



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

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

**OCTOBER 30, 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 Minutes for the Board Meeting held on September 26, 2023.
- B. Presentation of year-to-date Financial Report ending on September 30, 2023.
- C. Presentation on South Texas International Film Festival (STXIFF).
- D. Consider Approval of Sponsorship for UTRGV Athletics for Fiscal Year 2023-2024.
- E. Presentation on the Façade and Lot Improvement Program (FLIP).
- F. Consider Approval of the Façade and Lot Improvement Program (FLIP).
- G. Consider Approval of Budget Amendments for Fiscal Year 2023-2024.
- H. Review of Marketing Activities for Fiscal Year 2023-2024.

- I. Consider Approval of Agreement with International Community Publications
- J. Consider Approval of Agreement with Due North Consulting Inc
- K. Consider Approval of Agreement with rgVision
- L. Consider Approval of Agreement with Expansion Solutions
- M. Consider Approval of Agreement with Valley Central
- N. Consider Approval of Agreement with Retail Strategies

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. RGV CDL
- 2. Project Loaf
- 3. Project Jack & Jill
- 4. Project Medusa
- 5. Project Health
- 6. Project Groundfire
- 7. Project Gray Wolf
- 8. Project Fridge
- 9. Project Napoleon Dynamite
- 10. Project Wall-E
- 11. Project Bubba
- 12. Project Top Gun
- 13. Office Space
- 14. Workforce Resource Center
- 15. Project Bones
- 16. Project Swap

A. Discussion and possible action regarding potential litigation. Santana Textiles (§551.071. Consultation with Attorney; Closed Meeting).

B. Discussion and possible action regarding employment matters (§551.071 Consultation with Attorney; Closed Meeting; and §551.074 Personnel Matters; 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. STAFF REPORTS

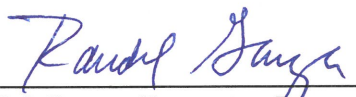
- Executive Director Report
 - Labor Market Report
 - Unemployment Numbers
 - Social Media Report
 - Upcoming Conferences and Events
 - Other Updates
- Commercial Development Report
 - Construction and Building Permits
 - Sales Tax Report/Summary
- Industrial Development Report
 - Trade Shows & Trade Missions Report

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 October 27, 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: October 30, 2023

Consider approval of Minutes for the Board Meeting held on September 26, 2023.

1. **Agenda Item:**

Consider approval of Minutes for the Board Meeting held on September 26, 2023.

2. **Description/Scope:**

Board meeting minutes are reviewed by Executive Director, Raudel Garza and approved by the EEDC Board on a monthly basis.

3. **Estimated Timeline:**

N/A

4. **Budget:**

N/A

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval.

7. **Justification:**

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: September 26, 2023 Board Minutes



**MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

LOCATION:

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

**SEPTEMBER 26, 2023
SPECIAL MEETING AGENDA
5:30 PM**

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

LATE: Roland Gomez, Director

STAFF: Raudel Garza, Executive Director
Carlos Garza, Project Manager
Leticia Pantoja, Project Manager
Jacqueline Guerra, Administrative Assistant
Omar Ochoa, City Attorney (Via Zoom)

1. CALL TO ORDER, ESTABLISH QUORUM

President, Veronica Gonzales, called the meeting to order at 5:32 pm.

Raudel Garza, Edinburg EDC Executive Director, proceeded to roll call and established quorum. For the record, Director Roland Gomez arrived later to the meeting.

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 September 22, 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. DIRECTOR'S REPORT

A. Economic Development Report

Mr. Garza provided an update on Labor Market Report and stated that the unemployment rate is 5.4% and Edinburg continues to have the second lowest unemployment rate in the Valley.

He proceeded to give updates on the Alliance for I-69 Texas, Social Media stats and Commercial/Residential Permit Values at \$305M to date, surpassing last year's totals. Additionally, we have 63 subdivisions under construction, 34 subdivisions under review and 67 under preliminary review.

Lastly, Mr. Garza advised the board on upcoming Conferences and Events for the month of October.

Board member Aaron Rivera asked EDC's Project Manager, Carlos Garza about the Café con USA y Canada Conference in Monterrey, Mexico. Carlos proceeded to approach the board and give a brief update on the outcome of the event.

Assistant City Manager, Tom Reyna then approached the board to give an update on the ACE Center. He stated that they are predicting to be 4 to 5 months ahead of schedule and might open by May 2024.

For the record, at this time, Director Roland Gomez joined the board meeting at 5:53pm.

6. SPECIAL AGENDA ITEMS

A. Election of Officers: President, Vice President, Secretary, and Treasurer.

MOTION TO RETAIN VERONICA GONZALES AS PRESIDENT WAS MADE BY TREASURER AARON RIVERA AND SECONDED BY COUNCILMEMBER DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.

MOTION TO ELECT RAUL RESENDEZ AS VICE PRESIDENT WAS MADE BY DIRECTOR EDDIE GARZA AND SECONDED BY DIRECTOR ROLAND GOMEZ. MOTION CARRIED UNANIMOUSLY.

MOTION TO ELECT AARON RIVERA AS SECRETARY WAS MADE BY DIRECTOR ROLAND GOMEZ AND SECONDED BY DIRECTOR EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

MOTION TO ELECT EDDIE GARZA AS TREASURER WAS MADE BY VICE PRESIDENT RAUL RESENDEZ AND SECONDED BY DIRECTOR ROLAND GOMEZ. MOTION CARRIED UNANIMOUSLY.

B. Consider approval of Minutes for Board Meetings held on August 9, 2023 and August 28, 2023.

MOTION TO APPROVE MINUTES WAS MADE BY VICE PRESIDENT RAUL RESENDEZ AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ.

C. Consider approval of Edinburg Economic Development Corporation's Investment Policy.

President Veronica Gonzales and Executive Director Raudel Garza clarified that the Investment Policy reflects the same policy as the City of Edinburg's policy, with slight variations on the investment officers. Since the EDC became a separate entity, it needs to have its own policy, and thus the need for this item.

MOTION TO APPROVE INVESTMENT POLICY WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY TREASURER EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

D. Consider approval of the Fiscal Year 2023-2024 Staffing Services Agreement between the City of Edinburg and Edinburg Economic Development Corporation.

Executive Director Raudel Garza advised that there was a slight modification from the presentation of the item during the previous board meeting. This contract allows 30 days to resolve any reasonable conflict, if there is any. If the conflict cannot be resolved within 30 days then the EEDC has the opportunity and option to terminate the agreement.

MOTION TO APPROVE STAFFING SERVICES AGREEMENT WAS MADE BY TREASURER EDDIE GARZA AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.

E. Consider approval of the Edinburg Economic Development Corporation's renewal of the UTRGV Technical Assistance Contract for Fiscal Year 2023-2024.

Executive Director Raudel Garza advised that UTRGV Data Center provides Economic Impact Analysis, Market Analysis, Review of Prospects, Data gathering, Labor Market Data and other services useful to the EEDC.

MOTION TO APPROVE UTRGV TECHNICAL ASSISTANCE CONTRACT WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY COUNCILMEMBER DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.

FOR THE RECORD, PRESIDENT VERONICA GONZALES ABSTAINED FROM VOTING ON THIS ITEM IN CASE OF ANY CONFLICT OF INTEREST.

F. Consider approval of Resolution No. 2023-01EDC supporting UTRGV's grant application for a Federal Recompete Grant.

President Veronica Gonzales advised the Board that all four counties have signed on to support this program. This grant would help people obtain good high-paying jobs. Executive Director Raudel Garza added that UTRGV is asking for everyone's support by submitting a resolution and letters of support.

MOTION TO APPROVE RESOLUTION FOR UTRGV WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY COUNCILMEMBER DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.

- G. Consider authorizing Executive Director to negotiate and enter into an Inter-Local Agreement between the City of Edinburg and the Edinburg Economic Development Corporation to assist with the construction of the new US Business 281 One Million Gallon Composite Elevated Water Storage Tank.**

Executive Director, Raudel Garza advised that the City is asking the EEDC to participate in the construction of a new water tower. He stated that Edinburg needs to have the adequate water supply in order to stay competitive in attracting industry and keeping up with residential development on the north side of town. President Veronica Gonzales added that the City's portion would be \$2.9M and \$2.1 for the EEDC.

MOTION TO APPROVE AUTHORIZING EXECUTIVE DIRECTOR TO NEGOTIATE AND ENTER INTO AN INTER-LOCAL AGREEMENT BETWEEN THE CITY OF EDINBURG AND THE EDINBURG ECONOMIC DEVELOPMENT CORPORATION TO ASSIST WITH THE CONSTRUCTION OF THE NEW US BUSINESS 281 ONE MILLION GALLON COMPOSITE ELEVATED WATER STORAGE TANK WAS MADE BY PRESIDENT VERONICA GONZALES AND SECONDED BY TREASURER EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

- H. Consider authorizing Executive Director to enter into an Inter-Local Agreement between the City of Edinburg and the Edinburg Economic Development Corporation to aid the construction of the new Astro-Turf Baseball Fields at Municipal Park.**

Councilmember Daniel Diaz advised that turf fields would make a huge economic impact in Edinburg. Tournaments would bring people together from different cities. President Veronica Gonzales added that this project would bring quality of life to Edinburg.

MOTION TO APPROVE AUTHORIZING EXECUTIVE DIRECTOR TO ENTER INTO AN INTER-LOCAL AGREEMENT BETWEEN THE CITY OF EDINBURG AND THE EDINBURG ECONOMIC DEVELOPMENT CORPORATION TO AID THE CONSTRUCTION OF THE NEW ASTRO-TURF BASEBALL FIELDS AT MUNICIPAL PARK WAS MADE BY COUNCILMEMBER DANIEL DIAZ AND SECONDED BY TREASURER AARON RIVERA. MOTION CARRIED UNANIMOUSLY.

- I. Consider authorizing the Executive Director to enter into an Inter-Local Agreement between the City of Edinburg and the Edinburg Economic Development Corporation to aid the construction of the Sewer Line Expansion for East Owassa Road to provide first time sewer service.**

Executive Director Raudel Garza explained that the City asked EEDC to participate in a project that expands and extends sanitary sewer lines to areas that are still using septic systems. The City is requesting \$1.75 M from the EEDC. President Veronica Gonzales asked if this amount would affect the budget. Mr. Garza advised that a budget amendment would have to be requested for fiscal year 2024.

MOTION TO APPROVE CONSIDER AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO AN INTER-LOCAL AGREEMENT BETWEEN THE CITY OF EDINBURG AND THE EDINBURG ECONOMIC DEVELOPMENT CORPORATION TO AID THE CONSTRUCTION OF THE SEWER LINE EXPANSION FOR EAST OWASSA ROAD TO PROVIDE FIRST TIME SEWER SERVICE WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY DIRECTOR ROLAND GOMEZ. MOTION CARRIED UNANIMOUSLY.

J. Consider presentation of the Edinburg EDC's Fiscal Year 2023-2024 marketing calendar and marketing activities.

Executive Director Raudel Garza gave a presentation on various tradeshow, roadshows, professional development conferences for the upcoming fiscal year 2024. He advised that the EEDC should become a member of organizations like THBI and IAMC in order to learn more about their industries and generate leads.

Secretary Rivera expressed concern over discussion on our marketing plan in open session and asked that the item along with the item dealing with contracts with various media outlets be taken into executive session.

K. Consider approval of the agreements with International Community Publications, Due North Consulting Inc, rgVision, Expansion Solutions, Valley Central, HubSpot, and Retail Strategies.

MOTION TO MOVE ITEMS J AND K TO EXECUTIVE SESSION WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY COUNCILMEMBER DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.

7. EXECUTIVE SESSION

At this time the board entered executive session at 6:35pm.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY COUNCILMEMBER DANIEL DIAZ AND SECONDED BY TREASURER EDDIE GARZA. 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 (§551.087 Deliberation Regarding Economic Development Negotiations; §551.072. Deliberation Regarding Real Property; §551.071 Consultation with Attorney; Closed Meeting.)

1. Project Noise
2. Project Salad
3. Project Louisiana
4. Project Sugar Store
5. Project Fresh
6. Project Medusa
7. Project Jack & Jill
8. Workforce Resource Center
9. Project Health
10. Project Choo Choo
11. Project Swap

B. Discussion and possible action regarding potential litigation. Santana Textiles (§551.071 Consultation with Attorney; Closed Meeting).

8. 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 9:36 p.m.

For the record, President Veronica Gonzales and Director Roland Gomez left executive session at 9:05pm.

MOTION TO ENTER OPEN SESSION WAS MADE BY TREASURER EDDIE GARZA AND SECONDED BY COUNCILMEMBER DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 1” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 2” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY TREASURER EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 3” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY COUNCILMEMBER DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 4” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY TREASURER EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 5” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY TREASURER EDDIE GARZA AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 9” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 10” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY TREASURER EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

MOTION TO APPROVE PROJECT “7A 12” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY TREASURER EDDIE GARZA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

NO ACTION WAS TAKEN ON ITEMS “7. A. 6, 7. A. 7, 7. A. 8” AND ON ITEMS “6. J AND 6. K”.

9. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 9:40pm.

MOTION TO ADJOURN MEETING WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

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:

Aaron Rivera, EEDC Board Secretary



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider approval of year-to-date Financial Report ending on
September 30, 2023

1. Agenda Item:

Consider approval of year-to-date Financial Report ending on September 30, 2023.

2. Description/Scope:

Ascencion Alonzo, City of Edinburg Finance Director, provided a year-to date Financial Report for the EEDC.

3. Estimated Timeline:

October 1, 2023 – September 30, 2023.

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Year-to-Date Financial Report ending 9-30-2023

Management Report

Edinburg Economic Development Corporation
For the period ended September 30, 2023



Prepared on
October 26, 2023

EDINBURG ECONOMIC DEVELOPMENT CORPORATION**BALANCE SHEET (Unaudited)****September 30, 2023****Assets**

Cash and Cash Equivalents	\$	13,772,452
Sales Tax Receivable		864,771
Receivables, Net		3,705,082
Santana Receivable, Net		10,442,236
Restricted Assets		
Cash and Cash Equivalents		3,090,824
Investments		16,651,514
TOTAL ASSETS	\$	48,526,879

Liabilities

Current Liabilities		
Accounts Payable	\$	313,421
Total Liabilities	\$	313,421

Fund Balance

Restricted For:		
Capital Projects	\$	17,258,055
Debt Service		4,543,297
Other: Note Receivables		10,442,236
Other: Property Acquisitions		2,769,758
Other: Contingency Reserve		1,900,000
Unrestricted		11,300,111
Total Fund Balance	\$	48,213,457
TOTAL LIABILITIES AND FUND BALANCE	\$	48,526,879

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

As of September 30, 2023

	Current Budget	YTD	Percent Used	Remaining Budget
Available Fund Balance				
PROPERTY ACQUISITIONS	\$ 2,769,758	\$ -	0%	\$ 2,769,758
UNRESTRICTED FUND BALANCE	8,519,080	-	0%	8,519,080
Total Available Fund Balance	\$ 11,288,838	\$ -	0%	\$ 11,288,838
Revenues				
GEN SALES & USE TAX (.5%)	\$ 8,700,000	\$ 8,353,519	96%	\$ 346,481
INTEREST EARNED	65,000	745,262	112%	(680,262)
SANTANA TEXTILES LOAN REVENUE	-	507,315	0%	(507,315)
RENTAL INCOME	17,137	17,138	100%	(1)
TRANSFER IN GENERAL FUND	13,225,173	-	0%	13,225,173
Total Revenues	\$ 22,007,310	\$ 9,623,234	44%	\$ 12,384,076
Other Financing Resources				
SALE OF PROPERTY	\$ -	\$ 1,937,647	0%	\$ (1,937,647)
OTHER	-	250	0%	(250)
Total Other Financing Resources	\$ -	\$ 1,937,897	0%	\$ (1,937,897)
Total Revenues and Other Financing Resources	\$ 22,007,310	\$ 11,561,131	53%	\$ 10,446,179
Expenditures				
Administrative Services				
ADMINISTRATION FEE	\$ 500,000	\$ 500,000	100%	\$ -
SALARIES & FRINGE BENEFITS	393,729	303,789	77%	89,940
COMMUNICATIONS SERVICE AGREEMENT	15,000	2,533	17%	12,467
PRINTING	5,000	755	15%	4,245
RENTS & CONTRACTUAL	12,000	11,750	98%	250
OFFICE SPACE LEASE	10,000	10,000	100%	-
OFFICE MAINTENANCE & CONTRACTUAL - IT	5,000	-	0%	5,000
BOARD EXPENSES	5,000	1,911	38%	3,089
OFFICE SUPPLIES & OTHER MATERIALS	10,000	4,254	43%	5,746
WEARING APPAREL	3,000	882	29%	2,118
OFFICE EQUIP & FURNITURE	5,000	14,512	290%	(9,512)
OFFICE FURNITURE	25,000	6,880	28%	18,120
OTHER MATERIALS	10,000	2,008	20%	7,992
AUDIT / ACCOUNTING	23,000	22,950	100%	50
CONTINUING EDUCATION	2,000	-	0%	2,000
MEMBERSHIP DUES, SUBSCR	25,000	16,182	65%	8,818
PROFESSIONAL SERVICES	50,000	70,401	141%	(20,401)
Total Administrative Services	\$ 1,098,729	\$ 968,807	88%	\$ 129,922
Programs				
CONFERENCES	\$ 40,000	\$ 23,924	60%	\$ 16,076
JOB TRAINING PROGRAMS	450,000	70,342	16%	379,658
MARKETING AND ADVERTISING SERVICES	150,000	87,893	59%	62,107
RESEARCH, STUDIES, OTHER CONTRACTS	55,000	16,590	30%	38,410
SPONSORSHIPS	120,000	94,500	79%	25,500
TRAVEL, TRAINING, MEETINGS	40,000	41,679	104%	(1,679)
Total Programs	\$ 855,000	\$ 334,929	39%	\$ 520,071

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

As of September 30, 2023

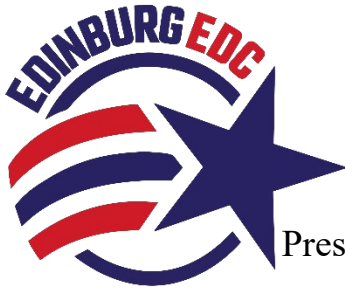
	Current Budget	YTD	Percent Used	Remaining Budget
Properties				
GENERAL INSURANCE	\$ 70,000	\$ 39,779	57%	\$ 30,221
LAND - PURCHASE OF PROPERTY	2,769,758	-	0%	2,769,758
PROPERTY MAINTENANCE	25,000	20,780	83%	4,220
PROPERTY TAXES	20,000	4,353	22%	15,647
UTILITIES	5,000	761	15%	4,239
Total Properties	\$ 2,889,758	\$ 65,673	2%	\$ 2,824,085
Incentive Agreements				
ECONOMIC DEVELOPMENT INCENTIVES	\$ 500,000	\$ -	0%	\$ 500,000
FIRST HARTFORD REALTY-RESTAURANT PLAZA	100,000	-	0%	100,000
MGEN CAPITAL	70,000	-	0%	70,000
Total Incentive Agreements	\$ 670,000	\$ -	0%	\$ 670,000
Debt Service				
BOND PRINCIPAL PAYMENT	\$ 1,585,000	\$ 1,580,000	100%	\$ 5,000
BOND INTEREST EXPENSE	1,088,095	1,093,103	100%	(5,008)
BOND FEES	6,500	3,750	58%	2,750
Total Debt Service	\$ 2,679,595	\$ 2,676,853	100%	\$ 2,742
Total Expenditures	\$ 8,193,082	\$ 4,046,262	49%	\$ 4,146,820
Sources Over/(Under) Uses	\$ 25,103,066	\$ 7,514,869	30%	\$ 17,588,197
Bond Projects Expenses				
EL TULE RECREATION CENTER	\$ 2,370,345	\$ 1,604,883	68%	\$ 765,462
WORKFORCE/RESOURCE CENTER	1,854,828	-	0%	1,854,828
ACE CENTER	7,000,000	-	0%	7,000,000
PARKING GARAGE	2,000,000	-	0%	2,000,000
Total Bond Projects Expenses	\$ 13,225,173	\$ 1,604,883	12%	\$ 11,620,290
TOTAL SUMMARY				
Total Revenues	\$ 22,007,310	\$ 11,561,131	53%	\$ 10,446,179
Total Expenses	(21,418,255)	(5,651,145)	26%	(15,767,110)
Change in Fund Balance	\$ 589,055	\$ 5,909,986	79%	\$ (5,320,931)

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

SUPPLEMENTARY INFORMATION (Unaudited)

Cash Balances as of September 30, 2023

	Beginning Balance	YTD Activity	Ending Balance
Cash - Unrestricted			
Operating - Interest Bearing	\$ 3,390,669	\$ 7,902,602	\$ 11,293,271
Total Unrestricted Cash	\$ 3,390,669	\$ 7,902,602	\$ 11,293,271
Cash - Restricted			
Non Interest Bearing:			
Debt Service Funds	\$ 3,453,675	\$ (362,851)	\$ 3,090,824
Total Non Interest Bearing Cash	\$ 3,453,675	\$ (362,851)	\$ 3,090,824
Interest Bearing:			
Series 2019 Bonds - Project Fund	\$ 4,602,339	\$ (1,400,848)	\$ 3,201,491
Series 2021 Bonds - Project Fund	9,073,696	419,854	9,493,550
Debt Service Reserves Fund	1,388,238	64,236	1,452,474
Reserved for Property Acquisitions	2,769,758	-	2,769,758
Reserved for Contingencies	1,900,000	-	1,900,000
Total Interest Bearing Cash	\$ 19,734,031	\$ (916,758)	\$ 18,817,273
Total Restricted Cash	\$ 23,187,706	\$ (1,279,609)	\$ 21,908,097
Total Unrestricted and Restricted Cash	\$ 26,578,375	\$ 6,622,993	\$ 33,201,368



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Presentation on South Texas International Film Festival (STXIFF)

1. Agenda Item:

Presentation on South Texas International Film Festival (STXIFF).

2. Description/Scope:

Director of Library & Cultural Arts, Letty Leija will provide a presentation on the outcome of South Texas International Film Festival (STXIFF).

3. Estimated Timeline:

September 14-16, 2023.

4. Budget:

The EDC Sponsored \$10,000.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

N/A

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Discuss and Consider Approval of Sponsorship for
UTRGV Athletics for Fiscal Year 2023-2024.

1. **Agenda Item:**

Discuss and Consider Approval of Sponsorship for UTRGV Athletics for Fiscal Year 2023-2024.

2. **Description/Scope:**

The UTRGV Athletics is requesting a sponsorship in the amount of \$25,000. The sponsorship includes signage and media advertising at UTRGV Fieldhouse, Soccer Track & Field Complex, and Baseball Stadium.

Sponsorship summary includes:

- Fieldhouse LED table Signage
- A-frame Banner
- Soccer Scoreboard Signage
- Concourse Signage
- Baseball Scoreboard Signage
- Website Ribbon Banner
- Tabling and information Distribution Opportunities
- Public Address Announcements
- Check Presentation

3. **Estimated Timeline:**

The sponsorship agreement plan will begin October 30, 2023 and expire October 30, 2024.

4. **Budget:**

There is funding available in the EDC's FY 2023-2024 Sponsorship budget.

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval.

7. **Justification:**

The Edinburg EDC has continued to support UTRGV Athletics by sponsoring their programs. The sponsorship will promote quality of life and continue the partnership with UTRGV Athletics.

/s/ Raudel Garza, Edinburg
EDC Executive Director

ATTACHMENTS

Attachment A: UTRGV Sponsorship Proposal

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

#RALLY THE VALLEY



THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY

UTRGV Fieldhouse

SCORER'S TABLE LED SIGNAGE

\$3,500



UTRGV Soccer Track & Field Complex

A-FRAME BANNERS

\$2,500



SOCCER SCOREBOARD SIGNAGE

\$10,000

UTRGV Baseball Stadium

CONCOURSE SIGNAGE

\$2,500



SCOREBOARD SIGNAGE

\$5,000



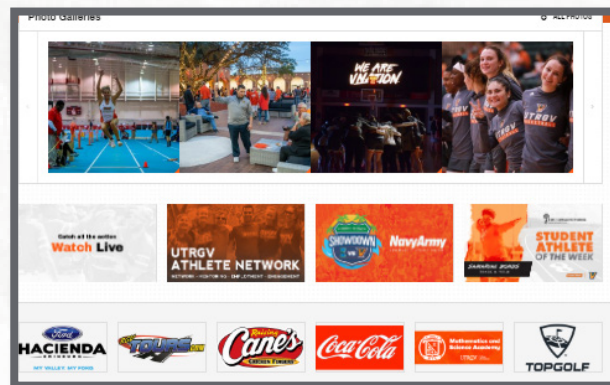
Home Plate Club Tickets

Edinburg EDC will receive a total of 4 baseball home plate club tickets

Media Advertising

WEBSITE RIBBON BANNER

\$2,500



Tabling and Information Distribution Opportunities Public Address Announcements Check Presentation

Bonus Value



TICKET VOUCHERS

Edinburg EDC will receive a total of 200 vouchers to be used at any UTRGV Athletics event held on campus. *

* City Hall can send ticket request to Eddie Galvan or Ryela Rodriguez at eduardo.galvan02@utrgv.edu or ryela.rodriguez@utrgv.edu

*Max of 20 tickets per event unless mutually agreed upon prior to game/event



Summary of Sponsorship

SPONSORSHIP OPPORTUNITIES

- Fieldhouse LED table Signage
 - A-frame Banner
 - Soccer Scoreboard Signage
 - Concourse Signage
 - Baseball Scoreboard Signage
 - Website Ribbon Banner
 - Tabling and information Distribution Opportunities
 - Public Address Announcements
 - Check Presentation
- Total Asset Value: \$26,000

AGREEMENT PLAN

- Agreement begins October 30, 2023 and expires October 30, 2024
- Total Agreement value \$25,000



THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY



FOR MORE INFORMATION,
PLEASE CONTACT:

SETH JONES

**Chief of Staff/Associate Athletic
Director for Revenue Generation**

Office: (956) 665-3877

Cell: (956) 221-2360

seth.jones@utrgv.edu

JOB MARTINEZ

**Corporate Sponsorships
Administrator**

Office: (956) 665-2048 Cell:

(956) 627-9100

job.martinez01@utrgv.edu

#RALLY THE VALLEY



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Presentation on the Façade and Lot Improvement Program (FLIP).

1. **Agenda Item:**

Presentation on the Façade and Lot Improvement Program (FLIP).

2. **Description/Scope:**

The Edinburg Economic Development Corporation has committed \$400,000 for the Fiscal Year 2023-2024 for 40 qualifying small businesses (up to \$10,000 each) for the Façade and Lot Improvement Program (FLIP). The FLIP program will help small businesses with repairs to existing parking lots, signage or facades.

The FLIP program operates under reimbursement only. Approved projects will receive funds upon project completion.

Program Eligibility:

In order to qualify, your business must meet the following eligibility criteria:

- Business must be located between Edinburg Downtown Corridor.
- Business is a commercial property owner and/or an existing for-profit business (tenant) in the City of Edinburg with fewer than 20 employees and within the Edinburg Downtown Corridor.
- Business is currently operating
- Locally-owned (i.e. not part of a national chain)
- The qualifying business must be current with all local property tax payments.
- All grant recipients (business and/ property owner) must not have outstanding code enforcement violations or liens. All grant recipients must be current on rental, lease or mortgage payments if applicable.
- For best practices, Business must submit at least three quotes for work to be completed. At least one quote must be from an Edinburg Business.
- If grant recipient is a tenant, authorization from landlord via letter is required

3. **Estimated Timeline:**

If approved by the Edinburg EDC Board of Directors and City Council, the application will open November 27, 2023 and run through September 30, 2024, or until funds are depleted.

4. Budget:

There is funding available in the EDC's FY 2023-2024 Small Business Programs line item.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval in order to proceed with presenting this program to the Edinburg City Council for ratification.

7. Justification:

The FLIP program will beautify the downtown corridor through façade and parking lot improvements, thus contributing to the revitalization of that area.

/s/ Raudel Garza, Edinburg

EDC Executive Director

ATTACHMENTS

Attachment A: Edinburg EDC – Façade and Lot Improvement Program

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



Façade and Lot Improvement Program (FLIP)

Our small businesses have been through quite a bit of turmoil in the last few years. From the pandemic, to high inflation, to actual weather storms that have wreaked havoc on our local economy. Some of these storms have damaged signs, awnings, facades, parking lots, and much more. The Edinburg Economic Development Corporation's (EEDC) Façade and Lot Improvement Program (FLIP) is designed to help alleviate some of those damages.

