

PCDC

Mid-Year
Economic
Outlook



The Pflugerville Community Development Corporation (PCDC), a 4B corporation, is governed by its seven-member Board of Directors, selected by the City Council for two-year terms. Alongside PCDC's experienced staff, they promote economic development in Pflugerville, attracting new businesses and assisting existing ones to grow jobs.



Introduction of our PCDC Board of Directors



Introduction of our Pflugerville City Council



Introduction of our PCDC Team



**ACCREDITED
ECONOMIC
DEVELOPMENT
ORGANIZATION**
International Economic Development Council

Mid-Year Report

- » Business Attraction, Retention & Expansion
- » Infrastructure Development
- » Workforce Development
- » Community & Strategic Partnerships
- » Entrepreneurship & Emerging Industries:

How do we Attract Primary Jobs

**Office of the
Governor Economic
Development and
Tourism**

Site Consultants

**Direct Contact from
the Businesses**

Business Attraction, Retention & Expansion

PFLUGERVILLE

6

Business Attraction

65

Retention Visits

3

Retention Projects

3

Expansion Projects

Infrastructure Development

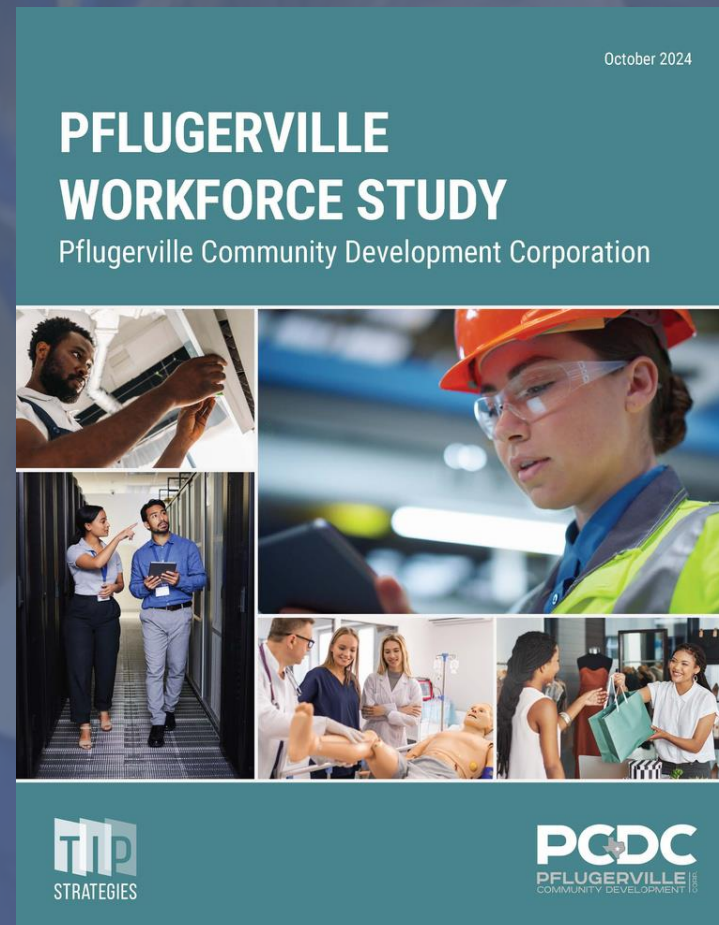
Helios Way & Impact Way Phase IV

We have hosted our pre-proposal conference for the Helios Way Right-in & Right-out Driveway and Impact Way Phase IV projects.

- **Bid Opening 8/11 at 11 am done virtually.**
- **Letter of Recommendation completed by 8/12 at 10 am.**
- **PCDC/Council agenda deadline (8/12 at noon).**
- **PCDC Board meeting on 8/20 followed by Council approval**
- **Final completion on 10/3/26 for all work**

Workforce Development

Workforce Study



PFISD



WORKFORCE
SOLUTIONS **Capital Area**

Connecting People to Jobs

Job Growth




Community & Strategic Partnerships



retail strategies




Entrepreneurship & Emerging Industries:




Coffee on Pfirst

Small Business Week Appreciation Networking
May 7th 7:30 AM – 9:00 AM West Pecan Coffee + Beer



Bring your business cards, grab a cup of coffee, and meet fellow small business champions!



