



**ECONOMIC DEVELOPMENT  
CORPORATION BOARD OF DIRECTORS**

**Location:**

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

**September 24, 2024  
ANNUAL 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. CONSENT AGENDA**

*All matters listed under consent agenda are considered to be routine by the governing body and will be enacted by one motion. There will be no separate discussion of these items. If discussion is desired, that item will be removed from the consent agenda and will be considered separately. With regard to any item, the city council may take various actions, including but not limited to rescheduling an item in its entirety for a future date or time. The Edinburg Economic Development Corporation 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. Consider approval of Minutes for the Joint Meeting held on July 16, 2024 and Special Board Meeting held on August 26, 2024.
- B. Consider approval of sponsorship for the Boy Scouts of America Rio Grande Council.
- C. Consider Approval of the incentive disbursement to RREAL LLC in the amount of \$50,000.

## **6. AGENDA ITEMS**

- A. Election of Officers: President, Vice President, Secretary, and Treasurer.
- B. Presentation of Industrial Development Area Study for South Texas International Airport (KSA).
- C. Consider approval of Contribution for UTRGV Athletics for Fiscal Year 2023-2024.
- D. Consider approval of the funding request submitted by Valley Initiative for Development and Advancement (VIDA) for workforce development.
- E. Consider approval of the interest buydown program funding request submitted by LiftFund.

## **7. EXECUTIVE SESSION**

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

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

- 1. Office Space
- 2. Project Crash
- 3. FLIP
- 4. Project FB
- 5. Project Medusa
- 6. Project Joe
- 7. Project Fruit
- 8. Project Cave
- 9. West Campus
- 10. Project Choo Choo
- 11. Mid-Town District
- 12. Project M&T

B. Consultation with Attorney (§551.071. Consultation with Attorney; Closed Meeting)

C. Personnel Matters (§551.074 Personnel Matters)

- 1. Evaluation of Executive Director, Raudel Garza
- 2. Discussion of Compensation Plan

## **8. OPEN SESSION**

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

## **9. STAFF REPORTS**

- 1. Commercial Development Report
  - Construction and Building Permits



- Commercial Planning Updates
  - LiftFund Update
  - FLIP Update
  - Workforce Development Update
2. Marketing Report
- Social Media Report
  - Marketing Campaign FY2025
  - Travel Calendar FY2025
3. Executive Director Report
- Alliance for I-69 Texas
  - Other Activity

## 10. 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 September 20, 2024 at 5:00 pm.*

*By: /s/ Raudel Garza*

*Signature: Raudel Garza*

*Name: Raudel Garza, Executive Director Edinburg  
Economic Development Corporation*



## **Edinburg Economic Development Corporation**

Meeting Date: September 24, 2024

Consider approval of Minutes for the Joint meeting held on July 16, 2024 and Special Board Meeting held on August 26, 2024.

**1. Agenda Item:**

Consider approval of Minutes for the Joint meeting held on July 16, 2024 and Special Board Meeting held on August 26, 2024.

**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: July 16, 2024 Joint Board Minutes

Attachment B: August 26, 2024 Special 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

July 16, 2024

SPECIAL JOINT MEETING AGENDA  
4:00 PM

**PRESENT:** Veronica Gonzales, President  
Raul Resendez, Vice President  
Aaron “Ronny” Rivera, Secretary  
Richard Gonzales, Director  
Daniel “Dan” Diaz, Mayor Pro Tem  
Sabrina Walker Hernandez, Director  
Ramiro Garza Jr, Mayor  
David White, Councilmember place 4  
Jason De Leon, Councilmember Place 2  
David Salazar Jr, Councilmember Place 3

**STAFF:** Raudel Garza, Executive Director  
Samantha Martinez, Business Operations Coordinator  
Carlos Garza, Project Manager  
Leticia Pantoja, Project Manager  
Jacqueline Guerra, Marketing and Research Manager  
Myra Ayala, City Manager  
Clarice Balderas, City Secretary  
Omar Ochoa, City Attorney

**1. CALL TO ORDER, ESTABLISH QUORUM**

President, Veronica Gonzales, called the meeting to order at 4:00 pm and established quorum for the Edinburg Economic Development Corporation.

For the record, Director Eddie Garza was not present at this meeting as he had submitted his letter of resignation due to relocating.

**A. Pledge of Allegiance**

## **2. CERTIFICATION OF PUBLIC NOTICE**

EEDC Executive Director, Raudel Garza, confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on July 12, 2024 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.**

## **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. EXECUTIVE SESSION**

At this time the EEDC Board entered executive session at 4:05 pm.

**MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR RICHARD GONZALES AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.**

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

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



The EEDC board may elect to go into executive session on any item whether or not such item is posted as an executive session item at any time during the meeting when authorized by the provisions of the Texas Open Meetings Act. The board will deliberate the following item:

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.)

**A. Industrial Projects**

1. North Industrial Park Review
2. Project Sprinkler
3. Campos Produce
4. Project Grey Wolf
5. Project Born Again
6. Project Wrecking Ball
7. Project Watt
8. Project Data
9. Project Choo Choo
10. Airport Master Plan

**B. Commercial Projects**

1. Project Aluminum Foil
2. Project Cave
3. Project Coal
4. Project Loaf
5. Project Hospitality
6. Project Italy
7. Project M and T
8. Project Medusa
9. Project Napoleon Dynamite

10. Project Gas Too

11. Project Jules Verne
12. Project Shove
13. Project Lakes
14. Vaquero Park
15. Mid-Town District
16. West Campus
17. Project Cowboy

**C. Programs**

1. FLIP
2. Commercial Recruitment Program (CRP)
3. LiftFund
4. Workforce Development

**D. Office Space**

**E. Bond Projects**

1. Workforce Resource Center
2. Parking Garage

**6. 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.

For the record, the city council began their meeting at 5:00 pm and joined the EEDC board in executive session.

The EEDC Board and City Council reconvened for open session at 6:04 p.m.

**MOTION TO ENTER OPEN SESSION FOR EEDC BOARD WAS MADE BY DIRECTOR SABRINA WALKER HERANANDEZ AND SECONDED BY MAYOR PRO TEM DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.**

**MOTION FOR EEDC STAFF TO PROCEED AS DIRECTED ON ITEM B2 OF EXECUTIVE SESSION WAS MADE BY MAYOR PRO TEM DANIEL DIAZ AND SECONDED BY DIRECTOR RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.**

**MOTION TO ENTER OPEN SESSION FOR CITY COUNCIL WAS MADE BY COUNCILMEMBER DAVID SALAZAR AND SECONDED BY COUNCILMEMBER DAVID WHITE. MOTION CARRIED UNANIMOUSLY.**

**NO ACTION FROM CITY COUNCIL IN EXECUTIVE SESSION WAS MADE.**

**7. ADJOURNMENT**

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

**MOTION TO ADJOURN MEETING WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY VICE PRESIDENT RAUL RESENDEZ. MOTION CARRIED UNANIMOUSLY.**

**MOTION TO ADJOURN MEETING WAS MADE BY COUNCILMEMBER DAVID SALAZAR AND SECONDED BY MAYOR PRO TEM DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.**

Minutes Transcribed by:

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Samantha Martinez, Business Operations Coordinator, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on \_\_\_\_\_, 2024.

**EDINBURG ECONOMIC DEVELOPMENT CORPORATION:**

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Aaron Rivera, EEDC Board Secretary



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

LOCATION:

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

August 26, 2024

**REGULAR MEETING AGENDA**

**5:30 PM**

**PRESENT:** Veronica Gonzales, President  
Raul Resendez, Vice President  
Aaron Rivera, Secretary  
Dan Diaz, Mayor Pro Tem  
Richard Gonzales, Director  
Sandra Alaniz, Director  
Marc Moran, Director

**STAFF:** Raudel Garza, Executive Director  
Samantha Martinez, Business Operations Coordinator  
Jaqueline Guerra, Marketing & Research Manager  
Leticia Pantoja, Project Manager  
Carlos Garza, Project Manager  
Omar Ochoa, EEDC Attorney

**1. CALL TO ORDER, ESTABLISH QUORUM**

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

**A. Pledge of Allegiance**

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

President, Veronica Gonzales Gave a brief biography to introduce the two new board members: Director Marc Moran and Director Sandra Alaniz. President, Veronica Gonzales, also mentioned the resignation of former board member Sabrina Walker Hernandez and thanked her for her continuous service to the Edinburg Economic Development Corporation.

## **2. CERTIFICATION OF PUBLIC NOTICE**

Mr. Garza confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on August 23, 2024 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.

Director, Sandra Alaniz, recused herself due to a conflict of interest on executive session item 6A1.

President, Veronica Gonzales, recused herself due to a conflict of interest on executive session items 6A 5, 6 and 7.

## **4. PUBLIC COMMENTS**

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There were no public comments.

## **5. SPECIAL AGENDA ITEMS**

### **A. Consider Approval of Minutes for the Special Board Meeting held on July 23, 2024.**

**MOTION TO APPROVE MINUTES WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY VICE PRESIDENT RAUL RESENDEZ. MOTION CARRIED UNANIMOUSLY.**

### **B. Presentation of Quarterly Investment report ending on June 30, 2024.**

Executive Director, Raudel Garza, gave a brief presentation of the board on the quarterly investment report. No action was needed as it was only a presentation.

**C. Consider approval of sponsorships for the:**

- 1. 9<sup>th</sup> Annual Noche Mexicana grito de Independencia” by Camara de Comercio International**

**MOTION TO APPROVE SPONSORSHIP WAS MADE BY DIRECTOR MARC MORAN AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.**

- 2. Fandango by Museum of South Texas History**

**MOTION TO APPROVE SPONSORSHIP WAS MADE BY MAYOR PRO TEM DANIEL DIAZ AND SECONDED BY DIRECTOR SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.**

- 3. Fire Stopper Festival by the City of Edinburg Fire Department**

**MOTION TO APPROVE SPONSORSHIP WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY MAYOR PRO TEM DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.**

- 4. Discussion with Duncan Wood by the RGV Partnership**

**MOTION TO APPROVE SPONSORSHIP WAS MADE BY DIRECTOR SANDRA ALANIZ AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.**

**D. Discuss and consider approval of the funding request submitted by Valley Initiative for Development and Advancement (VIDA) for workforce development.**

Isidro Ramos, Director of Workforce and Economic Development, provided a brief presentation on VIDA’s workforce development program and its key components. He also reviewed VIDA’s progress report, which included data on participants' age, income level, household size, and first-generation student status. Following the presentation, there was further discussion among the EEDC board members, and additional information was requested from VIDA. No action was taken on this item.

**E. Discuss and Consider approval of the interest buydown program funding request submitted by Liftfund.**

Marlene Rodriguez, Market Director, gave a brief presentation on the LiftFund interest buydown program. During the discussion that followed, the EEDC board requested additional information, including a list of applicants, those who were denied, and the locations of the businesses that applied. No action was taken on this item.

**F. Consider approval of the EDC's FY23-24 Audit Proposal with Cascos & Associates, PC.**

Executive Director, Raudel Garza, gave a presentation on the Audit proposal for Cascos & Associates. Mr. Garza reminded the board that Casco and Associates were the auditors the EEDC utilized in FY 2022-2023.

**MOTION TO APPROVE AUDIT SELECTION WAS MADE BY DIRECTOR RICHARD GONZALES AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.**

**G. Consider adoption of EEDC FY2025-2027 Strategic Plan.**

Executive Director, Raudel Garza, gave a brief presentation on the current Strategic Plan that was previously reviewed by the board.

**MOTION TO APPROVE STRATEGIC PLAN WAS MADE BY MAYOR PRO TEM DANIEL DIAZ AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.**

**H. Consider approval of the Edinburg EDC FY25 Budget and Program of work.**

Executive Director, Raudel Garza, requested to move item "5H" into executive session.

**MOTION TO MOVE LINE ITEM "5H" INTO EXECUTIVE SESSION WAS MADE BY MAYOR PRO TEM DAN DIAZ AND SECONDED BY VICE PRESIDENT RAUL RESENDEZ. MOTION CARRIED UNANIMOUSLY.**

**6. EXECUTIVE SESSION**

The board entered executive session at 6:22 p.m.

**MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR MARC MORAN AND SECONDED BY SECRETARY AARON RIVERA. 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 Cave
  - 2. Project FB
  - 3. Project Cowboy
  - 4. Office Space
  - 5. Project West Campus
  - 6. Project Choo Choo
  - 7. Mid-Town District
  - 8. Project New Park
  - 9. Project Born Again

## **7. OPEN SESSION**

The EEDC convened in Open Session to take necessary action, in accordance with Chapter 511, Open meetings, Subchapter E, Procedures Relating to Closed Meeting §551.102, Requirement to Vote or Take Final Action in Open Meeting.

The EDC board reconvened for open session at 8:48 p.m.

**MOTION TO ENTER OPEN SESSION WAS MADE BY DIRECTOR RICHARD GONZALES AND SECONDED BY DIRECTOR MARC MORAN. MOTION CARRIED UNANIMOUSLY.**

**MOTION TO APPROVE LINE ITEM “5H” FOR THE APPROVAL OF EDC FY25 BUDGET AND PROGRAM OF WORK ITEM AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY VICE PRESIDENT RAUL RESENDEZ. MOTION CARRIED UNANIMOUSLY.**

**MOTION TO PROCEED AS DISCUSSED IN EXECUTIVE SESSION FOR ITEMS “1. PROJECT CAVE, 2. PROJECT FB, 3. PROJECT COWBOY AND 9. PROJECT BORN AGAIN” WAS MADE BY SECRETARY AARON RIVERA AND SECONDED BY DIRECTOR SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.**

## **8. STAFF REPORT**

- A. Commercial Development Report
  - Construction and Building Permits
  - Sales Tax Report/ Summary
  - LiftFund Update
  - FLIP Update
  - Workforce Development Update
  - Labor Market Report
- B. Industrial Development Report
  - Update on Planning Activities
  - Update on Cano Warehouse
- C. Marketing Report
  - Social Media Report
  - Staff Engagements
  - Upcoming Conferences
- D. Executive Director Report
  - I-69 Alliance
  - Other Activity

**STAFF REPORT WAS PREVIOUSLY REVIEWED BY THE BOARD.**

## **9. ADJOURNMENT**

There being no further business to consider, the meeting adjourned at 8:50 p.m.

**MOTION TO ADJOURN MEETING WAS MADE BY DIRECTOR RICHARD GONZALES AND SECONDED BY SECRETARY AARON RIVERA. MOTION CARRIED UNANIMOUSLY.**

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Minutes Transcribed by:

Samantha Martinez, Business Operations Coordinator, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on \_\_\_\_\_, 2024.

**EDINBURG ECONOMIC DEVELOPMENT CORPORATION:**

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Aaron Rivera, EEDC Board Secretary





## **Edinburg Economic Development Corporation**

Meeting Date: September 24, 2024

Consider approval of sponsorship for the Boy Scouts of America  
Rio Grande Council

**1. Agenda Item:**

Consider approval of sponsorship for the Boy Scouts of America Rio Grande Council

**2. Description/Scope:**

The Edinburg Economic Development Corporation (EEDC) is considering providing sponsorship support for the Boy Scouts of America Rio Grande Council. This sponsorship will enable the EEDC to contribute to the Council's initiatives, which focus on developing leadership skills, community service, and personal growth for youth in the Rio Grande Valley. Approval of this sponsorship would strengthen EEDC's commitment to supporting youth programs and community organizations that foster future leaders.

**3. Estimated Timeline:**

Upon Invoice Request

**4. Budget:**

There is \$73,400.00 available in EDC's Sponsorship account.

**5. Procurement/Selection Process:**

N/A

**6. Staff's Recommendation:**

Staff recommends approval of a \$2,500 sponsorship.

**7. Justification:**

N/A

**/s/ Raudel Garza, EEDC**  
**Executive Director**

**ATTACHMENTS:**

Attachment A



BOY SCOUTS  
OF AMERICA®

RIO GRANDE COUNCIL

Dear Friend:

We are delighted to invite you to the 38th Annual Rio Grande Council Distinguished Citizen Award Dinner, which will take place on **Friday, November 1st, 2024**, at the McAllen Convention Center from **6:30 p.m. to 9:00 p.m.**

This year, we are privileged to honor **Dr. Guy Bailey, President of The University of Texas Rio Grande Valley**, with the Distinguished Citizen Award. Dr. Bailey has been instrumental in catalyzing ideas, partnerships, education, and programs that have significantly transformed and enriched our community.

You and I have the unique opportunity to guide young men and women into a program that stands for integrity, service, and community values. The Distinguished Citizen Award Dinner is an occasion where the business community comes together to support the Rio Grande Council in delivering quality Scouting programs to the youth in the Upper and Lower Valley.

Scouting continues to provide our youth with invaluable opportunities to explore, serve others, build self-confidence, and uphold ethical standards. The principles that Scouting teaches are as relevant today as they were in 1910 and have shaped countless leaders in both private business and public service.

We hope you will join us for this special evening. The event attire is business casual. Enclosed with this invitation are details about sponsorship opportunities and ticket information.

Your support is instrumental in aiding the continued impact of Scouting in our region. We would be honored to have you or your organization partner with us as a sponsor. By doing so, you will not only contribute to a memorable evening but also help shape the future of countless young people in our community.

Thank you for considering this opportunity to make a difference. We look forward to celebrating with you.

Warm regards,

Luis Rodriguez  
Scout Executive/CEO  
Rio Grande Council  
512-831-9676

Veronica Gonzales  
Dinner Committee Chair  
956-451-1969

*Rio Grande Council, Scouting America, and its Board of Directors  
cordially invite you to attend the 38th Annual*

# Distinguished Citizen Award Dinner



Honoring:  
**Dr. Guy Bailey**

Friday, the first day of November  
two thousand twenty-four

6:30 - 9:00 PM Dinner & Program

McAllen Convention Center  
700 Convention Center Blvd  
McAllen, Texas

Please RSVP using the enclosed card  
For more information, contact:  
[Luis.Rodriguez@scouting.org](mailto:Luis.Rodriguez@scouting.org)  
Attire: Business Casual

This award is presented annually by the Rio Grande Council to individual community leaders who provide outstanding civic service to adults and/or youth in the community. Those who receive the award personify what Scouting America stands for: good citizenship, outstanding moral fiber, dedication to others, and living their lives by the Scout Oath and Law.

38th Annual Distinguished Citizen Award Dinner benefiting  
the Rio Grande Council, Scouting America, honoring

# Dr. Guy Bailey

I (we) will join you on Friday, November 1st, 2024  
Enclosed is my check for \$ \_\_\_\_\_ for \_\_\_\_\_ reservations

Title Sponsor - \$25,000 (3 tables of 10, Video Welcome)

Platinum Eagle Sponsor- \$10,000 (3 tables of 10)

Golden Eagle Sponsor- \$5,000 (2 tables of 10)

Silver Eagle Sponsor- \$2,500 (table of 10)

Bronze Eagle Sponsor: \$1,000 (4 seats at a table)

Individual Seats: \$250

OR, I regret I will not be able to attend, but enclosed  
is my contribution of \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Company Name \_\_\_\_\_

**Please Make Checks Payable to:**  
**Rio Grande Council**  
**PO Box 2424**  
**Harlingen, TX 78551**

38th Annual Distinguished Citizen Award Dinner benefiting  
the Rio Grande Council, Scouting America, honoring

# Dr. Guy Bailey

**Dinner Chair**

**Veronica Gonzales**

## **Dinner Committee**

**Hon. Ernie and  
Debbie Aliseda**

**Chris and Anita  
Boswell**

**Rene and Terry  
Capistran**

**Art Cavazos**

**Sergio Contreras**

**Lizzy De La Garza  
Putegnat**

**Maru De La Paz**

**Richard and Myra  
Garcia**

**Hiren Govind**

**John and Joanna  
Guevara**

**Sally and David  
Guerra**

**Sandra Langley**

**Eddie Lucio III**

**Anita Moon**

**David and Susie  
Oliveira**

**Dr. Andrew  
Phillips**

**Luis Rodriguez**

**Tudor Ulhorn**

**Adrian Villarreal**

**Rick Villarreal**

**Michael Williamson**

**Stephen Wingert**



## Edinburg Economic Development Corporation

Meeting Date: September 24, 2024

Consider approval of the incentive disbursement to RREAL LLC in the amount of \$50,000.

**1. Agenda Item:**

Consider approval of the incentive disbursement to RREAL LLC in the amount of \$50,000.

**2. Description/Scope:**

The Edinburg Economic Development Corporation (EEDC) and RREAL LLC ("applicant") entered into an agreement on May 16, 2023, for the commercial plaza known as "The Shoppes at McColl," located at 1816 S. McColl Rd.

Some of the plaza tenants include Subway, Play Street Museum, Martial Tactics, Carnicería 'La Uno,' Voya Insurance, among others.

As outlined in the agreement, the applicant's responsibilities were as follows:

- Complete the commercial plaza.
- Provide EEDC with proof of the issuance of a certificate of occupancy related to the project.
- Submit evidence to EEDC of a capital investment of at least \$2 million into the project.
- Install at least two (2) electric vehicle charging stations at the commercial plaza.

The applicant has fulfilled all these requirements and has submitted a signed compliance certificate to the EEDC. As per the agreement, within 30 days of approval by the EEDC Board of Directors and the City Council, the EEDC will reimburse the applicant \$50,000 for the actual dollar amounts spent on infrastructure.

**3. Estimated Timeline:**

Incentive to be disbursed within 30 days upon EEDC and City Council approval.

**4. Budget:**

Economic Development Incentives line item.

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval.

7. **Justification:**

We recommend approval of the reimbursement to RREAL LLC as they have met all contractual obligations with the EEDC. Approving this reimbursement will ensure the EEDC honors its commitment to support projects that stimulate economic growth, enhance infrastructure, and align with our development goals.

/s/ Raudel Garza, EEDC  
Executive Director

**ATTACHMENTS:**

Attachment A: RREAL and EEDC Executed Agreement

STATE OF TEXAS §  
COUNTY OF HIDALGO §  
CITY OF EDINBURG §

**ECONOMIC DEVELOPMENT  
INCENTIVE AGREEMENT BETWEEN  
THE EDINBURG ECONOMIC  
DEVELOPMENT CORPORATION  
AND RREAL LLC**

This Economic Development Incentive Agreement (this “Agreement”) is entered into as of this 16 day of May, 2023 (the “Effective Date”) by and between the Edinburg Economic Development Corporation (the “EEDC”), a non-profit Development Corporation created under the Texas Development Corporation Act, Texas Local Government Code Chapter 501 et seq, as amended (hereinafter “the Act”) whose principal place of business is located at 415 W. University Dr., Edinburg, Texas 78541, and RREAL LLC (the “Applicant”) whose principal place of business is located at PO Box 985, Mission, Texas 78573-0015 or 1619 E. 3 Mile Line, Mission, Texas 78574.

**RECITALS:**

**WHEREAS**, Applicant intends to develop a commercial plaza of approximately 15,750 square feet named The Shoppes at McColl, as more fully described in Exhibit A, located at a tract of land approximately 1.92 acres out of lot 4, Section 236 (the “Project”);

**WHEREAS**, Applicant expects that the construction and operation of the Project will create new jobs and bring new businesses to the City of Edinburg;

**WHEREAS**, Applicant expects that construction, including infrastructure, will cost at least \$2,000,000; and

**WHEREAS**, Applicant has applied for financial economic incentives from the EEDC for the development and operation of the Project; and

**WHEREAS**, the EEDC believes that the development of the Project is a new or expanded business in the City of Edinburg that will serve as an economic stimulus to the City of Edinburg, resulting in job growth; and

**WHEREAS**, the EEDC Board of Directors has determined that finalizing an economic incentive agreement with Applicant in accordance with this Agreement will promote local economic development and stimulate business and commercial activity in the City; and

**NOW THEREFORE**, in consideration of the foregoing, and on the terms and conditions hereinafter set forth, the parties agree as follows:

**SECTION II  
TERMS AND CONDITIONS**

A. The Applicant will be responsible for the development, financing, and construction of the Project. The Applicant acknowledges and agrees that it must satisfy, to the EEDC's



satisfaction, all of the requirements of this Agreement no later than thirty-six (36) months from the Effective Date of this Agreement.

B. Applicant's responsibilities:

- i. Applicant agrees to fully complete the Project in the same or substantially similar manner described in Exhibit A, unless otherwise agreed to in writing by the EEDC.
- ii. Applicant agrees to provide the EEDC proof of the issuance of a certificate of occupancy related to the Project.
- iii. Applicant further agrees that EEDC, in its sole and absolute discretion, may determine that any tenant is not acceptable and therefore is not included to satisfy this tenancy requirement. Unacceptable businesses include Adult-Oriented Business. The EEDC shall not unreasonably withhold approval of tenants.
- iv. Applicant agrees to submit to the EEDC evidence of capital investment into the Project of at least \$2 million.
- v. Applicant agrees to include at least two (2) electric vehicle charging stations

C. Upon satisfaction of all the above requirements, Applicant must submit a compliance certificate, in the form attached hereto as **Exhibit B** (the "Compliance Certificate"), together with all information the EEDC may request to verify Applicant's compliance with the terms of this Agreement.

D. Applicant agrees that the EEDC shall determine in its sole and absolute discretion whether Applicant has satisfied the requirements of this Section II. Upon such determination, and within 30 days of approval by the EEDC Board of Directors and the City Council of the City of Edinburg, the EEDC shall reimburse Applicant the total actual dollar amounts up to \$50,000 spent on infrastructure.

E. Tenants of the project, with the exception of PJs Coffee, are eligible to apply for additional incentives from the EEDC.

**Additional Terms and Conditions for Grant Payments**

F. Applicant covenants and agrees that all construction for the Project will be in accordance with applicable federal, state and local laws and regulations, or valid waiver thereof.

G. Upon request by the EEDC, Applicant shall submit to the EEDC any information regarding the Project, the Property, or any matters relating thereto during the Term of this Agreement.

H. Applicant agrees that the payment of all indebtedness and obligations incurred by the Applicant in connection with the development and construction of the Project, and the

operation of the Project, shall be solely the obligations of the Applicant. The EEDC shall not be obligated to pay any indebtedness or obligations of the Applicant and shall only be obligated to provide Grant Payments in accordance with the terms of this Agreement.

I. Applicant agrees that all incentives owed by the EEDC under this Agreement are subject to the availability of funds. If the EEDC cannot appropriate sufficient funding, then either party has the right to terminate the Agreement by providing ten (10) days' written notice to the other party.

### **SECTION III RIGHT OF ACCESS**

Applicant further agrees that the EEDC, its agents and employees, shall have reasonable right of access to the construction of the Project to monitor compliance with this agreement and with all applicable federal, state and local laws and regulations or valid waiver thereof. The EEDC agrees to provide Applicant with reasonable prior notice of any such access to or inspection of the Improvements construction.

A. The following shall constitute an "Event of Default" under this Agreement:

- a. **Construction of Project.** Applicant's failure to comply with its construction obligations set forth in this Agreement shall be deemed an event of default. If Applicant fails to comply within the thirty-six-month period allowed under this Agreement, there shall be no cure period allowed.
- b. **False Statements.** In the event the Applicant provides any written warranty, representation or statement under this Agreement or any document(s) related hereto that is/are false or misleading in any material respect, either now or at the time made or furnished, such shall be deemed an event of default. Further, if Applicant obtains actual knowledge that any previously provided warranty, representation or statement has become materially false or misleading after the time that it was made, and Applicant fails to provide written notice to the EEDC of the false or misleading nature of such warranty, representation or statement within thirty (30) days after Applicant learns of its false or misleading nature, such action or omission shall be deemed an event of default. In the event this Agreement is terminated pursuant to this Section, all Payments previously provided by the EEDC pursuant to this Agreement shall be repaid by Applicant to the EEDC within sixty (60) days from the date of such termination.
- c. **Insolvency.** The dissolution or termination of Applicant's existence as a business or concern, Applicant insolvency, appointment of receiver for any part of Applicant's portion of the Property, any assignment of all or substantially all of the assets of Applicant for the benefit of creditors of Applicant, or the commencement of any proceeding under any bankruptcy or insolvency laws by or against

Applicant, shall all be deemed events of default. However, in the case of involuntary proceedings, if such proceedings are discharged within sixty (60) days after filing, no event of default shall be deemed to have occurred.

- d. **Property Taxes.** In the event Applicant allows any property taxes owed to the City of Edinburg to become delinquent and fails to timely and properly follow the legal procedures for protest and/or contest of such taxes and to cure such failure or post a satisfactory bond within thirty (30) days after written notice thereof from the City and Hidalgo County Appraisal District, such actions or omissions shall be deemed an event of default. Subject to the restrictions noted herein, Applicant and its Affiliate shall have the right to contest the appraised value of the Property.
- e. **Other Remedies.** Upon breach of any obligation under this Agreement, in addition to any other remedies expressly set forth in this Agreement with respect to such breach, the EEDC may pursue such remedies as are available at law or in equity for breach of contract.
- f. **Offset.** The EEDC may deduct from any grant payment, as an offset, any delinquent and unpaid fees, sums of money or other fees, charges or taxes assessed and owed to the EEDC or the City of Edinburg by Applicant.
- g. **Employment of Unauthorized Persons.** Applicant agrees that neither it, nor any subcontractors of Applicant, employs or will employ persons unauthorized to be employed in the United States during the performance of the Agreement.

#### **SECTION IV INFORMATION**

A. Applicant agrees that the EEDC will have the right to review the business records of Applicant that relate to its performance under this Agreement to determine Applicant's compliance with the terms of this Agreement. Such review shall occur at any reasonable time and upon at least seven days' prior notice to Applicant. To the extent reasonably possible, Applicant shall make all such records available in electronic form or otherwise available to be accessed through the internet.

#### **SECTION V ALTERNATE DISPUTE RESOLUTION/NEUTRAL PARTY**

A. If any dispute, controversy, or claim between or among the Parties arises under this Agreement or is related in any way to this Agreement or the relationship of the Parties hereunder (a "Dispute"), the Parties shall first attempt in good faith to settle and resolve such Dispute by meeting at a mutually agreeable time and place to discuss the Dispute within seven (7) days following the original written notice of any Dispute by the party making such a claim. The Parties shall seek to resolve the Dispute in writing within fourteen (14) days following the original written

notice of any Dispute by the party making such a claim.

B. If a mutual resolution and settlement are not obtained at the meeting, the Parties shall participate in good faith in formal mediation, within thirty (30) days following the original written notice of any Dispute, with a mutually agreeable mediator at a mutually agreeable time and place. No settlement reached under this provision shall be binding on the Parties until reduced to a writing signed by a representative of the parties. Unless the parties expressly agree otherwise, each party shall bear its own costs and legal and expert fees incurred in the mediation, and evenly share the costs of the mediator. If after proceeding in good faith the parties, with the assistance of a neutral mediator, do not resolve the dispute within forty-five (45) days following the original written notice of any Dispute, the parties may proceed in accordance with the Section below.

#### **SECTION VI** **CONTROLLING LAW, MANDATORY VENUE, AND FEES AND EXPENSES**

A. After exhausting the procedures set forth above, either party may initiate litigation to resolve the dispute. The Law of the State of Texas shall control the Dispute. Venue is mandatory in in State courts located in Hidalgo County, Texas.

B. In the event of any litigation between the parties, the parties shall bear their own costs, including attorneys' fees and expenses.

#### **SECTION VII** **INDEMNIFICATION**

A. The Parties agree and understand that Applicant, in performing its obligations hereunder, acts independently. The EEDC assumes no responsibility or liability in connection therewith to third parties. To the maximum extent allowed by law, Applicant agrees to and shall indemnify, hold harmless, and defend EEDC, its officers, agents, and employees from any and all claims, losses, causes of action and damages, suits and liability of every kind, including all expenses of litigation, court costs, and attorney's fees arising out of or directly connected with the Project.

#### **SECTION VIII** **LIMITATION OF LIABILITY**

A. Applicant agrees to limit the EEDC's liability arising from EEDC's acts, errors, or omissions such that the total liability of EEDC shall not exceed the above stated proceeds from the EEDC for the Project. Applicant agrees that EEDC will not be liable for any indirect, incidental, special, or consequential punitive or multiple damages, including without limitation any damages resulting from loss of use, loss of business, loss of revenue, loss of profits, or loss of data, arising in connection with this Agreement or the Project, even if EEDC has been advised of the possibility of such damages. The foregoing limitation of liability shall apply to the maximum extent allowed

by law for limitation of EEDC's liability, regardless of the cause of action under which such damages are sought.

## **SECTION IX** **AGREEMENT CONSTRUCTION**

A. The headings of the Sections contained in this Agreement are for reference purposes only, and shall not affect the meaning or interpretation of this Agreement. The parties have been advised by counsel in connection with this Agreement. This Agreement shall be construed and interpreted in accordance with the plain meaning of its language, and not for or against either party, and as a whole, giving effect to all of the terms, conditions, and provisions of this Agreement. Nothing contained in this Agreement shall be deemed to confer any right or benefit on any person who is not a party to this Agreement.

## **SECTION X** **SEVERABILITY**

A. If any term or provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions of this Agreement shall remain in full force and effect and shall in no way be affected, impaired or invalidated.

## **SECTION XI** **NOTICE**

A. Any notices to be given under this Agreement shall be in writing, (i) sent by registered or certified mail, postage prepaid, return receipt requested or (ii) sent by nationally recognized overnight courier (e.g. Federal Express) with electronic tracking, and addressed to such party as follows:

(a) Notices to the EEDC:

Edinburg Economic Development Corporation  
3111 W. Freddy Gonzalez Dr.  
Edinburg, Texas 78539  
Attn.: Raudel Garza

With a copy to:

City of Edinburg  
415 W. University Drive  
Edinburg, Texas 78539  
Attn.: City Attorney

(b) Notices to Applicant:

RREAL LLC  
Aracely and Efrain Villarreal  
PO Box 985  
Mission, Texas 78573-0015

B. Such Notices shall be deemed delivered (i) in the case of U.S. mail in the manner provided above, three (3) business days after posting or (ii) if sent by nationally recognized overnight courier with electronic tracking service, the next business day after depositing same with such overnight courier before the overnight deadline and if deposited with such courier after such deadline, then the next succeeding business day.

## **SECTION XII**

### **SUCCESSORS AND ASSIGNS**

EEDC and Applicant each bind themselves, their partners, successors, executors, administrators, and assigns to the other party of the Agreement in respect to all covenants of this Agreement. Neither EEDC nor Applicant shall assign, sublet, or transfer interest in this Agreement without written consent of the other.

## **SECTION XIII**

### **CONFLICT OF TERMS**

If any of the terms of this Agreement conflict in any respect with any of the terms of the attached Exhibit, the terms of this Agreement shall be controlling. This Agreement constitutes the entire agreement by and between the parties and supersedes any prior agreements between EEDC and Applicant.

## **SECTION XIV**

### **NO WAIVERS OR ACCORD AND SATISFACTION**

A. This Agreement may be amended only by written instrument signed by all parties.

B. No failure or delay of the EEDC, in any one or more instances (i) in exercising any power, right, or remedy under this Agreement or (ii) in insisting upon the strict performance by Applicant of its covenants, obligations, or agreements under this Agreement, shall operate as a waiver, discharge, or invalidation thereof, nor shall any single or partial exercise of any such right, power, or remedy or insistence on strict performance, or any abandonment or discontinuance of steps to enforce such a right, power, or remedy or to enforce strict performance, preclude any other or future exercise thereof or insistence thereupon or the exercise of any other right, power, or remedy. The covenants, obligations, and agreements of Applicant and the rights and remedies of the EEDC upon a default shall continue and remain in full force and effect with respect to any subsequent breach, act, or omission.

