



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

City of Edinburg, City Hall-Council Chambers
415 W. University Drive, Edinburg, Texas

**FEBRUARY 15, 2023
SPECIAL MEETING AGENDA
5:30 PM**

1. CALL TO ORDER, ESTABLISH A QUORUM

A. Pledge of Allegiance.

2. CERTIFICATION OF PUBLIC NOTICE

3. DISCLOSURE OF CONFLICT OF INTEREST

4. PUBLIC COMMENTS

A specific portion of the meeting shall be dedicated to allowing Public Comments which will be limited to three(3) minutes. Please note that this public comment period is not interactive. The Edinburg EDC Board may not respond to public comments.

If a resident desires to make a public comment in person, please complete the Public Comments Form which will be located outside of the City Council Chambers and submit the completed form to the Economic Development staff prior to the commencement of the Edinburg EDC Board meeting. We ask for everyone's cooperation in following this procedure.

All requests must be received beginning at 9am and end immediately before the start of the meeting. Your request should include your name, address, and telephone number. We ask for everyone's cooperation in following this procedure.

5. REGULAR AGENDA ITEMS

- A. Discussion and possible action on request from Leadership Edinburg Class 34 to participate in a marketing/signage campaign for up to \$15,000.
- B. Discussion and possible action on request for sponsorship from Edinburg Chamber of Commerce for Fiesta Edinburg to be held on March 2-5, 2023.

6. EXECUTIVE SESSION

The EEDC will convene in Executive Session, in accordance with the Texas Open Meetings Act, Vernon's Texas Statutes and Codes Annotated, Government Code, Chapter 551, Subchapter D, Exceptions to Requirement that Meetings be Open. The EEDC May Elect To Go Into Executive Session On Any Item Whether Or Not Such Item Is Posted As An Executive Session Item At Any Time During The Meeting When Authorized By The Provisions Of The Open Meetings Act.

- A. Deliberation regarding economic development negotiations (Review Economic Development Projects: Grey Wolf, Folk Art, Green Sky, Rome, Sweets, and Captain America). (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071. Consultation with Attorney; Closed Meeting.)
- B. Deliberation regarding economic development negotiations (Review Economic Development Projects: Fun, Stretch, Red Dawn, 25, and Bunny). (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071. Consultation with Attorney; Closed Meeting.)
- C. Discussion and possible action regarding the purchase, exchange, lease, or value of real property regarding EEDC office space (§551.072 Deliberation Regarding Real Property; Closed Meeting).

7. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting.

8. ADJOURNMENT

I hereby certify this Notice of an EEDC Meeting was posted in accordance with the Open Meetings Act, at the City Offices of the City of Edinburg, located at the 415 West University entrance outside bulletin board visible and accessible to the general public during and after regular working hours.

This notice was posted on Saturday, February 11, 2023 at 5:30 PM.

By: 

*Raudel Garza, Executive Director
Edinburg Economic Development Corporation*

Edinburg Economic Development Corporation

Meeting Date: February 15, 2023

Discussion and possible action on request from Leadership
Edinburg Class 34 to participate in a marketing/signage
campaign for up to \$15,000.

1. Agenda Item:

Discussion and possible action on request from Leadership Edinburg Class 34 to participate in a marketing/signage campaign for up to \$15,000.

2. Description/Scope:

Leadership Edinburg Class is taking on an initiative to beautify the building and grounds for American Legion Post 408. As part of that initiative they are proposing adding a LED sign that can display images, videos and more. Our participation in this effort at the requested level would provide us with another avenue to promote our events and the City of Edinburg as well.

3. Estimated Timeline:

Immediate

4. Budget:

Funding is available for marketing.

5. Procurement/Selection Process:

6. Staff's Recommendation:

Staff recommends participation in this initiative at a lower level of \$5,000 and asks the Board to allow staff to negotiate the number of times our messages/ads are displayed. Staff is pessimistic of the value of the proposed marketing terms and feels that for the minimal amount of impressions to our market audience as most of our "target audience" is not local.

7. Justification:

Although the beautification of American Legion Post 408 is a worthwhile cause, EEDC funds for marketing should be used to help attract investment into the community and staff believes that advertising as proposed by the Leadership Class will yield a "warm fuzzy" but not much more in business development. We do recognize that this initiative could also help with our placemaking efforts.