PROGRAM: The EEDC will provide up to \$10,000 in grants to a qualifying small business to help with repairs to existing parking lots, signage or facades. The EEDC has committed \$400,000 for the Fiscal Year 2023-2024 for 40 qualifying small businesses (up to \$10,000 each). The program provides financial assistance for improvements to eligible commercial businesses that have occurred or will occur from **March 1, 2023 through September 30, 2024**, subject to the terms of the grant and final approval from the EEDC Board of Directors and Edinburg City Council.

The FLIP program operates under reimbursement only. **Approved projects will receive funds upon project completion.** Any improvement project expense incurred before approval and obtaining the building permit will not be reimbursed, unless otherwise approved by the EEDC Board of Directors.

PROGRAM ELIGIBILITY:

In order to qualify, your business must meet the following eligibility criteria:

- **Business must be located between [Edinburg Downtown Corridor](#)* Please see map**
- Business is a commercial property owner and/or an existing for-profit business (tenant) in the City of Edinburg with fewer than 20 employees and within the Edinburg Downtown Corridor.
- Business is currently operating
- Locally-owned (i.e. not part of a national chain)
- The qualifying business must be current with all local property tax payments.
- All grant recipients (business and/ property owner) must not have outstanding code enforcement violations or liens. A letter from the City's Health & Code Department may be needed. All grant recipients must be current on rental, lease or mortgage payments if applicable.
- For best practices, Business must submit two quotes for work to be completed. At least **one** quote must be from an Edinburg Business.
- If grant recipient is a tenant, authorization from landlord via letter is required

3111 W. Freddy Gonzalez Dr, Edinburg, TX 78539 | (956) 388-8914

www.edinburgedc.com



ELIGIBLE EXPENSES:

Subject to review and approval by the EEDC and any applicable laws or codes and program rules, any hard costs associated with the renovation of exterior portions of property owned or leased by the qualifying small business can be reimbursed by this program. These eligible expenses may include the following, but could also include other expenses found to be in line with the intent of the program as determined by the EEDC:

- Construction of outdoor patios
- Exterior painting, re-siding, cleaning, or other improvements that revitalize façade appearance
- Exterior restoration of significant architectural details
- Installation of permanent landscaping
- New doors, windows, or awnings
- Parking lot resurfacing with striping
- Repair, removal, and replacement of old signage
- Roof repairs that are part of the existing building

All improvement projects must be approved by the Edinburg Economic Development Corporation Staff and the City of Edinburg's Development Services prior to starting work. **Permit fees are waived.**

INELIGIBLE EXPENSES:

- Any improvements to secondary or accessory buildings (i.e., garages, storage buildings, closets)
- Equipment, Mechanical, or HVAC systems
- New building construction
- Reducing or enclosing existing storefront windows
- Routine maintenance
- Security systems (including metal roll down gates, window bars, cameras)
- Improvements performed prior to February 28, 2023 or after September 30, 2024.



REQUIRED DOCUMENTATION YOU NEED BEFORE YOU APPLY:

- Confirmation that mortgage, property insurance and property tax payments are current and in good standing, which is usually a copy of a receipt.
- Documentation of property ownership or written consent from property owner giving permission to conduct the identified improvements.
- One to two (1-2) photos of the project site prior to and after improvements
- Owner authorization letter, if leasing property
- Two (2) quotes for work to be completed. At least **one** quote must be from an Edinburg Business.
- Signed receipt with start and end date of completed work and identification of who completed the work or other similar documentation.
- W-9 Form

RESTRICTIONS:

- **This is a one-time grant. One application per person or business entity.**
- **Home-based business are not eligible to apply.**
- **Non-profits are not eligible to apply.**
- **Grant awards are contingent upon funds availability.**

***The Edinburg Economic Development Corporation reserves the right to deny any category or business type ineligible including those businesses that are prohibited by federal or state law, businesses soliciting or promoting activities such as gambling, lobbying, and/or sexually-oriented activity, and those subject to indictment, arraignment, or other formal criminal charges. ***

FYI Additional types of permits that may be required:

- Public right-of-way require a permit from the City of Edinburg Engineering Department
- State right-of-way, a permit from the Texas Department of Transportation
- Depending on the project, there may be additional requirements



RESOURCES:

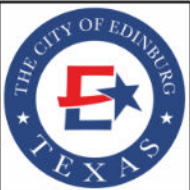
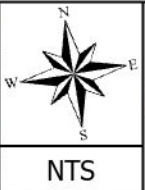
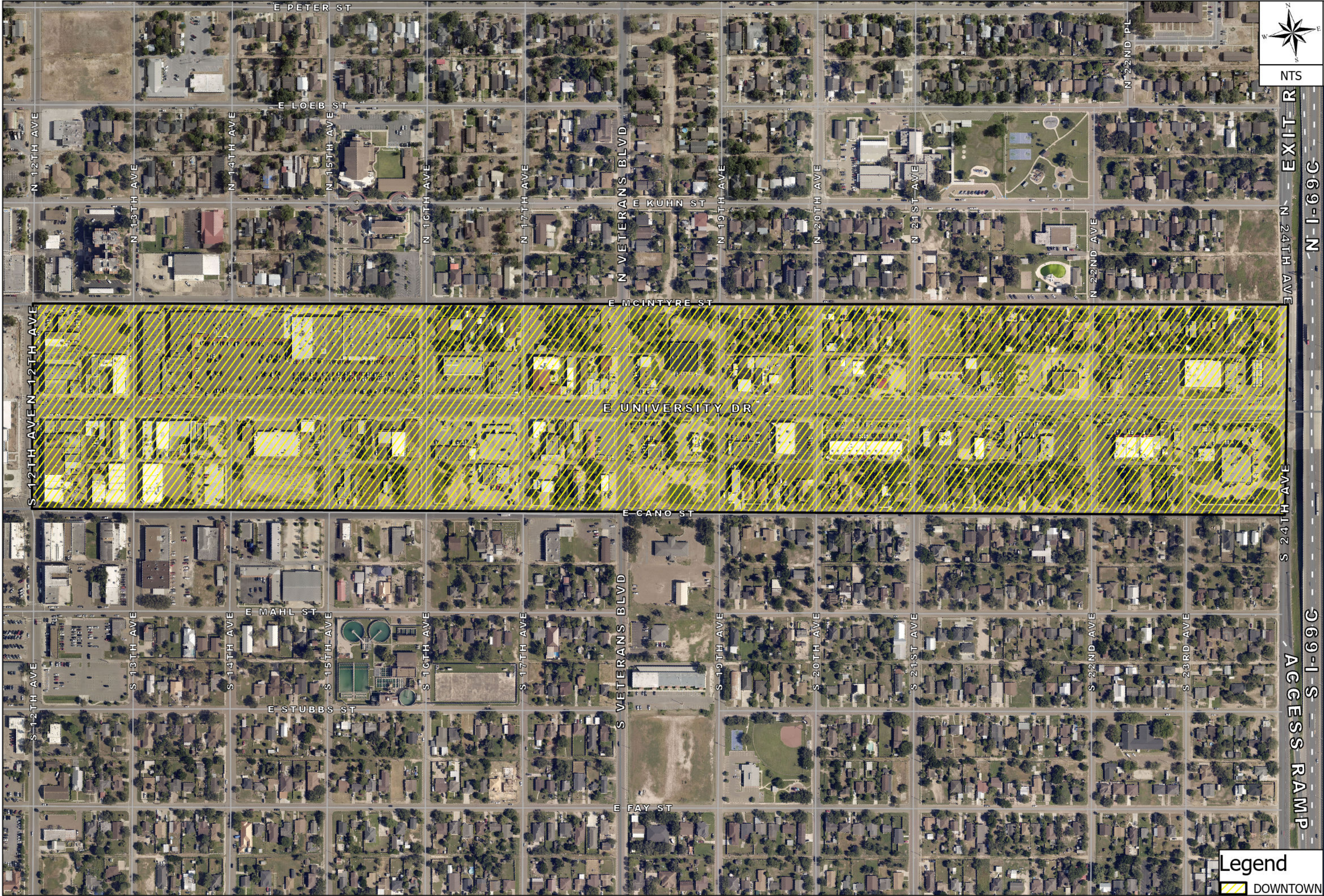
- [UDC handbook](#)
- [Edinburg Downtown Corridor](#)

SAMPLE DOCUMENTATION:

- [W-9 Form](#)
- [Owner Authorization Letter Sample](#)

APPLICATION PROCESS:

1. Applications for funding shall be received beginning on November 27, 2023 and may be accepted through September 30, 2024, unless the program funding is depleted prior to that date or the EEDC Board discontinues the program.
2. Review the eligibility criteria and required documentation, and verify if your business is eligible to apply.
3. Complete and submit the Façade and Lot Improvement Program application online.
4. Within 7 days, economic development staff will schedule a phone call or a meeting with the applicant to review the application. Economic Development staff may request additional documentation, if needed.
5. Receive an email with notice of award determination and possibly notice to proceed.
6. Project referred to and review by Development Services.
7. Start and complete project when business permit is issued. Projects must be completed by **December 31, 2024**. If project needs an extension, please submit request in writing to EEDC Staff for determination. Project extensions will be considered on a case by case basis.
8. Grant funding will be disbursed within 3-4 weeks of documentation submission, and approval of such documentation by EEDC staff, subject to availability of funds.



FACADE IMPROVEMENT PROJECT

REQUESTED BY: EEDC
CREATED BY: ENGINEERING DEPARTMENT - GIS DIVISION
DATE: OCTOBER 27, 2023

MAP DISCLAIMER:
This product is for informational purposes and may not have been prepared for, or suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. The user of this information agrees to these terms by using the data provided. City of Edinburg and the software developers assume no legal responsibility for the information.



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of the Façade and Lot Improvement Program (FLIP).

1. **Agenda Item:**

Consider Approval of the Façade and Lot Improvement Program (FLIP).

2. **Description/Scope:**

The Edinburg Economic Development Corporation's FLIP program is aimed at revitalizing the Edinburg downtown corridor on East University, East McIntyre, and East Cano St. within our community. This program focuses on enhancing the corridor through façade and parking lot improvements as presented by Economic Development staff.

3. **Estimated Timeline:**

Application to open November 27, 2023 and run through September 30, 2024, or until funds are depleted.

4. **Budget:**

There is funding available in the EDC's FY 2023-2024 Small Business Programs line item.

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval.

7. **Justification:**

The FLIP program will beautify the downtown corridor through façade and parking lot improvements, thus contributing to the revitalization of that area.

/s/ Raudel Garza, Edinburg
EDC Executive Director

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



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of Budget Amendments for Fiscal Year 2023-2024.

1. Agenda Item:

Consider Approval of Budget Amendments for Fiscal Year 2023-2024.

2. Description/Scope:

On the September 26, 2023 board meeting, the Edinburg EDC Board of Directors approved participation in the following City of Edinburg projects:

- Million Gallon Water Tower – \$2,100,000.00
- Astro-Turf Baseball Fields – \$2,000,000.00
- Owassa Road Sewer Line Extension Project – \$1,750,000.00

The budget amendment reflects the transfer of funds from the Edinburg EDC's reserve account to the operating account to cover these project expenses.

3. Estimated Timeline:

If approved by the Edinburg EDC Board of Directors and City Council, the Edinburg EDC will provide the funding to the City of Edinburg.

4. Budget:

Transfer of funds from the reserve to the operating account.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval.

7. Justification:

The budget amendment approval is needed in order for the Edinburg EDC to transfer the funding to the City of Edinburg.

/s/ Raudel Garza, Edinburg
EDC Executive Director

ATTACHMENTS

Attachment A: Edinburg EDC – FY2023-2024 Budget Amendment

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

	Economic Development Budget Cash	Operating	FY2024 Approved	Proposed Budget Amendment	FY2024 Amended Budget
Revenues					
	1/2 Cent Sales Tax Revenue		9,725,676	-	
	Interest on Investments		100,000	-	
	Rental Income		-	-	
	Sale of EEDC Property		2,190,000	-	
	Transfer into General Fund from Reserve		-	\$ 5,850,000	
	Transfer in TexStar Bond Projects Activity, Net		1,800,000	-	
	Total Revenues		13,815,676	5,850,000	19,665,676
Administrative Services					
	Personnel Expenses				
	Salaries		584,342	-	
	Longevity		3,635	-	
	Overtime		1,800	-	
	Taxes		42,073	-	
	Retirement		89,112	-	
	Group Insurance		60,000	-	
	Disability Insurance		12,000	-	
	Workers Compensation		1,169	-	
	Vehicle Allowance		11,100	-	
	Total Personnel Expenses		805,230	-	
	Contractual Services				
	Admin Services		500,000	-	
	Professional Services		96,000	-	
	Audit & CPA Services		30,000	-	
	Finance Services (Bond Fees)		5,000	-	
	Rents & Contractuals (Storage/Copier Lease)		14,400	-	
	Office Space Lease		22,500	-	
	Total Contractual Services		667,900	-	
	Supplies & Equipment				
	Office Supplies		12,000	-	
	Communication Services (Mobile Phone & Landline)		21,600	-	
	Office Maintenance & Contractual - IT		12,000	-	
	Other Expense/Materials		10,200	-	
	Wearing Apparel		4,200	-	
	Printing		8,400	-	
	Continuing Education		36,000	-	
	Office Equipment & Furniture		50,000	-	
	Membership Dues/Subscriptions		60,000	-	
	Travel, Training, Meetings		90,000	-	
	Conferences		120,000	-	
	Board Expenses		6,000	-	
	Total Supplies & Equipment		430,400	-	
	Total Administrative Services		1,903,530	-	
EDC Programs, Properties & Projects					
	Programs				
	Small Business Program/Workforce Training/Job Training Programs		515,000	-	
	Marketing		420,000	-	
	Sponsorship /Donations		144,000	-	
	Research, Studies, other Contracts		360,000	-	
	Total Programs		1,439,000	-	
	Properties				
	Property Taxes		40,000	-	
	Purchase of Property		4,726,172	-	
	Utilities		9,000	-	

	Property Maintenance- Improvements, Maintenance & Repairs	30,000	-	
	General Property Insurance	75,000	-	
	Total Properties	4,880,172	-	
Projects				
	Economic Development Incentives	500,000	-	
	Million Gallon Water Tower	-	\$ 2,100,000	
	Turf Fields	-	\$ 2,000,000	
	Owassa Road Sewer Line Extension Project	-	\$ 1,750,000	
	First Hartford (The Shoppes at RGV) 2019	100,000	-	
	Domain Development Corp (Hyde & Brentwood Plaza)	400,000	-	
	MGEN Capital (Jersey Mike's & Dunkin Donuts)	35,000	-	
	Kapal Supplier LLC	40,000	-	
	Total Projects	1,075,000	5,850,000	6,925,000
Bond Projects				
	Workforce/Resource Center	1,840,000	-	
	ACE Center	-	-	
	Parking Garage	-	-	
	Total Bond Projects	1,840,000	-	
	Total EDC Programs, Properties & Projects	9,234,172	5,850,000	6,925,000
Debt Service				
	Bond Principal Payment	1,640,000	-	
	Bond Interest	1,037,974	-	
	Arena Bond Shortage	-	-	
	Total Debt Service	2,677,974	-	
	Total Disbursements	13,815,676	5,850,000	19,665,676
	Total Receipts Over Disbursements	-	-	



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Review of Marketing Activities for FY 2023-2024

1. Agenda Item:

Review of Marketing Activities for FY 2023-2024.

2. Description/Scope:

Executive Director, Raudel Garza will present an overall review of the different Marketing Activities for FY2023-2024.

3. Estimated Timeline:

FY 2023-2024

4. Budget:

Marketing Account: \$420,000

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval following the board's direction.

7. Justification:

Implementing different marketing strategies for the EEDC can significantly benefit our growth and success. With well executed marketing campaigns we can reach new demographics and geographic areas, broadening our prospects base. To stay competitive in our industry, we need to promote the EEDC effectively.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: EEDC Marketing Activities Review

Edinburg Economic Development Corporation Marketing FY 23-24

EEDC's marketing campaign is a compliment to the adopted Program of Work, specifically in the following two identified priorities:

1. Enhancing and expanding industrial development
2. Pursuing entertainment and retail opportunities to improve our quality of life.

In our efforts to help others create higher-paying basic industry jobs, EEDC is working with various media to showcase Edinburg's assets to a specific target audience. We participate with organizations that help us leverage our advertising and marketing funds and help us gain maximum exposure to site selectors, real estate directors, and other corporate real estate executives of companies that are growing and searching for locations in our region. Advertising in national and international media is a must for us to be able to create **Top-Of-Mind Awareness** for Edinburg.

The advertising in certain publications is aligned with the calendar of trade shows and missions to fully reach as many decision makers as possible in the cities we are visiting.

One of the publications that we have used and should continue to use is Mexico Industry. Founded in 1997, Mexico Industry has become the leading media outlet for Mexico's manufacturing sector. With both printed and digital platforms, Mexico Industry specializes in the automotive, aerospace, metal fabrication and electronic industries. These industries are well aligned with our existing manufacturing base and with our existing workforce.

In the Why Invest section of the Mexico Industry website, Mexico Industry has a large property database that is used extensively by companies interested in locating in Mexico or along the US/Mexico border. This is a great place to be featured digitally, and in their newsletters as well. This platform will feature Edinburg each month in either the Mexico Industry webpage or the Invest in Mexico webpage. It will also include 4 articles on Edinburg in 2024 in their newsletters. The property database includes 350 industrial parks in 56 cities.

The printed version of Mexico Industry magazine will include a ½ page ad on Edinburg in each of the 12 monthly issues. The proposal also includes 8 posts on their social media outlets reaching well over 152,000 followers in LinkedIn, Facebook, Instagram and X.

International Community Publications (ICP) also produces the Mexico Industry Maps featuring all the industrial parks in Tamaulipas and South Texas. This publication is used extensively by real estate developers, brokers and others year-round. We would have a one-page ad in April, along with a permanent space featuring North Industrial Park in the printed form and on the website.

The ICP proposal is attached as *Exhibit 1*.

Another publication that does both printed and digital version of its magazine is Trade & Industry Development. The target audience for this publication is C-Level executives involved in the site location decision-making process. Like ICP, Trade & Industry Development helps us reach our goal of creating awareness, educating, and positioning Edinburg as a premier destination to start, grow or relocate a company. Circulation for the printed version is 25,000 targeted individuals.

This is a quarterly magazine that we need to be in to get in front of individuals who have influence over where their companies need to grow. The digital ads and featured online content add to our outreach. We would also have a video on their website all year long, and a listing on their Resource guide.

The **Due North Media** proposal for Trade & Industry Development is attached as *Exhibit 2*.

The other industrial publication that we need to be in is **Expansion Solutions Magazine**. Circulation numbers are at 55,000 for the print and digital magazine. The website averages over 150,000 views. The proposal from Expansion Solutions includes 3 full page ads in 3 of their bi-monthly publications, ads on their website in various webpages, and an ad in their newsletter in April 2024. We will also receive advertorial space in their publications. The publishers of this website also help generate leads for us. They share information on the visitors to our ads and articles. This information is invaluable in our outreach efforts. The proposal from this advertisement opportunity is in *Exhibit 3*.

Team Texas is a members' only organization that Edinburg is a part of. Raudel Garza has been on the Team Texas Advisory Committee (functions as the Board of the organization) since 2018. Team Texas markets the state by participating in various industrial trade shows throughout the year. Team Texas also coordinates visits to key cities to sit down with corporate executive of companies that are considering expansion and to visit with site selectors who are actively working large industrial deals. As part of our marketing campaign, we will participate in several of these events as listed in our calendar. More information on Team Texas can be found in *Exhibit 4*.

On the retail end of the marketing efforts, we will continue to promote Edinburg at ICSC and Retail Live events, but we need to do more. One of the ways we can leverage our staff time is by engaging in the services of organizations that help communities promote themselves to retailers and developers. Attached is the proposal from a very well-connected team of real estate professionals who can help us with attraction of new retail and entertainment venues. We were using Buxton in the past to provide us with some demographic information. For just a bit more than what we were paying for raw data, we get so much more. The research provided by **Retail Strategies** along with their connections and knowledge of the industry is well worth the investment. For less than what we would hire an additional staff person, we get so much more. See *Exhibit 5*.

Aside from having a team of seasoned professionals working with us to attract new retailers and entertainment venues, we still need to work on changing perceptions of how the local developers and real estate agents and brokers see us. Edinburg is growing at a fast pace and much of the growth is residential, but there is a significant amount of commercial activity as well. We need to be emphasizing that more! We can't do it on social media alone. We need to be more aggressive in our use of television and radio.

NextStar Media Group/ValleyCentral.com can help us maintain Top-of-mind awareness as well. The packet they presented to us can help us with geofencing areas during our trades shows or other travels, while the television and web presence they have can really help us with our need to reach out locally to our development community and the general public as well. With banner ads, geofencing, geo videos, and television ads, Edinburg will get noticed. I suggest we do the 5-month package with them and then we can evaluate performance and reallocate accordingly. *Exhibit 6* is attached.

Another local media outlet that we should utilize is **rgVision Magazine**. This publication (print and online) has become recognized as one that provides good information on various topics of interest in the Rio Grande Valley. They have good circulation numbers and their social media network and online presence is substantial. Their proposal includes 6 full-page ads in each of their issues for a year along with online banners and 2 pages of advertorial space as well as being placed on their social media platforms every month. Additional promos through online content on their website is also included. *Exhibit 7* details this portion of the marketing campaign.

This is a brief narrative on how we can use local, national, and international media to get the word out that Edinburg has Everything! It is not intended to be all-inclusive. Our budget has room to adjust to other opportunities and to add to these recommendations. This is not a short-term campaign. Creating a brand and increasing market share takes time, energy and resources. This is a part of the marketing strategy that requires action on your part.

EXHIBIT 1

International Community Publications

PRODUCT	UNIT PRICE	SUBTOTAL
PLATFORM WHY INVEST 12 MONTHS October 2023 - September 2024 <i>Invest in Edinburg Platform</i>, can be updated as needed. Added Value: 6 notes on Mexico Industry website, 6 notes on Invest in Mexico website, 4 notes on Mexico Industry Invest Newsletter.	\$1,000	\$12,000
FULL PAGE 12 ISSUES October 2023 - September 2024 Added value: Four half page editorials on printed magazine for events, restaurants, stores, etc., One monthly post on Social Media +60K followers.	\$1,280	\$15,360
ONE PAGE IN INVEST IN TAMAULIPAS AND SOUTH TEXAS April 2024 Industrial Map Tamaulipas is also provided in digital version in Mexico Industry Invest website.	\$4,000	\$4,000
1/2 PAGE 12 ISSUES October 2023 - September 2024 8 notes on Social Media, reaching +152K followers in LinkedIn, FB, Instagram & Twitter	\$800	\$9,600
TOTAL		\$40,960





International Community Publications, LLC

CONTRACT: 13496

WARE RD #801 N., Col. ,
Cd. MCALLEN, TEXAS C.P. 78501
Tel: (956) 630-9571
admin@mexicoindustry.com
2023-Aug-22

CUSTOMER INFORMATION

Company Name: EDINBURG ECONOMIC DEVELOPMENT
Comercial Name: EDINBURG ECONOMIC DEVELOPMENT **RFC:** EDINBURGECONOMICDEVELOPMENT
Customer Name: RAUDEL GARZA **Job Title/Position:** EXECUTIVE DIRECTOR
Phone: (956) 388-8207 **Email:** raudel@edinburgedc.com
Address: FREDDY GONZALEZ DR. #3111 W., Col. , Cd. EDINBURG, TEXAS C.P. 78539

BILLING INFORMATION

Account Payable Contact: **Phone:**
Email: **Ext:**

CONTRACTED PRODUCTS

PRODUCT	SERVICE	AMOUNT	UNIT PRICE	SUBTOTAL
MEXICO INDUSTRY INVEST IN MEXICO	PLATFORM WHY INVEST 12 MONTHS			
	- October 2023			
	- November 2023			
	- December 2023			
	- January 2024			
	- February 2024			
	- March 2024	12	\$1,000.00	\$12,000.00
	- April 2024			
	- May 2024			
	- June 2024			
	- July 2024			
	- August 2024			
	- September 2024			
Benefits:				
Observations:	Invest in Edinburg Platform can be updated as needed. Added value: 6 notes on Mexico Industry website, 6 notes on Invest in Mexico website, 4 notes on Mexico Industry Invest Newsletter.			
MEXICO INDUSTRY MAPS MAGAZINE	ONE PAGE IN INVEST IN TAMAULIPAS AND THE SOUTHEAST TEXAS	1	\$4,000.00	\$4,000.00
	- April 2024			
Benefits:				
Observations:	Industrial Map Tamaulipas is also provided in digital version in Mexico Industry Invest website.			
MEXICO INDUSTRY PUBLICIDAD IMPRESA	1/2 PAGE 12 ISSUES			
	- October 2023			
	- November 2023			
	- December 2023			
	- January 2024			
	- February 2024			
	- March 2024	12	\$800.00	\$9,600.00
	- April 2024			
	- May 2024			
	- June 2024			
	- July 2024			
	- August 2024			
	- September 2024			
Benefits:				
Observations:	8 notes on social Media, reaching +152K followers in LinkedIn, Instagram, FB & Twitter.			

	FULL PAGE 12 ISSUES			
	- October 2023			
	- November 2023			
	- December 2023			
	- January 2024			
	- February 2024			
DE SHOPPING EN TEXAS	- March 2024	12	\$1,280.00	\$15,360.00
	- April 2024			
	- May 2024			
	- June 2024			
	- July 2024			
	- August 2024			
	- September 2024			
Benefits:				
Observations:				

Units:	37
Subtotal:	\$40,960.00
TAXES	\$0.00
TOTAL INVESTMENT	USD \$40,960.00

TERMS AND CONDITIONS

1. The contract must be filled out completely and signed by the Client or legal representative to make it effective.
2. Please note that modifications are not allowed after the contract is signed. If any changes are agreed upon, an additional 5% penalty fee will be applied to the changed products/services.
3. Customers who cancel their advertising prior to the end of their contract will agree to pay a 10% cancelation fee over the total amount of the unexecuted contract.

PAYMENT TERMS

1. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is the company who manages international invoicing and accounts payable for MEXICO INDUSTRY.
2. First time advertisers for INTERNATIONAL COMMUNITY PUBLICATIONS, LLC must pay in advance without exception.
3. Cash payments will NOT be accepted, only checks or bank transfers from accounts established by the company.
4. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is responsible for providing Clients with the corresponding Invoice(s), as well as to prepare and send Electronic Payment Receipt(s), if required.
5. An extra invoice may be requested with no charge. However, an additional fee of USD100 will be charged for any additional number of invoice copies.

ADVERTISING TERMS

1. Ad Agencies of record must supply material(s) on behalf of the Client within the requested time frame and according to the specification requirements requested by MEXICO INDUSTRY its marketing materials and/or the Commercial Advisor instructions.
2. If the ad does not meet the specific requirements previously agreed between the Client and the Commercial Advisor, it will not be published.
3. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC serves the right to refuse any advertisement that does not comply with company policies.
4. The Commercial Advisor is responsible to inform and explain to the Client, the closing dates of the MEXICO INDUSTRY print and/or digital products purchased through INTERNATIONAL COMMUNITY PUBLICATIONS, LLC.
5. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC INTERNATIONAL COMMUNITY PUBLICATIONS, LLC must deliver the client with proof of publication and performance at the end of the period agreed upon.
6. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is not responsible for the veracity in the information published by advertisers, which is presumed reliable according to the sources where they were obtained. Likewise, the client must prove copyright in case of images and/or videos, which must be the property of the client or have authorization for their use.
7. Client's complaints must be submitted in writing within 30 days from the date of publication to the e-mail admin@mexicoindustry.com Otherwise, INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is no longer obligated to act on any untimely complaint.
8. Special arrangements of any nature that are not contained in this contract and that differ from the authorized conditions that regulate the publication will not be valid.

Full name and signature (Customer)

RAUDEL GARZA



This contract is signed at:

Full name and signature (Comercial Advisor)

GLORIA GRACIA B

Date: 2023-Aug-22

EXHIBIT 2

Due North Consulting



**2023-2024 Economic Development Marketing Campaign
Proposal**

prepared for

Edinburg Economic Development Corporation



Presented to:
Raudel Garza
Executive Director

Presented by:
Kim McDonald

August 3, 2023

About Trade and Industry Development:

The *Trade & Industry Development* magazine is the only publication dedicated to site selection in a vertical format and reaches more decision makers per industry than any other publication dedicated to site selection. This vertical form of targeted marketing allows for greater market penetration in a publication where the editorial fits the audience.

