



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

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

**MARCH 28, 2023
REGULAR 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. DIRECTOR'S REPORT

A. Economic Development Report

6. REGULAR AGENDA ITEMS

- A. Consider approval of Minutes for the Special Board Meeting held on March 6, 2023.
- B. Discussion and possible action on Edinburg Economic Development Corporation Incentive guidelines.
- C. Discussion and possible action on adopting a Commercial Recruitment Program.

- D. Discussion and possible action on a retail recruitment and marketing proposal from Retail Strategies.
- E. Discussion and possible action on the use of Food Truck Park
- F. Discussion and possible action on a potential small business assistance program

7.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 projects and possible action related to projects (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071. Consultation with Attorney; §551.072. Deliberation Regarding Real Property; Closed Meeting.)

1. Project Bread
2. Project Stretch
3. Project Back Office
4. Project Sweets
5. Project Dirty Water
6. Project Loaf
7. Project Cold Turkey
8. Project Gray Wolf
9. Project Electric
10. Project Sugar Store
11. RGV CDL / AIOS

B. 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).

8.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.

9.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 March 24, 2023 at 5:00 pm.

By: /s/ Raudel Garza

*Raudel Garza, Executive Director
Edinburg Economic Development Corporation*

Edinburg Economic Development Corporation
Meeting Date: March 28, 2023

Economic Development Report

- 1. Agenda Item:**
Economic Development Report
- 2. Description/Scope:**
Executive Director will give a status update on EDC Report.
- 3. Estimated Timeline:**
- 4. Budget:**
- 5. Procurement/Selection Process:**
- 6. Staff's Recommendation:**
- 7. Justification:**

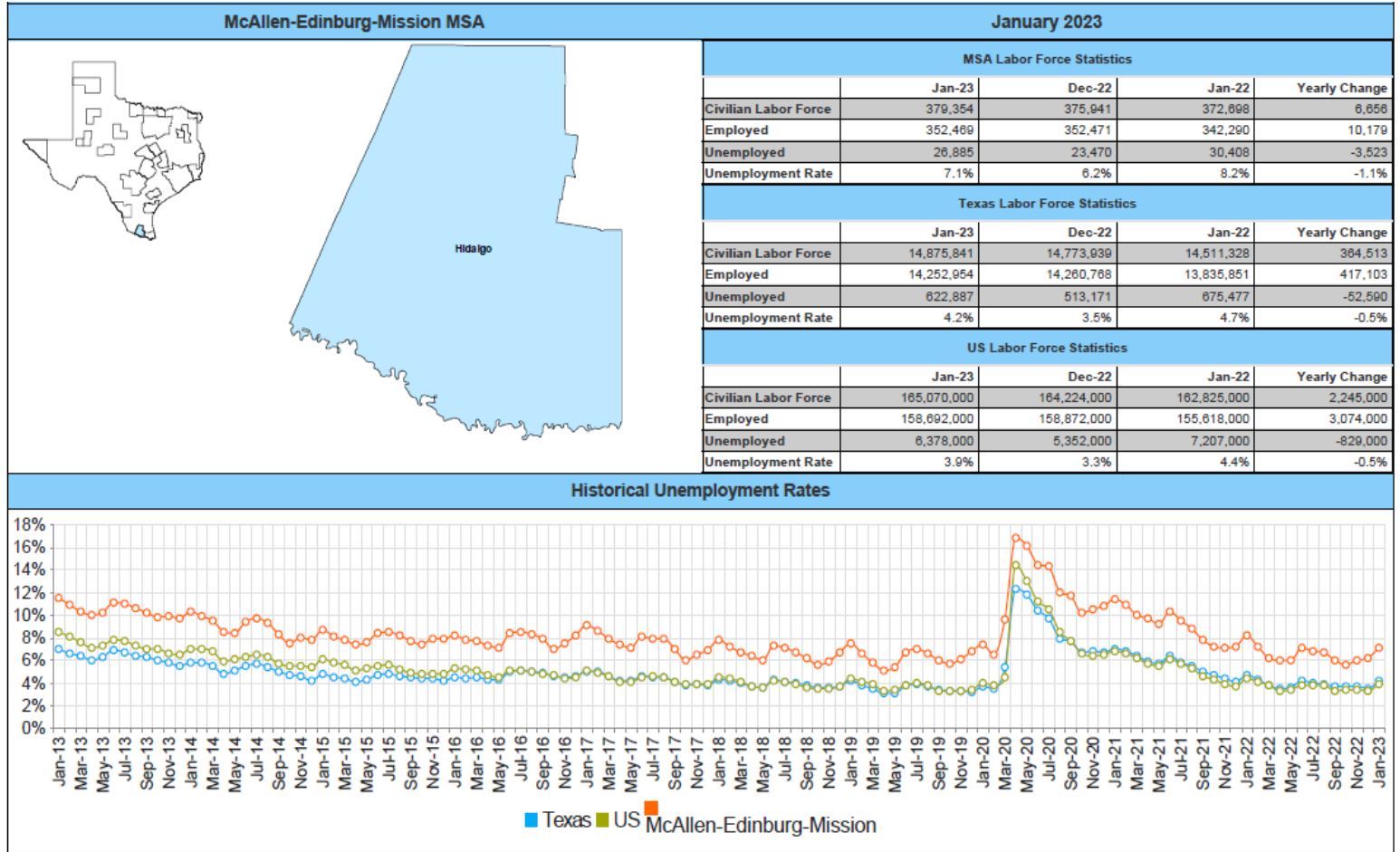
ATTACHMENTS

Attachment A: Director's Status Report

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

Department Status Report

Edinburg, Texas Unemployment Data



Source: (Labor Market Report, Workforce Solutions)



