



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

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

**October 6, 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 September 22, 2025.
- B. Presentation of year-to-date Financial Reports ending on August 31, 2025.
- C. Consider approval of amendments to the Organizational Chart.

6. CONSENT AGENDA

All matters listed under consent Agenda are considered to be routine by the governing body and will be enacted by one motion. There will be no separate discussion of these items. If discussion is desired, that item will be removed from the consent agenda and will be considered separately. With regard to any item, The Board may take various actions; including but not limited to rescheduling an item in its entirety for a future date or time.

- A. Consider approval of a Sponsorship for the “30th Annual Blue Santa” Event by the City of Edinburg Police Department.
- B. Consider approval of a Sponsorship for “Social Fest 2025.”
- C. Consider approval of a Sponsorship for “2nd Annual Golf Tournament” by RGV Builders Association.
- D. Consider approval of a Sponsorship for “2025 State of the Region Luncheon” by RGV Partnership.
- E. Consider approval of a Sponsorship for “Cruzar La Cara De La Luna, the original mariachi opera” by Driscoll Children’s Hospital.
- F. Consider approval of a Sponsorship for “Installation & Awards Banquet Centennial Celebration” by Edinburg Chamber of Commerce.

7. EXECUTIVE SESSION

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

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

1. Office Space	5. Project Kernel	9. Project Fixed Wing
2. Project 25	6. Project Komida	
3. Project Buzz Lightyear	7. Project 100	
4. Project Heartbeat	8. Project Choo Choo	
- B. Consultation with Attorney (§551.071 Consultation with Attorney; Closed Meeting)
- C. Personnel Matters (§551.074 Personnel Matters; §551.071 Consultation with Attorney; Closed Meeting)
 - 1. Discussion of Executive Director’s Employment Agreement.

8. OPEN SESSION

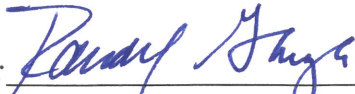
The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting

9. 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 30, 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 on the west side 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) 388-8204 or TDD (956) 530-0169.



Edinburg Economic Development Corporation

Meeting Date: October 6, 2025

Consider and take action on approval of Minutes for the Regular Board meeting held on September 22, 2025.

1. **Agenda Item:**

Consider and take action on approval of Minutes for the Regular Board meeting held on September 22, 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: September 22, 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

September 22, 2025
REGULAR MEETING AGENDA
5:30 PM

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

STAFF: **Raudel Garza, Executive Director**
 Samantha Martinez, Business Operations Coordinator
 Jaqueline Guerra, Marketing & Research Manager
 Leticia Pantoja, Project Manager
 Aaron Daniel Rivera, EEDC Attorney
 Emmanuel Espinoza, 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 September 16, 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 September 08, 2025.**

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

- B. Consider approval of the EDC's FY24-25 Audit Proposal with Cascos & Associates, PC.**

EEDC Executive Director Raudel Garza gave a presentation on the audit proposal for Cascos & Associates. Mr. Garza reminded the board that Cascos & Associates were the Auditors the EEDC utilized in FY 2023-2024.

MOTION TO APPROVE CASCOS & ASSOCIATES WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY COUNCILMEMBER DAVID SALAZAR. MOTION CARRIED UNANIMOUSLY.

- C. Consider approval of a Sponsorship for "Strive. Rise. & Thrive Gala" by Hidalgo County Prosperity Task Force.**

EEDC Executive Director Raudel Garza presented on the upcoming Strive. Rise & Thrive Gala, scheduled for November 19, 2025. Mr. Garza informed the Board as to what would be provided at the "Major Table General sponsorship" level.

MOTION TO APPROVE STRIVE. RISE & THRIVE GALA SPONSORSHIP FOR \$2,500.00 WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY VICE PRESIDENT RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.

D. Consider approval of a Sponsorship for “Empty Bowls 2025” by RGV Food Bank.

EEDC Executive Director Raudel Garza presented on the upcoming *Empty Bowls 2025*, scheduled for October 21, 2025. Staff recommendation was to sponsor at \$2,500.00.

MOTION TO APPROVE EMPTY BOWL SPONSORSHIP FOR \$2,500.00 WAS MADE BY DIRECTOR GREGORY VASQUEZ AND SECONDED BY COUNCILMEMBER DAVID SALAZAR. MOTION CARRIED UNANIMOUSLY.

