



**PCGDC**

**2025**

**ANNUAL REPORT**

***BUILT ON COMMUNITY, TRUE TO OUR MISSION, FUTURE FOCUSED.***

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*This report highlights how PCDC advanced economic development, workforce readiness, and community investment throughout 2025 while laying the groundwork for future growth. **\*\*\*Statistical insights throughout this document are provided by Chmura JobsEQ. Full reports and source materials are available upon request.\*\*\****



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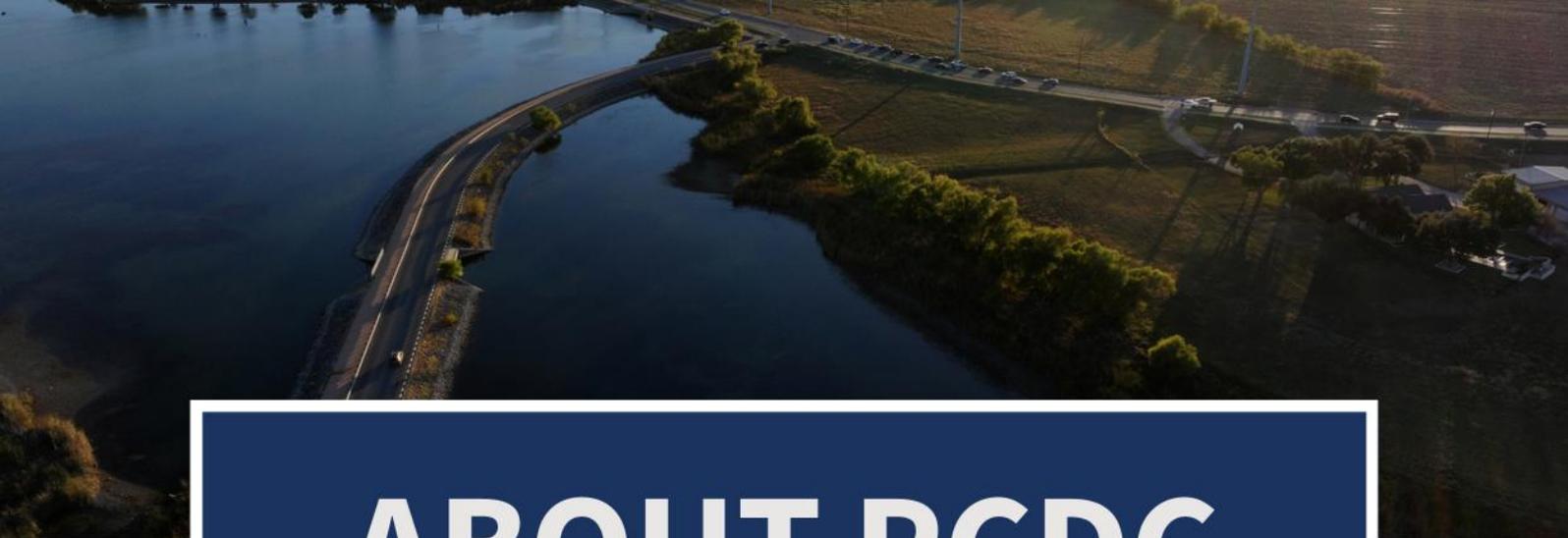
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# ABOUT PCDC

## ***WHO WE ARE***

The Pflugerville Community Development Corporation (PCDC) is a Type B economic development organization dedicated to strengthening the local economy and enhancing the overall quality of life in Pflugerville.

Working in close partnership with the City of Pflugerville, PCDC supports strategic initiatives that encourage business growth, job creation, and long-term economic resilience across the community. Funded through a voter-approved portion of local sales tax, PCDC reinvests directly into projects and programs that deliver meaningful, long-lasting benefits for residents and businesses.

## ***WHAT WE DO***

### ***Supporting Business Growth***

PCDC attracts, retains, and expands businesses while supporting entrepreneurs and startups through targeted programs, strategic partnerships, and direct assistance.

### ***Investing in Community Vitality***

PCDC invests in workforce development, infrastructure, and community-focused projects that strengthen the local economy and improve quality of life.

### ***Planning for Long-Term Success***

PCDC advances forward-looking initiatives that position Pflugerville for sustainable growth, competitiveness, and long-term economic resilience.

# MESSAGE FROM THE EXECUTIVE DIRECTOR



**Jerry W. Jones Jr.**  
*Executive Director*

**Dear City Officials, Residents, Partners, and Stakeholders,**

As we close 2025, I reflect on the incredible strides we have made together.

In Pflugerville, we don't just grow; we grow with purpose.