ATTACHMENTS

Attachment A: Leadership Edinburg Marketing Request

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____



Edinburg Chamber
Leadership Class 34
602 W. University Dr.
Edinburg, TX 78539

January 2023

Proposal-Leadership Edinburg XXXIV Project

Greetings:

It is with great pleasure that Leadership Edinburg Class XXXIV requests your support in becoming a valuable sponsor for a successful class project: The Beautification of the American Legion Post 408. Leadership Edinburg is comprised of professionals from local businesses, government, community organizations and health institutions. The nine-month program is structured to help class members understand problems and opportunities we face through strong leadership skills focusing on history, healthcare, politics, education, and quality of life.

With your gift, we plan to beautify and restore the façade of the American Legion Post 408 for our veterans. The Legion offers services and programs to help members and their families during times of need with health, insurances, and well-being. Post 408 also provides support/sponsorships to high school JROTC programs, Boys' State, a High School baseball team, Freddy Gonzalez home, Dustin Sekula Library, Edinburg Children's Hospital, Veteran's Day Parade, and local University Veteran's club.

Project:

Our class project consists of 2 key improvements: signage and landscaping. As seen in Fig 1, there are currently makeshift signs posted and there is no landscaping or beautification to this building. Edinburg is the Hometown of Heroes, and we'd like to show tourists and our community that we honor our veterans.



Figure 1 Current American Legion Entrance

Closer is a major boulevard at the entrance of Edinburg.

- Per TxDOT, in 2021 the average daily traffic count was 19,626
- Near hotel corridor attracting tourist traffic
- Top employers in surrounding areas: STHS, DHR, Bert Ogden, restaurants, retail

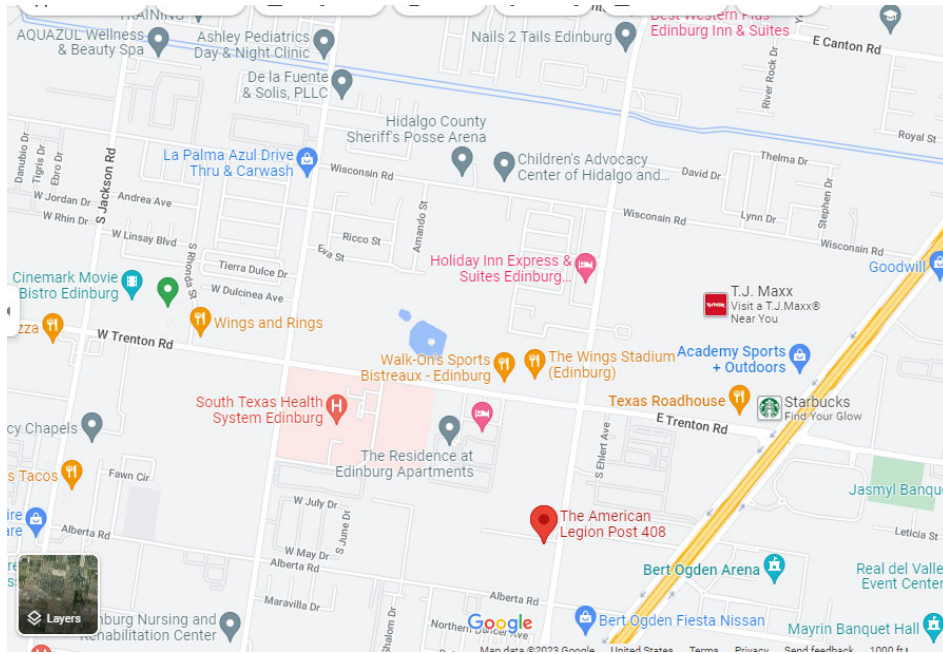


Figure 2 Surrounding Businesses

The landscaping team will provide a low-maintenance design and feasible upkeep options for years to come. The LED signage will help advertise Legion events, as well as community events. It sits on a 10' pedestal and it has a user-friendly software to upload any images, videos, and wording with unlimited timing options.



Figure 3 10' LED Signage

Proposal:

The American Legion Post 408 and Leadership Edinburg Class XXXIV would like to propose an opportunity to match our fundraising efforts of up to \$15,000. We would like to offer advertising space on the signage.

- 2 Year Commitment
- 20 Major events/yr
- Each event displayed for 2 weeks each
- 20 second videos/logo/message -20 times a day
- American Legion has final approval of content to comply with Legion guidelines. Advertising must be submitted to the Legion 7 days in advance of desired display date.