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

President Aaron Rivera called the next item to order regarding the election of President, Vice President, Secretary, and Treasurer for the term 2025-2026.

President Aaron Rivera was nominated as EEDC president by Director Veronica Gonzales.

MOTION TO APPROVE EEDC PRESIDENT WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

Vice President Richard Gonzales was nominated as EEDC Vice President by Director Veronica Gonzales.

MOTION TO APPROVE EEDC VICE PRESIDENT WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

Treasurer Sandra Alaniz was nominated as EEDC Treasurer by Director Veronica Gonzales.

MOTION TO APPROVE EEDC TREASURER WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

Secretary Marc Moran was nominated as EEDC Secretary by Director

Veronica Gonzales.

MOTION TO APPROVE EEDC SECRETARY WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

F. Discussion and possible action on EEDC Meeting Calendar.

Executive Director Raudel Garza provided a revised meeting calendar to address board meeting dates that would have overlapped holidays and other conflicting events. The calendar follows the bylaws of the EDC, which require two board meetings a month. Meeting Calendar, see Exhibit A.

MOTION TO APPROVE EEDC MEETING CALENDAR WAS MADE BY COUNCILMEMBER DAVID SALAZAR AND SECONDED BY VICE PRESIDENT RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.

6. EXECUTIVE SESSION

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR VERONICA 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. 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
2. Project 100
3. Office Space
4. Project Fixed Wing
5. Project Workforce

6. Project Alberta
7. Project International
8. Project Choo Choo
9. Project Border
10. Other Projects

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

C. Personnel Matters (§551.074 Personnel Matters)

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 VICE PRESIDENT RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.

The EDC board reconvened in open session at 8:04 pm.

MOTION TO PROCEED AS DISCUSSED IN EXECUTIVE SESSION ON AGENDA ITEM “6A3. OFFICE SPACE ” WAS MADE BY VICE PRESIDENT RICHARD GONZALES AND SECONDED BY COUNCILMEMBER DAVID SALAZAR. MOTION CARRIED UNANIMOUSLY.

8. STAFF REPORTS

- 1. Commercial Development Report**
- 2. Marketing Report**
- 3. Executive Director Report**

No presentation was needed for staff reports at this time.

9. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 8:05 p.m.

MOTION TO ADJOURN MEETING WAS MADE BY SECRETARY MARC MORAN 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

EXHIBIT A



EEDC Board Meeting Calendar

<u>Regular Scheduled</u>	<u>Proposed New Date</u>	<u>Post By</u>
October 6, 2025		9/30/2025
October 20, 2025		10/14/2025
November 3, 2025		10/28/2025
November 17, 2025		11/11/2025
December 1, 2025		11/25/2025
December 15, 2025		12/9/2025
January 5, 2026		12/30/2025
January 19, 2026		01/13/2026
February 2, 2026		01/27/2026
February 16, 2026		02/10/2026
March 2, 2026		02/24/2026
March 16, 2026		03/10/2026
April 6, 2026		03/31/2026
April 20, 2026		04/14/2026
May 4, 2026		04/28/2026
May 18, 2026		05/12/2026
June 1, 2026		05/26/2026
June 15, 2026		06/09/2026
July 6, 2026		06/30/2026
July 20, 2026		07/14/2026
August 3, 2026	August 5, 2026/ National Night Out	07/30/2026
August 17, 2026		08/11/2026
September 7, 2026	September 8, 2026 / Labor Day	09/02/2026
September 21, 2026		09/15/2026

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



Edinburg Economic Development Corporation

Meeting Date: October 6, 2025

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

1. Agenda Item:

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

2. Description/Scope:

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

3. Estimated Timeline:

October 1, 2024 – August 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 08/31/2025

Management Report

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



Prepared on
October 2, 2025

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

BALANCE SHEET (Unaudited)

AUGUST 31, 2025

Assets

Cash and Cash Equivalents	\$	14,090,306
Sales Tax Receivable		834,506
Receivables, Net		12,497,520
Santana Receivables, Net		8,875,606
Restricted Assets		
Cash and Cash Equivalents		791,923
Investments		9,666,293
TOTAL ASSETS	\$	46,756,154

