



**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 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. Consider approval of sponsorship for Texas Lyceum State of Women Conference, April 27-29, 2023 in the amount of \$5,000
- B. Consider allowing use of EEDC property (food truck park) to Texas Lyceum for an event on April 27, 2023
- C. Discussion and possible action on attending the ICSC Convention in Las Vegas on May 21-23, 2023

- D. Discussion and possible action on Edinburg Economic Development Corporation Incentive guidelines.
- E. Discussion and possible action on adopting a Commercial Recruitment Program.

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 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 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 Friday, March 3, 2023 at 5:00 pm.

By:

Signature: _____

Name: Raudel Garza,

Executive Director

Edinburg Economic Development Corporation

Edinburg Economic Development Corporation

Meeting Date: March 6, 2023

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

1. Agenda Item:

Consider approval of sponsorship for Texas Lyceum State of Women Conference.

2. Description/Scope:

See attached

3. Estimated Timeline:

April 27-29, 2023

4. Budget:

\$5,000

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Recommend approval of \$5,000.

7. Justification:

Texas Lyceum brings in many visitors to the area and this event will help expose Edinburg's assets to those visitors.

ATTACHMENTS

Attachment A: Request from Texas Lyceum

Attachment B: State Of TX Women Sponsorship Packet

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

Sponsorship Request for Consideration: Texas Lyceum State of Women Conference, April 27-29, 2023

Veronica Gorczynski <veronica.gorczynski@gmail.com>

Thu 3/2/2023 3:04 PM

To: Raudel Garza <raudel@edinburgedc.com>

 1 attachments (350 KB)

State of TX Women Sponsorship Packet_Final.pdf;

Dear Mr. Garza (Raudel),

As you may know the Texas Lyceum is the premier non-profit, non-partisan statewide leadership organization focused on identifying the next generation of top Texas leaders. We have 96 directors from around the state and our alumni go on to serve our communities, state and nation in significant ways. Texas Lyceum alumni have served as President of the United States, White House Staff, US Senators, and House Members, Ambassadors, the Governor's Mansion, the Texas Legislature, and leading Corporations. Throughout our 42-year history we have explored topics ranging from education to energy, and criminal justice to banking. Our goal is to inform, engage and spark debate among Texans about the important issues facing our state.

For the first time in our history, the Texas Lyceum will host the State of Women Conference to be held April 27 - 29, 2023. We are ecstatic to host a meaningful conference to create a stronger future for women in Texas against the backdrop of the beauty and hospitality of the Rio Grande Valley.

We are grateful to the University of Texas Rio Grande Valley and Coca Cola Beverages Southwest for leading the investment to sponsor this conference. We are also grateful to Mayor Ramiro Garza and City of Edinburg for hosting the Welcome Reception on the evening of Thursday, April 27th.

We hope Edinburg Economic Development Corporation would consider joining as a Silver Sponsor in the amount of \$5,000 to support this educational, statewide event, supporting the diversity of women and our role in business, our health, and our leadership.

As a Silver Sponsor, we would reserve two (2) seats at the Fireside Chat & Dinner for your guests, where we will honor Presidential Medal of Freedom recipient Dr. Juliet Garcia. You would receive an invitation for two (2) guests to join the conference welcome event on Thursday night (to be hosted in the City of Edinburg), and two registrations for the Friday conference sessions (to be hosted at UTRGV).

I've attached a sponsorship package for your review and consideration.

Thank you for your consideration and support!

Veronica Chapa Gorczynski

M: 832-374-9272

Texas Lyceum Class of 2020

McHi Class of 1996



THE TEXAS LYCEUM

The State of Texas Women **Rio Grande Valley, April 27-29, 2023**

ABOUT THE CONFERENCE

The [Texas Lyceum](#) spring conference, **The State of Texas Women** will highlight the role of Texas women in our history, economy and culture and look broadly at the key factors influencing the continued success of women and their families will examine the intersection of policy issues in areas of business, healthcare and education.

Through examination of data and with dynamic and interactive conversations, **The State of Texas Women** will provide participants knowledge and connections to respond to create a stronger future for women in Texas. Participants will also get to experience the culture and hospitality of the beautiful Rio Grande Valley as a backdrop for connection and conversation.

Our conference begins the evening of Thursday, April 27th in Edinburg, Texas with an opening *iPachanga!*, includes statewide programming to be hosted at the University of Texas – Rio Grande Valley, and concludes with a Fireside Chat with Dr. Julieta Garcia, Presidential Medal of Freedom honoree.

ABOUT THE TEXAS LYCEUM

The Texas Lyceum is the premier non-profit, non-partisan statewide leadership organization focused on identifying the next generation of top Texas leaders. We have 96 active directors from around the state and our alumni go on to serve our communities, state and nation in significant ways. Texas Lyceum alumni have served as President of the United States, White House Staff, U.S. Senators & House Members, Ambassadors, the Governor's Mansion, the Texas Legislature and leading Corporations. Throughout our 42-year history we have explored topics ranging from education to energy, and criminal justice to banking. Our goal is to inform, engage and spark debate among Texans about the important issues facing our state.