Pflugerville

ECONOMIC DEVELOPMENT WEEK

MAY 12-16

AGENDA

13 TUES
11:30 AM
BIZ & BITES
TYPHOON TEXAS
LUNCH NETWORKING EVENT

15 THURS
11:30 AM
ENTREPRENEUR LUNCH
PCDC OFFICE
LUNCH EVENT FOR AI AND ENTREPRENEURSHIP

16 FRI
7:45 AM
BUSINESS PFIRST
TARIFFS UNPLUGGED
A BREAKFAST FIRESIDE CHAT

FREE ENTRY
REGISTER FOR ALL EVENTS ON:
Linktree*





PFORGE

Pflugerville Youth Summer Entrepreneurial Program





So Whats Next?

Business

ATTRACTION

.....
Continue to attend events that
connects us with Site Selectors
.....
Meet with businesses in Austin
who are looking to either
expand or relocate
.....
Continue to use the Community
Impact, Austin Business Journal and
other publications to lure businesses
to our community.

Business

RETENTION | EXPANSION | WORKFORCE

.....
Increase the amounts of
visits to our local
businesses.
.....
Assist our businesses no
matter their size with
information and resources
.....
Continue to work towards
attracting a 2-4 year college
to our community.

Telling the Story of Pflugerville

A Look Back and a Look Ahead: My First Six Months as PCDC Executive Director

Serving as the Executive Director for the Pflugerville Community Development Corporation (PCDC) for the past six months has been an incredible honor. I'm filled with profound gratitude for this opportunity and for the warm welcome I've received from our community.

My first few months have been a whirlwind, but I've been incredibly fortunate to have a supportive and dedicated PCDC board and council. Their guidance and commitment to our community's growth are invaluable, and I'm thankful for their leadership.

I also want to shine a spotlight on our exceptional staff. I've been able to build on a solid foundation with some fantastic additions to our team. We've welcomed Lisa Curtis, who brings years of experience from the workforce commission, as well as Adam Maxon, who adds almost a decade of marketing and IT expertise.

We're also thrilled to have Stacey Pfefferkorn join us. She brings nearly a decade of experience in economic development and is a phenomenal resource for our local businesses. If you're a business in Pflugerville, I encourage you to reach out to her; she's ready to assist you. Looking forward, we have several exciting projects on the horizon. We will continue to move forward with Project Nexus, a 53-acre site fronting Lake Pflugerville, with the goal of bringing new opportunities to our city.

We're also redoubling our efforts in business attraction, retention, and expansion to ensure our local economy remains strong and vibrant.

Moving forward, you can expect to hear from me and my team every month through this editorial. We'll be highlighting our projects, sharing our progress, and, most importantly, explaining how you, our community members, can play a part in shaping Pflugerville's future.

Thank you again for your continued support. I'm excited to see what we can accomplish together.



Jerry W. Jones Jr.
Executive Director

"Let's build, grow, and thrive together."



WEDNESDAY
SEPTEMBER 10
1-3 PM
PCDC
3801 Helios Way
#130, Pflugerville

MEET & GREET

Grab a coffee and connect with the Pflugerville Community Development Corporation team. Discover how we're helping local businesses thrive and shaping the future of Pflugerville.



COME MEET
OUR NEW
BUSINESS
DEVELOPMENT
DIRECTOR!

Connect
with Stacey



TEXAS WORKFORCE DEVELOPMENT GUIDE

SPONSOR CONTENT

PCDC

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Pflugerville, TX 78660

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pcdctx

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PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION



The Future of Talent Lives Here: Pflugerville's Bold Workforce Strategy

How a Central Texas city is aligning education, employers, and economic development to power a resilient workforce pipeline.

Pflugerville is proving that economic opportunity follows when a city invests in its people. The Pflugerville Community Development Corporation (PCDC), in partnership with TIP Strategies, has released a comprehensive Workforce Study designed to guide how PCDC attracts, trains, and retains the talent Pflugerville needs to thrive.

This study outlines ten actionable recommendations, from expanding technical education to supporting small businesses, offering a clear blueprint for building a resilient, future-ready workforce. With significant regional growth on the horizon, Pflugerville isn't waiting to react; it's preparing to lead.

