

# Pflugerville Community Development Corporation (PCDC)



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Interim Executive Director

The Pflugerville Community Development Corporation (PCDC) is tasked with promoting the economic development of the City. Although the PCDC is not a City department, its budget is approved by the Pflugerville City Council, reflecting its role as an extension of the City.

## FY25 Budget Highlights

### **Operating**

- Expenditures for equipment have been reduced within this budget.
- Allocated \$150,000 for a marketing study, enhancing strategic planning and targeted outreach to boost economic development efforts.
- Invested \$706,000 for seven economic incentives and \$650,000 in Community Enhancement (CE) grants, driving local growth and supporting business development initiatives.
- City Project funding \$1.3 million.

### **Capital/One-time (paid from available fund balance)**

- Allocated \$500,000 for land acquisition, facilitating the expansion of development opportunities and strategic growth.
- Invested \$500,000 in retail infrastructure, enhancing the capacity to attract and support retail businesses, driving local economic development.
- Designated \$1,900,000 for road improvement projects, improving infrastructure to support business access and community connectivity.
- Committed \$5,200,000 to Impact Way Extension Phase IV, advancing major development projects that stimulate economic growth and infrastructure enhancement.

### **Debt Service**

- Debt Service includes an allocated amount of \$356,000 for road bonds.

## PCDC Expenditures by Expense Type

| Name                                | FY2023 Actuals     | FY2024 Amended Budget | FY2024 Projected   | FY2025 Budgeted     | FY2024 Projected vs. FY2025 Budgeted (% Change) |
|-------------------------------------|--------------------|-----------------------|--------------------|---------------------|---|
| Expense Objects                     |                    |                       |                    |                     |   |
| Personnel                           |                    |                       |                    |                     |   |
| Salary                              | \$731,850          | \$537,590             | \$537,590          | \$511,716           | -4.8%   |
| Benefit                             | \$0                | \$201,180             | \$201,180          | \$174,168           | -13.4%  |
| <b>Total Personnel:</b>             | <b>\$731,850</b>   | <b>\$738,770</b>      | <b>\$738,770</b>   | <b>\$685,884</b>    | <b>-7.2%</b>                                    |
|                                     |                    |                       |                    |                     |   |
| Operating                           |                    |                       |                    |                     |   |
| Supplies & Material                 | \$15,269           | \$51,800              | \$47,096           | \$25,000            | -46.9%  |
| Other                               | \$209,114          | \$310,000             | \$202,800          | \$234,000           | 15.4%   |
| Maintenance & Repairs               | \$8,236            | \$13,000              | \$10,000           | \$13,000            | 30%   |
| Occupancy                           | \$3,180            | \$3,000               | \$2,000            | \$2,000             | 0%  |
| Contractual                         | \$387,246          | \$537,964             | \$462,464          | \$506,025           | 9.4%  |
| Staff Development                   | \$50,892           | \$65,040              | \$102,736          | \$75,249            | -26.8%  |
| <b>Total Operating:</b>             | <b>\$673,937</b>   | <b>\$980,804</b>      | <b>\$827,096</b>   | <b>\$855,274</b>    | <b>3.4%</b>                                     |
|                                     |                    |                       |                    |                     |   |
| Development Agreement               |                    |                       |                    |                     |   |
| Contractual                         | \$1,787,676        | \$1,716,000           | \$1,235,625        | \$2,876,000         | 132.8%  |
| <b>Total Development Agreement:</b> | <b>\$1,787,676</b> | <b>\$1,716,000</b>    | <b>\$1,235,625</b> | <b>\$2,876,000</b>  | <b>132.8%</b>                                   |
|                                     |                    |                       |                    |                     |   |
| Debt Service                        |                    |                       |                    |                     |   |
| Debt                                | \$1,844,970        | \$6,394,822           | \$6,394,819        | \$6,750,044         | 5.6%  |
| <b>Total Debt Service:</b>          | <b>\$1,844,970</b> | <b>\$6,394,822</b>    | <b>\$6,394,819</b> | <b>\$6,750,044</b>  | <b>5.6%</b>                                     |
|                                     |                    |                       |                    |                     |   |
| Capital Outlay                      |                    |                       |                    |                     |   |
| Capital Outlay                      | \$1,525,218        | \$1,950,000           | \$254,564          | \$8,170,000         | 3,109.4%  |
| <b>Total Capital Outlay:</b>        | <b>\$1,525,218</b> | <b>\$1,950,000</b>    | <b>\$254,564</b>   | <b>\$8,170,000</b>  | <b>3,109.4%</b>                                 |
| <b>Total Expense Objects:</b>       | <b>\$6,563,651</b> | <b>\$11,780,396</b>   | <b>\$9,450,874</b> | <b>\$19,337,202</b> | <b>104.6%</b>                                   |

