



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

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

JULY 12, 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 request from City of Edinburg Library & Cultural Arts to sponsor South Texas International Film Festival.
- B. Consider Discussion and Approval of FY 22-23 Semi-Annual Report to City Council from EEDC Board

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 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 Loaf
 - 2. Project Goliath
 - 3. Project Courts
 - 4. Project Born Again
 - 5. Nicho Produce
 - 6. Workforce Resource Center
 - 7. Office Space
- B. Discussion and possible action regarding pending litigation. (§551.071. Consultation with Attorney; Closed Meeting)
- C. Discussion and possible action regarding potential litigation. Santana Textiles (§551.071. Consultation with Attorney; 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 July 7, 2023 at 5:00 pm.

By:/s/ Raudel Garza

Signature: _____
Name: Raudel Garza, Executive Director
Edinburg Economic Development Corporation

Edinburg Economic Development Corporation

Meeting Date: July 12, 2023

Consider Approval of request from City of Edinburg Library
& Cultural Arts to sponsor South Texas International Film
Festival.

1. Agenda Item:

Consider Approval of request from City of Edinburg Library & Cultural Arts to sponsor South Texas International Film Festival.

2. Description/Scope:

The City of Edinburg Library & Cultural Arts will be hosting the 9th Annual South Texas International Film Festival (STXIFF). They are requesting a \$20,000 sponsorship from the EEDC.

3. Estimated Timeline:

September 14-16th, 2023

4. Budget:

\$18,000 uncommitted left in the Sponsorship Budget

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends no more than \$10,000.

7. Justification:

The STXIFF Festival attracts a diverse audience, including regional, national, and international filmmakers, as well as film students, and community members who get a unique opportunity to enjoy a variety of films.

/s/ Raudel Garza

ATTACHMENTS

Attachment A: Attachment A: COE Library & Cultural Sponsorship Request

Attachment B: Attachment B: Sponsorship Expense Report

Approved: _____

Not Approved:	_____
Tabled:	_____
No Action:	_____

Good afternoon, Mr. Garza

The City of Edinburg will be hosting the 9th Annual South Texas International Film Festival (STXIFF) on September 14-16th, 2023. Since the film festival's inception, EEDC has been part of the festival's strong foundation, this has allowed us to grow the festival into a well-rounded and highly anticipated event as we strive to promote the growing film industry in South Texas.

Filmmakers are already preparing to join us in Edinburg as we continue to showcase regional, national, and international films. This year, we received 206 submissions representing 19 countries and we have narrowed them down to include the screening of over 50 short and feature-length films, documentaries, music videos, and animations.

As we strive to bring together filmmakers and artists to help connect the South Texas film industry with the world, the festival will include special celebrity guests, workshops, panel discussions, a pitch competition, and an industry expo. Our goal is to encourage cinematic growth and attract potential investors by helping place the City of Edinburg on the industry map and draw future productions into our recognized Film Friendly City.

Currently, we are requesting a \$20,000 donation from EEDC for the South Texas International Film Festival (STXIFF). The festival attracts filmmakers, industry professionals, and visitors, leading to increased patronage of local businesses such as hotels, restaurants, and vendors. This international film festival has brought individuals from all over the United States and Mexico as well as filmmakers from Portugal, Japan, and Germany, and as we rebuild our brand after Covid, we are confident in the festival's ability to continue attracting tourism. This year, we hope to maximize the economic impact by fostering collaborations, attracting talent, such as our celebrity guest for 2023, Lou Diamond Phillips, and showcasing Edinburg as an ideal filming location.

Through the years, STXIFF has become a prominent platform for emerging and established filmmakers to showcase their work and gain recognition in the industry. The festival attracts a diverse audience, including regional, national, and international filmmakers, as well as film students, and community members who get a unique opportunity to enjoy a variety of films.

Your continued support and donation will ensure that our joint efforts continue to make the South Texas International Film Festival a premier event that supports a growing economy in our region.

