



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

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

**JANUARY 20, 2025
SPECIAL MEETING AGENDA
4:30 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. AGENDA ITEMS

- A. Consider approval of Minutes for the Special Board meeting held on December 16, 2024.
- B. Presentation of year-to-date Financial Report ending on December 31, 2024.
- C. Consider approval of sponsorships for the:
 - 1. Fiesta Edinburg Music Festival by The Edinburg Chamber of Commerce.
 - 2. ICSC Red River Reception by RGV Partnership.
 - 3. RGV Days at the Capitol by RGV Partnership.
 - 4. The Challenge-RGV 2025 by UTHealth Houston School of Public Health in Brownsville, the City of Brownsville, and the City of Edinburg.
- D. Consider approval of FY25 Staffing Services Agreement between the City of Edinburg and the Edinburg Economic Development Corporation.

6. EXECUTIVE SESSION

The EEDC will convene in Executive Session, in accordance with the Texas Open Meetings Act, Vernon's Texas Statutes and Codes Annotated, Government Code, Chapter 551, Subchapter D, Exceptions to Requirement that Meetings be Open. The EEDC May Elect To Go Into Executive Session On Any Item Whether

Or Not Such Item Is Posted As An Executive Session Item At Any Time During The Meeting When Authorized By The Provisions Of The Open Meetings Act.

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

- | | |
|-----------------|----------------------|
| 1. Office Space | 4. Project Choo-Choo |
| 2. Project Cave | 5. Project New Park |
| 3. Vaquero Park | 6. FLIP 2.0 |

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

1. Discussion of Duties, Responsibilities, Remuneration, and Possible Action Regarding Appointment of a City Attorney. (§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed Meeting)

C. Personnel Matters (§551.074 Personnel Matters)

1. Discussion of duties, responsibilities, remuneration, and possible action to amend the financial terms and other terms of the Executive Director's contract. (§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed Meeting)

7. OPEN SESSION

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

8. STAFF REPORTS

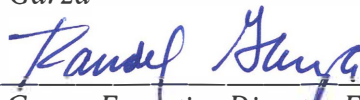
1. Commercial Development Report
2. Industrial Development Report
3. Marketing Report
4. Executive Director Report

9. ADJOURNMENT

I hereby certify this Notice of an EEDC Meeting was posted in accordance with the Open Meetings Act, at the City Offices of the City of Edinburg, located at the 415 West University entrance outside bulletin board visible and accessible to the general public during and after regular working hours.

This notice was posted on January 17, 2025 at 4:30 pm.

By: /s/ Raudel Garza

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



Edinburg Economic Development Corporation

Meeting Date: January 20, 2025

Consider approval of Minutes for the
Special Board meeting held on December 16, 2024.

1. Agenda Item:

Consider approval of Minutes for the Special Board Meeting held on December 16, 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: December 16, 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

December 16, 2024
SPECIAL MEETING AGENDA
5:30 PM

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

ABSENT: **Richard Gonzales, Treasurer**
 Sandra Alaniz, Director

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

1. CALL TO ORDER, ESTABLISH QUORUM

President, Aaron Rivera, called the meeting to order at 5:34 pm.

A. Pledge of Allegiance

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

2. CERTIFICATION OF PUBLIC NOTICE

Mr. Garza confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on December 13, 2024 at 5:00 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

EEDC 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.

No conflicts of interest were declared by board members.

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. SPECIAL AGENDA ITEMS

A. Consider Approval of Minutes for the Board Meeting held on December 16, 2024.

MOTION TO APPROVE MINUTES WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY MAYOR PRO TEM DANIEL DIAZ. MOTION CARRIED UNANIMOUSLY.

6. EXECUTIVE SESSION

The board entered executive session at 5:38 p.m.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY MAYOR PRO TEM DANIEL DIAZ AND SECONDED BY VICE PRESIDENT RAUL RESENDEZ. 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 | 4. New Park |
| 2. Office Space | 5. North Market |
| 3. Project Choo Choo | 6. Vaquero Park |

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

C. Personnel Matters (§551.074 Personnel Matters)

1. Discussion of duties, responsibilities, remuneration, and possible action to amend the financial terms of the executive director's contract. (§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed Meeting)

7. OPEN SESSION

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

For the record, Mayor Pro Tem Daniel Diaz excused himself at 8:20 pm.

The EDC board reconvened in open session at 8:30 pm.

MOTION TO ENTER OPEN SESSION WAS MADE BY VICE PRESIDENT RAUL RESENDEZ AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

MOTION TO PROCEED AS DISCUSSED IN EXECUTIVE SESSION ON PROJECT NUMBER "6A1. PROJECT CAVE" WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY VICE PRESIDENT RAUL RESENDEZ. MOTION CARRIED UNANIMOUSLY.

8. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 8:34 p.m.

**MOTION TO ADJOURN MEETING WAS MADE BY VICE PRESIDENT
RAUL RESENDEZ AND SECONDED BY SECRETARY MARC MORAN.
MOTION CARRIED UNANIMOUSLY.**

Minutes Transcribed by:

Samantha Martinez, Business Operations Coordinator, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on _____, 2025.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

Marc Moran, EEDC Board Secretary



Edinburg Economic Development Corporation

Meeting Date: January 20, 2025

Presentation of year-to-date Financial Report ending on December 31, 2024

1. Agenda Item:

Presentation of year-to-date Financial Report ending on December 31, 2024.

2. Description/Scope:

Executive Director, Raudel Garza, will give a presentation on the year-to-date EEDC Financial Report ending on December 31, 2024.

3. Estimated Timeline:

October 1, 2024 – December 31, 2024.

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

N/A

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: EEDC Financial Report ending 12/31/2024

Management Report

Edinburg Economic Development Corporation
For the period ended December 31, 2024



Prepared on
January 15, 2025

EDINBURG ECONOMIC DEVELOPMENT CORPORATION**BALANCE SHEET (Unaudited)****DECEMBER 31, 2024****Assets**

Cash and Cash Equivalents	\$	9,863,640
Sales Tax Receivable		1,627,834
Receivables, Net		4,693,146
Santana Receivable, Net		9,662,121
Restricted Assets		
Cash and Cash Equivalents		787,672
Investments		9,392,613
TOTAL ASSETS	\$	36,027,027

Liabilities

Current Liabilities		
Accounts Payable	\$	392,474
Total Liabilities	\$	392,474

Fund Balance

Restricted For:		
Capital Projects	\$	6,971,169
Debt Service		2,337,494
Other: Note Receivables		9,662,121
Other: Property Acquisitions		8,297,752
Unrestricted		8,366,016
Total Fund Balance	\$	35,634,553