C. Without limiting the generality of the above, the receipt by EEDC of any Services with knowledge of a breach by Applicant of any covenant, obligation, or agreement under this Agreement shall not be deemed or construed to be a waiver of such breach. No acceptance of Services or payment to Applicant shall be deemed to be other than on account of the earliest installment of the amounts due under this Agreement, nor shall any endorsement or statement on any check, or any letter accompanying any check, wire transfer or other payment, be deemed an accord and satisfaction. EEDC may accept services or make payment without prejudice to its rights under this Agreement or pursue any remedy provided in this Agreement or provided otherwise by law or equity.

**SECTION XV**  
**NO INDUCEMENTS**

Applicant warrants that no bribe, gift, or other inducement has been paid, given, promised or offered to any EEDC or City of Edinburg official or employee to obtain of this Agreement.

EXECUTED by the parties in triplicate originals on this 16 day of May, 2023.

**EDINBURG ECONOMIC DEVELOPMENT CORP.:**

BY: \_\_\_\_\_

Veronica Gonzales, President

**ATTEST:**

BY: \_\_\_\_\_

**For** EEDC Secretary

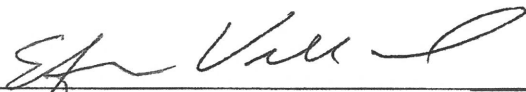
**APPROVED AS TO FORM:**

**Omar Ochoa Law Firm, P.C.**

BY: \_\_\_\_\_

Omar Ochoa  
City Attorney

**RREAL LLC**

BY:   
Efrain Villarreal, President

BY:   
Aracely S. Villarreal, Member



Exhibit A  
Project Description

# The Shoppes at McColl



1816 S McColl Rd | Edinburg TX 78539



**Southern Commercial Real Estate Group**  
414 W. Harrison St. Harlingen Tx. 78550  
956.412.7273 | [www.screg.net](http://www.screg.net)

**Lupita-Gutierrez Garza**  
956.536.9596  
[Lupita@screg.net](mailto:Lupita@screg.net)

**Christian Gutierrez**  
956.367.5043  
[Chris@screg.net](mailto:Chris@screg.net)

**Pete Torres**  
956.536.8994  
[Ptorres@screg.net](mailto:Ptorres@screg.net)



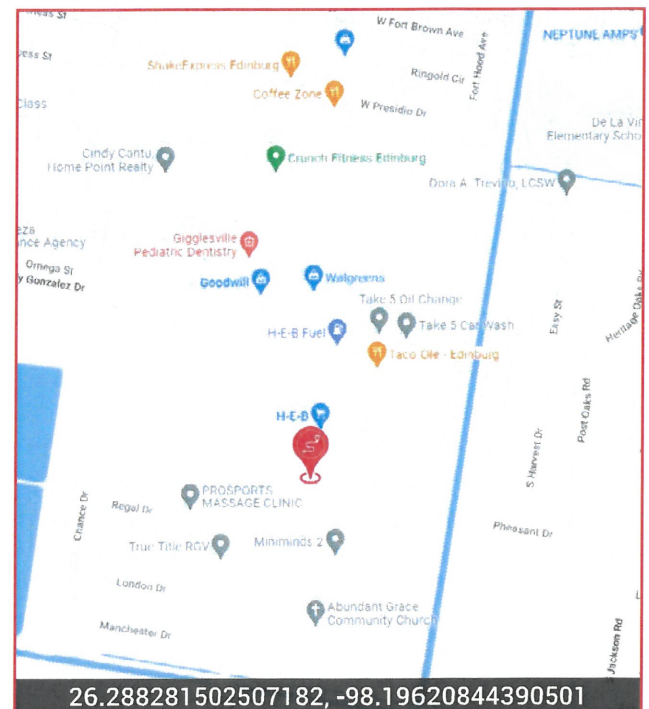


## PROPERTY OVERVIEW

New construction! The Shoppes at McColl will be located next to the HEB on Freddy Gonzalez and McColl Rd. The area is surrounded by residential developments, both existing and new, as well as by many national retailers.

## PROPERTY HIGHLIGHTS

- New Construction
- Expected delivery date Q3 2023
- High traffic intersection
- Next to the HEB on Freddy Gonzalez & McColl Rd.
- High visibility & daytime population
- Businesses in the area include: HEB Grocery, Walgreens, 7-Eleven, AutoZone Auto Parts, Church's Chicken, Crunch Fitness, and many more retailers!



26.288281502507182, -98.19620844390501



# RETAIL

For Lease

## THE SHOPPES AT MCCOLL

1816 S McColl Rd | Edinburg TX 78539



### OFFERING SUMMARY

Building Size 15,750 SF

Available SF 14,250 SF

Lease Rate

*Inline* \$22.00-24.00 SF/YR

*Endcap* \$ 30.00 SF/YR

NNN \$ 6.00 SF/YR

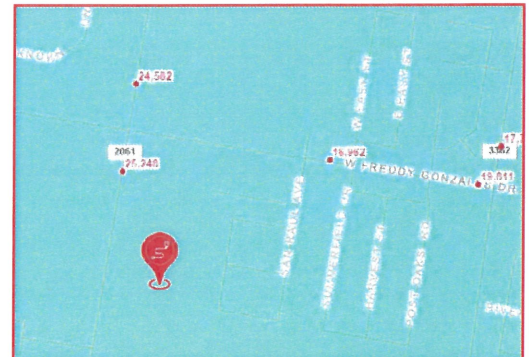
Delivery Condition Shell

Tenant Improvement Negotiable

Depth 75'

### DEMOGRAPHICS

|               | MILE 1   | MILE 3   | MILE 5   |
|---------------|----------|----------|----------|
| MEDIAN INCOME | \$88,097 | \$60,621 | \$58,551 |
| POPULATION    | 9,345    | 89,403   | 201,778  |



### AREA RETAILERS & BUSINESSES



### TRAFFIC COUNTS

|            |            |
|------------|------------|
| MCCOLL RD  | 25,248 VPD |
| FREDDY GNZ | 16,962 VPD |

Lupita-Gutierrez Garza  
956.536.9596  
Lupita@screg.net

Christian Gutierrez  
956.367.5043  
Chris@screg.net

Pete Torres  
956.412.7373  
Ptorres@screg.net

Southern Commercial Real Estate Group  
956.412.7273  
www.screg.net

414 W. Harrison St.  
Harlingen Tx. 78552



## Edinburg Economic Development Corporation

Meeting Date: September 24, 2024

Election of officers: President, Vice President, Secretary and Treasurer.

**1. Agenda Item:**

Election of officers: President, Vice President, Secretary and Treasurer.

**2. Description/Scope:**

The Edinburg Economic Development Corporation (EEDC) bylaws were adopted on July 19, 2022. As per the bylaws, the term of office of the President and Vice President is for a period of one year, provided that the President and Vice President continue to serve until the election of their successors who will be elected by the members of the board.

The Secretary and Treasurer shall be selected by the members of the board and shall hold office for a period of one (1) year, provided that the Secretary and Treasurer shall continue to serve until the election of their successors.

**3. Estimated Timeline:**

FY 2024-2025

**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:**



## **Edinburg Economic Development Corporation**

Meeting Date: September 24, 2024

Presentation of Approved South Texas International Airport at  
Edinburg Industrial Development Area Study

### **1. Agenda Item:**

Presentation of Approved South Texas International Airport at Edinburg Industrial  
Development Area Study

### **2. Description/Scope:**

This study has provided a recommended layout for parcels of various sizes, both airfield-facing and not, in the identified development area. A potential layout for utilities to serve this area has also been presented, along with potential implementation costs and a phased planning approach. South Texas International Airport at Edinburg effectively serves its community by providing a safe airfield for many varieties of aircraft, with wide ranging operations. The western area of airport property has the opportunity to host varied aeronautical facilities which can further expand the range of aviation operations that the Airport can serve. Land in this area further from existing airfield infrastructure could be developed into an industrial area that provides additional economic benefits to the surrounding region. By investing in the transformation of this area, the Airport and its business partners can further solidify the Airport's status as a vital component of the community.

### **3. Estimated Timeline:**

12 Weeks

### **4. Budget:**

\$73,500

### **5. Procurement/Selection Process:**

The procurement process involved gathering three quotes from qualified vendors. The board reviewed and evaluated the quotes based on price and overall cost-effectiveness. The vendor offering the most competitive pricing, aligned with the project's budgetary requirements, was selected by the board.

### **6. Staff's Recommendation:**

N/A

### **7. Justification:**

N/A

**/s/ Raudel Garza, EEDC**  
**Executive Director**

### **ATTACHMENTS:**

Attachment A- Edinburg Industrial Development presentation



**KSA**



# 2024 Industrial Development Area Study

## South Texas International Airport at Edinburg

# South Texas International Airport at Edinburg

## Industrial Development Area Study

---

DRAFT REPORT

September 2024

PREPARED FOR:

City of Edinburg Economic Development Corporation  
Edinburg, Texas



PREPARED BY:



This document was funded by the City of Edinburg Economic Development Corporation and was prepared in accordance with Federal Aviation Administration Advisory Circular (AC) 150/5300-13B – Change 1, *Airport Design*.



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## 1. INTRODUCTION

Since its inception during World War II, South Texas International Airport at Edinburg (EBG) has been instrumental in attracting and accommodating aircraft, visitors, and businesses alike to both the City of Edinburg and the surrounding region. With its instrument capable runway and U.S. Customs capabilities, the Airport plays an important role in supporting the needs of its community and its economic vibrancy. EBG's mission statement is:

*"To operate and manage South Texas International Airport in a safe, efficient, and high-quality service manner by serving the air transportation needs of the region. This includes providing access to the Nation's airspace system and providing a vital conduit for security, commerce, and economic development for the Rio Grande Valley of South Texas."*

As such, priority should be placed on ensuring all future airport facilities, including development and airport geometry, are consistent with the goals and objectives of the city as well as current Federal Aviation Administration (FAA) safety standards.

This will require a flexible approach for development and design, which will provide realistic long-term viability. How are these elements achieved? Based on the complexity and level of detail, an Industrial Development Area Study was chosen to accomplish these goals.

**The purpose of this Industrial Development Area Study is to determine the Airport's optimal path forward regarding the designation of land on the west side of the Airport for industrial use, its parcelization, and the implementation of utilities.**

The objective of this Study is to best serve the needs of the airport and aircraft operators. Assessment of each alternative is grounded primarily in local, state, and federal planning standards; however, technical judgment must also be applied in order to determine the appropriate course of action, factors surrounding development and evaluation of design options should be assessed. These factors include:

- Develop a safety oriented and efficient aviation facility through compliance with Federal Aviation Administration (FAA) airport design standards and airspace criteria as defined in FAA Advisory Circular (AC) 150/5300-13A, *Airport Design*.
- The short and long-term development cost of the defined alternatives.
- Compatibility with existing and proposed land uses.
- Compatibility with the short and long-range goals of the City of Edinburg and the Texas Department of Transportation.
- Minimization of environmental impacts on and off-airport.

Through discussion with airport stakeholders, the following key considerations unique to South Texas International Airport at Edinburg were apparent:

- Incorporate hangar layouts from the previously completed 2018 Airport Layout Plan (ALP).
- Plan a west side parallel taxiway to provide airside access to the west side of the airport
- Plan for parcels with airside access on the west side of the Airport to accommodate Maintenance, Repair, and Overhaul (MRO) facilities.
- Consider the planned development and proposed alignment of Texas State Highway 68 and improvements to FM490.
- Utilize the 2023 Airport Drainage Study.
- Consider the impacts of the current Automated Weather Observation Station (AWOS) location to potential structure height.
- Take into account existing utilities, wetlands, and floodplains

These considerations resulted in the creation of two potential alternatives that were subsequently presented to the EDC, airport, and city management staff, which resulted in the selection of a Recommended Development Plan. This Recommended Development Plan was used to develop a potential utilities layout plan and ultimately an implementation plan for infrastructure associated with the industrialization of this area.

*THIS SECTION INTENTIONALLY LEFT BLANK*

## 2. FACILITY OVERVIEW

South Texas International Airport at Edinburg (EBG) is currently classified as a Business/Corporate service (BC) airport in the Texas Airport System Plan and a Local airport within the National Plan of Integrated Airport Systems (NPIAS). The airport is served by a single runway, Runway 14/32, which is 75 feet wide and 5,000 feet long and offers an east side full-length parallel taxiway, with five connectors. The existing terminal area is located on the east side of the airport and includes various sized hangars, current terminal building, aircraft maneuvering taxilanes, an air cargo facility, and the fuel farm. The airport accommodates a wide variety of aircraft ranging from the Cessna 152 trainer to the Cessna Citation Bravo corporate jet. In 2018, KSA completed design and construction of a 15,000 square foot hangar for the Texas Department of Public Safety (DPS). In addition to their previous hangar, this facility allowed for the expansion of DPS presence at the airport including 12 permanent staff, 2 Airbus Helicopters and 1 Pilatus PC-12 turbo-prop aircraft. This facility includes offices, rendering room, conference room, and safe munitions/firearms storage. The facility is also equipped with emergency power.

Situated on 1,080 acres, South Texas International Airport at Edinburg accommodates over 5,000 operations per year and has 22 based aircraft. Its single runway, Runway 14/32, supports GPS (RNAV) approach capabilities to both ends and has a full-length parallel taxiway 400 feet from the runway centerline. The airport's general aviation terminal area is located in the northeast quadrant of airport property and offers a terminal building - featuring pilot and terminal amenities, aircraft parking apron, and fuel dispensing capabilities. The west side of the airfield features a decommissioned parallel runway and taxiway (part of which serves as a drag racing strip). Already aligned with the current airside infrastructure, this location is well-suited for aircraft staying at the airport for longer periods without flying, such as those at MRO facilities. However, with the addition of fuel infrastructure, it can also be an ideal location for any aircraft in the future. It should be noted that the ability of the airfield to handle the larger aircraft frequently served by large MROs is dependent on the dimensions of airfield infrastructure as well as pavement strengths.

**Exhibit 1** shows the existing facilities, including the existing utility corridors, wetlands, FEMA designated floodplains, and the proposed drainage infrastructure from the 2023 Airport Drainage Study. It also exhibits geometry that limits vertical development on the airfield, which are described in detail below.

### **Runway Object Free Area**

The Runway Object Free Area (ROFA) is a two-dimensional ground area centered on a runway, taxiway, or taxilane centerline provided to enhance the safety of aircraft operations by remaining clear of objects that need to be located in the ROFA for air navigation or aircraft ground maneuvering purposes. The ROFA prohibits parked aircraft

and other objects, except NAVAIDs and objects with locations fixed by function. According to FAA guidelines, ROFA for ARC B-II runways (such as EBG's Runway 14/32) should extend 300 feet beyond each end of the runway and have a width of 500 feet.

### **Runway Protection Zone**

A Runway Protection Zone (RPZ) is an area off the runway end intended to enhance the protection of people and property on the ground. This is achieved through airport control of the RPZ areas. The RPZ is trapezoidal in shape, centered on the extended runway centerline, and begins 200 feet beyond the end of the area usable for takeoff or landing. RPZ dimensions are a function of the RDC, aircraft size, and the lowest visibility minimums associated with a runway end.

Because RPZs often extend beyond airport property and overlap with property specifically owned and operated by the Airport, the FAA has produced an advisory circular to provide policy guidance on compatible land uses within an RPZ, entitled, *AC 150/5190-4B Airport Land Use Compatibility Planning* (September 2022). While it is desirable to clear all objects from the RPZ, some uses are permitted with conditions and other land uses prohibited. Airport owner control over the RPZ land is emphasized to achieve the desired protection of people and property on the ground. Although the FAA recognizes that in certain situations the airport sponsor may not fully control land within the RPZ, the FAA expects airport sponsors to take all possible measures to protect against and remove or mitigate incompatible land uses.

While the following land uses are permissible within an RPZ without further scrutiny or evaluation:

- Farming activities outside the limits of the arrival and departure ends of the Runway Safety Area (RSA).
- Irrigation channels that do not attract wildlife.
- Airport service roads.
- Underground facilities that meet airport design standards.
- Unstaffed NAVAIDs and facilities, such as equipment for airport facilities that are considered fixed-by-function.

There are certain trigger points or actions that could alter the compatibility of land uses within an RPZ as a result of:

- An airfield project (e.g., runway extension, runway shift).
- A change in the critical design aircraft that increases RPZ dimensions.
- A new or revised instrument approach procedure that increases RPZ dimensions.
- A local development proposal in the RPZ.

Should such trigger points revise the limits of an RPZ that include the following land uses, then additional evaluation and approval from the FAA would be necessary and mandatory.

- Height hazards (Buildings and structures).
- Land use compatibility (Residences, schools, churches, hospitals, commercial and industrial buildings, etc.).
- Recreational land use (Golf courses, sports facilities, amusement parks, places of public assembly, etc.).
- Transportation facilities (Rail facilities, public roads and highways, and parking facilities).
- Fuel storage facilities.
- Wastewater treatment facilities.
- Above-ground utility infrastructure.

It should be noted that these new criteria do not apply to existing RPZs but rather to those which are new or modified. While it is still incumbent of the airport sponsor to take all reasonable action to meet RPZ design standards, FAA funding priority for certain actions will be addressed and determined on a case-by-case basis.

### **Departure Surface**

No objects should penetrate a surface beginning at the elevation of the departure end of runway (DER) or the end of the clearway, whichever is greater, that slopes to a 40 to 1 gradient.

### **Building Restriction Line**

The Building Restriction Line (BRL) identifies suitable building locations based on visibility and Part 77 airspace surfaces. The BRL considers RPZs, OFAs, OFZs, NAVAID critical areas, areas designated for Terminal Instrument Procedures (TERPS), and ATCT line-of-sight. The BRL setback at EBG should be 675 feet for a 25-foot-high structure and 745 feet for a 35-foot-high structure.

### **AWOS Critical Area**

To protect the integrity of AWOS observations from interference, the FAA has published guidance for the placement of each of the sensors that make up an AWOS unit. The most restrictive of these is the wind sensor, which requires that all obstructions must be at least 15 feet lower than the height of the sensor within a 500-foot radius and be at least 10 feet lower than the sensor within a 1,000-foot radius. The wind sensor must be mounted 30 to 33 feet above the average ground height within a radius of 500 feet. This



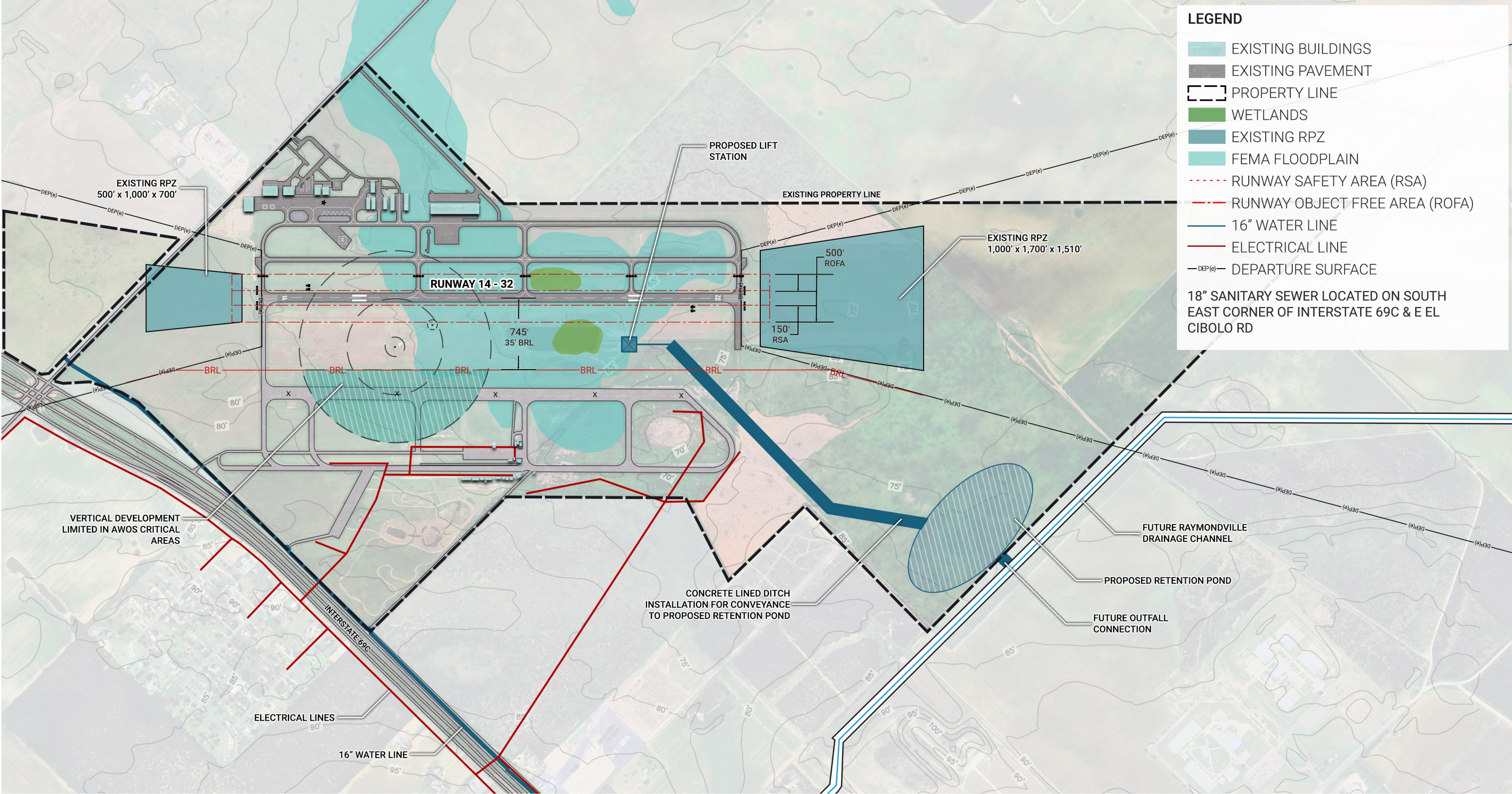
equates to approximate maximum obstruction heights of 18 feet within a 500-foot radius of the sensor and 23 feet within a 1,000-foot radius.

The proposed Texas State Highway 68, as described in the Metropolitan Transportation Plan and the Statewide Transportation Improvement Program, is a four-lane divided highway that will run from US 83/I-2 to US 281/I-69C in eastern Hidalgo County. While the final alignment is not finalized, the most recent proposed alignment of SH68 is depicted in relation to the Airport in **Exhibit 2**.

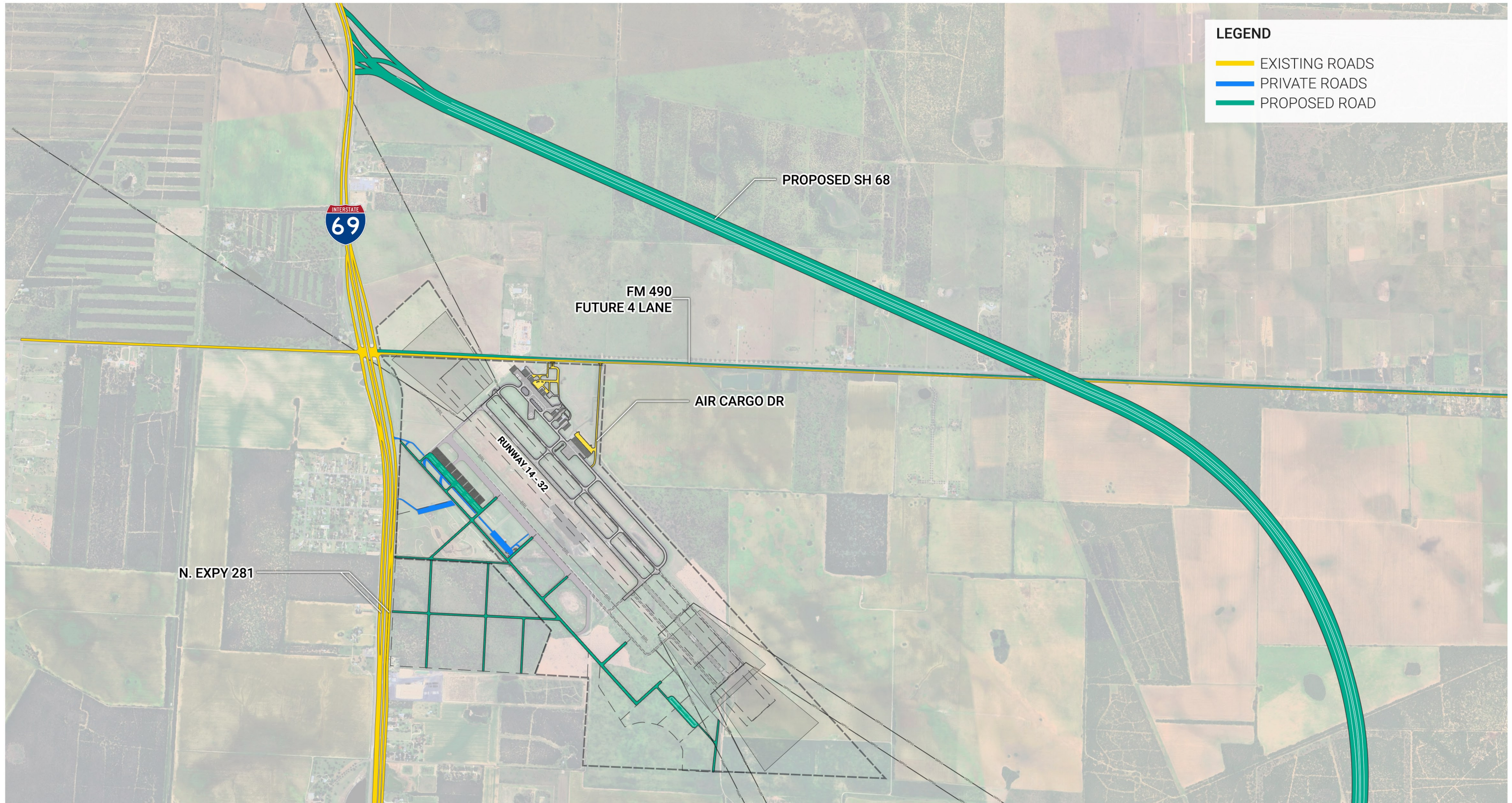
While any number of alternative options are possible for development, the proper course for implementation is pursuing an appropriate level airport planning study that meets the goals and objectives of the airport sponsor and correlates with the complexity required to complete such a project. This Industrial Development Area Study will help address these issues.

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### 3. ALTERNATIVES

Two alternatives were created to be reviewed by the EDC, airport, and city management staff. Both alternatives include the existing utility corridors, wetlands, FEMA designated floodplains, the proposed drainage infrastructure from the recently completed Airport Drainage Study and the previously described geometry (ROFA, RPZs, Departure Surfaces, BRL, and AWOS) that limits vertical development on the airfield. Each alternative depicts a unique way of arranging parcels for third-party development within the boundaries of existing airport property. Some of these parcels are planned to have airside access, while others would not – allowing the Airport to balance development opportunities. Both alternatives show a range of parcel sizes serviced by varying road networks.

#### 3.1. ALTERNATIVE 1

Alternative 1 shows six parcels with airside access, ranging in size from 13 to 33 acres, lining the BRL on the east side and serviced by a main access road leading south from N Expressway 281. There are seven parcels without airside access, ranging in size from eight (8) to 39 acres. All parcels but one have direct access to the main access road, with the remaining one fronting N Expressway 281. A 149-acre area of land not currently owned by the Airport is shown as potential future property acquisition. Alternative 1 includes a main access point to the new development area at the current entrance to the Edinburg Motorsports Park, off of N Expressway 281. Two additional entrance points are shown from N Expressway 281 to the south of the main entrance.

This alternative shows the current runway length with no extension and no AWOS relocation, with the RPZs, departure surfaces, and AWOS critical areas in their current positions. Alternative 1 is depicted in **Exhibit 3**.

#### 3.2. ALTERNATIVE 2

Alternative 2 shows seven parcels with airside access, ranging in size from 13 to 33 acres, lining the BRL on the east side and serviced by a main access road leading south from North Expressway 281. There are 13 parcels without airside access arranged on current airport property, ranging in size from three (3) to 38 acres. All parcels on current airport property have access to the main access road. In this alternative, the area identified as potential future property acquisition in Alternative 1 is split into seven potential parcels, ranging in size from 11 to 30 acres. This area is serviced by its own road grid, with connections to the main access road and Expressway 281. Alternative 2 includes a main access point to the new development area at the current entrance to the Edinburg Motorsports Park, off of N Expressway 281 with three additional entrance points from 281 to the south of the main entrance.

Alternative 2 presumes that Runway 14/32 will be extended by 1,000 or 2,641 feet as detailed in the 2019 Airport Layout Plan (ALP) Update with Narrative<sup>1</sup>. It should be noted that any runway extension would need to be justified for funding purposes, either by existing or planned frequent use by aircraft requiring additional length. Either of these extensions will change the locations of RPZs and departure surfaces, ultimately allowing more parcels to be developed on the southern end of the study area. This area is shown as mostly smaller parcels, none of which have airside access, radiating from a central auto parking and/or green space. An additional airport access point is depicted here, connected to what are today private roads. This alternative also considers the ultimate AWOS location described on the 2019 ALP. Alternative 2 is depicted in **Exhibit 4**.

### 3.3. RECOMMENDED DEVELOPMENT PLAN

Following discussions with the EDC, airport, and city management staff, aspects were taken from both Alternatives 1 and 2 to create a Recommended Development Plan. This plan largely follows Alternative 2, with the maximum planned runway extension shown, along with the southern area focused on small (five to 11-acre) parcels. In total, the Recommended Development Plan lays out:

- Six (6) parcels with airside access, ranging in size from eight (8) to 24 acres,
- 12 parcels without airside access on current airport property, ranging in size from five (5) to 30 acres

All parcels are planned on current airport property and have access to the main access road, with a main access point to the new development area at the current entrance to the Edinburg Motorsports Park, off North Expressway 281.

Like in Alternative 2, the southernmost area is shown as mostly smaller parcels, none of which have airside access, radiating from a central auto parking and/or green space. An additional airport access point is depicted here, connected to what are today private roads.

The Recommended Development Plan provides additional detail for airside development, with a potential layout of conventional hangars, apron area, and auto parking on the northern end of the study area, very close to its main entrance off Expressway 281. It also depicts a west side parallel taxiway, taking advantage of the already-existing pavement and grading of the decommissioned runway. The Recommended Development Plan is depicted in **Exhibit 5**.

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<sup>1</sup> Refer to the 2019 Airport Layout Plan Update with Narrative for more details regarding cost, justification, and funding of a runway extension.