The *Trade & Industry Development* magazine is written exclusively for C-Level Executives involved in the site location decision-making process. Written by experts and thought leader, the Trade & Industry Development magazine provides in-depth coverage of industry specific issues that impact site selection. Through incisive and relevant articles as well as insightful, real-world case studies, Trade & Industry Development showcases best practices of expansion and/or relocation initiatives.

Published quarterly, the circulation of the *Trade & Industry Development* magazine is unique in that it changes each issue therefore matching the industry focus to the readers. This vertical industry approach ensures your message is delivered with the right content and presented to your desired audience. Each issue of the *Trade & Industry Development* magazine reaches C-Level Executives based on industry as well as certain growth factors indicating location activity. The total circulation of 25,000 reaches site selection teams involved in location activity as well as commercial real estate professionals and site consultants.

Each issue is mailed to:

20,000 C-Level Executives in specific related industry segments
+5,000 Commercial Real Estate Professionals and Site Consultants
25,000 Total printed circulation per issue

In addition, the digital version of the publication is distributed via e-mail, and each digital article is promoted to the consumers of tradeandindustrydev.com through a unique site re-targeting method called Dynamic Digital Delivery.

Our website, tradeandindustrydev.com, is an interactive resource for industry knowledge and site selection insight!

The website includes the following features:

- A searchable database of site selection articles and news from thought leaders and experts in the field.
- Vertically natured, industry-specific channels.
- Extensive array of resources including polls, videos, and research.
- A comprehensive list of North American economic development agencies.
- User-oriented design allows visitors to interact and provide personal insight.
- A database of available properties, searchable by region and industry.

In 2020, *Trade & Industry Development* took this process one step further by re-targeting the entire audience of tradeandindustrydev.com across the internet via Google, YouTube, Facebook, and LinkedIn. We can reach them wherever they are organically searching for or consuming online content. What we confirmed is that our audience is highly engaged in the site location process and in-market. Advertisers have enjoyed tremendous CTR through budget-based impression campaigns reaching our audience beyond our traditional media. We call it Audience Extension.

This suite of products makes *Trade and Industry Development* unparalleled in the industry in terms of reach and quality of content.

Program Objectives:

The following marketing program has been designed to reach C-Level Executives, site consultants and commercial real estate professionals involved in the site location decision-making process. The program consists of specific touch points including print and digital with a goal of creating awareness, educating, and positioning the Edinburg, Texas as a premier destination to start, grow or relocate their company.

Program

Option 1

Print: (1) Full Page Placement in your choice in the following issues

- Q4 2023 Advance Manufacturing
- Q1 2024 CiCi Awards Issue/Texas Spotlight
- Q2 2024 Logistics/Energy/Priority placement page 1
- Q3 2024 Food/Agriculture/Priority Placement Page 1

For over 20 years, Trade & Industry Development has served the economic development community by providing a unique targeted approach to marketing. Each issue focuses on different industries and is mailed solely to those audiences! This approach provides for greater market penetration and allows the economic development community to develop messaging that is relevant to those industries. Published quarterly, TID has circulation of 25,000, comprised of C-level Executives, Corporate Real Estate Professionals, and Site Selection Consultants.

Rich Media (1) Two-week flight (Dates: January 1-14, 2024 and July 1-14, 2024)

This interactive digital media is a combination of text, audio, animations, video, and interactive content meant to attract and engage users. It represents a powerful creative opportunity, allowing campaigns to deliver far greater impact to TID's expansive audience. TID's website receives over 18,000 unique monthly views and the average CTR is 1.28%.

Digital:(1) Audience Extension 185,000 Guaranteed Impressions (Dates: 6 months)

Guaranteed impression retargeting campaign to our audience of subscribers to the magazine, issue promo e-newsletter, and site users of tradeandindustrydev.com. This works across different channels, including Google Ads Network, YouTube, Facebook.

Added Value:

Featured Online Content (Duration of Run: 12 months)

The Featured Online Content is an article, provided by you and housed on the website TID.com and can include photos and/or videos. It has placement on the State, Region, in your related articles on your listing and tagged to all appropriate Industry Channels. Initially, the article is posted to the T&ID website's home page in the Featured Location Carousel then is archived on the Featured Location page indefinitely.

Print: Resource Guide. (Issue: Q4 2023, Q1 2024, Q2 2024, and Q3 2024)

Your listing in the Resource Guide section of these issues provides contact information to over 85,000 site decision makers.

Digital: Video (Dates: 12 months) Texas State Page and SW Region page-videos can be changed out

Videos reside on the Texas State page and SW Region page and agency pages on tradeandindustrydev.com.

Featured Agency Page of the state of Texas: Duration: 12 months)

Your Featured Listing includes priority placement as Featured Agency of Texas with an Enhanced Agency Page on the T&ID website that includes agency contact information with e-mail & URL links and logo along with enhanced features: 500–750-character description of the organization or venue, social links, video, logo, header/masthead image in addition to 4-6 gallery images.

Full Rate: \$ 33,424

Edinburg Net Rate: \$ 27,800



Option 2

Print: (1) Half Page Placement in your choice in the following issues

- Q4 2023 Advance Manufacturing
- Q1 2024 CiCi Awards Issue/Texas Spotlight
- Q2 2024 Logistics/Energy
- Q3 2024 Food/Agriculture

For over 20 years, Trade & Industry Development has served the economic development community by providing a unique targeted approach to marketing. Each issue focuses on different industries and is mailed solely to those audiences! This approach provides for greater market penetration and allows the economic development community to develop messaging that is relevant to those industries. Published quarterly, TID has circulation of 25,000, comprised of C-level Executives, Corporate Real Estate Professionals, and Site Selection Consultants.

Rich Media (1) Two-week flight (Dates: January 1-14, 2024 and July 1-14, 2024)

This interactive digital media is a combination of text, audio, animations, video, and interactive content meant to attract and engage users. It represents a powerful creative opportunity, allowing campaigns to deliver far greater impact to TID's expansive audience. TID's website receives over 18,000 unique monthly views and the average CTR is 1.28%.

Digital:(1) Audience Extension 185,000 Guaranteed Impressions (Dates: 6 months)

Guaranteed impression retargeting campaign to our audience of subscribers to the magazine, issue promo e-newsletter, and site users of tradeandindustrydev.com. This works across different channels, including Google Ads Network, YouTube, Facebook.

Added Value:

Featured Online Content (Duration of Run: 12 months)

The Featured Online Content is an article, provided by you and housed on the website TID.com and can include photos and/or videos. It has placement on the State, Region, in your related articles on your listing and tagged to all appropriate Industry Channels. Initially, the article is posted to the T&ID website's home page in the Featured Location Carousel then is archived on the Featured Location page indefinitely.

Print: Resource Guide. (Issue: Q4 2023, Q1 2024, Q2 2024, and Q3 2024)

Your listing in the Resource Guide section of these issues provides contact information to over 85,000 site decision makers.

Digital: Video (Dates: 12 months) Texas State Page and SW Region page-videos can be changed out

Videos reside on the Texas State page and SW Region page and agency pages on tradeandindustrydev.com.

Featured Agency Page of the state of Texas: Duration: 12 months)

Your Featured Listing includes priority placement as Featured Agency of Texas with an Enhanced Agency Page on the T&ID website that includes agency contact information with e-mail & URL links and logo along with enhanced

features: 500–750-character description of the organization or venue, social links, video, logo, header/masthead image in addition to 4-6 gallery images.

Full Rate: \$ 29,212

Edinburg Net Rate: \$ 21,500



EXHIBIT 3

Expansion Solutions

EXPANSION[®]

Where Progressive Companies Meet Growing Communities

SOLUTIONS

PROPOSAL

Where Progressive Companies Meet Growing Communities.



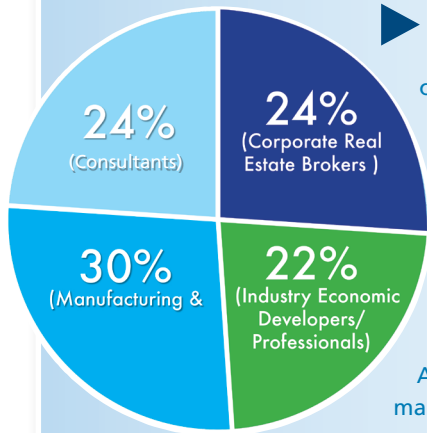
ExpansionSolutionsMagazine.com

PRINT | DIGITAL | ANALYTICS
ONLINE | SOCIAL MEDIA | CUSTOM CONTENT
LEADGEN PROGRAM | eNEWSLETTER | AD DESIGN
CONFERENCE COVERAGE | MEDIA TOURS
ONLINE BRANDING CAMPAIGNS

About Expansion Solutions Magazine

55,000

20,000 Print Circulation
35,000 Digital Magazine Recipients



Expansion Solutions (ES) is a leading media outlet for world-class economic development content, key industry-related trends, education, and breaking economic development news. ES facilitates connections between expanding companies and economic development professionals while assisting in the growth and maintenance of key relationships between a vital community of business professionals with their fingers on the pulse of economic development.

Through our bi-monthly digital and print magazine, website, eNewsletter, social media and digital campaigns – ES has created a multi-layer platform for Site Selection Consultants, Corporate Real Estate Brokers, C-level Executives, SVPs, VPs and Economic Development Organizations to exchange ideas and collaborate.

As a full-service, multi-media company with a complete suite of tools available for branding, marketing, public relations, and business recruitment assistance, ES provides a full spectrum of services and assists in bridging the gap between corporate decision makers and public and/or private agencies seeking investment. Our mission is to provide outstanding, current event driven content to inform our readers of the latest trends, news, legislation, financial programs and insights crucial to facility planning.

Circulation

The readership of Expansion Solutions Magazine is comprised of more than 55,000 of the most powerful decision makers involved in corporate expansion and site selection. Additionally, ES provides its advertisers with bonus distribution at key industry-related conferences which correspond with highly-targeted industries featured throughout the editorial calendar. The ES digital edition, as well as archived issues are available at ExpansionSolutionsMagazine.com.

Digital Viewership 150,000 +/-

ExpansionSolutionsMagazine.com

Average Website Views: 150,000 +/-

Newsletter Recipients: 35,000 +/-

Social Media Followers:

- Twitter — 2,300 +/-
- LinkedIn — 4,700 +/-

Online

As a widely-used resource for professionals seeking content, information and research regarding site location or facility planning, industry trends, directory listings and much more, ExpansionSolutionsMagazine.com yields an average yearly viewership of over two million. This ensures online content and advertisements will be seen by the most qualified professionals who are actively engaged in business expansion and facility planning projects.

Delivering Brand Awareness

Brand awareness marketing campaigns have been part of Expansion Solutions' repertoire since its inception in 2002. We primarily handle marketing/branding campaigns in a variety of print, digital and social media platforms for cities, counties, regions, provinces, state agencies as well as other areas/locations from around the world. For example, the following list of state agencies have chosen to successfully promote their brand through ESM:

Digital Media Campaigns

Our Digital Media campaigns with real-time reporting, utilize the large, yet extremely targeted database of key decision makers and influencers developed by ES through numerous proprietary resources. Our unique database can direct your display or video ads to our exclusive audience through social media channels and millions of websites across the internet. This allows you to connect with ideal prospects on a tremendous scale while working together with print/digital advertising to create an unparalleled, cohesive marketing impact for your organization.

Recommended Print / Digital Issues

➔ **September / October 2023:** Full Page Ad
Suggested Placement: Aviation Section or Client's Choice

Full List of Features for this Issue:

- | | |
|---------------------|----------------------|
| - Aviation | - Ports / FTZs |
| - Digital Media | - Outdoor Recreation |
| - Metal Fabrication | - Forestry & Lumber |

➔ **November /December 2023:** Full Page Ad
Suggested Placement: Advanced Mfg. or Healthcare Section - Client's Choice

Full List of Features for this Issue:

- | | |
|--------------------------------|------------------|
| - Advanced Manufacturing | - Healthcare |
| - Food Production & Processing | - Certified Site |

➔ **January/February 2024:** Full Page Ad
Suggested Placement: Logistics or Medical Device Mfg. - Client's Choice

Full List of Features for this Issue:

- | | |
|-----------------------|--------------------|
| - Medical Device Mfg. | - Plastics |
| - Data Centers | - Cyber Security |
| - Logistics | - Renewable Energy |

➔ **March/April 2024:** Full Page Ad *"Annual Texas Economic State Review"*
Suggested Placement: Texas Annual Review, Aerospace & Defense or Automotive Section

Full List of Features for this Issue:

- | | |
|-----------------------|------------------|
| - Aerospace & Defense | - Transportation |
| - Automotive | - Shovel Ready |
| - Retail | - Headquarters |

Issue Included in the Digital Edition –

All print advertisements will be in the digital version of the magazine; this includes live links on your advertisement. The digital magazine will be archived and available for several years on our website. The digital version of the publication will be featured in the E-Newsletter.



Digital Homepage Recommendation

Ad position based on availability at time of purchase.

Homepage Premium Rectangle

Ad Unit Size: 300 x 600

12 Month Renewal (8/15/23 – 7/14/24)

Note:

Our homepage captures our entire audience of site selection consultants, C-level executives, and economic developers.

Our site is then designed for our audience to drill down from the homepage to research expansion strategies by location and/or industry.

The screenshot displays the EXPANSION SOLUTIONS MAGAZINE homepage. At the top, a navigation bar includes links for Home, Magazine, News, Industry, Location Resources, Virtual Site Tours, Discussion, and Events & Training. A prominent banner on the right reads "WHERE FINTECH BREAKS THROUGH." Below the navigation, the page is organized into several sections: "Economic Development News" featuring articles like "EBDA Board Approves Assistance for Three Established Companies and Three Startups in Iowa" and "SC Ports Handle Nearly 3 Million TEUs in 2022"; "Sponsored Spotlights" highlighting "Clinton County, Ohio Strategically and centrally located." and "Our Next Economic Gigaport: Building the Key to Economic Growth"; "Featured Videos" including "The Corporation of the City of Madison" and "Working in Licking County"; "Most Read Articles" with a highlighted article "FLEXIBLE TALENT FOR ANY INDUSTRY" in Edinburg, TX; "State & International Reviews" covering "Central New York - Primed for Semiconductor Manufacturing" and "Wilmington's Next Horizon"; and a "Current Issue" section for the "EXPANSION SOLUTIONS MAGAZINE". A "Stay Connected" sidebar on the right shows social media follow counts for Facebook (136), Twitter (2,279), LinkedIn (500+), and YouTube (61).

➡ Digital Article Sponsor

(Availability will vary depending on time of commitment – Articles listed below are currently available)

- 1) Medical Device Manufacturing (Releases Feb “24)
- 2) Texas Economic Development Review (Releases April “24)
- 3) Aerospace & Defense Feature (Releases April “24)

Article Featured on the Homepage for 2 months
Article Featured on the Industry or Location Page for 12 Months
Exclusive to one advertiser / Ad will appear above-the-fold
Articles will be Google compliant / tagged / searchable / shareable
Articles featured in Bi-Monthly E-Newsletter
Promoted on our Social Media Outlets

150,000 Website Viewership

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Recommended Digital E-Newsletter Sponsorships

➔ E-Newsletter Sponsorship –

Size Unit Size: 180 x 150

Bi – Monthly E-newsletter (35,000+ recipients)

Limited Advertisers

Availability could change based on time of commitment – Currently Available

April Release '24 (Released April '24)

Featuring Texas, Aerospace / Defense and Automotive

Availability could change based on time of commitment – Currently Available

Digital Article Reach:

35,000 E-Newsletter Subscribers

EXPANSION SOLUTIONS

LEADING SOURCE OF ECONOMIC DEVELOPMENT NEWS

Where Progressive Companies Meet Growing Communities

EXPANSION. DEVELOPMENT. RELOCATION.

MAGAZINE | NEWS | EVENTS

ADVANCED MANUFACTURING

The Crest of the Wave: Advanced and Additive Manufacturing

The skills needed by nearly all manufacturers soon will be shaped to some degree by the rapidly accelerating robotics and machine learning revolution, including automation, robotics, additive manufacturing, and artificial intelligence. [Read more...](#)

Trends in Healthcare and an Imperative for a focus on Workforce Development

How is the healthcare industry responding and performing? What challenges remain and are constraining the industry? What opportunities are on the horizon? [Read more...](#)

FOOD PROCESSING

Food Processing Market Strong, Despite Issues

As consumers adjust their food budgets by leaning more towards generic labels and away from the expensive brands, companies must adjust. [Read more...](#)

FEATURED LOCATIONS:

- Idaho Continues Record Growth in 2022
- Measuring Mississippi's Economic Might
- Central New York: Primed for Semiconductor Manufacturing
- Above and Below Ground: Nevada Holds the Key to Economic Growth
- Ontario: A Beacon for the Most Innovative and Driven Companies
- South Carolina: Leading the Race to the Top
- Yes, West Virginia: The Land of Business Opportunity
- Wyoming's Next Horizon

WHERE FINTECH BREAKS THROUGH.

[Learn more >](#) FLORIDA | THE FUTURE IS HERE >>>

RECENT NEWS AND JOB CREATION

- Charleston has deepest harbor on East Coast at 52 feet
- Ultium Cells LLC Announces Plans to Produce More Battery Cells Faster
- Saputo Cheese USA announces expansion at the Las Cruces Innovation and Industrial Park
- Essential Cabinetry Group to Expand Operations in Greenville County
- Executive Director Michael Brown Announces Departure From GOED
- More Class A Industrial Space Set for Development in Johnston County
- German Robotics Company to Locate Headquarters, Manufacturing in Cherokee County
- Ford, SK On Make Significant Construction Progress at BlueOval SK Battery Park
- Agricultural Technology Startups Take Root in Wisconsin
- British Chemical Manufacturer to Build its First U.S. Facility in Acadiana

Nevada Governor's Office of ECONOMIC DEVELOPMENT

EMPOWERING SUCCESS

Why Nevada

DECEMBER 2022

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December issue features leading content on the

2023 / 24 Proposal

Print / Digital Issues

➔ Select **three** Print / Digital Issues from the recommended list below:

Ad Size: Full Page Ad

- **Sept/Oct 2023** – Ad Material Due Date: 8/24/23
 - ✓ Aviation Feature
 - ✓ Metal Fabrication Feature
- **Nov/Dec 2023** – Ad Material Due Date: 10/13/23
 - ✓ Healthcare Feature
 - ✓ Advanced Manufacturing Feature
 - ✓ Food Production Feature
- **Jan/Feb 2024** – Ad Material Due Date: 12/08/23
 - ✓ Medical Device Manufacturing Feature
 - ✓ Logistics Feature
- **Mar/Apr 2024** – Ad Material Due Date: 2/16/24
 - ✓ Aerospace & Defense Feature
 - ✓ Automotive Feature
 - ✓ Texas Economic Annual Review

Digital Components

➔ **Homepage Feature Premium Rectangle:**

Ad Unit Size: 300 x 600

Timeframe: 12 Months (8/15/23-7/14/24)

➔ **Select *two* Industry Article Sponsorships:**

Ad Unit Size: 300 x 600

- Medical Device Manufacturing (Releases Feb “24)
- Texas Economic Development Review (Releases April “24)
- Aerospace & Defense Feature (Releases April “24)

➔ **1x E-Newsletter:**

Ad Unit Size: 728 x 90

April 2024 E-Newsletter (Releases April “24)

- ✓ Featuring Aerospace & Defense
- ✓ Featuring Automotive
- ✓ Featuring the Texas Economic Annual Review

Editorial Schedule

Issue	Special Features
September/ October	Aviation Digital Media Metal Fabrication Ports/FTZs Outdoor Recreation
November/ December	Advanced Manufacturing Food Production & Processing Healthcare Certified Sites Oil, Gas and Coal Production Opportunity Zones

2023

2024

Issue	Special Features
January/ February	Logistics Data Centers Medical Device Mfg. Plastics Cyber Security Green Development
March/ April	Aerospace & Defense Automotive Retail Transportation Shovel Ready Sites Headquarters
May/ June	Biotech Financial & Business Services Food Processing Ports Science & Tech Parks Rail

Package Total: \$20,000 Net

One-Time Invoice – October 2023

Multi-Item rates applied, additional 20% discount given for custom package.

EXHIBIT 4

Team Texas

TEAM TEXAS

2024

PLAYBOOK

Founded in 1986, Team Texas is the member-based state business attraction program through Texas Economic Development Council, the professional association for Texas economic developers.



BIG. BOLD. TEXAS.

The Team Texas model is designed to give our local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation and expansion within the state.



WELCOME

A NOTE FROM THE CHAIR

Howdy! As Chairwoman of Team Texas, it is my privilege to introduce to you the 2024 Team Texas Playbook. Your Team Texas Advisory Council has worked diligently this year to ensure that we have a fantastic line up of marketing opportunities that will provide value to every community (large and small) in the Great State of Texas. This year's plan, crafted with your feedback, reflects those efforts.

As the Texas marketing effort led exclusively by member EDOs since 1986, we are uniquely qualified to spread a global message to highlight the diversity our state offers to a wide range of prospects and multipliers. Team Texas provides your organization with the tools you need to build your marketing reach and engage with prospects in a cost-effective way. We have a proven track record of pipeline building and project wins and we anticipate this year will be no exception.

Please take a look at our program of work in the pages that follow and figure out how best to maximize your community's effort with Team Texas. You won't regret it.

As always, please reach out to me or Cori or any of the Team Texas Advisory Council members if we can help in any way.

Thanks again for your continued support of Team Texas and here's to a successful 2024!

#GoTeamTexas

Warm regards,

A handwritten signature in black ink that reads "Danielle Scheiner".

Danielle Scheiner
2024 Team Texas Advisory Council Chair
Conroe EDC

Vision

Our vision is for Texas' continued economic strength and promotion of Texas as the best state for a myriad of industries to the benefit of the residents and employers in our communities.

Mission

Our mission is to collaborate as economic developers promoting Texas as the choice for investment and job creation.



THE TEAM TEXAS MODEL



Going back to the Team Texas mission of creating opportunities for our members, the Team Texas model is designed to give our local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation to and expansion within the state.

Once a prospect is interested in Texas, it falls on our local communities to court them and close the deals. State incentives are negotiated through The Office of the Governor. Team Texas partners with Go Big in Texas to share a unified message about doing business in Texas, amplify our presence during marketing events in which our programs align, and cover the remaining ground not covered in each other's programs.

STRATEGIC PLAN

Team Texas works towards its mission of increased opportunities for new jobs, increased investment, and economic diversification by working within its two strategic catalysts:

- Lead Generation through Contact Creation
- National & Global Promotion

THE TEAM TEXAS MODEL

OUTBOUND MARKETING

Tradeshow Exhibitions

Team Texas will secure a booth space at our most attended and historically successful shows. Team Texas members are invited to join the Team Texas booth as “participant” – this means that the registered members will be assigned equal amounts of time to work at the booth on behalf of Team Texas.

Team Texas will facilitate activities and promotions to draw traffic to the booth where the working members will engage in conversations with potential new contacts and then complete in-take forms for each contact when appropriate.

Team Texas staff will distribute the information about the new contacts in a timely manner.

- Members may register using available credits or on a pay-to-play basis.

Hospitality Events

Texas is known for its hospitality, which is a sentiment Team Texas will develop through receptions and events throughout the year.

- Texas Party Under the Stars – Washington D.C.
Texas Party Under the Stars event is an add on to SelectUSA. To participate, you must attend the correlating show.

Road Shows

Economic developers' key industry contacts are consistently asked to get on the road to tour a location. To keep our competitive edge, Team Texas will host regular visits to markets with a high density of key contacts in order to grow and maintain relationships with those contacts without them having to pack their bags. While not everyone will be in every meeting, as participants will be split into teams, Team Texas staff will provide all contacts and notes from each meeting to every participant following the mission.

**Road Shows are prioritized for Team Texas members' who invest at Player level. Participation is based on first-come-first serve basis.

"We tried Team Texas for the first time in 2021-2022. The strategy works! From road shows to trade shows, hundreds of leads are generated of companies all sizes considering Texas. From the lead list, Lancaster staff contacts each with custom emails and follow up with phone calls. As a result, we had approximately 20 site visits and have ongoing communications. We also connected with several leads we are already working, allowing for face-to-face interaction and relationship building. In my opinion with almost two decades of Texas economic development experience, if you work the leads from the shows, Team Texas is the best tool in the box."

- SHANE SHEPARD, ECONOMIC DEVELOPMENT DIRECTOR
CITY OF LANCASTER

THE TEAM TEXAS MODEL

IN-BOUND MARKETING

Team Texas Economic Summit

Once again, Team Texas will partner with Consultant Connect to host an exclusive member-only summit. The Team Texas Economic Summit is a two-day event that includes at least six active consultants for robust content, networking, and a VIP hospitality event. Team Texas members will be able to attend, at a minimum, the conference programming as a part of their membership at no extra cost. Similar events around the country may cost attendees up to \$3,000 to participate, making this Team Texas' most anticipated annual event.

2024 Economic Summit

Location: To Be Announced

Dates: The Economic Summit will be hosted the last week of August.

*Additional Details coming soon.

DIGITAL MARKETING

Digital Lead Generation

Team Texas will use web analytics to determine who is exploring Texas options and will work to qualify and then distribute those contacts to qualifying members.

STRATEGIC BRAND ALIGNMENT

Sponsorships

One way to raise our brand's visibility is through strategic sponsorships, in which Team Texas invests in a conference to gain exposure while also receiving some participation benefits. Team Texas Members will receive information on how to participate in 2024.

T E A M



2024 CALENDAR OF EVENTS

DATES	WHAT	WHERE	ACTIVITY	REGISTRATION
Jan 17-18	Road Show	Southern CA	Road Show*	\$2500
Feb 6-8	PLASTEC	Anaheim, CA	Trade Show Exhibitor	\$1500
Mar 19-20	Road Show	Chicago, IL	Road Show*	\$2500
April 6-10	IAMC Spring	Greenville, SC	N/A	N/A
April 9-11	MRO Americas	Chicago, IL	Trade Show Exhibitor	\$1500
May 1-2	Road Show	Canada	Road Show*	\$2500
June 23-26	SelectUSA	Washington, DC	Trade Show Exhibitor	\$1500
June 23-26	Party Under the Stars	Washington, DC	Hospitality Event	\$1000
July 24-25	Road Show	New York	Road Show*	\$2,500
Last Week of August	Texas Economic Summit	TBD, TX	Member-Consultant Event	Basic Entry Included
Sept 9-14	IMTS 2024	Chicago, IL	Trade Show Exhibitor	\$1500
Sept 14-18	IAMC Fall	Quebec City	N/A	N/A
Oct 15-17	FABTECH 2024	Orlando, FL	Trade Show Exhibitor	\$1500
Nov 6-7	Gold & Platinum Road Show	Overseas	Road Show*	\$2500
Dec 11-12	Small Town Road Show	California	Road Show*	\$2,500
*Indicates Events Prioritized to Platinum, Gold, and Bronze Members.				

2024 MEMBERSHIP

GENERAL MEMBERSHIP

\$3,500

****Included in all membership levels**

- Hyperlinked listing on the Team Texas website
- Receipt of quarterly newsletter
- Relocation/Expansion Announcement Distribution
- Team Texas social media engagement
- Option to participate in select Team Texas events throughout the year
- Use of Team Texas Logo on organization website or marketing materials.
- Complimentary invitation for member to annual VIP Membership event (Economic Summit - Value of \$2,000)



Economic Summit 2023

2024 TEAM TEXAS PLAYER LEVELS

PLATINUM MEMBERSHIP

\$28,000

- Access to all contacts generated through Team Texas events and digital lead generation
- Four (4) registration to Team Texas events valued at \$2,500 (Road Show) with automatic registration and option to opt out
- One (1) registration to Exclusive Platinum and Gold Road Show (\$2500)
- Eleven (11) registrations to Team Texas events valued up to \$1,500 each - (Trade Shows)
- Four (4) registrations to Team Texas hospitality events valued up to \$1,000 each including the Party Under the Stars for 2023
- One registration to the Economic Summit plus one additional registration (\$4000)
- Exclusive Platinum, Gold and Host City breakfast with site consultants at the Economic Summit.
- Organization logo recognition on annual Team Texas member signage
- Option to participate in ALL Team Texas events throughout the year
- Priority access to all Team Texas events

GOLD MEMBERSHIP

\$15,000

- Two (2) registration to Team Texas events valued at \$2,500 (Road Show)
- One(1) registration to Exclusive Platinum and Gold Road Show (\$2500)
- Six (6) registrations to Team Texas events valued at \$1,500 each (Trade Show)
- Two (2) registrations to Team Texas events valued at \$1,000 each - This includes the Party Under the Stars for 2023
- Option to participate in ALL Team Texas events throughout the year
- Exclusive Platinum, Gold and Host City breakfast with site consultants at the Economic Summit.
- Access to all contacts generated through digital lead generation
- Organization name recognition on annual Team Texas member signage

BRONZE MEMBERSHIP

\$8,000

- One (1) registration to Team Texas events valued at \$2,500 (Road Show)
- Three (3) registrations to Team Texas events valued at \$1,500 each (Trade Show)
- One (1) registration to Team Texas events valued at \$1,000 each -This includes the Party Under the Stars for 2023
- Option to participate in ALL Team Texas events throughout the year

**Substitutions will be considered on a case by case situation.

READY TO JOIN TEAM TEXAS?