Liabilities

Current Liabilities		
Accounts Payable	\$	820,287
Total Liabilities	\$	820,287

Fund Balance

Restricted For:		
Capital Projects	\$	7,199,691
Debt Service		2,386,903
Other: Note Receivables		16,132,628
Other: Property Acquisitions		8,297,752
Unrestricted		11,918,893
Total Fund Balance	\$	45,935,867
TOTAL LIABILITIES AND FUND BALANCE	\$	46,756,154

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

August 31, 2025

	Current Budget	YTD	Percent Used	Remaining Budget
Revenues				
GEN SALES & USE TAX (.5%)	\$ 9,866,485	\$ 9,051,683	92%	\$ 814,802
INTEREST EARNED	60,000	98,724	165%	(38,724)
INTEREST EARNED SERIES 2019	-	206,331	0%	(206,331)
INTEREST EARNED SERIES 2021	-	114,677	0%	(114,677)
MISCELLANEOUS REVENUE	-	40,500	0%	(40,500)
Total Revenues	\$ 9,926,485	\$ 9,190,908	93%	\$ 735,577
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	\$ 9,190,908	83%	\$ 1,935,577
Expenditures				
Administrative Services				
ADMINISTRATION FEE	\$ 500,000	\$ -	0%	\$ 500,000
SALARIES & FRINGE BENEFITS	890,542	563,867	63%	326,675
COMMUNICATIONS SERVICE AGREEMENT	12,000	3,552	30%	8,448
PRINTING	3,600	-	0%	3,600
RENTS & CONTRACTUAL	16,800	13,837	82%	2,963
OFFICE SPACE LEASE	69,600	37,620	54%	31,980
OFFICE MAINTENANCE & CONTRACTUAL - IT	9,000	6,695	74%	2,305
BOARD EXPENSES	6,000	5,981	100%	19
OFFICE SUPPLIES & OTHER MATERIALS	12,000	5,830	49%	6,170
WEARING APPAREL	3,600	376	10%	3,225
OFFICE EQUIP & FURNITURE	45,000	10,699	24%	34,301
OTHER MATERIALS	6,000	535	9%	5,465
AUDIT / ACCOUNTING	66,000	18,900	29%	47,100
CONTINUING EDUCATION	18,000	-	0%	18,000
MEMBERSHIP DUES, SUBSCR	60,000	47,150	79%	12,850
PROFESSIONAL SERVICES	216,000	116,376	54%	99,624
Total Administrative Services	\$ 1,934,142	\$ 831,418	43%	\$ 1,102,724
Programs				
CONFERENCES	\$ 120,000	\$ 52,288	44%	\$ 67,712
JOB TRAINING PROGRAMS	700,000	374,245	53%	325,755
MARKETING AND ADVERTISING SERVICES	540,000	329,647	61%	210,353
RESEARCH, STUDIES, OTHER CONTRACTS	300,000	18,000	6%	282,000
SPONSORSHIPS	144,000	117,075	81%	26,925
TRAVEL, TRAINING, MEETINGS	78,000	23,226	30%	54,774
Total Programs	\$ 1,882,000	\$ 914,482	49%	\$ 967,518
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	\$ 697,638	58%	\$ 502,362
KAPAL SUPPLIER, LLC	80,000	67,459	84%	12,541
Total Incentive Agreements	\$ 1,280,000	\$ 765,097	60%	\$ 514,903
Debt Service				
BOND PRINCIPAL PAYMENT	\$ 1,665,000	\$ 1,665,000	100%	\$ -
BOND INTEREST EXPENSE	1,010,977	1,010,977	100%	(0)
BOND FEES	6,000	-	0%	6,000
Total Debt Service	\$ 2,681,977	\$ 2,675,977	100%	\$ 6,000
Total Expenditures	\$ 17,030,871	\$ 5,224,308	31%	\$ 11,806,563

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

August 31, 2025

	Current Budget	YTD	Percent Used	Remaining Budget
Sources Over/(Under) Uses	\$ (5,904,386)	\$ 3,966,600	67%	\$ (9,870,986)
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	\$ 9,511,916	85%	\$ 1,614,569
Total Expenses	(20,925,871)	(5,224,308)	25%	(15,701,563)
Change in Fund Balance	\$ (9,799,386)	\$ 4,287,608	-44%	\$ (14,086,994)