Labor Market Information for Rio Grande Valley & Laredo Areas

NOT SEASONALLY ADJUSTED FIGURES

Geographic Area	Jan-23			Dec-22	Jan-22		
	Civilian Labor Force	Unemployed	Rate	Rate	Civilian Labor Force	Unemployed	Rate
USA	165,070,000	6,378,000	3.9%	3.3%	162,825,000	7,207,000	4.4%
Texas	14,875,841	622,887	4.2%	3.6%	14,511,328	675,477	4.7%
Workforce Solutions	411,503	30,449	7.4%	7.1%	405,379	34,808	8.6%
Hidalgo County	379,354	26,885	7.1%	6.8%	372,698	30,408	8.2%
Starr County	24,734	2,908	11.8%	12.1%	25,560	3,768	14.7%
Willacy County	7,415	656	8.8%	8.4%	7,121	632	8.9%
McAllen	71,161	3,466	4.9%	4.3%	69,522	3,782	5.4%
Mission	37,129	2,503	6.7%	6.3%	36,417	2,791	7.7%
Edinburg	50,678	2,616	5.2%	4.6%	49,465	2,791	5.6%
Pharr	33,582	2,633	7.8%	7.6%	32,957	2,902	8.8%
San Juan	16,342	1,268	7.8%	8.4%	16,205	1,566	9.7%
Weslaco	18,087	1,334	7.4%	7.5%	17,767	1,497	8.4%
Workforce Solutions Cameron	180,004	10,992	6.1%	5.7%	177,372	12,384	7.0%
Harlingen	26,422	1,495	5.7%	5.2%	25,881	1,548	6.0%
Brownsville	81,093	5,124	6.3%	6.1%	79,906	5,746	7.2%
San Benito	9,650	546	5.7%	5.5%	9,654	767	7.9%
Workforce Solutions S. Texas	124,572	5,722	4.6%	3.8%	123,886	6,658	5.4%
Webb County	118,279	5,310	4.5%	3.7%	116,949	6,086	5.2%
Laredo	113,444	5,069	4.5%	3.7%	112,139	5,784	5.2%

SEASONALLY ADJUSTED FIGURES

USA	165,832,000	5,694,000	3.4%	3.5%	163,633,000	6,511,000	4.0%
Texas	14,754,312	569,299	3.9%	3.9%	14,536,799	630,892	4.3%

Source: Texas Workforce Commission, Texas Labor Market Review, January 2023 issue.

Unemployment Recap:

- The Texas (seasonally adjusted) unemployment rate remained the same at 3.9%
- Hidalgo County's (not seasonally adjusted) unemployment rate increased by 0.3% to 7.1%
- Edinburg (not seasonally adjusted) has the second lowest unemployment rate in the RGV at a rate of 5.2%

Marketing Activities

Site Selectors Guild (SSG) Annual Conference

- March 29-31, 2023
- San Antonio, TX

ICSC Convention in Las Vegas

- EDC purchased a 10x20 Booth (3475 K) at Central Hall
- EDC staff have booked flights and hotel for 5/19-5/23, 2023
- Registration for EDC Board Members pending confirmation
- Working on setting up meetings

MRO Americas

- April 18-20, 2023
- Atlanta, GA

Software Programs

EDC Staff uses the following software programs to enhance maximum results, provide satisfactory customer service, keep track of meeting developments and make smart decisions.

- Hub Spot
 - Is a platform with all the software, integrations and resources to connect marketing, sales, and content management.
- Buxton
 - Offers consumer intelligence technology and services to guide real estate site selection, business strategy, marketing, analytics and other economic development services.
- REsimplifi
 - Provides complete and accurate commercial real estate property data for site selectors and economic development professionals.
- CoStar
 - Is a platform of commercial real estate information, analytics, industrial, retail and more. They provide data and tools which help analyze cash flows, sales pricing and cap rates.

Upcoming Events

Entrepreneurship Boot Camp

- Partnership with Edinburg EDC, City of Edinburg, Workforce Solutions, and South Texas College. Event scheduled on March 30, 2023 at DHR conference room.

- Board Director, Sabrina Walker Hernandez will be a speaker at this event.

Edinburg Chamber of Commerce “Public Affairs” Luncheon

- April 13, 2023 at DHR conference room
- Guest: Congresswoman Monica De La Cruz
- EDC table reserved for 8 people

RGV Hispanic Chamber of Commerce “The Future of Small Business in Texas” Luncheon

- April 24, 2023 at Radisson Hotel McAllen Airport
- Guests: TAB President, Glenn Hammer & TAB Chairman, Massey Villarreal
- EDC table reserved for 8 people

Programs

Student Paid “VIDA” Program Oct 1, 2022 -Sept 30, 2023

- Provides higher education training and workforce development for 15 Edinburg residents.
- Total project funding \$50,000
- Current expenditure \$16,740.34 (Oct-Dec 2022 Quarterly Report)
- Balance \$33,259.66

Edinburg Economic Development Corporation

Meeting Date: March 28, 2023

Consider approval of Minutes for the Special Board Meeting held on March 6, 2023.

1. Agenda Item:

Consider approval of Minutes for the Special Board Meeting held on March 6, 2023.

2. Description/Scope:

Minutes transcribed by Jacqueline Guerra. See attached.

3. Estimated Timeline:

N/A

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

EDC Executive Director has reviewed the minutes and recommends approval.

7. Justification:

ATTACHMENTS

Attachment A: Attachment A: EDC Minutes for 3-6-2023

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



MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS

LOCATION:

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

MARCH 6, 2023
SPECIAL MEETING
5:30 PM

PRESENT: Veronica Gonzales, President
Raul Resendez, Secretary
Daniel “Dan” Diaz, Councilmember
Sabrina Walker Hernandez, Director
Eddie Garza, Director

LATE: Roland Gomez, Vice President
ABSENT: Aaron “Ronny” Rivera, Treasurer

STAFF: Raudel Garza, Executive Director
Jacqueline Guerra, Administrative Specialist
Leticia Pantoja, Management Analyst
Omar Ochoa, City Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President, Veronica Gonzales, called the meeting to order at 5:30 PM.

Raudel Garza, Edinburg EDC Executive Director, proceeded to roll call and established quorum.