Thank you,

--



Leticia Leija
Director of Library & Cultural Arts

✉ : letty@edinburglibrary.us

☎ : (956) 383-6246

📞 : (956) 330-1458

🌐 : cityofedinburg.com

📍 : [1906 S Closner Blvd, Edinburg, TX 78539](https://www.google.com/maps/place/1906+S+Closner+Blvd,+Edinburg,+TX+78539)





EEDC Sponsorship Request Form

Contact Information

1. Name: **Letty Leija**
2. Title: **Director of Library & Cultural Arts**
3. Address: **Dustin M. Sekula Memorial Library
1906 S. Closner Blvd. Edinburg, TX, 78539**
4. Phone: **956-330-1458**
5. Email: **letty@edinburglibrary.us**

Organization Information

1. Name: **City of Edinburg – Library & Cultural Arts Department**
2. Address: **Dustin M. Sekula Memorial Library
1906 S. Closner Blvd. Edinburg, TX, 78539**
3. Tax Identification Number: **74-6000-714-3**
4. Is this organization a nonprofit corporation with a certificate of formation on file with the Texas Secretary of State? **No. it's a department of the City of Edinburg**
5. Is this organization a 501(c)(3) registered with the Internal Revenue Service (IRS)? **No**
6. Does this organization have a 990 Form on file with the IRS?

If yes,

- a. Please attach this organization's most recently filed 990 Form.

Sponsorship or Donation Request

1. Amount Requested: \$20,000
2. Date Needed: August 2023
3. Please describe the purpose of your funding request. What will the funding be used for?

The funding is being requested for the South Texas International Film Festival to be held September 14-16, 2023. Since the film festival's inception, EEDC has been part of the festival's strong foundation, this has allowed us to grow the festival into a well-rounded and highly anticipated event as we strive to promote the growing film industry in South Texas.

This year, once again, filmmakers are preparing to join us in Edinburg as we continue to showcase regional, national, and international films that have a unique voice and style. This year, we received 206 submissions representing 19 countries and we have narrowed them down to include the screening of over 50 short and feature-length films, documentaries, music videos, and animations.

As we strive to bring together filmmakers and artists to help connect the South Texas film industry with the world, the festival will include special celebrity guests, workshops, panel discussions, a pitch competition, and an industry expo. Our goal is to encourage cinematic growth and attract potential investors by helping place the City of Edinburg on the industry map and draw future productions into our recognized Film Friendly City.

4. Explain and provide supporting information regarding how the event, programming, or services being sponsored impact economic development within the City of Edinburg. Examples include the number of attendees, whether attendees will be traveling to the City, the impact on local businesses, etc.

The festival attracts filmmakers, industry professionals, and visitors, leading to increased patronage of local businesses such as hotels, restaurants, and vendors. This international Film Festival has brought individuals from all over the United States and Mexico as well as filmmakers from Portugal, Japan, and Germany, and as we rebuild our brand after Covid, we are confident in the festival's ability to continue attracting tourism.

This year, we hope to maximize the economic impact by fostering collaborations and attracting talent, such as our celebrity guests for 2023, actors Lou Diamond Phillips and Carlos Gallardo, the original main actor in Robert Rodriguez's breakthrough film "El Mariachi", who will be here to celebrate the 30th anniversary of the film. We especially want to showcase the City of Edinburg as an ideal filming location.

Through the years, STXIFF has become a prominent platform for emerging and established filmmakers to showcase their work and gain recognition in the industry. The festival attracts a diverse audience, including regional, national, and international filmmakers, as well as film students, community members, and visitors who get a unique opportunity to enjoy a variety of films.

In past years, on an annual basis, we have had about 1500 attendees that come from surrounding cities, northern Mexico, and throughout the United States for the three-day festival. Some also come to Edinburg, the weekend before, to be part of the festival's 48-hour race, which awards the best 48-hour production filmed in Edinburg.

5. If awarded, what measurable outcomes will be achieved as a result of your program?

- We will provide an attendee count that specifies how many attended the festival.
- We will conduct an economic impact survey during the festival that will later be used to show the actual economic impact of the event.

We are hoping that by planning and implementing a successful film festival, we can attract more people to visit and ultimately film in the City of Edinburg.

How will the community benefit?

