



A Letter from Our Executive Director

Tee it high and let it fly!

To our economic development followers, I'd like to say thanks for allowing us to share some of what is happening here in Edinburg. This is my first newsletter here, but not my first blog post. This 'Letter from the Executive Director' is essentially an op-ed. It is part of my view of things, and not intended to be anybody else's view. I like to tell stories, or use analogies & even parables. I try to relate things that I'm familiar with to others through these methods. I hope you enjoy our newsletters as we will be sending them out on a more regular basis.

To me, golf is a great game. Sometimes. If you're playing well and putts are going in, it can be a lot of fun. If we can, golfers like to travel and play different courses. Although one has to swing the clubs the same, the courses aren't the same. Each course and each hole present different challenges. Your mindset is the same though - hit the ball as pure as you can, chose the right stick, and make the putts count.

Some courses have lots of water. Some courses have lots of sand traps. Some are hilly. Some are flat, but the wind is unforgiving and brutal. As a golfer, you have to learn to play no matter the conditions and no matter the location.

Economic Development is similar in that no matter where you are practicing it, each company you work with will present a different challenge. Practicing really does help make one better. Studying about businesses and understanding their challenges is a must. When playing a new course, you have to study the layout, look at the greens and fairways, and even get advice from others who have played that course. It is the same thing in economic development: Study, understand, and then communicate. After all that occurs, there's only one thing left to do- execute and have fun!!

Have a great day!
-Raudel Garza



Board Announcements: A Farewell and a Warm Welcome



Thank You for Your Service, Dan Diaz!

The Edinburg EDC extends our heartfelt gratitude to Daniel "Dan" Diaz for his dedication and service on the EDC Board. His commitment and contributions have played an important role in fostering economic growth and supporting our community's development.

Thank you Dan, for your leadership and efforts in helping shape a brighter future for Edinburg!



Welcome Aboard, David Salazar!

The Edinburg EDC is excited to welcome Councilmember David Salazar to our Board of Directors! Elected to office in 2023, David brings valuable leadership and a deep commitment to serving our community.

We look forward to his insights and dedication as we continue working towards economic growth and new opportunities for Edinburg!

Strengthening Partnerships

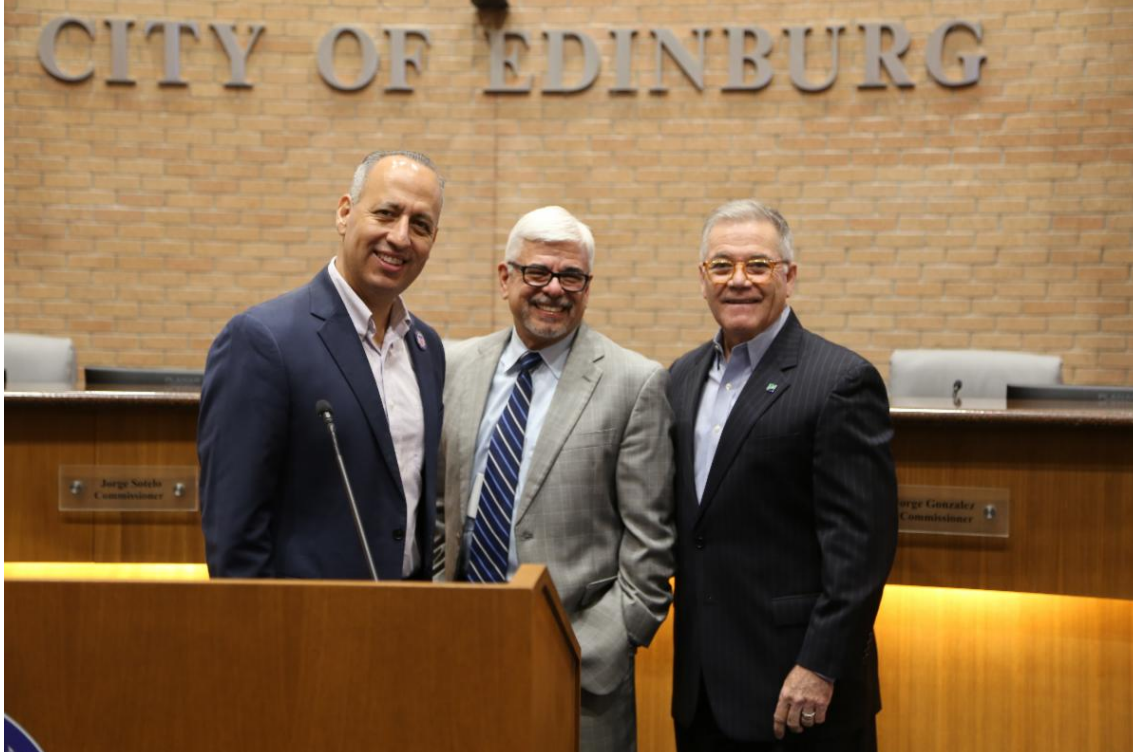


Raudel Garza Leads the Way in Bringing TSTC to Edinburg!