For record, at this time, Vice President Roland Gomez and Treasurer Aaron Rivera were absent.

A. Pledge of Allegiance

2. CERTIFICATION OF PUBLIC NOTICE

Mr. Garza confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on March 3, 2023 at 5:00 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

City Attorney, Omar Ochoa, stated a conflict of interest exists if a board member or a member of that person's family has a qualifying financial interest in an agenda item. If there is a conflict of interest, the board director cannot participate in discussion or vote on the agenda item.

There were no conflicts of interest disclosed.

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.

There were no public comments.

5. REGULAR AGENDA ITEMS

A. Consider approval of sponsorship for Texas Lyceum State of Women Conference, April 27-29, 2023 in the amount of \$5,000.

Texas Lyceum is a non-profit, non-partisan statewide leadership organization focused on identifying the next generation of Top Texas leaders. Their spring conference will provide participants knowledge and connections to create a stronger future for women in Texas. Texas Lyceum has requested the EEDC consider joining the upcoming conference as a Silver Sponsor in the amount of \$5,000. As a Silver Sponsor, EEDC will have two (2) reserved seats at each conference event. Executive Director Raudel Garza, recommended approval of sponsorship since this would be a great opportunity for Edinburg.

MOTION TO APPROVE SPONSORSHIP FOR TEXAS LYCEUM STATE OF WOMEN CONFERENCE IN THE AMOUNT OF \$5,000 WAS MADE BY COUNCILMEMBER DAN DIAZ AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

B. Consider allowing use of EEDC property (food truck park) to Texas Lyceum for an event on April 27, 2023.

Executive Director Raudel Garza advised that Judge Joanne Garcia contacted him stating that the Texas Lyceum is interested in using the EEDC property (Food Truck Park) for one of their events on Thursday, April 27, 2023. Texas Lyceum would be responsible for meeting all the city requirements in terms of the use of the space; music, catering, security, maintenance etc. However, they are requesting the \$600 rental fee waived. Secretary Raul Resendez, raised some concerns regarding future requests and suggested to hold consistency with EEDC guidelines. Mr. Garza recommended to follow city protocol in terms of insurance and requirements necessary to use the facility. Additionally, Mr. Garza recommended approval of the use of the Food Truck Park for Texas Lyceum as this would benefit Edinburg in showcasing the downtown area. Councilmember Dan Diaz, suggested to have tables at the events instead of the two (2) tickets per event as part of the \$5k Silver sponsorship.

MOTION TO APPROVE USE OF EEDC PROPERTY AND WAIVE \$600 RENTAL FEE AND ALL OTHER ITEMS AS DISCUSSED WAS MADE BY COUNILMEMBER DAN DIAZ AND SECONDED BY PRESIDENT VERONICA GONZALES. MOTION CARRIED UNANIMOUSLY.

C. Discussion and possible action on attending the ICSC Convention in Las Vegas on May 21-23, 2023.

ICSC is the largest gathering of retailers, developers, brokers and other interested in growing their retail stores/locations. This convention is scheduled on May 21-23, 2023 and would be a great opportunity to showcase Edinburg to let people know why they should be locating here. Additionally, to network, create relations and identify franchise opportunities for investors.

For record, at this moment, Vice President Roland Gomez joined the meeting.

For record, at this moment, newly hired EDC Administrative Specialist, Jacqueline Guerra was introduced. All board members greeted and welcomed Ms. Guerra.

Councilmember Dan Diaz suggested UTRGV Staff also attend ICSC and talk about Division 1 football in order to attract prospects into our booth. President Veronica Gonzales advised that she will reach out to UTRGV Athletic Director, Chase Conque and newly hired football Coach Travis Bush for possible representation at ICSC. Councilmember Diaz advised that any other local land owner might also be interested in attending the convention.

THERE WAS NO ACTION TAKEN ON THIS ITEM.

D. Discussion and possible action on Edinburg Economic Development Corporation Incentive guidelines.

At this moment, Mr. Garza reminded the board to review the Incentives guidelines and make any recommendations to amend or incorporate by March 21, 2023. The Incentive guidelines are expected to be finalized at the March 28, 2023, regular board meeting.

E. Discussion and possible action on adopting a Commercial Recruitment Program.

Additionally, Mr. Garza reminded the board to review and make any recommendations to amend or incorporate edits to the Commercial Recruitment Program by March 21, 2023. The Commercial Recruitment Program is expected to be adopted at the March 28, 2023, regular board meeting.

6. EXECUTIVE SESSION

The board entered executive session.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR EDDIE GARZA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

The EEDC board convened in executive session, in accordance with the Texas Open Meetings Act, Vernon's Texas Civil Statutes annotated, government code, chapter 551, subchapter D, exceptions to requirements that meetings be open, to deliberate under the following **section**:

- **SECTION 551.071, CONSULTATION WITH ATTORNEY**
- **SECTION 551.072, DELIBERATION REGARDING REAL PROPERTY**
- **SECTION 551.087, DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS**

The EEDC board 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 Texas Open Meetings Act. The board will deliberate the following item:

- A.** Deliberation and possible action regarding economic development negotiations (Review Economic Development Projects: AZ, Stretch, Back Office, Sweets, Jack & Jill, Dirty Water, Loaf, Cold Turkey, Gray Wolf, Smoke, Electric, and EMT). (§551.087 Deliberation Regarding Economic Development Negotiations; §551.072. Deliberation Regarding Real Property; §551.071. Consultation with Attorney; Closed Meeting.)
- B.** Consultation with City Attorney and possible action regarding Santana Textiles. (§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 convened in Open Session to take necessary action, in accordance with Chapter 511, Open meetings, Subchapter E, Procedures Relating to Closed Meeting §551.102, Requirement to Vote or Take Final Action in Open Meeting.

The EDC board reconvened for open session at 8:03 PM.

MOTION TO OPEN SESSION WAS MADE BY DIRECTOR EDDIE GARZA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

For record, councilmember Dan Diaz left executive session at 7:40 pm.