- The community benefits by having access to over 50 of the best films submitted to the festival, films that they would not have had an opportunity to see if not for the festival.
- In an effort to support a creative workforce, filmmakers, actors, and the public will have an opportunity to network with others in the film industry and enjoy filmmaker panel discussions, a special effects makeup workshop, celebrity artists Q & As, a workshop on the Texas Film Commission's incentives as well as an opportunity to witness a live pitch session to a panel of producers and much more.
- Aspiring and emerging filmmakers will benefit from a "Student Day" where student filmmakers from various RGV School districts have an opportunity to bus in students for a special day of film screenings, meeting celebrities, participating in special workshops, and having candid talks with participating mentor filmmakers.
- Actors and filmmakers will have the unique opportunity to spend three days with other filmmakers, where they network and sometimes even collaborate as seen in some of the film submissions.
- Local restaurants, hotels, and businesses will benefit from additional revenue generated by those visiting Edinburg to attend the South Texas International Film Festival.
- The City of Edinburg benefits by not only having STXIFF participants and attendees in Edinburg, but it also showcases Edinburg as an innovative city that values the arts and filmmaking, as well as creates an opportunity to showcase Edinburg to the filmmakers and location scouts.

6. Please attach a budget for your program and indicate what share of the total program cost this request for city funding will cover.

Film Fest Branding	Printing of posters, signage etc...	\$5,000
Venue Services – EEC at R.	AV, linens, custodial, room set up, etc...	\$5,000
Award Ceremony	Stage/Branding	\$2,500
Marketing/Promotion	Print, radio, TV & social media	\$4,000
Guest lodging for Celebrities	Local hotel	\$1,000
Airfare for Celebrities	Echo Travel	\$1,500
Hospitality (food celebrities/presenters)	Local restaurants	\$1,000

The total project cost will be about \$90,000 with this request covering approximately 21% of the project.

Funding History

1. Has this organization received sponsorships or donations in the past from the EEDC and/or the City of Edinburg? **YES**

If yes,

- a. Please list funding amounts awarded per year for the most recent five-year period.**

2022 No requests, coming back from pandemic
2021 Virtual film festival
2020 Virtual film festival
2019 \$20,000 for STXIFF
2018 \$20,000 for STXIFF

- b. Please describe what measurable outcomes were achieved as a result of your programs supported by city funds.**

- 2015 The Film Festival was created.
- 2017 The South Texas International Film Festival was the catalyst for Edinburg to apply to the Film Friendly program.
- 2018 The City of Edinburg received the official designation of a Film Friendly Community from the Texas Film Commission from the Office of the Governor.
- 2020 The Texas Film Commission recognized the South Texas International Film Festival as an “Established” film festival after five years as an “Emerging” film festival.
- The South Texas International Film Festival’s Film Friendly Program continues to attract film productions to Edinburg and has assisted with seven films to date.

- 2. Has this organization received other funding from the EEDC and/or the City of Edinburg (e.g., grants, federal or state pass-through funding, etc.)**

No, it has not.

If yes,

- a. Please list funding sources and amounts awarded per year for the most recent five-year period.**

Exclusions

- Persons seeking financial support for their individual participation in a fundraising effort or event
- Persons requesting funds for their private use, regardless of the intent or need

- Requests that benefit single individuals
- Political causes or candidates
- Organizations that promote the sale or consumption of alcohol, tobacco products or federally illegal drugs
- Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion, or glorification of violence or acts of a violent nature
- Organizations that promote gambling
- Sexually oriented businesses
- Organizations requesting inappropriate or unlawful expenditures, as determined by the City in its sole discretion

The EEDC has sole discretion to determine whether an event benefits residents of the City of Edinburg and should therefore be a recipient of sponsorship funding or support under this Policy. The EEDC reserves the right to decline any request for EEDC sponsorship if acceptance is deemed not to be in the best interest of the EEDC, or if acceptance would create a conflict of interest for the EEDC.