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

	Beginning Balance	YTD Activity	Ending Balance
Cash - Unrestricted			
Operating - Interest Bearing	\$ 4,342,881	\$ 1,501,009	\$ 5,843,889
Total Unrestricted Cash	\$ 4,342,881	\$ 1,501,009	\$ 5,843,889
Cash - Restricted			
Non Interest Bearing:			
Debt Service Funds	\$ 1,889,496	\$ (1,097,573)	\$ 791,923
Total Non Interest Bearing Cash	\$ 1,889,496	\$ (1,097,573)	\$ 791,923
Interest Bearing:			
Series 2019 Bonds - Project Fund	\$ 4,297,466	\$ 18,816	\$ 4,316,282
Series 2021 Bonds - Project Fund	2,872,951	10,458	2,883,408
Debt Service Reserves Fund	1,589,195	5,785	1,594,980
Reserved for Property Acquisitions	8,297,752	-	8,297,752
Total Interest Bearing Cash	\$ 17,057,365	\$ 35,058	\$ 17,092,423
Total Restricted Cash	\$ 18,946,860	\$ (1,062,515)	\$ 17,884,346
Total Unrestricted and Restricted Cash	\$ 23,289,741	\$ 438,494	\$ 23,728,235

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	834,506	(788)	→ 0%
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>\$ 9,051,683</u>	<u>\$ 1,101,378</u>	<u>↑ 15%</u>

AVERAGE PER MONTH: (October through July/10 months)

YTD Comparison \$ 625,475 \$ 713,151 \$ 748,875 \$ 795,031 \$ 905,168

YTD COMPARISON: (October through July)

 \$ 6,254,751 \$ 7,131,509 \$ 7,488,748 \$ 7,950,305 \$ 9,051,683

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

 842,978 876,758 357,239 461,557 1,101,378

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

 16% 14% 5% 6% 14%



Edinburg Economic Development Corporation
Meeting Date: October 6, 2025

Consider approval of amendments to the Organizational Chart.

1. **Agenda Item:**

Consider approval of amendments to the Organizational Chart.

2. **Description/Scope:**

The proposed amendment includes changes to the Organizational Chart by changing the Project Manager title to Business Development Manager.

3. **Estimated Timeline:**

The changes will take effect upon board approval and will be incorporated into the current fiscal year budget.

4. **Budget:**

5. **Procurement/Selection Process:**

6. **Staff's Recommendation:**

Staff Recommends approval of amendment to the organizational chart.