TOTAL LIABILITIES AND FUND BALANCE	\$	36,027,027
---	-----------	-------------------

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

As of December 31, 2024

	Current Budget	YTD	Percent Used	Remaining Budget
Revenues				
GEN SALES & USE TAX (.5%)	\$ 9,866,485	\$ 1,627,834	16%	\$ 8,238,651
INTEREST EARNED	60,000	29,849	50%	30,151
INTEREST EARNED SERIES 2019	-	59,447	0%	(59,447)
INTEREST EARNED SERIES 2021	-	33,040	0%	(33,040)
Total Revenues	\$ 9,926,485	\$ 1,657,682	17%	\$ 8,268,803
Other Financing Resources				
SALE OF PROPERTY	\$ 1,200,000	\$ -	0%	\$ 1,200,000
Total Other Financing Resources	\$ 1,200,000	\$ -	0%	\$ 1,200,000
Total Revenues and Other Financing Resources	\$ 11,126,485	\$ 1,657,682	15%	\$ 9,468,803
Expenditures				
Administrative Services				
ADMINISTRATION FEE	\$ 500,000	\$ -	0%	\$ 500,000
SALARIES & FRINGE BENEFITS	890,542	138,938	16%	751,604
COMMUNICATIONS SERVICE AGREEMENT	12,000	922	8%	11,078
PRINTING	3,600	-	0%	3,600
RENTS & CONTRACTUAL	16,800	1,129	7%	15,671
OFFICE SPACE LEASE	69,600	10,260	15%	59,340
OFFICE MAINTENANCE & CONTRACTUAL - IT	9,000	2,226	25%	6,774
BOARD EXPENSES	6,000	2,455	41%	3,545
OFFICE SUPPLIES & OTHER MATERIALS	12,000	909	8%	11,091
WEARING APPAREL	3,600	190	5%	3,410
OFFICE EQUIP & FURNITURE	45,000	8,511	19%	36,489
OTHER MATERIALS	6,000	632	11%	5,368
AUDIT / ACCOUNTING	66,000	-	0%	66,000
CONTINUING EDUCATION	18,000	-	0%	18,000
MEMBERSHIP DUES, SUBSCR	60,000	6,760	11%	53,240
PROFESSIONAL SERVICES	216,000	40,880	19%	175,120
Total Administrative Services	\$ 1,934,142	\$ 213,813	11%	\$ 1,720,329
Programs				
CONFERENCES	\$ 120,000	\$ 7,307	6%	\$ 112,693
JOB TRAINING PROGRAMS	700,000	84,101	12%	615,899
MARKETING AND ADVERTISING SERVICES	540,000	149,200	28%	390,800
RESEARCH, STUDIES, OTHER CONTRACTS	300,000	-	0%	300,000
SPONSORSHIPS	144,000	26,000	18%	118,000
TRAVEL, TRAINING, MEETINGS	78,000	1,260	2%	76,740
Total Programs	\$ 1,882,000	\$ 267,869	14%	\$ 1,614,131
Properties				
GENERAL INSURANCE	\$ 75,000	\$ 37,334	50%	\$ 37,666
LAND - PURCHASE OF PROPERTY	8,297,752	-	0%	8,297,752
PROPERTY MAINTENANCE	828,000	-	0%	828,000
PROPERTY TAXES	40,000	-	0%	40,000
UTILITIES	12,000	-	0%	12,000
Total Properties	\$ 9,252,752	\$ 37,334	0%	\$ 9,215,418
Incentive Agreements				
ECONOMIC DEVELOPMENT INCENTIVES	\$ 1,200,000	\$ 201,147	17%	\$ 998,853
KAPAL SUPPLIER, LLC	80,000	-	0%	80,000
Total Incentive Agreements	\$ 1,280,000	\$ 201,147	16%	\$ 1,078,853
Debt Service				
BOND PRINCIPAL PAYMENT	\$ 1,665,000	\$ -	0%	\$ 1,665,000
BOND INTEREST EXPENSE	1,010,977	-	0%	1,010,977
BOND FEES	6,000	-	0%	6,000
Total Debt Service	\$ 2,681,977	\$ -	0%	\$ 2,681,977
Total Expenditures	\$ 17,030,871	\$ 720,163	4%	\$ 16,310,708

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

As of December 31, 2024

	Current Budget	YTD	Percent Used	Remaining Budget
Sources Over/(Under) Uses	\$ (5,904,386)	\$ 937,520	16%	\$ (6,841,906)
Bond Projects Expenses				
WORKFORCE/RESOURCE CENTER	\$ 1,827,000	\$ -	0%	\$ 1,827,000
PARKING GARAGE	2,068,000	-	0%	2,068,000
Total Bond Projects Expenses	\$ 3,895,000	\$ -	0%	\$ 3,895,000
TOTAL SUMMARY				
Total Revenues	\$ 11,126,485	\$ 1,750,169	16%	\$ 9,376,316
Total Expenses	(20,925,871)	(720,163)	3%	(20,205,708)
Change in Fund Balance	\$ (9,799,386)	\$ 1,030,007	-11%	\$ (10,829,393)

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

SUPPLEMENTARY INFORMATION (Unaudited)

Cash Balances as of December 31, 2024

	Beginning Balance	YTD Activity	Ending Balance
Cash - Unrestricted			
Operating - Interest Bearing	\$ 7,054,163	\$ (5,009,127)	\$ 2,045,036
Total Unrestricted Cash	\$ 7,054,163	\$ (5,009,127)	\$ 2,045,036
Cash - Restricted			
Non Interest Bearing:			
Debt Service Funds	\$ 787,669	\$ 4	\$ 787,672
Total Non Interest Bearing Cash	\$ 787,669	\$ 4	\$ 787,672
Interest Bearing:			
Series 2019 Bonds - Project Fund	\$ 4,130,565	\$ 38,833	\$ 4,169,398
Series 2021 Bonds - Project Fund	2,780,188	21,583	2,801,771
Debt Service Reserves Fund	1,537,883	11,939	1,549,822
Reserved for Property Acquisitions	8,297,752	-	8,297,752
Total Interest Bearing Cash	\$ 16,746,389	\$ 72,355	\$ 16,818,743
Total Restricted Cash	\$ 17,534,057	\$ 72,358	\$ 17,606,416
Total Unrestricted and Restricted Cash	\$ 24,588,220	\$ (4,936,769)	\$ 19,651,451

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

SALES TAX REVENUES (0.5%) - GAAP BASIS

MONTH	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	Difference FY 24/25 - 23/24	
OCT.	\$ 548,456	\$ 620,368	\$ 676,247	\$ 690,643	\$ 834,084	\$ 143,442	↑ 23%
NOV.	566,005	705,608	724,862	766,213	793,749	27,536	→ 4%
DEC.	754,719	816,042	891,115	943,716			
JAN.	553,863	601,307	685,715	730,509			
FEB.	501,873	622,505	689,061	737,543			
MAR.	727,183	824,904	830,857	876,505			
APR.	641,177	728,140	728,887	769,242			
MAY	633,072	683,168	779,949	780,139			
JUN.	717,109	813,695	750,828	820,500			
JUL.	611,295	715,773	731,227	835,294			
AUG.	704,765	688,206	864,771	716,865			
SEP.	663,366	781,228	830,673	815,696			
TOTAL	<u>\$ 7,622,882</u>	<u>\$ 8,600,943</u>	<u>\$ 9,184,192</u>	<u>\$ 9,482,866</u>	<u>\$ 1,627,834</u>	\$ 170,978	↑ 13%

AVERAGE PER MONTH: (October through November/2 months)

YTD Comparison \$ 557,230 \$ 662,988 \$ 700,555 \$ 728,428 \$ 813,917

YTD COMPARISON: (October through November)

\$ 1,114,461 \$ 1,325,976 \$ 1,401,109 \$ 1,456,856 \$ 1,627,834

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

56,858 211,516 75,133 55,747 170,978

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

5% 19% 6% 4% 12%



Edinburg Economic Development Corporation

Meeting Date: 01/20/2025

Consider approval of a Sponsorship for the “Fiesta Edinburg” by The Edinburg Chamber of Commerce, “ICSC Red River Reception” by RGV Partnership, “RGV Days at the Capitol” by the RGV Partnership, and “The Challenge-RGV 2025” by UTHealth Houston School of Public Health in Brownsville, the City of Brownsville, and the City of Edinburg.

1. **Agenda Item:**

Consider approval of a Sponsorship for the “Fiesta Edinburg” by The Edinburg Chamber of Commerce, “ICSC Red River Reception” by RGV Partnership, “RGV Days at the Capitol” by the RGV Partnership, and “The Challenge-RGV 2025” by UTHealth Houston School of Public Health in Brownsville, the City of Brownsville, and the City of Edinburg.

2. **Description/Scope:**

EEDC Executive Director Raudel Garza will present four Sponsorship requests that require action by the EEDC Board.

- a. “Fiesta Edinburg” by The Edinburg Chamber of Commerce
 - Requesting: \$20,000
- b. “ICSC Red River Reception” by RGV Partnership
 - Requesting: \$2,500
- c. “RGV Days at the Capitol” by the RGV Partnership
 - Requesting: \$2,500
- d. “The Challenge-RGV 2025” by UTHealth Houston School of Public Health in Brownsville, the City of Brownsville, and the City of Edinburg
 - Requesting: \$2,500

5. **Estimated Timeline:**

Upon invoice request.

6. **Budget:**

There is \$118,000.00 available in the EDC’s Sponsorship account.

7. Procurement/Selection Process:

N/A

8. Staff's Recommendation:

Staff recommends approval of request as presented.

9. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Fiesta Edinburg Sponsorship Request
Attachment B: ICSC Red River Reception Sponsorship Request
Attachment C: RGV Days at the Capitol Sponsorship Request
Attachment D: The Challenge-RGV 2025 Sponsorship Request

2025 PROPOSAL

FIESTA EDINBURG

MUSIC FESTIVAL * EST. 1968



Presented By :
Ronnie Larralde
Executive Director



About Us



The Edinburg Chamber of Commerce proudly presents the 56th Annual Fiesta Edinburg! This beloved event celebrates Edinburg, a 4x All-America City and the home of the county seat. Fiesta Edinburg offers a fun, family-oriented atmosphere filled with live entertainment, food, vendors, and the Heart of America Carnival. We're excited to announce this year's festival will take place at the stunning Bert Ogden Arena, creating a memorable experience for attendees. Last year, Fiesta Edinburg attracted over 25,000 visitors, and with your support, we aim to draw an even larger crowd in 2025 with enhanced events and attractions.

As a corporate sponsor, this is your opportunity to showcase your business or organization to a broad audience.

Your partnership with the Edinburg Chamber of Commerce ensures the success of this vibrant community event, enhancing the quality of life for all. We extend our gratitude to the businesses and individuals who help make Fiesta Edinburg a success. We invite all citizens, businesses, and visitors to join us for an unforgettable celebration.

For more information on sponsorship opportunities or customized packages, please contact our Executive Director, Ronnie Larralde, at 956-383-4974. Thank you for your continued dedication to our Chamber and community.





Pachanga Title Sponsor

Investment:
\$20,000

Exclusive Title Sponsorship Recognition: Official Fiesta Edinburg sponsor featured on all printed materials, media releases, and event branding.

- Extensive Media Coverage: Inclusion in radio campaigns, promotions, commercials, and live remotes.
- Prominent Branding: Logo placement on all event advertising materials, including digital platforms.
- Exclusive Press Recognition:
 - Highlighted in the Fiesta Edinburg press conference with verbal and visual acknowledgments.
 - Inclusion in "Thank You" ads in the Edinburg Chamber E-Newsletter and press releases.
 - Featured in the Big Check Presentation with accompanying photo opportunities.
- Exclusive Merchandise Branding: Logo included on official Fiesta Edinburg T-Shirts and 16 complimentary merchandise items.
- Year-Round Promotion:
- Recognition on the Chamber website as a premier sponsor.
- Company name featured on Chamber Digital Boards for 3 months.
- On-Site Branding:
 - Prominent logo/banner placement throughout festival grounds (provided and approved by the sponsor).
 - Business name announced on-site during festival programming.
- Engagement Opportunities:
 - Complimentary 20x20 booth with tent, table, and two chairs for exhibitor activities.
 - Recognition across all social media platforms (combined reach of over 39,000 followers).
- Exclusive Sponsor Benefits:
 - No competing sponsors in your category.
 - First right of refusal as Title Sponsor for subsequent Fiesta Edinburg events.
- VIP Experience:
 - 16 VIP tickets with access to the exclusive lounge for both concert days.



Sombrero Sponsor

Investment: \$10,000

- Prominent Media Recognition:
 - Inclusion in all advertising materials and logo placement on event posters.
 - Featured in "Thank You" ads in the Edinburg Chamber E-Newsletter and press releases.
 - Participation in Big Check Presentation and photo opportunities.
 - Verbal and visual acknowledgment during the press conference.
- Branding Opportunities:
 - Logo on official Fiesta Edinburg T-Shirts.
 - Featured on the Chamber Digital Board for three months.
 - Year-round recognition on the Chamber website.
 - Prominent logo/banner placement on festival grounds (provided and approved by the sponsor).
 - Inclusion of one commercial float/vehicle in the Fiesta Edinburg Parade.
- On-Site Engagement:
 - Complimentary 10x10 booth for exhibitor activities.
 - Business name announced on-site during the festival.
- Social Media Reach: Recognition across all social media platforms (combined reach of over 39,000 followers).
- VIP Experience:
 - 8 VIP tickets with lounge access for two concert days.
 - 8 complimentary merchandise items.



Tardeada Sponsor

Investment: \$3,000

- Media Recognition:
 - Inclusion in "Thank You" ads in the Edinburg Chamber E-Newsletter and press releases.
 - Participation in the Big Check Presentation with photo opportunities.
- Branding Opportunities:
 - Featured on the Chamber Digital Board for three months.
 - Prominent logo placement on the main stage and festival grounds (provided and approved by the sponsor).
- On-Site Engagement:
 - Complimentary 10x10 booth for exhibitor activities.
 - Business name announced on-site during the festival.
- Social Media Reach: Recognition across all social media platforms (combined reach of over 39,000 followers).
- VIP Experience:
 - 4 VIP tickets with lounge access for two concert days.
 - 4 complimentary merchandise items.

Parillada Sponsor



Investment: \$1,000

- Media Recognition:
 - Inclusion in newspaper placements, "Thank You" ads, and press releases.
- Branding Opportunities:
 - Prominent logo/banner placement on festival grounds (provided and approved by the sponsor).
- Social Media Reach: Recognition across all social media platforms (combined reach of over 39,000 followers).
- VIP Experience:
 - 5 concert tickets with lounge access for one concert day.

Piñata Sponsor

Investment: \$500

- Media Recognition:
 - Inclusion in "Thank You" ads, press releases, and newspaper ads.
- On-Site Branding: Business name announced on-site during the festival.
- Social Media Reach: Recognition across all social media platforms (combined reach of over 39,000 followers).
- VIP Experience:

3 concert tickets with lounge access for one concert day.





2025

Thank You

WE LOOK FORWARD TO WORKING WITH YOU



BASIC INFORMATION

Company Name:

Contact Name:

Title:

Street Address:

City:

State:

Zip Code:

Phone Number:

E-mail:



LEVEL OF PARTICIPATION

☐ Pachanga Sponsor - \$20,000

☐ Parillada Sponsor - \$1,000

☐ Sombrero Sponsor - \$10,000

☐ Pinata Sponsor - \$500

☐ Tardeada Sponsor - \$3,000

COMPANY AUTHORIZED SIGNATURE:



BILLING INFORMATION

Payment Type: ☐ Credit Card ☐ Cash ☐ Check ☐ Send Invoice ☐ Other

Credit Card Number:

☐ Visa ☐ AMEX ☐ MC

Name on Credit Card:

Expiration Date:

/

CVV #:

Zip Code:

Authorized Signature:

Date:

(956) 383-4974

events@edinburg.com



Sponsorship Opportunities

RECEPTION SPONSORSHIP -
FEB. 1ST - ARTS DISTRICT MANSION

TITLE SPONSOR

\$5,000

- SPONSORSHIP AWARD DURING RECEPTION
- COMPANY RECOGNITION IN PRESS RELEASE
- SPEAKING OPPORTUNITY
- LOGO PLACEMENT ON PRINTING MATERIAL AND MENU

- SOCIAL MEDIA RECOGNITION
- 30 SECOND VIDEO SPOTLIGHT DURING VIDEO PRESENTATION

PLATINUM SPONSOR

\$2,500

- SPONSORSHIP AWARD DURING RECEPTION
- COMPANY RECOGNITION IN PRESS RELEASE
- LOGO PLACEMENT ON PRINTING MATERIAL AND ROTATING SLIDES

- SOCIAL MEDIA RECOGNITION

GOLD SPONSOR

\$1,000

- SOCIAL MEDIA RECOGNITION
- COMPANY RECOGNITION IN PRESS RELEASE
- LOGO PLACEMENT ON PRINTING MATERIAL

SILVER SPONSOR

\$500

- LOGO PLACEMENT ON PRINTING MATERIAL



ONE REGION, ONE VOICE

Sponsorship Opportunities

RGV ICSC INVESTOR ENGAGEMENT & BRAND VISIBILITY PACKAGE

*HOTEL NOT INCLUDED MUST BE BOOKED INDIVIDUALLY

\$2,500

SHOWCASE IN "ONE REGION, ONE VOICE":

- OPPORTUNITY TO PRESENT YOUR BRAND PROMINENTLY WITHIN THE FRAMEWORK OF OUR UNIFIED REGIONAL INITIATIVE.

PROMOTIONAL MATERIAL DISTRIBUTION:

- PERMISSION TO DISTRIBUTE PROMOTIONAL MATERIALS TO EVENT ATTENDEES, EXPANDING YOUR REACH AND BRAND RECOGNITION.