This past year was defined by strategic foundations and bold visions, guided by a simple yet powerful ethos:

***Built on Community, True to Our Mission, Future Focused.***

***Built on Community:*** Our community is the bedrock of everything we do. Upon my arrival in 2025, the synergy we have built among the PCDC Board, City Council, and staff speaks to the priority we place on Pflugerville's growth. Collaboration was vital to advancing the Helios Way project, where we worked hand in hand to plan critical access points, ensuring our commercial corridors are seamlessly integrated into the city's fabric.

***True to Our Mission:*** Our mission is to drive economic prosperity, and this year, we took a monumental step forward with Project Nexus. Following a rigorous selection process, we successfully engaged ***Jones Lang Lasalle (JLL)*** as our Owner's Representative. Throughout this report, you will see the many ways we amplified Pflugerville's story, ensuring that for decision-makers, Pflugerville is not just an option, it is the destination.

***Future Focused:*** To remain competitive, we must look ahead. We spent 2025 laying the groundwork for a robust innovation ecosystem. None of the work would be possible without the dedication of the PCDC Board, the City Council, and our incredible staff, Adam, Lisa, and Stacey, who keep this organization moving forward.

Thank you for the privilege of serving this community. We step into 2026 on a firm foundation, clear in our mission and ready for the future.

Kind Regards,

A handwritten signature in black ink, appearing to be 'JW Jones Jr.', written in a cursive style.

Executive Director

Pflugerville Community Development Corporation

# MESSAGE FROM THE BOARD PRESIDENT



**Darelle White**  
*Board President*

Dear City Officials, Residents, Partners, and Stakeholders,

**Reflecting on a Year of Purpose and Partnership** As we close another chapter in Pflugerville’s growth, I am struck by the incredible synergy defining our city. This year has been an “all hands on deck” effort. To my fellow Board members, City Council, and staff: thank you. Your collaboration is the engine that ensures every decision remains **True to Our Mission**.

Our progress is **Built on Community**. I want to extend sincere thanks to **Jeff Thompson**; his insight during his board tenure remains woven into our current success.

**Recognizing Exceptional Leadership and Transition**, I especially want to thank **Terri Toledo** for serving as Interim Director through February 2025. Terri’s leadership, alongside city staff, was instrumental in securing the **Project Nexus** site—a vital milestone for our economic future.

We also marked a significant transition in city leadership. I offer my deepest gratitude to outgoing **Mayor Victor Gonzales**. Having served alongside Victor for years, I have witnessed his profound devotion to Pflugerville firsthand. To Victor’s family: thank you for the sacrifices you made to allow him to lead our city with such heart.

Looking Toward the Horizon As we bid farewell to one leader, we enthusiastically welcome **Mayor Doug Weiss**. I have full confidence in Doug’s leadership and his deep understanding of our local landscape. The PCDC is eager to align our efforts with the Mayor and Council to ensure our strategies remain robust, inclusive, and Future-Focused.

Pflugerville is a shared vision of family and community. Thank you for your continued trust as we build a stronger economy together.

Best regards,

Darelle White, President, Board of Directors PCDC

# PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION BOARD

*A governing body dedicated to responsible stewardship, strategic decision-making, and sustained economic vitality.*



**Darelle White**  
*President*



**Adam Rosenfield**  
*Vice President*



**Oscar R. Mitchell**  
*Secretary*



**Jeff Thompson**  
*Board Member - Resigned 2025*



**Victor Gonzales**  
*Board Member - Termed 2025*



**Mark Lee**  
*Board Member*



**Rudy Metayer**  
*Board Member*



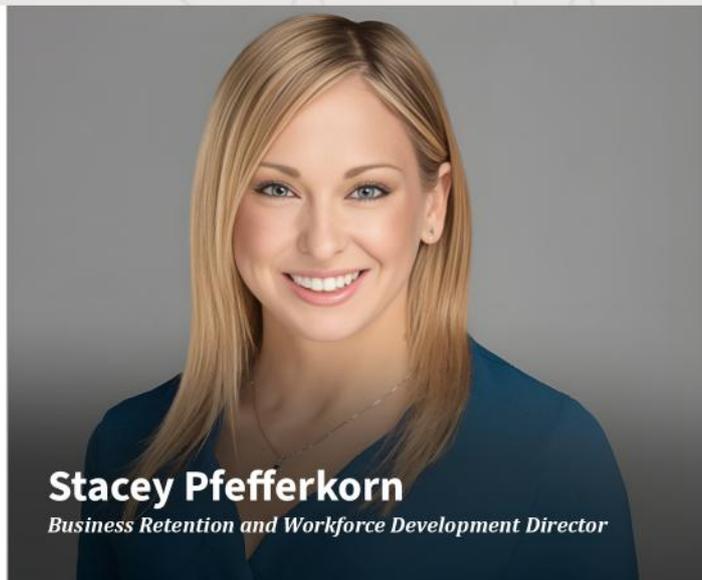
**Ceasar Ruiz**  
*Board Member*

# MEET THE PFLUGERVILLE ECONOMIC DEVELOPMENT TEAM

*A dedicated team committed to strategic growth, exceptional business support, and fostering a thriving innovation ecosystem.*



