



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

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

**September 08, 2025
REGULAR 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. AGENDA ITEMS

- A. Consider and take action on approval of Minutes for the Regular Board meeting held on August 18, 2025.
- B. Presentation of year-to-date Financial Reports ending on July 31st, 2025.
- C. Consider approval of a Sponsorship for "Fire Stoppers Festival" by the City of Edinburg Fire Department.
- D. Consider approval of a Sponsorship for "Fandango! Legacy of Learning" by Museum of South Texas History.
- E. Discuss and consider approval of the funding request submitted by Valley Initiative for Development and Advancement (VIDA) for workforce development.
- F. Consider approval of the Edinburg EDC FY 25-26 Budget and Program of Work.
- G. Consider approval of the Edinburg EDC FY 25-26 Compensation Plan.

6. EXECUTIVE SESSION

The EEDC will convene in Executive Session, in accordance with the Texas Open Meetings Act, Vernon's

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

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

- | | | |
|----------------------|-----------------------|----------------------|
| 1. Project Grey Wolf | 5. Hangar ILA | 9. Project Workforce |
| 2. Project Border | 6. Project Choo Choo | 10. Project The Same |
| 3. Office Space | 7. Project Boot | 11. Other Projects |
| 4. Project 100 | 8. Project Fixed Wing | |

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

C. Personnel Matters (§551.074 Personnel Matters)

7. OPEN SESSION

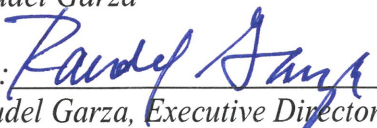
The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting

8. ADJOURNMENT

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

This notice was posted on September 2, 2025 at 5:00pm.

By: /s/ Raudel Garza

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

ACCESSIBILITY STATEMENT

The City Hall Building is wheelchair accessible. The entry ramp is located at the front and back of the building. Accessible parking spaces are also available in the area. Sign interpretive services must be made 48 hours in advance of the meeting. For special accommodations, please call City Hall at (956) 464-3314 or TDD 1-800-735-2989.



Edinburg Economic Development Corporation

Meeting Date: September 8, 2025

Consider and take action on approval of Minutes for the Regular Board meeting held on August 18, 2025.

1. Agenda Item:

Consider and take action on approval of Minutes for the Regular Board meeting held on August 18, 2025.

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: August 18, 2025 Regular 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

August 18, 2025

SPECIAL MEETING AGENDA

5:30 PM

PRESENT: **Aaron Rivera, President**
 Richard Gonzales, Vice President
 Marc Moran, Secretary
 Sandra Alaniz, Treasurer
 David Salazar, Director/ Councilmember
 Gregory Vasquez, Director
 Veronica Gonzales, Director

STAFF: **Raudel Garza, Executive Director**
 Karina Lopez, Assistant Executive Director
 Deyanira Rivera, Executive Administrative Specialist
 Samantha Martinez, Business Operations Coordinator EEDC
 Jaqueline Guerra, Marketing & Research Manager
 Leticia Pantoja, Project Manager
 Aaron Daniel Rivera, EEDC Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President Aaron Rivera called the meeting to order at 5:31 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 August 15, 2025 at 5:00 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

EEDC Attorney, Aaron Daniel Rivera, 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.

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.

No Public Comments.

5. SPECIAL AGENDA ITEMS

- A. Consider Approval of Minutes for the Regular Board Meeting held on August 05, 2025.**

MOTION TO APPROVE MINUTES WAS MADE BY COUNCILMEMBER DAVID SALAZAR AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

- B. Discuss and consider approval of a sponsorship from "VIDA 30th Anniversary Gala".**

EEDC Executive Director Raudel Garza presented the VIDA 30th Anniversary Gala sponsorship, scheduled for October 9, 2025.

MOTION TO APPROVE VIDA SPONSORSHIP FOR \$2,500.00 WAS MADE BY VICE PRESIDENT RICHARD GONZALES AND SECONDED BY COUNCILMEMBER DAVID SALAZAR. MOTION CARRIED UNANIMOUSLY.

- C. Discuss and consider approval of a Sponsorship from the Edinburg Arts Foundation to sponsor South Texas International Film Festival 2025.**

Director of Cultural Arts, Magdiel Castro, and Sponsor Chair of the STXIFF presented on the South Texas International Film Festival 2025. The committee discussed festival plans, which include film screenings, workshops, panels, and networking events. It was noted that last year's festival drew strong attendance and generated a positive economic impact. Sponsorship funds will be allocated to programming, venue rentals, creative

works, and marketing, with sponsors receiving recognition through signage and digital platforms. The festival emphasized the value of all contributions, and EDC Board members inquired regarding festival expenses and state-level grant opportunities.

MOTION TO APPROVE SOUTH TEXAS INTERNATIONAL FILM FESTIVAL SPONSORSHIP FOR \$10,000.00 WAS MADE BY VICE PRESIDENT RICHARD GONZALES AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

6. EXECUTIVE SESSION

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY VICE PRESIDENT RICHARD GONZALES AND SECONDED BY COUNCILMEMBER DAVID SALAZAR. MOTION CARRIED UNANIMOUSLY.

The board entered executive session at 5:44 p.m.