LOGO INCLUSION:

- INCORPORATION OF YOUR LOGO IN EVENT BOOTHS AND PROMOTIONAL MATERIALS, ENSURING HEIGHTENED VISIBILITY THROUGHOUT THE EVENT.

DEDICATED TABLE AND CHAIRS:

- EXCLUSIVE SPACE PROVIDED FOR DIRECT ENGAGEMENT WITH POTENTIAL INVESTORS, ALLOWING MEANINGFUL CONVERSATIONS AND CONNECTIONS.

PARTICIPATION IN RGV RECEPTION (FEBRUARY 1ST AT THE ARTS MANSION):

- ACCESS TO OUR EXCLUSIVE NETWORKING RECEPTION, OFFERING A PRIME SETTING FOR FURTHER INTERACTIONS AND RELATIONSHIP-BUILDING.



RGV DAYS AT THE CAPITOL

FEBRUARY 18-20, 2025



**ONE REGION,
ONE VOICE**

FOR MORE INFORMATION: 956-968-3141 DANIEL@RGVPARTNERSHIP.COM



RGV DAYS AT THE CAPITOL

FEBRUARY 18-20, 2025

PLATINUM SPONSOR \$5,000

- Opportunity to be included in the luncheon and reception program
- Organization's name or logo on all invites, PSAs, E-blasts, newsletter
- Sponsor may send 10 representatives to participate in event
 - includes luncheon, reception and transportation; bus transportation is optional.

GOLD SPONSOR \$2,500

- Organization's name or logo on all invites, PSAs, E-blasts, newsletter
- Sponsor may send 10 representatives to participate
- in event includes luncheon, reception and transportation; bus transportation is optional.

INDIVIDUAL PARTICIPANT \$150

- One individual may participate.
 - Includes luncheon, reception and transportation; bus transportation is optional.

**DEADLINE FOR RESERVATIONS
IS JANUARY 15, 2025**

HOTEL IS NOT INCLUDED WITH YOUR SPONSORSHIP

Hotel Booking Information

The host hotel for RGV Days at the Capitol is the Downright Austin, A Renaissance Hotel. A group booking link will be shared soon. Please stay tuned for updates via email.

REGISTER TODAY!





2025

SPONSORSHIP PACKET





2025 Sponsorship Letter

Greetings,

The Challenge-RGV 2025 marks our 16th season, and we are excited to bring yet another year of healthy lifestyle motivation to the Rio Grande Valley! This free community wellness program kicks off on Saturday, January 11, and is a collaboration between the UTHHealth Houston School of Public Health in Brownsville, the City of Brownsville, the City of Edinburg and other regional municipalities, community partners, and sponsors.

The Challenge-RGV provides participants with the tools and opportunities to make sustainable healthy lifestyle changes and lose weight when appropriate. Over the course of three months, participants have free access to gyms, exercise classes, health screenings, cooking classes, healthy food options, and community events. We emphasize the importance of social support in overcoming obstacles, and highly encourage participants to recruit their family, friends, and colleagues to register as a group. Activities are free to the public, draw hundreds of families from across the RGV, and include significant media coverage through TV, radio, print, and social media. This event is your opportunity to be an agent of healthy lifestyle change in your community while promoting your business or organization.

Please see the corresponding attachment of sponsorship levels for your review. If you are interested in becoming a sponsor for The Challenge-RGV 2025, please don't hesitate to contact our team at TheChallengeRGV@uth.tmc.edu or call The Challenge-RGV Coordinator's office at 956-755-0642. We will follow up as soon as possible. Thank you in advance for taking the time to consider this opportunity.

We look forward to a healthy, successful 2025 with your support.

Sincerely,

The Challenge-RGV 2025 Planning Committee

We'd like to invite your organization to consider sponsorship for:
The Challenge-RGV 2025 from January 11th through April 26th.
You will be supporting a program that has already helped participants lose over 25,000 pounds!

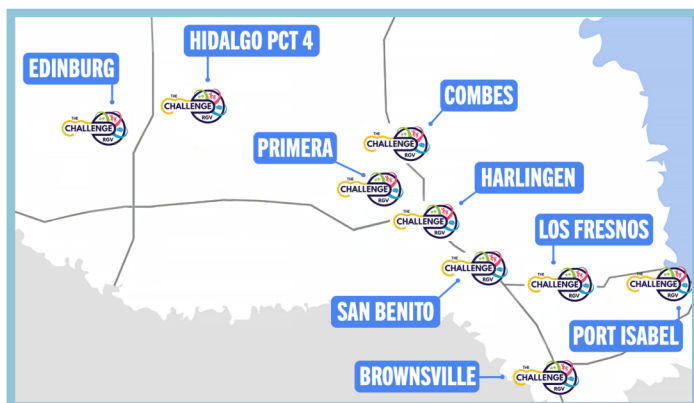
LOWER VALLEY

KICK-OFF
JAN 11TH, 2025
9:00 a.m. - 12:00 p.m.
📍 **Brownsville Farmers Market**
East 6th Street &, E Ringgold St,
Brownsville, TX 78520

UPPER VALLEY

KICK-OFF
JAN 25TH, 2025
9:00 a.m. - 12:00 p.m.
📍 **Edinburg City Hall Courtyard**
415 W. University Dr,
Edinburg, TX 78539

Additional Weigh-Ins: January 15th to January 31st, 2025



IMPORTANT EVENTS AND DATES

Our event is expanding to additional locations across the Rio Grande Valley, bringing access to healthy lifestyle tools and uniting communities in a culture of health.





2025 Sponsorship Benefits

Your sponsorship will help make the 16th season of The Challenge-RGV possible.
We anticipate 1,500+ participants.

Benefits	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000	Titanium \$10,000
Logo displayed and promoted on social media	X	X	X	X	X
Exhibitor table at registration and finale event	X	X	X	X	X
Logo displayed on The Challenge-RGV T-shirts	X	X	X	X	X
Logo featured in all print media for The Challenge-RGV		X	X	X	X
Banner with logo displayed prominently at press conference and all The Challenge-RGV events			X	X	X
Featured stage time at The Challenge-RGV finale event				X	X
On-site weigh-in for employees and patrons (RGV Location)				X	X
On-site weigh-out for employees and patrons for finale (RGV Location)					X
Headline Event Sponsor for Opening Ceremony, Mid-point & Finale with option to MC or host the mid-point event					X

Other ways you can contribute:

- Donate raffle items like bicycles, goodie bags, lunch boxes, gym memberships, etc.
- Donate gift cards from healthy establishments like Academy Sports + Outdoors, Dick's Sporting Goods, Foot Locker, H-E-B, Walmart, etc.
- Donate towards cash prizes for participants.





2025 Sponsorship Form

SPONSORSHIP SELECTION

☐ Titanium - \$10,000

☐ Platinum - \$5,000

☐ Gold - \$2,500

☐ Silver - \$1,000

☐ Bronze - \$500

☐ Other donation: _____

(Enter amount or item)

PAYMENT OPTIONS

Name _____

Company Name _____

Address _____

City/State/Zip code _____

Office phone _____ Ext. _____ Cellphone _____

Email _____

Check To: ☐ Healthy Communities of Brownsville INC ☐ Edinburg Chamber of Commerce

A check made out one of the selections above is enclosed for the amount of \$ _____ Check # _____

Invoice: ☐

Please send an invoice to the attention of _____ to the following email or address (if different from above):

_____ for the amount of \$ _____

You can submit your form by email, mail or registering directly online!

Online: You can register online at: bit.ly/TheChallengeRGV-Sponsorship

Email: Send completed form and send your company logo to: TheChallengeRGV@uth.tmc.edu

Mail: Submit filled form to the location you've been in communication with:

Healthy Communities of Brownsville INC
ATTN: The Challenge-RGV
780 Ringgold Rd
Brownsville, TX 78520
Office: (956) 755-0600
Cellphone: (956) 983-2293

Edinburg Chamber of Commerce
Edinburg Chamber of Commerce / Challenge
602 West University Drive
Edinburg, TX 78539
(512) 433-9570

Scan QR Below for:
IRS 8 Tips for Deducting Charitable Contributions



Your monetary or in-kind donations are entitled to a tax deduction. Consult a local tax advisor or your accountant to complete this process.

For more information please contact The Challenge-RGV Coordinator, Jessica Perez, at (956) 755-0642.