**CONTACT US TO START YOUR
TEAM TEXAS JOURNEY TODAY**

GoTeamTexas.com/Join-Team-Texas

info@goteamtexas.com



TELEPHONE

512.480.8432



WEBSITE

www.goteamtexas.com

EXHIBIT 5

Retail Strategies



retail strategies

Retail Development Services

Edinburg, Texas
9/5/2023

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.



RETAIL STRATEGIES

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.



RETAIL STRATEGIES

Our Service



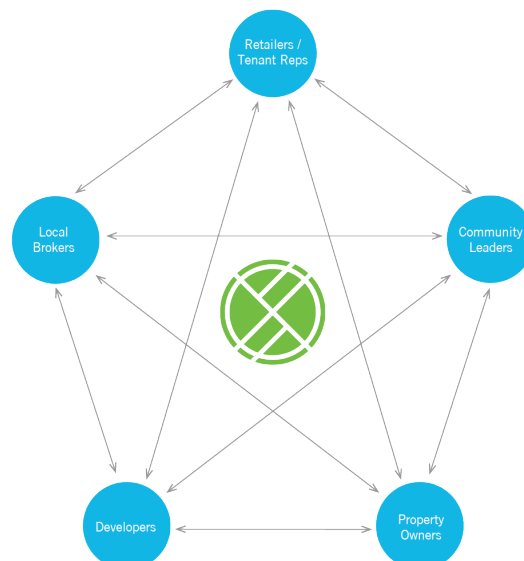
Discover: Real Estate Analysis

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



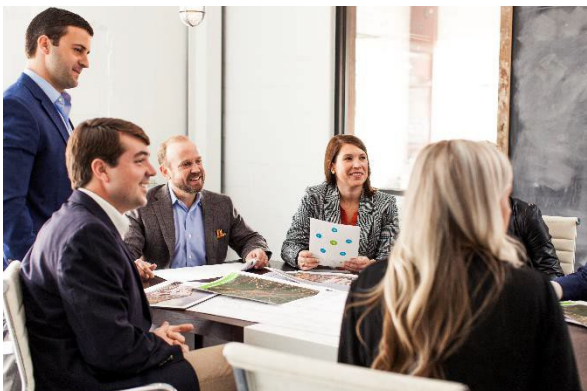
Discover: Community Input

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

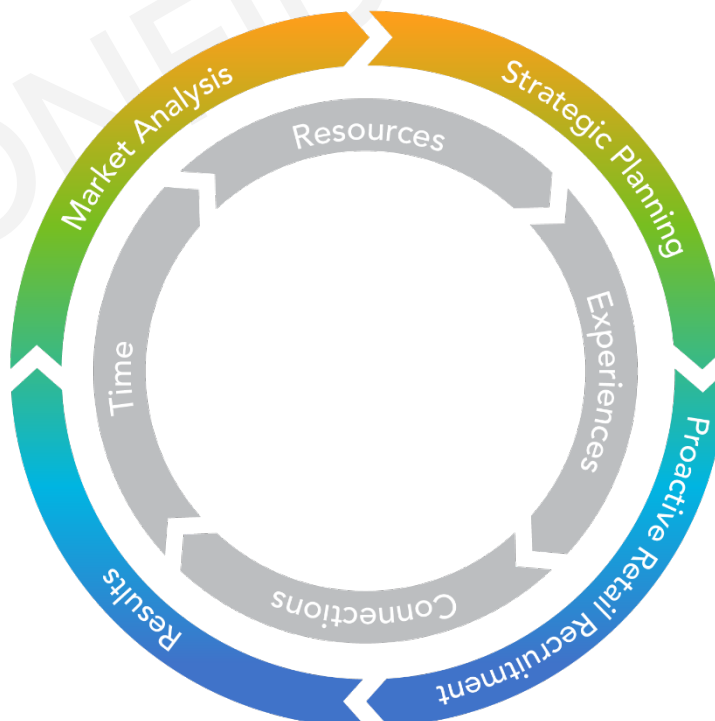


Connect: Retail Recruitment

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.





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

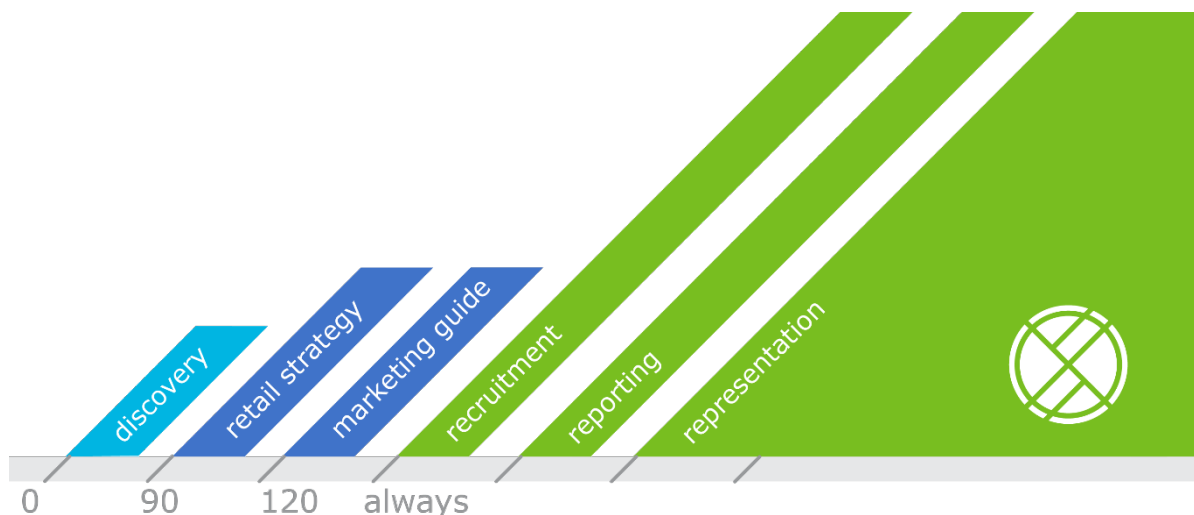
Scope of Services

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

EXHIBIT 6

Nexstar Media/ Valley Central



Multiplatform Marketing Campaign

6-month campaign

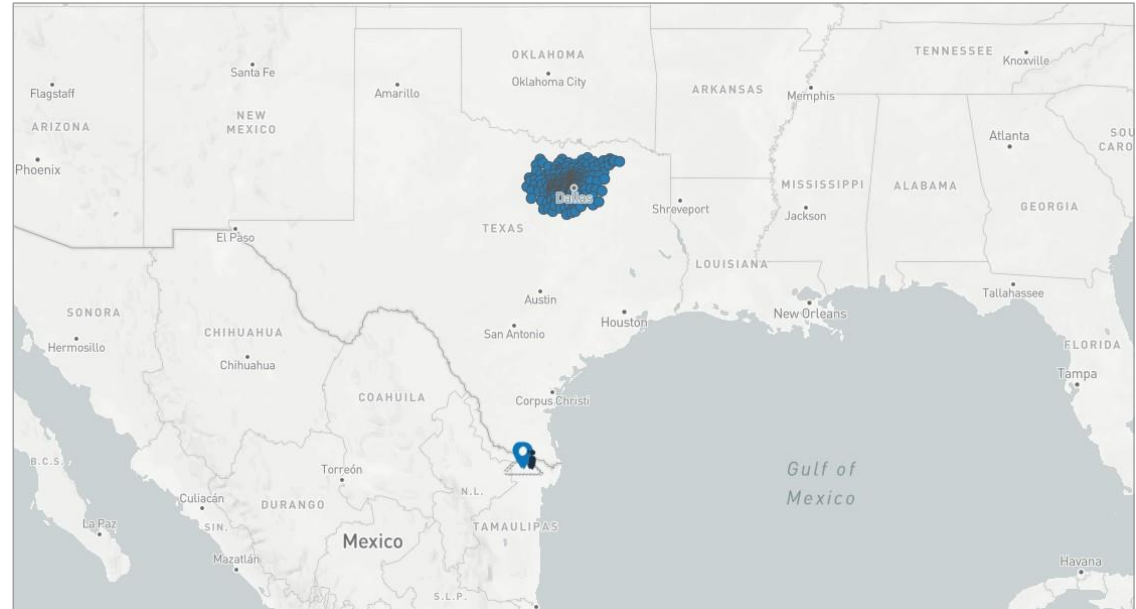
Nexstar Media - Harlingen / Weslaco / Brownsville / McAll...

Cindy Velasquez

CVelasquez@nexstar.tv

About Our Business

Nexstar Media Group is America's largest local television and media company with 199 full power stations (including partner stations) in 116 markets addressing nearly 68% of US television households and a growing digital media operation. Nexstar's platform delivers exceptional local content and network programming to inform and entertain viewers, while providing premium, scalable local advertising opportunities for advertisers and brands across all screens and devices.



Recommended Campaign Product Listings



Addressable Display



GeoFence
Retargeting



GeoVideo
Retargeting



Addressable CTV 90

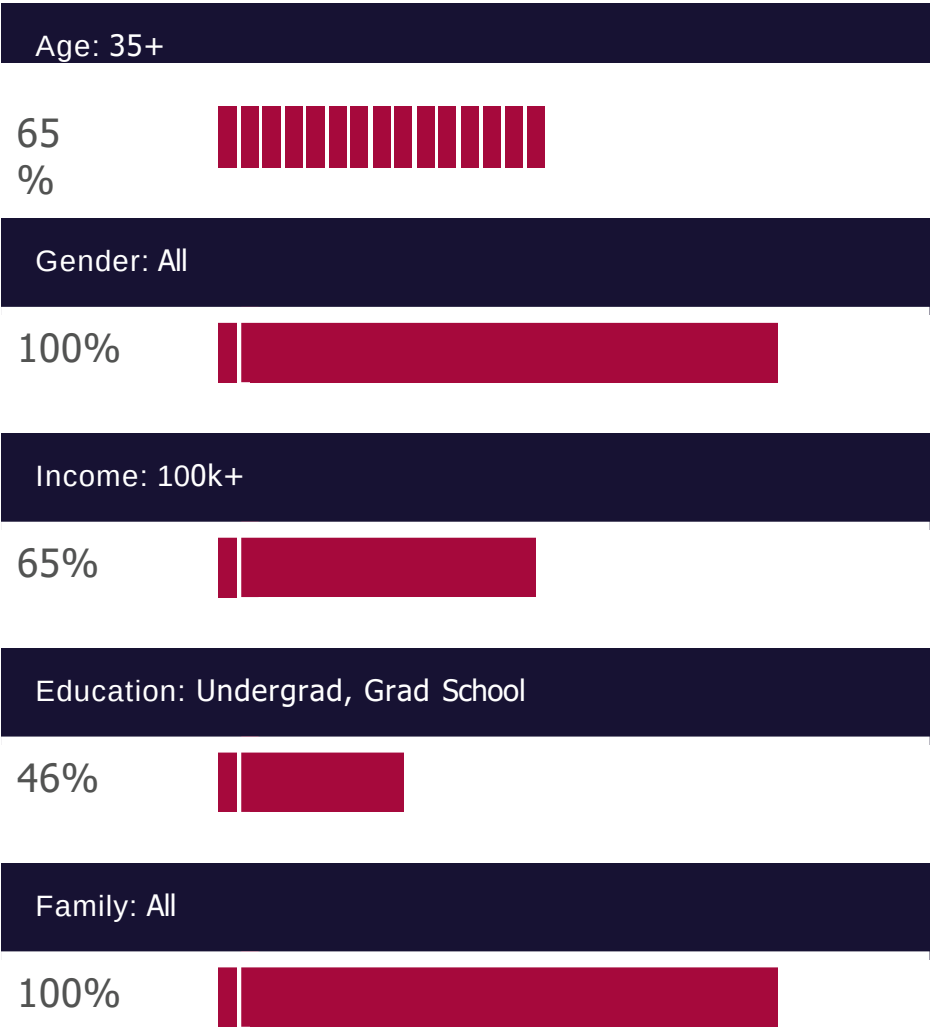


Broadcast Television

YOUR TARGET AUDIENCE



Demographics



Interests

Business & Industrial

Target Customers

Age: 35+

Sex: All

Education: Undergrad, Grad School

Family: All

Income: 100k+

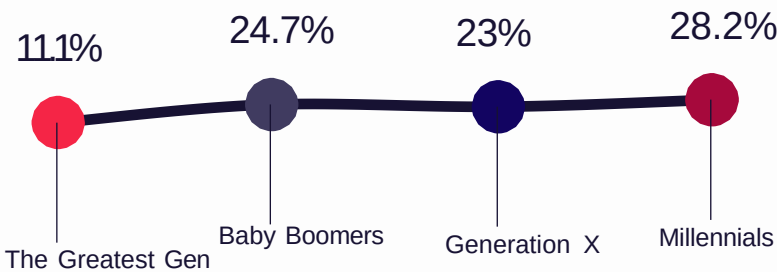
Where We'll Find Your Target Audience*

entrepreneur.com	businessinsider.c...	bloomberg.com	wsj.com
oilprice.com	businessnewsdai...	money.cnn.com	baltimore.cbsloc...
azdailysun.com	cnn.com	almanac.com	backyardchicken...
equinenow.com	classadrivers.com	truckersforum.net	truckingboards.c...
ncaa.com	hoopshype.com	covers.com	thenest.com
marthastewart.com	greatschools.org	everydayfamily.c...	todaysparent.com
craftgawker.com	usmagazine.com	education.com	enotes.com
families.com	rottentomatoes.c...	elle.com	fandango.com
cosmopolitan.com	edmunds.com	overstock.com	bhg.com
espn.go.com		caranddriver.com	nadaguides.com
hgtv.com			

*Targeting based on demographics, industry, and audience interests selected. The above list represents sample sites.



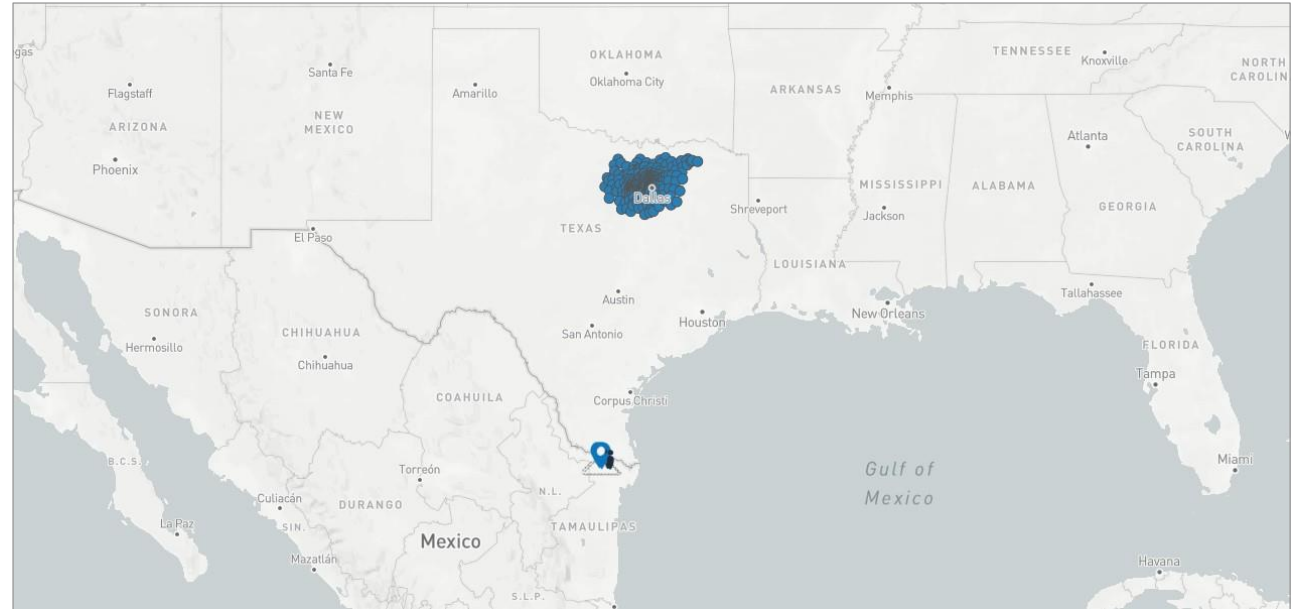
Local Population Composite



GEOFENCE & GEOVIDEO

How it Works

A predefined area around a specific location. Ads are only served to consumers inside the fence. We leverage variable location targeting with GPS services to serve these ads. Use hyper local targeting to reach your customers based on their actual behavior. Tap into real world re-targeting by continuing to serve these consumers ads once they leave the fence. Mobile only ads served inside of apps and on websites as well.



Sample Target Locations: Locations Can Be Changed Monthly

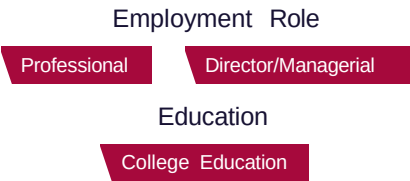
Mc Allen-Hidalgo International Bridge, International Boulevard, Hidalgo, TX, USA | 500m

Pharr International Bridge, Pharr, TX, USA | 500m

Target Segments

Reach your audience with even more precision by leveraging industry-leading data sources to deliver ads with enhanced location precision. With AI-powered optimizations, your message will be delivered to the most relevant audience on the highest-quality sites, apps, and networks with Addressable X.

Sample Demographic

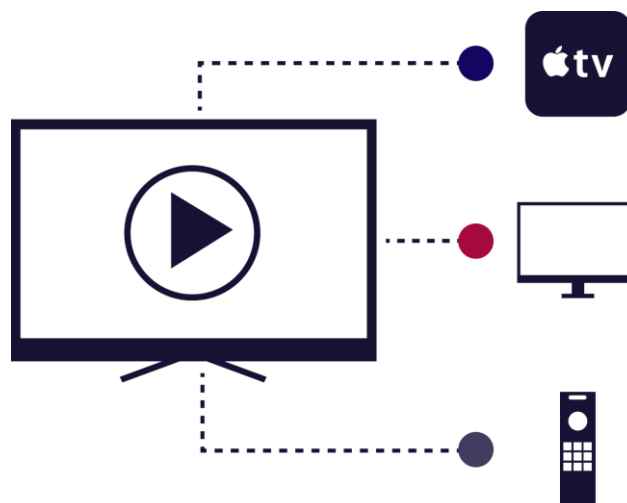


About Connected TV

The connected TV penetration rate in the United States rose to an all time high in 2022, with 87 percent of American households owning at least one internet-connected TV device.

<https://www.statista.com/statistics/294654/connected-tv-penetration-rate-usa>

Number of Connected TV Users



Over the past 5 years, tv viewers have embraced connected devices from brands like Amazon Fire TV, Apple TV, Roku and many others — as a way to watch programming.

Adults spend 2 hours and 41 minutes each day streaming online video.

Sources: <https://www.insiderintelligence.com/content/us-time-spent-with-media-2022>

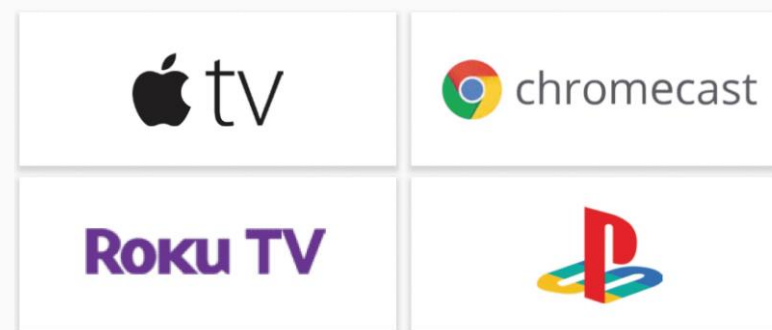
46% of adults watch video on a connected device daily. This is up from 40% in 2020 and 25% in 2017.

Sources: <https://www.leichtmanresearch.com/46-of-adults-watch-video-via-a-connected-tv-device-daily>

Networks Your Ad May Appear on



Devices Included:



YOUR STREAMING AUDIENCE

AUDIENCE MATCH

MRI | SIMMONS

Demographics and Psychographics supported by
Winter 2022 MRI-Simmons USA
Retrieved from Simmons Insights Database



History



Discovery



Smithsonian Channel



Bloomberg



Fox Business



CNBC



Science Channel



HGTV



ABC



Fox News



Outdoor Channel



Bravo



NBC



National Geographic



TLC



Travel Channel



ABC Action News



ABC News



ESPN News



NBC News

Recommended :15 Second Commercial Schedule

Demo: CS-Households CS.RTG

Station	Program Name	Time	Len	Spots
SVEO				
SVEO	CBS 4 NEWS SUNRISE	Mo-Fr 5:00a-7:00a	:15	9
SVEO	CBS THIS MORNING	Mo-Fr 7:00a-9:00a	:15	10
SVEO	CBS 4 NEWS @ 12N	Mo-Fr 12:00p-12:30p	:15	10
SVEO	JEOPARDY	Mo-Fr 3:00p-3:30p	:15	10
SVEO	CBS 4 NEWS VALLEY AT 6	Mo-Fr 6:00p-6:30p	:15	6
SVEO	WHEEL OF FORTUNE	Mo-Fr 6:30p-7:00p	:15	2
SVEO	CBS 4 ROTATOR	Mo-Su 5:00a-12:00a	:15	10
SVEO	CBS 4 VALLEY WEEKEND EDTN	Sat 6:00p-6:30p	:15	2
SVEO	WHEEL OF FORTUNE	Sat 6:30p-7:00p	:15	2
SVEO	CBS4 NEWS AT TEN WEEKEND	Sat 10:00p-10:35p	:15	2
SVEO	CBS 4 NEWS AT TEN WEEKEND	Sun 10:00p-10:35p	:15	2

General Summary (CS-Households CS.RTG)

Description	Spots	Impressions (000)	Reach	Freq	Population
SVEO	65	419.898	56.8	2.5	292,798

Recommended :15 Second Commercial Schedule

Demo: CS-Households CS.RTG

Station	Program Name	Time	Len	MY 1	MY 8	MY 15	MY 22	Spots
KGBT								
KGBT	KGBT Rotator	Mo-Su 5:00a-12:00a	:30	10	10	15	15	50

General Summary (CS-Households CS.RTG)

Description	Spots	Impressions (000)	Reach	Freq	Population
KGBT	50	22,550	1.1	5.0	403,470



KGBT – myTV Programming

Marketing Campaign Re-Cap



Products	Details
 Addressable Display Banner Ads	62,500 IMPRESSIONS PER MONTH
 GeoFence Retargeting	57,692 IMPRESSIONS PER MONTH
 GeoVideo Retargeting	35,714 IMPRESSIONS PER MONTH
 Addressable Targeted OTT	46,875 IMPRESSIONS PER MONTH
 Broadcast Television	65 :15 SECOND COMMERCIALS ON CBS4 100 :15 SECOND COMMERCIALS ON MYTV
RECURRING MONTHLY INVESTMENT	\$ 6,500 MONTH

Client Agreement

Start Date: October 2023

End Date: April 2024

Term: 6 MONTHS

Print Client Name

Client Signature

Nexstar Media KVEO - Harlingen / Weslaco
/ Brownsville / McAllen, TX Signature

SAMPLE TARGETED ZIP CODES

75001	75002	75006	75007	75009	75010	75013	75019
75022	75023	75024	75025	75028	75032	75034	75035
75038	75039	75040	75041	75042	75043	75044	75048
75050	75051	75052	75054	75056	75057	75060	75061
75062	75063	75065	75067	75068	75069	75070	75071
75074	75075	75077	75078	75080	75081	75082	75087
75088	75089	75093	75094	75098	75101	75104	75114
75115	75116	75119	75125	75126	75132	75134	75135
75137	75141	75142	75143	75146	75147	75149	75150
75152	75154	75157	75158	75159	75160	75161	75164
75165	75166	75167	75169	75172	75173	75180	75181
75182	75189	75201	75202	75203	75204	75205	75206
75207	75208	75209	75210	75211	75212	75214	75215
75216	75217	75218	75219	75220	75223	75224	75225
75226	75227	75228	75229	75230	75231	75232	75233
75234	75235	75236	75237	75238	75240	75241	75243
75244	75246	75247	75248	75249	75251	75252	75253
75254	75270	75287	75390	75401	75402	75407	75409
75415	75422	75423	75424	75428	75432	75441	75442
75448	75449	75450	75452	75453	75454	75469	75474

SAMPLE TARGETED ZIP CODES

75491	75495	75496	76001	76002	76006	76008	76009
76010	76011	76012	76013	76014	76015	76016	76017
76018	76020	76021	76022	76023	76028	76031	76033
76034	76035	76036	76039	76040	76041	76044	76049
76050	76051	76052	76053	76054	76058	76059	76060
76061	76063	76064	76065	76066	76067	76070	76071
76073	76078	76082	76084	76085	76086	76087	76088
76092	76093	76102	76103	76104	76105	76106	76107
76108	76109	76110	76111	76112	76114	76115	76116
76117	76118	76119	76120	76123	76126	76127	76129
76131	76132	76133	76134	76135	76137	76140	76148
76155	76164	76177	76179	76180	76182	76201	76205
76207	76208	76209	76210	76225	76226	76227	76234
76244	76247	76248	76249	76258	76259	76262	76266
76270	76272	76426	76431	76462	76486	76487	76490
76623	76651	76670					

GEOFENCE & GEOVIDEO SAMPLE TARGET LOCATIONS



Mc Allen-Hidalgo International Bridge, International Boulevard, Hidal...
1023 International Blvd, Hidalgo, TX 78557, USA
26.097 / -98.271
500m

Pharr International Bridge, Pharr, TX, USA
Pharr International Bridge, Pharr, TX, USA
26.077 / -98.2036
500m



Multiplatform Marketing Campaign

12-month campaign

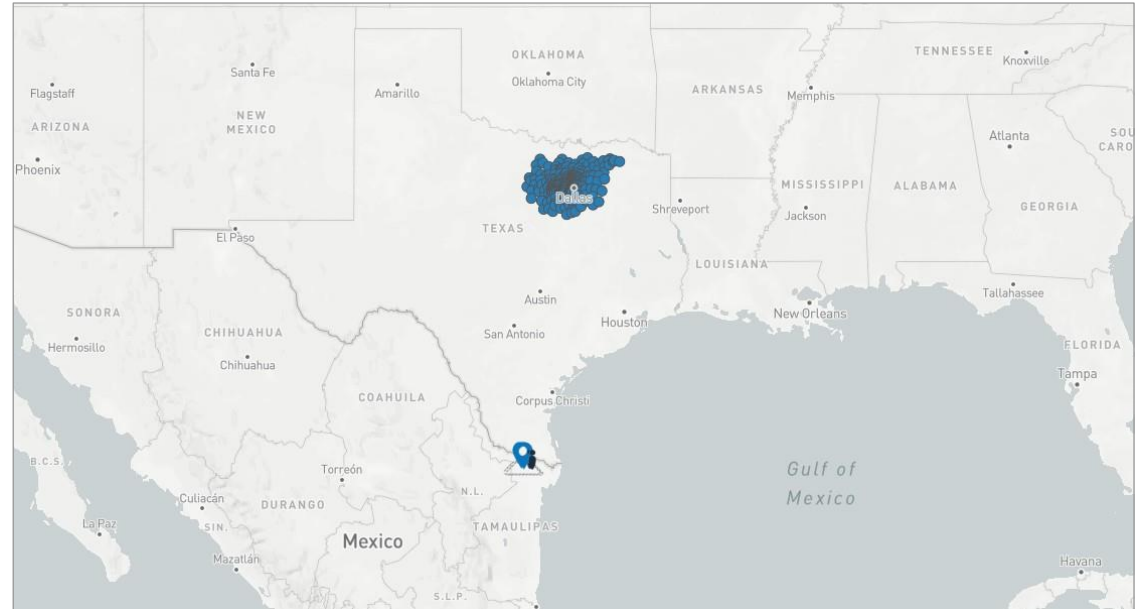
Nexstar Media - Harlingen / Weslaco / Brownsville / McAll...

