Economic Development
FY 2025 Year End Review

Arthur Jackson, Chief Economic Development Officer

December 4, 2025

CEDAR PARK TEXAS

GRAND SLAM OF "FRIENDLY TEXAS"

CEDAR PARK TEXAS

FILM FRIENDLY TEXAS

MUSIC FRIENDLY TEXAS

TOURISM FRIENDLY TEXAS

DIGITAL MEDIA FRIENDLY TEXAS

Cedar Park

Economic Development Corporation

New Branding
&
Website

Cedar Park
Economic Development & Tourism

About Cedar Park TX | Do Business Here | Live & Work | Cedar Park EDC | Contact Us

CEDAR PARK TEXAS





Where Innovation Happens

Do Business Here

Explore M

Addition of New Staff

Economic Development Manager position filled on March 31, 2025.

Cedar Park welcomed Victoria Dunlap, from Opportunity Austin.




PNPTC


BUSINESS FACILITIES®
2025
EDO
Awards



CENTRAL TEXAS SPACEPORT

DEVELOPMENT CORPORATION



CEDAR PARK TEXAS











AUSTIN MOTOR WORKS



DELIVERED BY DEVELOPMENT COUNSELLORS INTERNATIONAL

Raising Cedar Park's National Profile

January – October 2025



National Earned Media

55 mil
Estimated Impressions

17
Strategic Results

75%
Top-Tier National

2
National Press Visits

National Media Interviews 2025

Business Facilities
The Source For Site Selectors

LIVABILITY©

EATER

GOVERNING
THE STATES AND LOCALITIES

CORPORATE EVENT NEWS

BUSINESS INSIDER

EXPANSION SOLUTIONS
ESM
MAGAZINE

ECON DEV SHOW

TSNN Trade Show News Network

LIVABILITY
MEDIA





amazon music

EATER

AUSTIN

AUSTIN RESTAURANT NEWS

In a Crowded Barbecue Scene, Alzer's Finds a Way To Shine

With a halal-compliant menu, this Cedar Park smokehouse proves there's still room to stand out

by **Taylor Tobin**

Sep 19, 2025, 1:11 PM EDT



Alzer's Barbeque

SMARTCITIESDIVE

2024 Crown Communities: Cedar Park Public Library

The newly built public library is the anchor of a new downtown district for the Central Texas city, where it serves as the “front porch” of the community.