THANK YOU IN ADVANCE FOR YOUR SUPPORT!



Edinburg Economic Development Corporation

Meeting Date: January 20, 2025

Consider approval of FY25 Staffing Service Agreement between the City of Edinburg and the Edinburg Economic Development Corporation.

1. Agenda Item:

Consider approval of FY25 Staffing Service Agreement between the City of Edinburg and the Edinburg Economic Development Corporation..

2. Description/Scope:

The City of Edinburg provides the EEDC with services as listed below. The amount for these administrative services is \$350,000 as described in the agreement. The City shall submit invoices quarterly to the EDC and reimbursement shall be due within 30 days.

- Accounting and financial services, including but not limited to monthly financial statements acceptable to the Board;
- Human Resources services, including payroll and benefits management;
- Information technology services; and
- Media and communications services.

3. Estimated Timeline:

The Term of this agreement shall be October 1, 2024 to September 30, 2025.

4. Budget:

The EDC FY 2024-2025 budget includes up to \$500,000.00 for administrative Services.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval.

7. Justification:

The costs for the services above, if undertaken by the EEDC on its own, would be much higher than what it costs for the city to perform those services.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Staffing Services Agreement

**STAFFING SERVICES AGREEMENT
EDINBURG ECONOMIC DEVELOPMENT CORPORATION
AND CITY OF EDINBURG, TEXAS FY 2025**

THE STATE OF TEXAS §
 §
COUNTY OF HIDALGO §

This Staffing Services Agreement (“Agreement”) is made and entered into by and between the City of Edinburg, Texas (the “City”) and the Edinburg Economic Development Corporation (“EDC”).

WHEREAS, pursuant to The Texas Development Corporation Act, Texas Local Government Code Chapters 501, 502 and 505 (the “Act”), the City created the EDC and collects, on behalf of the EDC, an additional sales and use tax of which a portion may be used by the EDC to pay certain administrative costs; and

WHEREAS, the EDC desires to utilize certain services and support of City staff in furtherance of its work to promote economy and efficiency in the use of the additional sales tax revenues it receives; and

WHEREAS, the City has determined that providing certain personnel and services to the EDC will be mutually beneficial to the City and the EDC, will promote local economic development, and stimulate business and commercial activity within the City, all in furtherance of the purposes of the EDC; now, therefore,

FOR AND IN CONSIDERATION of the mutual covenants, agreements, and benefits accruing herein to each party, the City and the EDC hereby agree as follows:

1. **Services**

The EDC shall utilize City employees to perform the following services for and on behalf of the EDC:

- a. Accounting and financial services, including but not limited to monthly financial statements acceptable to the Board;
- b. Human Resources services, including payroll and benefits management;
- c. Information technology services; and
- d. Media and communications services.

2. **Responsibility Conflicts**

The City and EDC acknowledge that from time to time conflicts between a city employee’s primary responsibilities to the City and requests for services from the EDC may arise. The City and the EDC encourage employees to bring conflicts to the attention of the City Manager, who shall consult with the EDC Executive Director as necessary to prioritize demands and resolve any

conflicts. If such conflicts cannot be resolved through informal discussions, the EDC may provide written notice to the City and provide the City a period to cure of 30 days. If reasonable conflicts continue past this cure period and result in material loss or hardship to the EDC, the EDC may terminate the Services listed above that are the reason for the material loss or hardship and the EDC shall no longer be required to pay for such Services for the remainder of the term.

City employees performing services for the EDC are subject to applicable City policies at all times.

3. Facilities and Equipment

The City shall provide facilities and equipment for the EDC's use when requested by the EDC. The City Manager shall consult with the EDC Executive Director as necessary to assign and schedule such facilities and equipment.

4. Consideration

Subject to the conflicts provision above and the paragraph below, the EDC agrees to pay a sum of \$350,000 for services to be performed for FY 2025. This amount is based on the City's reasonable estimate for time City employees are anticipated to spend performing services on behalf of the EDC and the EDC's use of City facilities and equipment during the term of this Agreement. City shall submit invoices quarterly to the EDC and reimbursement shall be due within 30 days.

5. Term

The term of this Agreement shall be October 1, 2024, to September 30, 2025.

6. Notice

All notices and communications regarding the term of this Agreement to any party shall be in writing. If mailed, any notice or communication shall be deemed to have been received three (3) days after the date of its deposit into the United States mail, first class, postage prepaid. Unless otherwise provided in this Agreement, all notices shall be delivered to the following address:

City of Edinburg
Attention: City Manager
415 W. University Drive
Edinburg, Texas 78539

Edinburg Economic Development Corporation
Attention: Executive Director
3111 W. Freddy Gonzalez Dr.
Edinburg, Texas 78539

7. Parties in Interest

This Agreement shall be for the sole and exclusive benefit of the City and the EDC and shall not be construed to confer any benefit or right upon any other parties.

8. Severability

In the event any clause, phrase, provision, sentence, or part of this Agreement shall for any reason be adjudged invalid or held unconstitutional by a court of competent jurisdiction, it shall not affect, impair, or invalidate this Agreement as a whole or any part or provision hereof other than the part declared to be invalid or unconstitutional.

9. Entire Agreement

This Agreement contains the entire agreement between the parties and supersedes all other negotiations and agreements with respect to the matters addressed herein, whether written or oral.

IN WITNESS WHEREOF, this Agreement has been executed by the duly authorized officers of the City of Edinburg, Texas and the Edinburg Economic Development Corporation, as of _____, 2025.

CITY OF EDINBURG:

BY: _____
Myra L. Ayala, City Manager
City of Edinburg
415 W. University Dr.
P.O. Box 1079
Edinburg, Texas 78540
Phone: (956)383-5661
Fax: (956)383-7111

ATTEST:

BY: _____
Clarice Y. Balderas, City Secretary

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

BY: _____
EEDC Board President

ATTEST:

BY: _____
EEDC Board Secretary



Project Manager Report – December 2024/January 2025

Commercial Development:

Commercial Permit Values:

New Commercial Permit Value

December 2024: **\$3,631,950**

- Sonic Drive I: 2563 S. Raul Longoria Rd. – \$1,600,000
- Valvoline Instant Oil Change: 1715 W. University Dr. – \$1,449,000

Commercial Additions/Repairs Permit Value

December 2024: **\$5,336,796**

Multifamily New/Addition/Remodel Permit Value

December 2024: **\$1,131,653**

<u>PERMIT VALUATIONS</u> (\$)	December 2024	December 2023	YTD 2024	YTD 2023
New Homes	\$ 9,878,845	\$ 10,923,025	\$ 171,931,928	\$ 131,347,240
Residential Alterations	\$ 541,723	\$ 419,549	\$ 10,901,801	\$ 10,692,449
Multi-Family	\$1,131,653	\$ 2,847,600	\$ 39,170,246	\$ 98,622,833
Commercial: New	\$ 3,631,950	\$ 1,150,000	\$ 68,335,318	\$ 100,665,085
Commercial Alterations	\$ 5,345,296	\$ 7,751,229	\$ 30,755,735	\$ 55,691,852
TOTAL	\$ 20,529,467	\$ 23,091,403	\$ 321,095,028	\$ 397,019,459

**City of Edinburg Building Permit Values*

Current Subdivisions:

- Subdivisions Under Construction: 34
Number of Lots: 1,762
 - Subdivisions Under Construction Review: 44
Number of Lots: 1,297
 - Subdivisions Under Preliminary Review: 74
Number of Lots: 2,128
- Total Subdivisions: 163
 - Total Rooftops: 10,627
 - Total Lots: 6,002

**City of Edinburg Engineering Department, [Subdivision Metrics](#) (January 2025).*

ICSC Red River

Staff is actively preparing for ICSC Red River, taking place on January 29-31, 2025. We are finalizing marketing collateral to showcase Edinburg's unique opportunities and value propositions. Additionally, we are coordinating meeting schedules and collaborating with Retail Strategies to conduct outreach and secure meetings with potential leads, prospects, and key industry players.

Facade and Lot Improvement Program (FLIP)

- The EEDC committed \$400,000 for Fiscal Year 2023-2024 to support at least 38 qualifying small businesses (up to \$10,000 each).
- To date, 31 projects have been completed. Photo opportunities continue to be scheduled based on the business owners' availability.
- Seven projects were granted deadline extensions and are currently in progress. These businesses have until January 31, 2025, to complete their projects.
- Staff is actively preparing to launch FLIP 2.0 within the next few weeks.