MOTION TO APPROVE PROJECT “BACK OFFICE” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “GRAY WOLF” AND AMEND THE AGREEMENT AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

8. ADJOURNMENT

There being no further business to consider, the meeting adjourned.

MOTION TO ADJOURN MEETING WAS MADE BY PRESIDENT VERONICA GONZALES.

Minutes Transcribed by:

Jacqueline Guerra, Administrative Specialist, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on _____, 2023.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

Raul Resendez, Edinburg EDC Secretary

Edinburg Economic Development Corporation

Meeting Date: March 28, 2023

Discussion and possible action on Edinburg Economic
Development Corporation Incentive guidelines.

1. Agenda Item:

Discussion and possible action on Edinburg Economic Development Corporation Incentive guidelines.

2. Description/Scope:

Finalized guidelines and principles will be used in the granting of incentives to new, existing, or expanding businesses and/or developers.

3. Estimated Timeline:

Effective upon Board and City Council approval.

4. Budget:

The budget will not be impacted by adopting guidelines.

5. Procurement/Selection Process:

6. Staff's Recommendation:

Staff recommends approval of incentive guidelines.

7. Justification:

EEDC and the City Council strive to achieve equitable economic development. Providing guidelines helps the quest for equality and transparency.

ATTACHMENTS

Attachment A: Incentive guidelines - proposed

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

Edinburg Economic Development Corporation Incentives Guidelines and Principles

The mission of the Edinburg Economic Development Corporation is to create an environment that leads to increased private capital investment and creation of new high-paying jobs and retention of existing jobs. Economic development as used here is the process that helps influence the creation of wealth and production of new job opportunities for our citizens.

The EEDC is a Type A economic development corporation and as such has a main focus of helping create primary jobs in the community. “A primary job is one at a company that exports a majority of its product or services to markets outside the local region, infusing new dollars into the local economy.”¹ Primary jobs are limited to specific industry sectors as outlined in the Local Government Code, Chapter 501.

A secondary focus of the EEDC is to improve the quality of life of its citizens by helping to attract unique retail experiences and other entertainment venues that help entice further investment in the community. This effort to improve the quality of life, and quality of place, also allows for the investment of EEDC funds in certain infrastructure projects.

All requests for financial assistance from the EEDC will be reviewed on a case-by-case basis, and the adoption of a program or programs shall in no way limit the EEDC Board from approving a financial incentive package that may be unique to one business, subject to existing statutes and approval from the Edinburg City Council.

The types of incentives that may be approved can include, but are not limited to:

1. Reimbursement of infrastructure improvements
2. Job creation grants
3. Rent subsidies
4. Reduced land cost (for land owned by the EEDC)
5. Loans
6. Interest rate buy-down programs
7. Sales tax rebate programs
8. Facade improvement grants
9. And other programs devised to encourage growth, subject to existing statutes or ordinances.

As a Type A EDC, the EEDC may make the following types of project expenditures:

¹ Type A and B Economic Development Corporations Overview (texas.gov)

- **Section 501.101 Projects.** For all of these, the project must create or retain “Primary Jobs” which is defined by NAICS code in the statute
 - Manufacturing and industrial facilities;
 - Research and development facilities;
 - Military facilities, including closed or realigned military bases;
 - Transportation facilities, including airports, hangars, railports, rail switching facilities, maintenance and repair facilities, cargo facilities, related infrastructure located on or adjacent to an airport or railport facility, marine ports, inland ports, mass commuting facilities, and parking facilities;
 - Sewage or solid waste disposal facilities;
 - Recycling facilities;
 - Air or water pollution control facilities;
 - Facilities for furnishing water to the public;
 - Distribution centers;
 - Small warehouse facilities capable of serving as decentralized storage and distribution centers;
 - Primary job training facilities for use by institutions of higher education; or
 - Regional or national corporate headquarters facilities.
- **Section 504.103 Restrictions.** Although allowed in 501.101, 504.103 says the following types of facilities can’t be the primary purpose of a project funded by a Type A Corporation
 - A transportation facility;
 - A solid waste disposal facility;
 - A sewage facility;
 - A facility for furnishing water to the general public; or
 - An air or water pollution control facility.
- **Section 501.102 Job Training.** Job training required or suitable for the promotion of development and expansion of business enterprises. The business must create new jobs with wages equal to the prevailing wage in the market.
- **Section 501.103 Infrastructure Improvement.** Infrastructure found to be required or suitable to promote or develop new or expanded businesses. There is no Primary Jobs requirement and this is not tied to any particular industry. Infrastructure means:
 - Streets and roads, rail spurs, water and sewer utilities, electric utilities, or gas utilities, drainage, site improvements, and related improvements.
 - Note that “site improvements” and “related improvements” include improvements to a building.
 - Telecommunications and Internet improvements; or
 - Beach remediation along the Gulf of Mexico.
- **501.104 Military Bases.** Just about any expenditure related to a military base.
- **501.105 Career Centers.** Most expenditures related to a career center IF “the area to be benefited” isn’t within a taxing jurisdiction of a junior college

- **501.106 Airport facilities** is not applicable to EEDC because the City's population is more than 50,000.
- **Section 501.107 Infrastructure projects in Hidalgo County.** Infrastructure for any new or expanded business, but also including airports, ports, and sewer or solid waste disposal facilities.
- **Section 501.163 Job and Life Skills in Hidalgo County.** Job-related life skills and training skills that help an unemployed person obtain employment.
- **Section 502.052 Mass Transit Facilities.** Development, improvement, expansion, or maintenance of facilities relating to the operation of commuter rail, light rail, or motor buses.
- **Section 504.304 Cleanup Contaminated Property.** Not applicable in Hidalgo County because the population is over 500,000.