Cindy Velasquez

CVelasquez@nexstar.tv

About Our Business

Nexstar Media Group is America's largest local television and media company with 199 full power stations (including partner stations) in 116 markets addressing nearly 68% of US television households and a growing digital media operation. Nexstar's platform delivers exceptional local content and network programming to inform and entertain viewers, while providing premium, scalable local advertising opportunities for advertisers and brands across all screens and devices.



Recommended Campaign Product Listings



Addressable Display



GeoFence
Retargeting



GeoVideo
Retargeting



Addressable CTV 90

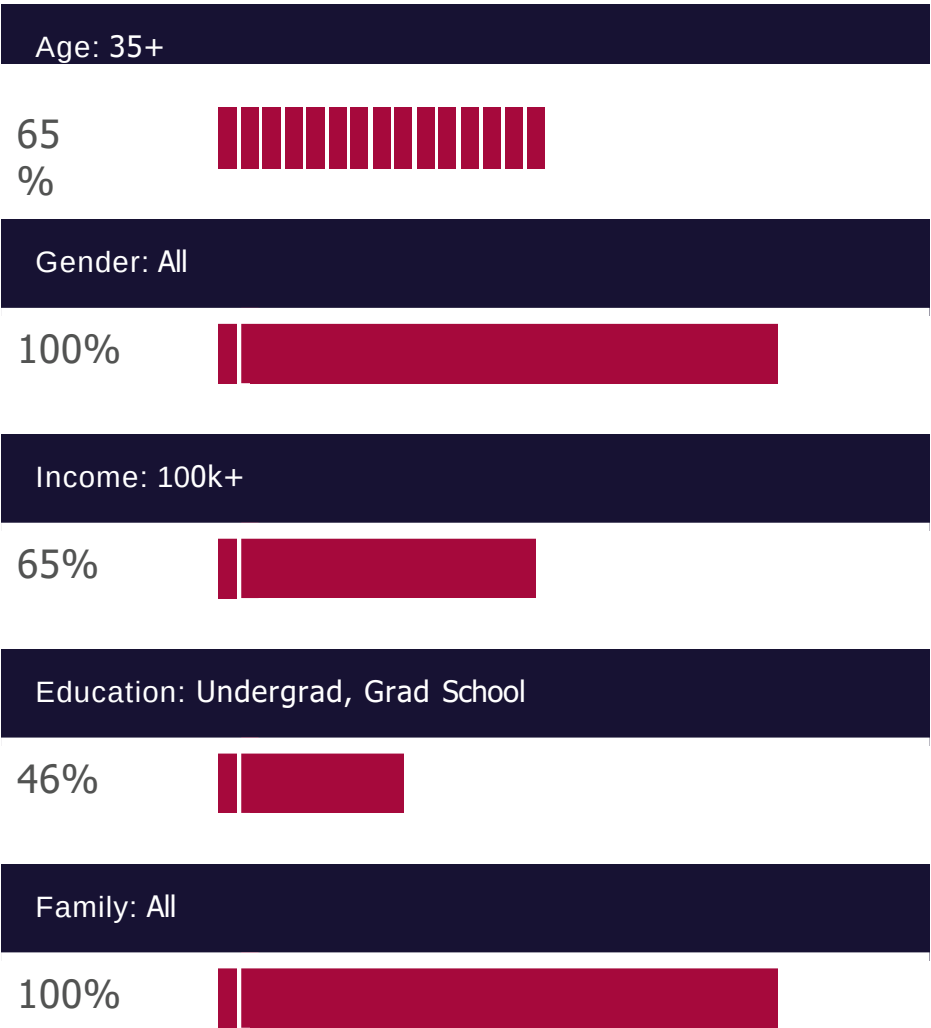


Broadcast Television

YOUR TARGET AUDIENCE



Demographics



Interests

Business & Industrial

Target Customers

- Age:** 35+
- Sex:** All
- Education:** Undergrad, Grad School
- Family:** All
- Income:** 100k+

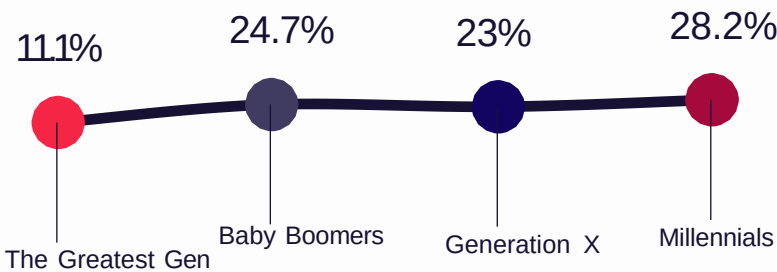
Where We'll Find Your Target Audience*

entrepreneur.com	businessinsider.c...	bloomberg.com	wsj.com
oilprice.com	businessnewsdai...	money.cnn.com	baltimore.cbsloc...
azdailysun.com	cnn.com	almanac.com	backyardchicken...
equinenow.com	classadrivers.com	truckersforum.net	truckingboards.c...
ncaa.com	hoopshype.com	covers.com	thenest.com
marthastewart.com	greatschools.org	everydayfamily.c...	todaysparent.com
craftgawker.com	usmagazine.com	education.com	enotes.com
families.com	rottentomatoes.c...	elle.com	fandango.com
cosmopolitan.com	edmunds.com	overstock.com	bhg.com
espn.go.com		caranddriver.com	nadaguides.com
hgtv.com			

*Targeting based on demographics, industry, and audience interests selected. The above list represents sample sites.



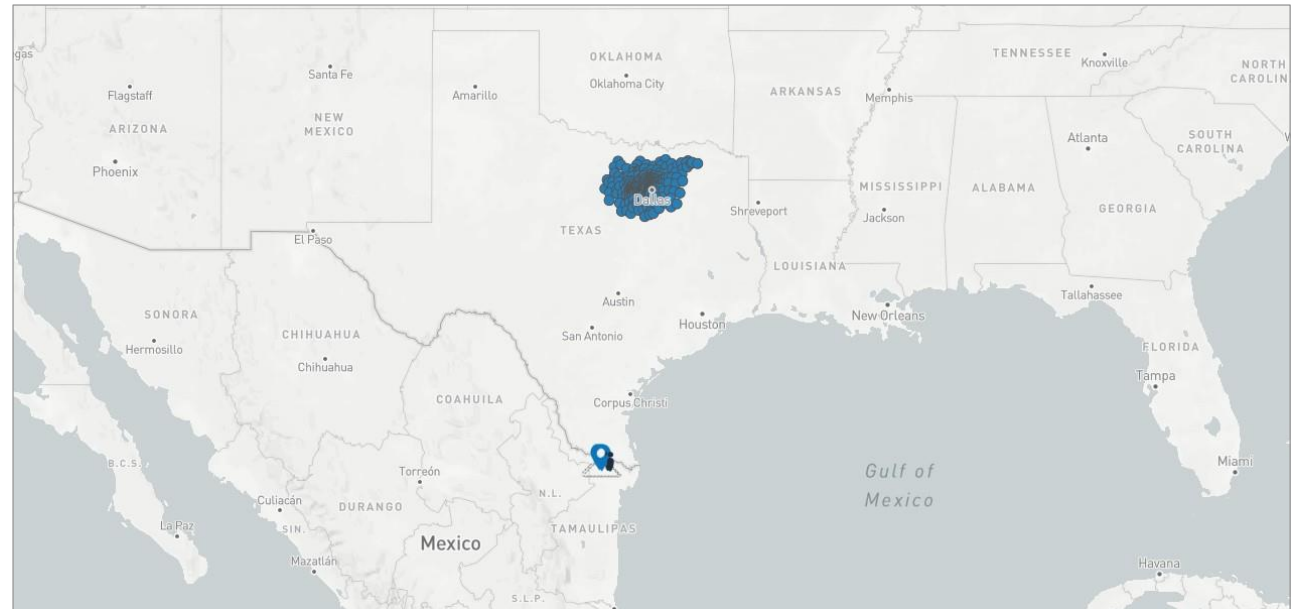
Local Population Composite



GEOFENCE & GEOVIDEO

How it Works

A predefined area around a specific location. Ads are only served to consumers inside the fence. We leverage variable location targeting with GPS services to serve these ads. Use hyper local targeting to reach your customers based on their actual behavior. Tap into real world re-targeting by continuing to serve these consumers ads once they leave the fence. Mobile only ads served inside of apps and on websites as well.



Sample Target Locations: Locations Can Be Changed Monthly

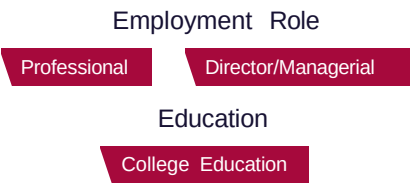
Mc Allen-Hidalgo International Bridge, International Boulevard, Hidalgo, TX, USA | 500m

Pharr International Bridge, Pharr, TX, USA | 500m

Target Segments

Reach your audience with even more precision by leveraging industry-leading data sources to deliver ads with enhanced location precision. With AI-powered optimizations, your message will be delivered to the most relevant audience on the highest-quality sites, apps, and networks with Addressable X.

Sample Demographic

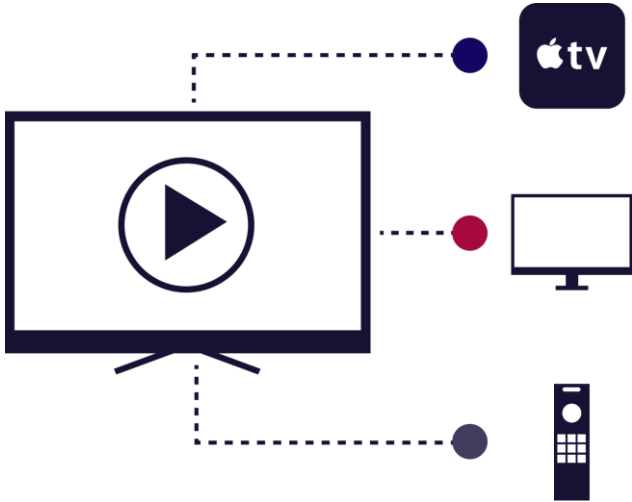


About Connected TV

The connected TV penetration rate in the United States rose to an all time high in 2022, with 87 percent of American households owning at least one internet-connected TV device.

<https://www.statista.com/statistics/294654/connected-tv-penetration-rate-usa>

Number of Connected TV Users



Over the past 5 years, tv viewers have embraced connected devices from brands like Amazon Fire TV, Apple TV, Roku and many others — as a way to watch programming.

Adults spend 2 hours and 41 minutes each day streaming online video.

Sources: <https://www.insiderintelligence.com/content/us-time-spent-with-media-2022>

46% of adults watch video on a connected device daily. This is up from 40% in 2020 and 25% in 2017.

Sources: <https://www.leichtmanresearch.com/46-of-adults-watch-video-via-a-connected-tv-device-daily>

Networks Your Ad May Appear on

Devices Included:

YOUR STREAMING AUDIENCE

AUDIENCE MATCH

MRI | SIMMONS

Demographics and Psychographics supported by
Winter 2022 MRI-Simmons USA
Retrieved from Simmons Insights Database



History



Discovery



Smithsonian Channel



Bloomberg



Fox Business



CNBC



Science Channel



HGTV



ABC



Fox News



Outdoor Channel



Bravo



NBC



National Geographic



TLC



Travel Channel



ABC Action News



ABC News



ESPN News



NBC News

Recommended :15 Second Commercial Schedule

Demo: CS-Households CS.RTG

Station	Program Name	Time	Len	Spots
SVEO				
SVEO	CBS 4 NEWS SUNRISE	Mo-Fr 5:00a-7:00a	:15	9
SVEO	CBS THIS MORNING	Mo-Fr 7:00a-9:00a	:15	10
SVEO	CBS 4 NEWS @ 12N	Mo-Fr 12:00p-12:30p	:15	10
SVEO	JEOPARDY	Mo-Fr 3:00p-3:30p	:15	10
SVEO	CBS 4 NEWS VALLEY AT 6	Mo-Fr 6:00p-6:30p	:15	6
SVEO	WHEEL OF FORTUNE	Mo-Fr 6:30p-7:00p	:15	2
SVEO	CBS 4 ROTATOR	Mo-Su 5:00a-12:00a	:15	10
SVEO	CBS 4 VALLEY WEEKEND EDTN	Sat 6:00p-6:30p	:15	2
SVEO	WHEEL OF FORTUNE	Sat 6:30p-7:00p	:15	2
SVEO	CBS4 NEWS AT TEN WEEKEND	Sat 10:00p-10:35p	:15	2
SVEO	CBS 4 NEWS AT TEN WEEKEND	Sun 10:00p-10:35p	:15	2

General Summary (CS-Households CS.RTG)

Description	Spots	Impressions (000)	Reach	Freq	Population
SVEO	65	419.898	56.8	2.5	292,798

Recommended :15 Second Commercial Schedule

Demo: CS-Households CS.RTG

Station	Program Name	Time	Len	MY 1	MY 8	MY 15	MY 22	Spots
KGBT								
KGBT	KGBT Rotator	Mo-Su 5:00a-12:00a	:30	10	10	15	15	50

General Summary (CS-Households CS.RTG)

Description	Spots	Impressions (000)	Reach	Freq	Population
KGBT	50	22,550	1.1	5.0	403,470



KGBT – myTV Programming

Marketing Campaign Re-Cap



Products	Details
 Addressable Display Banner Ads	62,500 IMPRESSIONS PER MONTH
 GeoFence Retargeting	57,692 IMPRESSIONS PER MONTH
 GeoVideo Retargeting	35,714 IMPRESSIONS PER MONTH
 Addressable Targeted OTT	46,875 IMPRESSIONS PER MONTH
 Broadcast Television	65 :15 SECOND COMMERCIALS ON CBS4 100 :15 SECOND COMMERCIALS ON MYTV
RECURRING MONTHLY INVESTMENT	\$ 6,500 MONTH

Client Agreement

Start Date: October 2023

End Date: September 2024

Term: 12 MONTHS

Print Client Name

Client Signature

Nexstar Media KVEO - Harlingen / Weslaco
/ Brownsville / McAllen, TX Signature

SAMPLE TARGETED ZIP CODES

75001	75002	75006	75007	75009	75010	75013	75019
75022	75023	75024	75025	75028	75032	75034	75035
75038	75039	75040	75041	75042	75043	75044	75048
75050	75051	75052	75054	75056	75057	75060	75061
75062	75063	75065	75067	75068	75069	75070	75071
75074	75075	75077	75078	75080	75081	75082	75087
75088	75089	75093	75094	75098	75101	75104	75114
75115	75116	75119	75125	75126	75132	75134	75135
75137	75141	75142	75143	75146	75147	75149	75150
75152	75154	75157	75158	75159	75160	75161	75164
75165	75166	75167	75169	75172	75173	75180	75181
75182	75189	75201	75202	75203	75204	75205	75206
75207	75208	75209	75210	75211	75212	75214	75215
75216	75217	75218	75219	75220	75223	75224	75225
75226	75227	75228	75229	75230	75231	75232	75233
75234	75235	75236	75237	75238	75240	75241	75243
75244	75246	75247	75248	75249	75251	75252	75253
75254	75270	75287	75390	75401	75402	75407	75409
75415	75422	75423	75424	75428	75432	75441	75442
75448	75449	75450	75452	75453	75454	75469	75474

SAMPLE TARGETED ZIP CODES

75491	75495	75496	76001	76002	76006	76008	76009
76010	76011	76012	76013	76014	76015	76016	76017
76018	76020	76021	76022	76023	76028	76031	76033
76034	76035	76036	76039	76040	76041	76044	76049
76050	76051	76052	76053	76054	76058	76059	76060
76061	76063	76064	76065	76066	76067	76070	76071
76073	76078	76082	76084	76085	76086	76087	76088
76092	76093	76102	76103	76104	76105	76106	76107
76108	76109	76110	76111	76112	76114	76115	76116
76117	76118	76119	76120	76123	76126	76127	76129
76131	76132	76133	76134	76135	76137	76140	76148
76155	76164	76177	76179	76180	76182	76201	76205
76207	76208	76209	76210	76225	76226	76227	76234
76244	76247	76248	76249	76258	76259	76262	76266
76270	76272	76426	76431	76462	76486	76487	76490
76623	76651	76670					

GEOFENCE & GEOVIDEO SAMPLE TARGET LOCATIONS



Mc Allen-Hidalgo International Bridge, International Boulevard, Hidal...
1023 International Blvd, Hidalgo, TX 78557, USA
26.097 / -98.271
500m

Pharr International Bridge, Pharr, TX, USA
Pharr International Bridge, Pharr, TX, USA
26.077 / -98.2036
500m

EXHIBIT 7

rgVision Magazine

June 27, 2023

Thank you for your interest in RGVision Magazine and our new look as we combine our education publication with RGVision - focusing on pressing issues in Healthcare, business, education, as well as quality of life for the Rio Grande Valley. We value strong relationships with our advertisers and would like to propose a partnership, rather than a mere media proposal. When your company invests in RGVision, you not only get results, but added value available nowhere else that is substantial to our area.

Entity Name: Edinburg EDC

The RGVision advertising campaign:

- RGVision Magazine– *Full Page Ad* - 6 issues (annual campaign rate) - \$2,200/issue
 - September/October 2023 issue
 - Nov/Dec 2023 issue
 - January/February 2024 issue
 - March/April 2024 issue
 - May/June 2024 issue
 - July/Aug 2024 issue

With the proposed above, you will receive the following added value:

1. RGVision will provide 2 additional pages to feature Edinburg EDC and topic of choice each issue reaching 42,000 readers as RGVision is circulated in over 400 locations.
2. Online Banner ad Campaign in monthly newsletter reaching 2,000 email contacts locally weekly linked to website of choice.
3. RGVision will provide Edinburg EDC a banner ad on the home page of rgvisionmagazine.com through out the campaign with over 36,000 impressions every month.
4. RGVision will promote Edinburg EDC with our Social media platforms every month with Facebook mentions and tags.
5. Online content to share through social media links on the home page of RGVisionmagazine.com

With this proposal, you are agreeing to the payment of \$2,200/issue OR PIF 10% DISCOUNT OF \$11,880 for a 6-issue/12 month campaign in the RGVision

Business/Medical/Education Magazine.

Thank you for your time and consideration, we look forward to working together. If you have any questions or concerns, please do not contact me, thank you!

Sincerely,
Gabriel Puente
Publisher

rgVision
publications

This quotation is good for 90 days. Any alterations from the above specifications will incur additional charges and will be added when invoiced. Upon acceptance please sign, date and fax or email to RGVision **Publications**

hesitate to contact me, 956.566.6598

Authorized Name and Signature:

Date:



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of Agreement with International Community Publications

1. **Agenda Item:**

Consider Approval of Agreement with International Community Publications.

2. **Description/Scope:**

International Community Publications includes proposals for marketing services with Mexico Industry and De Shopping en Texas.

3. **Estimated Timeline:**

FY 2023-2024

4. **Budget:**

Proposal \$40,000

Marketing Account \$420,000

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of ICP's proposal for a total of \$40,960.

7. **Justification:**

Implementing different marketing strategies for the EEDC can significantly benefit our growth and success. With well executed marketing campaigns we can reach new demographics and geographic areas, broadening our prospects base. To stay competitive in our industry, and maintain Top-Of-Mind Awareness, we need to promote the EEDC effectively.

/s/ Raudel Garza, EEDC
Executive Director

Attachments:

Attachment A: International Community Publications 2023-2024 Proposal

PRODUCT

UNIT PRICE

SUBTOTAL



PLATFORM WHY INVEST 12 MONTHS

\$1,000

\$12,000

October 2023 - September 2024

Invest in Edinburg Platform, can be updated as needed. Added Value: 6 notes on Mexico Industry website, 6 notes on Invest in Mexico website, 4 notes on Mexico Industry Invest Newsletter.



FULL PAGE 12 ISSUES

\$1,280

\$15,360

October 2023 - September 2024

Added value: Four half page editorials on printed magazine for events, restaurants, stores, etc., One monthly post on Social Media +60K followers.



ONE PAGE IN INVEST IN TAMAULIPAS AND SOUTH TEXAS

\$4,000

\$4,000

April 2024

Industrial Map Tamaulipas is also provided in **digital version** in Mexico Industry Invest website.



1/2 PAGE 12 ISSUES

\$800

\$9,600

October 2023 - September 2024

8 notes on Social Media, reaching +152K followers in LinkedIn, FB, Instagram & Twitter

TOTAL

\$40,960



International Community Publications, LLC

CONTRACT: 13496

WARE RD #801 N., Col. ,
Cd. MCALLEN, TEXAS C.P. 78501
Tel: (956) 630-9571
admin@mexicoindustry.com
2023-Aug-22

CUSTOMER INFORMATION

Company Name: EDINBURG ECONOMIC DEVELOPMENT
Comercial Name: EDINBURG ECONOMIC DEVELOPMENT **RFC:** EDINBURGECONOMICDEVELOPMENT
Customer Name: RAUDEL GARZA **Job Title/Position:** EXECUTIVE DIRECTOR
Phone: (956) 388-8207 **Email:** raudel@edinburgedc.com
Address: FREDDY GONZALEZ DR. #3111 W., Col. , Cd. EDINBURG, TEXAS C.P. 78539

BILLING INFORMATION

Account Payable Contact: **Phone:**
Email: **Ext:**

CONTRACTED PRODUCTS

PRODUCT	SERVICE	AMOUNT	UNIT PRICE	SUBTOTAL
MEXICO INDUSTRY INVEST IN MEXICO	PLATFORM WHY INVEST 12 MONTHS			
	- October 2023			
	- November 2023			
	- December 2023			
	- January 2024			
	- February 2024			
	- March 2024	12	\$1,000.00	\$12,000.00
	- April 2024			
	- May 2024			
	- June 2024			
	- July 2024			
	- August 2024			
	- September 2024			
Benefits:				
Observations:	Invest in Edinburg Platform can be updated as needed. Added value: 6 notes on Mexico Industry website, 6 notes on Invest in Mexico website, 4 notes on Mexico Industry Invest Newsletter.			
MEXICO INDUSTRY MAPS MAGAZINE	ONE PAGE IN INVEST IN TAMAULIPAS AND THE SOUTHEAST TEXAS	1	\$4,000.00	\$4,000.00
	- April 2024			
Benefits:				
Observations:	Industrial Map Tamaulipas is also provided in digital version in Mexico Industry Invest website.			
MEXICO INDUSTRY PUBLICIDAD IMPRESA	1/2 PAGE 12 ISSUES			
	- October 2023			
	- November 2023			
	- December 2023			
	- January 2024			
	- February 2024			
	- March 2024	12	\$800.00	\$9,600.00
	- April 2024			
	- May 2024			
	- June 2024			
	- July 2024			
	- August 2024			
	- September 2024			
Benefits:				
Observations:	8 notes on social Media, reaching +152K followers in LinkedIn, Instagram, FB & Twitter.			

DE SHOPPING EN TEXAS	FULL PAGE 12 ISSUES			
	- October 2023			
	- November 2023			
	- December 2023			
	- January 2024			
	- February 2024			
	- March 2024	12	\$1,280.00	\$15,360.00
	- April 2024			
	- May 2024			
	- June 2024			
	- July 2024			
	- August 2024			
	- September 2024			
Benefits:				
Observations:				

Units:	37
Subtotal:	\$40,960.00
TAXES	\$0.00
TOTAL INVESTMENT	USD \$40,960.00

TERMS AND CONDITIONS

1. The contract must be filled out completely and signed by the Client or legal representative to make it effective.
2. Please note that modifications are not allowed after the contract is signed. If any changes are agreed upon, an additional 5% penalty fee will be applied to the changed products/services.
3. Customers who cancel their advertising prior to the end of their contract will agree to pay a 10% cancelation fee over the total amount of the unexecuted contract.

PAYMENT TERMS

1. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is the company who manages international invoicing and accounts payable for MEXICO INDUSTRY.
2. First time advertisers for INTERNATIONAL COMMUNITY PUBLICATIONS, LLC must pay in advance without exception.
3. Cash payments will NOT be accepted, only checks or bank transfers from accounts established by the company.
4. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is responsible for providing Clients with the corresponding Invoice(s), as well as to prepare and send Electronic Payment Receipt(s), if required.
5. An extra invoice may be requested with no charge. However, an additional fee of USD100 will be charged for any additional number of invoice copies.

ADVERTISING TERMS

1. Ad Agencies of record must supply material(s) on behalf of the Client within the requested time frame and according to the specification requirements requested by MEXICO INDUSTRY its marketing materials and/or the Commercial Advisor instructions.
2. If the ad does not meet the specific requirements previously agreed between the Client and the Commercial Advisor, it will not be published.
3. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC serves the right to refuse any advertisement that does not comply with company policies.
4. The Commercial Advisor is responsible to inform and explain to the Client, the closing dates of the MEXICO INDUSTRY print and/or digital products purchased through INTERNATIONAL COMMUNITY PUBLICATIONS, LLC.
5. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC INTERNATIONAL COMMUNITY PUBLICATIONS, LLC must deliver the client with proof of publication and performance at the end of the period agreed upon.
6. INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is not responsible for the veracity in the information published by advertisers, which is presumed reliable according to the sources where they were obtained. Likewise, the client must prove copyright in case of images and/or videos, which must be the property of the client or have authorization for their use.
7. Client's complaints must be submitted in writing within 30 days from the date of publication to the e-mail admin@mexicoindustry.com Otherwise, INTERNATIONAL COMMUNITY PUBLICATIONS, LLC is no longer obligated to act on any untimely complaint.
8. Special arrangements of any nature that are not contained in this contract and that differ from the authorized conditions that regulate the publication will not be valid.

Full name and signature (Customer)

RAUDEL GARZA



This contract is signed at:

Full name and signature (Comercial Advisor)

GLORIA GRACIA B

Date: 2023-Aug-22



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of Agreement with Due North Consulting
(Trade & Industry Development)

1. **Agenda Item:**

Consider Approval of Agreement with Due North Consulting (Trade & Industry Development).

2. **Description/Scope:**

Due North Consulting (Trade & Industry) proposal includes 2 different marketing options for Fiscal Year 2023-2024.

3. **Estimated Timeline:**

FY 2023-2024

4. **Budget:**

Proposal #1: \$27,800

Proposal #2 : \$21,500

Marketing Account \$420,000

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of the proposal of \$27,800.

7. **Justification:**

Implementing different marketing strategies for the EEDC can significantly benefit our growth and success. With well executed marketing campaigns we can reach new demographics and geographic areas, broadening our prospects base. To stay competitive in our industry, and maintain Top-Of-Mind Awareness, we need to promote the EEDC effectively.

/s/ Raudel Garza, EEDC
Executive Director

Attachments:

Attachment A: Due North Consulting (T & I) 2023-2024 Proposal



**2023-2024 Economic Development Marketing Campaign
Proposal**

prepared for

Edinburg Economic Development Corporation



Presented to:
Raudel Garza
Executive Director

Presented by:
Kim McDonald

August 3, 2023

About Trade and Industry Development:

The *Trade & Industry Development* magazine is the only publication dedicated to site selection in a vertical format and reaches more decision makers per industry than any other publication dedicated to site selection. This vertical form of targeted marketing allows for greater market penetration in a publication where the editorial fits the audience.

The *Trade & Industry Development* magazine is written exclusively for C-Level Executives involved in the site location decision-making process. Written by experts and thought leader, the Trade & Industry Development magazine provides in-depth coverage of industry specific issues that impact site selection. Through incisive and relevant articles as well as insightful, real-world case studies, Trade & Industry Development showcases best practices of expansion and/or relocation initiatives.

Published quarterly, the circulation of the *Trade & Industry Development* magazine is unique in that it changes each issue therefore matching the industry focus to the readers. This vertical industry approach ensures your message is delivered with the right content and presented to your desired audience. Each issue of the *Trade & Industry Development* magazine reaches C-Level Executives based on industry as well as certain growth factors indicating location activity. The total circulation of 25,000 reaches site selection teams involved in location activity as well as commercial real estate professionals and site consultants.

Each issue is mailed to:

20,000 C-Level Executives in specific related industry segments

+5,000 Commercial Real Estate Professionals and Site Consultants

25,000 Total printed circulation per issue

In addition, the digital version of the publication is distributed via e-mail, and each digital article is promoted to the consumers of tradeandindustrydev.com through a unique site re-targeting method called Dynamic Digital Delivery.