Liftfund Edinburg

The Edinburg EDC has allocated \$100,000 to this program for Fiscal Year 2024-2025. As of December 31, 2024, the following outcomes have been achieved:

- **Loan Activity:** Two loans have been approved and disbursed, totaling \$105,062.
- **Job Creation:** Eight full-time jobs and 10 part-time jobs were created.
- **Job Retention:** Thirty full-time jobs and five part-time jobs have been retained.

Workforce Development

Funding Opportunities for Small Businesses: We are partnering with the Edinburg Chamber of Commerce, U.S. Small Business Administration, and LiftFund to host informational sessions on funding resources available to small businesses. These sessions will cover funding resources, including our own Interest Buy Down Program, designed to support local entrepreneurs by reducing financing costs.

Attendees will gain insights into accessing capital, navigating funding opportunities, and leveraging resources to grow their businesses. This collaboration emphasizes our commitment to fostering a thriving small business community in Edinburg.

- Date: February 5, 2025
- Location: Edinburg Chamber of Commerce
- Time: 3:30 PM to 5:00 PM

Financial Management Internship Program: In partnership with UTRGV, the Economic Development 2040 Committee, and Edinburg EDC, this program bridges academic learning with real-world banking experience to build a skilled workforce for the Rio Grande Valley's banking sector.

Edinburg EDC recently hosted a luncheon introducing the program to over 12 financial institutions to secure their support. Staff and UTRGV are finalizing program details and scheduling follow-up meetings with banks.

The program is set to launch during UTRGV's Summer III semester (June 9–August 22), preceded by an MOU signing event with committed banks. This initiative aims to strengthen the local financial industry and provide valuable opportunities for students.

ECISD and RGV Home Builders Partnership: The Edinburg EDC, in collaboration with the Edinburg 2040 Economic Development Committee, is developing partnerships to address workforce development needs. Executive Director Raudel Garza recently toured ECISD's Career & Technical Education (CTE) facility with representatives from the RGV Home Builders Association and the Edinburg 2040 Committee. The visit highlighted ECISD's diverse programs and the potential to prepare students for in-demand careers.

We are proposing a collaborative program with ECISD's CTE center and the RGV Home Builders Association to meet the growing demand for skilled construction labor. Set to launch in Fall 2025, the program will offer hands-on training, leadership development, and career exploration workshops, along with scholarships, field trips, and a career fair to connect students with job opportunities.

Hotel Study

The Edinburg EDC has engaged HVS, a globally recognized leader in hospitality consulting, to conduct a comprehensive hotel market study for Edinburg. An initial summary of findings has been submitted by HVS and is currently under review, with the final report expected within the next two weeks.

This study will serve as a crucial tool in guiding Edinburg's strategic hotel development and supporting the city's continued growth as a regional destination. Additionally, the insights and data from this report will enhance our efforts to effectively pitch Edinburg to potential investors and developers at future tradeshow and industry events.



Labor Market Information for Rio Grande Valley & Laredo Areas

NOT SEASONALLY ADJUSTED FIGURES

Geographic Area	Nov-24			Oct-24	Nov-23		
	Civilian Labor Force	Unemployed	Rate	Rate	Civilian Labor Force	Unemployed	Rate
USA	168,164,000	6,708,000	4.0%	3.9%	167,977,000	5,827,000	3.5%
Texas	15,621,025	655,510	4.2%	4.1%	15,207,323	536,761	3.5%
Workforce Solutions	422,806	26,766	6.3%	5.8%	413,773	22,809	5.5%
Hidalgo County	390,310	23,841	6.1%	5.5%	382,321	20,400	5.3%
Starr County	25,409	2,436	9.6%	8.7%	24,516	1,980	8.1%
Willacy County	7,087	489	6.9%	6.7%	6,936	429	6.2%
McAllen	73,628	3,244	4.4%	4.2%	72,285	2,775	3.8%
Mission	38,197	2,196	5.7%	5.5%	37,447	1,893	5.1%
Edinburg	52,524	2,553	4.9%	4.6%	51,428	2,077	4.0%
Pharr	34,346	2,167	6.3%	5.7%	33,718	1,939	5.8%
San Juan	16,832	1,159	6.9%	5.8%	16,452	973	5.9%
Weslaco	18,745	1,326	7.1%	6.2%	18,297	1,094	6.0%
Workforce Solutions Cameron	189,076	10,213	5.4%	5.1%	182,619	8,585	4.7%
Harlingen	27,905	1,525	5.5%	5.2%	26,904	1,236	4.6%
Brownsville	84,980	4,583	5.4%	5.1%	82,156	3,930	4.8%
San Benito	10,191	557	5.5%	5.6%	9,842	468	4.8%
Workforce Solutions S. Texas	132,141	5,712	4.3%	4.2%	128,519	4,581	3.6%
Webb County	125,441	5,256	4.2%	4.1%	122,122	4,240	3.5%
Laredo	120,303	5,006	4.2%	4.0%	117,126	4,038	3.4%

SEASONALLY ADJUSTED FIGURES

USA	168,286,000	7,145,000	4.2%	4.1%	168,127,000	6,262,000	3.7%
Texas	15,536,073	651,506	4.2%	4.1%	15,132,852	588,105	3.9%

Source: Texas Workforce Commission, Texas Labor Market Review, December 2024 issue.

Unemployment Recap:

- The Texas (seasonally adjusted) unemployment rate is at 4.2% for November 2024.
- Hidalgo County's unemployment increased by 0.6 to 6.1%.
- Edinburg continues to have the second lowest unemployment rate in the RGV with a rate of 4.9% for November 2024.



MEMORANDUM

To: Raudel Garza, Executive Director, Edinburg EDC
From: Carlos Garza, Project Manager, Edinburg EDC
Date: January 17, 2025
Subject: Industrial Status Report

Projects

The Edinburg EDC Industrial Park active projects.

- RGV CDL (1) – Ribbon Cutting
- RGV CDL (2) – Building Permit
- Nicho Produce – Design
- BPS Systems – Predevelopment Meeting
- Kapal Cabinets, Granite & Quartz – 1st Year Submitted Agreement
- CIL Logistics – Design
- Bagley Produce – Closed on Property

Other Projects

The Edinburg EDC is working other projects including:

- Airport Industrial Master Plan:
 - Status: Completed
- LRGVDC Transit Center 1st Floor:
 - Status: Bidding Process

Prospects

Project Manager is currently working with 55 prospects in the following business categories:

Expansions

- Food Manufacturing
- Custom Product Manufacturing
- Fresh Fruit and Vegetable Logistics
- Other technical and trade schools
- Metal Manufacturing
- General Warehousing and Storage
- Building Material and Supplies Dealers

Relocations

- General Freight Trucking, Local and Long Distance
- All Other Miscellaneous General Purpose Machinery Manufacturing
- Fresh Fruit Wholesale

New Businesses

- General Warehousing and Storage
- Battery Storage
- Fruit and Vegetable Research Lab
- Software and Technology

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

www.edinburgedc.com



- Data Storage
- Plastics Manufacturer
- PVC Manufacturer
- Airport Hangar Construction

Business Retention & Expansion

The Business Retention and Expansion (BRE) program is ongoing and the survey is sent to businesses after every meeting. Responses are confidential.