Edinburg, TX

Detail Report

Account Detail

Date Range: 10/01/2022 - 07/07/2023

Account		Name			Beginning Balance	Total Activity	Total Debits	Total Credits	Ending Balance
Fund: 450 - EDINBURG EDC					0.00	70,000.00	70,000.00	0.00	70,000.00
450-8000-800401		SPONSORSHIPS							
Post Date	Packet Number	Source Transaction	Description	Vendor	Project Account	Debits	Credits	Running Balance	
10/14/2022	APPKT01912	SPONSORSHIP 072622	SPONSORSHIP FOR UTRGV ATHLETICS	59862 - UTRGV		12,500.00		12,500.00	
11/18/2022	APPKT01993	2022 EDBG CARES	FOOD DRIVE SPONSORING 2022 EDBG CARES	02-17050-0 - CITY OF EDBG-PARKS & RECR...		500.00		13,000.00	
12/02/2022	APPKT02019	SPONSORSHIP/FIRES...	SPONSORSHIP/FIRESTOPPERS FESTIVAL 12.0...	62210 - EDINBURG FIRE DEPARTMENT		500.00		13,500.00	
12/22/2022	APPKT02062	2023-002	STMA JAN SPONSERSHIP	57187 - SOUTH TEXAS MANUFACTURERS A...		5,000.00		18,500.00	
01/06/2023	APPKT02080	SPONSORSHIP	SPONSORSHIP FOR RGVP 23RD LEGISLATIVE ...	61238 - RIO GRANDE VALLEY PARTNERSHIP		5,000.00		23,500.00	
03/03/2023	APPKT02172	FIESTA EDINBURG 23	SPONSORSHIP FIESTA EDINBURG 2023	02-22390-0 - EDINBURG CHAMBER OF CO...		20,000.00		43,500.00	
03/31/2023	APPKT02224	13014	CIVIL LEADER SPONSORSHIP	62609 - RGV HISPANIC CHAMBER OF COM...		1,000.00		44,500.00	
03/31/2023	APPKT02224	LUNCHEON	SPONSOR PUBLIC AFFAIRS LUNCHEON GUE...	02-22390-0 - EDINBURG CHAMBER OF CO...		1,000.00		45,500.00	
03/31/2023	APPKT02224	SPONSORSHIP	TEXAS LYCEUM FOR THE STATE OF TX WOM...	62610 - THE TEXAS LYCEUM		5,000.00		50,500.00	
04/21/2023	APPKT02259	SBA 2301	SPONSORSHIP FOR NSBW LUNCHEON	61238 - RIO GRANDE VALLEY PARTNERSHIP		1,000.00		51,500.00	
05/12/2023	APPKT02296	80321	SPONSORSHIP/HCBA LAW DAY GALA	62734 - HIDALGO COUNTY BAR ASSOCIATI...		1,000.00		52,500.00	
06/02/2023	APPKT02329	41460	EDBG CHAMB. COMM/TEXAS COOK'EM HIG...	02-22390-0 - EDINBURG CHAMBER OF CO...		15,000.00		67,500.00	
06/02/2023	APPKT02329	ICSC 2309	ICSC RECEPTION /LAS VEGAS	61238 - RIO GRANDE VALLEY PARTNERSHIP		1,500.00		69,000.00	
06/23/2023	APPKT02368	SPONSORSHIP 08.01....	27TH ANNUAL NATIONAL NIGHT OUT	57436 - EDINBURG POLICE DEPARTMENT		1,000.00		70,000.00	

Budget Summary

Original Budget	\$100,000.00
Budget Adjustment	\$0.00
Current Budget	\$100,000.00
Activity	\$70,000.00
Encumbrance	\$0.00
Reserve	\$0.00
Budget Remaining	\$30,000.00
Pending	\$2,000.00
Budget Available	\$28,000.00



Total Fund: 450 - EDINBURG EDC:	0.00	70,000.00	70,000.00	0.00	70,000.00
Grand Totals:	0.00	70,000.00	70,000.00	0.00	70,000.00

Edinburg Economic Development Corporation

Meeting Date: July 12, 2023

Consider Discussion and Approval of FY 22-23 Semi-Annual Report to City Council from EEDC Board

1. Agenda Item:

Consider Discussion and Approval of FY 22-23 Semi-Annual Report to City Council from EEDC Board.

2. Description/Scope:

EEDC Executive Director, Raudel Garza will present a draft of the FY 22-23 Semi-Annual Report due to the City Council from EEDC Board. The semi-annual report is required per the EEDC bylaws. If approved, the Semi-Annual Report will be presented to the City Council at the next meeting.