**Jerry W. Jones Jr.**  
*Executive Director*



**Stacey Pfefferkorn**  
*Business Retention and Workforce Development Director*



**Adam Maxon**  
*Marketing Manager*



**Lisa Curtis**  
*Executive Assistant*



**Josh Brockman-Weber**  
*General Counsel*

## Our Role

The PCDC team supports employers through every stage of relocation and expansion:

- *Site Selection & Market Intelligence*
- *Workforce Development & Training Partnerships*
- *Incentive Structuring & Approvals*
- *Business Retention & Growth Services*
- *Community Onboarding & Soft-Landing Support*
- *Relationship-Building Across Regional Networks*

# IEDC REACCREDITATION



The Pflugerville Community Development Corporation (PCDC) again earned national recognition for professional excellence through reaccreditation by the International Economic Development Council (IEDC).

This designation reflects PCDC's adherence to rigorous national standards for governance, strategic planning, and performance. Only 93 economic development organizations nationwide currently hold this distinction.

## **WHY THIS MATTERS**

### ***Nationally Recognized Standards***

PCDC meets nationally recognized benchmarks for governance, accountability, and strategic planning, demonstrating best practices in economic development.

### ***Rigorous Independent Review***

Reaccreditation followed an extensive independent evaluation of policies, funding, staff capacity, and operations, including both a comprehensive documentation review and an on-site assessment.

### ***Commitment to Excellence***

Accredited organizations must requalify every three years, ensuring continuous improvement, transparency, and long-term credibility.

***This reaccreditation confirms that Pflugerville's economic development efforts meet nationally recognized standards and reflects PCDC's ongoing commitment to professionalism, accountability, and measurable results.***



# PCDC AT A GLANCE

## ***Workforce & Education Investments***

PCDC supports long-term economic growth by investing in entrepreneurship, workforce training, and career pathway development, ensuring local talent is prepared for high-demand industries and future job creation.

### ***PFORGE Entrepreneurship Program***

PCDC provided a **\$3,000 grant** to **Pflugerville ISD Career & Technical Education (CTE)** to support the PFORGE program, fostering **youth entrepreneurship and small business development** through hands-on learning and early exposure to business fundamentals.

### ***Biomedical & Sterile Processing Workforce Pipeline (HDJT Grant)***

PCDC leveraged **\$300,000 in total funding**, which included a **\$150,000 match from dedicated sales tax revenue** and **\$150,000 from the Texas Workforce Commission (TWC)**, to expand advanced healthcare workforce training. Investments supported immersive, industry-aligned learning tools, including **Igloo Vision immersive simulation, SynDaver high-fidelity medical models, and SimTutor digital curriculum**, providing students with real-world clinical and procedural training experiences.

### ***Work-Based Learning & Industry Outreach***

PCDC invested **\$105,000** in a **Work-Based Learning Outreach Grant**, administered by **Stacer Group LLC**, to strengthen **industry partnerships**, expand employer engagement, and build **clear career pathways** connecting education to employment.



# KEY METRICS & IMPACT

## *Sustaining Employment. Growing Wages. Positioning for the Future.*

PCDC's Business Retention & Expansion (BRE) and workforce initiatives supported a strong and growing employment base in Pflugerville in FY25, with measurable impact across advanced manufacturing, logistics, healthcare, education, and professional services.

### *By the Numbers*

**21,993**

*Total Jobs*

**4.7%**

*Employment Growth*

**\$94,628**

*Average Wage*

## **WHY IT MATTERS**

Through targeted business retention strategies, workforce pipeline investments, and oversight of incentive compliance, PCDC helped stabilize major employers and position them for future expansion.

These efforts supported nearly 22,000 local jobs, strengthened wage growth, and ensured Pflugerville remains competitive for high-skill, high-wage employment.

# HIGH-GROWTH & STRATEGIC SECTORS

## ***Building a Resilient, Future-Ready Economy***

PCDC focuses on sectors that deliver long-term economic stability, strong wage growth, and regional competitiveness, ensuring Pflugerville remains well-positioned to attract, retain, and grow high-value industries.

### ***Semiconductor & Advanced Manufacturing***

Supports 471 high-skill jobs with an average annual wage of \$194,992, reinforcing Pflugerville's position in innovation-driven, high-wage industries.

### ***Warehousing & Logistics***

Employs 849 workers supporting e-commerce operations and regional distribution networks critical to supply chain efficiency.

### ***Construction & Building Systems***

Includes 403 plumbing and HVAC jobs that support infrastructure expansion and ongoing community development.

### ***Education & Workforce Pipeline***

Provides 1,018 jobs across colleges and professional schools, strengthening talent development and workforce readiness.