Building Cedar Park's Future with Arthur Jackson

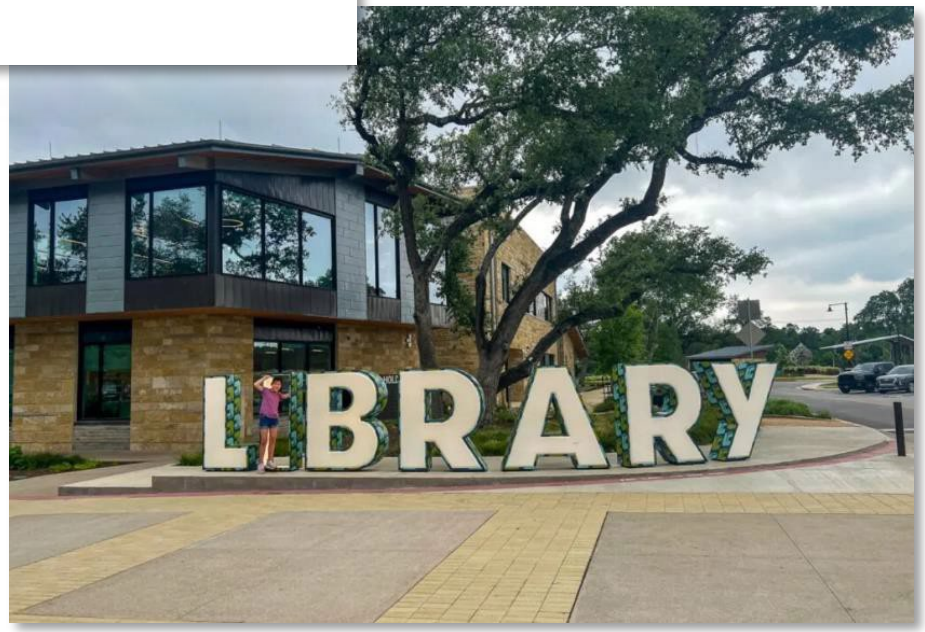


amazon music

Food & Drink

Cedar Park among top 25 US cities thanks to parks and public vision

AP ASSOCIATED PRESS The Seattle Times



By Karee Blunt
The Associated Press

Cedar Park, Texas, isn't just growing; it's earning national attention for how it grows. The Austin suburb ranks No. 23 on U.S. News & World Report's list of the best places to live in the United States, recognized for quality of life and job market strength.

The report evaluates communities across housing, economy, education and overall livability. Of the 250 cities evaluated, Cedar Park ranks in the top 5% for quality of life and top 10% for career-related metrics.

Cedar Park counts 83,000 residents, but still feels like a place where people wave to their neighbors. Growth hasn't drowned out its small-town roots and families, professionals and business owners cite the same draw: well-ranked schools, space to grow and a community that plans with purpose.

Arthur Jackson, chief economic development officer for the city of Cedar Park, sees those qualities as key drivers behind the community's upward trajectory. "Cedar Park offers the perfect mix of suburban ease and urban opportunity. Minutes from downtown Austin, yet free from the congestion."

Jackson attributes the city's top-rated schools, safe neighborhoods and access to major employers as a large part of what draws new residents. "That same access plays a key role in keeping the Austin region the number one destination for recent college grads in 2025, according to Realtor.com."

This level of recognition doesn't happen by chance. Years of planning, investment and a clear focus on quality-of-life improvements continue to

CEDAR PARK IN MEETINGS & EVENT TRADES

HOTELS

Construction Commences for Marriott Hotel in Cedar Park, TX

By **Gaurav Banerji** · Jun 27, 2025 9:00am

Marriott Hotels | Texas | Cedar



CORPORATE EVENT NEWS

TSNN Trade Show News Network

MEETING SPOTLIGHT

Governing
For the people making government work.

WORKFORCE

How a Texas High School Helped a Water Utility Find New Workers



Apprentices received on-the-job training in utility operations including distribution and collection systems (left) and water treatment (right).
Cedar Park

In Brief:

- A partnership between a school district and the city of Cedar Park led to a water plant operations apprenticeship for high school seniors.
- Three students participated in the pilot year of the program. All completed and accepted jobs from the city.
- The apprenticeship will be expanded, and the collaboration has opened the eyes of local educators to a wide range of jobs at the city that could be the focus of work-based learning.

Econ Dev Show Podcast

"Cedar Park is undergoing a remarkable transformation… This rapidly growing suburb of Austin is attracting innovative businesses that are transforming the tech, aerospace and clean energy industries. Cedar Park offers space, affordability and access to talent while capitalizing on its proximity to Austin. “

- Dane Carlson, Podcast Host

AP News

“

[Arthur] Jackson attributes the city’s top-rated schools, safe neighborhoods and access to major employers as a large part of what draws new residents. “That same access plays a key role in keeping the Austin region the number one destination for recent college grads in 2025, according to Realtor.com.”

- Karee Blunt, AP News

Livability

“

People come to your library, and if you make it a really attractive place, especially in a place like Cedar Park that has a lot of young families, you’re going to have a lot of people going through that library. And we’ve had like 500,000 visitors just in those first six months since we opened it. And so it’s become kind of a genuine tourist destination in and of itself."

- Mayor Penniman-Morin, City of Cedar Park

Eater

“

Alzer takes pride in keeping his business rooted in Cedar Park, where he has lived for decades and raised his family.

