mayor and one Council member.

PCDC is organized as a Texas 4B economic development corporation and, as such, is funded from a half-cent sales tax. Additionally, the organization owns a water park, land, and a vehicle.

ORGANIZATIONAL LEADERSHIP and TEAM

A team has been assembled to support growth and double capacity. Its employees bring a total of 46 years of experience in economic development. Jerry Jones, Jr. assumed the role of executive director in February 2025. He oversees a team of four that consists of a BRE and Workforce Development Director, a Marketing Manager, an Executive Assistant, and a General Counsel.

STRATEGIC PLAN

Prepared by EY, it appears that the 2024 draft is moving toward implementation, driven by recent staff changes. The CEDS 3.0 Vision mainly focuses on quality of life, attracting businesses, and improving talent and education. The strategic plan includes implementation tables.

The CEDS 3.0 Vision Statement is “Pflugerville thrives as a modern and vibrant city because of its diversity, economic opportunities, and high quality of life.”

MARKETING PLANS and MATERIALS

PCDC has a three-year plan and works on it year-round. The plan includes a strong social media

presence, printed materials, an annual report, a quarterly newsletter, and annual stat cards. Their aim is to create a unique brand and marketing campaign while emphasizing diversity and inclusivity. Recently, there have been very active marketing efforts, such as 16 press releases, five national ads, three profiles in Site Selection Magazine, robust social media initiatives, a workforce video, a new podcast series, and a redesigned website.

BUDGET and FINANCIALS

The financials appear consistent with the actual investment of funds. The 2023 audit was clean, revealing \$17 million in cash and total assets amounting to \$55 million. Their financials are audited annually.

COMMITMENT of SUPPORT

Letters from the Mayor, the School Board, and an “Opportunity Austin” Regional Partner. A letter has been requested from the private sector.

MAJOR ACCOMPLISHMENTS and BEST PRACTICES

Over the past three years, the Pflugerville Community Development Corporation has been active. They purchased 52 acres near downtown and the lake for a Mixed-Use Project, along with additional land to continue the buildout of the business park. Additional accomplishments include

- Sold 14.5 acres to EVS Metal for headquarters project
- Landed an Amazon fulfillment center, a \$548 data center, and several other prospects and existing expansions.
- Developed an entrepreneurial program, including Venture Week and a Startup Support Center
- Conducted approximately 125 BRE visits each year.
- Experienced increases in sales tax year over year for the past 3 years
- Managed over \$350,000 in workforce grants

PREVIOUS RECOMMENDATIONS UPDATE

PCDC has addressed the three recommendations from its last site visit. Recommendations consist of finalizing the new strategic plan (already completed), ongoing development of mixed-use projects, and continuous efforts on post-secondary education initiatives.

SIGNIFICANT ORGANIZATIONAL CHANGES

The organization has experienced turnover with the loss of three of five employees in 2024 and its business retention and workforce director in April 2025. The assistant manager stepped in to handle the day-to-day operations while the board of directors worked to fill the director position. Jerry Jones was hired in February 2025. Since joining the organization, Mr. Jones has hired an executive assistant, a marketing manager, and the business retention and workforce director.

SITE VISIT OBSERVATIONS

The organization has good relationships with key community leaders, an energetic and enthusiastic staff, and an effective facility in a good location. Key observations include:

- The organization is understaffed, especially when compared to the plan of work.
- The facility serves them well and can be used to create stronger bonds with the existing business community by hosting events and programming. The location places the organization right in the middle of a vibrant area featuring key industries, professional conference space, and an airport.
- Board participation is strong. We did not meet as many board members as we would have liked, but the connections we made were extremely passionate and knowledgeable about the organization and the community, and willing to help wherever possible.
- The organization is financially healthy and is pursuing an extremely diverse mix of projects.
- The staff and board appear to have strong relationships with many key community and business leaders.
- The new CEO has hit the ground running; the entire team is aggressive and wants to make great things happen for Pflugerville.
- The organization follows many best practices, including a strong emphasis on professional development for the staff, well-run meetings with volunteers, and a well-rounded and diverse set of projects.

RECOMMENDATIONS

- The Review Team is concerned about the organization's ability to accomplish everything in its strategic plan with current (and even with planned) staffing levels. We recommend an analysis of the strategy to get a better understanding of how staffing holds up against the tactics that will have to be employed to execute the plan.
- The proposed job description for the business development professional reads more like an assistant

director position. We recommend changing the title to assistant director and pursuing a candidate who has previously served in such a role. Jerry will need that level of support if the organization is going to meet all of its expectations. Burnout is a risk, and this position will help avoid such an outcome.

- Even with limited comparable economic development experience (excluding the CEO), we feel that the staff members are extremely skilled and have developed strong relationships with key allies in the community. We recommend an analysis of compensation for similar positions in the region to ensure the organization does everything it can to retain current staff.
- Staff appear to have strong relationships with many key government and business partners. We recommend a strategic approach to ensuring that those relationships continue to improve, with a specific emphasis on elected and appointed government leaders.

REACCREDITATION

The Pflugerville Community Development Corporation is a strong, effective organization with competent professional staff who follow best practices in an effort to grow the economy of their community. We enthusiastically recommend reaccreditation.