### ***Healthcare & Life Sciences***

Accounts for 515 therapy and clinical support roles, meeting growing healthcare demand and enhancing community well-being.

## ***Why It Matters***

Through targeted retention efforts and workforce investments, PCDC stabilized major employers, supported nearly 22,000 local jobs, strengthened wage growth, and kept Pflugerville competitive for high-skill, high-wage employment.

## **PCDC IMPACT FOCUS**

*PCDC's impact is centered on job retention, job creation readiness, and wage growth. By supporting and stabilizing existing employers during market shifts, PCDC helps protect local jobs and encourage long-term business continuity.*

*Through workforce-aligned training, education partnerships, and talent pipeline development, PCDC ensures Pflugerville is prepared for future job creation. At the same time, PCDC prioritizes initiatives and industries that support above-average wages, strengthening economic mobility and long-term prosperity for the community.*



# BUSINESSES ASSISTED

## ***Supporting Stability. Removing Barriers. Positioning for Growth.***

In FY25, PCDC delivered direct business retention, expansion, and small business assistance through a structured, outcomes-driven Business Retention & Expansion (BRE) program. The program focused on addressing real business needs, removing operational barriers, and driving measurable results for Pflugerville employers.

### ***By the Numbers***

**40+**

*businesses engaged through visits and consultations*

**100%**

*of visited firms received verified updates and needs assessments*

**50+**

*action items across key development and operational areas*

**6**

*priority cases advanced into active project management for FY26*

## ***FROM SUPPORT TO SUSTAINED GROWTH***

PCDC provided hands-on support across development and permitting navigation, real estate stabilization and site readiness, expansion planning, small business technical assistance, and industry relationship building. By reducing development and location barriers and moving beyond outreach into active problem-solving, these efforts strengthened relationships with existing employers, supported continued investment and job stability, and positioned Pflugerville businesses for long-term growth and competitiveness.



# MARKETING REACH & VISIBILITY

## *Building Awareness, Strengthening Participation*

In 2025, PCDC's marketing and digital outreach helped to expand awareness of programs, events, and business resources, supporting initiatives such as Venture Pfest, Startup Programming, Small Business Week, Business PFIRST, and networking series, while boosting engagement across Pflugerville's entrepreneurial ecosystem.

### *By the Numbers*

**4.6K**

*Users*

**25+**

*Events*

**19.6K**

*Interactions*

**500+**

*Attendees*

## **DIGITAL ENGAGEMENT THAT DELIVERS RESULTS**

In 2025, PCDC's social media channels experienced significant growth in reach and engagement, helping expand awareness of programs and initiatives. Facebook and Instagram together generated 1.2M views, 2.5K interactions, 8.9K link clicks, and 349 new followers, while LinkedIn delivered 1.86M impressions with 1,770 reactions, 180 comments, and 92 reposts. These results reflect a strong increase in visibility and interaction, driving participation across events, programs, and business resources throughout Pflugerville's entrepreneurial ecosystem.

# MARKET READINESS & INTELLIGENCE

PCDC strengthened business attraction and retention by developing enhanced data systems, practical tools, and strategic industry engagement. These efforts improved market intelligence, supported site readiness, streamlined responses to inquiries from prospective businesses, and positioned Pflugerville to respond quickly to opportunities while addressing barriers to growth.

## ***Business & Industry Inventory***

Comprehensive database includes: sector, NAICS classification, employment size, function, and supply-chain relationships.

## ***Commercial & Industrial Property Database***

Launched a living property database to support rapid RFI responses, site consultant inquiries, and real-time feasibility reviews.

## ***Stakeholder Engagement***

Met with 10+ developers, brokers, and property owners to identify market gaps, barriers, and real estate/infrastructure needs, and improve site readiness.

## ***Marketing & Positioning***

Updated community profiles, site marketing packages, and consultant-ready pitch tools with the help of a professional marketing consultant.

## **KEY METRICS**

*In 2025, PCDC achieved measurable results in business attraction, retention, and market readiness:*

- *50+ prospect leads generated, identifying new opportunities for local investment*
- *10 RFIs submitted, responding promptly to site inquiries from prospective businesses*
- *4 economic impact reports completed, providing data-driven insights for strategic decision-making*
- *30+ site consultants engaged nationally, expanding awareness of Pflugerville's development opportunities*
- *4 site consultants hosted in-market, offering firsthand experience of local assets and infrastructure*
- *10+ developers and brokers engaged, fostering partnerships to support commercial growth and site readiness*
- *Citywide business and property inventory established, creating a comprehensive resource to guide attraction, retention, and expansion efforts*



# STRATEGIC FRAMEWORK & CEDS ALIGNMENT

## *Implementing The Plan, Aligning With the Mission*

PCDC's 2025 initiatives align closely with the Comprehensive Economic Development Strategy (CEDS), combining a structured snapshot of key projects with ongoing updates tracked throughout the year. These tasks represent a mix of organizational, infrastructure, workforce, and business development priorities, ensuring Pflugerville's economic growth remains strategic, coordinated, and results-driven.