2011 Resolution Authorization. In addition to the Type A expenditure authorizations, Section 504.152 authorizes the City to ask the voters if the Type A EDC can use funds on "a specific project" or for a "specific category of projects" that qualify under Type B expenditures. In 2011, City voters approved the following additional categories of projects:

- Recreational facilities. The resolution defined these as
 - Entertainment facilities
 - Public Parks
 - Park facilities
- Related facilities. In addition, the following can be funded if they relate to any of the above:
 - All related store, restaurant, concession, parking facilities
 - All related roads, streets, water and sewer facilities

A performance agreement will be drafted by EEDC legal counsel and will be the controlling document outlining responsibilities and expectations from the parties to the agreement. Some of the criteria used to evaluate the eligibility of the business or applicant for financial incentives include, but are not necessarily limited to, the following:

- The business/applicant must be in good standing with the state and local entities in terms of the various taxes due.
- The business/applicant will provide EEDC with the necessary documentation for EEDC to properly evaluate the project and the request for assistance.
- Unless the business/applicant is an existing business in Edinburg, the applicant must not have made a location decision prior to submitting a request for assistance. This means that if the applicant has already signed a lease or closed on a property, or given any other indication that it has already made a location decision before reaching out to EEDC, that applicant will not be eligible as a new business and thus may be ineligible for incentives. Businesses/applicants considering Edinburg as a location for their new project are encouraged to contact EEDC as early in the process as possible.
- Past performance and experience will also be evaluated.

- Unless otherwise noted in a program, preference will be given to applicants generating fifty (50) or more full-time jobs earning a minimum of at least \$15.00 per hour with a benefits package being offered by the business/applicant.
- Preference will be given to the primary job creator versus the landlord/developer in the granting of financial assistance.

The existence of a program or programs and these guidelines do NOT in any way create an obligation to provide incentives to any business/applicant. As stated earlier, requests for financial incentives will be evaluated on a case-by-case basis and approval of one incentive does not create a “precedent” for future applicants.

A limiting factor in all incentives, aside from existing statutes, is the allocation of funding. EEDC, with City Council approval, will review and allocate funding as they see fit to accomplish their goals for that specific year.

Edinburg Economic Development Corporation

Meeting Date: March 28, 2023

Discussion and possible action on adopting a Commercial Recruitment Program.

1. Agenda Item:

Approved finalized Commercial Recruitment Program.

2. Description/Scope:

The attached document shows a way to bring uniformity to our offering of incentives to retail establishments. It is based on 3 measures: the sales generated by the establishment, the number of jobs created, and the capital investment. Other factors in scoring the applicant include their proposed location and their involvement in the community. The program can be tailored to on a case-by-case basis and it can also be used to determine an incentive for a commercial developer.

3. Estimated Timeline:

Effective upon Board approval.

4. Budget:

We would need to assess the demand for this type of incentive over the next few months, but we do have funds set aside for grants for new or expanding businesses.

5. Procurement/Selection Process:

Staff would work with the retailer and/or developer to gather information, prepare a scoring sheet and package and present to the Board and then to Council for applicants that qualify.

6. Staff's Recommendation:

Staff recommends approval of the program.

7. Justification:

EEDC and the City Council strive to achieve equitable economic development. Providing a program that measures each applicant by the same standards helps in that quest for equality and transparency.

ATTACHMENTS

Attachment A: Edinburg Commercial Recruitment Program

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

Commercial Recruitment Program:

The City of Edinburg and the Edinburg Economic Development Corporation (EEDC) continue to encourage new and/or existing commercial enterprises to locate or expand in Edinburg. Retail activity along the US-Mexico border is a basic economic driver which attracts, promotes, develops, and supports new commercial facilities and job growth and the retention of existing jobs in Edinburg. Some of these new and/or existing retail enterprises may qualify for assistance from EEDC based on the number and types of jobs newly-created or retained and the type of commercial entity. Applicants must qualify under the provisions of the Development Corporation Act ("Act"). Developers may apply on behalf of their tenants/retailers, but are not eligible to be the recipient of the grants without the full knowledge and consent of the retailer and approval from the EEDC Board and City Commission.

To encourage new retail development, the EEDC may pay an incentive amount equal to a portion of the local sales tax revenues generated by qualifying projects for a period of up to five years, an in an amount not to exceed half of the city tax revenue generated by that retailer in that location annually, or \$100,000, whichever is less. Amounts greater than \$100,000 per year will not carry forward to the next year.

A retailer and/or developer will be evaluated and graded on criteria established by the EEDC annually. The term granted and incentive amount is subject to the score generated by the retailer's information, and subject to a written performance agreement and proper governmental approval. The **basic scoring criteria** is below:

# of FT employees	5 to 25	26-50	51+	Points Awarded
Points	10	20	30	
# of PT employees	10-100	101-200	201+	
Points	5	10	20	
Capital Investment	\$250,000 - \$1M	\$1M-\$5M	\$5M+	
Points	5	10	15	
Taxable Retail Sales	\$100,000 - \$1M	\$1M - \$5M	\$5M+	
Points	5	10	15	

Location	Points	Points Awarded
Opportunity Zones	10	
Downtown District	10	
University Corridor	5	
Trenton Corridor	5	
Monte Cristo Corridor	5	
East side	20	
North side	20	

Community Involvement	Points	Points Awarded
Chamber member	3	
Boys & Girls Club Supporter	3	
Leadership Edinburg	3	
UTRGV Foundation	3	
Other non-profits organizations	Range from 1 to 5	

Upon submission of a letter of interest and other information as outlined below by the applicant, staff will determine if the applicant qualifies under the Act and will grade the project and present findings to the EEDC Board of Directors for consideration.