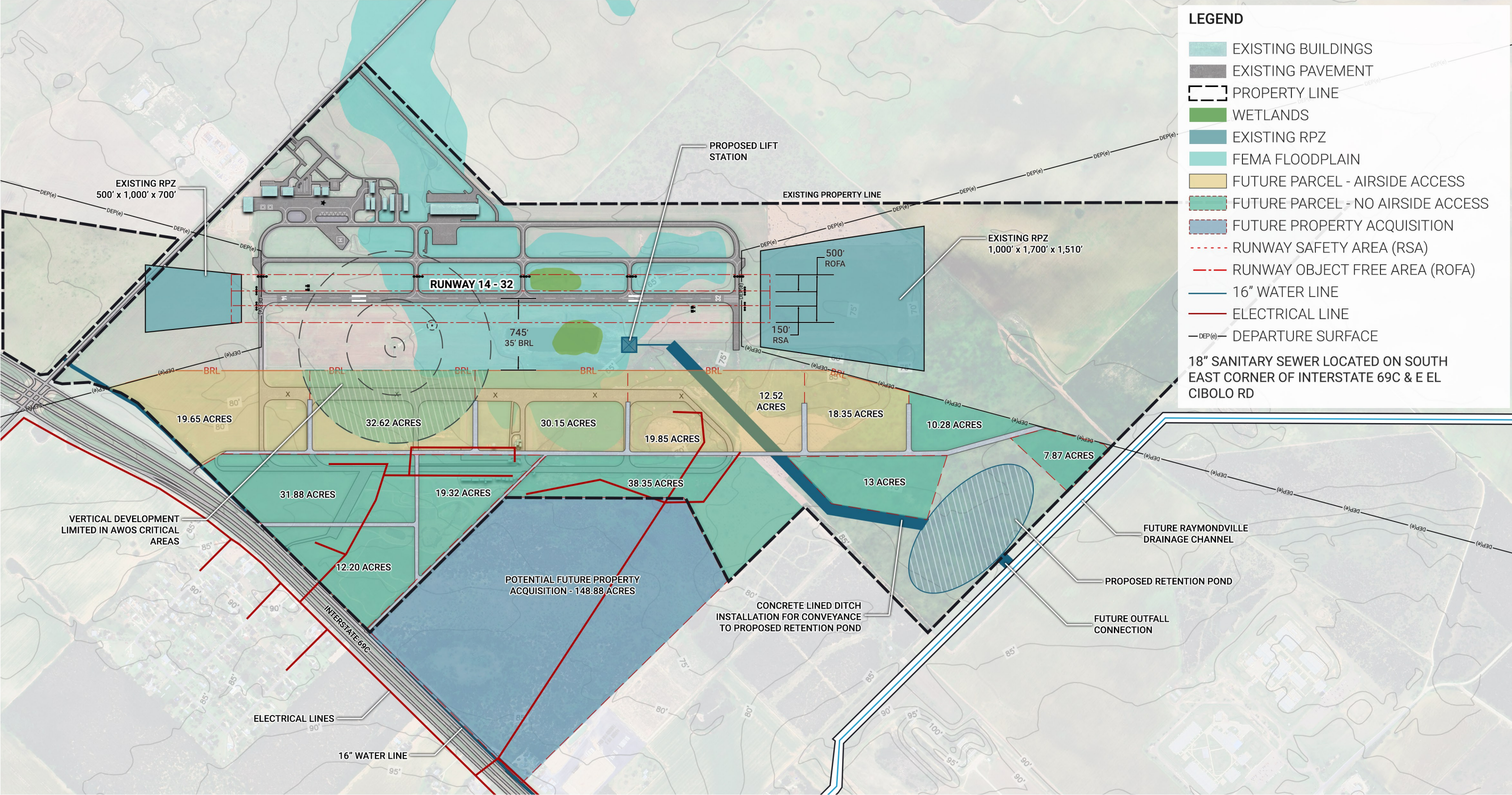
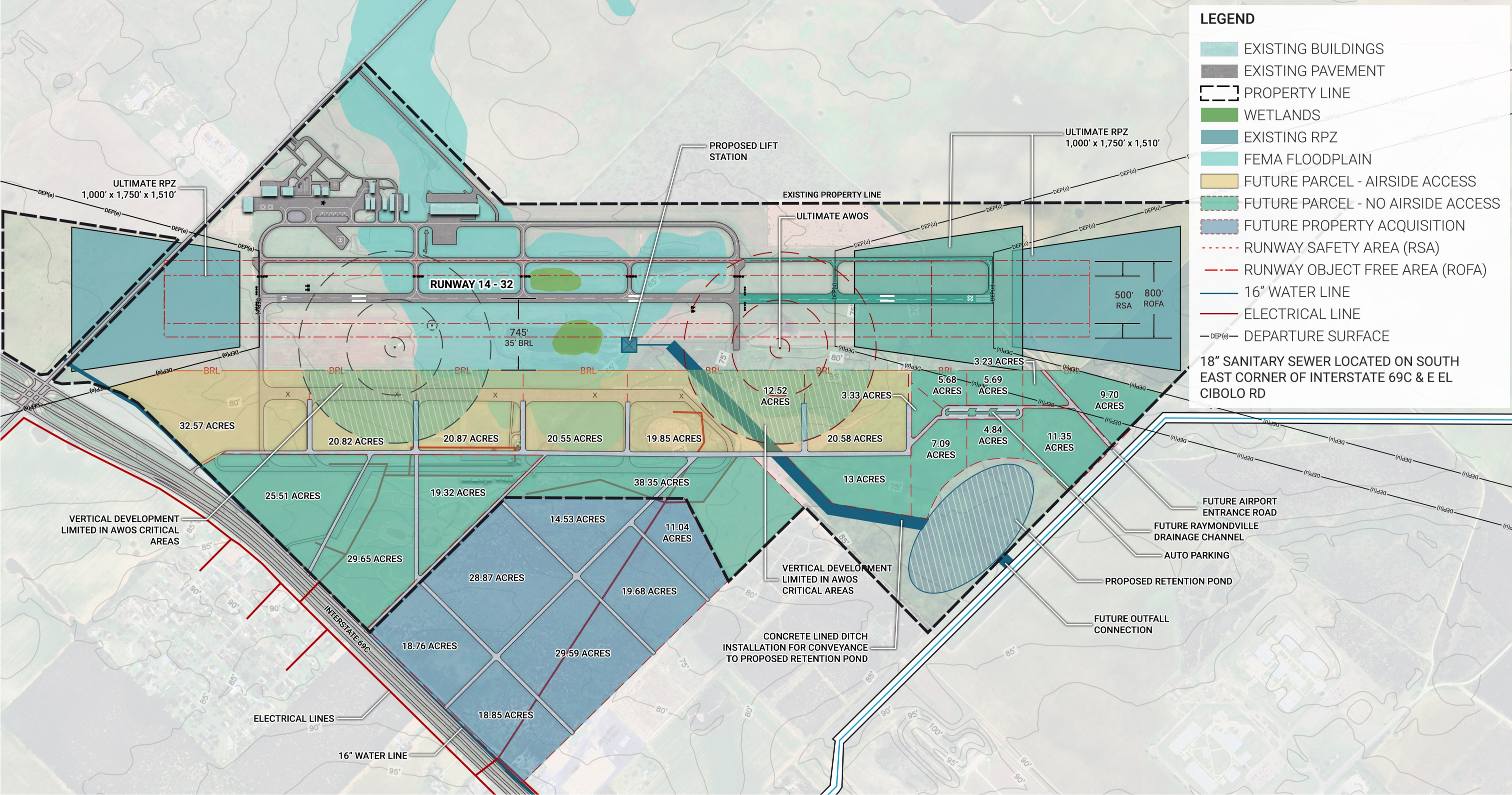


EXHIBIT 3 - ALTERNATIVE ONE





LEGEND

- EXISTING BUILDINGS
- EXISTING PAVEMENT
- PROPERTY LINE
- WETLANDS
- EXISTING RPZ
- FEMA FLOODPLAIN
- FUTURE PARCEL - AIRSIDE ACCESS
- FUTURE PARCEL - NO AIRSIDE ACCESS
- FUTURE PROPERTY ACQUISITION
- RUNWAY SAFETY AREA (RSA)
- RUNWAY OBJECT FREE AREA (ROFA)
- 16" WATER LINE
- ELECTRICAL LINE
- DEPARTURE SURFACE

18" SANITARY SEWER LOCATED ON SOUTH EAST CORNER OF INTERSTATE 69C & E EL CIBOLO RD

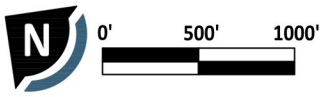


EXHIBIT 4 - ALTERNATIVE TWO



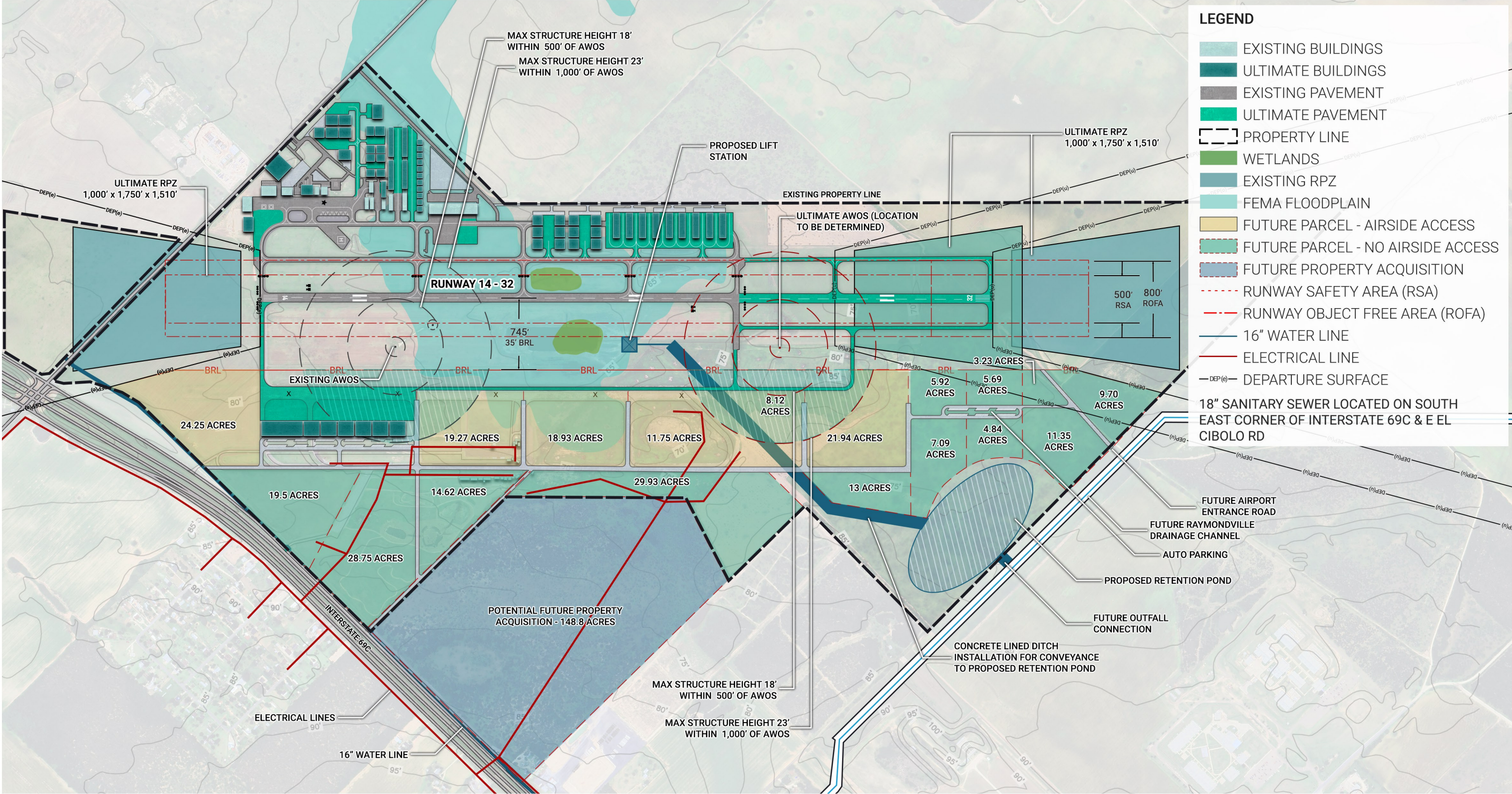


EXHIBIT 5 - RECOMMENDED DEVELOPMENT



#### 4. UTILITY LAYOUT

The utility layout superimposes the existing water and electrical lines on top of the parcels and roads proposed in the Recommended Development Plan. It lays out proposed water, electrical, and sanitary sewer lines that connect to existing infrastructure and would provide these utilities to all parcels. The utility layout is depicted in **Exhibit 6**. The proposed utility layouts described below were designed using the information currently shown on the City of Edinburg online GIS map. Google Earth was also used to assume existing conditions.

##### **Water**

Existing conditions:

An existing 12" line runs from intersection of E FM 490 and N I-69C east along the south side of E FM 490 (north boundary of the airport property) to Air Cargo Drive. From there, it heads south and dead ends prior to reaching Taxiway Alpha. There is also an existing 16" line running south along the east side of I-69C northbound frontage road (west boundary of airport property).

Proposed Conditions:

New 8" lines will be tapped into the existing 16" at various locations to provide a grid system layout. The proposed grid system will then be looped onto the end of the existing 12" line in Air Cargo Drive by boring below the runway and taxiways.

##### **Electrical**

Existing conditions:

The airport is served by existing overhead lines entering from the north along E FM 490, west along N I-69C and east along Air Cargo Drive. The lines from the west cross airport property in no particular pattern or alignment.

Proposed conditions:

New electrical lines will be laid out in a grid system. The lines will be extended across the property towards the east in a grid looped pattern and tying into the existing system at various locations. The existing system laid out across the west side of the airport will need to be removed to accommodate the proposed grid pattern shown in the proposed layout.

##### **Sanitary Sewer**

Existing conditions:

Existing sewer service is assumed to be a number of septic systems servicing the existing airport facilities as there are no existing gravity sewer facilities available at the airport. The

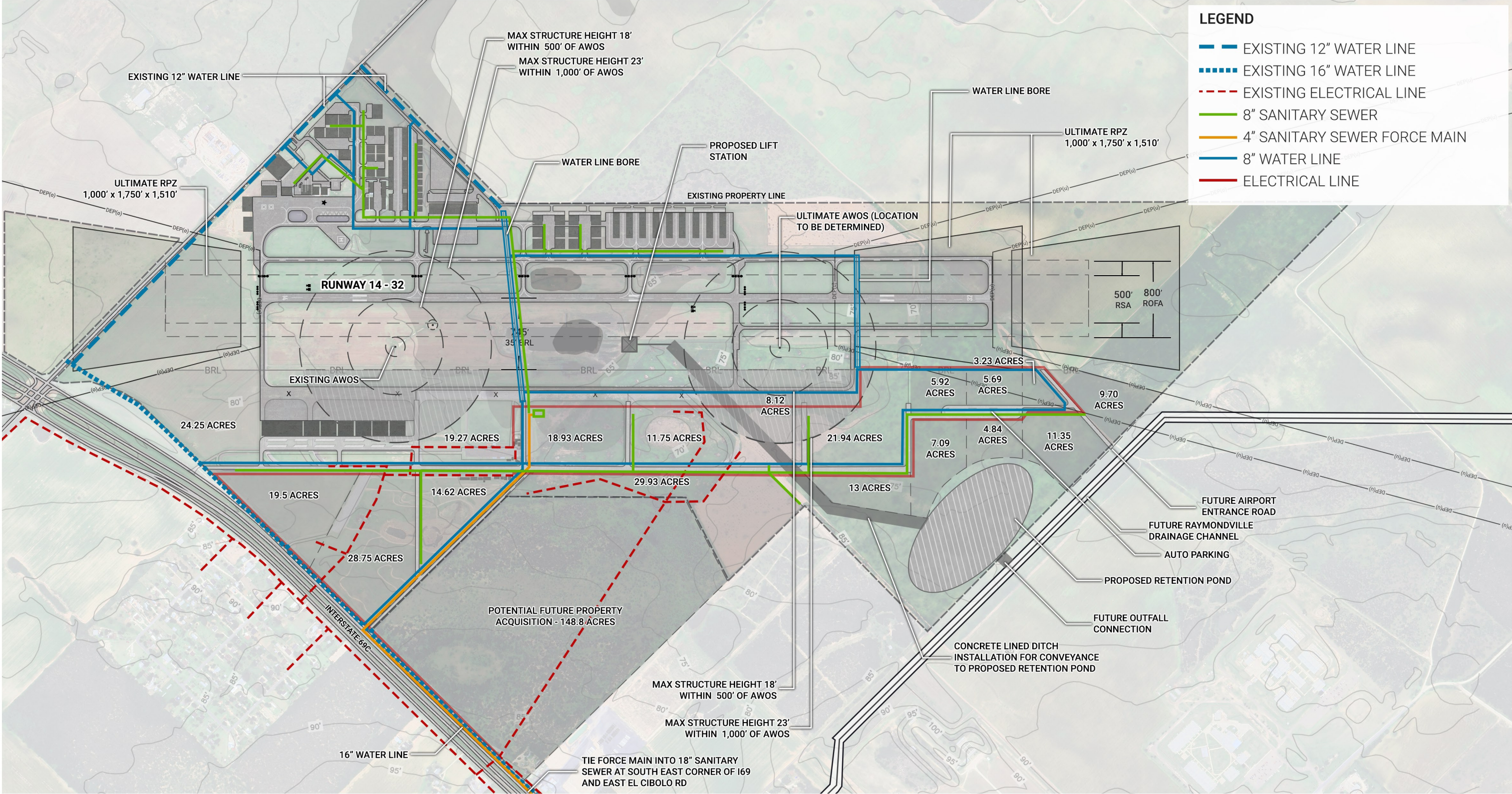
nearest existing gravity line is an 18" approximately 2700' southwest of the airport. The existing line is located at the intersection of I-69C northbound frontage road and El Cibolo Road.

Proposed Conditions:

New 8" lines will be laid out in a grid system. The system will flow to a central low spot near the middle of the airport property to a proposed lift station. The proposed lift station will pump the waste in a 4" force main towards the west to I-69C northbound frontage road. From there, it will pump waste south and tie into the existing gravity 18" sanitary sewer line.

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**LEGEND**

- EXISTING 12" WATER LINE
- EXISTING 16" WATER LINE
- EXISTING ELECTRICAL LINE
- 8" SANITARY SEWER
- 4" SANITARY SEWER FORCE MAIN
- 8" WATER LINE
- ELECTRICAL LINE



EXHIBIT 6 - UTILITY LAYOUT



## 5. IMPLEMENTATION

To most effectively plan the development of the study area from a financial standpoint, its development has been broken into three phases, as depicted in **Exhibit 7**. KSA engineers have provided a conceptual opinion of probable project costs for the construction of the proposed utility lines in the utility layout and the proposed road network in the Recommended Development Plan. These infrastructure improvements total approximately 19 million dollars and include a 30% construction contingency. Each phase includes the relevant portion of utilities and roads to be constructed. Phase 1 also includes drainage improvement costs from the 2023 Airport Drainage Study.

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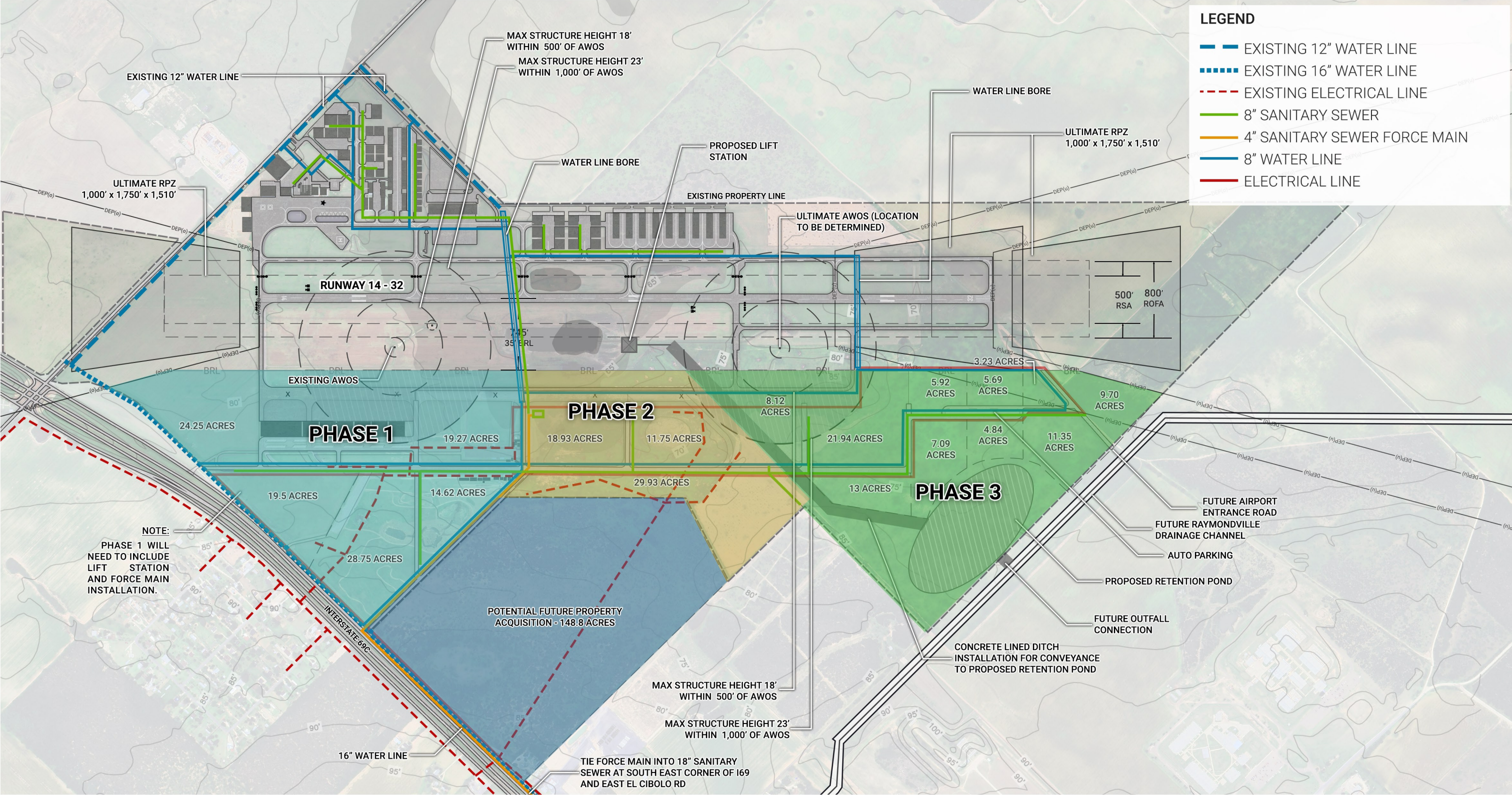


EXHIBIT 7 - IMPLEMENTATION PLAN



**TABLE 1: Study Area (West Side) Implementation**

| Phase | Project Component                                              | Estimated Cost      |
|-------|----------------------------------------------------------------|---------------------|
| 1     | <b>Total Drainage Improvement Costs*</b>                       | <b>\$14,800,000</b> |
|       | <i>Mobilization, General Project Items, and Airport Safety</i> | <i>\$276,900</i>    |
|       | <i>Sanitary Sewer Improvements (10,820 LF)</i>                 | <i>\$1,218,698</i>  |
|       | <i>Water Line Improvements (6,425 LF)</i>                      | <i>\$867,783</i>    |
|       | <i>Electrical Line Improvements (4,110 LF)</i>                 | <i>\$229,749</i>    |
|       | <i>Paving Improvements (46,405 SY)</i>                         | <i>\$5,308,765</i>  |
|       | <b>Phase 1 Total Utility and Road Costs</b>                    | <b>\$7,902,000</b>  |
|       | <b>Phase 1 Total Cost</b>                                      | <b>\$22,702,000</b> |
| 2     | <i>Mobilization, General Project Items, and Airport Safety</i> | <i>\$211,900</i>    |
|       | <i>Sanitary Sewer Improvements (4,545 LF)</i>                  | <i>\$686,576</i>    |
|       | <i>Water Line Improvements (6,665 LF)</i>                      | <i>\$831,799</i>    |
|       | <i>Electrical Line Improvements (5,070 LF)</i>                 | <i>\$283,413</i>    |
|       | <i>Paving Improvements (19,070 SY)</i>                         | <i>\$2,181,673</i>  |
|       | <b>Phase 2 Total Cost</b>                                      | <b>\$4,196,000</b>  |
| 3     | <i>Mobilization, General Project Items, and Airport Safety</i> | <i>\$276,900</i>    |
|       | <i>Sanitary Sewer Improvements (4,355 LF)</i>                  | <i>\$622,135</i>    |
|       | <i>Water Line Improvements (7,755 LF)</i>                      | <i>\$983,080</i>    |
|       | <i>Electrical Line Improvements (8,095 LF)</i>                 | <i>\$452,511</i>    |
|       | <i>Paving Improvements (36,275 SY)</i>                         | <i>\$4,149,828</i>  |
|       | <b>Phase 3 Total Cost</b>                                      | <b>\$6,485,000</b>  |
|       | <b>Total West Side Development Costs</b>                       | <b>\$33,383,000</b> |

Source: KSA

\*2023 Airport Drainage Study

Subtotal and total costs rounded up to nearest \$1,000

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**Table 2** includes high-level estimated costs (adjusted from recently completed CIPs), for the aviation-related infrastructure depicted on the west side of the Airport in the Recommended Development Plan including taxiways, apron space, and hangars. It also includes unadjusted costs from the 2019 CIP for the ultimate extension of Runway 14/32 by 2,641 feet. The hangar costs include the single 430' x 160' hangar and six 160' x 160' hangars depicted on the Recommended Development Plan.

*TABLE 2: West Side Aviation Infrastructure Implementation*

| Project Component                                      | Estimated Cost      |
|--------------------------------------------------------|---------------------|
| Runway extension – Phase 1*                            | \$6,564,000         |
| Runway extension – Phase 2*                            | \$14,118,000        |
| Parallel taxiway design and construction (44,704 SY)** | \$16,094,000        |
| Apron design and construction (61,127 SY)**            | \$22,006,000        |
| Hangar construction***                                 | \$35,412,000        |
| <b>Total West Side Aviation Infrastructure Costs</b>   | <b>\$94,194,000</b> |

Source: KSA

\* Unadjusted from 2019 CIP – includes all associated projects with runway extensions. See 2019 ALP Update for more details.

\*\*Adjusted from 2019 CIP

\*\*\*\$159/sq. ft. includes water, sewer, electrical services, and drainage

These costs are shown in this separate table because a significant portion of them (apron and hangars) will likely be funded by entities other than the City or EDC while the runway and taxiway infrastructure is addressed in more detail in the 2019 Airport Layout Plan. Additionally, the completion of these projects is not essential to the rest of the parcels being developed, unlike drainage improvements and utilities.

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At the request of the EDC, costs for the construction of all hangars and landside infrastructure development on the east side of the airfield have also been assembled as **Table 3**. These include opinions of probable costs for the utilities running to the east side of the airfield as depicted in this study's Recommended Development Plan. The 2019 Airport Layout Plan provides additional detail for development on this side of the Airport.

*TABLE 3: East Side Landside Development Costs*

| Number of Hangars in ALD | Project Component                                              | Estimated Cost         |
|--------------------------|----------------------------------------------------------------|------------------------|
|                          | Construct New ADG-III Taxiway                                  | \$2,101,680            |
|                          | Construct New Airport Access from Air Cargo Drive              | \$338,790              |
| 5                        | Construct 100' x 125' Box Hangar                               | \$2,453,340            |
| 1                        | Construct 40' x 120' T-Hangar Structure                        | \$862,920              |
| 6                        | Construct 80' x 80' Box Hangar                                 | \$1,195,440            |
|                          | Demolish and Remove 40' x 2500' of Failed Pavement             | \$540,095              |
| 4                        | Construct 40' x 176' T-Hangar Structure                        | \$2,303,310            |
| 11                       | Construct 50' x 50' Box Hangar                                 | \$540,976              |
| 2                        | Construct 100' x 100' Box Hangar (east of current development) | \$1,788,000            |
| 1                        | Construct 100' x 150' Box Hangar                               | \$2,824,200            |
| 1                        | Construct 100' x 75' Box Hangar                                | \$1,433,340            |
| 12                       | Construct 100' x 100' Box Hangar*                              | \$2,004,088            |
| 9                        | Construct 264' x 60' T-Hangar Structure*                       | \$4,249,890            |
|                          | <i>Mobilization, General Project Items, and Airport Safety</i> | <i>\$179,400</i>       |
|                          | <i>Sanitary Sewer Improvements (9,860 LF)</i>                  | <i>\$1,476,254</i>     |
|                          | <i>Water Line Improvements (7,840 LF)</i>                      | <i>\$1,673,256</i>     |
|                          | <b>East Side Total Utility Costs</b>                           | <b>\$3,329,000</b>     |
|                          | <b>Total East Side Landside Development Costs</b>              | <b>\$111,908,000**</b> |

Source: KSA

\* These developments include the cost of new access road and auto parking areas (distributed evenly among new hangar units)

\*\* Costs are per hangar in "Estimated Cost" column, while sum in final row includes all hangars depicted on 2019 ALP Ultimate ALD Refer to the 2019 Airport Layout Plan Update with Narrative for more details regarding cost for projects outside the study area for this project

Hangar prices include associated apron pavement as depicted in 2019 ALP Ultimate Airport Layout Drawing (ALD)

Hangars are generally ineligible for grant funding

Taxiway and apron costs are adjusted from 2019 CIP

Hangar costs assume \$159/sq. ft. and includes water, sewer, electrical services, and drainage

Auto pavement costs assume \$115/sq. yd.

## 6. CONCLUSION

This study has provided a recommended layout for parcels of various sizes, both airfield-facing and not, in the identified development area. A potential layout for utilities to serve this area has also been presented, along with potential implementation costs and a phased planning approach.

South Texas International Airport at Edinburg effectively serves its community by providing a safe airfield for many varieties of aircraft, with wide ranging operations. The western area of airport property has the opportunity to host varied aeronautical facilities which can further expand the range of aviation operations that the Airport can serve. Land in this area further from existing airfield infrastructure could be developed into an industrial area that provides additional economic benefits to the surrounding region. By investing in the transformation of this area, the Airport and its business partners can further solidify the Airport's status as a vital component of the community.





**Edinburg Economic Development Corporation**

Meeting Date: September 24, 2024

**Consider Approval of Contribution for UTRGV Athletics for  
Fiscal Year 2024-2025.**

**1. Agenda Item:**

Consider Approval of Contribution for UTRGV Athletics for Fiscal Year 2024-2025.

**2. Description/Scope:**

UTRGV Vice President & Director of Athletics, Chasse Conque will give an update on UTRGV construction. He is also requesting a contribution in the amount of \$25,000. The partnership includes signage and media advertising at UTRGV Fieldhouse, Soccer Track & Field Complex, and Baseball Stadium.

Partnership summary includes:

- Fieldhouse LED Broadcast table
- Soccer Scoreboard Signage & Sideline Banners
- Concourse Signage
- Baseball Scoreboard Signage & Concourse signage
- Website Ribbon Banner
- Tabling and information Distribution Opportunities
- Public Address Announcements
- 4 Baseball Home Plate Club tickets
- 200 vouchers across all Athletic Events on Campus

**3. Estimated Timeline:**

FY 2024 - 2025

**4. Budget:**

EDC's FY 2024-2025 Marketing 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, EEDC**  
**Executive Director**

**ATTACHMENTS**

Attachment A: FY 24-25 UTRGV Presentation and Proposal



UTRGV ATHLETICS

# OUR VALLEY. OUR TEAM. OUR TIME.



UTRGVTICKETS.COM

SLC

#RALLYTHEVALLEY



*Vaqueros*





# Grade Point Average

## IN THE CLASSROOM



**3.35**

DEPARTMENT  
CUMMULATIVE  
GPA

ALL-TIME HIGH



**85%**

GRADUATION  
SUCCESS RATE



**990**

ACADEMIC  
PROGRESS RATE

ALL-TIME HIGH

TEAMS  
WITH  
HIGHEST  
GPA



**3.80** WOMEN'S GOLF



**3.62** WOMEN'S SOCCER



**3.59** MEN'S GOLF



**3.50** WOMEN'S TENNIS



# IN OUR COMMUNITY



6<sup>TH</sup>

UTRGV **NCAA** RANKING IN  
COMMUNITY SERVICE IN 2023-24

ALL-TIME HIGH



4,975

TOTAL COMMUNITY  
SERVICE HOURS

ALL-TIME HIGH



41

ORGANIZATIONS  
SUPPORTED

## NATIONALLY RANKED UTRGV TEAMS



1<sup>ST</sup>

MEN'S TRACK  
& FIELD



7<sup>TH</sup>

WOMEN'S  
TRACK & FIELD



4<sup>TH</sup>

MEN'S  
GOLF



8<sup>TH</sup>

MEN'S  
SOCCER



6<sup>TH</sup>

WOMEN'S  
GOLF



9<sup>TH</sup>

MEN'S  
BASKETBALL



7<sup>TH</sup>

BASEBALL



# COMMUNITY SUPPORT

TICKET  
REVENUE



RECORD FUNDRAISING YEAR

**NEARLY \$23,000,000**

CORPORATE  
SPONSORSHIP  
REVENUE



**#RALLYTHEVALLEY**





# #39

## IN THE NATION

### TOTAL ATTENDANCE NCAA DIVISION 1 BASEBALL REGULAR SEASON



**#39 UTRGV**

**62,132**



**#40 LOUISVILLE**

**61,879**



**#41 OKLAHOMA**

**59,662**



**#42 CENTRAL FLORIDA**

**59,656**



**#45 BAYLOR**

**57,358**



**#50 HOUSTON**

**46,910**



**#52 TEXAS STATE**

**46,653**



UTRGV FIELDHOUSE

UTRGV

LEWIS "LEW" HILL  
OWNER 1974-1980





# Vaqueros



THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY HALL OF FAME



MEN











# #RALLY THE VALLEY





ITY • SU  
SPECT  
NGAGE



UTRGV SPORTS MEDICINE



Vaqueros

UTRGV TRACK & FIELD / CROSS COUNTRY























UNIVERSITY OF TEXAS RIO GRANDE VALLEY

VAQUEROS  
PERFORMANCE CENTER













**HONOR**

**TRADITION**

**VICTORY**

**HONOR**

**UTRGV**

**UTRGV**





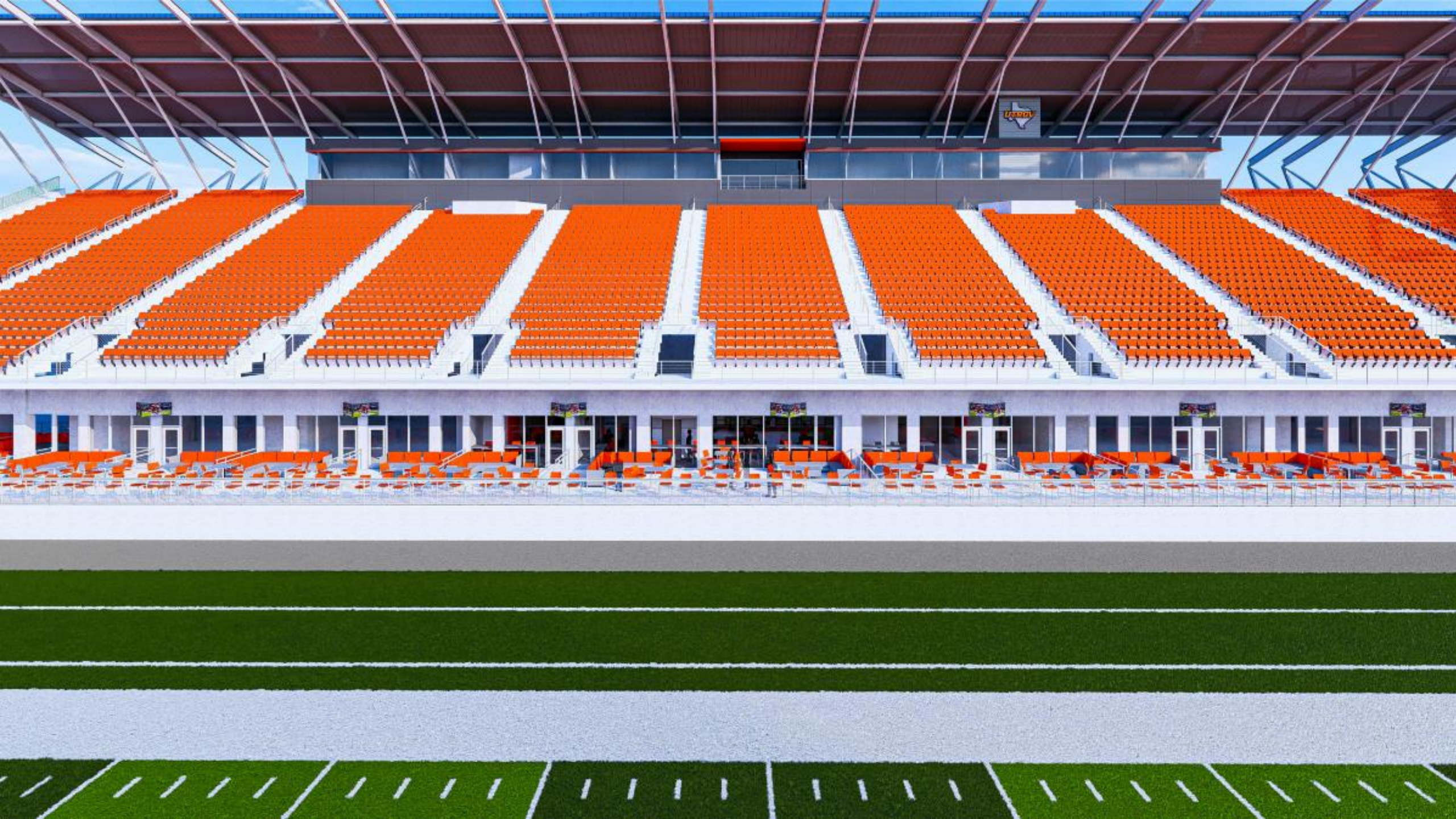
























**VAQUEROS**











# Edinburg EDC & UTRGV Athletics

2024 – 2025 Proposal



# THE POWER OF UTRGV

---

- Innovation. Opportunity. Purpose. That's what the University of Texas Rio Grande Valley is About. With Campuses Throughout the Valley, UTRGV Lets Our Region Shine as a Global Innovator in Higher Education, Bilingual Education, Health Education, Biomedical Research, and Emerging Technology that Inspires Positive Change.
- The University of Texas Rio Grande Valley is Part of the UT System, One of the Largest Public University Systems in the United States. UTRGV is an Institution that Educates More than 34,000 Students.
- UTRGV Ranks 1st in Texas in Lowest Net Price of Attendance.
- UTRGV was Ranked 1st as Best University in Texas by Washington Monthly (2023 & 2024).





# DEMOGRAPHICS

---

- The Rio Grande Valley is Home to Over 1.4 Million People.
- UTRGV Has Over 100,000 Alumni Spread Across the Globe.
- 93% of UTRGV Students are From the Rio Grande Valley
- The City of Edinburg is the 11<sup>th</sup> Fastest Growing City in the United States





# ATHLETICS BY THE NUMBERS

- 17 Intercollegiate Teams (18 with Football in 2025)
- 400+ Student-Athletes
- NCAA Division I - Southland Conference
- Football - NCAA FCS Division I - Southland Conference
- Over 120,000 Spectators for 2023-2024 Season
- Baseball Finished 39<sup>th</sup> in the Country for Total Attendance
- \$160 Million in Facility Investments Across all 18 Sports
- 75 Current Corporate Partners
- 6,000 Football Season Tickets Sold (SOLD OUT)





# PARTNERSHIP OBJECTIVES

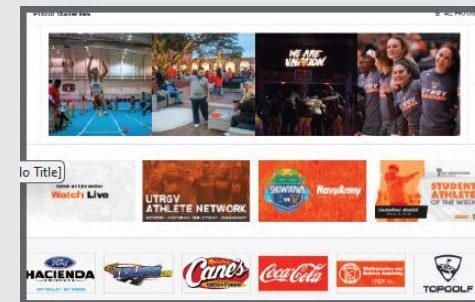
- Establish Edinburg EDC as one of the Most Prominent & Supportive Corporate Partners of UTRGV Athletics.
- Provide Significant Partnership Opportunities for Edinburg EDC Including Signage in All UTRGV Athletics Facilities.