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. Consultation with Attorney (§551.071. Consultation with Attorney; Closed meeting)
 - 1. Airport Hangar Development
 - 2. UTRGV Athletics
- B. Personnel Matters (§551.074 Personnel Matters)
 - 1. Discussion and Possible action on filing of position for Administrative Specialist. (§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed meeting).
- C. Deliberation regarding economic development projects and possible action related to

projects (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071. Consultation with Attorney; §551.072 Deliberation Regarding Real Property; Closed Meeting.)

- | | |
|--------------------|--------------------------|
| 1. Project 25 | 5. Project Internacional |
| 2. Office Space | 6. Industrial Updates |
| 3. Project Alberta | 7. Project Choo Cho |
| 4. Project Niagara | |

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.

MOTION TO ENTER OPEN SESSION WAS MADE BY COUNCILMEMBER DAVID SALAZAR AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

The EDC board reconvened in open session at 7:27 pm.

NO ACTION TAKEN IN EXECUTIVE SESSION.

8. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 7:28 p.m.

MOTION TO ADJOURN MEETING WAS MADE BY DIRECTOR GREGORY VASQUEZ AND SECONDED BY COUNCIL MEMBER DAVID SALAZAR. 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: September 8, 2025

Presentation of year-to-date Financial Report ending on July 31, 2025

1. **Agenda Item:**

Presentation of year-to-date Financial Report ending on July 31, 2025.

2. **Description/Scope:**

Executive Director, Raudel Garza, will give a presentation on the year-to-date EEDC Financial Report ending on July 31, 2025.

3. **Estimated Timeline:**

October 1, 2024 – July 31, 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:

Attachment A: EEDC Financial Report ending 07/31/2025

Management Report

Edinburg Economic Development Corporation
For the period ended July 31, 2025



Prepared on
August 29, 2025

EDINBURG ECONOMIC DEVELOPMENT CORPORATION**BALANCE SHEET (Unaudited)****JULY 31, 2025****Assets**

Cash and Cash Equivalents	\$	12,536,864
Sales Tax Receivable		1,684,432
Receivables, Net		12,428,305
Santana Receivables, Net		8,875,606
Restricted Assets		
Cash and Cash Equivalents		1,889,496
Investments		9,631,235
TOTAL ASSETS	\$	47,045,938

Liabilities

Current Liabilities		
Accounts Payable	\$	767,853
Total Liabilities	\$	767,853

Fund Balance

Restricted For:		
Capital Projects	\$	7,170,417
Debt Service		3,478,691
Other: Note Receivables		16,132,628
Other: Property Acquisitions		8,297,752
Unrestricted		11,198,596
Total Fund Balance	\$	46,278,084

TOTAL LIABILITIES AND FUND BALANCE	\$	47,045,938
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EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

July 31, 2025

	Current Budget	YTD	Percent Used	Remaining Budget
Revenues				
GEN SALES & USE TAX (.5%)	\$ 9,866,485	\$ 8,217,177	83%	\$ 1,649,308
INTEREST EARNED	60,000	89,490	149%	(29,490)
INTEREST EARNED SERIES 2019	-	187,515	0%	(187,515)
INTEREST EARNED SERIES 2021	-	104,220	0%	(104,220)
MISCELLANEOUS REVENUE	-	40,500	0%	(40,500)
Total Revenues	\$ 9,926,485	\$ 8,347,168	84%	\$ 1,579,317
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	\$ 8,347,168	75%	\$ 2,779,317
Expenditures				
Administrative Services				
ADMINISTRATION FEE	\$ 500,000	\$ -	0%	\$ 500,000
SALARIES & FRINGE BENEFITS	890,542	511,434	57%	379,108
COMMUNICATIONS SERVICE AGREEMENT	12,000	2,854	24%	9,146
PRINTING	3,600	-	0%	3,600
RENTS & CONTRACTUAL	16,800	13,314	79%	3,486
OFFICE SPACE LEASE	69,600	34,200	49%	35,400
OFFICE MAINTENANCE & CONTRACTUAL - IT	9,000	6,139	68%	2,861
BOARD EXPENSES	6,000	5,981	100%	19
OFFICE SUPPLIES & OTHER MATERIALS	12,000	4,457	37%	7,543
WEARING APPAREL	3,600	190	5%	3,410
OFFICE EQUIP & FURNITURE	45,000	10,642	24%	34,358
OTHER MATERIALS	6,000	316	5%	5,684
AUDIT / ACCOUNTING	66,000	18,900	29%	47,100
CONTINUING EDUCATION	18,000	-	0%	18,000
MEMBERSHIP DUES, SUBSCR	60,000	42,279	70%	17,721
PROFESSIONAL SERVICES	216,000	100,813	47%	115,187
Total Administrative Services	\$ 1,934,142	\$ 751,518	39%	\$ 1,182,624
Programs				
CONFERENCES	\$ 120,000	\$ 49,788	41%	\$ 70,212
JOB TRAINING PROGRAMS	700,000	309,304	44%	390,696
MARKETING AND ADVERTISING SERVICES	540,000	313,579	58%	226,421
RESEARCH, STUDIES, OTHER CONTRACTS	300,000	10,500	4%	289,500
SPONSORSHIPS	144,000	107,575	75%	36,425
TRAVEL, TRAINING, MEETINGS	78,000	16,858	22%	61,142
Total Programs	\$ 1,882,000	\$ 807,603	43%	\$ 1,074,397
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	\$ 765,097	64%	\$ 434,903
KAPAL SUPPLIER, LLC	80,000	-	0%	80,000
Total Incentive Agreements	\$ 1,280,000	\$ 765,097	60%	\$ 514,903
Debt Service				
BOND PRINCIPAL PAYMENT	\$ 1,665,000	\$ 1,070,000	64%	\$ 595,000
BOND INTEREST EXPENSE	1,010,977	508,311	50%	502,666
BOND FEES	6,000	-	0%	6,000
Total Debt Service	\$ 2,681,977	\$ 1,578,311	59%	\$ 1,103,666
Total Expenditures	\$ 17,030,871	\$ 3,939,863	23%	\$ 13,091,008