The incentive amount for this program will, in part, be determined based on the following:

If scores is:	Then, rebate will be equal to:	Total Points
70 or higher	50% of the city sales tax revenue generated and paid by the applicant	
50 - 69	37.5% of the city sales tax revenue generated and paid by the applicant	
35 - 49	25% of the city sales tax revenue generated and paid by the applicant	
25 - 35	12.5% of the city sales tax revenue generated and paid by the applicant	

In order to be considered, the applicant must submit a letter of interest outlining the project. Plans (site, floor, utility, off-site and on-site improvements) and cost estimates must also be submitted. Other restrictions may apply, and this document serves only as a guide for the EEDC. Financial and proformas for the project, for the retailer, and for the developer should be included in the applicant's package. A definitive performance agreement will be drafted by EEDC legal counsel, and would need to be reviewed and approved by EEDC Board of Directors and City Council before any incentive is considered officially adopted. The program is subject to change and cancellation at any time by the EEDC Board, and can be modified at their discretion.

Edinburg Economic Development Corporation

Meeting Date: March 28, 2023

Discussion and possible action on a retail recruitment and marketing proposal from Retail Strategies.

1. Agenda Item:

Discussion and possible action on a Retail Recruitment and Marketing Proposal from Retail Strategies

2. Description/Scope:

Retail Strategies, founded in 2011, is a company dedicated to recruiting retailers to communities around the US. They have outlined a scope of services that they provide and would like for us to consider using them as an extension of our staff to help recruit retail. That outline and other information is in the attachment.

3. Estimated Timeline:

They are ready to start ASAP.

4. Budget:

\$45,000 per year for up to 3 years. We would need to amend our budget to accommodate this expense.

5. Procurement/Selection Process:

This firm and others like it are all capable of helping Edinburg with demographic information, marketing collateral, setting up meetings, and tracking activity.

6. Staff's Recommendation:

Staff recommends approval.

7. Justification:

Ramping up our staffing takes time. Retail Strategies has a proven track record of attraction to other communities. They can help us in this next year as we continue to build our program.

/s/ Raudel Garza /s/

ATTACHMENTS

Attachment A: Retail Strategies - Retail Development Services proposal

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



retail strategies

Retail Development Services

Edinburg, Texas
1/23/2023

Strictly Private and Confidential

Pricing Valid for 90 Days



RETAIL STRATEGIES

Who We Are

Retail Strategies, founded in 2011, is the national expert in recruiting businesses on behalf of communities. Retail Strategies exists to give communities across the United States an advantage in attracting businesses. Our mission is to provide the real estate expertise, tools, and human effort that position deserving towns as alluring locations for national businesses.

With confidence, we pursue this mission by delivering unparalleled customer service as a unified team with unmatched real estate expertise. Attracting new retail to a community is a complex, connection critical, and time-consuming endeavor. We give communities the option to outsource retail recruitment services to well-connected, experienced, and licensed retail real estate professionals. Our activities pay a return in sales taxes, added jobs, and businesses that enhance and add to the unique qualities of your community.

For our Client communities, we identify and aggressively execute a tailored strategy to attract new retailers, restaurants, and hotels. We attend more than ten International Council of Shopping Centers (ICSC) and multiple RetailLive! retail real estate trade shows across the Country to meet with industry professionals to showcase opportunities.

Our Beliefs

Much of our success is the result of our shared beliefs. These truths drive our team every day and remind us that the citizens of every client community are the true beneficiaries of our efforts.

We Believe

...every community deserves a place for neighbors to catch up over a cup of coffee

...it takes a community to build a community, and every client, partner, broker, developer and retail representative we connect should be treated as our own neighbors

...honesty is our most important asset, and it will pay off for everyone in the long run



RETAIL STRATEGIES

Our Process



discover

We are an investment for your community.

We believe that every community is unique, so we take time to engage our Client's to understand your story of opportunity to leverage your attributes towards expanding businesses.

Our activities pay a return in sales tax, added jobs, and businesses that enhance and add to the unique qualities of your community.



connect

We make sure your community's story is heard.

As a conduit between communities and national retailers, we ensure that your stories of opportunity, culture, values and people are perfected to resonate with the right retail audiences.

Aggressively taking your communities story and information to expanding businesses, property owners, brokers, developers, and other industry players to create economic growth in your community.



advance

We multiply and enhance your staff.

We work as an extension of your staff, adding specific expertise, and amplifying your efforts and visibility many times over.

Being your partner and consistently providing feedback, answering questions, and solving complex problems to position your market for growth.



Our Service



Discover: Research

The cycle begins with market analysis. We take the deep dive in to data, advanced analytics, and proprietary tools developed in house to uncover and define the potential in your community.

After interviewing dozens of firms, Retail Strategies has assembled a series of data providers that are industry trusted leader in analytics. These are the same providers used by the majority of national pharmacy, grocery, and restaurant brands conducting research on your community. This data source consistently delivers the highest level of accuracy and allows our team to analyze and deliver over 3,365 individual variables (per geography) providing the deepest, most reliable, information possible to our Clients.

Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

Real Estate Assets

An in-market study which identifies within the community various opportunities: strategic focus properties, underutilized assets, development zones, and redevelopment zones.

Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home and work location of consumers that visit a defined shopping area within the community.

Retailer Void Analysis

Identifying businesses that have entered similar communities but have not yet entered your market. This provides an initial list of realistic retail prospects that should be considering your market for expansion.

GAP Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

Consumer Expenditures

Drilling down into each retail segment to identify and understand what your consumers spending patterns are.

Psychographic Analysis

Defines the type of consumers in your market by breaking down consumers demographic characteristics, consumer preferences, consumer expenditures, and cultural ideals.

Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective.



Our Service



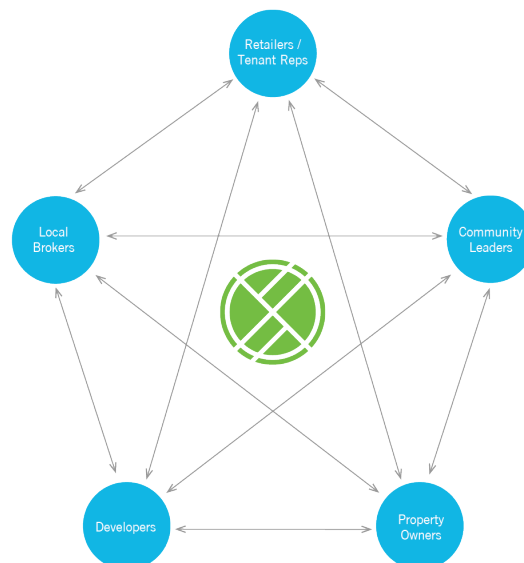
Discover: Real Estate Analysis

Real Estate is the key to every business expansion. Our team features over 150+ years of retail real estate experience and we utilize our collective experience to provide the most thorough, and creative, assessment of your community.