# STADIUM SIGNAGE

- Soccer Track & Field Complex
  - Sideline Banners
  - Scoreboard Signage
- Baseball Stadium
  - Concourse Signage
  - Scoreboard Signage
- Fieldhouse
  - LED Broadcast Table
- Media Advertising
  - Website Ribbon Banner





# CURRENT PARTNERSHIP ASSETS

---

- Soccer Track & Field Complex
  - Sideline Banners
  - Scoreboard Signage
- UTRGV Baseball Stadium
  - Concourse Signage
  - Scoreboard Signage
- UTRGV Fieldhouse
  - LED Broadcast Table
- Media Advertising
  - Website Ribbon Banner
- Tickets
  - 4 Baseball Home Plate Club Tickets
- Ticket Vouchers
  - 200 Vouchers Across All Athletics Events on Campus
- Tabling & Information Distribution Opportunities
- Public Address Announcements

**INVESTMENT: \$25,000**

Contact Information:  
Seth Jones | Chief of Staff  
(956)-221-2360 | [Seth.Jones@utrgv.edu](mailto:Seth.Jones@utrgv.edu)

# #RALLYTHEVALLEY







## Edinburg Economic Development Corporation

Meeting Date: September 24, 2024

Discuss and consider approval of the funding request submitted by Valley Initiative for Development and Advancement (VIDA) for workforce development.

### 1. **Agenda Item:**

Discuss and consider approval of the funding request submitted by Valley Initiative for Development and Advancement (VIDA) for workforce development.

### 2. **Description/Scope:**

The proposal from Valley Initiative for Development and Advancement (VIDA) requests a \$50,000 funding contribution for FY 2024-2025. This funding will support career training for at least 15 underserved Edinburg residents in high-demand occupations. VIDA will provide a matching contribution of \$25,000.

The funding proposal includes:

- Training expenses at South Texas College (STC), University of Texas-Rio Grande Valley (UTRGV), Texas State Technical College (TSTC), and Texas Southmost College, including tuition, fees, textbooks, uniforms, transportation assistance, childcare assistance, and other related costs.
- Direct Program Services - Intensive Career Counseling and Case Management.

The proposal was presented to the board of directors at the August 27, 2024, board meeting. VIDA provided the additional information requested by the board, including:

- A detailed report of program participants assessed by VIDA during the fiscal year October 1, 2023, through September 30, 2024 (Attachment D).

Additionally, there were 9 summer graduates as of August 9, 2024, with VIDA currently assisting them in securing employment.

There are also 13 graduates already employed full-time, with their employment information listed in the report (Attachment D).

All other participants remain enrolled in their studies, except for 2 participants who have been terminated from the program.

3. **Estimated Timeline:**

October 1, 2024 through September 30, 2025

4. **Budget:**

Small Business Program/Workforce Training Account

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval.

7. **Justification:**

This proposal aims to provide higher education training and workforce development for at least 15 underserved Edinburg residents, significantly contributing to the local economy and community well-being. This program will contribute to the growth of a skilled workforce in Edinburg.

/s/ Raudel Garza, EEDC  
Executive Director

**ATTACHMENTS:**

Attachment A: VIDA Letter from President & CEO

Attachment B: VIDA FY 24-25 Funding Proposal

Attachment C: VIDA FY 23-24 Progress Report

Attachment D: VIDA FY 23-24 Edinburg Participants Detailed Report

Attachment E: VIDA 2023 Annual Report



June 20, 2024

Raudel Garza  
Executive Director  
Edinburg EDC  
415 W. University  
Edinburg, TX 78539

Dear Mr. Raudel Garza,

Thank you for the continued partnership between Edinburg EDC and VIDA to provide customized financial assistance and wraparound support services to Edinburg residents from low-income backgrounds. This partnership ensures Edinburg residents have equitable education and workforce development opportunities in high-demand occupations for a more prosperous future.

As you initiate the process of budget planning for next fiscal year, we hope you may review VIDA's proposed project as a valuable initiative for funding consideration. With Edinburg's continued investment, VIDA will have the opportunity to provide essential services to our underserved demographic, ensuring career training persistence and completion. To highlight the positive outcomes and deliverables of our current grant project please find enclosed the following:

- Edinburg EDC Grant Progress Report year-to-date for FY 23-24
- VIDA's 2023 Annual Report
- VIDA's Funding Proposal for FY 24-25

A recent Economic Impact Study conducted by UTRGV demonstrates that VIDA's work has a positive incremental economic impact in the Rio Grande Valley. The study reports that for every \$1 invested in VIDA and its participants, there is a \$15.69 return on investment to our communities. This information translates to a return on the community's investment of \$51.9 million in additional jobs, income, taxes, and output in the local economy.

VIDA respectfully requests a continued investment of \$50,000 to serve a minimum of fifteen Edinburg residents in FY 24-25. Your commitment to empowering our at-risk demographic with the necessary resources and tools to break the cycle of poverty and promote economic mobility is critical for enhancing employment opportunities and responding to the needs of local industry. We look forward to continuing our work in partnership with Edinburg EDC to impact sustainable economic growth in the region, educating one life at a time.

Sincerely,



Felida Villarreal, CPA  
President & CEO



## **FY 24-25 FUNDING PROPOSAL**

*June 25, 2024*





## **Project Name**

Career Training in High Demand Occupations for Low-Income City of Edinburg Residents

## **Funding Request**

\$50,000 for fiscal year 10/01/2024 – 9/30/2025

## **Project Details**

At least 15 City of Edinburg residents will be supported through VIDA's program model through the fiscal year October 1, 2024 – September 30, 2025. 100% of students assisted under this grant must meet the following eligibility criteria:

1. Participant must be a City of Edinburg Resident.
2. Participant must be 18 years of age or older.
3. Participant must be eligible to work in the U.S.
4. Participant must be under 200% of the federal poverty guidelines, underemployed, or unemployed.

## **Mission**

VIDA's mission is to empower Rio Grande Valley residents to achieve economic prosperity through market-driven training, resources, and career pathways. Our continued focus includes formulating new institutional relationships in the RGV that simultaneously address employers' needs for skilled workers, while linking the area's unemployed and underemployed with high-skill, high-wage jobs identified in the region. Our vision is to build and sustain a highly skilled and highly educated workforce, which will not only be ready for tomorrow's jobs, but will have an opportunity to live a more prosperous and healthy life.

## **History**

The concept for VIDA began in 1995 with Valley Interfaith, a community-organizing group in the Lower Rio Grande Valley affiliated with the national Industrial Areas Foundation. Valley Interfaith observed a need for education and training to secure family sustaining wage employment, as the region experienced elevated levels of unemployment from many plant closures and layoffs in the textile industry due to foreign competition. Meanwhile, businesses and economic development boards seeking to attract and retain employers in the region reported a need for a more highly skilled and educated workforce. As a result, collaborative efforts between Valley Interfaith and industry leaders sought an opportunity to meet the needs of both Valley residents and employers through the creation of VIDA, a workforce training model committed to providing both economic and social supports to low-income residents, to ensure successful completion of post-secondary education training and secure competitive employment. Throughout the years, VIDA has remained relevant and innovative by collaborating with regional institutions of higher education and industry leaders to assess employment needs and align career pathways with local industry demand.

Currently, more than half of our student population enrolls in allied health careers such as registered nursing, licensed vocational nursing, diagnostic medical sonography, occupational therapy, respiratory therapy, radiography, medical billing & coding, surgical technology, and more. As we continue to recover from the long-term effects of a global pandemic, it is critical to assess and

respond to both the regional and national shortage of healthcare professionals. As a result, VIDA continues to promote training and higher education credentials in the healthcare industry in efforts to enhance health equity across the Rio Grande Valley. The remaining student population pursues training in high demand occupations in fields of study such as STEM and the skilled trades – all of which provide an opportunity for self-sufficiency and long-term career advancement.

## **Core Services**

VIDA primarily funds training for one-year certificates, two-year associate degrees, or the last two years of bachelor level degrees. VIDA provides customized financial assistance for training in fields of allied health, STEM, and specialized trades. In addition, VIDA's program provides intensive case management and weekly counseling services to address academic and social barriers. VIDA counselors become key mentors in the lives of our participants, coaching and guiding them to advance in their appropriate career pathways. VIDA regularly updates the occupational training it supports based on feedback from economic development boards and local employers to ensure students pursue careers in high demand occupations relevant to our economic climate. South Texas College, Texas State Technical College, Texas Southmost College, and UT Rio Grande Valley are VIDA's primary training partners. We collaborate extensively with these institutions for outreach, student support and progress, enhancing career pathways, and more.

In 2023, VIDA served 627 students with an average persistence rate of 96%! 100% of our student population is identified as unemployed, underemployed, or low-income, based on 200% of the Federal Poverty Guidelines. During 2023, a student enrolled as a VIDA participant with an average wage of \$8.43 per hour but graduated as a VIDA participant and secured employment with an average wage of over \$22.96 per hour following program completion. The average age of VIDA participants in 2023 was 28 years old and 84% of our participants identified as first-generation college students.

Consequently, this demographic faces a multitude of challenges that represent risk factors for college persistence and graduation. Oftentimes, our participants are first-generation college students, lacking a dedicated support system at home, which VIDA addresses with ongoing one-on-one career coaching and mentoring. VIDA recognizes our participants face language barriers and family responsibilities that interfere with successful completion or satisfactory performance of coursework. As a result, VIDA counselors meet regularly with participants on an individualized basis and in group sessions with other VIDA participants to help them overcome prominent challenges such as time management, stress, emotional triggers, conflict resolution, and promote overall mental health. VIDA counselors share an extensive knowledge and expertise in fields of psychology, social work, and education, facilitating strong relationships with participants and effectively building bonds of accountability, maintaining our students focused, committed, and encouraged. Moreover, VIDA's customized financial assistance for tuition, textbooks, tools, uniforms, childcare, and transportation further promotes students' full-time enrollment while breaking economic barriers to education success.

VIDA organizes speaker series workshops on a monthly basis, in which we collaborate with local industry partners to share their expertise with our participants collectively. For example, our community partner, JP Morgan Chase, hosts financial literacy workshops with VIDA participants as a group to educate them on valuable topics such as banking, lending, credit scores, financial planning, investments, retirement, and more. In turn, VIDA participants develop and enhance life-long skills



for both professional and personal success, learning the importance of fiscal responsibility and personal budgeting. This type of soft skills development model effectively complements the students' traditional classroom coursework to build a more well-rounded individual, better prepared to achieve career success with a competitive and diverse skillset.

## Outcomes & Results

VIDA's outcomes are primarily measured by higher persistence rates, graduation rates, and number of certificates awarded:

1. 85% or more of VIDA participants will graduate from an educational/training program within 3 years.
2. 80% or more of VIDA graduates will receive job placement with competitive compensation.
3. 90% or more will persist in their education from year to year.
4. 100% will attend mandatory counseling sessions to ensure program retention.

VIDA has a well-established capacity to track extensive information in a secured, comprehensive, Social Solutions database. Detailed demographic and socioeconomic characteristics are maintained and accessed on a regular basis for reporting and quality control. VIDA measures the academic progress of each participant through grade reports, case notes from the counselors and other program staff, and supportive services received - all of which are documented in Social Solutions. Participants entering employment are tracked for three years post-graduation, and their wages, positions, and employers are reported in the database.

A recent economic impact study conducted by UT - Rio Grande Valley, reports that for every \$1.00 invested in VIDA, there is a return on investment of \$15.69 to the communities we serve. Additionally, the Institute for Women's Policy Research featured VIDA in a report on innovations to address unmet needs in job training programs. The report states: "case management can have the added effect of creating a sense of accountability to the program that increases persistence and completion among trainees. Having a primary point person who participants can go to for advice, support, and to access program resources lead them to feel a greater sense of responsibility or commitment to their program...the relationships that case managers establish with participants create bonds of accountability that enhance participants' chances of success within their programs."



**Edinburg EDC Project Budget  
15 Participants/Students**

**Post-Secondary Occupational Training (PSOT):**

*Allied Health, Specialized Trades, and STEM*

*Associate Degrees, College/Industry Recognized Certificates, Bachelor Degrees (last 2 years only)*

| <b>BUDGET ITEMS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>10/01/24 – 9/30/25<br/>PROJECTED EXPENDITURES</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| <p><b>Curriculum Based – Training Expenses</b></p> <p>South Texas College (STC); University of Texas – Rio Grande Valley (UTRGV); Texas State Technical College (TSTC); Texas Southmost College (TSC); Other</p> <ul style="list-style-type: none"> <li>• Tuition &amp; Fees, Textbooks, Exam Fees, Equipment</li> <li>• Tools, Uniforms, Transportation Assistance, Child Care Assistance, Other</li> </ul> <p><b>Direct Program Services</b><br/>Intensive Career Counseling &amp; Case Management</p> <ul style="list-style-type: none"> <li>• Community Outreach, Profile Assessment, &amp; Aptitude Testing</li> <li>• Peer learning, effective studying skills, &amp; test taking strategies</li> <li>• Soft Skills Training: Guest Speaker Forums, Professional Development Workshops, Financial Literacy, Time Management, Stress Management, Mental Health, etc.</li> <li>• Employability Skills: Conflict Resolution in the Workplace, Resume Writing, Business Etiquette, Job Search, &amp; Interview Preparation</li> <li>• Individualized Career Coaching and Academic Advisement</li> <li>• Individual and Group Counseling Sessions</li> <li>• Job Placement Services &amp; Career Tracking three years post-graduation</li> <li>• Building Accountability - Monitoring Academic Performance and Progress for Intervention and Completion</li> <li>• Direct Program Related Expenses</li> </ul> |                                                      |
| Training & Direct Program Expenses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | \$ 63,750                                            |
| General & Administrative Costs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | \$ 11,250                                            |
| Total Project Budget                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | \$ 75,000                                            |
| <b>Edinburg EDC Funding Request</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>\$ 50,000</b>                                     |
| VIDA's Matching Contribution                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | \$ 25,000                                            |



## Edinburg EDC Progress Report FY 2023-2024

For every \$1 invested in VIDA's program, there is a return of \$15.69 to the communities we serve.

*Economic Impact Study 2024 - The University of Texas Rio Grande Valley, Data & Information Systems Center.*

**Average Salary Reported Upon Graduation: \$52,686 as of June 20, 2024**

### 2023-2024 AT-A-Glance

51% Between Age of 25-50  
100% Unemployed, Underemployed or Low Income  
56% 1+ Dependent Child(ren) in the Household  
84% First Generation in College  
**Edinburg EDC Investment: \$50,000**  
**Contractual Benchmark: 15**  
**Total Served to Date: 57**  
**Persistence Rate: 96%**

### CREDENTIAL ANALYSIS

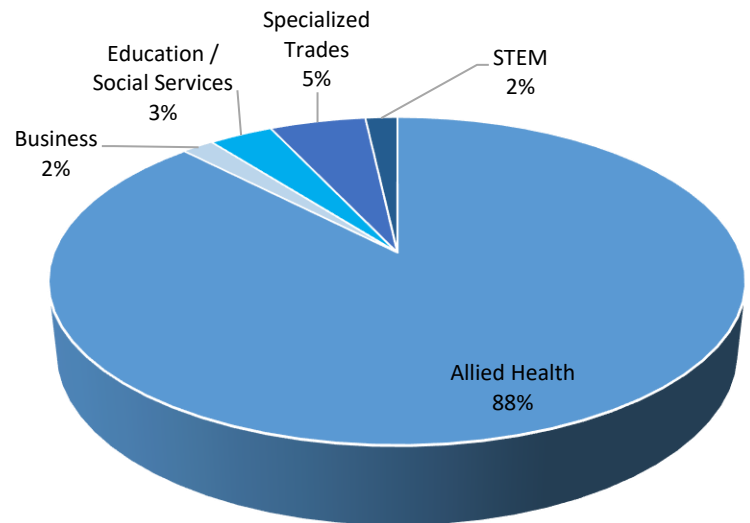
#### Graduates/Completers

| Industry Recognized Credential | Certificate | Associate | Bachelor |
|--------------------------------|-------------|-----------|----------|
|                                | 29%         | 24%       | 35%      |
|                                | 12%         |           |          |

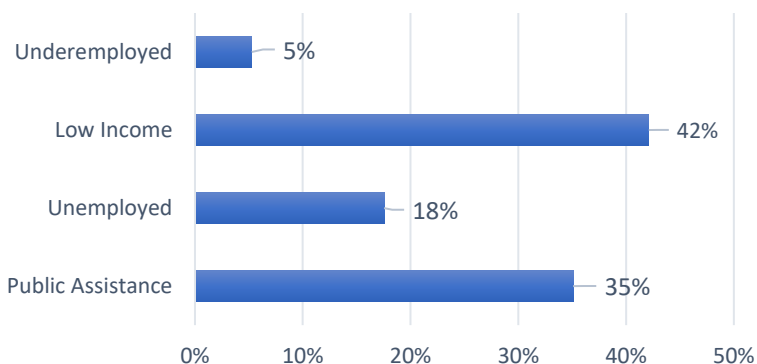
#### Active Students

| Industry Recognized Credential | Certificate | Associate | Bachelor |
|--------------------------------|-------------|-----------|----------|
|                                | 3%          | 34%       | 58%      |
|                                | 5%          |           |          |

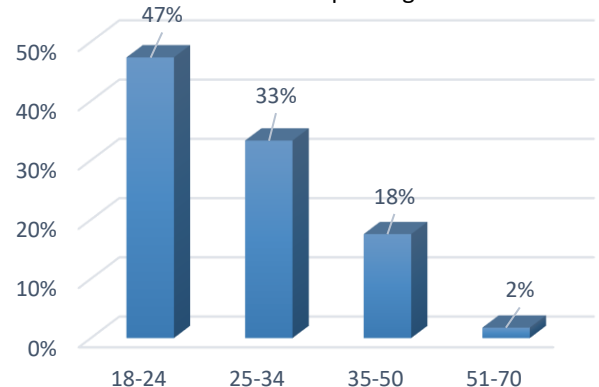
### PROGRAM OF STUDY (BY INDUSTRY)



### Financial Eligibility



### Participant Age



Some participants meet more than one eligibility factor.

## VIDA - Edinburg EDC FY2023-2024

Valley Initiative for Development and Advancement (VIDA) will provide services to residents which will further the goals of the Edinburg EDC by attracting, retaining and developing talent that meets the needs of current industry and supports the development of future business location in the city.

### Graduates with Employment ▼

| First    | Last      | Current City | Academic Level                       | Program of Study                   | Name of Employer             | Current Wage         |
|----------|-----------|--------------|--------------------------------------|------------------------------------|------------------------------|----------------------|
| Angela   | Gutierrez | Edinburg     | Bachelors Degree                     | BSN                                | South Texas Health System    | \$29.00              |
| Cristal  | Castro    | Edinburg     | Industry Recognized Credential (IRC) | Patient Care Technician 4-6 months | .Regency Integrated health   | \$12.00              |
| Deena    | Ramirez   | Edinburg     | Certificate                          | Licensed Vocational Nurse          | Accuhealth Technologies      | \$29.00              |
| Isamar   | Lopez     | Edinburg     | Associates Degree                    | Associate Degree in Nursing        | Tropical Texas               | \$20.00              |
| Jennifer | Cruz      | Edinburg     | Certificate                          | Licensed Vocational Nurse          | Hidalgo Nursing and Rehab    | \$23.50              |
| Karina   | Alanis    | Edinburg     | Associates Degree                    | Associate Degree in Nursing        | Valley Baptist Hospital      | \$30.00              |
| Lyanna   | Solis     | Edinburg     | Associates Degree                    | ADN                                | STHS                         | \$20.00              |
| Miguel   | Cardoza   | Edinburg     | Industry Recognized Credential (IRC) | Commercial Electrician - Level I   | Cache Valley Electric        | \$25.13              |
| Nora     | Zermeno   | Edinburg     | Industry Recognized Credential (IRC) | Commercial Electrician - Level I   | Sachs                        | \$32.00              |
| Pamela   | Salinas   | Edinburg     | Certificate                          | Licensed Vocational Nurse          | Mission Regional Hospital    | \$20.07              |
| Vanessa  | Herrera   | Edinburg     | Associates Degree                    | Associate Degree in Nursing        | Palacios Family Medicine     | \$29.94              |
| Venessa  | Sosa      | Edinburg     | Associates Degree                    | ADN                                | Rio Grande Regional Hospital | \$30.00              |
| Yvette   | Balderas  | Edinburg     | Associates Degree                    | ADN                                | Rio Grande Regional          | \$28.94              |
|          |           |              |                                      |                                    |                              | Average Current Wage |
|          |           |              |                                      |                                    |                              | <b>\$25.35</b>       |

Total Application Records

**13**

### Actives ▼

| First    | Last      | Current City | Academic Level    | Program of Study                        | College 1                                     | Estimated Graduation Date |
|----------|-----------|--------------|-------------------|-----------------------------------------|-----------------------------------------------|---------------------------|
| Adam     | Maldonado | Edinburg     | Bachelors Degree  | Environmental Science                   | UTRGV - University of Texas Rio Grande Valley | 05/15/2025                |
| Adriana  | Aburto    | Edinburg     | Associates Degree | Health Information Technology           | STC - South Texas College                     | 05/15/2026                |
| Amanda   | Medina    | Edinburg     | Associates Degree | ADN                                     | STC - South Texas College                     | 12/15/2024                |
| Anysha   | Martinez  | Edinburg     | Associates Degree | ADN                                     | STC - South Texas College                     | 05/15/2025                |
| Araceli  | Pelayo    | Edinburg     | Associates Degree | ADN                                     | STC - South Texas College                     | 12/15/2025                |
| Ashley   | Parra     | Edinburg     | Associates Degree | Diagnostic Medical Sonography           | STC - South Texas College                     | 12/15/2025                |
| Brandy   | Rodriguez | Edinburg     | Associates Degree | ADN                                     | STC - South Texas College                     | 05/15/2025                |
| Briseida | Mendoza   | Edinburg     | Associates Degree | ADN                                     | STC - South Texas College                     | 12/15/2024                |
| Emma     | Bazan     | Edinburg     | Certificate       | Vocational Nursing Certificate / L.V.N. | STC - South Texas College                     | 08/15/2025                |
| Jade     | Perez     | Edinburg     | Certificate       | Licensed Vocational Nurse               | STC - South Texas College                     | 12/15/2024                |
| Jasmine  | Flores    | Edinburg     | Associates Degree | Diagnostic Medical Sonography           | STC - South Texas College                     | 12/15/2025                |
| Karina   | Castillo  | Edinburg     | Associates Degree | ADN                                     | STC - South Texas College                     | 12/15/2024                |



| First   | Last        | Current City | Academic Level    | Program of Study                                                       | College 1                                     | Estimated Graduation Date |
|---------|-------------|--------------|-------------------|------------------------------------------------------------------------|-----------------------------------------------|---------------------------|
| Kheyla  | Villegas    | Edinburg     | Associates Degree | Associate Degree in Nursing                                            | STC - South Texas College                     | 12/15/2025                |
| Larissa | Martinez    | Edinburg     | Certificate       | Licensed Vocational Nurse                                              | STC - South Texas College                     | 12/15/2024                |
| Lorena  | Hernandez   | Edinburg     | Certificate       | Vocational Nursing Certificate / L.V.N.                                | STC - South Texas College                     | 05/15/2026                |
| Marcela | Herrera     | Edinburg     | Associates Degree | Respiratory TherapyCare                                                | STC - South Texas College                     | 05/15/2025                |
| Maria   | Alarcon     | Edinburg     | Associates Degree | Associate Degree in Nursing                                            | STC - South Texas College                     | 12/15/2026                |
| Maria   | Gutierrez   | Edinburg     | Certificate       | Vocational Nursing Certificate / L.V.N.                                | STC - South Texas College                     | 12/15/2025                |
| Maribel | Molina      | Edinburg     | Certificate       | Vocational Nursing Certificate / L.V.N.                                | STC - South Texas College                     | 05/15/2026                |
| Marilyn | Becerra     | Edinburg     | Associates Degree | ADN                                                                    | STC - South Texas College                     | 12/15/2024                |
| Melissa | Covarrubias | Edinburg     | Associates Degree | Radiology Technician                                                   | STC - South Texas College                     | 08/15/2026                |
| Meri    | Rosas       | Edinburg     | Bachelors Degree  | Teaching- Early Childhood - 6th Generalist - last 2 years of Bachelors | UTRGV - University of Texas Rio Grande Valley | 12/15/2024                |
| Randy   | Gonzalez    | Edinburg     | Associates Degree | ADN                                                                    | STC - South Texas College                     | 05/15/2026                |
| Raul    | Solis       | Edinburg     | Associates Degree | Radiology Technician                                                   | STC - South Texas College                     | 05/15/2025                |
| Rebecca | Garza       | Edinburg     | Certificate       | Vocational Nursing Certificate / L.V.N.                                | STC - South Texas College                     | 05/15/2025                |
| Rosa    | Carranza    | Edinburg     | Associates Degree | ADN                                                                    | STC - South Texas College                     | 12/15/2024                |
| Sheyla  | Quiroz      | Edinburg     | Associates Degree | ADN                                                                    | STC - South Texas College                     | 12/15/2024                |

Total Application Records

27

Graduates Seeking Employment ▼

| First      | Last           | Current City | Academic Level                       | Program of Study                          | Graduation Semester | Graduation Year |
|------------|----------------|--------------|--------------------------------------|-------------------------------------------|---------------------|-----------------|
| Anyssa     | Villarreal     | Edinburg     | Certificate                          | Vocational Nursing Certificate / L.V.N.   | Summer              | 2024            |
| Daisy      | Hernandez      | Edinburg     | Bachelors Degree                     | Bachelor: Organizational Leadership       | Fall                | 2023            |
| Dana       | Outon          | Edinburg     | Associates Degree                    | Respiratory TherapyCare                   | Spring              | 2024            |
| Gehovana   | Ramirez Llanes | Edinburg     | Certificate                          | Vocational Nursing Certificate / L.V.N.   | Summer              | 2024            |
| Jacqueline | Valdes         | Edinburg     | Certificate                          | Vocational Nursing Certificate / L.V.N.   | Summer              | 2024            |
| Kassandra  | Minjarez       | Edinburg     | Certificate                          | Licensed Vocational Nurse                 | Summer              | 2024            |
| Kassandra  | Throop         | Edinburg     | Certificate                          | Vocational Nursing Certificate / L.V.N.   | Summer              | 2024            |
| Katia      | De la cruz     | Edinburg     | Certificate                          | Vocational Nursing Certificate / L.V.N.   | Summer              | 2024            |
| Marissa    | Arce           | Edinburg     | Certificate                          | Vocational Nursing Certificate / L.V.N.   | Summer              | 2024            |
| Michael    | Maldonado      | Edinburg     | Associates Degree                    | Diagnostic Medical Sonography             | Spring              | 2024            |
| Minerva    | De Leon        | Edinburg     | Industry Recognized Credential (IRC) | Patient Care Assistant                    | Spring              | 2024            |
| Miranda    | Puga           | Edinburg     | Associates Degree                    | Elementary EC -6 Generalist or Teaching   | Summer              | 2024            |
| Roland     | Cano           | Edinburg     | Certificate                          | Heating, Ventilation and Air Conditioning | Spring              | 2024            |
| Stephanie  | Lira           | Edinburg     | Certificate                          | Licensed Vocational Nurse                 | Summer              | 2024            |

Total Application Records

14

Actives Hold ▾

| First | Last  | Current City | Academic Level    | Program of Study        | College 1                 | Estimated Graduation Date |
|-------|-------|--------------|-------------------|-------------------------|---------------------------|---------------------------|
| Erica | Gaona | Edinburg     | Associates Degree | Radiology Technician    | STC - South Texas College | 08/15/2024                |
| Roel  | Garza | Edinburg     | Associates Degree | Respiratory TherapyCare | STC - South Texas College | 05/15/2026                |

Total Application Records

2

Terminated ▾

| First   | Last      | Current City | Academic Level    | Program of Study | Graduation Semester | Graduation Year |
|---------|-----------|--------------|-------------------|------------------|---------------------|-----------------|
| Xochitl | Rodriguez | Edinburg     | Associates Degree | ADN              |                     |                 |
| Lorena  | Tamez     | Edinburg     | Associates Degree | ADN              |                     |                 |

Total Application Records

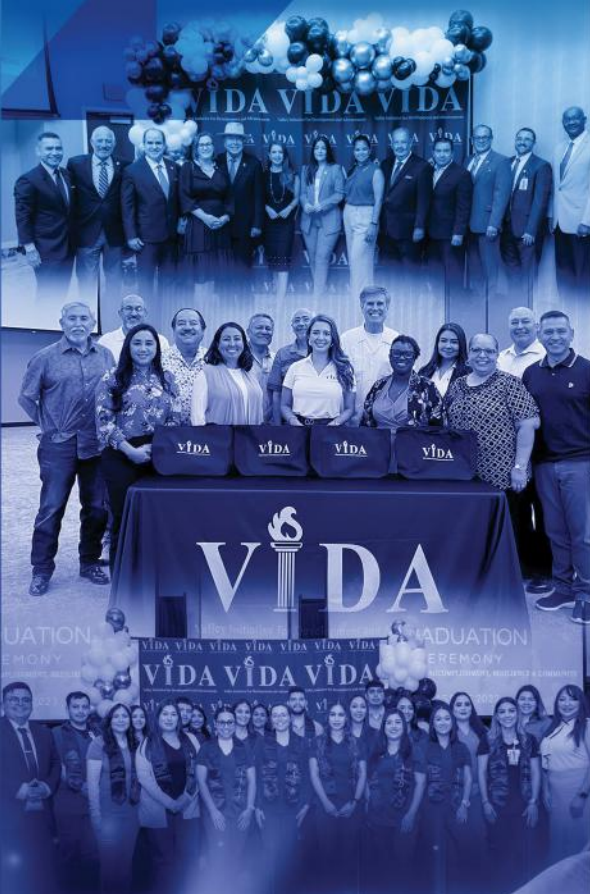
2



# VIDA

EDUCATING ONE LIFE AT A TIME SINCE 1995

Valley Initiative  
for Development  
and Advancement



# IMPACTING SUSTAINABLE ECONOMIC GROWTH

IN THE REGION...ONE VIDA AT A TIME



# 2023

## ANNUAL REPORT

FISCAL YEAR 2022-2023



# INSIGHTS

## FROM OUR CHAIRMAN

*In 1995, a group of Valley Interfaith leaders and industry leaders from across the Rio Grande Valley came together, formed a vision, and founded a nonprofit organization.*

In FY 2022 – 2023, that organization, VIDA, served over 600 participants, all striving to become self-sufficient by earning degrees, certificates, and licenses in high-demand fields.

It took years to develop the relationships and partnerships that have brought us to where we are today. Those years of development included building a strong reputation of success. **This year, VIDA participants reached a persistence rate of 96%.** Think of that. Ninety-six percent!

Consistent data like this has resulted in local, state, and national leaders recognizing the value of our strategic program model. They know, all too well, that while budgeting visionary projects is critical, we can't just pour money into our communities and sit back, waiting for them to flourish. Funders want to see a significant return on their investment.

VIDA accomplishes this through customized assistance based on each participant's needs. Our model keeps the participants as the foundation, adding financial assistance, individual and group counseling, industry speakers, and other supports to build them up so they can endure any challenges that come their way. The VIDA model also incorporates community service so our participants become actively engaged in communities throughout our region while showing our gratitude to these communities for sustaining us.

In 2022, Hidalgo County Judge Richard Cortez created the Hidalgo County Prosperity Task Force, designed to provide more County residents with the skills needed to lead prosperous, fulfilled lives while simultaneously growing the economic prosperity of our region with a skilled workforce that supports local industries and attracts new ones. Judge Cortez quickly identified VIDA as an essential partner for the Task Force because we have been fulfilling this mission successfully for close to 30 years.

Today, our VIDA staff and Board take our places at many tables, sitting alongside elected officials; members of city and county management; and education, industry, and civic leaders on a regular basis. ***VIDA is clearly recognized as a force for educational growth, job training and creation, and economic development.***

As many of you know, VIDA means "life" in Spanish. To sustain the work we do, we must rely on our investment partners. With the proper funding, we can educate even more of our people...one life at a time.



**TONY AGUIRRE JR.**

Managing Partner  
Riverside Dvlp.  
Services, LLC  
McAllen City  
Commissioner

VIDA



# REFLECTIONS

## FROM OUR PRESIDENT and CEO

FELIDA VILLARREAL | CPA

As I reflect on my second year of serving as president and CEO of VIDA, I am filled with utmost gratitude and appreciation for the invaluable support and dedication of my entire team and board of directors toward advancing VIDA's mission. *I feel immensely proud of the monumental growth and accomplishments we have experienced in 2023, from being one of 25 organizations nationwide--and the only one in Texas--to secure a \$3 million Nursing Expansion Grant from the U.S. Department of Labor to expanding our team to 18 individuals committed to workforce development across the RGV.* I am confident VIDA is poised for untold impact and success.

In addition to our internal growth, I am very pleased to witness an abundance of support from our community, strengthening existing partnerships and building new alliances. Thank you to all of our partners--local, state, and federal government; economic development entities; institutions of higher education; private foundations; employers; industry leaders; nonprofits; and community-based organizations--for your continued collaboration and trust in our program to accelerate student success, educating one life at a time. I strongly believe that, as a nonprofit organization with a more-than-29-year trajectory empowering learners from low-income backgrounds, we have incredible potential to continue impacting our communities; but working alongside our partners and through a collective effort, we can truly be limitless in promoting the economic development of our entire region through equitable education and workforce-training opportunities.

I am excited about the bright future ahead and look forward to the opportunity to unite efforts and resources that will continue to improve post-secondary educational outcomes for all while aligning career training with local industry demand.



***We cannot seek achievement for ourselves and forget about progress and prosperity for our community.*** —Cesar Chavez

## OUR BOARD OF DIRECTORS | 2022 - 2023



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REYNALDO PEREZ



ABDIEL RAMIREZ



MOSES ROBLEDO



# 2023 ECONOMIC IMPACT STUDY

BY THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY  
Sai Mullapudi | Economic Development Research Manager

*In March of 2024, researchers at The University of Texas Rio Grande Valley Data and Information Systems Center completed an economic impact study for the Valley Initiative for Development and Advancement. The summary of this study reads, as follows:*

The economic impact analysis assesses the overall influence of VIDA on the local economy, primarily through its operational expenses and the wage increases earned by its graduates. **In the fiscal year '22-'23, VIDA allocated \$3.3 million toward its operating budget for administering programs and services. Additionally, VIDA graduates contributed \$25.2 million in wage increases.** These expenditures, both by VIDA and its graduates, generate a multiplier effect, creating and supporting additional jobs, income, taxes, and output in the local economy.

Collectively, the spending by VIDA on operating expenses and the wage increases of its graduates support 651 jobs, resulting in \$33.6 million in labor income, adding \$13.7 million to the Gross Domestic Product (GDP), and generating \$1.3 million in state and local taxes. This translates to a total economic output of \$51.9 million in the local economy.