Terms and Conditions

This sponsorship agreement is between **Leadership Edinburg XXXIV/American Legion Post 408 and EEDC.**

Agreement Date: 2 Year Agreement

I. RECOGNITION

Public Address Recognitions:

*Recognition at fundraiser luncheon/project completion ceremony will consist of official name and logo of sponsor

*American Legion/Leadership Edinburg webpage and social media recognition.

II. SIGNAGE

American Legion Post 408: 4605 S Closner Blvd., Edinburg, TX 78539.

Sponsor's name, logo, or design will be displayed on a 7x3 LED, full-color sign at the entrance of the American Legion.

Designs used on sign are responsibility of Sponsor with approval of the American Legion. Design can consist of official name of sponsor, logo, contact information, and may include advertising and promotions. Actual display order will be at the determination of the American Legion.

III. TRADEMARKS

Sponsor grants Leadership Edinburg and the American Legion permission to use sponsor logo and trademarks for purposes associated with this agreement.

IV. NO ENDORSEMENTS

Notwithstanding any other term or condition of this Agreement to the contrary, no Sponsorship Recognition Material or recognition of Sponsor of any other kind, may state or imply that Leadership Edinburg or the American Legion endorses a particular company, organization or any other entity, including Sponsor, or any other entity's goods or services, including Sponsor's goods or services. No political affiliations may be displayed.

V. TERM AND TERMINATION

Term. The term of this Agreement will commence on and will expire on the agreed upon dates.

Termination with Cause. Either party may terminate this Agreement, effective upon delivery of a termination notice, without prejudice to any other legal or equitable rights to which such terminating party may be entitled, if (i) the other party fails to perform a material duty or obligation under this Agreement, and that failure is not (a) cured to the satisfaction of the non-defaulting party within thirty (30) days following written notice of the failure to the defaulting party, or (b) to the extent not reasonably curable within the thirty (30) day time period, attempted to be cured within the thirty (30) day period and, thereafter, pursued diligently until cured to the satisfaction of the non-defaulting party within a reasonable time period; or (ii) any of the representations or warranties made by the other party to this Agreement prove to be untrue or inaccurate in any material respect.

American Legion/LEXXXIV's Rights to Terminate. The Legion/LE may immediately terminate this Agreement upon written notice to Sponsor, if Legion/LE determines that continued affiliation with Sponsor is inconsistent with Legion/LE's mission or philosophy and/or adversely impacts the reputation of the American Legion/Leadership Edinburg. If Legion/LE terminates this Agreement, Sponsor may not request financial refund. Funding to be used for build of signage.

Continuing Obligations. Expiration or termination of this Agreement for any reason will not relieve either party from its obligation to (i) perform up to the effective date of expiration or termination, or (ii) perform such obligations as may survive expiration or termination.

VI. SUBJECT TO LAWS, REGULATIONS AND RULES

This Agreement and all rights granted under this Agreement are subject to (i) all applicable federal, state, and municipal, laws, regulations, codes, ordinances, and orders (collectively, the "**Applicable Laws**"), (ii) all existing contractual arrangements and obligations of Chamber; (iii) all Chamber Rules.

VII. SPONSOR AGREEMENT AMOUNT

Total Sponsor Agreement: \$ _____

Authorized Representatives:

EEDC Representative

Date

Omar Medina, Commander-American Legion Post 408

Date

Julie Perez, Co-liaison-LEXXXIV

Date

Ronnie Larralde, Executive Director-Edinburg Chamber of Commerce

Date

Edinburg Economic Development Corporation

Meeting Date: February 15, 2023

Discussion and possible action on request for sponsorship
from Edinburg Chamber of Commerce for Fiesta Edinburg to
be held on March 2-5, 2023.

1. Agenda Item:

Discussion and possible action on request for sponsorship from the Edinburg Chamber of Commerce for Fiesta Edinburg to be held on March 2-5, 2023

2. Description/Scope:

Edinburg Chamber of Commerce would like for EEDC to sponsor Fiesta Edinburg at the Pachanga Title Sponsor level of \$20,000

3. Estimated Timeline:

Immediate

4. Budget:

EEDC has budgeted up to \$100,000 for sponsorships this fiscal year.