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

July 31, 2025

	Current Budget	YTD	Percent Used	Remaining Budget
Sources Over/(Under) Uses	\$ (5,904,386)	\$ 4,407,305	75%	\$ (10,311,691)
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	\$ 8,638,902	78%	\$ 2,487,583
Total Expenses	(20,925,871)	(3,939,863)	19%	(16,986,008)
Change in Fund Balance	\$ (9,799,386)	\$ 4,699,040	-48%	\$ (14,498,426)

EDINBURG ECONOMIC DEVELOPMENT CORPORATION**SUPPLEMENTARY INFORMATION (Unaudited)****Cash Balances as of July 31, 2025**

	Beginning Balance	YTD Activity	Ending Balance
Cash - Unrestricted			
Operating - Interest Bearing	\$ 5,606,238	\$ (1,263,358)	\$ 4,342,881
Total Unrestricted Cash	\$ 5,606,238	\$ (1,263,358)	\$ 4,342,881
Cash - Restricted			
Non Interest Bearing:			
Debt Service Funds	\$ 789,466	\$ 1,100,030	\$ 1,889,496
Total Non Interest Bearing Cash	\$ 789,466	\$ 1,100,030	\$ 1,889,496
Interest Bearing:			
Series 2019 Bonds - Project Fund	\$ 4,278,679	\$ 18,787	\$ 4,297,466
Series 2021 Bonds - Project Fund	2,862,509	10,442	2,872,951
Debt Service Reserves Fund	1,583,419	5,776	1,589,195
Reserved for Property Acquisitions	8,297,752	-	8,297,752
Total Interest Bearing Cash	\$ 17,022,359	\$ 35,005	\$ 17,057,365
Total Restricted Cash	\$ 17,811,825	\$ 1,135,035	\$ 18,946,860
Total Unrestricted and Restricted Cash	\$ 23,418,064	\$ (128,323)	\$ 23,289,741

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	1,075,418	131,701	↑ 16%
JAN.	553,863	601,307	685,715	730,509	735,518	5,009	→ 1%
FEB.	501,873	622,505	689,061	737,543	680,362	(57,181)	↓ -9%
MAR.	727,183	824,904	830,857	876,505	913,400	36,895	↑ 4%
APR.	641,177	728,140	728,887	769,242	1,500,214	730,972	↑ 100%
MAY	633,072	683,168	779,949	780,139	820,871	40,732	↑ 6%
JUN.	717,109	813,695	750,828	820,500	863,560	43,060	↑ 5%
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>\$ 8,217,177</u>	\$ 1,102,166	↑ 17%

AVERAGE PER MONTH: (October through June/9 months)

YTD Comparison \$ 627,051 \$ 712,860 \$ 750,836 \$ 790,557 \$ 913,020

YTD COMPARISON: (October through June)

\$ 5,643,456 \$ 6,415,736 \$ 6,757,521 \$ 7,115,011 \$ 8,217,177

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

769,716 772,280 341,785 357,491 1,102,166

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

16% 14% 5% 5% 15%



Edinburg Economic Development Corporation Meeting

Date: September 8, 2025

Consider approval of a Sponsorship for “Fire Stoppers Festival” by the City of Edinburg Fire Department.

1. **Agenda Item:**

Consider approval of a Sponsorship for “Fire Stoppers Festival” by the City of Edinburg Fire Department.

2. **Description/Scope:**

EEDC Director Raudel Garza will present sponsorship for “Fire Stopper Festival” by the City of Edinburg Fire Department. Fire Department is requesting \$2,000.00.

3. **Estimated Timeline:**

Upon Invoice Request

4. **Budget:**

EEDC Sponsorship balance \$14,925.00

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of a \$2,000.00 Sponsorship.

7. **Justification:**

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Fire Stoppers Festival Request Letter



THE CITY OF Edinburg FIRE DEPARTMENT



To Whom It May Concern:

October 5th – 11th is National Fire Prevention Week. The theme for this year is: **"Charge into Fire Safety: Lithium-Ion Batteries in Your Home"**. We will have our annual **Fire Stoppers Festival** on **Saturday, October 4, 2025** and will begin at approximately 6:00 p.m.

Our Fire Stoppers Festival will take place at our Central Fire Station located at 212 W. McIntyre St. During the festival, the public will get to tour our fire station; we will have public safety agencies, kiddie rides, music, food trucks and special attractions to promote the awareness of fire safety.

The festival is a free event for the entire community and only made possible through our sponsors. At this time, we would like you to consider being one of our sponsors. The levels of sponsorship are listed below.

We thank you in advance for your assistance and consideration in helping support the Edinburg Fire Stoppers Festival.

If I can be of any assistance, please feel free to contact
Lt. Salinas at (956) 369-0908.

