

PCDC Staff Report: February 2026

This report summarizes the actions and metrics of the Pflugerville Community Development Corporation (PCDC) staff during February 2026. Activities are aligned with the Pflugerville 2040 Aspire Plan, CEDS 3.0, and the Workforce Plan to drive sustainable economic growth and local opportunity.

I. Business Recruitment & Strategic Retail Expansion

Strategic Alignment: *CEDS 3.0 (Targeted Recruitment); Aspire 2040 (Commercial Vibrancy)*

- **ICSC Red River Conference:** The team managed an exhibit booth in San Antonio to pitch Pflugerville to top-tier retailers, developers, and brokers. Key engagements included **Trader Joe's**, **New Quest**, and **Retail Connections**.
- **Market Intelligence:** Gained development insights for land along the **45 Tollway** and followed up on shopping center leads by requesting Economic Impact Forms.
- **Project Nexus:** Officially launched, **Project Nexus** City staff, JLL, and PCDC have met to advance the regional development strategy.
- **Industrial Growth:** Met with the East Group to discuss ongoing opportunities and industrial expansion.

II. Business Retention & Expansion (BRE)

Strategic Alignment: *CEDS 3.0 (Local Business Support); Aspire 2040 (Economic Resiliency)*

- **Supply Chain Resilience:** Initiated discussions with a **Company** and a site selector regarding a "Supply Chain Gap". Research focuses on building a local ecosystem to reduce reliance on vendors outside the region.
- **Incentive Evaluation:** Reviewed the Economic Impact Form for **Project Print** to evaluate potential retention and expansion grant strategies.
- **Site Visits & Coordination:**
 - Conducted BRE visits with **Exaco** and **EOS North America**.
 - Maintained coordination with **Project Princess** regarding future growth considerations.
 - Advanced **Project Print** and **Project Princess** expansion efforts.
- **130 Business Park:** Met with park leadership to discuss tenant activity, logistics, and future financial planning.

III. Workforce Development & Innovation

Strategic Alignment: *Workforce Plan (Skill Training); CEDS 3.0 (Entrepreneurship)*

- **AI & Job Training:** Met with **HLDP.org AI team** to discuss assistance for the local workforce through skill training and job replacement for roles potentially impacted by AI.
- **Educational Partnerships:** Began foundational planning for the **2026 Pforge program** with PflSD to ensure a robust future workforce pipeline.
- **Talent Recruitment:** Conducted interviews for the new **Innovation and Entrepreneurship Manager** position to lead local startup ecosystem support.

- **Workforce Engagement:** Coordinated with partners for the upcoming **PEC Job Fair**.

IV. Marketing, Infrastructure & Operations

Strategic Alignment: *Aspire 2040 (Infrastructure & Transparency)*

- **Infrastructure Improvements:** The **Helios "Right In, Right Out"** project successfully poured concrete; it remains on time and within budget to improve business corridor accessibility.
- **Small Business Support:** Initiated a **Small Business Study** and Implementation plan with ATP consultants, including future scheduled feedback sessions with PCDC Board and City Council.
- **Digital Transformation:** Progressed on a website refresh with ATX Web Design to improve transparency and business attraction.
- **Operational Excellence:** Transitioned to the **Munis invoice processing system** to streamline financial workflows.

February 2026 Action Metrics

Activity Category	Key Performance Metric
Retail Recruitment	3 Major Prospects engaged at ICSC
Business Retention	4+ Site Visits/Strategy Meetings
Infrastructure	1 Major Access Project reached concrete pour phase (Helios)
Strategic Planning	1 Regional Project Launch (Project Nexus)

IX. Strategic Priorities Moving Forward (March–Q2 2026)

1. **Close Recruitment Leads**
 - Convert ICSC prospects into active projects
2. **Continue Advancing Project Nexus**
 - Move from planning to gaining buy-in from PCDC Board and Council phases
3. **Address Supply Chain Gaps**
 - Target recruitment of supporting industries
4. **Launch Workforce Initiatives**
 - AI training + PEC Job Fair: further research and fact-finding.
5. **Launch Small Business Strategy**
 - Confirm calendar invites to elected officials, PCDC Board members and the business community as a whole.

6. Complete Key Hiring

- Welcome the Business Development Director and the Business & Research Analyst

Conclusion

February 2026 reflects high-impact execution across all strategic pillars, with measurable progress in recruitment, infrastructure, workforce development, and organizational alignment. PCDC staff actions are directly advancing the long-term vision outlined in the Aspire 2040 Plan, CEDS 3.0, and the Workforce Plan, positioning Pflugerville for sustained economic growth and resilience.