- Met with Johnny's True Value
- Met with Frutura Produce
- Met with Fresh Connect

Industries include:

- Manufacturing
- Healthcare
- Education
- Technology
- Accommodation and Food Service
- Utilities

Properties

- Replat of Lot 10 (Lots 1, 2, and 3) – 17.73 Acre Properties Along Republic Drive
- North Industrial Park, Lot 4 – 25 Acres Along Democracy Drive
- 221 N 6th Street
- 610 W Cano Street
- Cano Avenue – East Side of the 610 W Cano Street

Expos and Conferences Attended:

- UTRGV-Railway Safety Collaborative Research Partnership Signing Ceremony/UTRGV McAllen Administration Building – January 16, 2024

Edinburg Economic Development Corporation



2.1k

Facebook Page Visits



102k

Facebook Page Reach



206

New Page Likes



13,833

Page Followers

@Edinburgtxedc



4

Profile Visits



780

Impressions



69

Total Followers



4

New Followers

@edinburgedc



126

Accounts Engaged



2090

Accounts Reached



1829

Total Followers



46

New Followers

Edinburg Economic Development Corporation (EEDC)



53

Page Views



6,498

Post Impressions



1,318

Total Followers



50

New Followers

Edinburg Economic Development Corporation

raudel@edinburgedc.com

edinburgedc.com

956-388-8914

November/December 2024 Edinburg EDC Engagements

Events:

- Commercial Investment Tour (November 2024)
- Sabrina Walker Hernandez Luncheon (November 2024)
- South Texas Health Systems Tour (November 2024)
- Edinburg EDC- UTRGV Business Internship Meeting (November 2024)
- Fajitas for Finance for financial literacy and job fair attendees. (Nov 2024)
- ACE Center Ribbon Cutting (November 2024)
- Leadership Edinburg Class 36 Presentation (November 2024)
- EDC Thanksgiving Luncheon (November 2024)
- Christmas Photo Op for Greeting Cards (electronic & print)
- 2nd Annual EDC Christmas Appreciation Luncheon (Dec 2024)

Professional Development:

- TEDC Board Retreat
 - Raudel Garza (December 2024)

Marketing Campaigns:

- **Billboard border campaign:**
 - "Explore Edinburg" billboard border campaign launched to attract visitors and businesses in Mexico. (November 2024)
- **Media Coverage:**
 - Rio Grande Guardian Interview with Raudel Garza
 - Rio Grande Guardian Article "Edinburg Leaders Have Big Plans for South Texas International Airport"
 - RGVision Article Interview "Moving Industry Forward"
 - RGVision Video Interview
- **Photo Ops:**
 - Valley Offices Statewide Insurance
 - Nietos Auto Service
 - La Paloma Restaurant
 - Pro Pit

ICSC Red River in Dallas TX: January 29-31, 2025

- 10x20 (Booth #1045)
- Purchased: High Top Tables, Chairs, Electrical, Carpet, Counter
- Backdrop graphic ready and is now in production for printing
- Hotel: Hyatt Hotel
- Attending:
 - Board: Marc Moran, Dan Diaz, Sandra Alaniz
 - Staff: Raudel, Letty, Carlos

Upcoming

- **Initiatives:**

- Launch FLIP 2.0 in (February 2025)
- LiftFund Informational Sessions (February 4, 2025)
- Moving Forward College Signing Day for students with disabilities (May 2025)
- Financial Management Internship Program (Summer 2025)
- TEDC Sales Tax Workshop (September 2025)

2025 February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
		Team Texas: MD & M West, Anaheim, California				
9	10	11	12	13	14 <i>Valentine's Day</i>	15
16	17	18	19	20	21	22
		RGVP: Days at The Capitol "One Region, One Voice"				
23	24	25 Regular Board Meeting	26	27	28	
			TEDC Winter Conference, Austin TX			

Professional Development

Conferences

2025

March

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

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 <i>Good Friday</i>	19
20 <i>HAPPY EASTER</i>	21	22 Regular Board Meeting	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 	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 	27 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 	16	17	18 	19	20	21
22	23	24 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 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 31	25	26 Regular Board Meeting	27	28	29	30

2025 September

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 Regular Board Meeting	24	25	26	27
28	29	30				

January 17, 2025

■ **I-69 DAY IN AUSTIN** – Our I-69 Austin Day for 2025 will be February 27th. Alliance members and I-69 supporters are encouraged to join in this opportunity to meet with state legislative leaders and lawmakers to discuss the importance of I-69, progress to-date and the opportunities for action to support further I-69 development. Event sponsorships are available. Sponsors and/or participants can register using the form available at www.i69TexasAlliance.com ([HERE](#)).



■ **FOLLOWING THE LEGISLATURE** – The 2025 legislative session started with a bang Jan. 14th with the election of Speaker Dustin Burrows of Lubbock. In this year's session the I-69 Alliance is focused on protecting existing state funding sources for transportation. This includes continuation of the policy of no diversions from the State Highway Fund. We will be working with other transportation advocates to highlight the expanding highway funding gap resulting from a growing state population, commercial expansion, international trade, aging roads and bridges, and persistent inflation. The highway construction cost index increased by 7.3% over the past year, eroding the buying power of revenues coming into the Highway Fund.

New legislators from districts on the I-69 route include: Senators Adam Hinojosa of Corpus Christi and Molly Cook of Houston; and House Members Joanne Shofner of Nacogdoches, Janis Holt of Silsbee, Matt Morgan of Houston, A. J. Louderback of Victoria, Denise Villalobos of Corpus Christi, Don McLaughlin of Uvalde and Lauren Simmons of Houston.

■ **HOUSTON DISTRICT ENGINEER** – Glenn Allbritton is the new DE for the TxDOT Houston District. He takes over from the retiring Eliza Paul. Allbritton was previously DE for the Abilene District and has 26 years of experience with the department. He helped manage TxDOT recovery efforts in the Houston area following Hurricane Harvey and Hurricane Beryl. The Houston District includes 86 miles of I-69 crossing Montgomery, Harris and Fort Bend Counties.



Allbritton

■ **TOP 100** – The annual list of the top 100 most congested road segments in Texas is out and four are on the I-69 Corridor. Numbers 5, 6 and 30 are sections of I-69 in downtown and southwest Houston. Number 41 is the segment of I-2 just west of I-69C in McAllen and Pharr. While discussing the Texas Clear Lanes program in December,

Transportation Commission Chairman Bruce Bugg noted that congestion is a problem in rural area as well as large cities and that TxDOT is prioritizing those roadways as well as metro gridlock.

■ **2025 I-69 DC FLY-IN DATES** – Please save the dates and plan to be part of the Alliance delegation meeting with Members of Congress and federal highway officials during this year's I-69 DC Fly-In on March 12-13.

■ **MARSHALL RELIEF ROUTE** – The City of Marshall has been granted a \$16 million State Infrastructure Bank low-interest loan to pay for relocation of city water and wastewater utilities associated with upcoming construction of the Interstate 369/I-20 project. TxDOT recently issued a Finding of No Significant Impact (FONSI) for the preferred alternative alignment of the relief route that will be built on the east side of Marshall.

■ **ODEM RELIEF ROUTE** – TxDOT will hold a public meeting Jan. 30th at Odem Junior High and online to provide an update on the environmental study underway to evaluate I-69E route alternatives between I-37 and Sinton in San Patricio County. A 2023 route planning study identified three route options covering this 10-mile section of US 77. I-69E runs concurrently with I-37 across the Nueces River and the Odem project will include a new I-69 interchange with I-37 north of the river bridges which are now being replaced.

■ **RGV I-69 CONNECTOR** – TxDOT will conduct scoping meetings Jan. 21 in Edinburg and Jan. 23 in Santa Rosa on the proposed highway connector between I-69 Central in Edinburg and I-69 East on the north side of Harlingen. This new freeway parallel to I-2 will cover about 25 miles and is in the environmental review and final route selection stage.



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

To add additional recipients to this newsletter distribution, email their full contact information to: don@therodmanco.com

Projected Revenues for FY 2026-2027 Biennium

Highway funding projections are included in the state's official Biennial Revenue Estimate (BRE) which Texas Comptroller Glenn Hegar delivered to the Legislature on Jan. 13.

The BRE covers the two years starting Sept. 1, 2025, and projects modest growth in the amounts expected to flow to the State Highway Fund (SHF) during the biennial budget period.