5. Procurement/Selection Process:

6. Staff's Recommendation:

Staff recommends approval of a sponsorship for at least the same amount as last year, which was \$15,000.

7. Justification:

This sponsorship represents an investment in Edinburg's quality of life and helps us continue to market Edinburg to our residents and others outside the City. It is part of our placemaking efforts, and also shows support for our business development partner, the Chamber of Commerce itself.

ATTACHMENTS

Attachment A: 2023 Fiesta Edinburg Sponsorship Package

Approved: _____

Not Approved:	_____
Tabled:	_____
No Action:	_____



PRESENTED BY:



Dear Fiesta Sponsor,

The Edinburg Chamber of Commerce is proud to introduce the 54th Annual Fiesta Edinburg! Fiesta Edinburg has been giving people a reason to celebrate the All-America City of Edinburg. Besides being a fun, family-oriented festival, Fiesta Edinburg provides an opportunity for friends and family to enjoy an important moment in our history, celebrating Edinburg as the home of the county seat. We are proud to say Fiesta Edinburg will be moving the festival to the beautiful Bert Ogden Arena in Edinburg! Our city will be the place to be to enjoy quality, live entertainment, food, vendors and the Heart of America Carnival.

Fiesta Edinburg averages more than 10,000 people in attendance each year. With your support, Fiesta will expect to draw an even larger crowd in 2023 with added events and attractions. As a corporate sponsor, we are encouraging you to take advantage of Fiesta's crowd-drawing power and market your business or organization. Your participation in Fiesta Edinburg 2023 is a mutually beneficial partnership with the Edinburg Chamber of Commerce.

Thank you, and the many businesses and individuals who partner with the Edinburg Chamber of Commerce to put on a wonderful quality of life event for our community. We encourage all citizens, businesses and visitors to attend Fiesta Edinburg; it is indeed a memorable experience. On behalf of the entire Edinburg Chamber of Commerce Board, Chamber Staff and the residents of Edinburg, we thank you for your dedication and commitment to your Chamber and our community. If you would like any more information on our partnership or would like a customized package for your business, please call our Executive Director, Ronnie Larralde at 956-383-4974.

Sincerely,



Mario Lizcano
DHR Health

Edinburg Chamber
Board President



Marsha Green
Bert Ogden Auto Group

Edinburg Chamber
V.P. of Special Events



\$20,000 PACHANGA TITLE SPONSOR

- Official Fiesta Edinburg sponsor on all printed material and media releases and announcements.
- Inclusion in ALL advertising materials.
- Thank you Ad in the Edinburg Chamber E-newsletter and Press Releases
- "Big Check" Presentation, photo and press release
- Company recognition during Fiesta Edinburg press conference
- Logo on Fiesta Edinburg t-shirts
- 3-month recognition on chamber digital board
- Inclusion in all radio campaigns, promotions, commercials, and live remotes
- Year 'round promotion on chamber website
- Business name will be mentioned on site during festival
- 20x20 booth (includes tent, table and 2 chairs) for exhibitor opportunity
- Prominent placement of company logo or business name on grounds (provided by sponsor and approved by the Chamber)
- Recognition on all social media platforms, which combined reaches over 29,000 followers.
- First right of refusal as the exclusive sponsor for Fiesta Edinburg annually
- No competitive Sponsor
- 16 V.I.P tickets and access to lounge (Two Days)
- 16 complimentary t-shirts
- FREE live remote with participating radio station



\$10,000 SOMBRERO SPONSOR

- Inclusion in ALL advertising materials and logo on event poster.
- Company name listed in Thank you Ad inside the Edinburg
- Chamber E-newsletter and press releases
- "Big Check" Presentation, photo and mention in press release
- Company recognition during press conference.
- Logo on Fiesta Edinburg T- Shirts
- 3-month Recognition on Chamber Digital Board
- Year 'round promotion on chamber website
- Business name will be mentioned on site during festival
- 10x10 booth for exhibitor opportunity
- Prominent placement of company logo or business name on grounds such as signs, banners (to be provided by sponsor and approved by the Chamber)
- One free entry of commercial float or vehicle in Fiesta Edinburg Parade
- Recognition on all social media platforms, which combined reaches over 29,000 followers.
- 8 V.I.P tickets and lounge access (Two Day)
- 8 complimentary t- shirts