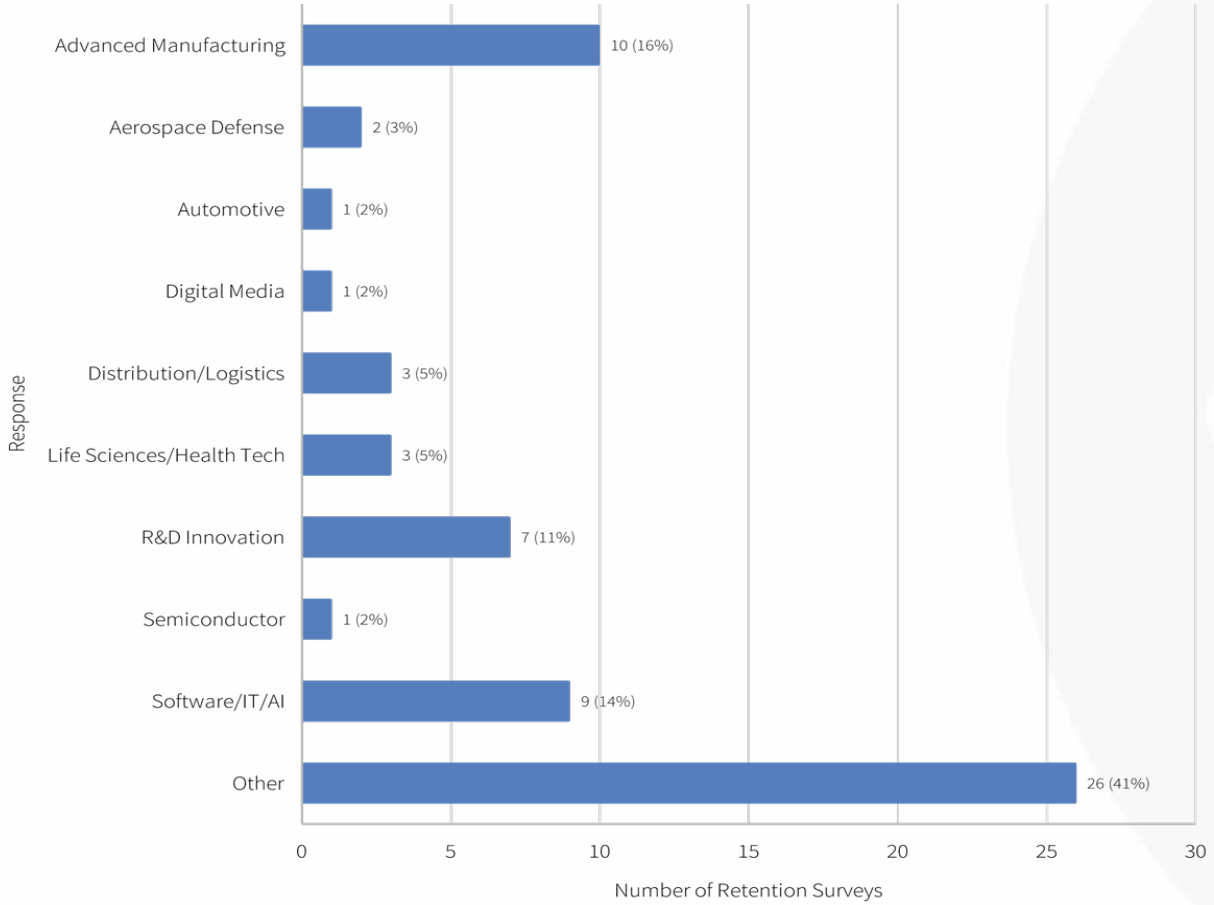
“We moved here with the kids. Most of my kids were, except for the first one, were born here…It’s a community and it has grown.”