Sincerely,

Anthony Riojas
Fire Marshal

Omar Garza
Fire Chief

SPONSORSHIP LEVELS:

1ST ALARM SPONSOR - \$750

- 2 Yard Signs

2ND ALARM SPONSOR - \$1,500

- 2 Yard Signs, Vendor Booth

3RD ALARM SPONSOR - \$2,000

- 2 Yard Signs, Vendor Booth, VIP Table

4TH ALARM SPONSOR - \$3,500

- 2 Yard Signs, Vendor Booth, VIP Table, Advertisement at Event

SPONSORSHIP REGISTRATION

Name of Business: _____

Name: _____ Phone No.: _____

Address: _____ City: _____ State: Zip Code: _____

Sponsorship Level Commitment: ☐ 1st Alarm ☐ 2nd Alarm ☐ 3rd Alarm ☐ 4th Alarm

☐ Other: _____

****Please make all checks payable to: Edinburg Fire Prevention**



Edinburg Economic Development Corporation Meeting

Date: September 8, 2025

Consider presentation and approval of a Sponsorship for “Fandango! Legacy of Learning” by Museum of South Texas History.

1. **Agenda Item:**

Consider presentation and approval of a Sponsorship for “Fandango! Legacy of Learning” by Museum of South Texas History.

2. **Description/Scope:**

Fandango! Is one of our most impactful events, helping to raise essential funds that support the museum’s exhibits, educational programming, and preservation efforts. Each donation received during the silent auction directly contributes to the continued success of their mission: to preserve and present the borderland heritage of South Texas and Northeastern Mexico for all generations.

3. **Estimated Timeline:**

2025-2026

4. **Budget:**

EEDC Sponsorship balance \$14,925.00

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval of a \$2,500.00 Sponsorship.

7. **Justification:**

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Museum of South Texas History
Sponsorship Packet



Preserving the Past. Shaping the Future.



Dear Sponsor,

On behalf of the Museum of South Texas History (MOSTHistory), we invite you to become a valued sponsor of our annual fundraiser, ¡Fandango!, taking place on October 11, 2025. This year's theme, "Legacy of Learning: Honoring the Past, Inspiring the Future," celebrates the rich educational and cultural heritage of our region.

¡Fandango! is one of our most impactful events, helping to raise essential funds that support the museum's exhibits, educational programming, and preservation efforts. Each donation received for our silent auction directly contributes to the continued success of our mission: to preserve and present the borderland heritage of South Texas and Northeastern Mexico for all generations.

We offer the following sponsorship and table opportunities:

- \$10,000 – Champion of Education (*Title Sponsor – Only One*)
- \$7,500 – Pillar of Knowledge
- \$5,000 – Friend of Learning
- \$2,500 – Table Sponsor

Each level includes unique recognition and benefits, which are outlined in the attached sponsorship breakdown. These packages provide valuable exposure to an audience of community leaders, educators, museum supporters, and cultural advocates.

We would be honored to partner with you in this meaningful endeavor. Your support not only furthers our mission but also demonstrates a strong commitment to the value of education, history, and community enrichment.

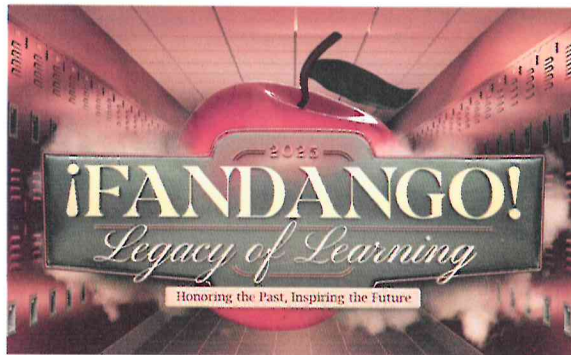
Please don't hesitate to reach out with any questions or to confirm your sponsorship. We truly appreciate your consideration and look forward to celebrating with you at Fandango 2025.

Warm regards,

Debra D. Gomez, M.Ed.
Development Officer
Museum of South Texas History
O: 956-383-6911
C: 956-219-5804
E: dgomez@mosthistory.org

... preserving and presenting the borderland heritage of South Texas and Northeastern Mexico for all generations.

200 N. CLOSNER BLVD. • EDINBURG, TEXAS 78541 • 956 383-6911 • www.mosthistory.org



\$10,000 CHAMPION OF EDUCATION *(Title Sponsor - Only one)*

- TICKET FOR 24
- MUSEUM GIFT BASKET
- VIP SEATING- LARGER TABLE
- VIP - BARTENDER
- SIGNAGE AT EVENT ACKNOWLEDGING TITLE SPONSOR
- SOCIAL MEDIA
- LOGO DISPLAYED AT EVENT
- LOGO DISPLAYED IN BOOKLET
- ENHANCE BRANDING: LOGO WILL BE GIVEN LARGER OR MORE PROMINENT
- PLACEMENT ON EVENT MATERIALS AND SIGNAGE.
- SPECIAL ACKNOWLEDGEMENT: RECOGNIZED FROM THE STAGE AND
- DIGITAL SCREEN DURING EVENT AS A TITLE SPONSOR, HIGHLIGHTING YOUR
- COMMITMENT TO MOSTHISTORY'S MISSION.
- ONE-TIME RENTAL OF FACILITY AT MOSTHISTORY

\$7,500 PILLAR OF KNOWLEDGE

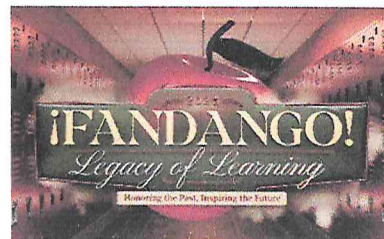
- TICKETS FOR 16
- MUSEUM GIFT BASKET
- VIP SEATING- LARGER TABLE
- VIP - BARTENDER
- SOCIAL MEDIA
- LOGO DISPLAYED AT EVENT
- LOGO DISPLAYED IN BOOKLET
- LOGO WILL BE DISPLAYED ON EVENT MATERIALS AND SIGNAGE
- RECOGNIZED FROM THE STAGE AND DIGITAL SCREEN DURING EVENT AS A PILLAR OF KNOWLEDGE, HIGHLIGHTING YOUR COMMITMENT TO MOSTHISTORY'S MISSION.