Based on this economic output, for every \$1.00 invested in VIDA, there is a return of \$15.69 to the communities served. Table below provides a breakdown of the economic impact:

|                     | EMPLOYMENT | LABOR INCOME  | VALUE ADDED   | OUTPUT        |
|---------------------|------------|---------------|---------------|---------------|
| Direct Effect       | 651        | \$ 26,512,042 | \$ 1,001,157  | \$ 28,706,821 |
| Indirect Effect     | 7          | \$ 336,844    | \$ 547,436    | \$ 1,280,245  |
| Induced Effect      | 159        | \$ 6,819,746  | \$ 12,187,180 | \$ 21,971,760 |
| Total Effect        | 817        | \$ 33,668,632 | \$ 13,735,773 | \$ 51,958,826 |
| State and Local Tax |            |               |               | \$ 1,389,573  |

*This comprehensive analysis demonstrates the significant positive impact of VIDA on the local economy, benefiting both the community and its residents.*

## METHODOLOGY

This study estimates the economic impact created by VIDA. With the local unemployment rate very high, an economic impact analysis of VIDA aims to help local leaders, the business community, and the investors gain perspective on how the funding invested in VIDA benefits the region. Using public information and audited financial data VIDA provided, this study estimates the aggregate value added to the local economy, plus direct and indirect jobs created by the program.

The economic impact study of VIDA was conducted using IMPLAN economic impact modeling software. The software captures the regional dollar flows from purchasers to producers using inter-industry transaction information for more than 500 industries. Production functions describing how much is spent in each industry (and the proportions) are created using inter-industry transaction data. A predictive model and the associated multipliers are then constructed to show how output changes with a change in final demand.

IMPLAN is used by more than 1,000 public and private institutions to enable users to make in-depth examinations

of state, multi-county, county, sub-county, and metropolitan regional economies. It is a nationally recognized, economic impact modeling software.

Final demand drives input-output models. Industries respond to meet demand directly or indirectly (by supplying goods and services to industries responding directly). Each industry that produces goods and services generates increasing demand for other goods and services for multiple rounds. These iterations generate multipliers, which are related to three kinds of effects:

**1. Direct effects** are changes in the local economy caused by an economic change in the area.

**2. Indirect effects** are changes in inter-industry transactions as supplying industries respond to increased demands from the directly affected industries.

**3. Induced effects** reflect changes in inter-industry spending resulting from household spending. This spending comes from household income generated from the direct and indirect effects.

### DEFINITIONS

- **Output** (gross sales)
- **Employment** (jobs)
- **Value Added** (gross regional product)



# THE ONGOING DEMAND FOR VIDA

VIDA's official story begins in 1995, when community leaders from Valley Interfaith joined forces with private-industry leaders to address the significant number of underserved, underemployed, and unemployed residents in the Rio Grande Valley. The leaders recognized that by empowering these residents with tools, education, training, individual and group counseling, and personal development, they could thrive in their careers and in their personal lives.

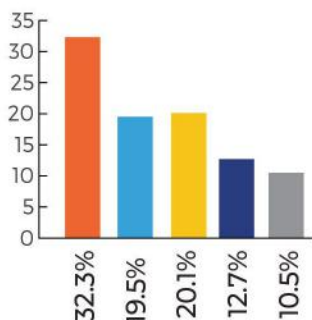
VIDA founders also recognized the impact would reach far beyond the individuals to their families, their communities, and the entire region by increasing the buying power of the individuals, reducing the number of people in need of government assistance, providing existing employers with a highly skilled workforce, and attracting new industries to the region.

**"The VIDA Effect" can be felt in homes and communities throughout our region and beyond, and the need for VIDA persists. Breaking generational patterns of poverty and teaching people how to surmount obstacles they face as they endeavor to do so takes an unflinching commitment. We remain steadfast in fulfilling our philosophy and our mission as we serve our people.**

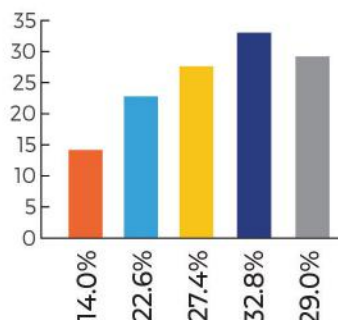
## MEDIAN HOUSEHOLD INCOME

|               |           |
|---------------|-----------|
| ● Texas       | \$ 73,035 |
| ● Cameron Co. | \$ 47,435 |
| ● Hidalgo Co. | \$ 49,371 |
| ● Starr Co.   | \$ 35,979 |
| ● Willacy Co. | \$ 42,839 |

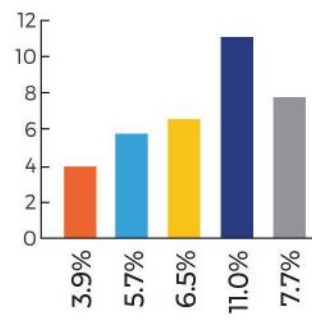
## ADULTS 25+ WITH BACHELOR'S DEGREE (2018-2022)



## PERSONS IN POVERTY

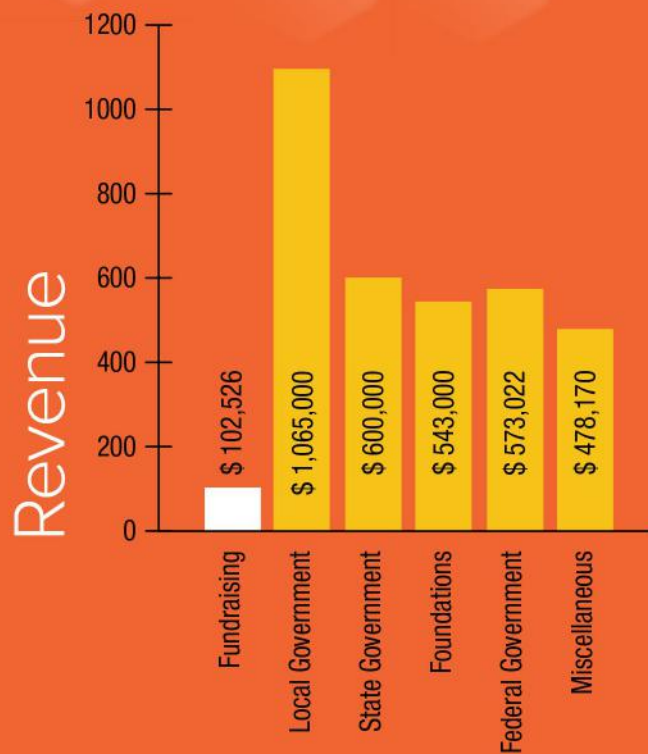


## UNEMPLOYMENT RATE (OCTOBER 2022)



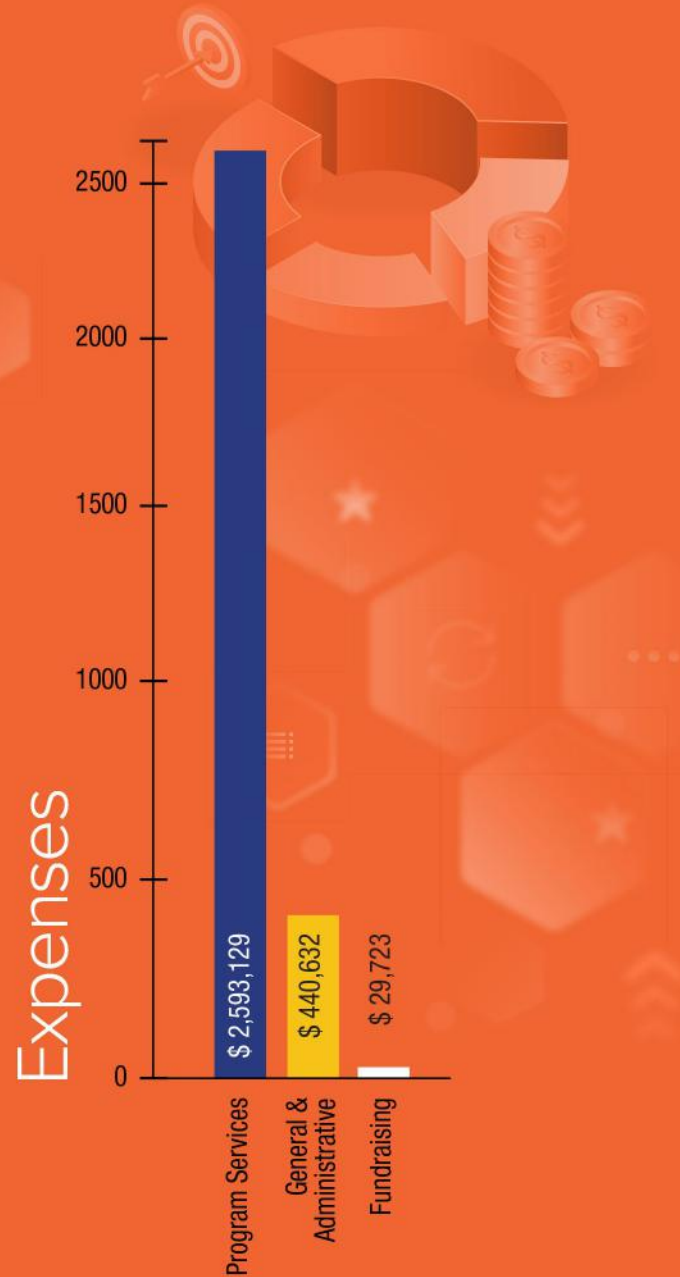
Sources: Federal Reserve Bank of St. Louis and U.S. Census Bureau Quick Facts

# REVENUE & EXPENSES



TOTAL REVENUE ➤ **\$3,361,718**

*Impacting Sustainable  
Economic Growth in the Region...  
One VIDA at a time*



TOTAL EXPENSES ➤ **\$ 3,063,484**

CHANGE IN  
NET ASSETS

➤ **\$298,234**



*The opposite of success is not failure...  
it's being stuck. You have a unique gift  
that's meant to be shared. When fully aligned  
with this everlasting gift, an unshakable  
confidence becomes real!*

*—Jennifer Villarreal*

# EMPOWERING

## TOMORROW'S LEADERS

Through active engagement, alongside our dedicated participants, we illuminate various avenues of community service. This collaborative effort not only allows us to express gratitude to the numerous entities, institutions, corporations, and individuals who have sustained VIDA's mission for nearly 29 years but also emphasizes the transformative power of service in shaping our society.

Within VIDA, our team and student volunteers enthusiastically embrace community involvement by sharing our time and talents while receiving the inherent satisfaction that comes from serving others.

We nurture individuals who embrace the principle of giving back and endeavor to enact meaningful change within their communities and beyond, igniting a beacon of hope for a better tomorrow.



ONE LIFE  
AT A TIME

It takes courage to admit when you need help. It takes courage to step out of a cycle that has spun for generations. It takes courage to fall and to get back up again. It takes courage to recognize an opportunity, grab it, hold on, and let it take you places you never even imagined.

Throughout this VIDA Annual Report, you will read stories of current VIDA participants and VIDA graduates who had the courage to take the first step and whose lives are forever transformed. They serve as models in their families, among friends, to other VIDA participants, and to our community.

IT GIVES US GREAT JOY TO SHARE WITH YOU...THEIR STORIES.

# SAN JUAN RESIDENT DESIGNING HIS DREAM

"I Have a Dream" is, of course, the iconic 1963 speech of Reverend Martin Luther King Jr. For San Juan resident Carlos Pena, this phrase also expresses why he enrolled at the University of Texas Rio Grande Valley.

Pena, whose major is mechanical engineering, has a dream of working at Tesla as part of its design team. Tesla knows how to capture potential employees' attention, even on its website: "Using a first-principles approach, we solve some of the world's biggest problems. If you've done exceptional work, join us in tackling the next generation of engineering, manufacturing, and operational challenges." Pena plans to be one of Tesla's tacklers.

However, unemployed and receiving Supplemental Nutrition Assistance Program food benefits, Pena soon learned that a lack of financial resources, professional guidance, and emotional support can waylay a dream that once seemed so clear. Then, one day while at UTRGV, he heard about the Valley Initiative for Development and Advancement.

Valley Interfaith and business leaders in the Rio Grande Valley established VIDA in 1995, recognizing the need to empower underserved, unemployed, and underemployed residents through education and training, in addition to support from case managers who also serve as career counselors. VIDA's founders also knew that by building a skilled workforce, the nonprofit organization would play a key role in recruiting new business to the RGV while fueling the economy of our region with residents no longer dependent on government support for their daily needs. Nearly 30 years later, VIDA continues to work closely with its

## CARLOS PENA

workforce, training, and community partners to provide financial support, as well as individual and group counseling, to individuals like Pena.

When Pena learned about VIDA, he saw his dream becoming clear again. He applied to the program and gained acceptance.

"It is a great opportunity," Pena said. "VIDA is helping me with school and with gas expenses."

VIDA also provides financial assistance to participants for books and the tools required for a number of training programs. Counseling sessions focus on topics such as stress, time management, mental health and budgeting. Outside of class time, participants can often be seen across the RGV performing community service as their way of thanking the municipalities, businesses, foundations and individuals who make all of this possible.

Because of VIDA, Pena explains, he plans to graduate in the spring of 2024 as a professional, a mechanical engineer. "I have a chance to pursue my dream career"

*Carlos' story first appeared on the Valley Business Report website, [valleybusinessreport.com](http://valleybusinessreport.com), in February 2023.*













## UNWAVERING SUPPORT CONNECTS TO PROMISING CAREER

OSCAR CASTILLO

Brownsville resident Oscar Castillo had a job at the Brownsville South Padre Island International Airport, working as a cashier for the parking vendor earning \$10 an hour. He knew he needed to develop his skill set if he ever hoped to be independent and financially secure, so he enrolled in the electrician program at Texas Southmost College.

At TSC, Castillo heard about Valley Initiative for Development and Advancement, a nonprofit organization based in Mercedes that has helped residents of the Rio Grande Valley avoid being a poverty statistic. For nearly 30 years, VIDA has partnered with institutions of higher learning in the RGV to provide a continuum of support for students pursuing degrees and certificates in high-demand, high-paying career fields. Because a lack of resources had created graduation barriers for Castillo in the past, he jumped at the opportunity to apply to VIDA. “School was always in my mind before, but I never really took that leap due to different circumstances,” Castillo, a first-generation college student, said. VIDA accepted him into the program in the fall of 2021.

For Castillo, the continuum of support included financial assistance with his courses, books and tools, as well as VIDA's award-winning individual and group counseling sessions. These sessions address topics from time management and budgeting to developing a resume and rocking a job interview.

It is said that as we grow, we learn. Castillo personifies this adage.

"After receiving help from VIDA and the great skills they taught me, I learned so much about myself and what I'm capable of," Castillo said. "On a regular day at school, I learned about a program: computer information systems. What I heard about the program caught my attention because it involves working with computers and technology and helping people out." Castillo realized he loved working with technology and helping people, so he decided to research CIS.

The more he learned, the more intrigued he became.  
But first, he needed to talk to his father.



Castillo explained the field of CIS to his father. “He mentioned that the program fits my characteristics and my personality,” Castillo shared. Castillo changed his major. VIDA’s support never wavered.

In the spring of 2024, Castillo will complete his Associate of Applied Science in CIS. He has his heart set on working at SpaceX, and he will always appreciate what VIDA has done for him.

“VIDA’s support helped me with new skills and tools to succeed in my classes,” Castillo said. “The weekly sessions really helped this process go by easily. I will speak great things about VIDA and their values. VIDA is important for what they have to offer RGV students who want to continue their education but can’t, financially. They have amazing values.”

*Oscar's story first appeared on the Valley Business Report website, [valleybusinessreport.com](http://valleybusinessreport.com), in August 2023.*



## STUDENT'S VIDA JOURNEY GOES INTERNATIONAL

RHONDA DIAZ

Every month, VBR publishes a story about a current Valley Initiative for Development and Advancement participant or one who has already earned a certificate or degree, altering the trajectory of his or her life.

This month, we feature Rhonda Diaz, who will graduate from The University of Texas Rio Grande Valley in December with a bachelor's degree in computer science.

“Before VIDA, I was attending college part time; with VIDA’s help, I was able to attend full time,” Diaz said. In addition to attending school full time, she has been working as an Apple Support College Program at-home advisor, providing technical support to Apple customers.

Graduation in December will not be the end of the journey for Diaz. Her next destination is a master's degree. "I also plan to continue my career with Apple while actively searching for a role that complements my degree," she said.

VIDA has changed countless lives in the Rio Grande Valley for nearly three decades. Rather than having a traditional story written about how VIDA has changed her life, Diaz chose to write a letter to VIDA.

*As I approach my graduation at the end of this year, I wanted to take a moment to reflect on my remarkable journey with VIDA and share my heartfelt appreciation for the support that has shaped my academic path.*

*My name is Rhonda Diaz, and I've had the privilege of being a recipient of VIDA's support over the past few years. I cannot express enough gratitude for the impact the program has had on my education and personal growth.*

One of the most transformative experiences during my academic journey was the opportunity to study abroad in London, U.K. As a computer science major, the course "The History of Computing" I took during my time in London was not only relevant but profoundly enriching. It allowed me

*to connect the past with the present, in my field of study, providing me with a profound understanding of the evolution of technology.*

*VIDA's unwavering support with my college tuition and books made this study abroad experience a reality. Without the program's assistance, I wouldn't have been able to immerse myself in a new culture, gain a global perspective and further my education in such a meaningful way. VIDA not only lightened the financial burden but also empowered me to attend college full time, enabling me to pursue opportunities that have broadened my horizons.*

*I'd also like to extend my heartfelt appreciation to Ms. San Juanita (Sanchez), my VIDA counselor. Her guidance and encouragement have been instrumental in my academic journey. Ms. San Juanita's dedication and belief in my potential have motivated me to strive for excellence.*

*As I prepare to graduate, I look back with immense gratitude for VIDA's continued commitment to helping students like me achieve our educational dreams. The opportunities VIDA has provided have not only shaped my academic journey but have also contributed significantly to my personal and professional growth.*

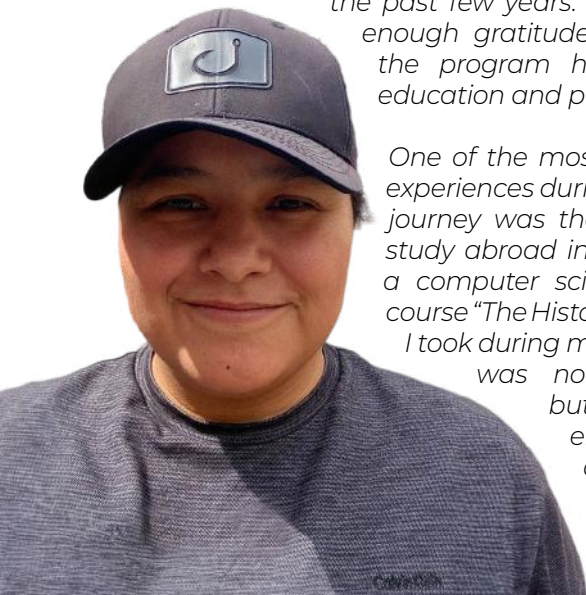
*I am honored to have been a part of the VIDA family and I eagerly anticipate the bright future that lies ahead. I look forward to using the knowledge and experiences gained through VIDA's support to make a positive impact in the world.*

*Once again, thank you, VIDA, for being an integral part of my educational journey. Together, we have achieved greatness, and I am excited to embark on this new chapter with the skills and confidence VIDA has nurtured.*

Warmest regards, Rhonda

Diaz' contemplative letter acknowledges the impact the organization has had on her life and on her future. This impact is possible because of the generosity of VIDA's collaborative, educational, fundraising and investment partners.

*Rhonda's story first appeared on the Valley Business Report website, [valleybusinessreport.com](http://valleybusinessreport.com), in October 2023.*







# JOINING FORCES

## WITH THE HIDALGO COUNTY PROSPERITY TASK FORCE

*Our prosperity as a nation depends upon the personal financial prosperity of each of us as individuals.*

— George Clason, *The Richest Man in Babylon*

The mission of the Hidalgo County Prosperity Task Force, established in 2022 by Hidalgo County Judge Richard Cortez, is to provide a strong safety net for Hidalgo County's most vulnerable residents and to move a sizable percentage of our economically disadvantaged residents out of poverty. With our mission so closely aligned, VIDA President and CEO Felida Villarreal and VIDA Board Chairman Tony Aguirre actively serve on this Task Force.

**Their involvement allows VIDA to contribute invaluable historical insight while also offering a present-day perspective of how lives can be transformed through collaborative partnerships; strategic workforce development; and comprehensive social, emotional, and financial assistance. Through our collective efforts, we aim to foster a more prosperous and equitable future for all residents of Hidalgo County.**

The Hidalgo County Prosperity Task Force has outlined several key initiatives aimed at addressing poverty and promoting prosperity within our community, including...

- **Enhanced Support Services:** We are committed to identifying ways in which the county can better serve individuals living in poverty. This includes implementing financial literacy programs to equip residents with the knowledge and skills needed to manage their finances effectively. Additionally, we

recognize the urgent need to address health and wellness concerns, particularly the high rates of obesity and diabetes among our population.

- **Investment in Human Capital:** One of the primary goals is to create pathways to success through vocational training and higher education. We are dedicated to removing any barriers that may hinder individuals from completing their education or training programs.
- **Job Creation and Economic Development:** We recognize the importance of job creation in fostering economic growth and opportunity within Hidalgo County.

Through these and other strategic initiatives, the Hidalgo County Prosperity Task Force is committed to fostering economic empowerment, promoting educational attainment, and improving the overall quality of life for all residents within our community, and VIDA intends to play a significant role in helping the Hidalgo County Prosperity Task Force achieve these goals.



# LOCAL GOVERNMENT FUNDERS

## AND THE RIPPLE EFFECT

*You want to be the pebble in the pond  
that creates the ripple for change.*

— Tim Cook

VIDA serves residents in a four-county region, which includes (from east to west) Cameron, Willacy, Hidalgo, and Starr counties. The support of local governmental entities attests to their clear understanding of the ripple effect that reverberates throughout the region as the education level of its populace rises. VIDA gratefully acknowledges the unwavering support of the following local governmental entities:



- City of Alamo
- City of Brownsville
- City of Edinburg
- City of Harlingen
- City of La Feria
- City of McAllen
- City of Mercedes
- City of Pharr
- City of Port Isabel
- City of Weslaco
- Hidalgo County

### GRADUATES' AVERAGE HOURLY WAGE

Pre-VIDA ➤ **\$5.70**  
Post-VIDA ➤ **\$22.96**

### VIDA GRADUATES' AVERAGE SALARY

Upon Graduation ➤ **\$47,756**

### VIDA TRAINING PROGRAMS

| Industry                    | Number of Participants | Percentage of Total |
|-----------------------------|------------------------|---------------------|
| Allied Health               | 392                    | 63%                 |
| Business                    | 30                     | 5%                  |
| Educational Social Services | 37                     | 6%                  |
| Specialized Trades          | 138                    | 21%                 |
| STEM                        | 30                     | 5%                  |
| <b>TOTAL</b>                | <b>627</b>             | <b>100%</b>         |



*You are perfectly cast in your life. I can't imagine anyone but you in the role. Go play."*

— Lin-Manuel Miranda

# FY 2022 - 2023 IN REVIEW

## WHO VIDA SERVES

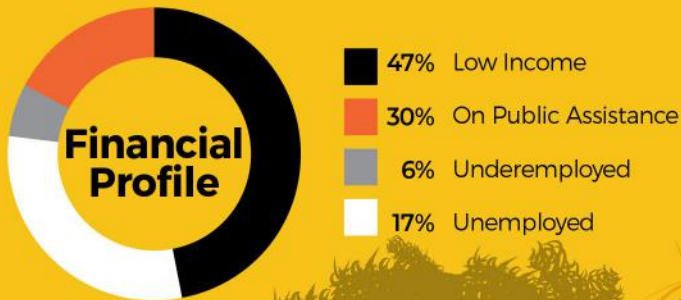
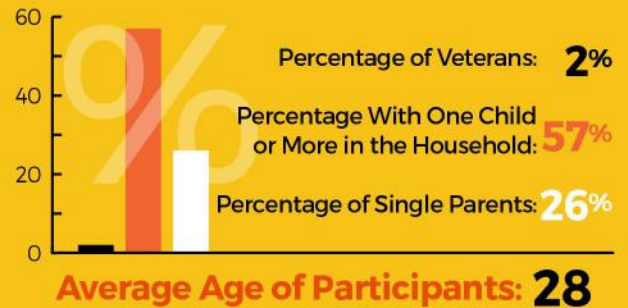
PARTICIPANTS  
SERVED **627**

TOTAL VIDA  
GRADUATES **231**

PERSISTENCE  
RATE

**96%**

| Ethnicity                                                                                                                   | Number     | Percentage  |
|-----------------------------------------------------------------------------------------------------------------------------|------------|-------------|
| Hispanic                                                                                                                    | 603        | 96%         |
| White                                                                                                                       | 10         | 2%          |
| Asian                                                                                                                       | 5          | 1%          |
| Other (Black or African American, American Indian or Alaska Native, Native American, Native Hawaiian or Pacific Highlander) | 9          | 1%          |
| <b>TOTAL</b>                                                                                                                | <b>627</b> | <b>100%</b> |



| Gender       | Number     | Percentage  |
|--------------|------------|-------------|
| Female       | 421        | 67%         |
| Male         | 206        | 33%         |
| <b>TOTAL</b> | <b>627</b> | <b>100%</b> |



# WINTER WONDERLAND



Valley Initiative for Development and Advancement commemorated our accomplishments and honored our Partners of the Year at our third annual gala December 16, 2023, at the McAllen Convention Center. Our theme for 2023 was A Winter Wonderland.

J. Chris Coxon, managing director of Educate Texas, Communities Foundation of Texas, delivered an inspiring keynote address. Texas Workforce Commissioner Alberto Treviño III presented VIDA with the Texas Talent Connection Grant, allowing us to continue empowering RGV residents to achieve economic prosperity.

Guests enjoyed an enlightening cocktail hour with an enchanting violinist and a photobooth to memorialize this special evening, as well as dinner, music, and a live auction with renowned auctioneer Joe Brown.

Our partners are like shining stars, providing invaluable resources essential for serving VIDA participants each and every day. Their generosity fills us with gratitude and embodies the spirit of the holidays.

## OUR 2023 PARTNERS OF THE YEAR

- **2023 Legacy Award:**  
Texas Senator Juan “Chuy” Hinojosa
- **2023 Community Partner of the Year Award:**  
Hidalgo County Judge Richard Cortez
- **2023 VIDA Graduate Recognition for Outstanding Academic Achievement:**  
David Serrano, RN

VIDA remains committed to providing exceptional student-support services to economically disadvantaged residents, resulting in improved higher-education outcomes and workforce-development success. Our unwavering focus centers on empowering Rio Grande Valley residents to achieve economic prosperity through market-driven training, resources, and career pathways.





► **A WINTER WONDERLAND**  
would not have been possible  
without the generosity  
of our sponsors. \*

### **DIAMOND SPONSORS**

**South Texas College**  
**South Texas Health System**

### **GOLD SPONSORS**

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Melden & Hunt, Inc.  
Pharr Housing Authority  
Red Rock Development  
Socialife Magazine  
State of The City—McAllen Mayor Javier Villalobos

### **BRONZE SPONSORS**

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RGV Focus  
Texas School of Health Sciences  
Trillavision Media  
Valley Business Report

**VÍDA**

EDUCATING ONE LIFE AT A TIME SINCE 1995



# TESTIMONIALS

IMPACTING SUSTAINABLE ECONOMIC GROWTH IN THE REGION...ONE VIDA AT A TIME



**Dr. Rodney H. Rodriguez**

SOUTH TEXAS COLLEGE, VICE PRESIDENT | STC FOUNDATION

"To the Esteemed Members of VIDA and Felida,

I write this testimonial filled with deep gratitude and admiration for the significant impact VIDA has had on our community under your thoughtful leadership and the dedicated efforts of the Board members. Over the years, our partnership has been a beacon of hope and a pillar of support for both our STC students and the broader adult population we serve.

VIDA's collaboration has been nothing short of transformative. Through your generous resources funneled via the STC Foundation, you have opened doors to education that many believed were forever closed to them. Your commitment to providing scholarships across an array of educational pathways embodies the principle of "educating one life at a time" in the most profound way.

It is because of VIDA that countless individuals have been able to pursue their dreams and achieve their educational goals. You have not only supported them financially but have also inspired them to believe in their abilities and to aspire for greatness. The impact of your contributions extends beyond the individuals and into their families and communities, creating a ripple effect of positive change and opportunity.

Felida, your leadership has been instrumental in making all of this possible. Your vision, passion, and dedication have propelled VIDA to new heights, making it a cornerstone organization others look up to. Under your guidance, VIDA has truly become synonymous with hope, opportunity, and empowerment.

As we reflect on the years of fruitful partnership, we are filled with gratitude and look forward to continuing this journey together, making a difference in the lives of many more individuals. Your unwavering support has been a key factor in our success, and we cannot thank you enough.

*Mil Gracias, VIDA! Here's to many more years of impactful collaboration and changing lives for the better."*

---

**Senator Morgan LaMantia**

TEXAS SENATOR | DISTRICT 27

"Thank you, VIDA, for serving as a bridge between aspiration and achievement. VIDA's personalized support services and industry-relevant training enable our community members to overcome challenges and pursue fulfilling careers contributing to our local economy. This ripple effect of opportunity and prosperity continues to support new generations of change-makers in the Rio Grande Valley through transformative actions."







## Mayor John Cowen Jr.

HONORABLE MAYOR | CITY OF BROWNSVILLE

I am proud to express my unwavering support and advocacy for the vital work being carried out by VIDA, an esteemed organization dedicated to empowering the people of the Rio Grande Valley. VIDA's mission--to facilitate economic prosperity through market-driven training, resources, and career pathways--is not just commendable; it is essential for the growth and well-being of our community.

The pursuit of economic prosperity is a journey that requires dedication, resources, and support. VIDA has been at the forefront of this journey, offering invaluable services that transform lives and build futures. By focusing on market-driven training, VIDA ensures that the skills and knowledge imparted to its participants are relevant, sought after, and ultimately, transformative. Their commitment to providing access to resources and career pathways is a testament to their understanding of the diverse needs of our community and their unwavering resolve to meet them.

As the largest city in the Rio Grande Valley, Brownsville continues its successes in economic development and community empowerment. These are shining examples of what is possible when organizations, such as VIDA, are helping to pave the way.

I wish VIDA continued success in their noble mission. The impact of their work is a beacon of hope and a blueprint for how targeted, community-focused initiatives can create lasting change.

Together, we can build a future where every resident of the Rio Grande Valley can thrive, succeed, and contribute to our region's dynamic growth.

*There is no exercise better for the heart than reaching down and lifting people up.*  
— John Holmes



|                     |                                                |
|---------------------|------------------------------------------------|
| Felida Villarreal   | PRESIDENT AND CEO                              |
| Irma Garcia         | CHIEF PROGRAM OFFICER                          |
| Isidro Ramos        | DIRECTOR OF WORKFORCE AND ECONOMIC DEVELOPMENT |
| Veronica Montemayor | DIRECTOR OF FINANCE                            |
| Amanda Rodriguez    | DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS     |
| Honesty Martinez    | PROGRAM SERVICES ANALYST                       |
| Priscilla Alvarez   | CAREER ADVISOR                                 |
| San Juanita Sanchez | SENIOR CAREER COUNSELOR/CASE MANAGER           |
| Kathia Martinez     | CAREER COUNSELOR/CASE MANAGER                  |
| Felicia Adamas      | CAREER COUNSELOR/CASE MANAGER                  |
| Claudia Martinez    | CAREER COUNSELOR/CASE MANAGER                  |
| Marevelyn Salvador  | CAREER COUNSELOR/CASE MANAGER                  |
| Joanna Delgado      | ACCOUNTING SUPPORT SPECIALIST                  |
| Celina Maldonado    | OUTREACH/INDUSTRY SPECIALIST                   |
| Marylou Saenz       | CASE AIDE/INTAKE SPECIALIST                    |
| Arianna Zamora      | INTAKE SPECIALIST                              |
| Cristina Yanes      | INTAKE SPECIALIST                              |
| Sabrinna Infante    | INTAKE SPECIALIST                              |

Every year, more and more local employers seek the opportunity to hire VIDA graduates, recognizing the valuable soft skills and professional development our program instills--alongside their academic studies. We are incredibly grateful for our new and existing employer partnerships, which offer our graduates a professional pathway to economic prosperity and long-term advancement.