\$3,000 Tardeada Sponsor

- Thank you Ad in the Edinburg Chamber E-newsletter and Press Releases
- "Big Check" Presentation, photo and mention in press release
- 3-month Recognition on Chamber Digital Board
- Prominent placement of company logo or business name on stage on Festival grounds such as sign and banner (to be provided by the sponsor and approved by the chamber)
- Business name will be mentioned on site during festival
- 10x10 booth for exhibitor opportunity
- Recognition on all social media platforms, which combined reaches over 29,000 followers.
- 4 complimentary t-shirts
- 4 V.I.P tickets and lounge access (Two Day)



\$1,000 PARILLADA SPONSOR

- Inclusion in newspaper placement
- Company name in newspaper ads, company named listed in thank you advertisement inside the Edinburg Chamber E-newsletter, plus mention in press releases
- "Big Check" Presentation, photo and mention in press release
- Prominent placement of company logo or business name on Festival grounds such as sign and banner (to be provided by the sponsor and approved by the Chamber)
- Business name will be mentioned on site during festival
- Recognition on all social media platforms, which combined reaches over 29,000 followers.
- 5 complimentary concert tickets and lounge access (One Day)

\$500 PIÑATA SPONSOR

- Inclusion in press releases
- Company name in newspaper ads, company named listed in thank you advertisement inside the Edinburg Chamber E-newsletter, plus mention in press releases
- Business name will be mentioned on site during festival
- Recognition on all social media platforms, which combined reaches over 29,000 followers.
- 3 complimentary concert tickets and lounge access (One Day)

We thank you, and the many businesses and individuals who partner with the Edinburg Chamber of Commerce to put on a wonderful quality of life event for our community.

On behalf of the entire Edinburg Chamber of Commerce Board, Chamber Staff and the residents of Edinburg, we thank you for your dedication and commitment to your Chamber and our community.

Please submit your completed form to
information@edinburg.com.

**For further assistance please contact
the Edinburg Chamber of Commerce**

Information@edinburg.com
602 W. University, Dr, Edinburg, TX
O: (956) 383-4974
F: (956) 383-6942



BASIC INFORMATION

Company Name:

Contact Name:

Title:

Street Address:

City:

State:

Zip Code:

Phone Number:

E-mail:



LEVEL OF PARTICIPATION

☐ Pachanga Title Sponsor - \$20,000 — **SOLD**

☐ Parillada Sponsor - \$1,000

☐ Sombrero Sponsor - \$10,000

☐ Pinata Sponsor - \$500

☐ Tardeada Sponsor - \$3,000

COMPANY AUTHORIZED SIGNATURE:



BILLING INFORMATION

Payment Type: ☐ Credit Card ☐ Cash ☐ Check ☐ Send Invoice ☐ Other

Credit Card Number:

☐ Visa

☐ AMEX

☐ MC

Name on Credit Card:

Expiration Date:

/

CVV #:

Zip Code:

Authorized Signature:

Date:

Edinburg Economic Development Corporation

Meeting Date: February 15, 2023

Deliberation regarding economic development negotiations
(Review Economic Development Projects: Grey Wolf, Folk
Art, Green Sky, Rome, Sweets, and Captain America).
(§551.087 Deliberation Regarding Economic Development
Negotiations; §551.071. Consultation with Attorney; Closed
Meeting.)

1. Agenda Item:

Deliberation regarding economic development negotiations (Review
Economic Development Projects: Grey Wolf, Folk Art, Green Sky, Rome, Sweets,
and Captain America). (§551.087 Deliberation Regarding Economic Development
Negotiations; §551.071. Consultation with Attorney; Closed Meeting.)

2. Description/Scope:

Closed Meeting

3. Estimated Timeline:

Closed Meeting

4. Budget:

Closed Meeting

5. Procurement/Selection Process:

Closed Meeting

6. Staff's Recommendation:

Closed Meeting

7. Justification:

Closed Meeting

ATTACHMENTS

Approved:	_____
Not Approved:	_____

Tabled:	_____
No Action:	_____

Edinburg Economic Development Corporation

Meeting Date: February 15, 2023

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Not Approved: _____

Tabled: _____

No Action:	
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Edinburg Economic Development Corporation

Meeting Date: February 15, 2023

Discussion and possible action regarding the purchase, exchange, lease, or value of real property regarding EEDC office space (§551.072 Deliberation Regarding Real Property; Closed Meeting).

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