\$5,000 FRIEND OF LEARNING

- TICKETS FOR 14
- SOCIAL MEDIA
- LOGO DISPLAYED AT EVENT
- LOGO DISPLAYED IN BOOKLET
- LOGO WILL BE DISPLAYED ON EVENT MATERIALS AND SIGNAGE
- RECOGNIZED FROM THE STAGE AND DIGITAL SCREEN DURING EVENT AS A FRIEND OF LEARNING, HIGHLIGHTING YOUR COMMITMENT TO MOSTHISTORY'S MISSION.

\$2,500 TABLE SPONSOR

- TICKETS FOR 10
- SOCIAL MEDIA
- LOGO DISPLAYED ON TABLE AT EVENT
- LOGO DISPLAYED IN BOOKLET



RESERVE YOUR TABLE TODAY

for October 11, 2025

Please return on or before September 30, 2025

Choice of Reserved Table(s)

_____ of Pillar of Knowledge Table(s) - **\$7,500**

_____ of Friends of Learning Table(s) - **\$5,000**

_____ of Standard Table(s) - **\$2,500**

Payment Preference:

_____ Check enclosed made payable to MOSTHistory with Reserved Table on Memo Line

_____ Please invoice me (us) at the address below

_____ Charge my credit card # _____

Exp: _____ Code: _____ Name on Card: _____

_____ Company OR _____ Individual (check one)

If company, Company Name: _____

Contact Person: _____

Billing Address: _____

City, State, Zip: _____

E-Mail Address: _____

Daytime Phone Number: _____

Return to: Debra D. Gomez, dgomez@mosthistory.org; Phone 956-383-6911



Edinburg Economic Development Corporation Meeting

Date: September 8, 2025

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:**

Economic Development staff received a renewal proposal for funding from the Valley Initiative for Development and Advancement (VIDA). The funding proposal is \$50,000 for FY 2025-2026. This will provide career training in high demand occupations for at least 15 underserved Edinburg residents. 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.

3. **Estimated Timeline:**

2025-2026

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 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 25-26 Funding Proposal

Attachment C: VIDA FY 24-25 Edinburg Participants Detailed Report



June 26, 2025

Mr. Raudel Garza
Executive Director
Edinburg Economic Development Corporation
415 W. University Dr.
Edinburg, TX 78539

Dear Mr. Raudel Garza,

Thank you for your continued partnership with VIDA and your commitment to empowering Edinburg residents through access to education, career training, and comprehensive support services. Your investment ensures that individuals from low-income backgrounds have equitable opportunities to pursue high-demand occupations and achieve long-term economic self-sufficiency.

As you begin your budget planning for the upcoming fiscal year, we respectfully submit VIDA's FY2025 - 2026 funding proposal for your consideration. Continued support from Edinburg EDC will allow us to provide essential services that promote student persistence, program completion, and successful entry into the workforce.

To highlight the impact of our current grant partnership, we have enclosed the following:

- VIDA Grant Progress Report (YTD FY 2024-2025)
- VIDA's 2024 Annual Report
- VIDA's Funding Proposal for FY 2025 - 2026

A recent Economic Impact Study conducted by UTRGV demonstrates a measurable return on the investment that VIDA generates in our region. The study found that for every \$1 invested in VIDA, there is a \$15.69 return in community economic output—resulting in a total impact of over \$51.9 million through increased jobs, income, taxes, and local productivity.

VIDA respectfully requests a continued investment of \$50,000, to support a minimum of fifteen Edinburg residents in the coming fiscal year. Your investment will help ensure that more individuals are equipped with the skills and credentials necessary to meet the needs of our regional workforce and break the cycle of poverty.

We value our ongoing collaboration with Edinburg EDC and look forward to continuing this impactful partnership. Together, we can drive sustainable economic growth and transform lives through education and workforce development—one VIDA at a time.

Sincerely,

A handwritten signature in black ink, appearing to read "Felida Villarreal", is written over a light blue horizontal line.

Felida Villarreal, CPA
President & CEO



Edinburg EDC Progress Report FY 2024-2025

Every \$1 invested in VIDA's program yields a return of \$15.69 to the communities we serve.

Source: The 2024 Economic Impact Study was conducted by The University of Texas Rio Grande Valley, Data & Information Systems Center.