3. Estimated Timeline:

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends Approval.

7. Justification:

/s/ Raudel Garza _____

ATTACHMENTS

Attachment A: Draft Semi-Annual Report FY 22-23

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

2022-2023 Semi-Annual Report
Edinburg Economic Development Corporation

The Bylaws of the Edinburg Economic Development Corporation state that a semi-annual report must be presented to the City Council. The mid-year report should cover the period from October 1 to March 31 and shall include the following:

1. Accomplishments to date as compared with the economic development plan.
2. Anticipated short-term challenges during the next six months reporting period together with recommendations to meet such short-term challenges.
3. Long-term issues to be dealt with over the succeeding twelve-month period or longer period of time, together with recommendations to meet such issues with emphasis to be placed on direct economic development.
4. A recap of all budgeted expenditures for the first six months of the fiscal year, together with a recap of budgeted funds left unexpended and any commitment made on said unexpended funds. The recap of expenditures shall set forth separately those expenditures made in connection with direct economic development and those expenditures made by the Board in the discharge of its other duties.

The following is our report to the City Council of the City of Edinburg, Texas.

Economic Development Plan –

An Economic Development Plan was not adopted during the budgeting process for FY 22-23. However, based on the information gathered and presented during the budgeting process, we have gathered that these were the key priorities of a proposed 2023 Work Plan:

- Completion of the 2019 and 2021 Bond projects including:
 - Capable Kids Park
 - El Tule Center
 - Resource (Workforce Training) Center
 - Arts, Culture, and events (ACE) Center
 - Parking Garage
- Revamping the Incentive Policy
- Marketing
- Small Business Assistance
- Airport
- Coordinating with the City's Comprehensive Plan Update, with particular attention paid to pedestrian activity and beautification of downtown
- Operational improvements such as a more coordinated approach to real estate management.

ACCOMPLISHMENTS TO DATE AS COMPARED WITH THE ECONOMIC DEVELOPMENT PLAN:

Bond Projects:

Bond projects listed above are in progress or completed. El Tule Center is 95% complete, while the ACE Center is moving along rapidly (28% complete). The Parking Garage project has completed a needs assessment and is also under design. We are studying several options for the development of the Resource Center but face several challenges.

Revamping Incentive Policy:

The Board has adopted a new Incentives Guidelines and Principles document and has also approved a Commercial Recruitment Program and an Industrial Spec Building Program to serve as guides for some of the potential projects that arise. The Guidelines, Commercial Recruitment Program and the Industrial Spec Building Program are attached herein.

Marketing:

EEDC has continued to market Edinburg through traditional channels such as national and international trade publications. We have advertised in Mexico Now, De Shopping, Mexico Industry, Texas Border Business, Rio Grande Guardian, Trade and Industry Development magazine.

Edinburg also is a participant and member of Team Texas and thus has participated with this statewide organization in marketing at trade shows. This year EEDC participated with Team Texas at MRO Americas. This is a large convention focused on aviation and aeronautical companies seeking to improve efficiencies in Maintenance and Repair Operations or seeking to make connections with suppliers, vendors and others in that arena. Through Team Texas, we will also be attending the 2023 Economic Summit in Odessa in August. This Summit will feature site selectors gathering to discuss issues impacting economic development.

In April, EEDC was represented at the Site Selectors Guild Spring Forum in San Antonio. Over sixty site selectors were present and we were able to meet with many of them and continue to promote our assets. In May, EEDC had a booth at the ICSC Convention in Las Vegas and we had well over 50 new connections made, while we were able to meet with many retailers, brokers and developers interested in South Texas.

We continue to update and upgrade our website as that is the first place many site selectors and others go to for information on Edinburg. We contracted with ReSimplifi to enhance our property database and immediately saw an increase the number of properties listed on our website from ten to well over 100 listings.

EEDC continues to have a strong presence in social media including Twitter, Facebook, LinkedIn, Instagram and other media.

Because of his standing as a Board member of the Texas Economic Development Council, and his standing as a member of the Team Texas Advisory Board, our Executive Director was able to have the TEDC commit to a Sales Tax Workshop in Edinburg on September 8th of this year.