At the heart of this work is PCDC's mission: actively pursuing opportunities that position Pflugerville as a regional employment center by focusing on business retention, expansion, and attraction. By promoting local economic development and creating quality job opportunities, PCDC is helping residents trade commuting time for family time, strengthening the community and the economy.

"The most important thing we learned from our recent Workforce Study is the critical need for better alignment and proactive engagement across our workforce ecosystem." — Jerry W. Jones Jr., Executive Director, PCDC

10 Recommendations, One Clear Goal

PCDC's Workforce Development Strategy Includes:

- Career & Technical Education (CTE)
- Adult Workers
- Higher Education
- Advanced Tech & Innovation
- Funding
- Talent Attraction & Retention
- Entrepreneurship
- Small Business
- Soft Skills Development
- Wraparound Services (housing, childcare, transit)

Research, regional data, and input from industry partners back each pillar.



In-Demand Occupations

RANK	IN-DEMAND ADVANCED TECH. SOA OCCUPATIONS	ANNUAL JOB POSTINGS	2023 JOBS	10-YR. % CHANGE
1	Software Developers	1,822	25,997	121%
2	Industrial Engineers	1,233	2,478	142%
3	All Other Computer Occupations	1,082	10,684	432%
4	Project Management Specialists	700	14,128	303%
5	Civil Engineers	687	4,577	75%
6	Marketing Managers	609	5,073	277%
7	Mechanical Engineers	608	1,938	17%
8	Architectural & Engineering Managers	493	2,486	105%
9	Data Scientists	437	2,130	918%
10	Electrical Engineers	420	2,319	-0.6%

The Pipeline Starts Early

- PfISD is expanding CTE offerings in IT, Healthcare, Engineering, and Welding.
- We're looking for a higher education institution to partner with us and offer on-site programs and courses.
- Adult learners gain access to reskilling through evening classes and apprenticeships.
- Soft skills like communication, leadership, and adaptability are being taught alongside technical knowledge.

Workforce Ready, Community Driven

With over 56 miles of trails, Lake Pflugerville Park, a thriving small business scene, and robust housing plans, the city is pairing workforce planning with quality of life investments.

Add strong partnerships with Opportunity Austin, ARMA, Workforce Solutions, PfISD, and the Pflugerville Chamber of Commerce, and you get a talent strategy built for long-term success.

Now is the time to invest in the future of work. Whether you're a business, a training provider, or an institutional partner, Pflugerville invites you to be part of the next phase of growth.

Read the full Workforce Study
Download: pflugervilletxworks.com
Partner with us: workforce@pfddevelopment.com



SITE INVESTMENT PROFILE: PFLUGERVILLE, TEXAS

A city of 70,000 people in Travis County is Greater Austin, Texas. Pflugerville is ranked the 5th Best Place to Live in America by U.S. News.



by RON STARNER
ron.starner@siteselection.com



Ron Starnes

How a Growing Mid-Sized Texas City Builds a Technical Workforce

A top 15 national ranking adds to the appeal in talent attraction.

Pflugerville Mayor Victor Gonzales says there are many reasons why this booming Austin suburb in Central Texas was recently named the No. 15 Best Place to Live in America by U.S. News & World Report. "We had 272 people in Pflugerville when I was born," he says. "We have 70,000 people now. We are the trail capital of Texas, and we are just 15 minutes from downtown Austin. Pflugerville is a regional draw. We are not a small town anymore." Gonzales says Pflugerville's lofty ranking stems from its overall attractiveness to workers and their families: "Our schools, our public safety and our commercial business growth set us apart," he says. "When families move here, they want the best schools for their

children. Our school district is one of the best in Texas." They also come for the jobs, and on that count Pflugerville ranks among the best performing cities in Texas. Pflugerville excels at job creation because it invests heavily and regularly into worker training and talent attraction. The holy grail of economic development is workforce development, and no one understands that better than Jerry W. Jones Jr., executive director of the Pflugerville Community Development Corporation (PCDC). Jones knows that in order for his city to maintain its competitive edge as a magnet for business, it must constantly up its game in worker training, higher education, and talent attraction and retention. Each of these areas

is addressed in detail in the recently produced Pflugerville Workforce Study commissioned by the PCDC. Among the key takeaways, says Jones, is the need for greater alignment across all aspects of the workforce ecosystem.