7. **Justification:**

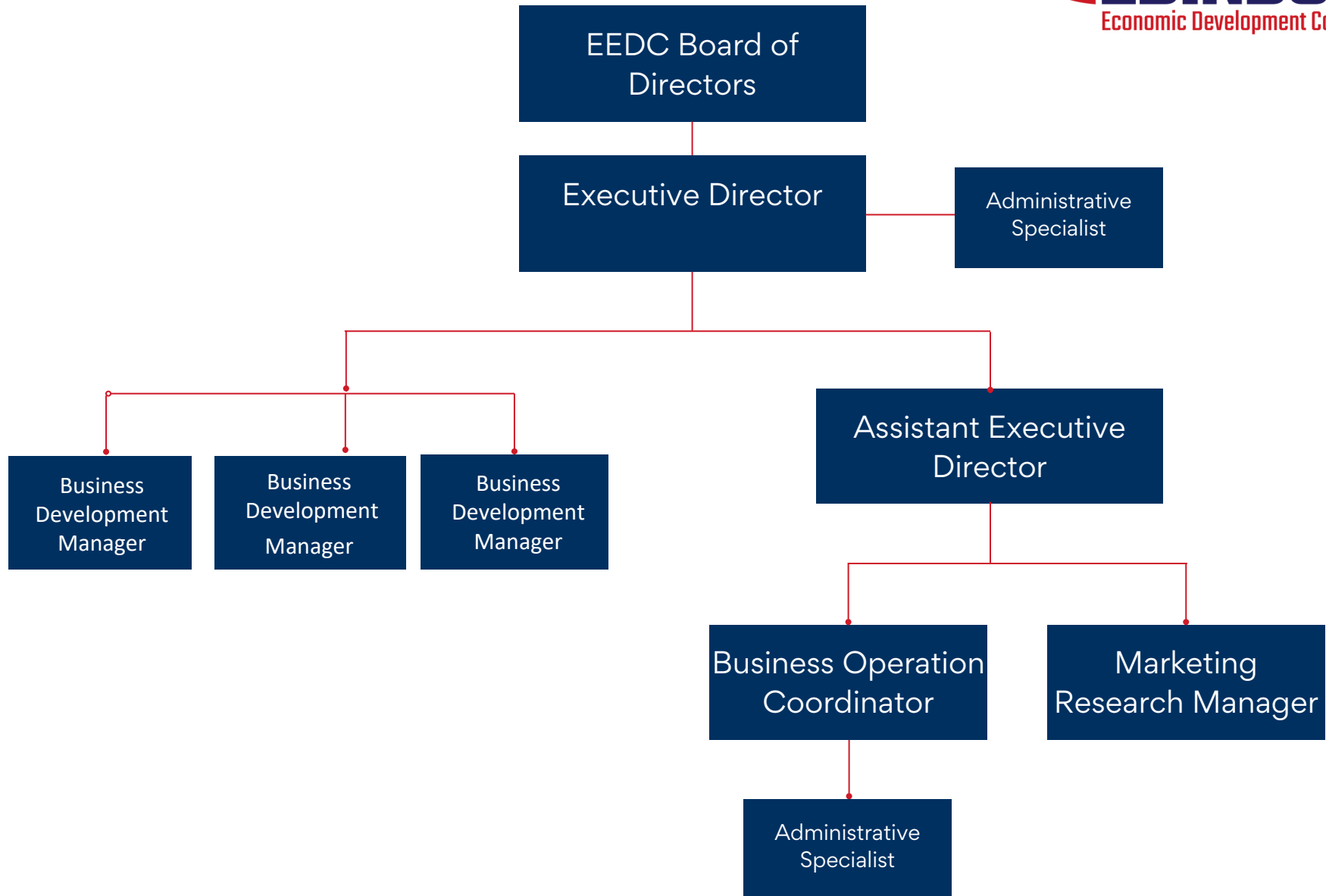
This amendment ensures that the organizational structure aligns with the operational needs of the Edinburg EDC.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Organizational Chart.

Organizational Chart





Edinburg Economic Development Corporation

Meeting Date: October 6, 2025

Consider approval of Sponsorship for the “30th Annual Blue Santa” Event by the City of Edinburg Police Department

1. Agenda Item:

Consider approval of Sponsorship for the “29th Annual Blue Santa” Event by the City of Edinburg Police Department.

2. Description/Scope:

The City of Edinburg Police Department is hosting its 30th Annual Blue Santa Event on Friday, December 12, 2025, at the Promenade Amphitheater. Edinburg PD is requesting a \$5,000 sponsorship, with all proceeds supporting the Blue Santa Toy Drive. This annual gathering brings holiday gifts to children throughout the community.

5. Estimated Timeline:

December 12, 2025

6. Budget:

Sponsorship Account: \$144,000

7. Procurement/Selection Process:

N/A

8. Staff's Recommendation:

Staff recommends \$3,000.00.

9. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Blue Santa Letter

Attachment B: Edinburg PD Sponsorship Request Form



EEDC Sponsorship Request Form

Contact Information

1. Name: Edinburg Police Department
2. Title: COP Division Officer Torres
3. Address: 1702 S. Closner Blvd, Edinburg Tx 78539
4. Phone: 956-330-4907
5. Email: rtorres@cityofedinburg.com

Organization Information

1. Name: Edinburg Police Department
2. Address: 1702 S. Closner Blvd Edinburg Tx 78539
3. Tax Identification Number: 74-6000714
4. Is this organization a nonprofit corporation with a certificate of formation on file with the Texas Secretary of State? NO
5. Is this organization a 501(c)(3) registered with the Internal Revenue Service (IRS)? YES
6. Does this organization have a 990 Form on file with the IRS? N/A exempt

If yes,

- a. Please attach this organization's most recently filed 990 Form.

Sponsorship or Donation Request

1. Amount Requested: \$5,000
2. Date Needed: 12/12/2025
3. Please describe the purpose of your funding request. What will the funding be used for?
Edinburg PD is requesting EEDC to sponsor our upcoming event Blue Santa Toy Drive. The Blue Santa Toy drive is our annual event where officers are able to provide toys for kids in need every year. We are requesting funds to purchase toys and assist toward entertainment for this event.
4. Explain and provide supporting information regarding how the event, programming, or services being sponsored impacts economic development within the City of Edinburg. Blue Santa Toy Drive brings roughly 3,600 – 4,000 people each year and all kids in attendance leave with a free toy in hand. Parents come with their kids for free entertainment and fun for the whole family. Local vendors are also encouraged to participate to make sales for their small businesses.