EEDC has also been active in sponsoring large events that help attract tourists and visitors to the city throughout the year. The sponsorships include the following:

- Fiesta Edinburg
- Texas Cook 'em
- Santa & Sirens Firestoppers' Festival
- FridaFest
- Edinburg Cares Food Drive
- Texas Lyceum's State of Texas Women conference
- Legislative Luncheon with Edinburg Chamber of Commerce
- National Night Out for Edinburg Police Department
- Hidalgo County Bar Association Gala
- RGV Hispanic Chamber of Commerce Future of Small Business in Texas Luncheon
- RGV Partnership Legislative Tour
- RGV Partnership ICSC Reception
- RGV Partnership's National Small Business Week Awards Luncheon
- UTRGV Athletics Partnership
- VIDA's 1st Annual Golf Tournament

EEDC continues to foster relationships with existing manufacturers, suppliers, and others in the industrial sector by participating with South Texas Manufacturer's Association, AEM US (Asociacion de Empresarios Mexicanos), the International Chamber of Commerce, and others with strong ties to Mexican companies.

Small Business Assistance:

EEDC and LiftFund began the Interest Buydown Loan Program earlier this year. With \$100,000 committed to the program, LiftFund should be able to leverage that to about \$600,000 in loans at 2.5% interest.

EEDC also signed a Strategic Alliance Memorandum in January with the US Small Business Administration to provide access to a variety of programs and services such as SCORE, WBC, and SBDC. SBA will also make available speakers for training events to be held later this year.

Airport:

Aside from the MRO Americas trade show with Team Texas, EEDC staff continues to work with Airport staff to market land at South Texas International Airport.

Coordinating with the City's Comprehensive Plan Update, with particular attention paid to pedestrian activity and beautification of downtown

The City's Comprehensive Plan Update has not begun. The EEDC should begin working on a strategic plan within the next 60 days.

Operational improvements such as a more coordinated approach to real estate management.

Over the past few months, staff has begun to streamline the land purchasing process/procedures. As we bring on more staff, we will continue to refine how we coordinate land transactions. We are asking our surveyors to produce surveys for each property that we have for sale to shorten the time necessary for feasibility, and we are working through development issues so that buyers can be made aware of them during the shorter feasibility or escrow periods.

Additionally, we are working on maximizing use of our online property database to promote real estate that is available for sale or lease, whether owned by EEDC or others in the private sector. ReSimplifi is a platform that has helped us increase the number of properties listed on our database tenfold.

ANTICIPATED SHORT-TERM CHALLENGES DURING THE NEXT SIX MONTHS REPORTING PERIOD TOGETHER WITH RECOMMENDATIONS TO MEET SUCH SHORT-TERM CHALLENGES

1. Staffing – EEDC Board hired a new Executive Director in November 2022. With all the different projects and new inquiries coming in, the new ED has been working with City Manager and her staff to keep things moving forward. New staff has come on board and is ramping up, but we still have two unfilled positions. ED would like to be fully-staffed by end of the calendar year, but that may create an additional challenge as discussed below – lack of office space.
2. Office Space – At the beginning of the fiscal year, EEDC Board considered purchasing a property to be used by EEDC and City Staff and potentially as part of the Workforce Resource Center for which the EEDC has issued bonds. However, those plans changed and EEDC is now working towards finishing out the space at the Transit Center to house EEDC staff. While others have asked EEDC to consider purchasing property that may also fill the needs of a growing City staff and provide for a one-stop shop for development services, the EEDC believes that the Transit Center space gives EEDC a good location near City Hall and the Mid-Town Development District. EEDC remains open to other alternatives, but will move forward in the short-term to establish a presence at the transit center. EEDC has relocated to a new space for a one-year lease, as we work on finalizing transit center space use.
3. North Industrial Park development – EEDC has three lots under contract at this time. Closing on those three lots should happen by end of August or sooner. Considering the demand for additional industrial land and current negotiations with companies, EEDC will potentially sell out of property by the end of the calendar year. There is also a large demand for smaller lots from smaller companies seeking to establish a presence in Edinburg. The cost of development along with the cost of raw land in more desirable locations makes for a big challenge. In order for Edinburg to continue to be competitive in the attraction of industrial companies, we must acquire more property and develop that land as soon as possible. We will also look at options for development of the airport property. We need to engage in the services of a good land planner to review the potential lot layouts for airport land.
4. Mid-Town Development District – the district was created and a board formed to help guide communication between the City, ECISD, UTRGV and the EEDC. The board has been inactive for

a while. EEDC recommends that the MTDD Board reconvene and review status of the various projects within the District, and create a plan of action to move this project forward.