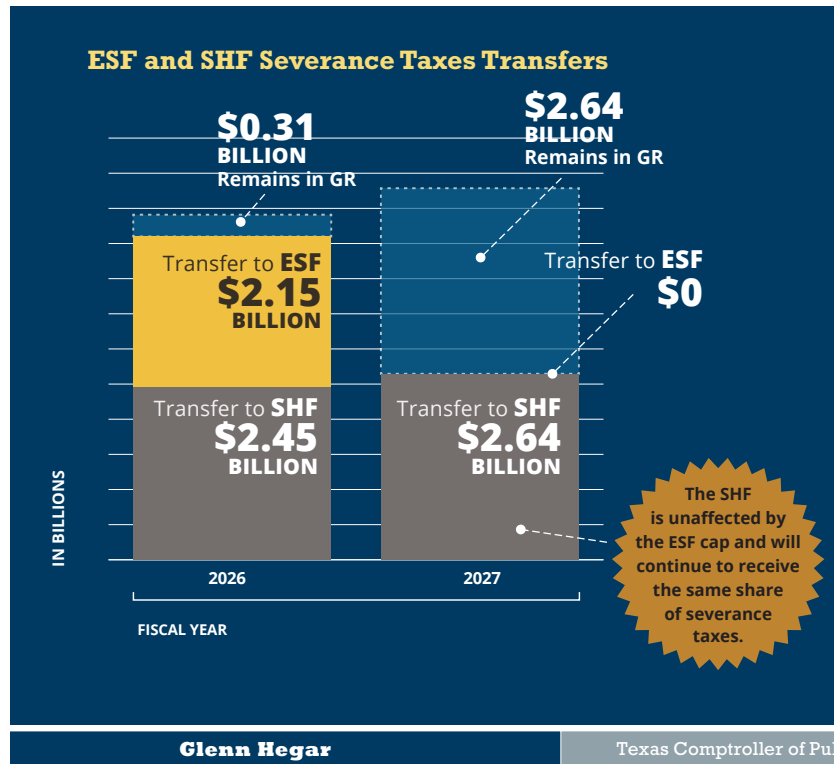
That includes \$5.1 billion in oil and gas severance tax revenues dedicated to highways by voters in Prop. 1 approved in 2014. Severance tax revenues are shared between the Highway Fund and the Economic Stabilization Fund (ESF-Rainy Day Fund). The expected revenues in this category are shown in the adjacent chart from the Comptroller's Office.

The Comptroller projects that tax collections on crude oil will be strong in the coming biennium but slightly below the record levels in 2022 and 2024.

The revenue estimate also includes \$2.5 billion each year for highways coming from dedicated sales tax revenue, an allocation approved by voters in Prop. 7 back in 2015.

Other highway fund projections include \$5.8 billion in state motor fuel tax revenues and approximately \$1.33 billion in motor vehicle sales tax revenue.

TxDOT's baseline funding request for FY 2026-27 covering all aspects of department operations is \$40.9 billion including an anticipated \$12 billion in federal funds.



Membership Opportunity

The Alliance is a membership-based organization. We are able to support the significant advancements on I-69 due to the financial support of members. We invite companies to participate in this effort as Alliance associate members. Please consider joining. Scan this QR code for more membership information.



SCAN ME

GET MORE INFORMATION: <http://www.i69texasalliance.com/NewsUpdates/AssociateMembersWelcome.html>

NEW MAILING ADDRESS – The Alliance for I-69 Texas has a new mailing address: 101 N. Shoreline, Suite 500, Corpus Christi, Texas 78401.



Alliance for I-69 Texas

Alliance Contacts: Jennifer Shepard, Alliance Executive Director & State Representative - (703) 963-3822; Jennifer@jgshepard.com
Larry Meyers, Washington Representative - (202) 484-2773; LMeyers@hslawmail.com
Don Rodman - State Adviser & Communications - (361) 877-0409; don@therodmanco.com
Judge Sydney Murphy, Alliance Board Chairman - (936) 327-6813; smurphy@co.polk.tx.us
101 N. Shoreline, Suite 500, Corpus Christi, Texas 78401

www.i69TexasAlliance.com

January, 2025

December 16, 2024



TEXAS TARGETING ECONOMIC GROWTH – Texas Transportation Commission member Steven Alvis said that Texas will soon be the 7th largest economy in the world surpassing France. In his remarks at the Dec. 6th Alliance Annual Meeting at the offices of Greater Houston Partnership, Alvis pointed to dozens of major companies that have moved to the state and 360 more companies are in the pipeline trying to get to Texas. “It is going to be so explosive. We are going to look back five or ten years from now to the infrastructure that is built in our state. It is already better than any state in the nation,” he said, highlighting that Dallas, for instance, is likely to become the country’s money and banking center larger than New York.

He noted that while the official prediction is that Texas will grow from the current 30 million population to 40 million in 2050, it is more likely to grow to 50 million. He pointed to TxDOT’s 2050 Plan which predicts a highway funding gap of about \$600 billion over the next 25 years. He called for Alliance members to focus on that funding need. He called expanded transportation capacity the key economic engine that will drive the state’s GDP growth.

2024 WAS A YEAR OF I-69 PROGRESS – Harrison County Judge Chad Sims was the host at the well-attended Annual Meeting Luncheon. He noted that the unwavering support of elected officials and local leaders along the I-69 route for the completion of a seamless I-69 corridor in Texas is what drives the success of the Alliance. He pointed out that 220 miles of the system are part of the Interstate Highway System and an additional 40 more miles are open to traffic and awaiting final interstate designation. He noted that the 2025

UTP includes about \$13 billion for more than 80 projects on the I-69 system over the next decade. In the past two year TxDOT has awarded \$2.4 billion in I-69 contracts including 11 major projects and 20 smaller system upgrades.

I-69 ADVOCACY - Alliance members are working collectively on all fronts to secure more funding to accelerate I-69 development. Board members approved a list of state and federal priorities for 2025. The Alliance will be encouraging members of the Texas Legislature to provide full allocation of constitutionally dedicated funding for TxDOT and to continue the policy of no diversions from the Highway Fund. We will urge state leaders to establish a Blue Ribbon Committee to identify the size of the annual shortfall in state highway funding. At the federal level the Alliance will support provisions in the next transportation authorization bill that will support accelerated I-69 development. We will also continue to encourage Members of Congress to seek community project funding for I-69 projects.

SAVE THE DATES – Please plan to be part of our delegations as we work in Austin and Washington in 2025. Join us on February 27th for I-69 Austin Day. And make sure your community is represented as we meet with Members of Congress and the new Administration in this year’s I-69 DC Fly-In on March 12-13.

NEW MAILING ADDRESS – The I-69 Alliance has a new mailing address: 101 N. Shoreline, Suite 500, Corpus Christi, Texas 78401.



Murphy



Sims



Schwebel



Britton

ALLIANCE OFFICERS FOR 2025 – Alliance officers were elected at the Annual Meeting. Re-elected for another year were Chairman Sydney Murphy, County Judge of Polk County; Vice Chairman Chad Sims, County Judge of Harrison County; and Vice Chairman Gerry Schwebel, executive vice president of IBC Bank. Port of Corpus Christi Authority CEO Kent Britton was elected secretary-treasurer taking the place of Commissioner David Garza of Cameron County who served in that position for many years and continues as an active Alliance board member.

Thanks to the Partners Who Helped Make Our Annual Meeting Possible



EVENT PARTNER



SILVER



BRONZE



Membership Opportunity

The Alliance is a membership-based organization. We are able to support the significant advancements on I-69 due to the financial support of members. We invite companies to participate in this effort as Alliance associate members. Please consider joining in. Scan this QR code for more membership information.



SCAN ME

GET MORE INFORMATION: <http://www.i69texasalliance.com/NewsUpdates/AssociateMembersWelcome.html>

In 2024 the Alliance Continued to Keep the Spotlight on I-69



I-69 Delegation Meeting With Sen. Ted Cruz During Alliance DC Fly-In



February Groundbreaking Ceremony Starting \$360 Million I-69W Project in Laredo



Local Officials Celebrate the Start of the \$343 Million Wharton Relief Route in May



South Texas Groundbreaking Ceremony Kicking Off Construction on 20 Miles of I-69E in Kenedy County



Houston and TxDOT Officials Mark Completion of the I-69/I-610 Interchange Expansion



2024 Alliance Annual Meeting Included Reports From TxDOT District Engineers and Planners



Alliance for I-69 Texas

Alliance Contacts: Jennifer Shepard, Alliance Executive Director & State Representative - (703) 963-3822; Jennifer@jgshepard.com
Larry Meyers, Washington Representative - (202) 484-2773; LMeyers@hslawmail.com
Don Rodman - State Adviser & Communications - (361) 877-0409; don@therodmanco.com
Judge Sydney Murphy, Alliance Board Chairman - (936) 327-6813; smurphy@co.polk.tx.us
101 N. Shoreline, Suite 500, Corpus Christi, Texas 78401

www.i69TexasAlliance.com

December, 2024