To accomplish this, we bring our team of retail real estate professionals to your community to uncover your strategic and underutilized real estate assets.

The inventory of properties our team believes is viable for new development, redevelopment highest and best use or vacancies that need to be filled are logged and recorded in our custom software program to be used by your team during the recruitment process.

The information we gather is immediately put to work through making outreach to the property owners, developers, and brokers who represent these properties to learn their goals for the property and how Retail Strategies can assist them on behalf of the community leaders.





Our Service



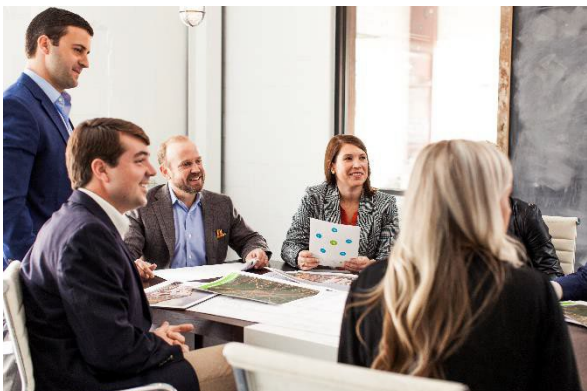
Discover: Community Input

Throughout the life of our partnership, we will always be ready to listen to your feedback, suggestions, opinions, and requests. Below are items and actions we take to ensure we are providing information and action toward the betterment of the community.

Communication: The Key to Our Partnerships

During our onboarding process we will be scheduling a time to speak with you to get a first-hand understanding of your goals, desired businesses, past experiences, etc. In addition, we send a questionnaire that can be filled out by one, or many, Community Leaders to provide Retail Strategies further information on your goals and vision.

From Day 1 our process is built around creating a relationship with you and getting communication and information flowing to one another. This is partnership. We know that no one knows your community better than you. Through our partnership we will be able to harness your local knowledge and pair it with our resources and connections to make an economic impact. In addition, this free flow of communication will allow you to always share feedback with our team which we will utilize on your behalf.





RETAIL STRATEGIES

Our Service

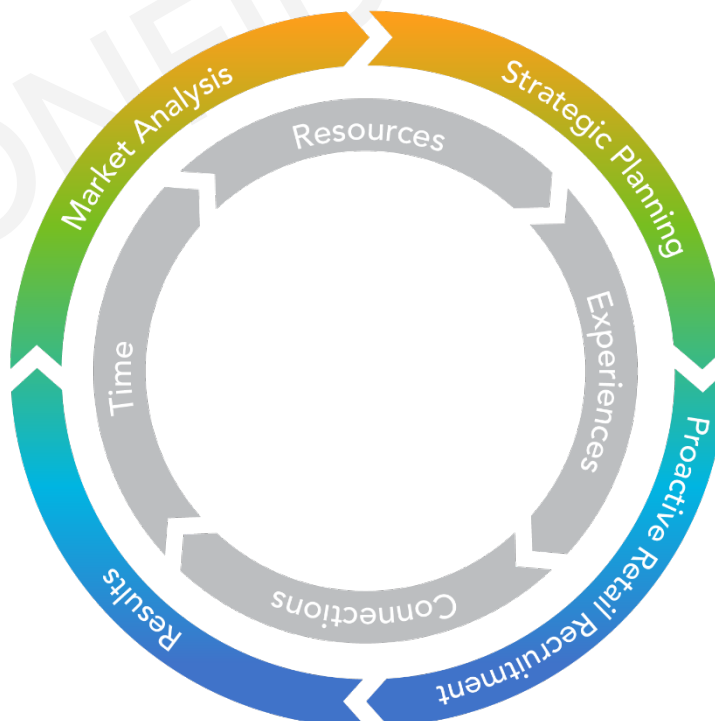


Connect: Retail Recruitment

Retail Recruitment is not an event, it is a process. While your team at Retail Strategies will provide a thorough analysis and Strategy within the first 100 days of our partnership, we will constantly be running new data sets, assessing the changing real estate environment within the community, researching new prospective businesses, assessing retailers changing expansion plans, etc.

Our Commitment to Success

Retail Strategies is constantly searching for new tools, hiring retail real estate professionals, and covering the Country with outreach to build the best network and service for our Clients. This relentless pursuit of success will position your community for growth today and in the future.





RETAIL STRATEGIES

Our Service



Connect: Retail Recruitment

This is where the rubber meets the road. This is where we take the information we have collected for your community, package it in the appropriate format, and begin showcasing opportunities in your community. The Benefit of partnering with Retail Strategies is that we do not just hand you fancy gadgets and a CRM tool to conduct recruitment, our management team will conduct every piece of outreach to the appropriate contact on your behalf.

Proactive Outreach to Prospects

Retail Strategies team will be reaching out to property owners, brokers, developers, retailers, restaurants, and all other industry players to connect the dots to your market. We utilize the resources we have gathered and will continue to seek additional information throughout our partnership to further define the opportunities in your market.

Representation

Each year our team attends more than a dozen retail real estate conferences. For Texas, the key retail conference include ICSC Red River States, ICSC Recon, and RetailLive! Austin. Retail Strategies attends all of these shows annually and vows to continue to attend to meet with industry leaders and market the opportunities.

At the conferences we will set up and have meetings with targeted retailers, restaurants, brokers, and developers on your behalf. Following the conference you will receive an update on who we met with, what was said, and what our next steps are.