"The most important thing we learned from our recent Workforce Study is the critical need for better alignment and proactive engagement across our workforce ecosystem," says Jones. "The study highlighted existing and projected misalignment between K-12 CTE [career technical education] inventory, current local training programs and the specific talent needs of our growing target industries. It underscored that while we have foundational elements, a more unified, data-driven approach is essential to build pipelines ahead of demand, rather than just reacting to current shortages. This also includes identifying and addressing the barriers to work that exist for various segments of our population, which directly impact workforce participation and the supply of talent."

"The goal is to make sure that Pflugerville is able to produce the in-demand talent needed by employers. Just as Pflugerville more than doubled in size from 38,000 residents in 2000, Greater Austin nearly doubled from 1.2 million people in 2000 to 2.3 million today. Keeping up with growth means constantly enhancing worker preparation. Jones says Pflugerville will use the new study to get even better. "As a result of this study, Pflugerville plans several changes," he says. "For adult education and reskilling, we are actively pursuing clarity on how the Pflugerville Independent School District's CTE Center can be used for adult training in the evenings and on weekends. This includes working toward a memorandum of understanding with PfISD and collaborating with partners, such as WFSO/Skilltrain Alliance, to develop targeted programs. For CTE training, we are working with PfISD



Jerry Jones

CTE leadership to identify the needs of our primary employers. This will allow PfISD to develop pathways that address these needs, ensuring instructional alignment with future target industries. We will also socialize the importance of this alignment across various community groups and businesses."

"In recent years, Pflugerville has experienced a growing need for workers trained in robotics, CNC, computer science and 3D printing/additive manufacturing. These are the jobs being created at workplaces like that of Corne Precision Sheet Metal in Pflugerville. Corne General Manager Manuel Teschera says that area schools and training centers produce top-quality talent. "When you look at our welders, machinists and other technicians, we've been able to find them, recruit them and train them for the jobs we need," he says. "Precision metal work in this area has grown over the years, and a few other metalworking shops have moved here."

"The growth of semiconductor manufacturing and 3D printing at additive manufacturers in the region contributes to this surge in worker demand. To help meet that need, Jones says he wants the city to actively recruit and ultimately secure a branch campus of a major higher education institution. "The City Council and PCDC Board of Directors have challenged me to recruit and ultimately secure a satellite campus for a university or community college," he notes. "I have initiated conversations with presidents and senior staff from various universities in Texas. We are currently in discussions regarding the potential for a satellite campus model in Pflugerville, which aligns directly with identified workforce needs. Ideally, we are seeking a four-year university presence that can provide specific advanced technology and engineering

programs, along with entrepreneurial and innovation pathways, that will support our target industries and future workforce." The goal of this effort, he adds, is to equip more local residents with competitive skill sets in engineering, advanced manufacturing and other specialized fields. Jones says the community plans to use apprenticeships, learn-and-earn models and a burgeoning youth entrepreneurship training program to develop future workers.

Finding New Funding Models "Our investments in initiatives like the PFORCE Youth Entrepreneur Program [a collaboration with PfISD] and supporting CTE equipment needs within PfISD have been highly successful in delivering tangible programs," he says. "Our collaborations with Workforce Solutions Capital Area [WFSO] and leveraging their funding streams have also been vital. In the future, we would like to explore tapping into federal funding sources, such as those from the Economic Development Administration, particularly for larger-scale projects like the potential innovation and entrepreneurship center or new job development. Additionally, we'll continue to advise businesses on maximizing Texas Workforce Commission training grants for upskilling their existing workforce."

Jones says investments like these make Pflugerville a desirable destination for workers and families. "The reality," he says, "is that we have a growing, diverse and adaptable workforce which, with proper training and support, can meet the evolving demands of our target industries."

For Pflugerville and its employers, that's a recipe for success. ■



DAVE CHANLEY/ABJ

JERRY JONES

Jerry Jones — not the one you're thinking of — believes he has one of the best economic development roles in Central Texas. The Louisiana native is charged with developing Pflugerville's economy, a position he took on in February. He sees tons of untapped potential for the suburb northwest of Austin because it has large swaths of undeveloped land both in the city limits and in the extrajurisdictional jurisdiction. Pflugerville is an emerging, diverse city that punches above its weight economically for its size, Jones said.