Our website, tradeandindustrydev.com, is an interactive resource for industry knowledge and site selection insight!

The website includes the following features:

- A searchable database of site selection articles and news from thought leaders and experts in the field.
- Vertically natured, industry-specific channels.
- Extensive array of resources including polls, videos, and research.
- A comprehensive list of North American economic development agencies.
- User-oriented design allows visitors to interact and provide personal insight.
- A database of available properties, searchable by region and industry.

In 2020, *Trade & Industry Development* took this process one step further by re-targeting the entire audience of tradeandindustrydev.com across the internet via Google, YouTube, Facebook, and LinkedIn. We can reach them wherever they are organically searching for or consuming online content. What we confirmed is that our audience is highly engaged in the site location process and in-market. Advertisers have enjoyed tremendous CTR through budget-based impression campaigns reaching our audience beyond our traditional media. We call it Audience Extension.

This suite of products makes *Trade and Industry Development* unparalleled in the industry in terms of reach and quality of content.

Program Objectives:

The following marketing program has been designed to reach C-Level Executives, site consultants and commercial real estate professionals involved in the site location decision-making process. The program consists of specific touch points including print and digital with a goal of creating awareness, educating, and positioning the Edinburg, Texas as a premier destination to start, grow or relocate their company.

Program

Option 1

Print: (1) Full Page Placement in your choice in the following issues

- Q4 2023 Advance Manufacturing
- Q1 2024 CiCi Awards Issue/Texas Spotlight
- Q2 2024 Logistics/Energy/Priority placement page 1
- Q3 2024 Food/Agriculture/Priority Placement Page 1

For over 20 years, Trade & Industry Development has served the economic development community by providing a unique targeted approach to marketing. Each issue focuses on different industries and is mailed solely to those audiences! This approach provides for greater market penetration and allows the economic development community to develop messaging that is relevant to those industries. Published quarterly, TID has circulation of 25,000, comprised of C-level Executives, Corporate Real Estate Professionals, and Site Selection Consultants.

Rich Media (1) Two-week flight (Dates: January 1-14, 2024 and July 1-14, 2024)

This interactive digital media is a combination of text, audio, animations, video, and interactive content meant to attract and engage users. It represents a powerful creative opportunity, allowing campaigns to deliver far greater impact to TID's expansive audience. TID's website receives over 18,000 unique monthly views and the average CTR is 1.28%.

Digital:(1) Audience Extension 185,000 Guaranteed Impressions (Dates: 6 months)

Guaranteed impression retargeting campaign to our audience of subscribers to the magazine, issue promo e-newsletter, and site users of tradeandindustrydev.com. This works across different channels, including Google Ads Network, YouTube, Facebook.

Added Value:

Featured Online Content (Duration of Run: 12 months)

The Featured Online Content is an article, provided by you and housed on the website TID.com and can include photos and/or videos. It has placement on the State, Region, in your related articles on your listing and tagged to all appropriate Industry Channels. Initially, the article is posted to the T&ID website's home page in the Featured Location Carousel then is archived on the Featured Location page indefinitely.

Print: Resource Guide. (Issue: Q4 2023, Q1 2024, Q2 2024, and Q3 2024)

Your listing in the Resource Guide section of these issues provides contact information to over 85,000 site decision makers.

Digital: Video (Dates: 12 months) Texas State Page and SW Region page-videos can be changed out

Videos reside on the Texas State page and SW Region page and agency pages on tradeandindustrydev.com.

Featured Agency Page of the state of Texas: Duration: 12 months)

Your Featured Listing includes priority placement as Featured Agency of Texas with an Enhanced Agency Page on the T&ID website that includes agency contact information with e-mail & URL links and logo along with enhanced features: 500–750-character description of the organization or venue, social links, video, logo, header/masthead image in addition to 4-6 gallery images.

Full Rate: \$ 33,424

Edinburg Net Rate: \$ 27,800



Option 2

Print: (1) Half Page Placement in your choice in the following issues

- Q4 2023 Advance Manufacturing
- Q1 2024 CiCi Awards Issue/Texas Spotlight
- Q2 2024 Logistics/Energy
- Q3 2024 Food/Agriculture

For over 20 years, Trade & Industry Development has served the economic development community by providing a unique targeted approach to marketing. Each issue focuses on different industries and is mailed solely to those audiences! This approach provides for greater market penetration and allows the economic development community to develop messaging that is relevant to those industries. Published quarterly, TID has circulation of 25,000, comprised of C-level Executives, Corporate Real Estate Professionals, and Site Selection Consultants.

Rich Media (1) Two-week flight (Dates: January 1-14, 2024 and July 1-14, 2024)

This interactive digital media is a combination of text, audio, animations, video, and interactive content meant to attract and engage users. It represents a powerful creative opportunity, allowing campaigns to deliver far greater impact to TID's expansive audience. TID's website receives over 18,000 unique monthly views and the average CTR is 1.28%.

Digital:(1) Audience Extension 185,000 Guaranteed Impressions (Dates: 6 months)

Guaranteed impression retargeting campaign to our audience of subscribers to the magazine, issue promo e-newsletter, and site users of tradeandindustrydev.com. This works across different channels, including Google Ads Network, YouTube, Facebook.

Added Value:

Featured Online Content (Duration of Run: 12 months)

The Featured Online Content is an article, provided by you and housed on the website TID.com and can include photos and/or videos. It has placement on the State, Region, in your related articles on your listing and tagged to all appropriate Industry Channels. Initially, the article is posted to the T&ID website's home page in the Featured Location Carousel then is archived on the Featured Location page indefinitely.

Print: Resource Guide. (Issue: Q4 2023, Q1 2024, Q2 2024, and Q3 2024)

Your listing in the Resource Guide section of these issues provides contact information to over 85,000 site decision makers.

Digital: Video (Dates: 12 months) Texas State Page and SW Region page-videos can be changed out

Videos reside on the Texas State page and SW Region page and agency pages on tradeandindustrydev.com.

Featured Agency Page of the state of Texas: Duration: 12 months)

Your Featured Listing includes priority placement as Featured Agency of Texas with an Enhanced Agency Page on the T&ID website that includes agency contact information with e-mail & URL links and logo along with enhanced

features: 500–750-character description of the organization or venue, social links, video, logo, header/masthead image in addition to 4-6 gallery images.

Full Rate: \$ 29,212

Edinburg Net Rate: \$ 21,500





Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of Agreement with rgVision Publications

1. **Agenda Item:**

Consider Approval of Agreement with rgVision Publications.

2. **Description/Scope:**

rgVision Publications proposal includes a marketing campaign for Fiscal Year 2023-2024.

3. **Estimated Timeline:**

FY 2023-2024

4. **Budget:**

Proposal: \$13,200 (12-month campaign)

Marketing Account \$420,000

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of the proposal for \$13,200.

7. **Justification:**

Implementing different marketing strategies for the EEDC can significantly benefit our growth and success. With well executed marketing campaigns we can reach new demographics and geographic areas, broadening our prospects base. To stay competitive in our industry, and remain Top-Of-Mind Awareness, we need to promote the EEDC effectively.

/s/ Raudel Garza, EEDC
Executive Director

Attachments:

Attachment A: rgVision Publications 2023-2024 Proposal

June 27, 2023

Thank you for your interest in RGVision Magazine and our new look as we combine our education publication with RGVision - focusing on pressing issues in Healthcare, business, education, as well as quality of life for the Rio Grande Valley. We value strong relationships with our advertisers and would like to propose a partnership, rather than a mere media proposal. When your company invests in RGVision, you not only get results, but added value available nowhere else that is substantial to our area.

Entity Name: Edinburg EDC

The RGVision advertising campaign:

- RGVision Magazine– *Full Page Ad* - 6 issues (annual campaign rate) - \$2,200/issue
 - September/October 2023 issue
 - Nov/Dec 2023 issue
 - January/February 2024 issue
 - March/April 2024 issue
 - May/June 2024 issue
 - July/Aug 2024 issue

With the proposed above, you will receive the following added value:

1. RGVision will provide 2 additional pages to feature Edinburg EDC and topic of choice each issue reaching 42,000 readers as RGVision is circulated in over 400 locations.
2. Online Banner ad Campaign in monthly newsletter reaching 2,000 email contacts locally weekly linked to website of choice.
3. RGVision will provide Edinburg EDC a banner ad on the home page of rgvisionmagazine.com through out the campaign with over 36,000 impressions every month.
4. RGVision will promote Edinburg EDC with our Social media platforms every month with Facebook mentions and tags.
5. Online content to share through social media links on the home page of RGVisionmagazine.com

With this proposal, you are agreeing to the payment of \$2,200/issue OR PIF 10% DISCOUNT OF \$11,880 for a 6-issue/12 month campaign in the RGVision

Business/Medical/Education Magazine.

Thank you for your time and consideration, we look forward to working together. If you have any questions or concerns, please do not contact me, thank you!

Sincerely,
Gabriel Puente
Publisher

rgVision
publications

This quotation is good for 90 days. Any alterations from the above specifications will incur additional charges and will be added when invoiced. Upon acceptance please sign, date and fax or email to RGVision **Publications**

hesitate to contact me, 956.566.6598

Authorized Name and Signature:

Date:



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of Agreement with Expansion Solutions

1. **Agenda Item:**

Consider Approval of Agreement with Expansion Solutions.

2. **Description/Scope:**

Expansion Solutions proposal for marketing services for Fiscal Year 2023-2024.

3. **Estimated Timeline:**

FY 2023-2024

4. **Budget:**

Proposal \$20,000

Marketing Account \$420,000

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of the proposal for \$20,000.

7. **Justification:**

Implementing different marketing strategies for the EEDC can significantly benefit our growth and success. With well executed marketing campaigns we can reach new demographics and geographic areas, broadening our prospects base. To stay competitive in our industry, and maintain Top-Of-Mind Awareness, we need to promote the EEDC effectively.

/s/ Raudel Garza, EEDC
Executive Director

Attachments:

Attachment A: Expansion Solutions 2023-2024 Proposal

EXPANSION[®]

Where Progressive Companies Meet Growing Communities

SOLUTIONS

PROPOSAL

Where Progressive Companies Meet Growing Communities.

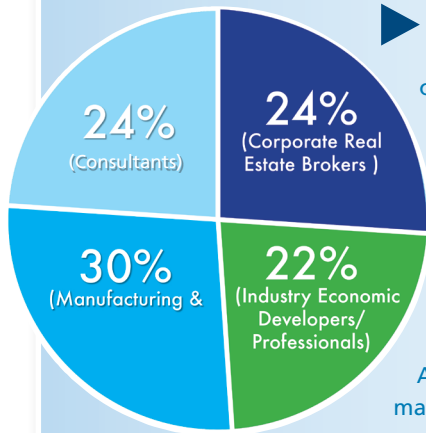


ExpansionSolutionsMagazine.com

PRINT | DIGITAL | ANALYTICS
ONLINE | SOCIAL MEDIA | CUSTOM CONTENT
LEADGEN PROGRAM | eNEWSLETTER | AD DESIGN
CONFERENCE COVERAGE | MEDIA TOURS
ONLINE BRANDING CAMPAIGNS

About Expansion Solutions Magazine

55,000 < 20,000 Print Circulation
35,000 Digital Magazine Recipients



Expansion Solutions (ES) is a leading media outlet for world-class economic development content, key industry-related trends, education, and breaking economic development news. ES facilitates connections between expanding companies and economic development professionals while assisting in the growth and maintenance of key relationships between a vital community of business professionals with their fingers on the pulse of economic development.

Through our bi-monthly digital and print magazine, website, eNewsletter, social media and digital campaigns – ES has created a multi-layer platform for Site Selection Consultants, Corporate Real Estate Brokers, C-level Executives, SVPs, VPs and Economic Development Organizations to exchange ideas and collaborate.

As a full-service, multi-media company with a complete suite of tools available for branding, marketing, public relations, and business recruitment assistance, ES provides a full spectrum of services and assists in bridging the gap between corporate decision makers and public and/or private agencies seeking investment. Our mission is to provide outstanding, current event driven content to inform our readers of the latest trends, news, legislation, financial programs and insights crucial to facility planning.

Circulation

The readership of Expansion Solutions Magazine is comprised of more than 55,000 of the most powerful decision makers involved in corporate expansion and site selection. Additionally, ES provides its advertisers with bonus distribution at key industry-related conferences which correspond with highly-targeted industries featured throughout the editorial calendar. The ES digital edition, as well as archived issues are available at ExpansionSolutionsMagazine.com.

Digital Viewership 150,000 +/-

ExpansionSolutionsMagazine.com

Average Website Views: 150,000 +/-

Newsletter Recipients: 35,000 +/-

Social Media Followers:

- Twitter — 2,300 +/-
- LinkedIn — 4,700 +/-

Online

As a widely-used resource for professionals seeking content, information and research regarding site location or facility planning, industry trends, directory listings and much more, ExpansionSolutionsMagazine.com yields an average yearly viewership of over two million. This ensures online content and advertisements will be seen by the most qualified professionals who are actively engaged in business expansion and facility planning projects.

Delivering Brand Awareness

Brand awareness marketing campaigns have been part of Expansion Solutions' repertoire since its inception in 2002. We primarily handle marketing/branding campaigns in a variety of print, digital and social media platforms for cities, counties, regions, provinces, state agencies as well as other areas/locations from around the world. For example, the following list of state agencies have chosen to successfully promote their brand through ESM:

Digital Media Campaigns

Our Digital Media campaigns with real-time reporting, utilize the large, yet extremely targeted database of key decision makers and influencers developed by ES through numerous proprietary resources. Our unique database can direct your display or video ads to our exclusive audience through social media channels and millions of websites across the internet. This allows you to connect with ideal prospects on a tremendous scale while working together with print/digital advertising to create an unparalleled, cohesive marketing impact for your organization.

Recommended Print / Digital Issues

➔ **September / October 2023:** Full Page Ad
Suggested Placement: Aviation Section or Client's Choice

Full List of Features for this Issue:

- | | |
|---------------------|----------------------|
| - Aviation | - Ports / FTZs |
| - Digital Media | - Outdoor Recreation |
| - Metal Fabrication | - Forestry & Lumber |

➔ **November /December 2023:** Full Page Ad
Suggested Placement: Advanced Mfg. or Healthcare Section - Client's Choice

Full List of Features for this Issue:

- | | |
|--------------------------------|------------------|
| - Advanced Manufacturing | - Healthcare |
| - Food Production & Processing | - Certified Site |

➔ **January/February 2024:** Full Page Ad
Suggested Placement: Logistics or Medical Device Mfg. - Client's Choice

Full List of Features for this Issue:

- | | |
|-----------------------|--------------------|
| - Medical Device Mfg. | - Plastics |
| - Data Centers | - Cyber Security |
| - Logistics | - Renewable Energy |

➔ **March/April 2024:** Full Page Ad *"Annual Texas Economic State Review"*
Suggested Placement: Texas Annual Review, Aerospace & Defense or Automotive Section

Full List of Features for this Issue:

- | | |
|-----------------------|------------------|
| - Aerospace & Defense | - Transportation |
| - Automotive | - Shovel Ready |
| - Retail | - Headquarters |

Issue Included in the Digital Edition –

All print advertisements will be in the digital version of the magazine; this includes live links on your advertisement. The digital magazine will be archived and available for several years on our website. The digital version of the publication will be featured in the E-Newsletter.



Digital Homepage Recommendation

Ad position based on availability at time of purchase.

Homepage Premium Rectangle

Ad Unit Size: 300 x 600

12 Month Renewal (8/15/23 – 7/14/24)

Note:

Our homepage captures our entire audience of site selection consultants, C-level executives, and economic developers.

Our site is then designed for our audience to drill down from the homepage to research expansion strategies by location and/or industry.

The screenshot displays the EXPANSION SOLUTIONS MAGAZINE homepage. At the top, the navigation bar includes links for Home, Magazine, News, Industries, Location Resources, Virtual Site Tours, Distribution, and Events & Training. The hero section features a banner titled 'WHERE FINTECH BREAKS THROUGH' with a sub-header 'FLORIDA | THE FUTURE IS HERE'. Below this, the 'Economic Development News' section contains several articles, including 'EDBA Board Approves Assistance for Three Established Companies and Three Startups in Iowa' and 'SC Ports Handle Nearly 3 Million TEUs in 2022'. The 'Sponsored Spotlights' section highlights 'Clinton County, Ohio Strategically and centrally located' and 'Our Next Economic Gigaport: Building the Key to Economic Growth'. The 'Featured Videos' section includes 'The Corporation of the City of Madison' and 'Working in Licking County'. The 'Most Read Articles' section features a red circle around the 'EDINBURG, TX' article, which is titled 'FLEXIBLE TALENT FOR ANY INDUSTRY'. The 'State & International Reviews' section includes articles on 'Central New York - Primed for Semiconductor Manufacturing' and 'Wilmington's Next Horizon'. The 'Current Issue' section shows the cover of the 'EXPANSION SOLUTIONS MAGAZINE' with the theme 'THE FUTURE IS BRIGHT'. The bottom of the page includes a 'Stay Connected' section with social media links and a '139' subscriber count.

Targeted Digital Recommendations

➔ Digital Article Sponsor

Recommended Articles:

(Availability will vary depending on time of commitment – Articles listed below are currently available)

- 1) Medical Device Manufacturing (Releases Feb "24)
- 2) Texas Economic Development Review (Releases April "24)
- 3) Aerospace & Defense Feature (Releases April "24)

Notes: *Ad Size:* 300 x 600

Article Featured on the Homepage for 2 months
Article Featured on the Industry or Location Page for 12 Months
Exclusive to one advertiser / Ad will appear above-the-fold
Articles will be Google compliant / tagged / searchable / shareable
Articles featured in Bi-Monthly E-Newsletter
Promoted on our Social Media Outlets

Digital Article Reach:

35,000 E-Newsletter Subscribers

6,500 Social Followers

150,000 Website Viewership

ESM's Featured Article Sponsor

Defense & Aerospace: Investment Driven by Regional Uncertainties

Published on Wednesday, April 3, 2023 in Expansion Solutions Magazine

By Michael D. White, author and freelance writer

Global defense spending has surged ahead over the past several years, reaching the record high level of \$2.1 trillion for 2021.

At the same time, spending, while registering a seven percent year-on-year growth, amid strong tailwinds and favorable underlying forces led by tectonic shifts in traditional geopolitical dynamics and equities following China's military ascendance and Russian regional resurgence marking the return of the great power competition in the 21st century, according to the latest Global Aerospace and Defense Market - 2022-2027.

The rise of China and its military posturing in the Asia-Pacific region have combined with the ongoing Russian incursion into Ukraine have, it says, "collectively led to significant turbulence and a subsequent, massive surge in defense spending across APAC & Europe which is likely to be sustained at least through the end of current decade."

As a result, the report says, the U.S. defense industrial base "is preparing to switch to a leaner mode amid increasing environmental uncertainty and volatility; political tensions; and the risks of escalations following the virtual evaporation of traditional, rule-based world order with significant investments towards R&D on next-generation systems & technologies."

EDINBURG, TX

FLEXIBLE TALENT FOR ANY INDUSTRY

Related Reading

Space Valley Announced as a Finalist for Potential \$160M Federal Grant

The U.S. National Science Foundation announced the Space Valley 1 system as a finalist of its first-ever National Researcher Future Competition. The...

Read More...

Aerospace Composite Solutions Relocating to New \$16.5 Million Facility

Aerospace Composite Solutions (ACS), formerly Blackhawk Composites, a comprehensive composite design and manufacturing company based in Houston, Texas...

Read More...

Abated companies will invest \$22 million and generate \$34.5 million in tax revenue

The Nevada Governor's Office of Economic Development (GOED) approved four companies that will receive \$2,246,243 in tax abatement. Its intent...

Read More...

The Piedmont Triad Airport Authority is Thrilled to Welcome Marshall Aerospace

The Piedmont Triad Airport Authority is thrilled to welcome Marshall Aerospace as the latest addition to the airport's impressive roster of...

Read More...

Money & Specific Threats:

In December 2022, President Biden signed the Fiscal Year 2023 Defense Authorization Act into law, while both the House and Senate passed the FY 2023 defense funding bill. All in all, the \$773 billion funding package includes a \$45 billion increase in funding over the Biden administration's initial FY 2023 budget proposal.

According to the Department of Defense, the FY2023 Budget gives the agency the green light "to develop, procure, and modernize capabilities to ensure combat-credible forces across all domains to address the pacing challenge from the People's Republic of China and to address acute threats from Russia."

Tipping the agency's "to do" list are the implementation of a Nuclear Enterprise Modernization strategy to recapitalize all three legs of the nuclear triad with investments in the construction of a Columbia-class ballistic missile submarine and the development of the B-21 long-range strike bomber and the long-range stand-off (LRSO) missile.

Investments in so-called "lethal air forces" include the acquisition of 61 F-35 Joint Strike Fighter aircraft, two down F-15EX fighter and 15 KC-46 Pegasus refueling aircraft, and further expansion of the Air Force's Next Generation Air Dominance (NGAD) capabilities.

The Navy will add a pair of Arleigh Burke-class destroyers, a single frigate, and two Virginia-class submarines to the fleet, while the nation's Combat Effective Ground Forces - U.S. Army and U.S. Marine Corps - will add 72 armored multi-purpose vehicles, and 74 amphibious combat and 3,721 joint light tactical vehicles.

Missile Defeat and Defense investments will include funding for ground-based midcourse (GMD) and improved homeland defense next generation interceptors (NGI), terminal high altitude area defense (THAAD) ballistic missile defense systems, Patriot advanced capability (PAC-3) missile enhancement, and long range, advanced [artillery] fires, including funds to procure highly-survivable, precision-strike, and long-range fires

Featured on ESM's Home Page

Recent and Emerging Trends in Manufacturing

Business Parks

Manufacturing & Logistics

Featured Sponsor

Economic Development News

AMERICAN establishing operations in Greenville County

Governor Cooper Announces Nearly 600 New Jobs to be Created in Multi-Center Early Childhood Learning Center

BRUNNEN Environmental To Create 12 New Jobs in Cambridge County

Savannah Harbor Designing Six New President Four-Design Working Simultaneously

GRACE will invest \$100 million in creating jobs at support area facility in Raleigh, NC.

GOVERNOR NORTHAM Announces Microsoft Corporation to Create 1,500 New Jobs in Fairfax County

GPEN Cold Chain Suppliers Build Strong

PORT Highways in Launch First US Manufacturing Facility in Indiana

National Road Builders Park Roadway 57th Site Award New Business

JobsOhio

twitter

Tweets by @ExpansionMag

Expansion Solutions @ExpansionMag 11 Jan California's Orange County Foundation Services (CFS) is looking for a new location for its new facility. Visit: https://www.expansionmag.com/submit-advertisement... via @ExpansionMag 11 Jan

Expansion Solutions @ExpansionMag 11 Jan Astrak Launch Truck for Complex Construction (CFL) is looking for a new location for its new facility. Visit: https://www.expansionmag.com/submit-advertisement... via @ExpansionMag 11 Jan

Expansion Solutions @ExpansionMag 11 Jan The Phoenixville Authority is looking for a new location for its new facility. Visit: https://www.expansionmag.com/submit-advertisement... via @ExpansionMag 11 Jan

Expansion Solutions @ExpansionMag 11 Jan Recent and Emerging Trends in Manufacturing (ESM) is looking for a new location for its new facility. Visit: https://www.expansionmag.com/submit-advertisement... via @ExpansionMag 11 Jan

Recommended Digital E-Newsletter Sponsorships

➔ E-Newsletter Sponsorship –

Size Unit Size: 180 x 150

Bi – Monthly E-newsletter (35,000+ recipients)

Limited Advertisers

Availability could change based on time of commitment – Currently Available

April Release '24 (Released April '24)

Featuring Texas, Aerospace / Defense and Automotive

Availability could change based on time of commitment – Currently Available

Digital Article Reach:

35,000 E-Newsletter Subscribers

EXPANSION SOLUTIONS

LEADING SOURCE OF ECONOMIC DEVELOPMENT NEWS

Where Progressive Companies Meet Growing Communities

EXPANSION. DEVELOPMENT. RELOCATION.

MAGAZINE | NEWS | EVENTS

ADVANCED MANUFACTURING

The Crest of the Wave: Advanced and Additive Manufacturing

The skills needed by nearly all manufacturers soon will be shaped to some degree by the rapidly accelerating robotics and machine learning revolution, including automation, robotics, additive manufacturing, and artificial intelligence. [Read more...](#)

Trends in Healthcare and an Imperative for a focus on Workforce Development

How is the healthcare industry responding and performing? What challenges remain and are constraining the industry? What opportunities are on the horizon? [Read more...](#)

FOOD PROCESSING

Food Processing Market Strong, Despite Issues

As consumers adjust their food budgets by leaning more towards generic labels and away from the expensive brands, companies must adjust. [Read more...](#)

FEATURED LOCATIONS:

- Idaho Continues Record Growth in 2022
- Measuring Mississippi's Economic Might
- Central New York: Primed for Semiconductor Manufacturing
- Above and Below Ground: Nevada Holds the Key to Economic Growth
- Ontario: A Beacon for the Most Innovative and Driven Companies
- South Carolina: Leading the Race to the Top
- Yes, West Virginia: The Land of Business Opportunity
- Wyoming's Next Horizon

WHERE FINTECH BREAKS THROUGH.

[Learn more >](#) FLORIDA | THE FUTURE IS HERE >>>

RECENT NEWS AND JOB CREATION

- Charleston has deepest harbor on East Coast at 52 feet
- Ultium Cells LLC Announces Plans to Produce More Battery Cells Faster
- Saputo Cheese USA announces expansion at the Las Cruces Innovation and Industrial Park
- Essential Cabinetry Group to Expand Operations in Greenville County
- Executive Director Michael Brown Announces Departure From GOED
- More Class A Industrial Space Set for Development in Johnston County
- German Robotics Company to Locate Headquarters, Manufacturing in Cherokee County
- Ford, SK On Make Significant Construction Progress at BlueOval SK Battery Park
- Agricultural Technology Startups Take Root in Wisconsin
- British Chemical Manufacturer to Build its First U.S. Facility in Acadiana

Nevada Governor's Office of ECONOMIC DEVELOPMENT

EMPOWERING SUCCESS

Why Nevada

DECEMBER 2022

141

EXPANSION

December issue features leading content on the

2023 / 24 Proposal

Print / Digital Issues

➔ Select **three** Print / Digital Issues from the recommended list below:

Ad Size: Full Page Ad

- **Sept/Oct 2023** – Ad Material Due Date: 8/24/23
 - ✓ Aviation Feature
 - ✓ Metal Fabrication Feature
- **Nov/Dec 2023** – Ad Material Due Date: 10/13/23
 - ✓ Healthcare Feature
 - ✓ Advanced Manufacturing Feature
 - ✓ Food Production Feature
- **Jan/Feb 2024** – Ad Material Due Date: 12/08/23
 - ✓ Medical Device Manufacturing Feature
 - ✓ Logistics Feature
- **Mar/Apr 2024** – Ad Material Due Date: 2/16/24
 - ✓ Aerospace & Defense Feature
 - ✓ Automotive Feature
 - ✓ Texas Economic Annual Review

Digital Components

➔ **Homepage Feature Premium Rectangle:**

Ad Unit Size: 300 x 600

Timeframe: 12 Months (8/15/23-7/14/24)

➔ **Select *two* Industry Article Sponsorships:**

Ad Unit Size: 300 x 600

- Medical Device Manufacturing (Releases Feb “24)
- Texas Economic Development Review (Releases April “24)
- Aerospace & Defense Feature (Releases April “24)

➔ **1x E-Newsletter:**

Ad Unit Size: 728 x 90

April 2024 E-Newsletter (Releases April “24)

- ✓ Featuring Aerospace & Defense
- ✓ Featuring Automotive
- ✓ Featuring the Texas Economic Annual Review

Editorial Schedule

Issue	Special Features
September/ October	Aviation Digital Media Metal Fabrication Ports/FTZs Outdoor Recreation
November/ December	Advanced Manufacturing Food Production & Processing Healthcare Certified Sites Oil, Gas and Coal Production Opportunity Zones

2023

2024

Issue	Special Features
January/ February	Logistics Data Centers Medical Device Mfg. Plastics Cyber Security Green Development
March/ April	Aerospace & Defense Automotive Retail Transportation Shovel Ready Sites Headquarters
May/ June	Biotech Financial & Business Services Food Processing Ports Science & Tech Parks Rail

Package Total: \$20,000 Net

One-Time Invoice – October 2023

Multi-Item rates applied, additional 20% discount given for custom package.