Our Service



Advance: Reporting and Collaboration

Reporting and communicating is the key to any partnership. We dedicate multiple points of contact to you so that we ensure 1) effective outreach and 2) that your questions, feedback, and other information can be answered, collected, and utilized.

Reporting

Through our partnership we will establish regular communication with you. We report to you regularly with updates from our recruitment efforts, industry news, and other information that will allow you to become more of an expert on your market and the industry.

Your team will be reaching out to property owners, brokers, developers, retailers, restaurants, and other industry players on your behalf. These conversations will be summarized and provided to you to keep you in the know on our efforts.

In addition, through our experience we know we can learn as much from a "no" as we can from the "yes". We provide you information on why it is a yes and why it was a no so that your community can better understand how prospective businesses and industry leaders view your community.

Basecamp

Retail Strategies utilizes Basecamp, a project management and collaboration web platform, to record and store conversations and information shared with our Clients. This platform is username and password protected and keeps our partnership organized.

We understand that your team will adjust and grow overtime and Basecamp allows new members of your team the ability to get up to speed quickly with our efforts.



RETAIL STRATEGIES

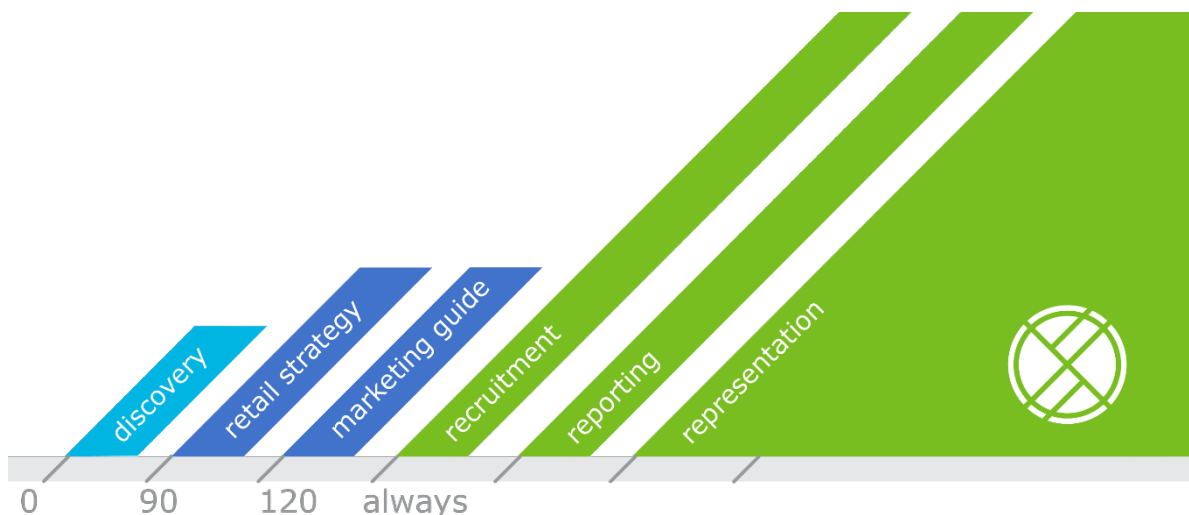
Scope of Services

DATA & ANALYTICS | REAL ESTATE ANALYSIS | COMMUNITY INPUT | RETAIL STRATEGY

- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals
- Identify and Evaluate priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)
- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Analyze community's growth potential through the peer analysis and GAP analysis
- Analysis of future retail space requirements in relation to the peer markets and retail opportunities
- Conduct retail peer market analysis
- Identify and evaluate competing shopping areas
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Consumer Spending Pattern Reports
- Market Outlook Reports
- Aerial imagery of trade area(s)
- Provide updates on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

RECRUITMENT | REPRESENTATION | OUTREACH | CONNECTIVITY

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 overall retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a regular basis
- ICSC and Retail Live conference representation- updates provided according to the yearly conference schedule
- Active outreach to local brokers and landowners





RETAIL STRATEGIES

Investment

Retail Strategies investment pricing for our Recruitment service:

Annual Agreement

An annual contract with pricing defined for three years of service. This partnership includes an annual opt-out with no penalty.

	Annual Investment
Total Contract Value	\$135,000
Year 1	\$45,000
Year 2	\$45,000
Year 3	\$45,000

Project fees are due within 30 days of receipt of the invoice.

One trip to the Client is included in pricing. Any additional travel will be approved by the Client (not to exceed \$1,000 per trip).

Should the Client request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by the Client in advance of commencing any additional work.



retail strategies

Thank You!

Strictly Private and Confidential

Pricing Valid for 90 Days

Edinburg Economic Development Corporation

Meeting Date: March 28, 2023

Discussion and possible action on the use of Food Truck Park

1. Agenda Item:

Discussion and possible action on the use of Food Truck Park

2. Description/Scope:

Item is on agenda so that Board members may discuss use of the property by the City or other third parties.

3. Estimated Timeline:

N/A

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

7. Justification:

/s/ Raudel Garza /s/

ATTACHMENTS

Attachment A: Food Truck Park picture

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



Edinburg Economic Development Corporation

Meeting Date: March 28, 2023

Discussion and possible action on a potential small business assistance program

1. Agenda Item:

Discussion and possible action on a potential small business assistance program

2. Description/Scope:

Agenda item will allow for feedback from the Board members on how they would like to see a program structured. Other City programs such as SPARC provided assistance to small businesses during the pandemic. This program would need to be conducted jointly with the City to allow for federal funds that are still available to help existing small businesses.

3. Estimated Timeline:

ASAP

4. Budget:

To be determined

5. Procurement/Selection Process:

To be determined

6. Staff's Recommendation:

Once we understand how much money is available, staff we develop guidelines for the assistance program for small businesses and present to Board and City Council for final approval and deployment.

7. Justification:

EEDC Board seeks to assist small business owners in their continued growth.

ATTACHMENTS

Approved: _____

Not Approved: _____

Tabled: _____

No Action:	
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