- Naser Alzer, Alzer’s BBQ Cedar Park

Business Retention & Expansion Report
FY 2025

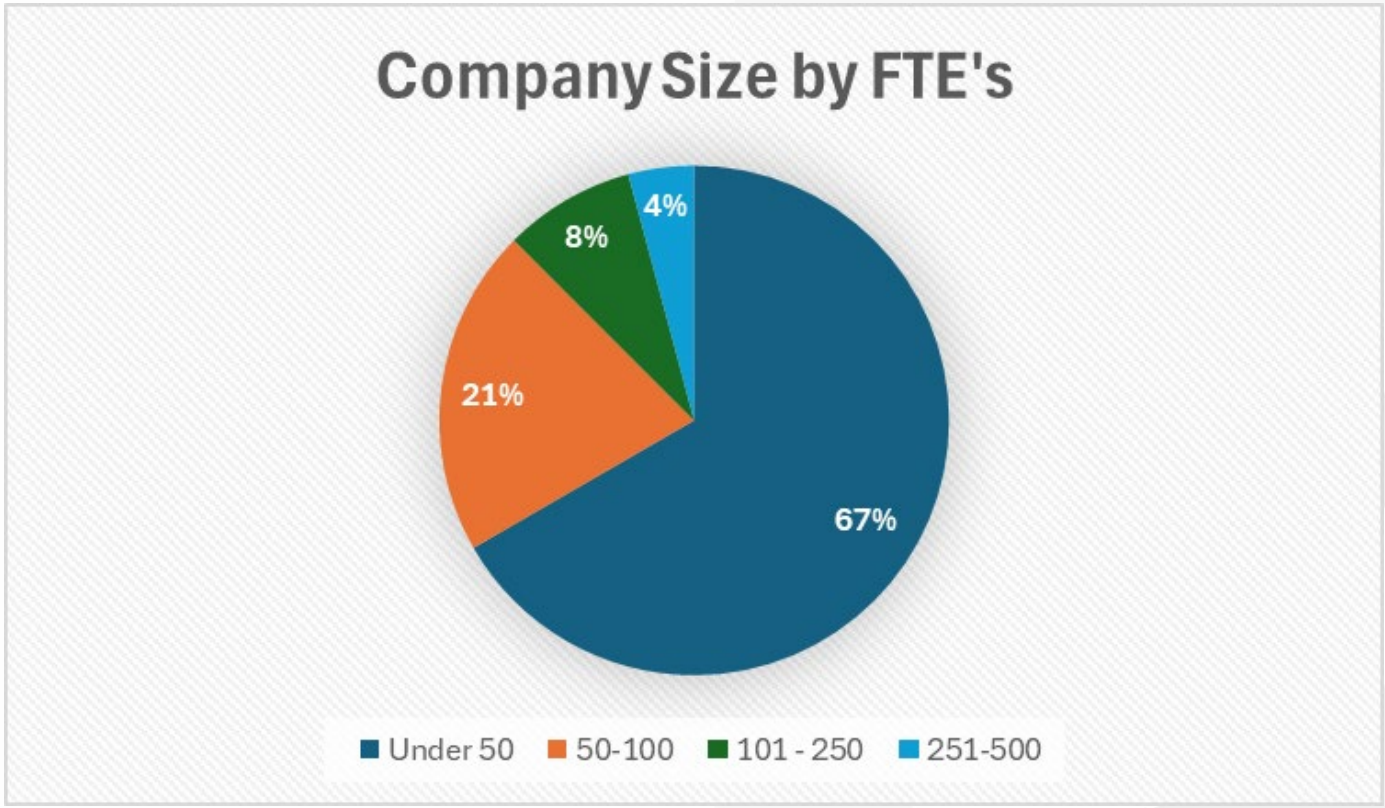
CEDAR PARK TEXAS

Employers by Industry Sector

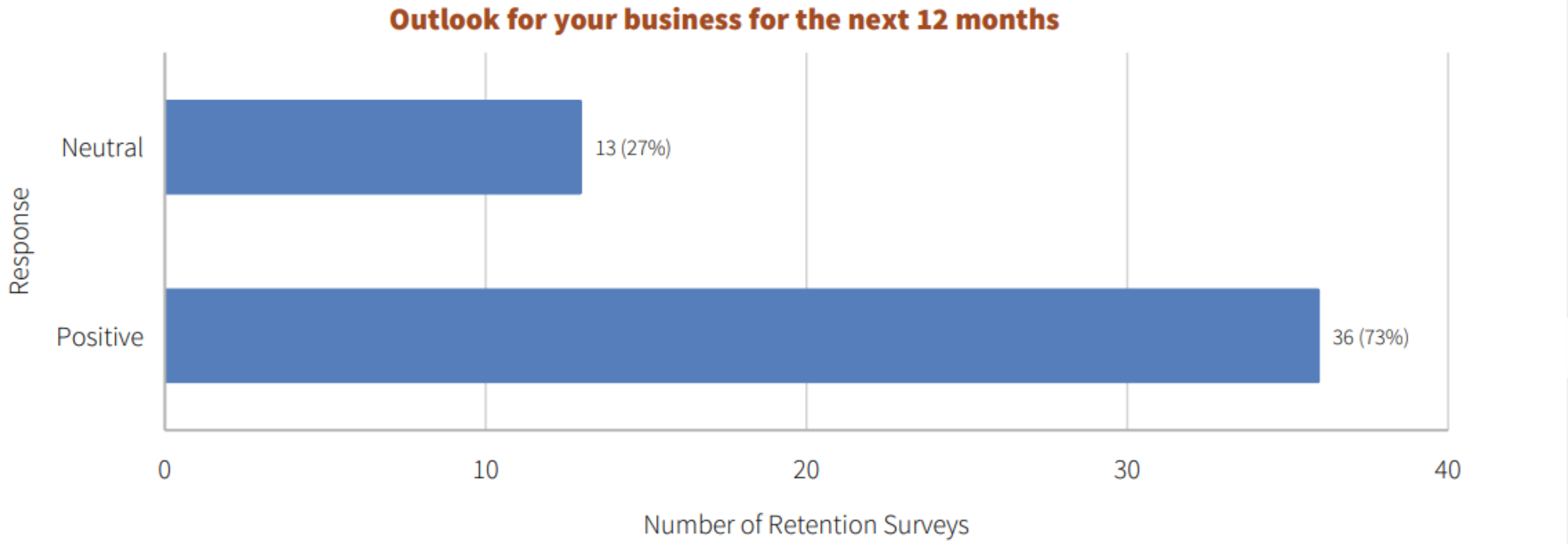


- Advanced Manufacturing
- Aerospace Defense
- Automotive
- Digital media
- Distribution/Logistics
- Life Science/Health Tech
- R&D Innovation
- Semiconductor
- Software IT/AI
- Other

Company Size by FTE's



Business Outlook



Strengths of Cedar Park

Top 4 Strengths

- **7%** of employers mentioned Talent
- **16%** of employers mentioned Local Policy
- **18%** of employers mentioned Business Environment
- **18%** of employers mentioned Quality of Place

Future Outlook

- **Life Science Company:** Reported rapid expansion driven by strong demand for their product and the continued population growth in and around Cedar Park.
- **Health Industry Company:** Highlighted that Cedar Park's growth is significantly strengthening their customer base.
- **Engineering Company:** Spoke about their remarkable growth, reporting a 10× increase in revenue and projecting at least 3× further growth by 2026. They attributed this success to Cedar Park's expanding market, new customers, and active outreach from the City and ED Department.
- **Automotive Company:** Reported continued growth with no signs of plateauing. The company attributes this to increasing population in the area, strong community retention, and positive local response, resulting in rising sales year over year.

Rooted in CP Newsletter

Business Bulletin Board

Labor Market Insite

Talent Talks

Employer of the Quarter

74.5%

Employers viewed the newsletter.

51%

Employers opened the newsletter on multiple occasions.



Questions?

CEDAR PARK TEXAS