5. Workforce Development – Edinburg continues to be in the top 2 in terms of Valley cities with lowest unemployment rates. However, we still have over 2500 people in the city who are unemployed and actively looking for work. Based on the last job fair held here, we have many job openings, but we need to match the job-seekers to those openings. EEDC recommends continuing to hold job fairs and expos on a more regular basis and also have staff work with Workforce Solutions to create a more user-friendly job board. Additional resources to promote the job openings and businesses seeking to fill positions should also be allocated.
6. Workforce Resource Center – Along with the office space and workforce development challenges, we have bond monies available to finish the potential center. There are several real estate options, but we have to also work on programming and establishing space requirements in order to make this center viable for the community. EEDC recommends that we (City and EEDC) spend time outlining basic programming and assessing the demand for this type of space to help identify the real estate options.
7. Professional services – EEDC has used several different engineering firms, surveyors, and planners/architects for various projects. Spreading the work around may seem fair to the service providers, but it doesn't always help EEDC meet its needs on a timely basis. EEDC recommends selecting one firm for each of those disciplines and working with them on a consistent basis to plan, design, and construct the improvements necessary to develop projects in a more efficient manner. Additionally, a good planner can help create the marketing materials needed and demanded by potential buyers and users of space.

LONG-TERM ISSUES TO BE DEALT WITH OVER THE SUCCEEDING TWELVE-MONTH PERIOD OR LONGER PERIOD OF TIME, TOGETHER WITH RECOMMENDATIONS TO MEET SUCH ISSUES WITH EMPHASIS TO BE PLACED ON DIRECT ECONOMIC DEVELOPMENT

1. Strategic Planning – The lack of a strategic plan could pose problems in the future as we work through projects and activities. We need that sense of a solid direction to hold us accountable for our decision-making process. The City of Edinburg should be initiating an update of their Comprehensive Plan soon, and our long-term strategic plan should be a part of that overall effort. However, we should also have a three to five-year plan which addresses more immediate needs. EEDC recommends that this short-term plan begin in the next 30 to 60 days and that we set aside resources for a facilitator along with a couple of days for a board retreat to work on the plan.
2. Infrastructure needs continue to create challenges for this growing community. EEDC should, in its strategic planning strategy, identify how, where and when we can help with enhancements that lead to retain, attract and help expand manufacturing operations.
3. Education – There is a difference between community development and economic development. There are also statutes that govern the use of our local economic development sales tax revenues. As an organization, the board members and staff of the EEDC should participate in workshops and other educational forums to help us

better understand those nuances, and thus help us make better decisions for our community. EEDC should also encourage City Council and key City staff to participate in the upcoming TEDC Sales Tax Workshop to be held here in Edinburg on September 8th.

4. Marketing – The number one source for information for many site selectors and real estate directors searching for information about Edinburg is our website. Although we have lots of information on the site, we need to consider upgrading and updating the website. This process can take months as information needs to be gathered and the right developers must be chosen. It is certainly a worthwhile endeavor as Edinburg wishes to be at the forefront of our competition.

A RECAP OF ALL BUDGETED EXPENDITURES FOR THE FIRST SIX MONTHS OF THE FISCAL YEAR, TOGETHER WITH A RECAP OF BUDGETED FUNDS LEFT UNEXPENDED AND ANY COMMITMENT MADE ON SAID UNEXPENDED FUNDS. THE RECAP OF EXPENDITURES SHALL SET FORTH SEPARATELY THOSE EXPENDITURES MADE IN CONNECTION WITH DIRECT ECONOMIC DEVELOPMENT AND THOSE EXPENDITURES MADE BY THE BOARD IN THE DISCHARGE OF ITS OTHER DUTIES.

Financial Statements for the first six months of fiscal year 2022-23 are attached.