Sponsorship and speaking opportunities are available. Information on sponsorship levels and benefits is on the following pages, or please contact one of our conference co-chairs or the Texas Lyceum Administrator for additional information.

Veronica Gorczynski, Conference Co-Chair
veronica.gorczynski@gmail.com

Christian Corrales, Conference Co-Chair
christian.corrales@utrgv.edu

Cary Dupuy, Conference Co-Chair
carydupuy@gmail.com



THE TEXAS LYCEUM

SPONSORSHIP LEVELS

ALL SPONSORS

- Logo placement on the Conference program and Conference signage
- Logo and link recognition in pre- and post-event promotional and informational emails
- Logo placement on event page of Texas Lyceum website
- Social media recognition as an event sponsor

PRESENTING SPONSOR – \$15,000

- Invitation for six (6) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions
- Six (6) Reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to introduce a speaker or make opening remarks for a panel
- Prominent logo placement on conference program, signage, pre- and post- event promotional and informational emails, and Texas Lyceum event webpage.

GOLD SPONSOR – \$10,000

- Invitation for four (4) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions
- Four (4) Reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to introduce a speaker or make opening remarks for a panel

SILVER SPONSOR – \$5,000

- Invitation for two (2) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions
- Two (2) Reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings

BRONZE SPONSOR – \$2,500

- Invitation for one (1) corporate representative to attend the Thursday evening welcome event and all Friday conference sessions
- One (1) Reserved seat at the Fireside Chat & Dinner featuring a VIP speaker



THE TEXAS LYCEUM

SPONSORSHIP FORM

_____ Yes, I would like to be a sponsor of The State of Texas Women Conference

_____ PRESENTING SPONSOR – \$15,000

_____ GOLD SPONSOR – \$10,000

_____ SILVER SPONSOR – \$5,000

_____ BRONZE SPONSOR – \$2,500

_____ No, I will not take advantage of the sponsorship benefits, but I would still like to contribute

Amount Enclosed \$ _____

SPONSOR INFORMATION

Sponsoring Company/Organization* _____

Facebook _____ Twitter _____

Instagram _____ LinkedIn _____

Contact Name _____ Title _____

Address _____

Phone _____ Fax _____

Email _____

Please submit a high resolution logo in .jpg or .eps format to info@texaslyceum.org.

Please complete and email this form to veronica.gorczynski@gmail.com

Sponsorships can be paid online by clicking "Donate" at www.texaslyceum.org and completing the payment form.

Contact info@texalyceum.org for a mailing address if you would like to return this form by mail and/or pay for your sponsorship via check. Please make checks payable to The Texas Lyceum.

The Texas Lyceum is a 501(c)(3), organization.



THE TEXAS LYCEUM

Edinburg Economic Development Corporation

Meeting Date: March 6, 2023

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

1. Agenda Item:

Consider allowing use of EEDC property (Food Truck Park) to Texas Lyceum.

2. Description/Scope:

Texas Lyceum would like to use the food truck park for their initial event here on April 27th.

3. Estimated Timeline:

April 27, 2023

4. Budget:

\$600 fee waived.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Recommend approval.

7. Justification:

To be discussed.

ATTACHMENTS

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

Edinburg Economic Development Corporation

Meeting Date: March 6, 2023

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

1. Agenda Item:

Discussion and possible action on attending the ICSC Convention in Las Vegas.

2. Description/Scope:

The largest gathering of retailers, developers, brokers and other interested in growing their retail stores/locations happens once a year in Las Vegas at this show. This is a great place to showcase Edinburg.

3. Estimated Timeline:

April 21-23, 2023

4. Budget:

Funding is available in our Conference & Marketing line items.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

As we did last year, EEDC and Council should go to promote our city.

7. Justification:

To help provide opportunities for increased investment, job creation, and improved quality of life.

ATTACHMENTS

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

Edinburg Economic Development Corporation

Meeting Date: March 6, 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:

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

3. Estimated Timeline:

Effective upon Board approval.

4. Budget:

The budget will not be impacted by adopting guidelines.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends adopting incentive guidelines as discussed and presented.

7. Justification:

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

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS

Attachment A: Draft Incentive Guidelines and Principles

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.

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.

¹ [Type A and B Economic Development Corporations Overview \(texas.gov\)](https://www.texas.gov/legislation/type-a-and-b-economic-development-corporations-overview)

- 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 6, 2023

Discussion and possible action on adopting a Commercial Recruitment Program.

1. Agenda Item:

Discussion and possible action on adopting a 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.

In January staff presented a draft program and sought input from Board members. This is a follow-up to that meeting.

3. Estimated Timeline:

Implementation could start immediately after Board and Council 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.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS

Attachment A: Commercial Recruitment Program outline

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	
Parks & Recreation	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 6, 2023

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.)

1. Agenda Item:

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). (SS551.087 Deliberation Regarding Economic Development Negotiations; SS551.071. 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: March 6, 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).

1. Agenda Item:

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).

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:	_____