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of Agreement with Valley Central

1. **Agenda Item:**

Consider Approval of Agreement with Valley Central.

2. **Description/Scope:**

Valley Central proposal includes 2 different marketing options for Fiscal Year 2023-2024.

3. **Estimated Timeline:**

FY 2023-2024

4. **Budget:**

Proposal #1: \$39,000 (6-month campaign)

Proposal #2 : \$78,000 (12-month campaign)

FY24 Marketing Account \$420,000

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of proposal #1 for \$39,000.

7. **Justification:**

Implementing different marketing strategies for the EEDC can significantly benefit our growth and success. With well executed marketing campaigns we can reach new demographics and geographic areas, broadening our prospects base. To stay competitive in our industry, and maintain Top-Of-Mind Awareness, we need to promote the EEDC effectively.

/s/ Raudel Garza, EEDC
Executive Director

Attachments:

Attachment A: Valley Central 2023-2024 6-month Proposal

Attachment B: Valley Central 2023-2024 12-month Proposal



Multiplatform Marketing Campaign

6-month proposal

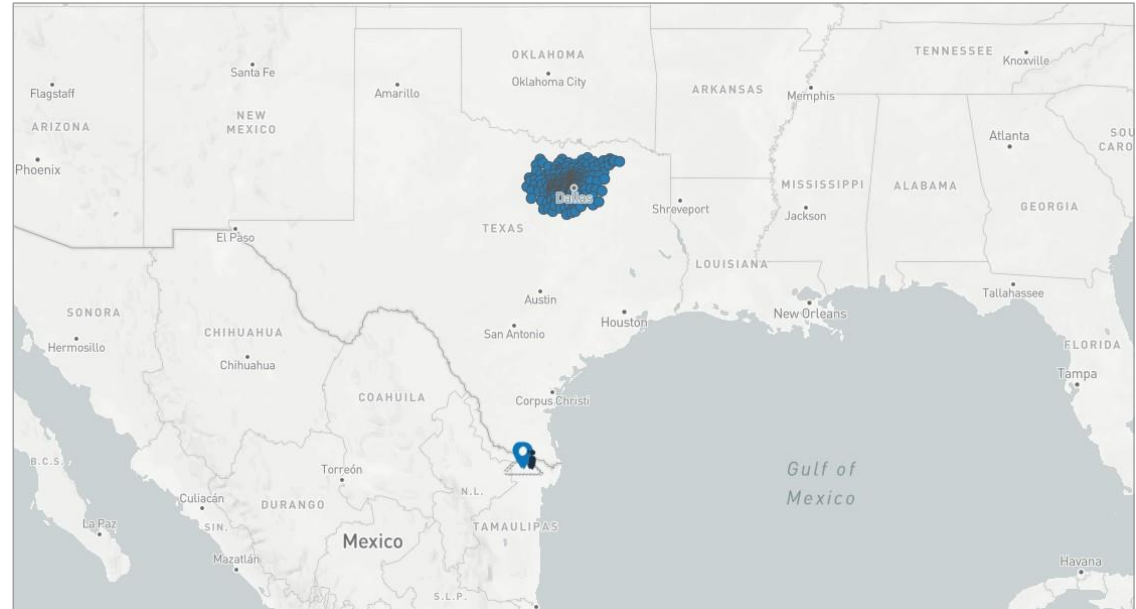
Nexstar Media - Harlingen / Weslaco / Brownsville / McAll...

Cindy Velasquez

CVelasquez@nexstar.tv

About Our Business

Nexstar Media Group is America's largest local television and media company with 199 full power stations (including partner stations) in 116 markets addressing nearly 68% of US television households and a growing digital media operation. Nexstar's platform delivers exceptional local content and network programming to inform and entertain viewers, while providing premium, scalable local advertising opportunities for advertisers and brands across all screens and devices.



Recommended Campaign Product Listings



Addressable Display



GeoFence
Retargeting



GeoVideo
Retargeting



Addressable CTV 90

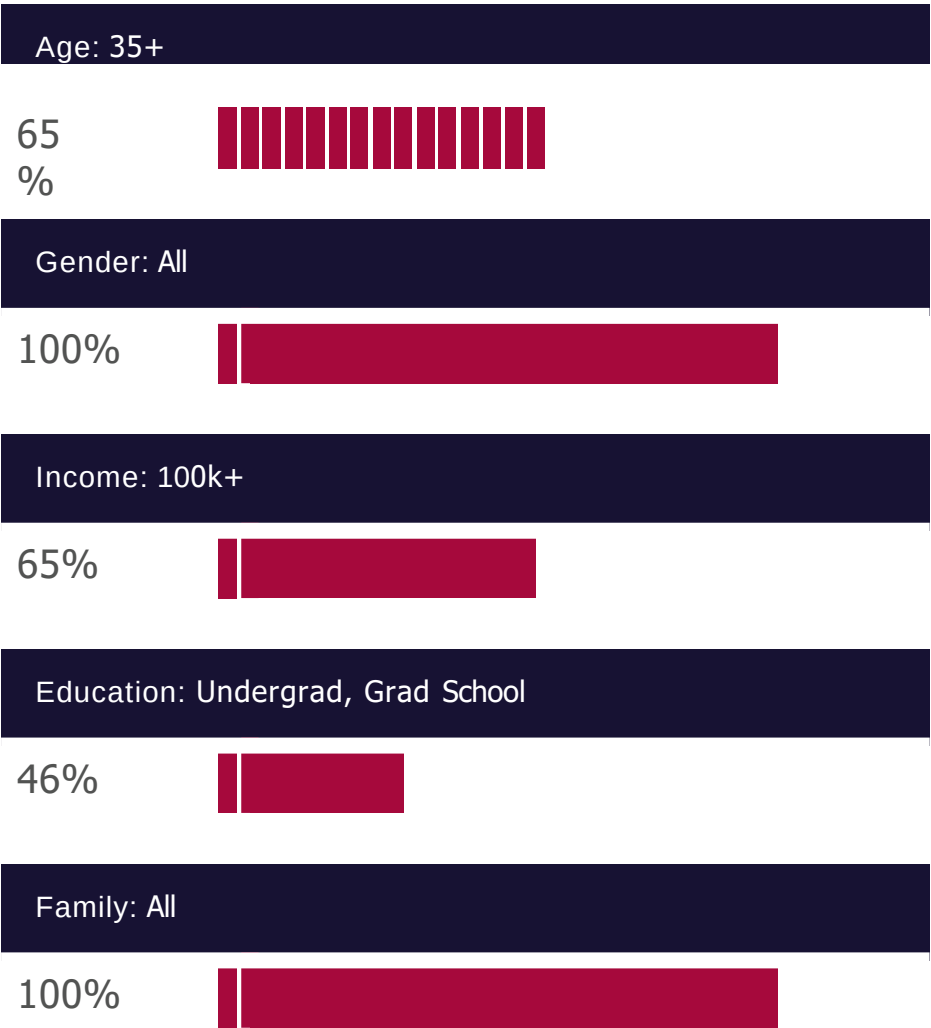


Broadcast Television

YOUR TARGET AUDIENCE



Demographics



Interests

Business & Industrial

Target Customers

Age: 35+

Sex: All

Education: Undergrad, Grad School

Family: All

Income: 100k+

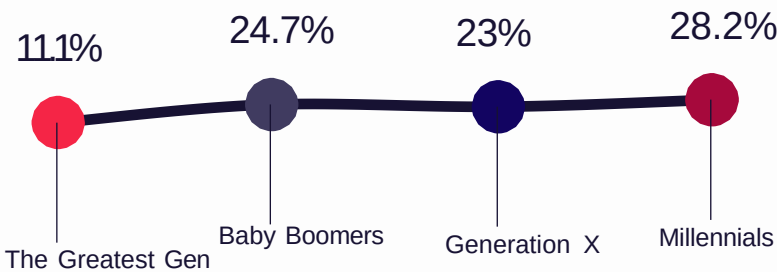
Where We'll Find Your Target Audience*

entrepreneur.com	businessinsider.c...	bloomberg.com	wsj.com
oilprice.com	businessnewsdai...	money.cnn.com	baltimore.cbsloc...
azdailysun.com	cnn.com	almanac.com	backyardchicken...
equinenow.com	classadrivers.com	truckersforum.net	truckingboards.c...
ncaa.com	hoopshype.com	covers.com	thenest.com
marthastewart.com	greatschools.org	everydayfamily.c...	todaysparent.com
craftgawker.com	usmagazine.com	education.com	enotes.com
families.com	rottentomatoes.c...	elle.com	fandango.com
cosmopolitan.com	edmunds.com	overstock.com	bhg.com
espn.go.com		caranddriver.com	nadaguides.com
hgtv.com			

*Targeting based on demographics, industry, and audience interests selected. The above list represents sample sites.



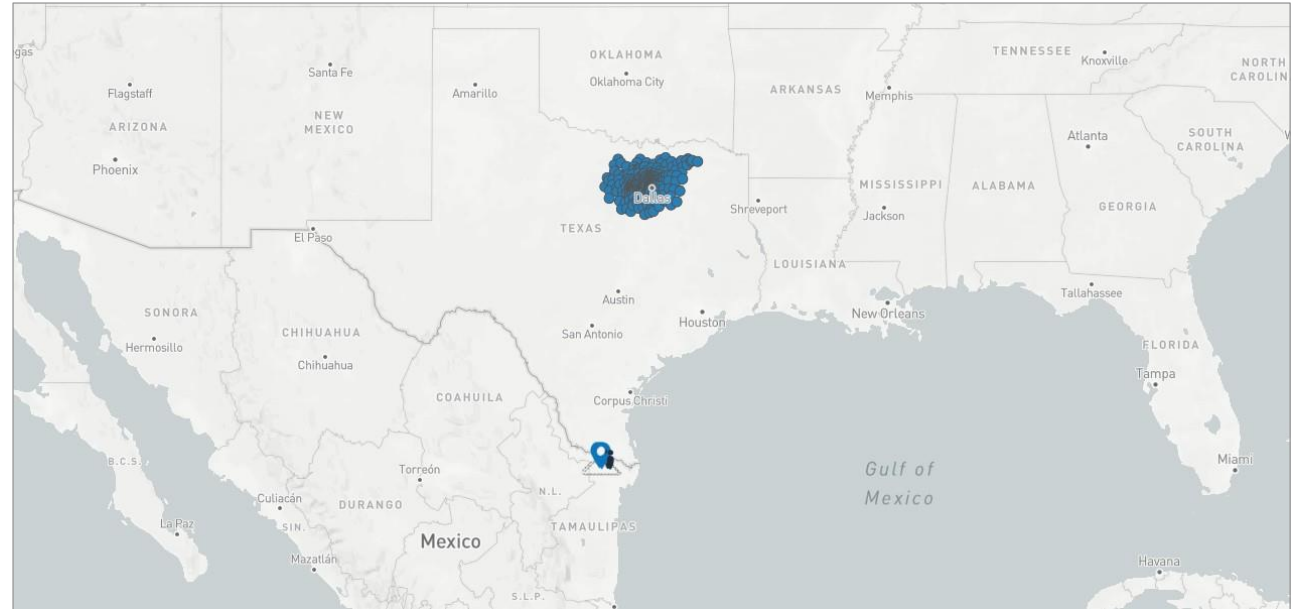
Local Population Composite



GEOFENCE & GEOVIDEO

How it Works

A predefined area around a specific location. Ads are only served to consumers inside the fence. We leverage variable location targeting with GPS services to serve these ads. Use hyper local targeting to reach your customers based on their actual behavior. Tap into real world re-targeting by continuing to serve these consumers ads once they leave the fence. Mobile only ads served inside of apps and on websites as well.



Sample Target Locations: Locations Can Be Changed Monthly

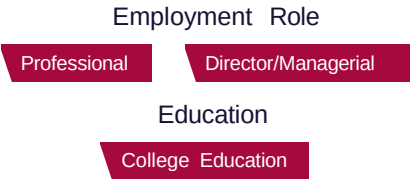
Mc Allen-Hidalgo International Bridge, International Boulevard, Hidalgo, TX, USA | 500m

Pharr International Bridge, Pharr, TX, USA | 500m

Target Segments

Reach your audience with even more precision by leveraging industry-leading data sources to deliver ads with enhanced location precision. With AI-powered optimizations, your message will be delivered to the most relevant audience on the highest-quality sites, apps, and networks with Addressable X.

Sample Demographic

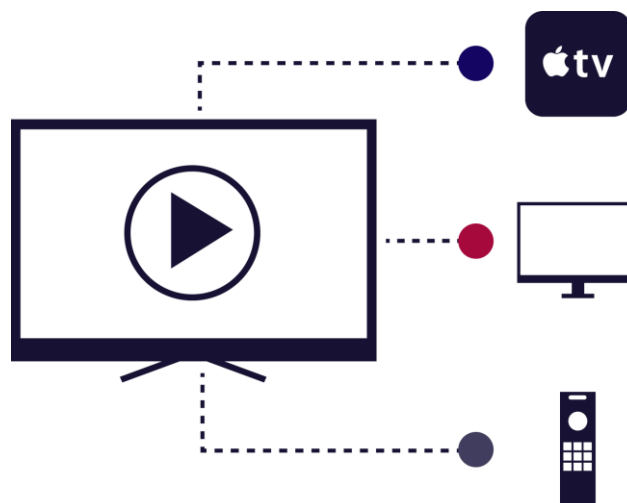


About Connected TV

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<https://www.statista.com/statistics/294654/connected-tv-penetration-rate-usa>

Number of Connected TV Users



Over the past 5 years, tv viewers have embraced connected devices from brands like Amazon Fire TV, Apple TV, Roku and many others — as a way to watch programming.

Adults spend 2 hours and 41 minutes each day streaming online video.

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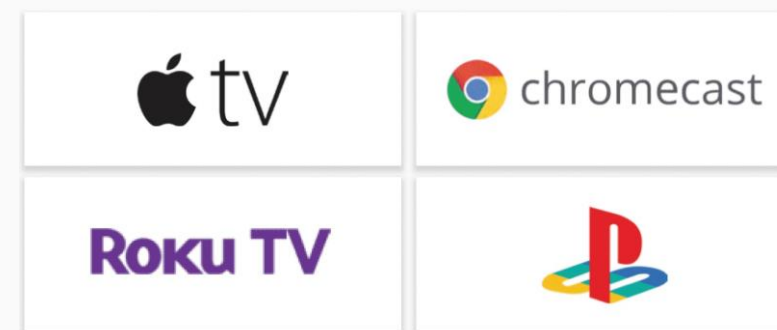
46% of adults watch video on a connected device daily. This is up from 40% in 2020 and 25% in 2017.

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Networks Your Ad May Appear on



Devices Included:



YOUR STREAMING AUDIENCE

AUDIENCE MATCH

MRI | SIMMONS

Demographics and Psychographics supported by
Winter 2022 MRI-Simmons USA
Retrieved from Simmons Insights Database



History



Discovery



Smithsonian Channel



Bloomberg



Fox Business



CNBC



Science Channel



HGTV



ABC



Fox News



Outdoor Channel



Bravo



NBC



National Geographic



TLC



Travel Channel



ABC Action News



ABC News



ESPN News



NBC News

Recommended :15 Second Commercial Schedule

Demo: CS-Households CS.RTG

Station	Program Name	Time	Len	Spots
SVEO				
SVEO	CBS 4 NEWS SUNRISE	Mo-Fr 5:00a-7:00a	:15	9
SVEO	CBS THIS MORNING	Mo-Fr 7:00a-9:00a	:15	10
SVEO	CBS 4 NEWS @ 12N	Mo-Fr 12:00p-12:30p	:15	10
SVEO	JEOPARDY	Mo-Fr 3:00p-3:30p	:15	10
SVEO	CBS 4 NEWS VALLEY AT 6	Mo-Fr 6:00p-6:30p	:15	6
SVEO	WHEEL OF FORTUNE	Mo-Fr 6:30p-7:00p	:15	2
SVEO	CBS 4 ROTATOR	Mo-Su 5:00a-12:00a	:15	10
SVEO	CBS 4 VALLEY WEEKEND EDTN	Sat 6:00p-6:30p	:15	2
SVEO	WHEEL OF FORTUNE	Sat 6:30p-7:00p	:15	2
SVEO	CBS4 NEWS AT TEN WEEKEND	Sat 10:00p-10:35p	:15	2
SVEO	CBS 4 NEWS AT TEN WEEKEND	Sun 10:00p-10:35p	:15	2

General Summary (CS-Households CS.RTG)

Description	Spots	Impressions (000)	Reach	Freq	Population
SVEO	65	419.898	56.8	2.5	292,798

Recommended :15 Second Commercial Schedule

Demo: CS-Households CS.RTG

Station	Program Name	Time	Len	MY 1	MY 8	MY 15	MY 22	Spots
KGBT								
KGBT	KGBT Rotator	Mo-Su 5:00a-12:00a	:30	10	10	15	15	50

General Summary (CS-Households CS.RTG)

Description	Spots	Impressions (000)	Reach	Freq	Population
KGBT	50	22,550	1.1	5.0	403,470



KGBT – myTV Programming

Marketing Campaign Re-Cap

Products	Details
 Addressable Display Banner Ads	62,500 IMPRESSIONS PER MONTH
 GeoFence Retargeting	57,692 IMPRESSIONS PER MONTH
 GeoVideo Retargeting	35,714 IMPRESSIONS PER MONTH
 Addressable Targeted OTT	46,875 IMPRESSIONS PER MONTH
 Broadcast Television	65 :15 SECOND COMMERCIALS ON CBS4 100 :15 SECOND COMMERCIALS ON MYTV
RECURRING MONTHLY INVESTMENT	\$ 6,500 MONTH

Client Agreement

Start Date: October 2023

End Date: April 2024

Term: 6 MONTHS

Print Client Name

Client Signature

Nexstar Media KVEO - Harlingen / Weslaco
/ Brownsville / McAllen, TX Signature

SAMPLE TARGETED ZIP CODES

75001	75002	75006	75007	75009	75010	75013	75019
75022	75023	75024	75025	75028	75032	75034	75035
75038	75039	75040	75041	75042	75043	75044	75048
75050	75051	75052	75054	75056	75057	75060	75061
75062	75063	75065	75067	75068	75069	75070	75071
75074	75075	75077	75078	75080	75081	75082	75087
75088	75089	75093	75094	75098	75101	75104	75114
75115	75116	75119	75125	75126	75132	75134	75135
75137	75141	75142	75143	75146	75147	75149	75150
75152	75154	75157	75158	75159	75160	75161	75164
75165	75166	75167	75169	75172	75173	75180	75181
75182	75189	75201	75202	75203	75204	75205	75206
75207	75208	75209	75210	75211	75212	75214	75215
75216	75217	75218	75219	75220	75223	75224	75225
75226	75227	75228	75229	75230	75231	75232	75233
75234	75235	75236	75237	75238	75240	75241	75243
75244	75246	75247	75248	75249	75251	75252	75253
75254	75270	75287	75390	75401	75402	75407	75409
75415	75422	75423	75424	75428	75432	75441	75442
75448	75449	75450	75452	75453	75454	75469	75474

SAMPLE TARGETED ZIP CODES

75491	75495	75496	76001	76002	76006	76008	76009
76010	76011	76012	76013	76014	76015	76016	76017
76018	76020	76021	76022	76023	76028	76031	76033
76034	76035	76036	76039	76040	76041	76044	76049
76050	76051	76052	76053	76054	76058	76059	76060
76061	76063	76064	76065	76066	76067	76070	76071
76073	76078	76082	76084	76085	76086	76087	76088
76092	76093	76102	76103	76104	76105	76106	76107
76108	76109	76110	76111	76112	76114	76115	76116
76117	76118	76119	76120	76123	76126	76127	76129
76131	76132	76133	76134	76135	76137	76140	76148
76155	76164	76177	76179	76180	76182	76201	76205
76207	76208	76209	76210	76225	76226	76227	76234
76244	76247	76248	76249	76258	76259	76262	76266
76270	76272	76426	76431	76462	76486	76487	76490
76623	76651	76670					

GEOFENCE & GEOVIDEO SAMPLE TARGET LOCATIONS



Mc Allen-Hidalgo International Bridge, International Boulevard, Hidal...
1023 International Blvd, Hidalgo, TX 78557, USA
26.097 / -98.271
500m

Pharr International Bridge, Pharr, TX, USA
Pharr International Bridge, Pharr, TX, USA
26.077 / -98.2036
500m



Multiplatform Marketing Campaign

12-month proposal

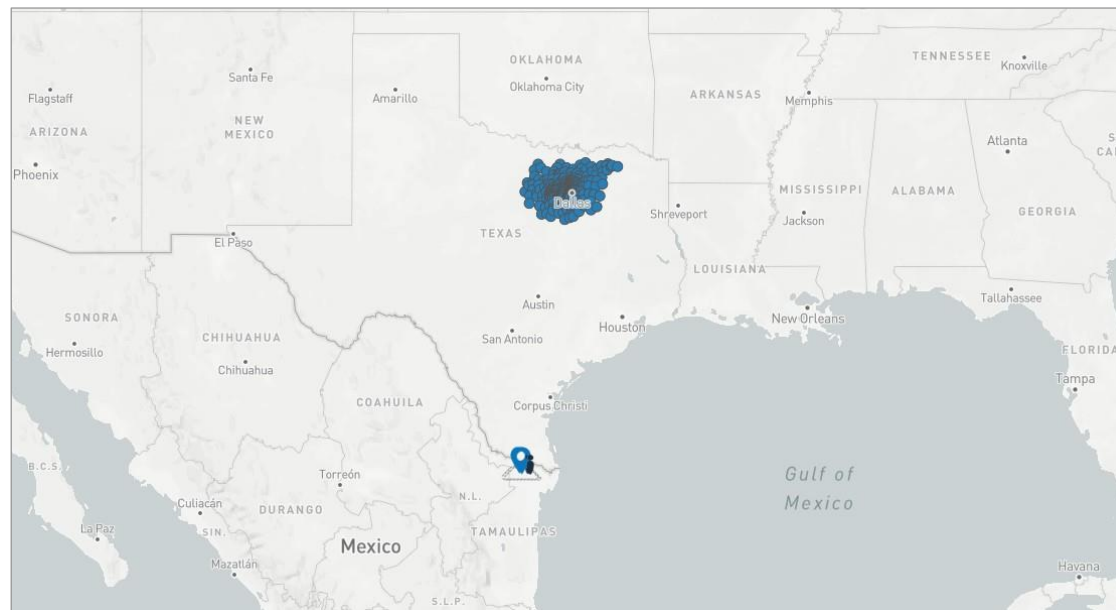
Nexstar Media - Harlingen / Weslaco / Brownsville / McAll...

Cindy Velasquez

CVelasquez@nexstar.tv

About Our Business

Nexstar Media Group is America's largest local television and media company with 199 full power stations (including partner stations) in 116 markets addressing nearly 68% of US television households and a growing digital media operation. Nexstar's platform delivers exceptional local content and network programming to inform and entertain viewers, while providing premium, scalable local advertising opportunities for advertisers and brands across all screens and devices.



Recommended Campaign Product Listings



Addressable Display



GeoFence
Retargeting



GeoVideo
Retargeting



Addressable CTV 90

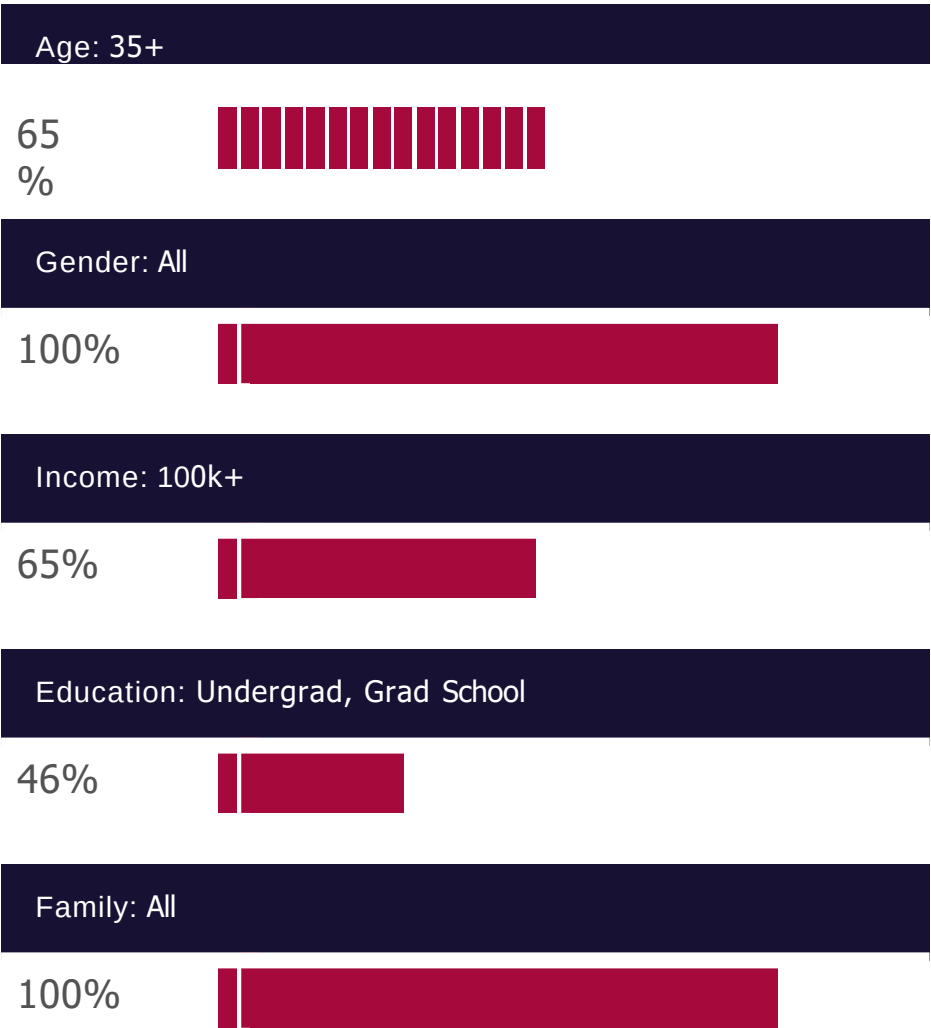


Broadcast Television

YOUR TARGET AUDIENCE



Demographics



Interests

Business & Industrial

Target Customers

Age: 35+

Sex: All

Education: Undergrad, Grad School

Family: All

Income: 100k+

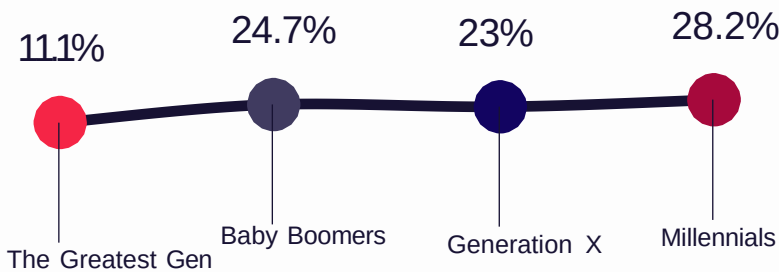
Where We'll Find Your Target Audience*

entrepreneur.com	businessinsider.c...	bloomberg.com	wsj.com
oilprice.com	businessnewsdai...	money.cnn.com	baltimore.cbsloc...
azdailysun.com	cnn.com	almanac.com	backyardchicken...
equinenow.com	classadrivers.com	truckersforum.net	truckingboards.c...
ncaa.com	hoopshype.com	covers.com	thenest.com
marthastewart.com	greatschools.org	everydayfamily.c...	todaysparent.com
craftgawker.com	usmagazine.com	education.com	enotes.com
families.com	rottentomatoes.c...	elle.com	fandango.com
cosmopolitan.com	edmunds.com	overstock.com	bhg.com
espn.go.com		caranddriver.com	nadaguides.com
hgtv.com			

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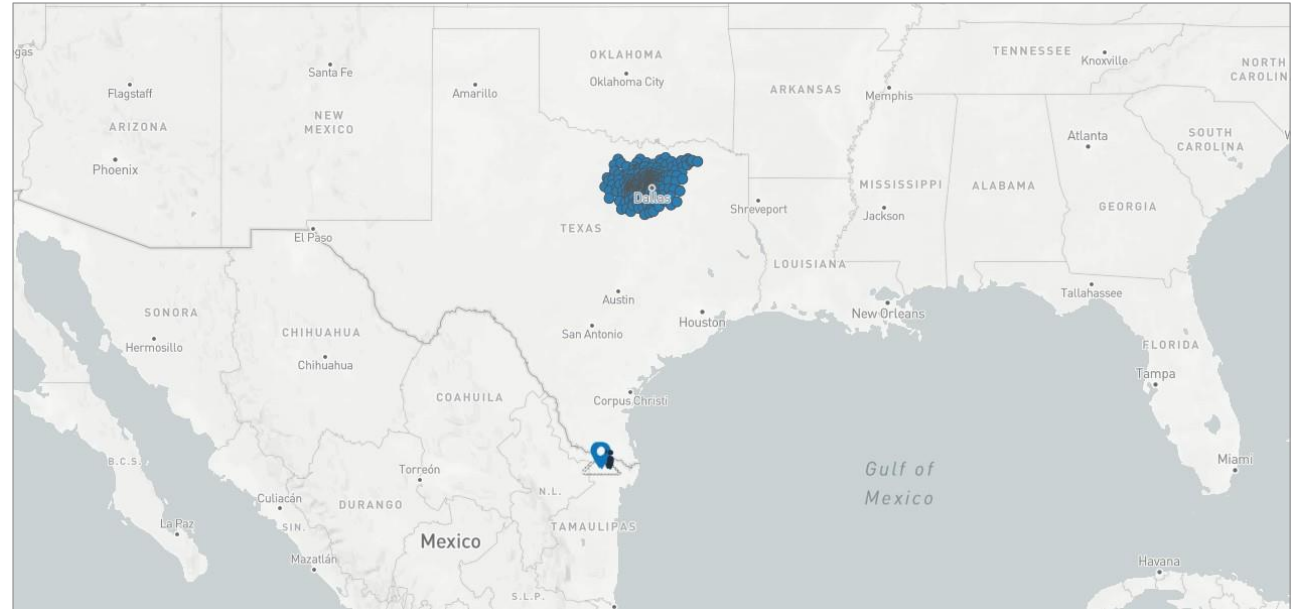
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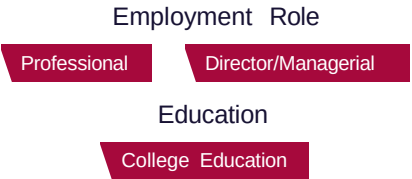
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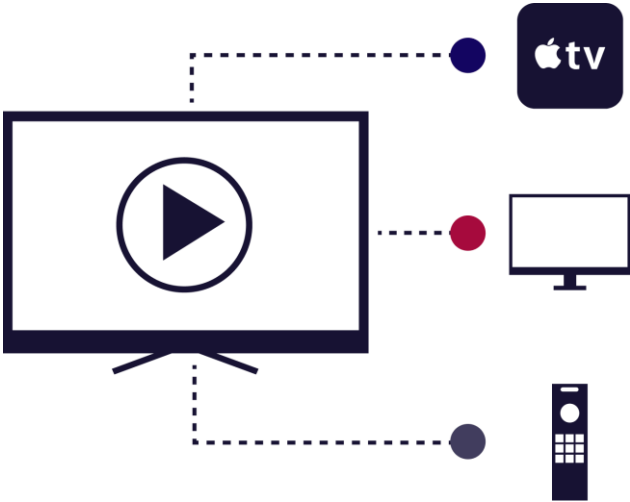


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Networks Your Ad May Appear on

Devices Included:

YOUR STREAMING AUDIENCE

AUDIENCE MATCH

MRI | SIMMONS

Demographics and Psychographics supported by
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History



Discovery



Smithsonian Channel



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Fox Business



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Science Channel



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Outdoor Channel



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National Geographic



TLC



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ABC Action News



ABC News



ESPN News



NBC News

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Demo: CS-Households CS.RTG

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Marketing Campaign Re-Cap

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RECURRING MONTHLY INVESTMENT	\$ 6,500 MONTH

Client Agreement

Start Date: October 2023

End Date: September 2024

Term: 12 MONTHS

Print Client Name

Client Signature

Nexstar Media KVEO - Harlingen / Weslaco
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76073	76078	76082	76084	76085	76086	76087	76088
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26.097 / -98.271
500m

Pharr International Bridge, Pharr, TX, USA
Pharr International Bridge, Pharr, TX, USA
26.077 / -98.2036
500m



Edinburg Economic Development Corporation

Meeting Date: October 30, 2023

Consider Approval of Agreement with Retail Strategies

1. **Agenda Item:**

Consider Approval of Agreement with Retail Strategies.