You share the same name as a famous or notorious Texan — Jerry Jones, the owner of the Dallas Cowboys. What's it like? I've always been a part of the joke of "not that Jerry Jones, but this Jerry Jones." And I get it and look, it's a great play. It's gotten me into some really great restaurants where I was in Dallas.

How did you make your first dollar? My grandmother was a maid for 54 years. She worked for the same family for 54 years, and so as a kid, my first job was going up to a farm in Chapin and cutting. I went to say about five or plus acres every weekend and I was getting paid \$40. To cut that grass and weeding around the edge

CLOSER LOOK

Title: Executive director, Pflugerville Community Development Corp.
Age: 42
Hometown: Alexandria, Louisiana
Education: Bachelor's degree in political science, Southern University and A&M College
Contact: jerry@pfddevelopment.com

of the farmland. I did that for several years for Mr. Hart — Quinton Hart was his name. He was one of my first mentors who taught me so many things. One of the things that he taught me was, you're either at the table or you're on the menu. He started out early, teaching me that it was best for me to have a seat at the table.

Do you have a favorite type of food, and have you found a good place in Central Texas for it? I am a brisket man. I love brisket. I mean, you've got to really work hard to mess up brisket for me.

To be quite honest with you, there is just no restaurant that can outcook my wife. I don't care what that woman cooks, everything she cooks, I just absolutely enjoy. I'm not saying it for brownie points. It is the utter truth. Anything she cooks, it's like a joy to my heart when I eat it.

Are you a morning person or night owl? I'm definitely a morning person. I just operate in happiness, even when I might be frustrated. I'm just happy to be alive and happy to be able to move about the cabin, you know.

If you could choose one superpower to have, what would that be? To help people find their joy.

Do you have a favorite book? Every year, I try to set aside 40 days, typically at the beginning of the year, to read "The Purpose Driven Life" by Rick Warren. And I will give up something for 40 days, and each day, I will only read one chapter — once in the morning and once in the evening, and then take notes in the evening.

If there is one thing you could change about Central Texas, what would it be? Better modes of transportation. If I were a multimillionaire, I'd probably buy out everybody on either side of I-35 and widen it. Then I'd add a train system throughout the entire Central Texas area, primarily the more developed communities like Georgetown and the way down to Austin, through Pflugerville, of course.

— Interview by Sean Hemminger

Venture Pfest



**VENTURE
PFEST**
Sept. 29- Oct. 3



PGDC

BUSINESS PFIRST SUMMIT INNOVATION AT WORK

Hosted by Pflugerville Community Development Corporation



MARRIOTT HOTEL | OCTOBER 22, 2025



Project Nexus

Pflugerville City Council directed PCDC's eastward expansion to boost primary jobs, retail, and restaurants via unique regional developments, a university, and corporate headquarters—a CEDS 3.0 directive. PCDC responded by purchasing the 53-acre Project Greenfield (now Nexus), for which an Owners Representative is being selected (RFQ July 27th, contract by November 1st). PCDC also continues identifying and budgeting for more strategic land acquisitions.

Entrepreneurial, Innovation, Retail and Restaurants

PCDC's CEDS 3.0 prioritizes Entrepreneurship, Innovation, Retail, and Restaurants to drive economic growth and enhance quality of life.

Entrepreneurship: Aims to build a "robust entrepreneurship ecosystem" via the Startup Support Center, Entrepreneur Exchange events, youth programs (PFORGE), and strategic partnerships (e.g., BigAustin's Venture Pfest).

Innovation: Positions Pflugerville as an "inclusive innovation hub" by targeting advanced technology and manufacturing, developing specialized infrastructure (e.g., wet lab space), and engaging innovative companies like Boxabl.

Retail & Restaurants: Focuses on improving shopping, dining, and entertainment. This involves investing in mixed-use developments, strategic land acquisition along key corridors, and active recruitment of diverse retail and restaurant brands to fill market gaps and enhance quality of life.



Questions