— Felida Villarreal

# EMPLOYERS WHO HIRED

## FY 2022 - 2023 VIDA GRADUATES

ABC Dental  
Abri at Edinburg  
Ageless Living Home Health  
Alamo Country Club  
Amtex General Contractors, LLC  
Art's Electric  
Austin Independent School District  
AutoZone Auto Parts  
Aveanna Healthcare, LLC  
Beachwood Services  
Bella Terra, LLC  
Bella Vida Senior Services, LLC  
Big State Electric  
Blattner Energy  
Bobcat Power  
Brownsville ISD  
Cache Valley Electric  
Cameron County District Attorney's Office  
Cathedral of the Immaculate Conceptions  
Central Lighting and Energy, LLC  
Chem-Pruf Fiberglass Door Company  
Cintas Corporation  
City of Brownsville  
CSL Plasma  
D&F Industries  
DHR Health  
DHR Health Women's Hospital  
DHR Health Rehabilitation Hospital  
Dr. William Long Elementary  
Driscoll Children's Hospital  
Edinburg Regional

Elite Functional Health  
Express Employment Professionals  
Fisk Electric Company  
Fox Hollow Post Acute  
Gulf Stream Marine  
H&S Constructors, Inc.  
Halliburton  
Harlingen Medical Center  
HMG Healthcare, LLC  
Keppel AmFELS  
Knapp Medical Center  
Law Office of Antonio Martinez, Jr., P.C.  
Maximus  
McAllen Transitional Care Center  
Medical City Plano  
Mercedes ISD  
Mike's Plumbing, Electrical & AC  
Mission CISD  
Mission Nursing and Rehabilitation Center  
Parra Furniture & Appliance  
Pas Home Care, LLC  
PB Materials  
Penske Truck Rental  
People, Inc  
Perdue Premium Meat Company  
PSJA ISD  
Rancho Viejo Police Dept  
Rental World  
Rio Grande Regional ER 24/7  
Rio Grande Regional Hospital  
Rio Grande State Center

Rio Grande Surgery Center  
San Benito Police Department  
Senture  
South Texas Clinical Lab  
South Texas Health System  
South Texas Health System Behavioral  
South Texas Health System Heart  
Southern Careers Institute  
Spectrum  
Spirit Truck Lines  
Superior Alarms  
Target  
Texas State Veterans Home  
The Blake  
The Dove's Nest  
Treasure Hills Healthcare and  
Rehabilitation Center  
Tri-County Healthcare  
Universal Plant Services  
U.S. Customs and Border Protection -  
Through Loyal Source  
Valley Baptist Health System  
Valley Regional Medical Center  
Valley View ISD  
Veranda Rehabilitation and Healthcare  
Von'd Kids  
Weslaco Air Conditioning, LLC  
Willacy County Sheriff's Office  
Women Together/Mujeres Unidas  
Xpress Dental  
Zitro Electric, LLC

*Thank you!*



*Collaboration is the essence of life. The wind, bees, and flowers work together, to spread the pollen.*

*— Amit Ray, Indian author and spiritual master*

## THANK YOU VIDA PARTNERS!

### ► COLLABORATIVE PARTNERS

Alton Recreation Center  
Angels of Love  
Aurora House Foundation  
Bailey H. Dunlap Memorial Library  
Bob Clark Social Services Center  
Cameron County Workforce Solutions  
Christian Manor RGV  
Consulate General of Mexico  
Cornerstone Regional Hospital  
DHR Health  
Donna Public Library  
Food Bank of the Rio Grande Valley, Inc.  
Dr. Hector P. Garcia Memorial Library  
Goodwill Industries of South Texas  
Harlingen Housing Authority  
Harlingen Public Library  
Hidalgo County Head Start Program  
Hidalgo County Precinct 2  
    Advancement Center  
Hidalgo County Precinct 2 Community  
    Resource Center  
Hispanic Executive  
JO-NIC BLOOM Pregnancy  
    and Wellness Studio  
Knapp Medical Center  
KRGV-TV  
La Unión del Pueblo Entero  
Mayor Joe V. Sanchez Public Library  
McAllen Housing Commission  
McAllen Public Library  
Mercedes Housing Authority  
Mission Regional Medical Center  
Nexstar Media  
Nuestra Clinica del Valle  
Office of Border Public Health  
Pharr Housing Authority  
Pharr Memorial Library  
Proyecto Azteca, Inc.  
Region One Education Service Center  
Rio Grande Regional Hospital  
Salvation Army  
San Juan Memorial Library  
Sgt. Fernando De La Rosa Memorial Library  
South Texas Health System  
South Texas Literacy Coalition  
Special Supplemental Nutrition Program for  
Women, Infants, and Children (WIC)  
Telemundo 40  
Texas A&M Colonias Program  
    Hidalgo County

Texas Border Business  
Texas Southmost College  
Texas State Technical College  
The GEO Group, Inc.  
The Literacy Center of Harlingen  
The Monitor  
Trillavision  
Unidos Con La Diabetes  
Unidos US  
Valley Baptist Health System  
Valley Business Report  
Valley Interfaith  
Valley Regional Medical Center  
Weslaco Housing Authority  
Women Together/Mujeres Unidas  
Workforce Solutions

### ► EDUCATIONAL PARTNERS

Brownsville CISD Adult Education  
Cameron County Education Initiative  
Lower Rio Grande Valley Academy  
Region One Education Service Center  
Rio Grande Guardian  
Rio Grande Valley Laredo Electrical JATC  
South Texas College  
STC Metal Trades  
Texas School of Health Sciences  
Texas Southmost College  
Texas State Technical College  
The University of Texas Rio Grande Valley

### ► FUNDRAISING PARTNERS

AT&T  
Bert Ogden Auto Group  
Breakaway Cruises  
Brownstone Consultants  
Bubba's 33  
Carr, Riggs & Ingram  
City of Edinburg  
City of McAllen  
Coca-Cola Southwest Beverages  
ConZepto Magazine  
Cynthia's Creations  
Decibel Communications  
DHR Health  
Dr. Ruben Aleman & Associates  
Edinburg Economic Development Corporation  
ELIVATE DRIP SPA  
Glam Up with Ashley  
IBC Bank  
Kendra Scott La Plaza

Lone Star National Bank  
Melden & Hunt, Inc.  
Nufo Salinas Photography  
Pharr Economic Development Corporation  
Pharr Housing Authority  
Quintanilla, Headley & Associates, Inc.  
Red Rock Development  
RGV Focus  
Rio Grande Valley Laredo Electrical JATC  
Socialife Magazine  
South Texas College  
South Texas Health System  
Texas School of Health Sciences  
Wagoner Real Estate  
Weslaco Economic Development Corporation

### ► INVESTMENT PARTNERS

Adult Career Education (ACE) Program  
Alamo Economic Development Corporation  
American Electric Power Foundation  
AT&T  
Blue Cross and Blue Shield of Texas  
City of Alamo  
City of McAllen  
City of Mercedes  
City of Port Isabel  
Department of Labor –  
    Nursing Expansion Grant  
Edinburg Economic Development Corporation  
Greater Brownsville Incentives Corporation  
Harlingen Economic Development Corporation  
Hidalgo County  
Knapp Community Care Foundation  
La Feria Economic Development Corporation  
Mercedes Economic Development Corporation  
Methodist Healthcare Ministries of  
    South Texas, Inc.  
Pharr Economic Development Corporation  
South Texas Health System  
Texas Mutual Insurance  
Texas Talent Connection  
The Meadows Foundation  
The Trull Foundation  
Trellis Foundation  
Union Pacific Foundation  
United Way of Southern Cameron County  
Valley Baptist Legacy Foundation  
Weslaco Economic Development Corporation

# VIDA ARCHITECTS OF POSSIBILITIES

## FY 2022-2023 NEW GRANT PARTNERS

*I make myself a relentless architect of the possibilities of human beings.*

— Benjamin Zander

As we reflect on the accomplishments and milestones over the past year, we are filled with immense gratitude for our donors' unwavering support of VIDA's mission. Their generosity has been instrumental in driving positive change and empowering lives in our community.

In the pages of this VIDA Annual Report, we aim to provide a glimpse into the profound impact our donors' contributions have made. From funding life-changing projects to supporting vital programs, your belief in our vision is the catalyst for transformation. Throughout the year, your grants have enabled us to expand our reach and deepen our impact. Whether it's providing access to education or economic opportunities, these investments have opened doors and unlocked potential for countless individuals.

These partnerships have not only provided essential resources but have also inspired hope and resilience in the face of adversity. In times of challenge, your support has served as a beacon of light, reminding us of the incredible difference we can make when we come together with a shared purpose.

As we celebrate countless achievements over the past year, we do so with profound appreciation for your generosity and your commitment to our mission. Your belief in the power of transformation fuels our determination to continue striving for a brighter, more equitable future for all.

We look forward to the journey ahead, knowing that—with your support—we can continue to make a meaningful difference in the lives of those we serve!

### FY 2022 – 2023 New Grant Partners

- ▶ American Electric Power Foundation
- ▶ AT&T
- ▶ Blue Cross Blue Shield of Texas
- ▶ Knapp Community Care Foundation
- ▶ Methodist Healthcare Ministries
- ▶ The Meadows Foundation
- ▶ Texas Mutual
- ▶ Texas Talent Connection
- ▶ Trellis Foundation
- ▶ U.S. Department of Labor





*I tell students that the opportunities I had were a result of having a good educational background. Education is what allows you to stand out.*

— Ellen Ochoa

## THE VIDA PHILOSOPHY

At the heart of VIDA philosophy lies a steadfast commitment to the well-being of the individuals we serve. Central to this commitment is our unwavering focus on fostering socioeconomic development across the Rio Grande Valley. Recognizing that economic growth hinges on a skilled workforce, we have developed a robust model that guides participants toward targeted, high-demand careers offering competitive wages. At VIDA, we understand that merely securing employment marks just one milestone on the journey to sustainable prosperity.

True success lies in ensuring job retention; it is through this stability that our communities truly flourish. By retaining their positions, our graduates not only achieve self-sufficiency but also contribute as active, taxpaying members of society, providing for their families while bolstering the companies they serve. Through our investment in human capital, we empower residents of the RGV to break free from the cycle of unemployment and reliance on public assistance, enabling them to play an integral role in fostering a vibrant and thriving economy.

## THE VIDA MISSION

At VIDA, our mission is fulfilled by empowering Rio Grande Valley residents to achieve economic prosperity through market-driven training, resources, and career pathways.

## OUR STRATEGIC PROGRAM MODEL

Within the Rio Grande Valley, numerous challenges—including poverty, limited support networks, financial stress, and the complexities of balancing academic pursuits with familial responsibilities—continue to hinder the path to success for many residents. These formidable barriers have historically obstructed the achievement of industry-recognized certifications and degrees, perpetuating socioeconomic disparities. It is precisely these circumstances that VIDA aims to address through its unique program model, targeting underserved demographics for empowerment and workforce development.

Through our strategic program model, VIDA has achieved a remarkable 96 percent persistence rate this fiscal year, a testament to our participant-centered approach. Each facet of our wraparound support services is meticulously crafted to address the specific challenges faced by our participants.

Our dedicated career counselors engage with participants individually, providing guidance on

budgeting, financial planning, time management, and coping with personal stressors during weekly counseling sessions. In group settings, participants receive soft-skills training, including interview preparation, resume building, and effective study habits. Additionally, guest speakers enrich our program through their expertise in various fields, broadening participants' knowledge and life skills.

Recognizing that financial hurdles extend beyond tuition, VIDA offers tailored assistance with textbooks, transportation, childcare, and other essential expenses, made possible through the generous support of local and state governments, private foundations, and individual donors. While education forms the cornerstone of workforce development, it is our community partnerships and collaborative efforts that ensure accessibility to higher education through our comprehensive student-support approach, which epitomizes the Valley Initiative for Development and Advancement.

# TEENING OFF

FOR  
VIDA



## 1ST ANNUAL VIDA GOLF TOURNAMENT

Valley Initiative for Development and Advancement (VIDA) held its 1st Annual VIDA Golf Tournament at Los Lagos Golf Club July 8, 2023. This event was a resounding success.

We extend our heartfelt gratitude to everyone who contributed to making this fundraiser an unforgettable experience. Our sincerest thanks go out to all of our sponsors, student volunteers, dedicated staff, esteemed board members, and golfers. Your unwavering support and commitment played an integral role in the success of this event, and we are truly thankful for your generosity and dedication.

A special acknowledgment is owed to Lone Star National Bank (LSNB) for the invaluable contribution as our Title Sponsor. LSNB's sponsorship served as the cornerstone of this tournament, and we are deeply grateful for our partnership.





**Additionally, we would like to express our gratitude to our Gold, Silver, and Proud Sponsors, whose generosity helped make this event possible:**

AT&T

Bert Ogden Auto Insider

Bubba's 33 - McAllen

Carr, Riggs & Ingram

City of Edinburg

Coca-Cola Southwest Beverages

ConZepto Magazine

Dr. Ruben Aleman & Associates -

Family Medicine and Obstetrics

Edinburg Economic Development Corporation

Glazer's Beer and Beverage RCV

Judge Rudy Gonzalez

Los Lagos Golf Club

Pharr Economic Development Corporation

Pharr Housing Authority

Rio Grande Valley Laredo Electrical JATC

South Texas College

South Texas Health System

Tony Aguirre - McAllen City Commissioner, District 1

Villalobos Law Firm

Yildirim Durak

Your support not only contributed to the success of this fundraiser, but it also directly impacts the lives of individuals in our community, empowering them to achieve economic prosperity and to fulfill their potential.

**We are already looking forward to seeing you at our 2nd Annual VIDA Golf Tournament!**



**VIDA**  
EDUCATING ONE LIFE AT A TIME SINCE 1995

# VIDA DEPENDS ON **GENEROUS DONORS LIKE YOU**

As a 501(c)(3) nonprofit organization, VIDA relies solely on our local, state, and federal government; grants; private foundations; and donations from generous individuals and companies across the Rio Grande Valley. As you can read in the Economic Impact Study inside this Annual Report, **each \$1.00 invested in VIDA converts to a return on investment of \$15.69.** And we've made it easy to donate! Just go to [vidacareers.org](https://vidacareers.org) and click on the "Donate" button. You can use PayPal or a debit/credit card. Your generosity allows us to continue fulfilling our mission of educating one life at a time.

Going to work is a joy every day when your entire team works collaboratively to fulfill its mission. That joy can be seen on the faces of Irma Garcia, chief program officer; Felida Villarreal, president and CEO; Isidro Ramos, director of workforce and economic development; and Veronica Montemayor, director of finance.



Photo by Cass Davis, Hispanic Executive

## VIDA OFFICES

**Mercedes Administrative Office** | 417 S. Ohio Ave | Mercedes, TX 78570 | [956-903-1900](tel:956-903-1900)

**McAllen Library** | 4001 N. 23rd St. | McAllen, TX | [956-681-3000](tel:956-681-3000) | [956-903-1900](tel:956-903-1900) ext. 135

### **McAllen Satellite Office**

STC Nursing Allied Health Campus | Building A | Office #128 | 1101 E. Vermont | McAllen, TX 78503

### **Brownsville Satellite Office**

TSC Campus | Lightner Center Building | Office #100U | 80 Fort Brown | Brownsville, TX 78520 | [956-295-3670](tel:956-295-3670)

[WWW.VIDACAREERS.ORG](https://www.vidacareers.org)



 [facebook.com/vidacareers](https://facebook.com/vidacareers)

 [vida\\_careers](https://instagram.com/vida_careers)

 [VIDA\\_Careers](https://twitter.com/VIDA_Careers)

 Valley Initiative for Development and Advancement - VIDA





## **Edinburg Economic Development Corporation**

Meeting Date: September 24, 2024

### **Discuss and consider approval of the interest buydown program funding request submitted by LiftFund.**

#### **1. Agenda Item:**

Discuss and consider approval of the interest buydown program funding request submitted by LiftFund.

#### **2. Description/Scope:**

The proposed Small Business Loan Program will enable the Edinburg Economic Development Corporation (EEDC) to support eligible small businesses and entrepreneurs within Edinburg city limits by providing funding to sustain and grow their operations.

##### **Loan Terms:**

- Loans up to \$50,000 at a reduced interest rate of 2.5%.
- Up to 5% commitment fee.
- Loan terms vary based on the loan size.

The proposal was presented to the board of directors at the August 27, 2024, board meeting. The board requested additional information, which LiftFund provided. This information included:

- A list of all applicants who applied for the LiftFund Edinburg loan.
- A list of all applicants who were denied the loan, along with reasons for denial.
- The locations of businesses that applied, were denied, and received loans.
- The amount of loans requested by applicants.

LiftFund clarified that business owners submit a general application and are considered for all loan products for which they qualify. Therefore, it is not possible to track how many applied specifically for the Edinburg buydown program. Between March 1, 2023, and August 29, 2024, 64 Edinburg businesses submitted loan applications to LiftFund. Of these:

- 16 were approved for the buydown program.
- 9 were approved for a different loan product.
- 21 withdrew their application.
- 18 were ineligible for funding.

The top reasons for ineligibility, both for Edinburg businesses and across all applicants, were derogatory credit items and/or insufficient capacity to take on additional debt.

As of August 31, 2024, LiftFund has approved 16 loans, totaling \$519,109.71.

- The total interest buydown amount was \$100,646.64.
- These loans resulted in 72 full-time jobs created and 48 part-time jobs created.
- Additionally, 55 full-time jobs and 28 part-time jobs were retained.

Of the 16 approved loans in the buydown program, 4 (25%) were for businesses that had been operating for less than two years at the time of application.

3. **Estimated Timeline:**

October 1, 2024 through September 30, 2025.

4. **Budget:**

EEDC to allocate \$100,000

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval.

7. **Justification:**

The renewal of the Interest Buy Down Program (IBDP) provides financial assistance to local small businesses and entrepreneurs, enabling them to overcome the common challenge of accessing affordable capital, which is essential for their success and contribution to the local economy.

/s/ Raudel Garza, EEDC

Executive Director

**ATTACHMENTS:**

Attachment A: LiftFund Proposal and Scope of Work

Attachment B: LiftFund Edinburg Program Report





## **Edinburg Economic Development Corporation**

### **Interest Buy Down Proposal**

LiftFund has partnered with local many governments and agencies within its footprint through an interest buy down (IBD) program. The availability of low-cost loans helps attract and grow businesses to an area, benefiting not only the small businesses, but the entire community. The IBD program allows an agency to support small businesses in tandem with LiftFund's small business lending without the liability associated with a loan.

The Interest Buy Down Program (IBDP) provides small business owners a reduced interest rate loan to solve two of the biggest challenges facing small businesses: capital and cash flow. The interest rate buy down enables LiftFund to offer loans to borrowers in Edinburg with reduced interest rates.

Reduced interest loans significantly lower a borrower's credit costs over the life of the loan and allows for increased savings to the borrower. This reduction in the cost of a loan also enables LiftFund to provide (1) loans to small business owners who would not otherwise qualify for business financing, and (2) an increased loan amount with better cash flow. The infusion of capital to these businesses increases their total economic activity and facilitates the creation of new jobs.

### **LiftFund's IBD Program History**

LiftFund has been serving small businesses in Texas since 1996. To date, we have provided more than 30,000 loans, with more than \$6 billion in economic impact on the communities we serve. This has allowed businesses to create and retain about 100,000 jobs.

LiftFund's current IBD programs in Corpus Christi (13 years), McAllen (10 years) and San Antonio (6 years) success can be seen in the amount of capital deployed, jobs created and retained. Since 2011, LiftFund was able to lower the interest rates for 1,841 small businesses with \$41,260,000 in capital through our Interest Buy Down programs. These entrepreneurs were 82% minority, 44% women, 20% veteran and 61% low- to moderate-income individuals. Through this fund, these small businesses were able to create and retain 12,089 jobs. The economic impact in these communities was more than \$578 million.

Last year, Edinburg's Interest Buydown program provided 15 small businesses with over \$487,000 in capital at a 2.5% interest rate making the capital they needed more affordable

and allowing the businesses to grow and thrive. In addition to the support this program provides to the small business owner, it also had an economic impact of over \$6.8 million on the Edinburg community.

## **How It Works**

By creating an interest buydown program, small businesses gain what they need most – affordable access to capital. A small business loan is approved based on LiftFund’s credit criteria. If the business is in the city of Edinburg, LiftFund will reduce the rate it would qualify for based on a 2.5% interest rate reduction from the prevailing rate at the time of loan origination. As such, businesses enjoy affordable access to capital, omitting a common barrier to growth and sustainability for many business owners.

Small businesses are truly the backbone of all communities and make up more than half of the business community in Edinburg. By allowing LiftFund to provide more affordable capital as well as the technical assistance all our clients receive from our expert Loan Consultants and Business Development Officers, the city of Edinburg’s small business community will have the resources it needs to recover and thrive once again as we navigate our way together through the obstacles small businesses encounter when unexpected challenges arise. An interest buydown program can be a valuable resource as the city looks to the future health of its economy and growth post-COVID-19.

## **Impact on the Community**

Over the last 30 years, LiftFund has provided coaching to small businesses to ensure their financial well-being. LiftFund has achieved a 96% repayment rate on loans made to entrepreneurs and small businesses. Additionally, our data shows that our interest buy down programs do not just provide access to capital, but actually make that capital more affordable, resulting in the following impactful outcomes for small businesses:

- 1) improved credit scores of participants;
- 2) increased jobs created and retained;
- 3) increased business income; and
- 4) increased business readiness for traditional commercial financing opportunities.

Studies show that for every \$1 LiftFund lends, there is a \$14 impact on the community. Consequently, an Interest Buydown Program would ensure the City of Edinburg stands to gain millions in economic impact on the community and allow for small businesses to truly thrive!

## **Scope of Work**

### **Program Description**



The Edinburg Small Business Interest Buydown Program aims to provide access to affordable capital for small businesses operating within the Edinburg city limits. The program works by subsidizing a portion of the interest payments on qualifying business loans with a maximum amount of \$50,000; effectively reducing the overall interest rate and monthly loan payments for eligible small businesses.

### **Loan Eligibility**

- Business can be a startup or an established (one that has been open for at least 6 months) business
- Must be in good standing with creditors
- Loans are limited to businesses located within the Edinburg city limits
- Business existence will be verified using LiftFund's current process
  - Smartlinx Report
  - Entity documents verified with the Secretary of State
  - Copies of Assumed business name filed with the County

Capacity to service the loan will be verified using current LiftFund practice for capacity verification.

### **Loan Terms**

- Loans up to \$50,000
- The maximum interest rate of 12.5% before the reduced interest buy down is applied. The interest rate is set at a maximum of 12.5% then a buydown on the borrower's cost will be applied to reduce the rate to 2.5%, as long as the interest buydown funds are available.
- Up to 5% commitment fee
- Terms are based on size of the loan

### **Metrics and Milestones**

LiftFund's objectives for this project are:

1. To provide 15 eligible small businesses in Edinburg with affordable capital allowing them to strengthen and grow their business based on an average loan amount of \$25,000.
2. Create and/or retain at least 20 jobs through this program.
3. Reduce current interest rates to 2.5% for eligible Edinburg small businesses.

LiftFund's compliance team utilizes our customized Microsoft Dynamics Customer Relationship Management (CRM) system to regularly measure and evaluate program deliverables. This system tracks the number of small businesses created/assisted, number of jobs generated/retained, number and dollar amount of loans disbursed, and the type and

amount of technical assistance provided through workshops and one-on-one consultations.

In the CRM, each small business client is tracked by a unique identifier which ensures they are counted one time no matter how many different services they receive. If a client has received LiftFund services in the past, the CRM system will ensure that clients are not double counted when reporting program outcomes for this project.

Quarterly reports will be provided to the Edinburg Economic Development Corporation on loans disbursed which will be reviewed and evaluated to measure program in funding deployment. Adjustments to project strategies will be made if needed based on the results of these program evaluations.

### **Evaluation**

The evaluation plan is to document and track deployment of the funds as described in methods for measuring deliverables between the project period. We will document the achievement of this program through the number of small businesses served and jobs created/retained.

### **Marketing**

LiftFund's marketing strategy will include creating a social media campaign, informational collateral and networking with partner agencies to ensure small Edinburg small business are aware of the opportunity they have to access affordable capital to support the creation or growth of their products and services.

### **Timeline**

This project would begin October 1, 2024 and run through September 30, 2025.

#### **First Quarter**

- LiftFund will work in partnership with the Edinburg EDC to begin a marketing campaign to make Edinburg small businesses aware of this program and opportunity for affordable capital.
- LiftFund's Business Development Officers will begin assisting eligible small business owners apply for a reduced interest loan through this program.
- The Senior Regional Loan Officer will evaluate the status of loan applications and this funding source monthly to assess progress.

#### **Second Quarter**

- LiftFund will continue to market and work with Edinburg small businesses when applying for affordable capital.



- Program progress will be evaluated to ensure we are on target to meet our goals and to determine if there is a need to make any changes to the strategy to deploy funding.
- The first quarter's report will be provided within the first month of the second quarter.

#### Third Quarter

- LiftFund will continue to market and work with Edinburg small businesses when applying for affordable capital.
- The second quarter's report will be provided in the first month of the third quarter

#### Fourth Quarter

- LiftFund will continue to market and work with Edinburg small businesses when applying for affordable capital.
- The third quarter's report will be provided within the first month of the fourth quarter.
- LiftFund will prepare a final outcomes and impact report for the Edinburg EDC to be received no later than 30 days after the project end date.

#### **Budget**

|                        |                  |
|------------------------|------------------|
| Interest Buy Down Fund | \$100,000        |
| <b>TOTAL</b>           | <b>\$100,000</b> |

City of Edinburg Interest Buydown Loans  
Report Criteria: As of 08/29/2024



| Business Name                       | Total Loan Amount | Total Interest Buydown Amount | Term | Interest Rate Before Buydown | Interest Rate After Buydown | Payment Before Buydown | Payment After Buydown | Address                | Zip Code | Total FT Jobs Created | Total PT Jobs Created | Total FT Jobs Retained | Total PT Jobs Retained | Industry                        | Years in Business | Gender | Veteran Status   | Race/Ethnicity  |
|-------------------------------------|-------------------|-------------------------------|------|------------------------------|-----------------------------|------------------------|-----------------------|------------------------|----------|-----------------------|-----------------------|------------------------|------------------------|---------------------------------|-------------------|--------|------------------|-----------------|
| Kiyani Transport LLC                | \$ 37,380.86      | \$ 7,890.00                   | 60   | 9.90                         | 2.50                        | \$ 795.59              | \$ 664.09             | 3207 Megan Dr.         | 78539    | 1                     | 0                     | 7                      | 0                      | TRANSPORTATION_WAREHOUSING      | 6                 | Female | Non-Veteran      | Hispanic Origin |
| Pena Legacy Consulting PLLC         | \$ 56,415.42      | \$ 11,892.60                  | 60   | 9.90                         | 2.50                        | \$ 1,200.39            | \$ 1,002.18           | 2208 Sonador Trail     | 78541    | 1                     | 0                     | 4                      | 1                      | SERVICE                         | 5                 | Female | Non-Veteran      | Hispanic Origin |
| Chicas Flores Boutique              | \$ 16,848.25      | \$ 559.68                     | 48   | 9.90                         | 2.50                        | \$ 381.25              | \$ 369.59             | 1445 W. Monte Cristo   | 78541    | 1                     | 1                     | 1                      | 0                      | RETAIL                          | 1                 | Female | Non-Veteran      | Hispanic Origin |
| EL TRAGUITO BAR AND GRILL LLC       | \$ 22,529.95      | \$ 3,274.74                   | 42   | 9.90                         | 2.50                        | \$ 639.30              | \$ 561.33             | 2107 W Trenton         | 78539    | 2                     | 2                     | 1                      | 0                      | ACCOMODATION, FOOD SERVICES     | 0                 | Female | Non-Veteran      | Hispanic Origin |
| Adrian Webb CPA                     | \$ 45,274.77      | \$ 8,539.56                   | 54   | 9.90                         | 2.50                        | \$ 1,046.32            | \$ 888.18             | 2111 Jackson Creek Ave | 78541    | 1                     | 0                     | 4                      | 0                      | FINANCE_INSURANCE               | 9                 | Male   | Non-Veteran      | White           |
| Tripod Enterprise LLC               | \$ 22,771.70      | \$ 4,295.16                   | 54   | 9.90                         | 2.50                        | \$ 526.26              | \$ 446.72             | 7002 Escondido In      | 78542    | 2                     | 1                     | 1                      | 0                      | TRANSPORTATION_WAREHOUSING      | 1                 | Male   | Veteran & Spouse | Hispanic Origin |
| RGV CDL Services LLC                | \$ 56,063.19      | \$ 11,818.20                  | 60   | 9.90                         | 2.50                        | \$ 1,192.89            | \$ 995.92             | 123 E. Davis Rd        | 78542    | 8                     | 2                     | 10                     | 0                      | TRANSPORTATION_WAREHOUSING      | 10                | Male   | Non-Veteran      | Hispanic Origin |
| WK Engineering PLLC                 | \$ 56,094.91      | \$ 11,840.40                  | 60   | 9.90                         | 2.50                        | \$ 1,193.89            | \$ 996.55             | 2412 Garza Street      | 78539    | 1                     | 2                     | 1                      | 1                      | PROFESSIONAL_TECHNICAL SERVICES | 5                 | Male   | Non-Veteran      | Hispanic Origin |
| Beverly's Hardware                  | \$ 56,685.28      | \$ 11,964.60                  | 60   | 9.90                         | 2.50                        | \$ 1,206.45            | \$ 1,007.04           | 715 E University       | 78539    | 2                     | 1                     | 3                      | 4                      | RETAIL                          | 13                | Male   | Non-Veteran      | Hispanic Origin |
| America's Automotive Windshield Rep | \$ 5,533.38       | \$ 462.24                     | 24   | 9.90                         | 2.50                        | \$ 256.11              | \$ 236.85             | 1810 Mary Avenue Apt A | 78539    | 2                     | 0                     | 3                      | 0                      | SERVICE                         | 7                 | Male   | Non-Veteran      | Hispanic Origin |
| Ruby Casas Insurance Agency, LLC    | \$ 21,031.00      | \$ 3,966.30                   | 54   | 9.90                         | 2.50                        | \$ 486.03              | \$ 412.58             | 702 N Closer Blvd      | 78541    | 7                     | 0                     | 7                      | 0                      | FINANCE_INSURANCE               | 5                 | Female | Non-Veteran      | Hispanic Origin |
| Xcellence Beauty Clinic LLC         | \$ 10,531.00      | \$ 1,530.90                   | 42   | 9.90                         | 2.50                        | \$ 298.82              | \$ 262.37             | 3403 W Alberta Rd      | 78539    | 40                    | 25                    | 8                      | 8                      | SERVICE                         | 2                 | Female | Non-Veteran      | Hispanic Origin |
| BULL DOG FIRE AND SAFETY LLC        | \$ 52,531.00      | \$ 11,101.80                  | 60   | 9.90                         | 2.50                        | \$ 1,118.33            | \$ 933.30             | 901 E STUBBS ST        | 78539    | 2                     | 0                     | 3                      | 0                      | SERVICE                         | 19                | Male   | Veteran          | Hispanic Origin |
| LRV Group LLC                       | \$ 6,331.00       | \$ 786.96                     | 36   | 9.90                         | 2.50                        | \$ 204.75              | \$ 182.89             | 1409 S. 9th Ave        | 78539    | 1                     | 12                    | 1                      | 12                     | HEALTHCARE_SOCIAL SERVICES      | 2                 | Female | Non-Veteran      | Hispanic Origin |
| JGB Group LLC                       | \$ 21,031.00      | \$ 3,966.30                   | 54   | 9.90                         | 2.50                        | \$ 486.03              | \$ 412.58             | 2202 Taxco Ct          | 78542    | 0                     | 2                     | 0                      | 2                      | RETAIL                          | 5                 | Male   | Non-Veteran      | Hispanic Origin |
| RSM REALTY CORP.                    | \$ 32,057.00      | \$ 6,757.20                   | 60   | 9.90                         | 2.50                        | \$ 682.09              | \$ 569.47             | 4325 Still Water Cv    | 78542    | 1                     | 0                     | 1                      | 0                      | REAL ESTATE                     | 6                 | Female | Non-Veteran      | Hispanic Origin |
|                                     |                   |                               |      |                              |                             |                        |                       |                        |          | 72                    | 48                    | 55                     | 28                     |                                 |                   |        |                  |                 |





## Project Manager Report – August/September 2024

### Commercial Development:

#### Commercial Permit Values:

##### New Commercial Permit Value

August 2024: **\$4,934,500.00**

- Greater State Bank: 2107 S. McColl Rd. – \$3,000,000
- Belair Plaza: 2519 N. Closner – \$1,700,000
- Don Pepe's: 500 N. Closner – \$20,000

##### Commercial Additions/Repairs Permit Value

August 2024: **\$3,559,586.91**

##### Multifamily New/Addition/Remodel Permit Value

August 2024: **\$1,687,327.82**

| <u>PERMIT<br/>VALUATIONS (\$)</u> | <b>August 2024</b>   | <b>August 2023</b>   | <b>YTD 2024</b>       | <b>YTD 2023</b>       |
|-----------------------------------|----------------------|----------------------|-----------------------|-----------------------|
| New Homes                         | \$ 18,259,237        | \$ 15,653,853        | \$ 121,109,431        | \$ 84,100,482         |
| Residential<br>Alterations        | \$ 1,241,666         | \$ 1,009,168         | \$ 8,224,506          | \$ 8,074,136          |
| Multi-Family                      | \$ 1,687,328         | \$ 2,990,760         | \$ 29,954,723         | \$ 90,428,933         |
| Commercial: New                   | \$ 4,934,500         | \$ 2,968,700         | \$ 54,156,461         | \$ 89,518,085         |
| Commercial<br>Alterations         | \$ 3,674,587         | \$ 4,651,628         | \$ 18,124,104         | \$ 33,810,269         |
| <b>TOTAL</b>                      | <b>\$ 29,797,318</b> | <b>\$ 27,274,109</b> | <b>\$ 231,569,225</b> | <b>\$ 305,931,905</b> |

*\*City of Edinburg Building Permit Values*

### **Current Subdivisions:**

- Subdivisions Under Construction: 39  
Number of Lots: 2,179
- Subdivisions Under Construction Review: 34  
Number of Lots: 798
- Subdivisions Under Preliminary Review: 71  
Number of Lots: 2,127
- Total Subdivisions: 156
- Total Rooftops: 10,992
- Total Lots: 6,154

*\*City of Edinburg Engineering Department, [Subdivision Metrics](#) (September 18, 2024).*

### **Façade and Lot Improvement Program (FLIP)**

- The EEDC committed \$400,000 for the Fiscal Year 2023-2024 for at least 40 qualifying small businesses (up to \$10,000 each).
- 16 businesses have completed their project:
  - Alleycatz Bar & Pizza (2309 W. University Dr)
  - Armando's Pizza (604 S. Jackson Rd)
  - Auto Servicio El Viejon (621 N. Closner Blvd)
  - Budget Inn (2207 S. Business Hwy 281)
  - Country Café (2905 N. Closner Blvd)
  - Dance Legacy and Fitness (721 E. Cano St)
  - El Patio Café (2207 S. Business Hwy 281 Unit C)
  - Gonzalez Cars for Less (2107 E. University Dr)
  - Homestay Inn and Suites (2737 S. Business Hwy 281)
  - Infinite Beauty (2712 S. Expressway 281)
  - La Paloma Mexican Restaurant (621 E. Cano St)
  - Mike's Barber Shop & School (901 E. Schunior)
  - Nieto's Auto Service (522 N. Closner Blvd)
  - Rick Villarreal Insurance Agency (2116 W. University Dr)
  - Tex Mex Food Mart (9809 N. Expressway 281)
  - Texas Star Realty (3043 W. Albera Rd)
- 22 projects are in progress

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

[www.edinburgedc.com](http://www.edinburgedc.com)



## **Commercial Investment Tour**

- Save the Date: We are partnering with RGV Partnership to host a Commercial Investment Tour to showcase our city's key commercial properties and investment opportunities to potential investors, developers, and business leaders.
  - Tentative Date: November 13, 2024
  - Location: City Hall Council Chambers (Introduction)
  - \*City tour in charter bus to follow

## **Retail Live**

- EEDC Staff attended Retail Live South-Central tradeshow on August 29, 2024 in Austin, TX. There were more than 60 retailers present at the tradeshow.
- EEDC Staff attended a lunch meeting with a prospect interested in expanding to our city.

## **LiftFund Edinburg**

- The program ended on August 31, 2024.
- 16 loans were approved, totaling a loan amount of \$519,109.71.
  - The total interest buydown amount totaled \$100,646.64.
  - This has resulted in 72 full-time jobs created and 48 part-time jobs created.
  - 55 full-time jobs and 28 part-time jobs were retained as well.
- The EEDC utilized its \$50,646.64 contribution for the program.
- The City of Edinburg fulfilled their \$50,000 contribution.

## **Workforce Development:**

- We are partnering with UTRGV's Office of Sustainability and the ENACTUS organization to host a "Fajitas for Finance" financial literacy event. Alongside the financial literacy sessions, we will also be hosting a job fair in collaboration with Workforce Solutions to enhance community engagement and participation.
  - Tentative Date: December 2024
  - Location: TBD

## Edinburg Economic Development Corporation



1K

Facebook Page Visits



10.8K

Facebook Page Reach



39

New Page Likes



13,643

Page Followers

## @Edinburgtxcdc



4

Profile Visits



788

Impressions



68

Total Followers



4

New Followers

## @edinburgedc



80

Accounts Engaged



1,732

Accounts Reached



1,711

Total Followers



44

New Followers

## Edinburg Economic Development Corporation (EEDC)



74

Page Views



6,777

Post Impressions



1,111

Total Followers



72

New Followers

**Edinburg Economic Development Corporation**

*raudel@edinburgedc.com*

*edinburgedc.com*

*956-388-8914*





**FY 24-25 Marketing Campaign**



# De Shopping en Texas

- Size: Full page Ad
- Content: Quality of Life
- Runs: Monthly
- Period: 10 Months
- Prints: 30,000 + available digitally
- Includes: Editorials
- Reach: RGV, Nuevo Leon, Tamaulipas, Coahuila
- Distribution Points: 173 locations

Price: \$1,280 Subtotal: \$12,800





# Mexico Industry

- Size: Half page Ad
- Content: Industrial
- Runs: Monthly
- Period: 10 months
- Prints: 30,000 copies + available in Digital
- Reach: Tamaulipas (10 states of the Mexican Republic)
- Distribution Points: OEM Companies, Tier 1 and Tier 2, Associations, Chambers, Government Agencies, Developers, National and International tradeshows, Hotels.