### *By the Numbers*

**92**

*Total Tasks Identified  
(Year 1/2 Cycle)*

**55**

*Tasks Underway*

**37**

*Tasks Not  
Started/Pending*

## **SUMMARY**

Throughout 2025, PCDC executed a range of strategic initiatives while advancing numerous ongoing projects across organizational, infrastructure, workforce, and business development areas. Completed efforts strengthened organizational capacity through leadership hires, staff realignment, and IEDC reaccreditation, ensuring professional excellence. Investments in infrastructure and real estate, including Project Greenfield, Project Nexus, and Project Listen, expanded growth potential and prepared sites for future use. Workforce and entrepreneurship initiatives—from PFORGE and High-Demand Job Training grants to the Startup Support Center and Venture Pfest—enhanced talent development, hands-on learning, and entrepreneurial support. Ongoing projects, including CEDS 3.0 implementation, Project Nexus development, and business retention efforts, continue to ensure long-term economic growth, site readiness, and competitiveness, positioning Pflugerville as a hub for high-skill, high-wage employment.



# BUSINESS ATTRACTION & WORKFORCE DEVELOPMENT

## ***Business Attraction***

PCDC advanced a proactive business attraction program focused on lead generation, competitive project response, site readiness, and relationship-building with national site selection professionals.

These efforts strengthened Pflugerville's visibility and competitiveness in attracting high-impact businesses while ensuring rapid, data-driven responses to investment opportunities.

## ***By the Numbers: Lead Generation & Project Activity***

**50+**

*Business Leads*

**10**

*RFIs Submitted*

**4**

*Economic Impact Analyses*

## **SUMMARY**

In 2025, PCDC advanced Pflugerville's business attraction and workforce development efforts through proactive lead generation, site readiness, and strategic partnerships. The Corporation generated 50+ business leads, submitted 10 RFIs, and completed 4 economic impact analyses, strengthening the city's competitive position for new investment. Workforce initiatives focused on building talent pipelines and supporting education-aligned training, including the High-Demand Job Training Grant for biomedical and sterile processing careers, the PFORGE youth entrepreneurship program, and work-based learning outreach. These programs enhanced career readiness, skills development, and entrepreneurial support, ensuring a pipeline of talent aligned with local industry needs and helping businesses grow, retain employees, and remain competitive.

# MAJOR TASKS & INITIATIVES COMPLETED IN 2025

## ***Organizational & Administrative***

- Hired New Executive Director: Jerry W. Jones Jr. onboarded in February
- Staffing Realignment: New Marketing Communications Manager (Adam Maxon), Executive Assistant (Lisa Curtis), and Business Retention & Workforce Director (Stacey Pfefferkorn)
- AEDO Reaccreditation: Successfully hosted IEDC reaccreditation site visit in October
- Financials: Received first AA- bond rating from S&P

## ***Business Development & Infrastructure***

- Project Greenfield: Completed bond issuance and acquisition of 52 acres
- Project Nexus: Transitioned Project Greenfield to Project Nexus; issued RFQ and selected JLL as Owner's Representative
- Project Listen: Board-approved acquisition of nearly 57 acres along FM 973
- Helios Way/Impact Way Phase IV: Pre-construction meetings completed; visible construction underway

## ***Workforce & Entrepreneurship***

- Workforce Study: Completed and presented by TIP Strategies; received Workforce Excellence Award from TEDC
- High Demand Job Training Grant: \$150K PCDC match for PflSD, matched by TWC for \$300K total
- Startup Support Center: Launched digital accelerator platform for local entrepreneurs
- PFORGE Summer Program: Completed 3-week youth entrepreneurship program in partnership with PflSD
- Venture Pfest 2025: 3-day event with 460+ registrants, including a pitch competition and women's summit
- Business PFIRST Summit: Hosted infrastructure and development-focused summit on October 22

## ***Strategic Development***

- CEDS 3.0 Implementation: Ongoing execution of remaining tasks (55 active as of April)
- Website Redesign: RFP issued; agency selection panel assembled
- Project Nexus Development: Owner's Rep selected; multi-year development and marketing underway

## ***Business Retention & Expansion (BRE)***

- BRE Program Relaunch: Reestablished PCDC's business retention program with standardized visits, tracking, reporting, and incentive compliance for expanding and reinvesting companies.
- Employer Outreach & Data Collection: Completed citywide business visits to update employment, expansion plans, and facility needs.
- Employer-Workforce Alignment: Connected employers with PflSD, ACC, TSTC, Workforce Solutions, and launched the PEC framework.