Average Salary Reported Upon Graduation: **\$52,395** as of June 27, 2025

2024-2025 AT-A-Glance	
45%	Between Age of 25-50
100%	Unemployed, Underemployed or Low Income
45%	1+ Dependent Child(ren) in the Household
79%	First Generation in College
Edinburg EDC Investment: \$50,000	
Contractual Benchmark: 15	
Total Served to Date: 53	
Persistence Rate: 94%	

CREDENTIAL ANALYSIS

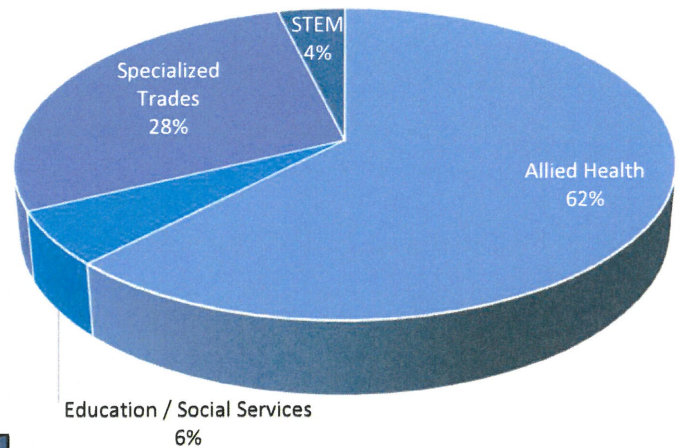
Graduates/Completers

Industry Recognized Credential	Certificate	Associate	Bachelor
44%	12%	44%	0%

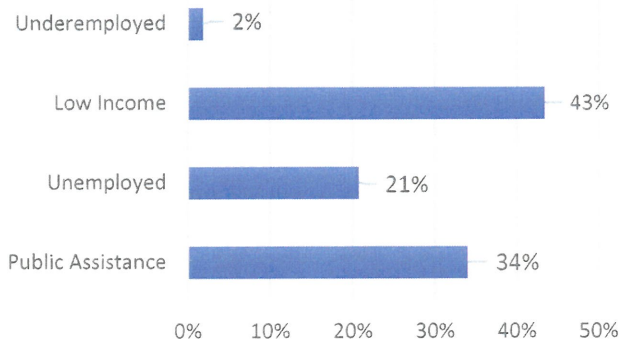
Active Students

Industry Recognized Credential	Certificate	Associate	Bachelor
30%	16%	38%	16%

Program of Study (By Industry)

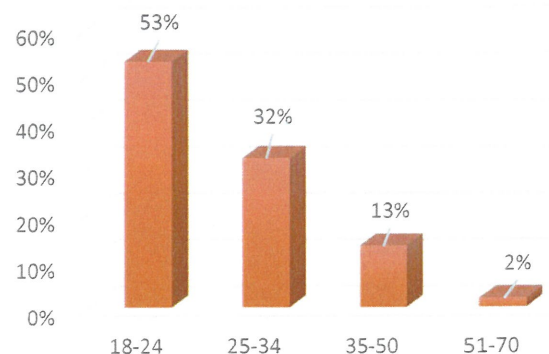


Financial Eligibility



Some participants meet more than one eligibility factor.

Participant Age



Project Name

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

Funding Request

\$50, 000 for fiscal year 10/01/2025 – 9/30/2026

Project Details

At least fifteen Edinburg residents will be supported through VIDA's program model through the fiscal year October 1, 2025 – September 30, 2026. 100% of students assisted with this grant must meet the following eligibility criteria:

1. Participant must be an 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 250% 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 support 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, education, social services, finance/accounting, economics, 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 bachelor's level degrees. VIDA provides customized financial assistance for training in fields of allied health, STEM, finance/accounting, economics, education, social services, 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 2024, VIDA served 746 students with an average persistence rate of 91%! 100% of our student population is identified as unemployed, underemployed, or low-income, based on 250% of the Federal Poverty Guidelines. During 2024, a student enrolled as a VIDA participant with average annual earnings of \$11,169 but ultimately graduated and secured employment with average annual earnings of \$52,894. The average age of VIDA participants in 2024 was 27 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 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 a speaker series of 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 150% of their intended program length.
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 secure, 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."



EXHIBIT A

Edinburg EDC Project Budget
15 Participants/Students

Post-Secondary Occupational Training (PSOT):

*Allied Health, Specialized Trades, STEM, Education, Social Services, Finance/Accounting, & Economics
Associate Degrees, College/Industry Recognized Certificates, & Bachelor's Degrees*

BUDGET ITEMS	10/01/25 – 9/30/26 PROJECTED EXPENDITURES
Curriculum Based – Training Expenses South Texas College (STC); University of Texas – Rio Grande Valley (UTRGV); Texas State Technical College (TSTC); Texas Southmost College (TSC); Other • Tuition & Fees, Textbooks, Exam Fees, Equipment • Tools, Uniforms, Transportation Assistance, Child Care Assistance, Other Direct Program Services Intensive Career Counseling & Case Management • Community Outreach, Profile Assessment, & Aptitude Testing • Peer learning, effective studying skills, & test taking strategies • Soft Skills Training: Guest Speaker Forums, Professional Development Workshops, Financial Literacy, Time Management, Stress Management, Mental Health, etc. • Employability Skills: Conflict Resolution in the Workplace, Resume Writing, Business Etiquette, Job Search, & Interview Preparation • Individualized Career Coaching and Academic Advisement • Individual and Group Counseling Sessions • Job Placement Services & Career Tracking three years post-graduation • Building Accountability - Monitoring Academic Performance and Progress for Intervention and Completion • Direct Program Related Expenses	
Training & Direct Program Expenses	\$ 63,750
General & Administrative Costs	\$ 11,250
Total Project Budget	\$ 75,000
Edinburg EDC Funding Request	\$ 50,000
VIDA's Matching Contribution	\$ 25,000



Edinburg Economic Development Corporation
Meeting Date: September 8, 2025

Consider approval of the Edinburg EDC
FY25-26 Budget and Program of Work.