Price: \$800    Subtotal: \$8,000



**SOUTH TEXAS - RIO GRANDE VALLEY**

# CONSTRUYA EN EDINBURG

**Propiedades listas para construir en nuestro parque industrial**

**Oportunidad para desarrollar en el Aeropuerto Internacional**

**Más de 39,000 trabajadores disponibles para la industria manufacturera**

**Fuerza laboral por parte de UTRGV**

**4 puertos marítimos**

**12 puertos de entrada internacionales**

**RAUDEL GARZA**  
Director Ejecutivo  
raudel@edinburgedc.com  
(956) 388-8914

**EDINBURG**  
Economic Development Corporation

EDINBURGEDC.COM

X f @ in



**EDINBURG**  
Economic Development Corporation

**CONECTIVIDAD**  
Puentes comerciales con México ubicados en Rio Grande, Mission, Pharr, Weslaco y Donna.

**4 PARQUES INDUSTRIALES**  
Con fácil acceso a la carretera interestatal 69.

**AEROPUERTO**  
South Texas International Airport propiedad del municipio.

**EDUCACIÓN**  
Sede de The University of Texas Rio Grande Valley (UTRGV)

**EDINBURG, TEXAS**  
LA CIUDAD DE MAYOR CRECIMIENTO EN EL VALLE DEL RIO GRANDE

**Puentes Internacionales**

Edinburg, South Texas International Airport, Rio Grande, Mission Arzobispo, Donna Rio Bravo, Pharr-Royce, Progreso

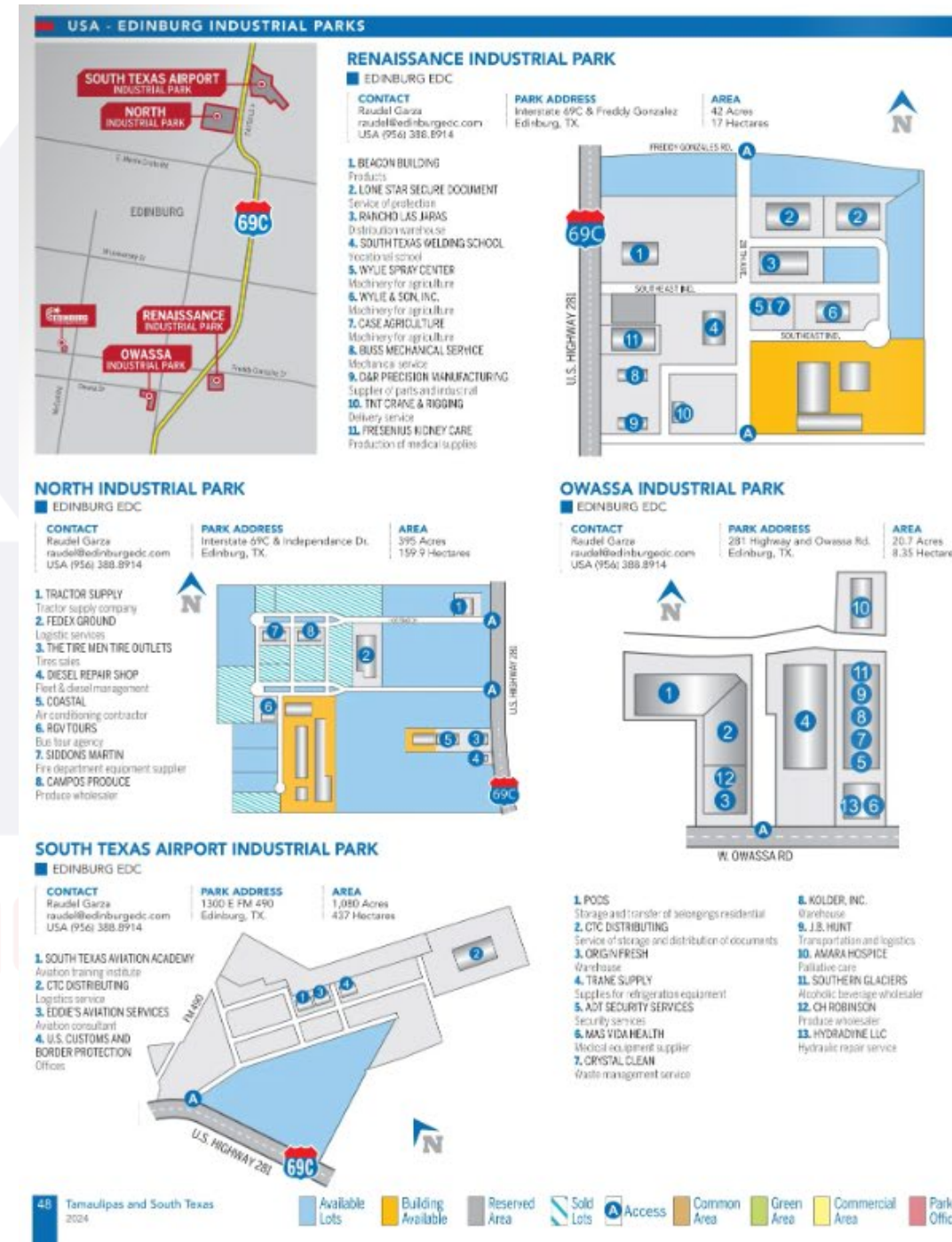
**Contáctanos:**  
3111 W Freddy Gonzalez Dr, Edinburg, TX 78539 | (956) 388-8914    edinburgedc.com    X f @ in



# Mexico Industry Maps

- Tamaulipas Edition
- Size: 2 Full page Ads (Map & Data)
- Content: Industrial
- Runs: Yearly
- Prints: 10,000 copies + available in Digital
- Reach: Tamaulipas, Southeast Texas
- Distribution Points: Real Estate, Brokers, Developers' Offices, Business Organizations, Chambers of Commerce, Associations, Clusters, Hotels, Federal, Consulates, State and Municipal Government Offices for Economic Development, National and International Trade Fairs and Expos.

Price: \$4,000



- **CONNECTIVITY**  
International Ports of Entry with Mexico to Rio Grande, Mission, Pharr, Weslaco and Donna.  
• 25 Miles from International Border  
• 12 International Ports of Entry  
• 4 Marine Sea Ports  
• 4 Counties  
• 1.4 Million Regional Population
- **4 INDUSTRIAL PARKS**  
Easy access to Interstate Highway 69C.  
• Shovel Ready
- **AIRPORT**  
Municipally-Owned South Texas International Airport.  
• U.S. Customs Onsite
- **EDUCATION**  
Home of the University of Texas Rio Grande Valley (UTRGV).  
• More than 30,000 students

Contact us:  
3111 W. Freddy Gonzalez Drive  
Edinburg, TX 78539  
(956) 388-8914

edinburgedc.com X f i n

**EDINBURG, TEXAS**  
THE **FASTEST GROWING,**  
**LARGE CITY** IN THE  
RIO GRANDE VALLEY





# Pro Mexico Industry “Why Invest” Website

## Banner

Superior Banner / Why Invest in  
Pro Mexico Industry / Pro Texas Industry  
Period: Oct. 2023 to Aug. 2024

2023

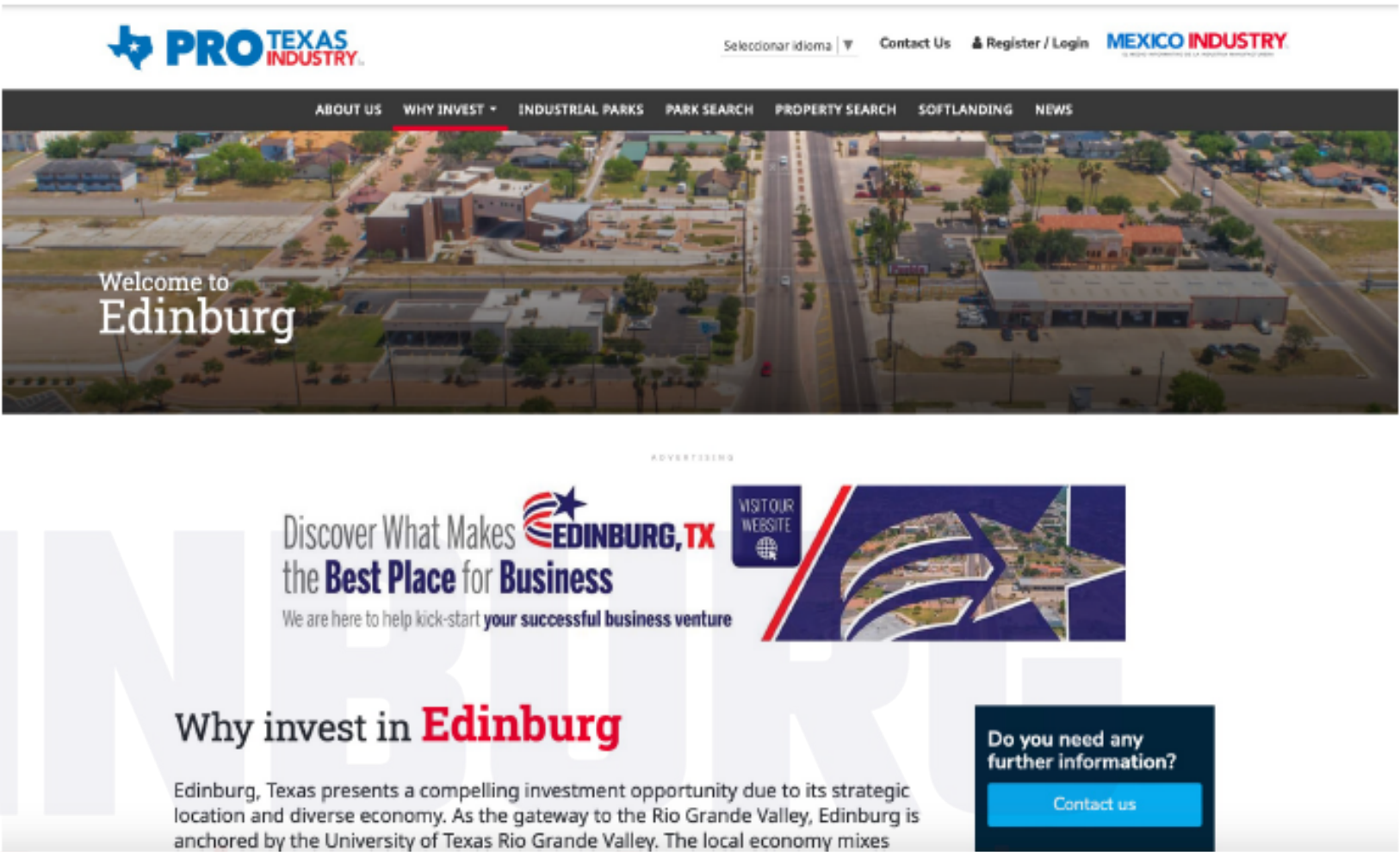
Oct 23  
671 Impressions  
8 Clicks

Nov 23  
1,006 Impressions  
10 Clicks

Dec 23  
1,073 Impressions  
9 Clicks

2024

|                                          |                                          |
|------------------------------------------|------------------------------------------|
| Jan 24<br>4,114 Impressions<br>36 Clicks | May 24<br>3,239 Impressions<br>25 Clicks |
| Feb 24<br>2,255 Impressions<br>11 Clicks | Jun 24<br>1,129 Impressions<br>13 Clicks |
| Mar 24<br>2,943 Impressions<br>18 Clicks | Jul 24<br>1,333 Impressions<br>5 Clicks  |
| Apr 24<br>840 Impressions<br>5 Clicks    | Aug 24<br>5,830 Impressions<br>43 Clicks |



Total Impressions

24,433

Total Clicks

183



# Pro Mexico Industry “Why Invest”

## Value Added Banners

- Superior Banner in Tamaulipas Section on Mexico Industry
- Lateral Banner in Mexico Industry
- Lateral Banner in Tamaulipas & Texas Section on Mexico Industry
- Vertical Banner in Mexico Industry
- Lateral Banner in News Section on Pro Mexico Industry
- Lateral Banner in South Texas Section on Pro Mexico Industry





# Pro Mexico Industry “Why Invest”

## Publiwebs

Period: Jan-Aug 2024  
24 Publiwebs

Total Views **623**



### PROMEXICO INDUSTRY:

1. Jan: <https://www.promexicoindustry.com/en/article/edinburg-texas-offers-50-banking-incentives-to-industrial-developers>
2. Feb: <https://www.promexicoindustry.com/en/article/collaborative-efforts-to-promote-south-texas-as-prime-investment-destination>
3. Mar: <https://www.promexicoindustry.com/en/article/edinburg-edc-allocates-50-000-to-workforce-development>
4. Apr: <https://www.promexicoindustry.com/en/article/edinburg-hosts-stac-conference-a-push-for-economic-development-across-south-texas>
5. May: <https://www.promexicoindustry.com/en/article/edinburg-s-workforce-a-driving-force-in-economic-development>
6. Jun: <https://www.promexicoindustry.com/en/article/edinburg-showcases-strategic-advantages-to-over-300-indian-companies>

### MEXICO INDUSTRY:

8. Jan: <https://mexicoindustry.com/noticia/ofrece-edinburg-texas-incentivos-bancarios-de-50-a-desarrolladores-industriales>
9. Feb: <https://mexicoindustry.com/noticia/union-empresarial-del-sur-de-texas-favorece-la-atraccion-de-inversiones>
10. Mar: <https://mexicoindustry.com/noticia/destinan-50-mil-dolares-al-desarrollo-profesional-de-edinburg-texas>
11. May: <https://mexicoindustry.com/noticia/fuerza-laboral-de-edinburg-texas-resalta-en-la-atraccion-de-inversiones>
12. Jun: <https://mexicoindustry.com/noticia/ventajas-competitivas-de-edinburg-texas-atraen-interes-de-empresas-indias>
13. Jul: <https://mexicoindustry.com/noticia/invierten-10-mdd-en-parque-industrial-del-norte-en-edinburg-texas>
14. Jul: <https://mexicoindustry.com/noticia/empresarios-de-mexico-india-y-estados-unidos-muestran-interes-en-edinburg-texas>
15. Aug: <https://mexicoindustry.com/noticia/edinburg-texas>

### PRO-TEXAS INDUSTRY:

16. Jan: <https://www.protexasindustry.com/en/article/edinburg-texas-offers-50-banking-incentives-to-industrial-developers>
17. Feb: <https://www.protexasindustry.com/en/article/collaborative-efforts-to-promote-south-texas-as-prime-investment-destination>
18. Mar: <https://www.protexasindustry.com/en/article/edinburg-edc-allocates-50-000-to-workforce-development>
19. Apr: <https://www.protexasindustry.com/en/article/edinburg-hosts-stac-conference-a-push-for-economic-development-across-south-texas>
20. May: <https://www.protexasindustry.com/en/article/edinburg-s-workforce-a-driving-force-in-economic-development>
21. Jun: <https://www.protexasindustry.com/en/article/edinburg-showcases-strategic-advantages-to-over-300-indian-companies>
22. Jul: <https://www.protexasindustry.com/en/article/edinburg-leverages-strategic-location-to-become-key-player-in-us-mexico-logistics-network>
23. Jul: <https://www.protexasindustry.com/en/article/edinburg-texas-attracts-international-investors-with-competitive-advantages>
24. Aug: <https://www.protexasindustry.com/en/article/edinburg-leverages-strategic-location-to-become-key-player-in-us-mexico-logistics-network>



# Pro Mexico Industry “Why Invest”

# Publiwebs on Newsletters

Period: Jan-Aug 2024

## 8 Publiwebs on Newsletters

31.8K

### AVG Recipients per Newsletter

43.4%

### AVG Open Rate

307

### Total Clicks to Publiwebs



THESE 2011 001 000 000 000

- William Shattuck, new chairman of the Port of Georgetown, Guyana
- Publisher, Times, Arthur's International Business will Competitor Advantages
- U.S.-Cambodia International Bridge Expands to Enhance Trade Efficiency
- Students Will Study at Oxford Brookes University Aerospace Academy with OBE Support
- The PFI Initiative Aims to Boost Investment and Innovation in Roads and Infrastructure



|                                                                                                                                |                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <p><b>South Texas</b></p> <p>Strategic Expansion: Roma, Texas Opens Advanced Customs Inspection Station for Improved Trade</p> | <p><b>South Texas</b></p> <p>Edinburg Showcases Strategic Advantages to Over 100 Trade Companies</p> |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|



| South Texas                                               | South Texas                                                  |
|-----------------------------------------------------------|--------------------------------------------------------------|
| McAllen International Airport<br>to receive \$4.2 million | Edinburg EDC allocates \$500,000<br>to workforce development |

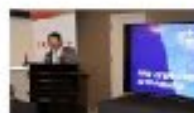


**FOR SALE**

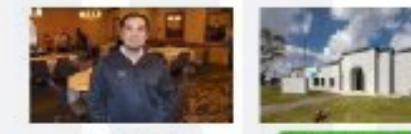


**Tommy Ippolito**  
 "Without classes and with swift  
 responses, Storm Camargo  
 Bridge stands out as the  
 nation's top provider."

**Raja Chellappa**  
 "Expanding Horizons: San  
 Francisco's Camargo  
 Venture."



South Texas  
Editing Showcases  
Strategic Advantages to  
Over 300 Fashion Companies



Collaborative Efforts to Promote South Korea as a Global Business Hub



|                                                                            |                                        |
|----------------------------------------------------------------------------|----------------------------------------|
| <b>San Luis Potosí</b>                                                     | <b>South Texas</b>                     |
| New industrial complex for small and medium enterprises in San Luis Potosí | Mission, Texas Show workforce dynamics |
| Industrial park in San Luis Potosí                                         | Industrial park in San Luis Potosí     |



Tampulpa  
INDUSTRIAL BUILDING



|                                                                                                      |                                                                                                                         |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <p><b>South Texas</b></p> <p><b>Tolburg's Worldwide: A Driving Force in Economic Development</b></p> | <p><b>South Texas</b></p> <p><b>McVick's MALLIN Festival: Nurtures New Businesses, Transfers with Sister Cities</b></p> |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|



**FOR SALE**  
Industrial Lots in Yuma  
Florida Industrial Park



|                                                                                                |                                                                                       |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <p><b>Schubert, Texas Offers \$50s</b><br/>Ranking Incentives to<br/>Industrial Developers</p> | <p><b>Business's Ambitions</b><br/>Nations Investment in<br/>Mexico in the Coming</p> |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|



In February, McAllen, Texas, will have a direct flight to Mexico City.



Class & Industrial Building in  
PEOPLE, 1992



# Pro Mexico Industry “Why Invest”

Subtotal: \$10,000

## Social Media Mentions

On Pro Mexico Industry  
Period: Feb, Mar & Jun 2024

Total Scope  
**9,187**

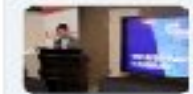
Pro Mexico Industry  
1,838 seguidores  
2 temas

Carlos Garza, Project Manager at Edinburg Economic Development Corporation, presented Edinburg's competitive edge to over 300 Indian companies. He emphasized Edinburg's strategic location, industrial parks, global logistics, and low unemployment rates.

"Edinburg is Texas' 8th fastest-growing city with high demand for land and commercial spaces. We offer investors a prime location, housing, and skilled labor," Garza stated.

<https://linktr.ee/ZQ98T5>

Mostrar traducción



Pro Mexico Industry | Edinburg Showcases Strategic Advantages to Over 300 Indian Companies  
pro-mexico-industry.com

Pro Mexico Industry  
@ProMexicoInd  
Resulting from the Edinburg, Texas

Unlock the Future of Industrial Development in Edinburg, Texas

In 2024, Edinburg, Texas is taking economic development to new heights.

Pro Mexico Industry Corporation



12:00 p.m. · 15 Jun. 2024 · 44 Reproducciones

Pro Mexico Industry  
@ProMexicoInd  
Edinburg EDC is investing in the future. With a \$50,000 allocation to workforce development, we're equipping and empowering our workforce.

The allocation will open doors for our workforce, driving growth and industry expansion.

Pro Mexico Industry Corporation



Pro Mexico Industry | Edinburg EDC allocates \$50,000 to workforce development

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@ProMexicoInd  
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@ProMexicoInd

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Pro Mexico Industry | Edinburg Showcases Strategic Advantages to Over 300 Indian Companies  
pro-mexico-industry.com

1:41 a.m. · 15 Jun. 2024 · 10 Reproducciones

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Pro Mexico Industry Corporation

Pro Mexico Industry | Edinburg EDC allocates \$50,000 to workforce development



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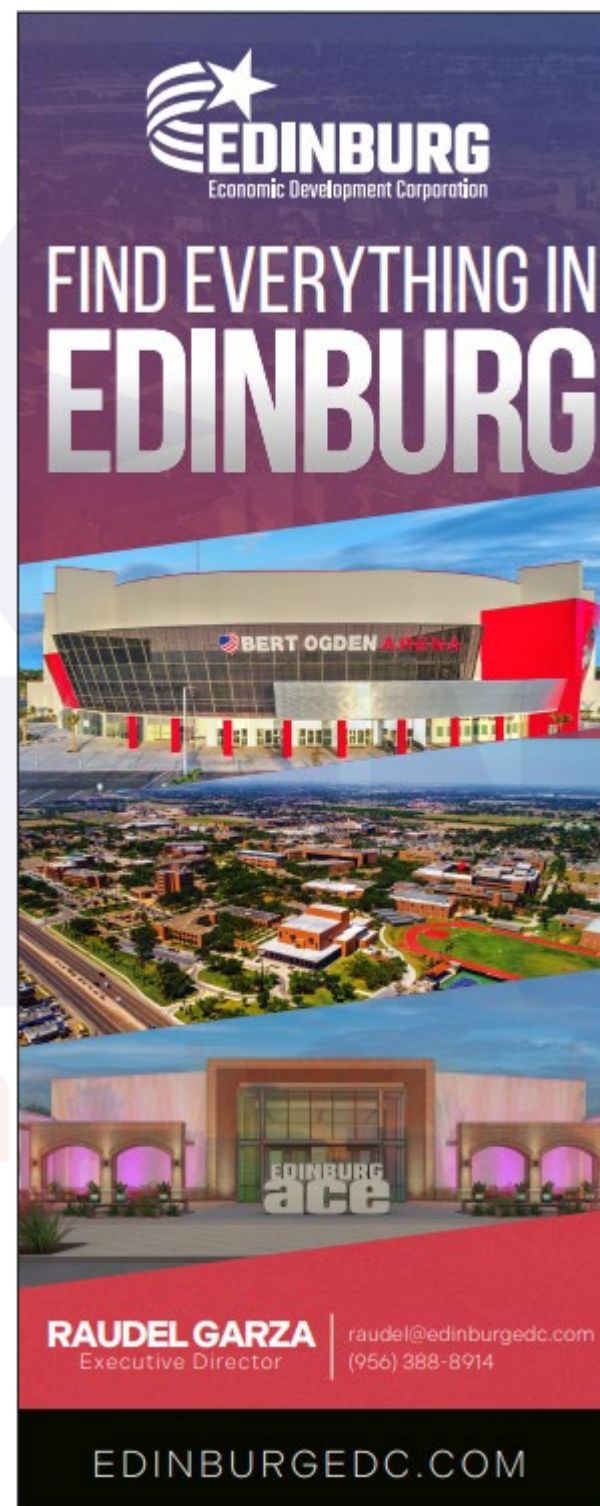




# Valley Business Report ( VBR )

- Size: Half page Ad (vertical)
- Content: Local, Small Business, Commercial, Econ Dev.
- Runs: Monthly
- Period: 12 Months
- Prints: 10,000 + available in Digital
- Includes: 4x4 Digital Ads
- Reach: RGV
- Distribution Points: advertisers, chambers, hospital and hotel administrative offices, financial institutions and others)

Price: \$775 Subtotal: \$9,300





# RGVision

- Size: Full page Ad
- Content: Education, Business, Health, Quality of Life
- Runs: Bi-Monthly
- Period: 12 Months
- Prints: 10,000 + available in Digital
- Includes: 4x4 and Newsletter Digital Ads & Social Media mentions.
- Reach: RGV
- Distribution Points: 460+ locations
- Price: \$2,200 Subtotal: \$13,200





# Texas Border Business ( TBB )

- Size: Half page Ad (Newspaper)
- Content: Local, Small Business, Commercial, Econ Dev.
- Runs: Monthly
- Period: 12 Months
- Prints: 15,000
- Reach: Hidalgo, Starr, Cameron, Willacy Counties
- Distribution Points: 800 locations

Price: \$600 Subtotal: \$7,200



**Apply today!**

**LiftFund Edinburg**

**A SMALL BUSINESS LOAN PROGRAM**

LiftFund has partnered with the Edinburg Economic Development Corporation for an interest buy down program. The Interest Buy Down Program (IBDP) provides small business owners in Edinburg a reduced interest rate loan at 2.5% to solve two of the biggest challenges facing small businesses: capital and cash flow.

For more information on the eligibility criteria or how to apply, contact:

**Marlene R. Rodriguez**  
Market Director  
LiftFund  
220 N. 10th Street McAllen TX 78501  
mrodriguez@liftfund.com  
O: 956-299-2551 C: 956-645-1736

@edinburgcdc
 @edinburgcdc
 @edinburgtxcdc
 [edinburgcdc.com](http://edinburgcdc.com)

**TEXAS COOK'EM**

HIGH STEAKS IN EDINBURG

**OCTOBER 12, 2024**

**EBONY HILLS GOLF COURSE**

**FREE EVENT!**

RGVS LARGEST STEAK COOK OFF!

**TEXAS STATE CHAMPIONSHIP**

**\$20,000**

IN CASH PRIZES

**JOSH ABBOTT BAND**

**VISIT WWW.EDINBURG.COM FOR MORE INFORMATION**



# Edinburg Chamber of Commerce

- Size: Full page Ad
- Content: Community Guide & Membership Directory
- Runs: Yearly
- Prints: 15,000 + available in Digital
- Reach: RGV
- Distribution Points: EDINBURG CITY HALL, EDINBURG CHAMBER EVENTS, ADVERTISERS PLACE OF BUSINESS, CHAMBER MEMBER LOCATIONS, REGIONAL INFORMATION & VISITOR CENTERS, WINTER TEXAN EXPO, INTERNATIONAL COUNCIL OF SHOPPING CENTERS EXPO
- Subtotal: \$2,000



**EDINBURG**  
Economic Development Corporation



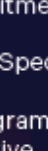
## THE BEST PLACE FOR BUSINESS































**105,453**  
Population



**4,815+**  
Total Businesses

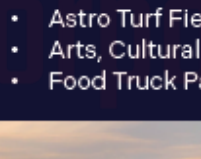


**1,754**  
Jobs Created  
In 2023



**\$57,053**  
Household Income

**#1 FASTEST  
GROWING  
CITY IN THE RGV**



**EDC Incentives**

- Facade and Lot Improvement Program (FLIP)
- Commercial Recruitment Program (CRP)
- Industrial Building Spec Program
- LiftFund Loan Program
- Customized Incentive Packages

**Current EDC Projects**

- North Industrial Park
- East Owassa Rd. Sewer Line Expansion
- 1 Million Gallon Elevated Water Storage Tank
- El Tule Recreation Center
- Pirates Cove Splash
- Astro Turf Fields at Municipal Park
- Arts, Cultural & Events (ACE) Building
- Food Truck Park









**RAUDEL GARZA**  
Executive Director

✉ [raudel@edinburgedc.com](mailto:raudel@edinburgedc.com)  
(956) 388-8914

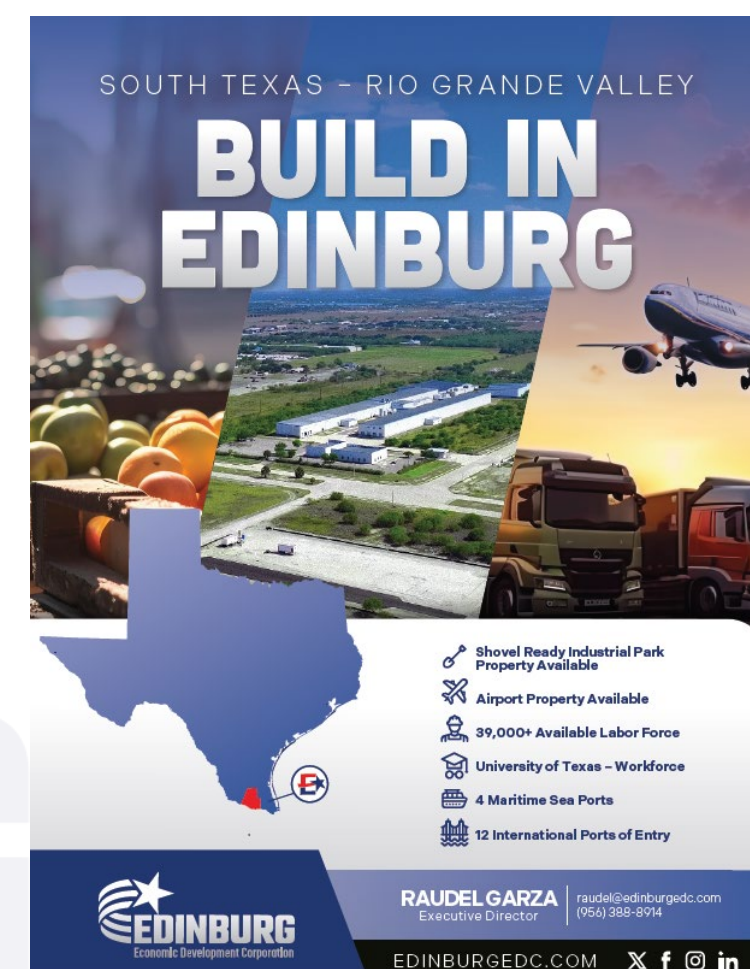
EDINBURGEDC.COM

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# Trade & Industry ( Due North Consulting )

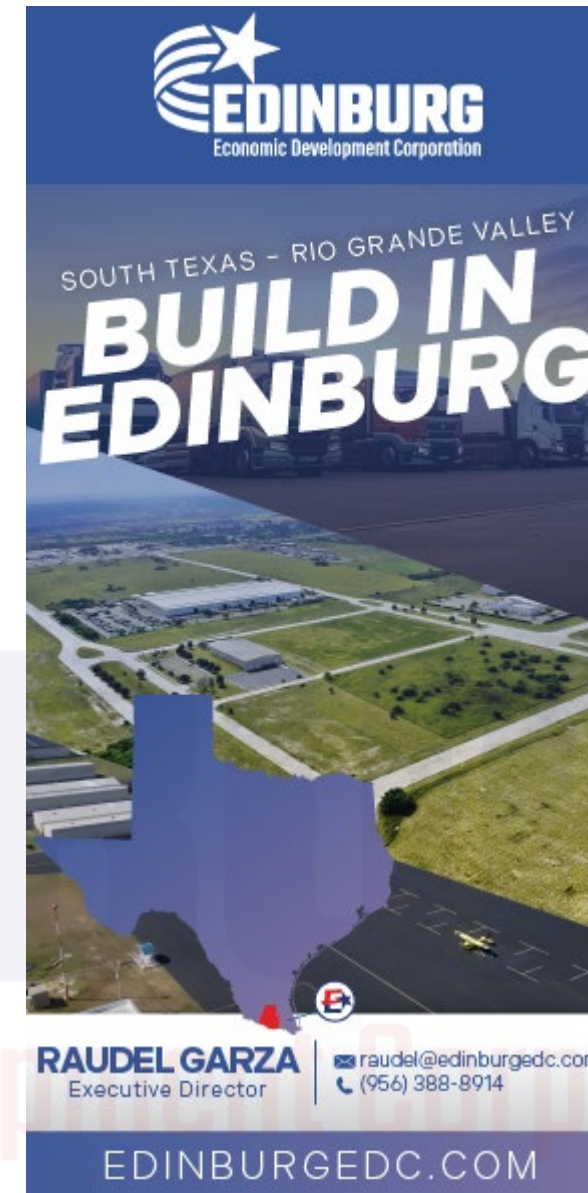
- Size: Full page Ad
- Content: Industrial, Commercial, Real Estate
- Runs: Quarterly
- Period: 12 Months
- Distribution: 20,000 to C-Level Executives in specific related industry segments and 5,000 to Commercial Real Estate Professionals and Site Consultants
- Prints: 25,000 + available in Digital





# Trade & Industry ( Due North Consulting )

- Platform: Facebook & Google
- Period: 6 months
- Google Impressions: 131k
- Google clicks: 1,889
- Facebook Impressions: 51,861
- Facebook clicks: 2,748
- Total Impressions: 183,070
- Reach: Texas, Florida, Ohio, California, Alabama, North Carolina, Michigan, Indiana, Kentucky, Other 36%



- Platform: T&I website
- Page views: 32,295/mo
- Size: 800 x 450 and a 375 x 210 digital banner
- Period: 3 months
- Impressions: 11,127
- Clicks: 76
- Click to Rate: .68%
- Subtotal: \$27,800





# Expansion Solutions

- Size: Full page Ad
- Content: Industrial, Aviation, Aerospace, Agribusiness, Biotech
- Runs: Quarterly
- Period: 12 Months
- Prints: 15,000 + available in Digital
- Includes: 300x600 homepage digital Ad, 728x90 newsletter Ad
- Distribution: Corporate Real Estate Brokers, Site Selection Consultants, Manufacturing & C-Level Executives, Industry Economic Developers

**EVERYTHING IN EDINBURG**  
SOUTH TEXAS REGION  
EDINBURGEDC.COM

- Easy access to Seaports, International Airports, and International Bridges
- Shovel-ready land at the North Industrial Park
- 134 available acres for development at South Texas International Airport at Edinburg
- Easy access to Interstate Highway 69
- UTRGV ranked #1 University in Texas by Washington Monthly
- 383,331 Metro-area labor force

**EDINBURG**  
Economic Development Corporation

FOR MORE INFORMATION, CONTACT:  
**RAUDEL GARZA**  
Executive Director | [raudel@edinburgdc.com](mailto:raudel@edinburgdc.com) | (956) 388-8914

**EVERYTHING IN EDINBURG**  
SOUTH TEXAS REGION  
EDINBURGEDC.COM

**EDINBURG**  
Economic Development Corporation

**956-388-8914**

SOUTH TEXAS - RIO GRANDE VALLEY  
**BUILD IN EDINBURG**

- Shovel Ready Industrial Park Property Available
- Airport Property Available
- 39,000+ Available Labor Force
- University of Texas - Workforce
- 4 Maritime Sea Ports
- 12 International Ports of Entry

**EDINBURG**  
Economic Development Corporation

**RAUDEL GARZA**  
Executive Director | [raudel@edinburgdc.com](mailto:raudel@edinburgdc.com) | (956) 388-8914

EDINBURGEDC.COM | X f @ in

Subtotal: \$20,000

**EDINBURG**  
Economic Development Corporation

**BUILD IN EDINBURG**  
SOUTH TEXAS - RIO GRANDE VALLEY

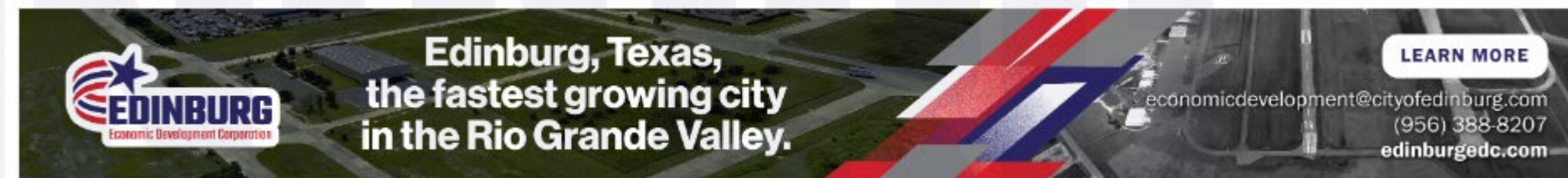
RAUDEL GARZA | (956) 388-8914 | EDINBURGEDC.COM



# Rio Grande Guardian

- Platform: Online Newspaper
- Content: Border business, legislative, political, healthcare, environment, and education
- Size: 300 wide x 250 (square) 970 wide x 250 (billboard) 728 wide x 90 (leaderboard)
- Runs: 24/7 on home & inside pages
- Period: 12 Months
- Includes: Guest columns & Videos when needed
- Reach: International

Subtotal: \$5,000



# International Billboards

- Size: 9.84ft x 26.24ft
- Location: Anzaldua's International Bridge (Mexico Border side entrance)
- Period: 12 Months
- Vinyl Installation Fee: \$650 (first one is free)
- The bridge reports more than 1 million vehicles crossing.
- Tourists Traveling through here are from: Reynosa, Monterrey, Saltillo, Linares, Apodaca, San Luis Potosi, Mexico City, Guadalajara
- Price: \$1,000/ mo   Subtotal: \$12,000





# International Billboards

- Size: 40ft x 24ft
- Location: Autopista Monterrey – Reynosa (Toll Highway) Right side view from Monterrey to Reynosa
- Period: 12 Months
- Vinyl Installation Fee: \$650 (first one is free)
- Price: \$650/ mo   Subtotal: \$7,800



# CODESM

| Features                              | On-Demand         | Managed Services  |
|---------------------------------------|-------------------|-------------------|
| Marketing Production                  | Includes 20 Hours | Includes 40 Hours |
| A Team of 50+ Experts                 |                   |                   |
| Marketing Coordinator                 | ✓                 | ✓                 |
| Social Media Manager                  | ✓                 | ✓                 |
| Social Media Advertising Specialist   | ✓                 | ✓                 |
| Search Engine Advertising Specialist  | ✓                 | ✓                 |
| Search Engine Optimization Specialist | ✓                 | ✓                 |
| Copywriter                            | ✓                 | ✓                 |
| Blog Content Writer                   | ✓                 | ✓                 |
| Website Manager                       | ✓                 | ✓                 |
| Web Designer                          | ✓                 | ✓                 |
| Wordpress Developer                   | ✓                 | ✓                 |
| Graphic Designer                      | ✓                 | ✓                 |
| Print Production Coordinator          | ✓                 | ✓                 |
| Communications Strategist             | ✓                 | ✓                 |
| Traditional Media Buyer               | ✓                 | ✓                 |
| Branding & Illustrator Expert         | ✓                 | ✓                 |

| Tools & Technology                     |            |             |
|----------------------------------------|------------|-------------|
| CRM                                    | 3 Licenses | 10 Licenses |
| Email Marketing Platform               | ✓          | ✓           |
| Marketing Automation Platform          | ✓          | ✓           |
| Attribution & Call Tracking            | ✓          | ✓           |
| Analytics Reports                      | ✓          | ✓           |
| Marketing Dashboard                    | ✓          | ✓           |
| Hosting & Domain                       | ✓          | ✓           |
| Support                                |            |             |
| Strategy Meetings                      | Quarterly  | Monthly     |
| Business Hours Support (9AM - 5PM EST) | ✓          | ✓           |
| Dedicated Account Manager              | ✓          | ✓           |
| Phone, Email & SMS Support             | ✓          | ✓           |
| Rush Requests                          | ✓          | ✓           |
| Priority Support                       |            | ✓           |

Price: \$2,000 / mo (20 hours)  
Or \$3,500 / mo (40 hours)



# CODESM

MEET THE EDC STAFF

FUN FACTS



RAUDEL GARZA

EXECUTIVE DIRECTOR

A passionate cyclist who loves exploring scenic routes and challenging trails. Cycling isn't just a hobby for him, it's a way of life.