# WORKFORCE AND TALENT

PCDC placed a strong emphasis on strengthening workforce and talent pipelines by actively coordinating with education partners, technical training providers, and local employers to ensure that workforce development initiatives align with the needs of Pflugerville's growing economy. These efforts support business retention and expansion by equipping current and future employees with the skills required in high-demand industries. By fostering partnerships across K-12, post-secondary institutions, and industry training programs, PCDC helps students and workers gain practical, industry-aligned skills that prepare them for long-term careers in healthcare, advanced manufacturing, logistics, and other strategic sectors.

This integrated approach not only enhances the city's talent pool but also strengthens the overall competitiveness and sustainability of Pflugerville's economy, ensuring that local businesses have access to a skilled workforce capable of supporting innovation, growth, and high-wage employment opportunities well into the future.

## ***Career & Technical Education and Training Investments***

### ***Biomedical / Sterile Processing Workforce Pipeline (HDJT Grant)***

- Coordinated PCDC participation in a High Demand Job Training grant with Pflugerville ISD, Workforce Solutions Capital Area, and Ascension Seton.
- Leveraged a \$150,000 PCDC match with Texas Workforce Commission funds for a \$300,000 total workforce training investment.
- Funded acquisition of Igloo immersive simulation system, SynDaver high-fidelity medical training model and SimTutor instructional software.
- Supported high school seniors pursuing industry certification in sterile processing and healthcare careers.

### ***PFORGE Entrepreneurship Program (PfISD CTE)***

- Provided grant support and program coordination for the PFORGE summer program (grades 6-12).
- Program taught business planning, finance, marketing, and pitching, culminating in a student pitch competition and market-ready experience.

### ***Work-Based Learning Outreach (Stacer Group Initiative)***

- \$105,000 PCDC investment supporting Year 1 of work-based learning services
- Expanded employer engagement, student access to internships, job shadowing, and career pathway opportunities

# POSTSECONDARY ALIGNMENT, EMPLOYMENT COORDINATION & ENTREPRENEURSHIP

## *Post-Secondary and Technical Training Alignment*

- Conducted site visits and program reviews with Texas State Technical College (TSTC) to assess advanced manufacturing, robotics, and certification programs aligned with local employer needs
- Continued coordination with Austin Community College (ACC) and regional workforce partners on technical and industry-aligned training programs

## *Pflugerville Employment Coalition (PEC)*

- Established and facilitated the PEC to improve coordination among PfISD, Workforce Solutions Capital Area, Chamber of Commerce, ACC, TSTC, and local employers
- Focus areas include creating a shared inventory of workforce programs, aligning employer needs with education and training pipelines and coordinating workforce initiatives across agencies and institutions

## *Employer & Job Seeker Engagement*

- Hosted a community job fair in partnership with the Pflugerville Chamber of Commerce and PfISD
- Connected employers, students, and job seekers to local career opportunities and training pathways

## *Entrepreneurship*

In 2025, PCDC expanded direct engagement with entrepreneurs and small businesses through a variety of education, networking, and visibility-focused programs. These initiatives strengthened Pflugerville's entrepreneurial ecosystem, increasing access to resources, connections, and opportunities for local businesses to grow and thrive.

- Delivered 25+ entrepreneur-focused events, engaging 500+ attendees
- Venture Pfest / Venture Week and Startup Week programming
- Mastermind Classes on marketing strategy and online presence
- Business PFIRST, Economic Development Week, and Small Business Week
- Youth and women-focused initiatives, including PFORGE and Women Leading Forward
- Recurring series: Working Hours, Startup Lunch, Coffee on First, Bits & Biz
- Business visibility through Shop Local Spotlights, Business Interviews, and Annual Awards
- Regional engagement at ICSC Red River, public forums, and educational workshops



# BUSINESS ATTRACTION & TARGET INDUSTRIES

## ***Business Attraction and Competitive Positioning***

In FY25, PCDC advanced a data-driven understanding of Pflugerville's competitive position within Central Texas. By integrating BRE findings, site selection activity, workforce analysis, and regional labor market data, PCDC informed industry focus, supply-chain opportunities, and business recruitment strategy.

Using JobsEQ, the Pflugerville Workforce Study, and CEDS, PCDC evaluated employment concentration, wage levels, growth trends, and occupational demand to identify sectors with strong competitive alignment and long-term growth potential.

## ***Areas of Competitive Strength***

- **Advanced Manufacturing & Semiconductors:** Skilled workforce, proximity to clusters, strong supplier presence, aligned with technical training programs
- **Logistics & Distribution:** Access to SH-130/SH-45, air cargo facilities, growing fulfillment base, competitive wages
- **Life Sciences & Healthcare:** High regional demand, investments in sterile processing training, aligned with education pipelines
- **Construction & Skilled Trades:** Population growth, infrastructure investment, strong mechanical/HVAC workforce demand
- **Technology & Professional Services:** Access to educated labor force, strong wages, synergies with advanced manufacturing, logistics, and healthcare technology.