1. Agenda Item:

Consider approval of the Edinburg EDC FY25-26 Budget and Program of Work.

2. Description/Scope:

Raudel Garza, Edinburg EDC Executive Director, will present the FY25-26 Budget and Program of Work for the Edinburg Economic Development Corporation.

3. Estimated Timeline:

October 1, 2025-September 30, 2026

4. Budget:

FY 2025-2026

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval.

7. Justification:

The FY 2025-2026 budget must be approved annually by the EEDC Board of Directors and submitted to City Council for consideration and approval.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: EEDC FY 2025-2026 Budget

Attachment B: EEDC FY 2025-2026 Program of Work



Edinburg Economic Development Corporation

Program of Work for Fiscal Year ending September 30, 2026

As we begin a new fiscal year with a new budget, a new program of work also begins. The City of Edinburg continues to grow at a very fast pace. With rapid growth, we also experience “growing pains” such as challenges with infrastructure. Other growing pains are positive in terms of creating an environment where entrepreneurs are confident that their new business venture will succeed because of that growth in spite of rising interest rates and increasing costs of construction. Edinburg’s sales tax revenues are indicative of a strong local economy which is on the cusp of soaring to new heights. Our program of work is intended to help this growth by aiding where needed. This program of work will lay the foundation for years of prosperity as we help provide the infrastructure necessary for this expected growth.

Focusing on Key Priorities:

EEDC will focus on several key priorities through the next twelve months. These priorities are:

- Finalizing development of a Workforce Resource Center
- Downtown and Mid-Town Improvements
- Enhancing and expanding industrial development
- Pursuing entertainment and retail opportunities for improved quality of life
- Promoting partnerships with educational institutions to develop our workforce
- Identifying key back office development opportunities
- Assisting small businesses with a variety of tools
- Solidifying this organization with proper planning and staffing for long-term success

The program of work outlined below is part of a larger strategic plan, along with a written vision and mission statement that helps define our path forward. EEDC is a marketing company; the marketing arm of the City that recognizes that we are here to help influence a process.

Vision: To help create an environment where inclusive economic development benefits the citizens of Edinburg.

Mission Statement: The mission of the Edinburg Economic Development Corporation is to foster the creation of wealth, jobs and investment to help improve the quality of life for the citizens of Edinburg.

Economic development at its core is the creation of wealth.

Inclusive economic development is more than a catch phrase for us. It means that our programs need to be accessible to as many businesses as possible within the confines of our statutes and our resources. The criteria for accessing those programs must be transparent.

Economic development is a process. The California Association for Local Economic Development has a great definition for economic development: *“Economic development is a concerted effort on the part of the responsible governing body in a city or county to influence the direction of private sector investment toward opportunities that can lead to sustained economic growth.”* CALED also says that it is important to note that economic development is not community development. Community development is a process for making a community a better place to live and work. Economic development benefits the employer directly, and because of limited resources, our efforts need to be directed to projects that have the largest impacts on the creation of local wealth.

In this program of work, our focus is on how we can help influence the creation of wealth specifically in the industrial and commercial sectors in Edinburg, with an emphasis on primary job creation. Primary job creation is not only one of the main goals of the economic development sales tax legislation that created this organization, but it is also in broad economic terms, primary jobs in the economy produce the highest rates of return in terms of multiplier effects. As an example, a manufacturing job helps create or sustain 5 to 6 indirect jobs in the community.

We also have several projects that have yet to be completed from years past. Those projects need to be finalized. In addition to finalizing projects, we will continue to work on a variety of marketing efforts to bring new business into Edinburg. Those priorities are detailed below:

Bond Projects:

Project Name	Project Amount
Downtown Parking Garage	\$2,000,000
Workforce Resource Center	\$1,854,828

Downtown & Mid-Town Improvements:

- EEDC is finishing out approximately 5,000 SF of space at the Edinburg Transit Center below the RGV MPO’s current office space to use as EEDC office space.
- EEDC has identified and is in the process of procuring property for the development of a Workforce Resource.
- EEDC plans on re-developing the “Cano” property.
- EEDC will continue to work on programs that enhance the community’s curb appeal such as the FLIP.

Industrial Development:

EEDC has been working with prospects interested in most of the remaining property at North Industrial

Park. EEDC will invest in certain enhancements to the infrastructure at North Industrial Park to have remaining lots be truly “shovel- ready”. EEDC will also invest in signage to help promote the users in the industrial park.

EEDC will continue to work with South Texas International Airport at Edinburg to help market properties in and around the airport. EEDC will also help coordinate land planning for industrial users, including identifying costs and potential funding resources. Implementation of improvements will be considered upon evaluation of planning and proforma reviews.

Demand for smaller industrial lots continues to grow but there is insufficient supply. Thus, EEDC will seek to either partner with landowners or developers to help create lots for small industrial users. The Spec Building Program will be promoted to help generate Class A industrial space as well. Additional industrial land planning and potentially, development will take place along with these efforts.

Some of the strategies to accomplish this portion of the program of work includes:

- Marketing the community aggressively through various media and personal visits to facilitate the creation of new “primary” jobs through the retention and expansion of existing business and the recruitment of new business.
- Calling on the corporate headquarters of local branch operations.
- Maintaining information on programs and assistance available to local employers.
- Following up with firms on problems/opportunities identified and act as a key resource for existing industry.
- Coordinating support efforts with the South Texas Manufacturers’ Association.
- Maintaining contact information for firms currently located near the border in Mexico.
- Continuing direct contact to inform these firms of the advantages of an Edinburg location.
- Developing and/or maintaining relationships with economic development officials in Mexico to promote Edinburg as a location of choice.
- Providing input regarding zoning issues to protect future business/industrial areas
- Promoting and funding spec building program and other 3P opportunities
- Advocating for transportation improvements which directly impact our airport and major thoroughfares.