2. **Description/Scope:**

Retail Strategies proposal includes a contract for recruiting services and data management & analysis.

3. **Estimated Timeline:**

FY 2023-2024

4. **Budget:**

Annually: \$45,000

FY24 Marketing Account \$420,000

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of the 1-year proposal for \$45,000.

7. **Justification:**

Implementing different marketing strategies for the EEDC can significantly benefit our growth and success. With well executed marketing campaigns we can reach new demographics and geographic areas, broadening our prospects base. To stay competitive in our industry, and maintain Top-Of-Mind Awareness, we need to promote the EEDC effectively.

/s/ Raudel Garza, EEDC
Executive Director

Attachments:

Attachment A: Retail Strategies 2023-2024 Proposal



retail strategies

Retail Development Services

Edinburg, Texas
9/5/2023

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



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.



RETAIL STRATEGIES

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.



RETAIL STRATEGIES

Our Service



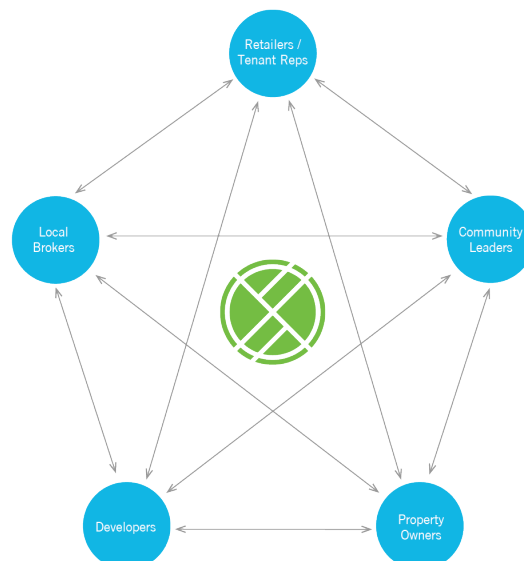
Discover: Real Estate Analysis

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



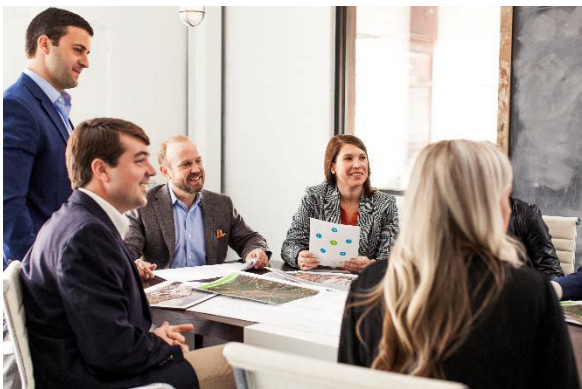
Discover: Community Input

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

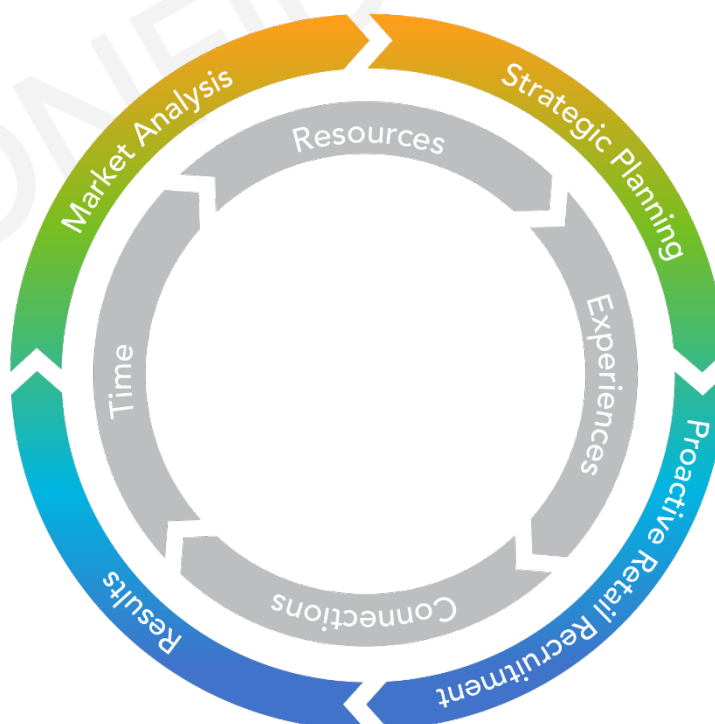


Connect: Retail Recruitment

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

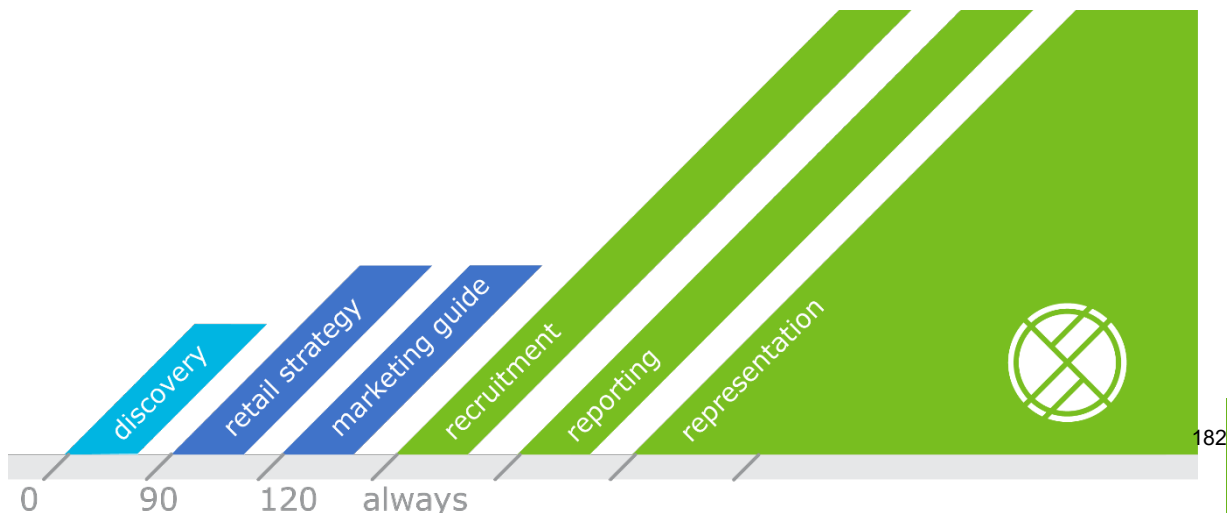
Scope of Services

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: October 30, 2023

Economic Development Staff Report

1. Agenda Item:

Economic Development Staff Report.

2. Description/Scope:

Staff will provide a presentation on the following topics:

Raudel Garza, EEDC Executive Director

- Labor Market Report
- Unemployment Numbers
- Social Media Report
- Upcoming Conferences & Events
- Other Updates

Leticia Pantoja, EEDC Project Manager

- Construction and Building Permits Report
- Sales Tax Report/Summary

Carlos Garza, EEDC Project Manager

- Trade Shows & Trade Missions Report

3. Estimated Timeline:

N/A

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

N/A

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Executive Director's Report

Attachment B: L. Pantoja, Project Manager Report

Attachment C: C. Garza, Project Manager Report

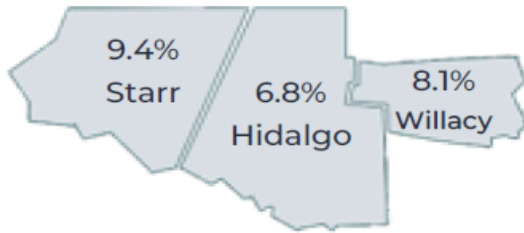
DEPARTMENT STATUS REPORT

Labor Market Report August 2023

Unemployment Rates

Workforce Solutions WDA

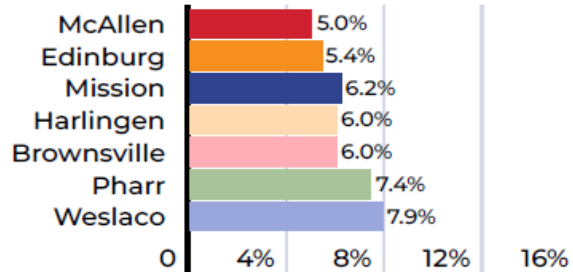
decreased from 7.2% to 7.0%



RGV 6.7%  **0.2%**

August-23

July-23



Statewide

The Texas unemployment rate remained at 4.1%.

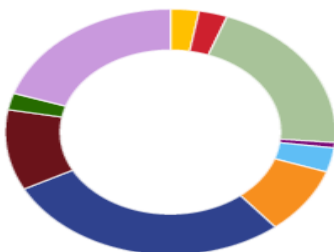
Seasonally Adjusted

Employment Change

Border Region Monthly Change

	McAllen MSA	Brownsville MSA	Laredo MSA	Total Monthly Change
Total All Non-Agriculture	800 	1800 	800 	2,800 

Border Region Industry Composition



Industry	Total Employment
Mining, Logging and construction	15,600
Manufacturing	15,600
Trade, Transportation, and Utilities	117,600
Information	4,200
Financial Activities	18,100
Professional and Business Services	49,800
Education and Health Services	160,300
Leisure and Hospitality	59,800
Other Services	12,700
Government	112,400

Labor Market Information for Rio Grande Valley & Laredo Areas

NOT SEASONALLY ADJUSTED FIGURES

Geographic Area	Aug-23			Jul-23	Aug-22		
	Civilian Labor Force	Unemployed	Rate	Rate	Civilian Labor Force	Unemployed	Rate
USA	168,049,000	6,623,000	3.9%	3.8%	164,971,000	6,256,000	3.8%
Texas	15,188,537	685,589	4.5%	4.5%	14,674,216	579,361	3.9%
Workforce Solutions	415,277	29,114	7.0%	7.2%	402,144	27,845	6.9%
Hidalgo County	383,331	26,209	6.8%	7.0%	370,747	24,719	6.7%
Starr County	24,544	2,304	9.4%	9.6%	24,222	2,530	10.4%
Willacy County	7,402	601	8.1%	8.6%	7,175	596	8.3%
McAllen	72,207	3,618	5.0%	5.1%	69,650	3,192	4.6%
Mission	37,398	2,315	6.2%	6.2%	36,188	2,195	6.1%
Edinburg	51,499	2,802	5.4%	5.5%	49,738	2,554	5.1%
Pharr	33,870	2,512	7.4%	7.5%	32,715	2,331	7.1%
San Juan	16,636	1,363	8.2%	8.5%	16,047	1,248	7.8%
Weslaco	18,424	1,449	7.9%	8.3%	17,730	1,283	7.2%
Workforce Solutions Cameron	182,582	10,874	6.0%	6.2%	178,050	9,993	5.6%
Harlingen	26,951	1,627	6.0%	6.1%	26,231	1,445	5.5%
Brownsville	82,073	4,893	6.0%	6.4%	80,027	4,488	5.6%
San Benito	9,864	615	6.2%	6.2%	9,638	586	6.1%
Workforce Solutions S. Texas	125,836	5,663	4.5%	4.7%	123,213	4,909	4.0%
Webb County	119,462	5,257	4.4%	4.6%	116,989	4,522	3.9%
Laredo	114,565	5,004	4.4%	4.5%	112,176	4,283	3.8%

SEASONALLY ADJUSTED FIGURES

USA	167,839,000	6,355,000	3.8%	3.5%	164,714,000	6,021,000	3.7%
Texas	15,111,936	622,929	4.1%	4.1%	14,686,731	552,038	3.8%

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

Unemployment Recap:

- The Texas (seasonally adjusted) unemployment rate remained at 4.1%.
- Hidalgo County's (not seasonally adjusted) unemployment rate decreased by 0.2% to 6.0%
- Edinburg (not seasonally adjusted) has the second lowest unemployment rate in the RGV at a rate of 5.4%

October 12, 2023

TIME TO MAKE PLANS TO ATTEND THE ALLIANCE ANNUAL MEETING – We will be hosting our 2023 Annual Meeting on Thursday, November 30th, at the Hyatt Regency Hotel in downtown Houston.

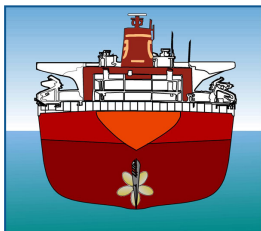
Alex Meade, one of the two new members of the Texas Transportation Commission appointed earlier this year, will be the keynote luncheon speaker. Commissioner Meade's career in economic development provides him with firsthand knowledge of the importance of infrastructure investment to economic growth. A native of the Lower Rio Grande Valley, Meade resides in Mission and is executive vice president of Texas Regional Bank where he manages their public policy strategy and economic development outreach. He is the former city manager of Pharr and served as CEO of the Mission EDC.



Commissioner Alex Meade

Make your Annual Meeting reservations [HERE](#). If your organization would like to participate as an event sponsor please contact Alliance Executive Director Jennifer Shepard (Jennifer@jgshepard.com).

HISTORIC CHANGE FOR TEXAS SEAPORTS – The I-69 Corridor provides landside connectivity for all Texas seaports, helping extend their market reach. Texas ports operate as businesses and historically state funding has been modest. Some states have invested state funds in their seaports for decades. Texas has always recognized the need to improve sections of the state highway system serving waterborne shipping. But funding for facilities on port property was provided by revenues from port operations and local taxpayers. Since 2015 TxDOT has funded \$180 million in landside connectivity projects near port entrances. The Legislature made an historic change this year allocating \$200 million in general revenue funds for port infrastructure. Based on recommendations from the Port Authority Advisory Committee, the TxDOT Commission in September allocated that funding to projects at 12 ports in grants ranging from \$1 million to \$36 million. All those



projects will begin in 2024. The Commission also approved \$40 million for near-port state highway projects through the Seaport Connectivity Program.

REFUGIO-WOODSBORO RELIEF ROUTE – Public meetings are scheduled in Refugio and Woodsboro to gather additional public input on development of a 13-mile section of future I-69E in Refugio County north of Corpus Christi. The \$463 million US 77 upgrade project has been allocated funding in the 2024 UTP for letting in the back half of the 10-year UTP. Route studies and environmental review are underway on the project which includes a major relief route on the east side of Refugio. Open house meetings will be at 4:30 p.m. on Oct. 25 in the Refugio County Expo Center and at 4:30 p.m. Oct. 26 at Woodsboro High School. An environmental decision is expected by mid-2024. Project development steps are continuing on a series of US 77/I-69E projects stretching north from the Nueces River to Odem, Sinton, Woodsboro and Refugio.

US 59 FEASIBILITY STUDY IN WEBB COUNTY – TxDOT is conducting a feasibility study for future improvement to interstate standard of a 21 mile section of US 59 east of Laredo. The study area extends from the Bob Bullock Loop east toward Freer. An in-person and virtual public meeting will be conducted at 5 p.m. on Oct. 19 at 5201 University Blvd in Laredo.

LAREDO INTERCHANGE PROGRESS – The interchange at I-69W and I-35 in Laredo will ultimately have eight direct connectors. Three are currently in service and the 4th and 5th are headed toward completion in the coming months. Shown here is recent construction on the connector from westbound I-69W to southbound I-35. Two more direct connects will come in the next phase.



Don Rodman -- I-69 Alliance / (361) 877-0409
To add additional recipients to this newsletter distribution, email their full contact information to: don@therodmanco.com

Edinburg Economic Development Corporation



1983

Facebook Page Visits



22,205

Facebook Page Reach



53

New Page Likes



13,373

Page Followers

@Edinburgtxedc



35

Profile Visits



1,439

Impressions



51

Total Followers



2

New Followers

@edinburgedc



19

Accounts Engaged



276

Accounts Reached



1,569

Total Followers



16

New Followers

Edinburg Economic Development Corporation (EEDC)



43

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868

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494

Total Followers



39

New Followers

Edinburg Economic Development Corporation

raudel@edinburgedc.com

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956-388-8914

Upcoming Conferences/Workshops

Team Texas WESTEC

- November 7-9, 2023
- Long Beach, California
- Attending: Carlos Garza

Strategic Planning Workshop Retreat

- TBD

Upcoming Events

Team Mario “Autism Conference”

- November 2-3, 2023
- Location: DHR Conference Center
- EEDC Sponsored \$1,000
 - 3 Autism Conference registrations

City of Edinburg Veterans Parade

- November 4th at 10am
- Location: Richard Flores Stadium- 1906 S Closner Blvd.

EEDC & Southern Industrial Careers “Hammering for Health Expo”

- November 8th from 9am-12pm
- Location: DHR Conference Center
- EEDC Sponsored: Venue

Edinburg Chamber of Commerce’s Annual Awards ‘Hollywood Glamour’

- November 8th from 6:30pm - 9:30pm
- Location: Region One Education Service Center – 1900 W Schunior St.
- Honoring: Sabrina Walker Hernandez “Woman of the Year” Award
- EEDC Sponsored \$1,000
 - 2 Tables

RGV Literacy Center’s 11th annual “Boots & Bling Gala” event

- November 9th from 7pm-11pm
- Location: Memorial Event Center- 208 E. Canton Rd
- EEDC Sponsored \$1,000
 - 6 Tickets

RGV LEAD “Shooting for Success” Skeet Shoot

- November 10th at 8am
- Location: El Dorado Sporting Clays – HWY 281 Floral Rd.
- EEDC Sponsored \$1,000
 - (1) Team of 3 persons needed

Parks & Recreation “Edinburg Cares”

- November 20th from 8:15am – 12pm

City of Edinburg “Lighting of the Tree”

- November 30, 2023 at 6:30pm

City of Edinburg “Night of Lights Parade”

- December 1, 2023 from 6pm-10pm

Updates

*** International Business Development Manager position has been posted**

- Closing Date: November 6, 2023

***RFP is out for the Food Truck Park**

***EEDC Office will be closed on:**

- November 10th (Veterans Day)
- November 23-24, 2023 (Thanksgiving)



Commercial Development Report:

Commercial Permit Values:

New Commercial Permit Value

September 2023: \$2,090,000.00

- Freedom Bank – 4120 N I-69C - \$2,000,000.00

Commercial Additions/Repairs Permit Value

September 2023: \$11,573,641.58

- Travis Elementary – ECISD – 1200 S. 21st Ave – \$1,175,000.00
- ECISD Admin Building – NM Construction.US – 411 N 8th Avenue - \$891,895.58
- ECISD Southeast Elementary – 1701 S. Raul Longoria - \$975,968.00
- Edinburg Regional Medical Center – 1102 W. Trenton St. - \$8,116,330.00

Multifamily New/Addition/Remodel Permit Value

September 2023: \$1,495,100.00

- Atwood Village – \$250,000.00 – \$380,000.00 (2)
- Woodland Estates – \$250,000.00 (2)

<u>PERMIT VALUATIONS (\$)</u>	September 2023	September 2022	YTD 2023	YTD 2022
New Homes	11,693,263.00	9,757,996.00	95,793,745.00	78,574,335.00
Residential Alterations	787,279.00	3,153,784.00	8,861,415.00	21,544,262.00
Multi-Family	1,495,100.00	5,089,100.00	91,924,033.00	26,322,069.00
Commercial: New	2,090,000.00	2,070,000.00	91,608,085.00	18,751,013.00
Commercial Alterations	11,573,641.00	353,233.00	45,383,910.00	110,975,227.00
TOTAL	\$ 27,639,283.00	\$ 20,424,113.00	\$ 333,571,188.00	\$ 256,166,906.00

*City of Edinburg Building Permit Values



Current Subdivisions:

- Subdivisions under Construction: 56
 - Number of Lots: 4,817
- Subdivisions under Construction Review: 65
 - Number of Lots: 1,588
- Subdivisions under Preliminary Review: 33
 - Number of Lots: 1,092

*City of Edinburg Engineering Department

Sales Tax Report/Summary:

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

SALES TAX REVENUES (0.5%) - GAAP BASIS

MONTH	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	Difference FY 22/23 - 21/22	
OCT.	\$ 501,759	\$ 539,764	\$ 548,456	\$ 620,368	\$ 676,247	\$ 55,878	↑ 9%
NOV.	443,392	517,839	566,005	705,608	724,862	19,254	→ 3%
DEC.	620,687	673,924	754,719	816,042	891,115	75,073	↑ 9%
JAN.	443,892	475,560	553,863	601,307	685,715	84,408	↑ 14%
FEB.	528,458	453,935	501,873	622,505	689,061	66,556	↑ 11%
MAR.	589,833	574,164	727,183	824,904	830,857	5,953	→ 1%
APR.	533,819	497,295	641,177	728,140	728,887	747	→ 0%
MAY	512,049	550,235	633,072	683,168	779,949	96,781	↑ 14%
JUN.	560,920	591,024	717,109	813,695	750,828	(62,867)	↓ -8%
JUL.	549,402	538,033	611,295	715,773	731,227	15,454	→ 2%
AUG.	517,757	530,880	704,765	688,206	864,771	176,565	↑ 26%
SEP.	553,671	647,655	663,366	781,228			
TOTAL	\$ 6,355,639	\$ 6,590,308	\$ 7,622,882	\$ 8,600,943	\$ 8,353,519	\$ 533,804	↑ 7%

AVERAGE PER MONTH: (October through August/11 months)

YTD Comparison \$ 527,452 \$ 540,241 \$ 632,683 \$ 710,883 \$ 759,411

YTD COMPARISON: (October through August)

\$ 5,801,968 \$ 5,942,653 \$ 6,959,516 \$ 7,819,715 \$ 8,353,519

YTD COMPARISON: (October thru August vs October thru August of prior year)

737,701 140,685 1,016,863 860,199 533,804

YTD COMPARISON: (October thru August vs October thru August of prior year %)

15% 2% 17% 12% 7%

- The Edinburg Economic Development Corporation collected \$864,771 in sales tax in August 2023. This is a 26% increase from August 2022.
- The year to date (October 2022 through August 2023) total collected is \$8,353,519.



MEMORANDUM

To: Raudel Garza, Executive Director, Edinburg EDC
From: Carlos Garza, Program Manager, Edinburg EDC
Date: October 27, 2023
Subject: Team Texas – New York Trade Show

I am pleased to provide a summary of our recent participation in a trade show in New York, which took place from October 18 to October 20. Our delegation, consisting of directors, assistant directors, and CEOs of economic development from various regions across Texas, had the opportunity to meet with businesses, site selectors, and consultants. This event provided us with valuable insights and allowed us to explore potential business expansion opportunities for the region.

Event Overview:

The Team Texas delegation, composed of directors, assistant directors, and CEOs of economic development, attended a trade show in New York. This event gathered professionals from various regions across Texas and provided a unique platform for engaging with businesses, site selectors, and industry consultants. During the trade show, we had the privilege of meeting with businesses, site selectors, and consultants who are experts in various industries. This direct interaction allowed us to discuss potential opportunities for business expansion in our region.

Consultants:

1. Global Strategy Consulting, Newmark
 - Focus: General Site Selection, Healthcare, Life Sciences
2. Atlas Insight, LLC
 - Focus: General Site Selection, Food & Beverage Processing, Workforce Development
3. Atlas Insight, LLC
 - Focus: General Site Selection, Manufacturing
4. Savills Inc.
 - Focus: General Site Selection, Construction, Real Estate
5. Deloitte

Companies Interested in Texas Expansion:

1. **Company 1**
 - Location: New Jersey
 - Description: Specialty chemicals manufacturer for coatings, inks, plastics, and more.
2. **Company 2**
 - Location: New Jersey
 - Description: Manufacturer and distributor of custom gaskets, hoses, and fittings.
3. **Company 3**
 - Location: California
 - Description: Manufacturer of advanced building products for disaster-resistant housing.
4. **Company 4**
 - Location: New York
 - Description: Private aviation infrastructure development company.
5. **Company 5**

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- Location: New York
 - Description: Manufacturer of electric motorcycles powered by clean technology.
6. **Company 6**
- Location: South Australia
 - Description: Meat processing and distribution for local and international markets.
7. **Company 7**
- Location: New Jersey
 - Description: Designs men's apparel products, including shirts.
8. **Company 8**
- Location: New Jersey
 - Description: Logistics, warehousing, and distribution services, specializing in temperature-controlled logistics.
9. **Company 9**
- Location: New York
 - Description: Provider of integrated Identity and Access Management solutions.

Our discussions with these companies and consultants have opened doors for potential business expansion opportunities in Texas. We are now in a position to explore and facilitate these opportunities, and provide site options for relocation or expansion.