We are excited to announce the Smile Transplant Alliance, a groundbreaking partnership between Red Square Dental & Orthodontics, Texas State Technical College (TSTC), and the Transplant Foundation of South Texas. This initiative aims to address a critical need by offering vital dental services, such as cleanings and scaling and root planing (SRP) treatments, to transplant candidates working to meet eligibility requirements.

With guidance from experienced professionals at Red Square Dental, TSTC dental hygiene students will have the opportunity to apply their skills in real-world settings right here in Edinburg. This hands-on experience will not only enhance their education but also support patients in need of specialized dental care as they prepare for life-saving transplants.

The success of this collaboration is thanks in large part to the leadership and dedication of our Executive Director Raudel Garza, who played an essential role in bringing together key partners to make this vision a reality. A special thank you to Red Square Dental, TSTC, and the Edinburg 2040 Economic Development and Health/Wellness Committee for their commitment to improving community health and expanding educational opportunities.



Strong Partnerships Build Strong Communities!

We recently took an exciting step toward shaping Edinburg's future workforce by hosting a productive meeting with private and public stakeholders to discuss the launch of a **Financial Management Internship Program**. This initiative aims to equip students with the skills and experience needed to support the region's growing economy.

We extend our gratitude to UTRGV Robert C. Vackar College of Business & Entrepreneurship, the City of Edinburg Economic Development 2040 Committee, and the 12+ financial institutions that participated in this collaborative effort. Their commitment to workforce development is essential in driving opportunities for our community.

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.



Preparing Edinburg's Future Workforce!

The Edinburg EDC, in collaboration with the Edinburg 2040 Economic Development Committee, is working to address workforce development needs through strategic partnerships. Executive Director Raudel Garza, alongside representatives from the Rio Grande Valley Builders Association (RGVBA) and the Edinburg 2040 Committee, recently toured ECISD's Career & Technical Education (CTE) facility. The visit showcased the impressive range of programs offered and the potential to equip students with the skills needed for in-demand careers.

To support the growing demand for skilled construction labor, the Edinburg EDC is proposing a collaborative program with ECISD's CTE center and RGVBA. Set to launch in Fall 2025, this initiative will provide students with hands-on training, leadership development, and career exploration opportunities. The program will include scholarships, field trips, and a career fair, connecting students with job opportunities and industry leaders.

FLIP Milestones & Successes!



Transforming Edinburg, One Storefront at a Time!

The Edinburg Economic Development Corporation (EEDC) is proud to announce the ongoing success of the **Façade and Lot Improvement Program (FLIP)**, with \$400,000 committed for Fiscal Year 2023-2024 to support local small businesses. To date, 37 businesses have been awarded funding, with 30 successfully completing their projects and 7 granted extensions to finalize their improvements.

To celebrate their achievements, EEDC staff coordinates photo opportunities and interviews with business owners, sharing them on social media to showcase their improvements. Looking forward, EEDC is preparing for the second round of FLIP, set to open in February 2025, to continue supporting Edinburg's small business community.

Spotlight on...



Moving Industry Forward!

Edinburg continues to thrive as a center for healthcare, education, and business,

driven by key institutions like UTRGV, South Texas Health System, and DHR. The Edinburg Economic Development Corporation plays a crucial role in supporting local businesses, fostering job growth, and addressing challenges such as infrastructure development to attract larger industries.

[Read More](#)

Request for Proposals

Edinburg Food Truck Park Opportunity!

Edinburg EDC is seeking qualified individuals, companies, or organizations to submit proposals for the development of an exciting Food Truck Park in Edinburg, TX! This project aims to transform 42,000 sq. ft. of EEDC property into a vibrant culinary destination that will enhance our community and boost economic growth. Don't miss this opportunity to be part of Edinburg's next big attraction! For more details and submission guidelines, click [Here](#)



Planning Ahead: Edinburg's Hotel Market Study

Positioning Edinburg as a premier destination!

The Edinburg EDC has partnered with HVS, a globally recognized leader in hospitality consulting, to conduct a comprehensive hotel market study for the city. An initial summary of findings has been submitted and is currently under review, with the final report expected within the next two weeks. This study will play a key role in shaping Edinburg's strategic hotel development, supporting the city's growth as a regional destination. The insights and data gathered will strengthen our ability to attract potential investors and developers at upcoming tradeshow and industry events, further positioning Edinburg as an ideal location for hospitality expansion.



HVS

Upcoming Events!

FIND EVERYTHING IN EDINBURG

Booth #1045

 January 29-31, 2025

 Dallas, Texas



edinburgedc.com



RGV DAYS AT THE CAPITOL

FEBRUARY 18-20, 2025



**ONE REGION,
ONE VOICE**

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

FUNDING OPPORTUNITIES

FOR YOUR BUSINESS

Learn about funding programs designed to support and grow your business. Representatives from the U.S. Small Business Administration (SBA) and LiftFund will be present to provide valuable insights and assist you with the application process.



Wednesday, February 5, 2025

3:30 PM: Check-in and Registration

4:00 PM: Presentations Begin



Edinburg Chamber of Commerce

602 W. University Dr.,
Edinburg, TX 78539



RSVP Today!

We look forward to seeing you there!



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