With the UTRGV School of Medicine here in Edinburg, EEDC recognizes that much of the research done at the University could lead to the production of new technology or products. EEDC will strive to seek out opportunities to work with UTRGV in the development of those technologies and products that lead to continued growth in medical device manufacturing or other industrial products.

Zoho’s decision to expand in Edinburg also opens opportunities to attract other high – tech and advanced manufacturing companies to Edinburg. In order to take advantage of this, we need to shift our primary focus to these types of companies.

Entertainment and Retail Opportunities:

EEDC will continue to market retail properties and seek users of these sites and buildings for continued retail growth. EEDC will continue to monitor opportunities for large retail sites for future growth. EEDC will work with existing retail centers to enhance their offerings.

Workforce Development:

EEDC will continue to work with partners such as the Texas Workforce Commission, Workforce Solutions, and others to help increase job opportunities and thus reduce our unemployment rate. EEDC will increase participation with VIDA to help students in Edinburg reach their potential and maximize their employability. EEDC will promote job openings through local job fairs to be held at least once a quarter and local online job banks or other online media.

EEDC will also work with UTRGV, STC, ECISD and others to promote and develop apprenticeship and internship programs or opportunities. We will also work towards helping STC develop a stronger presence in Edinburg.

Additionally, as part of the development of our Workforce Resource Center, we will assist in the development of the programming and identification of funding for programs at the WRC.

Back Office Development Opportunities:

As our local businesses continue to grow, we have seen the need for many of them to outsource much of their back-office processes. Billing, collections, financial support, insurance claims, tech support, and so many more processes are now done by third party entities that are drawn to areas with a young, trainable workforce, and that is what is prevalent here in our region. Edinburg has several BPOs already and we have some assets that could be converted to additional facilities for plug and play customer service centers. EEDC will continue to seek out the companies that are on growth trajectories who are also paying higher than prevailing wages and are ideally suited for our community.

Small Business Development:

Many have said that small businesses are the backbone of a community, and EEDC is well aware of the impact that these entities have on a local economy. Within the constraints of the statutes that dictate how EEDC can spend the economic development sales tax revenues generated locally, EEDC will undertake programs that can lead to the creation or maintaining of high-paying jobs. These programs include the Commercial Recruitment Program, the Façade and Lot Improvement Program, supporting LiftFund Edinburg, initiating the Kaufmann FastTrac Entrepreneurship Program, and others that may be created in the future. Additionally, EEDC will support UTRGV's soft landing program and the potential to create an incubator or maker's space here in Edinburg.

EEDC will also continue to develop relationships with the US Small Business Administration leading to some training sessions. EEDC will also conduct at least one franchisee workshop and continue to support Workforce Solution's Entrepreneurial Boot Camp.

Business Retention and Expansion:

As mentioned in other priorities above, business retention and expansion is part of our basic marketing. EEDC will visit with local manufacturers and others to keep our fingers on the local pulse of the economy. EEDC will create industry groups to enhance communication amongst business owners and also support existing groups such as South Texas Manufacturer's Association, AEM, RGV Partnership, Hispanic Chamber of Commerce, and of course our own Chamber of Commerce.

Staffing and Planning:

As we finish out the office space at the Transit Center, EEDC will fill all other vacant positions. EEDC will provide the proper training for staff and will provide opportunities to obtain certifications to demonstrate acquired skills. EEDC will cooperate with City staff on the development of the economic development portion of the City's Comprehensive Plan. That portion of the Comprehensive Plan is essentially the EEDC's Strategic Plan.

EEDC Board of Directors can and may amend the plan outlined herein from time to time.

Approved this the _____ day of September, 2025.

By: _____
Aaron Rivera, President

Attest: _____
Marc Moran, Secretary



Edinburg Economic Development Corporation

Meeting Date: September 8, 2025

Consider approval of the Edinburg EDC FY 25-26 Compensation Plan.

2. **Agenda Item:**

Consider approval of the Edinburg EDC FY 25-26 Compensation Plan.

3. **Description/Scope:**

The FY25–26 Compensation Plan will be adopted with the annual budget and reviewed annually to ensure continued alignment with organizational goals, market conditions, and available resources.

4. **Estimated Timeline:**

Fiscal Year 25-26

5. **Budget:**

N/A

6. **Procurement/Selection Process:**

N/A

7. **Staff's Recommendation:**

N/A

8. **Justification:**

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: EEDC Compensation Plan FY 25-26

Economic Development Corporation Comp Plan FY 2025

Job Title	Minimum	Midpoint	Maximum
Executive Director	Determined by the EEDC Board of Directors		
Assistant Executive Director	\$80,000.00	\$107,500.00	\$135,000.00
Business Operations Coordinator	\$45,000.00	\$56,500.00	\$68,000.00
Project Manager(s)	\$50,000.00	\$65,000.00	\$85,000.00
Marketing and Research Manager	\$50,000.00	\$65,000.00	\$85,000.00
Administrative Specialist(s)	\$31,200.00	\$44,100.00	\$57,000.00