SAMANTHA MARTINEZ

BUSINESS OPERATIONS COORDINATOR

Her mornings aren't complete without a cafecito! She played college golf and coached for years, and loves arts and crafts projects.





LETICIA PANTOJA

PROJECT MANAGER

She enjoys traveling abroad to explore numerous countries. Her adventures include Mexico, Italy, South Korea, and Japan. She's a devoted dog advocate, caring for five furry friends, four of whom she rescued.





CARLOS GARZA

PROJECT MANAGER

He's a Harry Potter enthusiast and in his spare time likes to play golf and tennis.





JACQUELINE GUERRA

MARKETING & RESEARCH MANAGER

In her spare time she likes to coupon, cook, and recently completed a Court Reporting class.



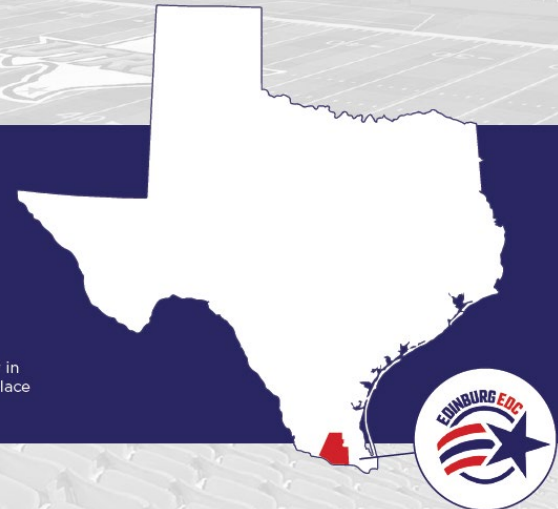




EDINBURG, TX:

The Best Place For Business

Discover why the "Gateway to South Texas" is the fastest growing large city in the Rio Grande Valley - And the best place to set your business up for success.



MEET THE EDC BOARD



VERONICA GONZALES

BOARD PRESIDENT

Senior Vice President of Governmental and Community Relations at The University of Texas Rio Grande Valley (UTRGV)



RAUL RESENDEZ

BOARD VICE PRESIDENT

State Farm Agent with 16+ years of experience serving our community



AARON RIVERA

BOARD SECRETARY

Funeral Director at Rivera-Hillcrest Funeral & Cremations



EDDIE GARZA

BOARD TREASURER

Owner of Infinity Homes and former President of RGV Builders Association



SABRINA WALKER HERNANDEZ

BOARD DIRECTOR

Veteran, President & CEO of Supporting World Force Coaching & Consulting LLC



RICHARD GONZALES

BOARD DIRECTOR

Attorney at Law, Office of Richard Gonzales and Hidalgo County Democratic Chairman



DANIEL "DAN" DIAZ

MAJOR PRO TEM

Combat Veteran, business owner of MTS Emergency Medical Services, a Licensed Paramedic, and an Emergency Room RN





SOUTH TEXAS - RIO GRANDE VALLEY

BUILD IN EDINBURG



Shovel Ready Industrial Park

Property Available



Airport Property Available



39,000+ Available Labor Force



12 International Ports of Entry



University of Texas Rio Grande Valley - Workforce



4 Maritime Sea Ports



RAUDEL GARZA

Executive Director

(956) 388-8914

EDINBURG

Economic Development Corporation

QUALITY OF LIFE

- ★ The City of Festivals
- ★ Bert Ogden Arena - home to the RGV Vipers
- ★ 5-acre Promenade Amphitheater Park
- ★ Arts, Culture & Events Center (ACE)
- ★ Scenic Parks & Trails
- ★ Division I Football
- ★ Largest school district in Hidalgo County
- ★ UTRGV, a highly-ranked educational institution

EXPLOREETX.COM



EDINBURG

Economic Development Corporation



# RGV Photo & Video



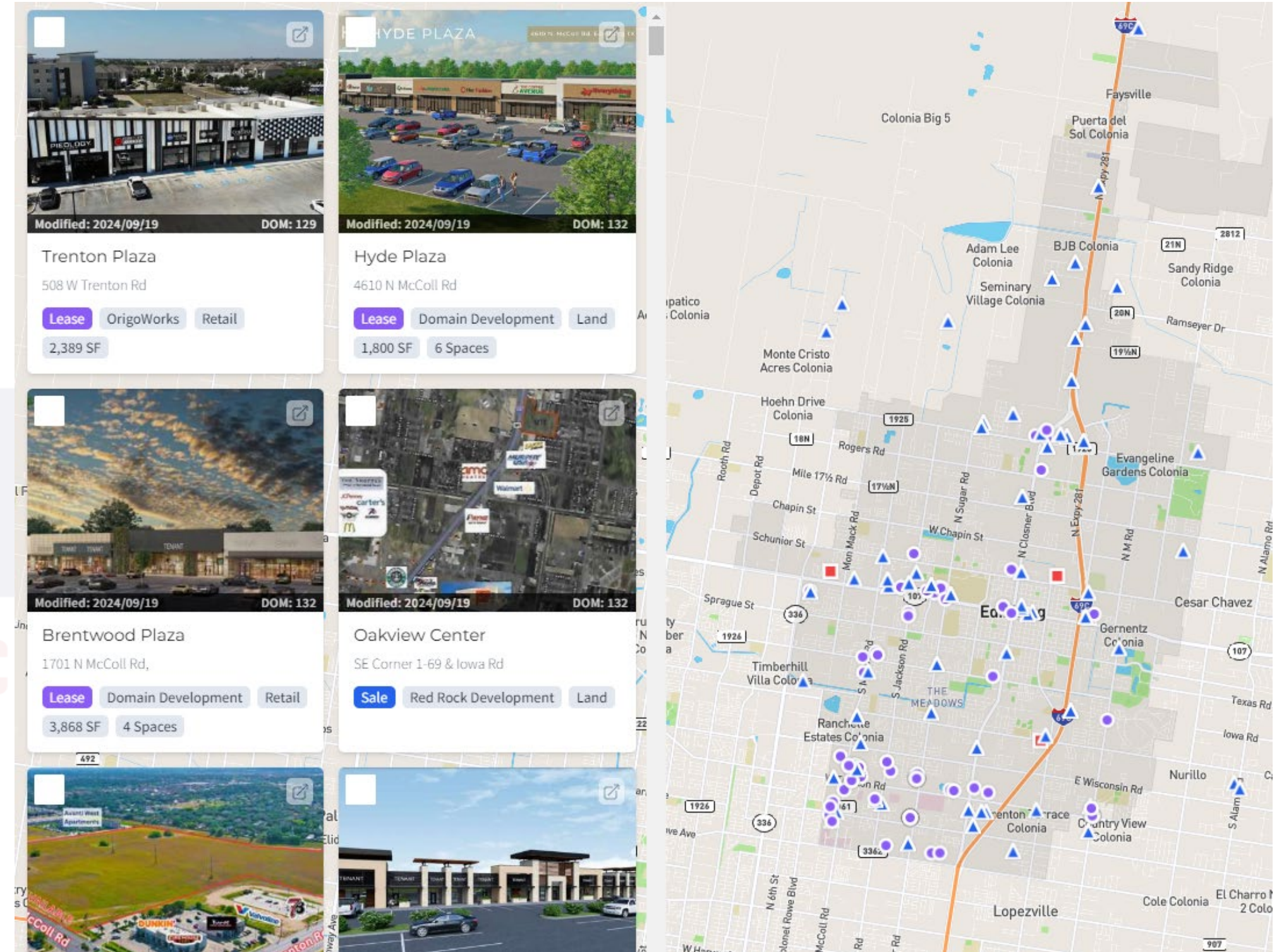
Price: \$1,500 / mo



# Resimplifi

- Resimplifi sources and actively manages local commercial listings.
- Allows economic development teams to concentrate on other important responsibilities.
- Gathers publicly available data from the web using both human analysts and automated processes.
- Data is updated on a weekly and monthly basis.
- Can be seamlessly embedded on local economic development websites for visitors to search available commercial properties.
- Visitors can generate property comparison reports to aid in decision-making.
- Clients can track month-to-month market trends, edit and supplement listings, label properties, and feature specific properties.

Subtotal: \$7,055



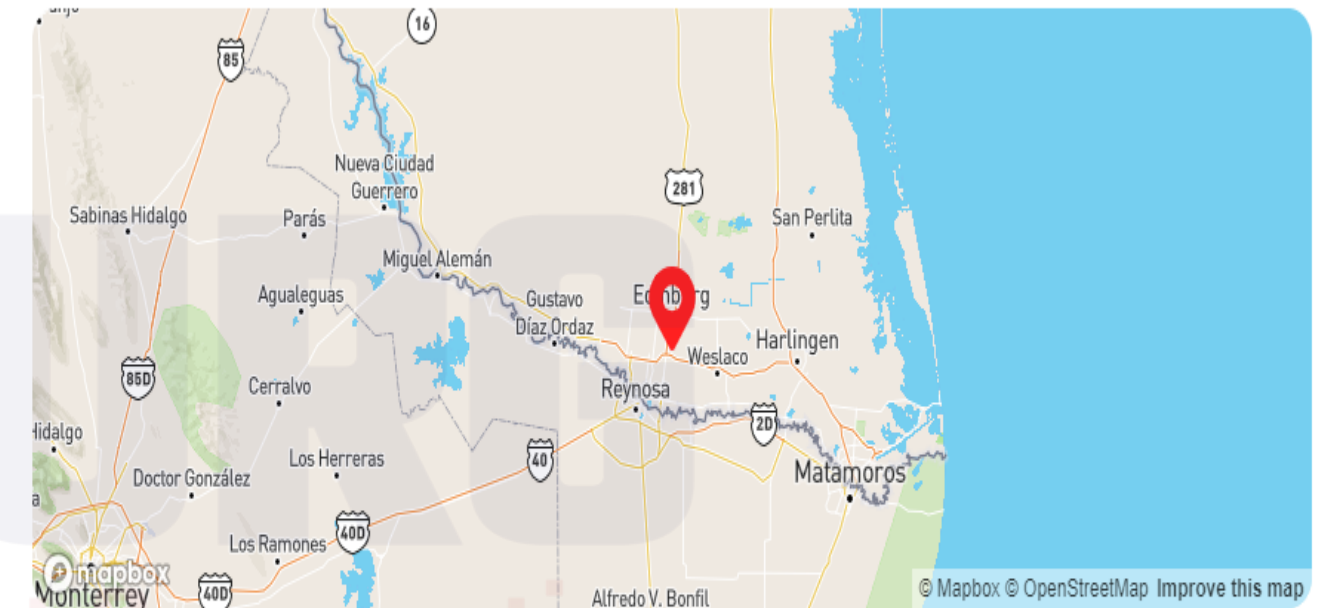


# SCOUT

Scout is a site selection and economic development platform.

- Streamlines the RFI (Request for Information) process for companies.
- Helps EDCs stand out with premium community profiles.
- Enables EDCs to highlight their region's assets like infrastructure, workforce, incentives, and local business reviews.
- Allows communities to present their strengths in a compelling manner to attract companies.
- Improves the visibility of communities to companies searching for ideal locations.
- Empowers EDCs to attract and secure business investments with premium features.

Subtotal: \$5,000 Yearly



## Edinburg, TX's Economy at a Glance

Edinburg is a city in *Hidalgo County, TX*, and is located in the southern part of the state near the border with Mexico. It is conveniently situated along Interstate 69C and is in close proximity to the cities of McAllen and Mission. The business climate in Edinburg makes it a strong option for business expansion and relocation projects because of its strategic location, business-friendly environment, strong workforce, and access to international markets. Here are some specific elements of the business climate in Edinburg that make it attractive for corporate expansion and relocation projects:



# Retail Strategies

- Assists communities in identifying and attracting retail businesses that fit their market needs.
- Provides in-depth market analysis, including demographic studies and consumer behavior insights, to guide retail development.
- Offers expertise in real estate, including site selection and property evaluation, to optimize retail locations.
- Develops customized retail strategies and action plans tailored to the specific needs of communities.
- Helps communities retain existing retailers through ongoing support and strategic advice.
- Utilizes data analytics to identify retail trends and opportunities, ensuring informed decision-making.
- Assists in creating marketing materials and strategies to promote retail opportunities to potential investors and businesses.
- Focuses on enhancing the overall retail environment, contributing to economic growth and community vitality.

## Edinburg, TX Prospect List to Date

### Prospect List Breakdown:

- 101 Total Prospects
- 44 Total Feedback
- 33 Potential Interest
- 11 No Current Interest



**Madison Neal**  
Portfolio Director

### Categorical Breakdown of Potential Interest:

- 9 Full Service/Fast Casual Restaurants
- 5 Quick Service Restaurants
- 4 Coffee, Tea, Juice, Desserts, etc.
- 4 General Merchandise
- 3 Automotive & Hardware
- 2 Clothing & Accessories
- 2 Entertainment
- 2 Grocery
- 1 Sporting Goods & Hobby
- 1 Hotel



**Megan Berisha**  
Retail Development  
Coordinator

**Subtotal: \$45,000**

# MARKETING CAMPAGIN OVERVIEW

| AGENCY                                    | TOTAL             |
|-------------------------------------------|-------------------|
| De Shopping Magazine                      | \$ 12,800         |
| Mexico Industry Magazine                  | \$ 8,000          |
| Pro Mexico Industry "Why Invest" Platform | \$ 10,000         |
| Mexico Industry Maps                      | \$ 4,000          |
| International Bill Boards                 | \$ 12,000         |
| Valley Business Report online (VBR )      | \$ 9,300          |
| Edinburg Chamber of Commerce Magazine     | \$ 2,000          |
| Trade & Industry Development              | \$ 27,800         |
| rgVision Magazine                         | \$ 13,200         |
| Expansion Solutions Magazine              | \$ 20,000         |
| Texas Border Business                     | \$ 7,200          |
| Rio Grande Guardian                       | \$ 5,000          |
| Retail Strategies                         | \$ 45,000         |
| Resimplify                                | \$ 7,055          |
| UTRGV Athletics                           | \$ 25,000         |
| Scout                                     | \$ 5,000          |
| CODESM                                    | \$ 24,000         |
| RGV Photo & Video                         | \$ 18,000         |
| Hubspot                                   | \$ 14,400         |
|                                           | <b>\$ 269,755</b> |



\*National Manufacturing Day, Oct 4th

2024

# October

| Sunday | Monday                                      | Tuesday                              | Wednesday                                    | Thursday                              | Friday | Saturday |
|--------|---------------------------------------------|--------------------------------------|----------------------------------------------|---------------------------------------|--------|----------|
|        |                                             | 1<br>Y-Texas Summit<br>Arlington, TX | 2                                            | 3                                     | 4      | 5        |
| 6      | 7                                           | 8                                    | 9<br>TML Conference & Exhibition, Houston TX | 10                                    | 11     | 12       |
| 13     | 14                                          | 15                                   | 16<br>2024 FabTech, Orlando FL               | 17<br>GIFA Fundi Expo, Mexico City MX | 18     | 19       |
| 20     | 21                                          | 22<br>Regular Board Meeting          | 23<br>TEDC 2024 Annual Conference, Dallas TX | 24                                    | 25     | 26       |
| 27     | 28<br>Texas Downtown Conference, Abilene TX | 29                                   | 30                                           | 31<br>HAPPY HALLOWEEN                 |        |          |

Professional Development

Conferences

2024

# November

| Sunday | Monday                                       | Tuesday                                                          | Wednesday                                            | Thursday                                                    | Friday                                           | Saturday |
|--------|----------------------------------------------|------------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------|----------|
|        |                                              |                                                                  |                                                      |                                                             | 1                                                | 2        |
| 3      | 4                                            | 5 <div>Expo Plásticos 2024 &amp; SISO EXPO, Guadalajara MX</div> | 6 <div>Team TX Small Town Roadshow, California</div> | 7                                                           | 8 <div>Sales Tax Workshop<br/>Austin, TX</div>   | 9        |
| 10     | 11 <div>VETERANS DAY<br/>November 11th</div> | 12                                                               | 13                                                   | 14 <div>TML Econ. Dev. Conference<br/>Cedar Creek, TX</div> | 15                                               | 16       |
| 17     | 18                                           | 19 <div>Economix 2024, Salt Lake City UT</div>                   | 20                                                   | 21                                                          | 22 <div>Sales Tax Workshop<br/>Houston, TX</div> | 23       |
| 24     | 25                                           | 26 <div>Regular Board Meeting</div>                              | 27                                                   | 28 <div>Happy Thanksgiving</div>                            | 29 <div>SORRY WE'RE CLOSED</div>                 | 30       |



2024

# December

| Sunday | Monday                                   | Tuesday                      | Wednesday                | Thursday | Friday | Saturday |
|--------|------------------------------------------|------------------------------|--------------------------|----------|--------|----------|
| 1      | 2                                        | 3                            | 4                        | 5        | 6      | 7        |
| 8      | 9                                        | 10                           | 11                       | 12       | 13     | 14       |
|        | Consultants Forum, Coral Gables FL       |                              |                          |          |        |          |
| 15     | 16<br>Special Board Meeting<br>Tentative | 17                           | 18                       | 19       | 20     | 21       |
| 22     | 23                                       | 24<br>Sorry We're<br>CLOSED  | 25<br>MERRY<br>CHRISTMAS | 26       | 27     | 28       |
| 29     | 30                                       | 31<br>SORRY! WE'RE<br>CLOSED |                          |          |        |          |

2025

January

| Sunday | Monday | Tuesday                     | Wednesday           | Thursday | Friday | Saturday |
|--------|--------|-----------------------------|---------------------|----------|--------|----------|
|        |        |                             | 1<br>Happy New Year | 2        | 3      | 4        |
| 5      | 6      | 7                           | 8                   | 9        | 10     | 11       |
| 12     | 13     | 14                          | 15                  | 16       | 17     | 18       |
| 19     | 20     | 21                          | 22                  | 23       | 24     | 25       |
| 26     | 27     | 28<br>Regular Board Meeting | 29                  | 30       | 31     |          |



2025

# February

| Sunday | Monday | Tuesday                         | Wednesday | Thursday                          | Friday                       | Saturday |
|--------|--------|---------------------------------|-----------|-----------------------------------|------------------------------|----------|
|        |        |                                 |           |                                   |                              | 1        |
| 2      | 3      | 4                               | 5         | 6                                 | 7                            | 8        |
| 9      | 10     | 11                              | 12        | 13                                | 14<br><i>Valentine's Day</i> | 15       |
| 16     | 17     | 18                              | 19        | 20                                | 21                           | 22       |
| 23     | 24     | 25<br>Regular Board Meeting     | 26        | 27                                | 28                           |          |
|        |        | Entertainment Exp. Evo. , LA CA |           | TEDC Winter Conference, Austin TX | BEDC, Round Rock TX          |          |

Professional Development

Conferences

2025

March

| Sunday   | Monday                        | Tuesday                     | Wednesday                                                | Thursday | Friday | Saturday                 |
|----------|-------------------------------|-----------------------------|----------------------------------------------------------|----------|--------|--------------------------|
|          |                               |                             |                                                          |          |        | 1<br>BEDC, Round Rock TX |
| 2        | 3                             | 4                           | 5                                                        | 6        | 7      | 8                        |
| 9        | 10                            | 11                          | 12<br>Site Selectors Guild Annual Conference, Orlando FL | 13       | 14     | 15                       |
| 16       | 17<br>Happy St. Patrick's Day | 18                          | 19<br>Consultants Forum Workshop, San Antonio TX         | 20       | 21     | 22                       |
| 23<br>30 | 24<br>31                      | 25<br>Regular Board Meeting | 26                                                       | 27       | 28     | 29                       |

Professional Development

Conferences



2025

# April

| Sunday                    | Monday | Tuesday                            | Wednesday | Thursday | Friday                   | Saturday |
|---------------------------|--------|------------------------------------|-----------|----------|--------------------------|----------|
|                           |        | 1                                  | 2         | 3        | 4                        | 5        |
| 6                         | 7      | 8                                  | 9         | 10       | 11                       | 12       |
| 13                        | 14     | 15                                 | 16        | 17       | 18<br><i>Good Friday</i> | 19       |
| 20<br><i>HAPPY EASTER</i> | 21     | 22<br><b>Regular Board Meeting</b> | 23        | 24       | 25                       | 26       |
| 27                        | 28     | 29                                 | 30        |          |                          |          |

\*National Small Business Day, May 10th  
\*Economic Development Week, TBD

2025  
May

| Sunday                                                                                    | Monday                                                                                    | Tuesday                     | Wednesday | Thursday | Friday | Saturday |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------|-----------|----------|--------|----------|
|                                                                                           |                                                                                           |                             |           | 1        | 2      | 3        |
| 4                                                                                         | 5                                                                                         | 6                           | 7         | 8        | 9      | 10       |
| 11<br> | 12                                                                                        | 13                          | 14        | 15       | 16     | 17       |
| 18                                                                                        | 19                                                                                        | 20                          | 21        | 22       | 23     | 24       |
| 25                                                                                        | 26<br> | 27<br>Regular Board Meeting | 28        | 29       | 30     | 31       |



# 2025 June

| Sunday                                                                                    | Monday | Tuesday                     | Wednesday                                                                                   | Thursday | Friday | Saturday |
|-------------------------------------------------------------------------------------------|--------|-----------------------------|---------------------------------------------------------------------------------------------|----------|--------|----------|
| 1                                                                                         | 2      | 3                           | 4                                                                                           | 5        | 6      | 7        |
| 8                                                                                         | 9      | 10                          | 11                                                                                          | 12       | 13     | 14       |
| 15<br> | 16     | 17                          | 18<br> | 19       | 20     | 21       |
| 22                                                                                        | 23     | 24<br>Regular Board Meeting | 25                                                                                          | 26       | 27     | 28       |
| 29                                                                                        | 30     |                             |                                                                                             |          |        |          |

2025

# July

| Sunday | Monday | Tuesday                     | Wednesday | Thursday | Friday                                                                              | Saturday |
|--------|--------|-----------------------------|-----------|----------|-------------------------------------------------------------------------------------|----------|
|        |        | 1                           | 2         | 3        |  | 5        |
| 6      | 7      | 8                           | 9         | 10       | 11                                                                                  | 12       |
| 13     | 14     | 15                          | 16        | 17       | 18                                                                                  | 19       |
| 20     | 21     | 22<br>Regular Board Meeting | 23        | 24       | 25                                                                                  | 26       |
| 27     | 28     | 29                          | 30        | 31       |                                                                                     |          |



2025

August

| Sunday   | Monday | Tuesday                     | Wednesday | Thursday | Friday | Saturday |
|----------|--------|-----------------------------|-----------|----------|--------|----------|
|          |        |                             |           |          | 1      | 2        |
| 3        | 4      | 5                           | 6         | 7        | 8      | 9        |
| 10       | 11     | 12                          | 13        | 14       | 15     | 16       |
| 17       | 18     | 19                          | 20        | 21       | 22     | 23       |
| 24<br>31 | 25     | 26<br>Regular Board Meeting | 27        | 28       | 29     | 30       |

Professional Development

Conferences

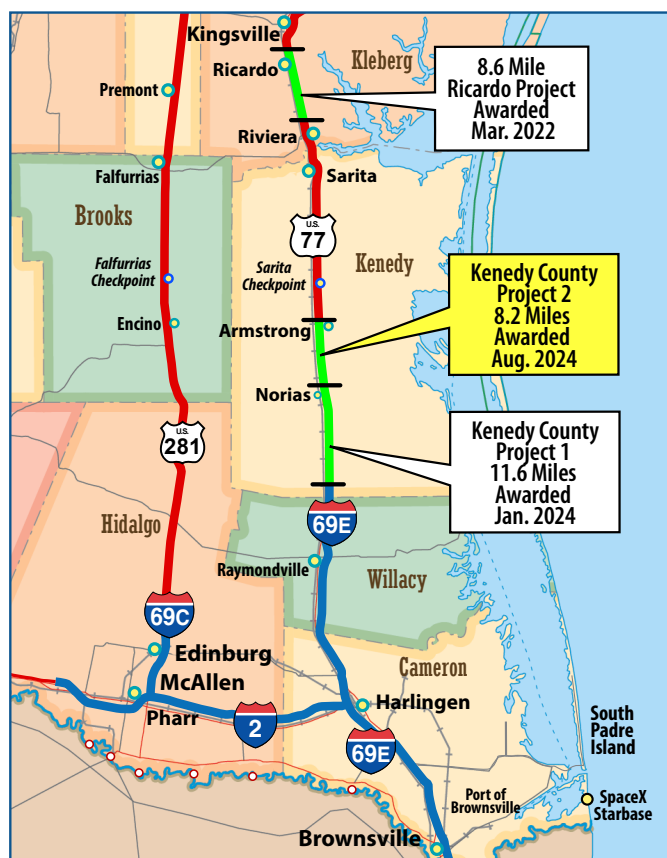
# 2025 September

| Sunday | Monday                                                                                 | Tuesday                     | Wednesday | Thursday | Friday | Saturday |
|--------|----------------------------------------------------------------------------------------|-----------------------------|-----------|----------|--------|----------|
|        | 1<br> | 2                           | 3         | 4        | 5      | 6        |
| 7      | 8                                                                                      | 9                           | 10        | 11       | 12     | 13       |
| 14     | 15                                                                                     | 16                          | 17        | 18       | 19     | 20       |
| 21     | 22                                                                                     | 23<br>Regular Board Meeting | 24        | 25       | 26     | 27       |
| 28     | 29                                                                                     | 30                          |           |          |        |          |



September 10, 2024

❑ **SECOND KENEDY COUNTY CONTRACT** – Another interstate segment of the I-69 corridor that will eventually connect the Lower Rio Grande Valley to the national interstate system is now under contract. TxDOT awarded a \$126 million contract in August to convert 8 more miles of US 77 in Kenedy County to freeway. This project extends north from the 11.6 mile Kenedy project started recently. Together they cover 19.8 miles of the remaining 44 miles needed to cross Kenedy County and represent a \$317 million investment in I-69E. Funding has been allocated in the 10-year 2025 Unified Transportation Program for several additional projects needed to complete I-69E in Kenedy and Kleberg Counties. That includes the Riviera Relief Route that is expected to go to contract in the coming year.

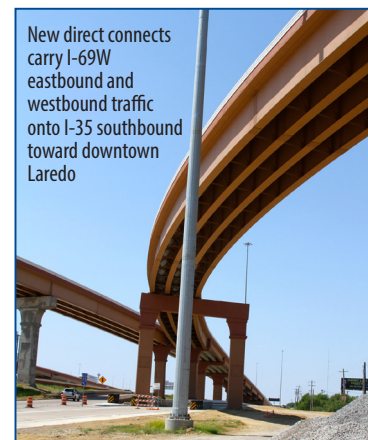


❑ **UTP ALLOCATES \$104 BILLION** – The Transportation Commission has approved the FY 2025 UTP which allocates a decade of projected revenue to thousands of projects statewide. It provides \$104.2 billion for new construction including about \$13 billion for projects across the 1,140 miles of the I-69 System in Texas. It is also estimated that the department will be spending about \$35 billion in upfront development of future projects and \$9 billion on routine maintenance contracts for a 10-year total estimated at \$148 billion. Commissioner Steven Alvis pointed out that the Texas funding stream is the envy of every other state in the country and is the direct result of Texas voters approving

Props 1 and 7 a decade ago. Commissioner Alex Meade stressed how difficult it is for TxDOT to make the annual decisions on which projects to advance with construction funding. Commissioners pointed to the fact that the UTP includes more rural projects than in past years including sections of the I-69 System.

❑ **INFLATION ERODES BUYING POWER** – The Highway Cost Index increased 7.7% in the past year, reducing the number of projects TxDOT can fund due to higher costs. In 2023 the state estimated it would have \$100 billion to spend on new construction in the coming decade. While the estimate this year grew to \$104 billion, inflation is expected to reduce the buying power by about \$3 billion over the life of the 10-year UTP. Despite rising construction costs, TxDOT has been deploying available funds at a record pace. In FY 2024, TxDOT awarded \$13.6 billion in 2,203 contracts, an average of \$1.13 billion a month in contracts (See graphic Page 2).

❑ **LAREDO RIBBON-CUTTING** – Supporters of I-69 turned out in August for a ribbon-cutting celebrating the completion of two more interstate direct connection flyovers at I-35 and I-69 West. Commissioner Meade noted the importance of the new connectors as true economic development assets. District Engineer Epi Gonzalez explained that the ramps make travel safer by reducing at-grade traffic conflict points.



New direct connects carry I-69W eastbound and westbound traffic onto I-35 southbound toward downtown Laredo

#### ❑ **ANNUAL MEETING REMINDER**

– The I-69 Alliance annual meeting will be held Friday, December 6th, at the headquarters of the Greater Houston Partnership near Minute Maid Park. Save the date and watch for more details coming soon.

❑ **DISTRICT ENGINEERS** – Mike Walsh is the new TxDOT district engineer in Corpus Christi. He grew up in Corpus Christi and worked at the district from 2001 to 2013, then went to the Yoakum District. In 2022 he became deputy district engineer in Corpus Christi. Both districts in which he has worked include many miles of the I-69 corridor.



Mike Walsh

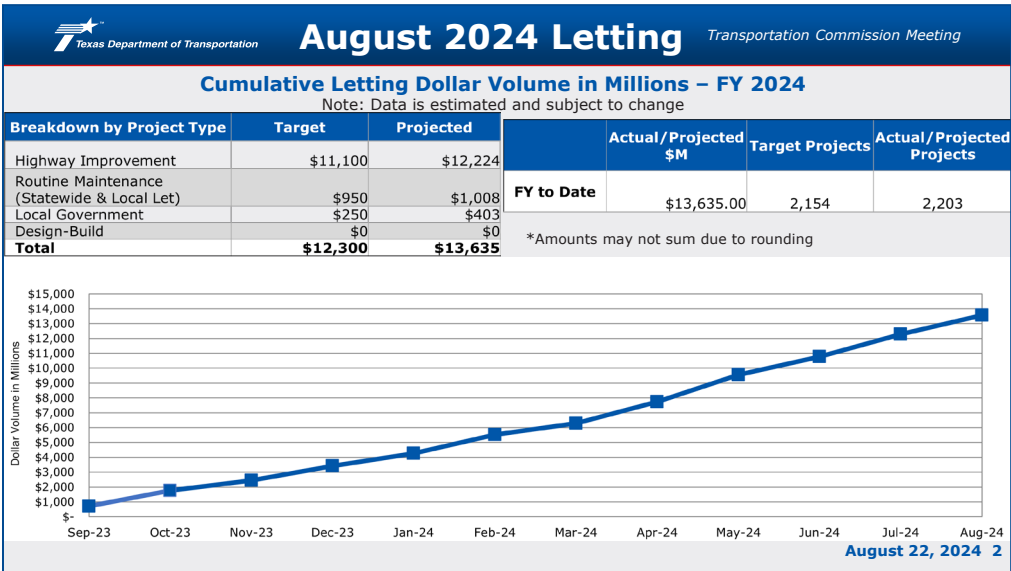
Houston District Engineer Eliza Paul has retired after 35 years, all in the Houston District. Yoakum District Engineer Martin Horst has retired after 38 years with TxDOT including assignments in Corpus Christi, Austin and El Paso before taking over the Yoakum District in 2021. (Ceremony photo Page 2)

Don Rodman -- I-69 Alliance / (361) 877-0409

TxDOT Laredo District Engineer Epi Gonzalez cuts the red ribbon marking the completion of two additional direct connectors at the I-35/I-69W interchange. He was joined by federal, state and local officials including Laredo RMA Chair Jed Brown, Laredo Mayor Victor Trevino, TxDOT Commissioner Alex Meade, Congressman Henry Cuellar, State Rep. Richard Raymond and City Council members Alyssa Cigarroa, Melissa Cigarroa, Tyler King, Vanessa Perez and Ruben Gutierrez. Three more direct connects remain to be constructed.



TxDOT is charged with preparing projects for construction and deploying available funds at an aggressive pace. In FY 2024 projects totaling \$13.6 billion were awarded, \$1.3 billion more than the department's lettings target for the year.



Transportation Commission members honor retiring Yoakum District Engineer Martin Horst (center with wife and family). Horst joined TxDOT in 1986 in Corpus Christi where he later served as area engineer, director of construction and deputy district engineer. The Yoakum District awarded more than \$1 billion in contracts in FY 2024 including the \$350 million Wharton Relief Route. Only the Dallas and Houston districts had higher award totals for the year.