## FY24 Accomplishments

- Completed the extension of Impact Way Phase III and approved the construction plans for Impact Way IV, facilitating the development through newly acquired 17.7 acres for the One Thirty Business Park expansion.
- Invested \$5.064 million in infrastructure, including strategic land purchases and infrastructure enhancements, to support business park expansion and growth.
- Retained EVS Metals' expansion in Pflugerville and collaborated with Retail Strategies to attract and recruit new retailers, bolstering the local economy and commercial offerings.
- Launched the Comprehensive Economic Development Strategy (CEDS 3.0).
- Achieved recognition from the International Economic Development Council, receiving a Bronze Award for Talent Development and Retention for the Mobile Training Lab Project and a Silver Award for PCDC's Animated Annual Report.
- Completed critical studies, including the Workforce Study and the PCDC Economic Impact Study, to inform strategic planning and decision-making.
- Supported local educational initiatives by providing CNC Laser Equipment for the Pflugerville Independent School District (PfISD) Career and Technical Education Program and funding LinkedIn Learning and GALE Entrepreneur software for the community and entrepreneurs.
- Secured a Texas Workforce Commission High Demand Job Training Grant and developed a framework for entrepreneurial programming, enhancing workforce skills and supporting local innovation.
- Explored future adult education opportunities with PfISD for the Career and Technical Education Center, aiming to expand educational offerings and career development resources.



## FY25 Goals

- Advance recruitment efforts as outlined in the Retail Recruitment Policy.
- Fund and support enhancements for park improvements and projects.
- Invest strategically in infrastructure and land acquisition opportunities.
- Develop a distinctive brand and marketing campaign for the Pflugerville Community Development Corporation (PCDC).
- Continue recruitment efforts and foster partnerships with PCDC businesses, Opportunity Austin, and the Governor's Office.
- Acquire land along key corridors to support future development.
- Incentivize companies that create jobs and align with Pflugerville's community vision.
- Support the establishment of an innovation and entrepreneurship center visible from SH 130 or SH 45.
- Develop wet lab space to attract life sciences companies.
- Initiate a barriers-to-work initiative to improve workforce accessibility.
- Create comprehensive career readiness programs tailored to local industries.
- Expand short-term, earn-and-learn, re-skilling, and apprenticeship training opportunities.
- Build support for entrepreneurship and the start-up ecosystem.
- Start the recruitment process for a four-year university partner in Pflugerville.
- Rebrand PCDC to enhance its market presence.
- Pursue awards for excellence in economic development to recognize achievements.



## FY25 Performance Measures

| <b>Recruitment/Retention</b>       | <b>FY23<br/>Actuals</b> | <b>FY24<br/>Projected</b> | <b>FY25<br/>Estimates</b> |
|------------------------------------|-------------------------|---------------------------|---------------------------|
| Projects                           | 31                      | 24                        | 21                        |
| Business Retention Visits          | 166                     | 135                       | 125                       |
| Jobs Created                       | 1,672                   | 1,325                     | 500                       |
| Square Feet Recruitment Absorption | 100K                    | 393K                      | 100K                      |

| <b>Talent &amp; Education</b> | <b>FY23<br/>Actuals</b> | <b>FY24<br/>Projected</b> | <b>FY25<br/>Estimates</b> |
|-------------------------------|-------------------------|---------------------------|---------------------------|
| Workforce Development         | \$93K                   | \$169K                    | \$350K                    |
| Individuals Trained           | 255                     | 235                       | 235                       |

| <b>Quality of Life</b>                           | <b>FY23<br/>Actuals</b> | <b>FY24<br/>Projected</b> | <b>FY25<br/>Estimates</b> |
|--|-------------------------|---------------------------|---------------------------|
| Infrastructure Investment                        | \$8.3MM                 | \$5.0MM                   | \$7.0MM                   |
| Parks, Recreation, and Transportation Investment | \$250K                  | \$4.0MM                   | \$4.3MM                   |