## ***Strategic Positioning Approach***

- Developed a comprehensive business and industry inventory mapping employers, supply chains, workforce needs, and sector concentrations
- Integrated labor market and wage data to identify competitive advantages
- Created a living property and site database for rapid RFI response
- Engaged developers, brokers, and site consultants to align real estate readiness with industry requirements
- Participated in RFIs, economic impact analyses, and consultant engagement to assess market demand

These efforts provide a strong foundation for refining target industries, aligning workforce investments, and strengthening Pflugerville's competitiveness.

# SITE SELECTION, INFRASTRUCTURE & IMPACT

## ***BUSINESS ATTRACTION AND COMPETITIVE POSITIONING***

PCDC prioritized direct relationship-building with national site selection consultants to increase Pflugerville's visibility in corporate location and expansion decisions and to strengthen the community's overall competitiveness. These efforts focused on ensuring that Pflugerville is well-positioned, well-understood, and consistently considered for future industrial, commercial, and employment-generating projects.

### ***Key Activities:***

- 30+ consultants engaged via conferences, one-on-one meetings, and hosted visits
- Participated in ECONOMIX (Orlando, FL) connecting with consultants in industrial, logistics, corporate HQ, and technology sectors
- Hosted 4 consultants on a FAM tour to showcase commercial and industrial sites, workforce assets, infrastructure, and incentives

### ***Program Impact:***

- Supported 10 active RFI responses and competitive project positioning
- Strengthened consultant relationships and awareness of Pflugerville's market
- Enhanced readiness to respond to corporate location inquiries with accurate, consultant-ready data

## ***INFRASTRUCTURE & CORRIDOR READINESS***

### ***Impact Way and Helios Way Extension***

- \$5.8M project creating 1,500 linear feet of roadway and utilities, connecting Helios Way to SH 130
- Goals: reduce congestion, improve freight mobility, enhance safety, and open 146 acres of development-ready land
- Estimated completion: September 2026

### ***Utility Coordination & Development Readiness***

- Regular collaboration with Oncor to assess capacity, transmission, and service extension
- Integrated roadway, utility, and site readiness data into RFIs, site tours, and prospect packages
- Coordinated with City departments to align water/wastewater, transportation, and permitting timelines

## ***Impact***

These combined efforts reduce development risk, improve project delivery, enhance freight and employee access, and provide certainty for industrial and commercial investment, positioning Pflugerville for long-term economic growth and site readiness.



# ENTREPRENEURSHIP & SMALL BUSINESS DEVELOPMENT

## *Venture Pfest 2025*

Venture Pfest was designed as a high-impact, execution-focused entrepreneurship experience that moved beyond inspiration to deliver real, practical outcomes. The multi-day event emphasized hands-on learning, expert insight, and meaningful connections, directly supporting PCDC's mission to strengthen small businesses, attract talent, and drive inclusive, long-term economic growth. Programming intentionally served founders at every stage—from idea development to scaling and investment readiness.

### *Impact at a Glance*

**300+**

*Attendees representing  
180+ entrepreneurs  
and small businesses*

**20+**

*Sessions delivered by  
35+ regional and  
national speakers*

**3**

*Days of Programming  
plus 2 pre-event  
mastermind sessions*

## **REGIONAL IMPACT & COLLABORATION**

Venture Pfest 2025 strengthened Pflugerville's position as a regional hub for entrepreneurship and innovation in Central Texas by bringing together founders, investors, industry experts, and civic leaders in a collaborative, skills-driven environment. Featuring 35+ regional and national speakers and supported by a strong network of public- and private-sector partners, the event expanded access to expertise across marketing, investment, technology, AI, operations, and economic development.

Through meaningful connections, shared learning, and increased visibility for local businesses, Venture Pfest enhanced access to resources, strengthened regional collaboration, and reinforced Pflugerville's commitment to inclusive economic growth, business development, and long-term economic resilience.



# COMMUNITY ENGAGEMENT & STRATEGIC PARTNERSHIPS

## ***Strengthening Regional and Local Collaboration***

In 2025, PCDC strengthened its role within the Central Texas economic ecosystem through high-level regional partnerships, strong local governance alignment, and consistent engagement with workforce and education partners. These collaborations supported business growth, workforce development, infrastructure coordination, and inclusive economic opportunity across Pflugerville.

### ***Regional Strategic Partnerships***

- **Opportunity Austin:** Maintained active participation in regional partner meetings and economic development roundtables, met with the new CEO to align priorities, and became the first EDC representative to join the Opportunity Austin BRE Council
- **Workforce Solutions Capital Area (WFSCA):** Collaborated to secure a High Demand Job Training (HDJT) grant, aligning workforce initiatives and reducing program duplication
- **State & National Organizations:** Engaged with TEDC and IEDC through leadership summits and conferences, and successfully hosted the IEDC AEDO reaccreditation site visit, reaffirming PCDC's commitment to professional excellence

### ***Local Governance & Infrastructure Alignment***

- **City of Pflugerville:** Conducted bi-weekly coordination meetings with City leadership and planning staff to align development goals, infrastructure priorities, and major projects, including Project Greenfield / Project Nexus
- **Pflugerville ISD (PfISD):** Partnered on Career & Technical Education initiatives, workforce studies, and grants, including a \$150,000 training investment for surgical instrument preparation equipment
- **Pflugerville Chamber of Commerce:** Collaborated on business engagement efforts such as Economic Development Week, networking events, and the annual job fair

# EVENTS, OUTREACH & COMMUNITY-FACING INITIATIVES

PCDC hosted and participated in a wide range of events to connect entrepreneurs, employers, investors, and residents with economic opportunities.

## *Flagship Events*

- **Venture Pfest (Sept 29–Oct 3):** A multi-day entrepreneurship festival featuring workshops, panels, women-focused programming, and a local pitch competition
- **Business Pfirst Summit (Oct 22):** A commercial real estate and development summit highlighting infrastructure readiness and future growth, featuring a keynote from the Texas Economic Development Corporation

## *Targeted Engagement*

- **Economic Development Week:** Hosted educational events, business workshops, and digital training sessions
- **Annual Job Fair:** Partnered with the Pflugerville Employment Coalition to connect employers with over 300 job seekers
- **Community Town Hall:** Hosted a public forum and live Q&A to update residents on projects and economic initiatives

## *Entrepreneurship & Workforce Initiatives*

- **Startup Support Center:** Launched a digital accelerator platform to provide planning and financing resources for entrepreneurs
- **PFORGE Summer Program:** Delivered a three-week youth entrepreneurship program in partnership with PfISD, culminating in a student pitch competition
- **Entrepreneur Hub & Coffee on Pfirst:** Created recurring education and networking opportunities for small businesses and creatives
- **Shop Small Neighborhood Champion:** Led year-round support for local businesses through the American Express Shop Small initiative
- **Workforce Development:** Implemented HDJT-funded biomedical training equipment and applied workforce study findings to guide programming and employer engagement

## *Partner Network*

PCDC leveraged a broad coalition of partners to deliver its 2025 strategy, including:

- **Economic & Government Partners:** Opportunity Austin, TEDC, IEDC, EDA, SBA
- **Education & Workforce Partners:** PfISD, Workforce Solutions Capital Area, TSTC, Huston-Tillotson University, Prairie View A&M University
- **Business & Community Organizations:** Pflugerville Chamber of Commerce, Pflugerville Employment Coalition, One Thirty Business Park POA, BIGAUSTIN, SCORE, EGBI

## *Why It Matters*

Through consistent collaboration, public engagement, and partnership-driven programming, PCDC expanded access to resources, strengthened workforce pipelines, and reinforced Pflugerville's position as a connected, business-ready, and community-focused city.

# LOOKING AHEAD

2026 AND BEYOND



As 2025 concludes, the Pflugerville Community Development Corporation (PCDC) is poised for a transformative year. Our **FY2026 Strategic Work Plan**, guided by the **PFUTURE Framework**, outlines a clear vision for growth and infrastructure.

## Priority Initiatives & Infrastructure

Our primary focus for 2026 is **Project Nexus**. Partnering with JLL, we aim to advance mixed-use developments that expand our sales tax base and create a regional draw for the city.

Simultaneously, we are prioritizing infrastructure readiness. We are managing the **Impact Way expansion** and **Helios Right In/Right Out** projects, with completion scheduled for **Q4 2026**. These improvements are vital for enhancing connectivity and supporting corridor development.

## Strategic Pillars for FY2026

Our roadmap centers on four key areas:

**PFUTURE Community:** In March 2026, we will launch a **Corridor Study** for SH 130 and SH 45 to evaluate land readiness. We will also unify our **Retail Recruitment** marketing starting in January.

**PFUTURE Economy:** To attract investment, we are launching a **Developer Familiarization Program** in Q2 and conducting a full **Incentive Policy Overhaul** to prioritize high-wage jobs.

**PFUTURE Workforce:** January marks the relaunch of the **Pflugerville Employment Coalition (PEC)**, bridging the gap between local employers and education providers.

**Internal Capacity:** We are modernizing our operations by rebuilding our **HubSpot CRM** and launching a real-time **KPI Dashboard** for increased transparency.

As we enter 2026, the PCDC remains dedicated to building a resilient and prosperous economy for all residents. I look forward to the milestones we will achieve together.



2025



# VENTURE PFEST



Highlights





2025



# BUSINESS PFIRST



Highlights





2025

# PCDC

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