5. If awarded, what measurable outcomes will be achieved as a result of your program?
How will the community benefit?
Events of this nature create a stronger, more unified community. Citizens are seeing firsthand the support they have from city council members and Mayor in attendance, from public safety departments such as fire and police and all other city departments in attendance. Local businesses benefit from opportunities to participate to make sales and a chance for advertisement. This encourages local businesses to stay in the city of Edinburg in an effort for Edinburg to thrive.
6. Please attach a budget for your program and indicate what share of the total program cost this request for city funding will cover.

Funding History

1. Has this organization received sponsorships or donations in the past from the EEDC and/or the City of Edinburg?

If yes,
 - a. Please list funding amounts awarded per year for the most recent five-year period.
In the last 5 years, the EEDC has generously donated or sponsored the Edinburg Police Department events. In 2024, EEDC donated \$5,000 for Blue Santa Toy Drive.
 - b. Please describe what measurable outcomes were achieved as a result of your programs supported by city funds.
The funds are extremely helpful by allowing us to purchase more toys for kids in need. The funds were utilized for entertainment for Blue Santa event which resulted in a great success.
2. Has this organization received other funding from the EEDC and/or the City of Edinburg (e.g., grants, federal or state pass-through funding, etc.) N/A

If yes,
 - a. Please list funding sources and amounts awarded per year for the most recent five-year period.

Exclusions

- Persons seeking financial support for their individual participation in a fundraising effort or event
- Persons requesting funds for their private use, regardless of the intent or need
- Requests that benefit single individuals
- Political causes or candidates

- Organizations that promote the sale or consumption of alcohol, tobacco products or federally illegal drugs
- Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion, or glorification of violence or acts of a violent nature
- Organizations that promote gambling
- Sexually oriented businesses
- Organizations requesting inappropriate or unlawful expenditures, as determined by the City in its sole discretion

The EEDC has sole discretion to determine whether an event benefits residents of the City of Edinburg and should therefore be a recipient of sponsorship funding or support under this Policy. The EEDC reserves the right to decline any request for EEDC sponsorship if acceptance is deemed not to be in the best interest of the EEDC, or if acceptance would create a conflict of interest for the EEDC.



Edinburg Economic Development Corporation

Meeting Date: October 6, 2025

Consider approval of a Sponsorship for “Social Fest 2025.”

1. **Agenda Item:**

Consider approval of a Sponsorship for “Social Fest 2025.”

2. **Description/Scope:**

Social Fest 2025 is a two-day event (November 12–13, 2025, in Mission, TX) designed to position the Rio Grande Valley as a hub for digital innovation and business growth. The festival will provide local businesses, marketers, and organizations with tools and strategies to harness social media, featuring national and regional experts, hands-on workshops, an exhibit hall of Valley businesses, and networking opportunities. More than an event, Social Fest aims to shift perceptions of the RGV—showcasing its talent, culture, and entrepreneurial spirit while amplifying its visibility on a global scale.

3. **Estimated Timeline:**

November 12–13, 2025

4. **Budget:**

Sponsorship Account: \$144,000.00

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends \$2,500.00

7. **Justification:**

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: SocialFest Sponsor Package



SOCIAL FEST

2025 SPONSORSHIP PACKAGE





SOCIAL FEST

Executive Summary

The Rio Grande Valley is one of the fastest-growing regions in Texas—rich in culture, talent, and entrepreneurial spirit. But when it comes to digital innovation, brand visibility, and online growth, many businesses in the Valley are still being left behind.

SocialFest 2025 is our response. A first-of-its-kind, two-day experience happening November 12–13, 2025, in Mission, TX, built to drive economic growth across the region by teaching local businesses, marketers, and organizations how to harness the power of social media.

While some brands in the Valley have figured out how to thrive online, the majority haven't been given the tools or exposure to keep up. SocialFest brings in today's top content creators, marketing experts, and digital strategists—not just to perform or entertain, but to teach, share, and empower the RGV business community.

This isn't just about visibility—it's about shifting perception.

We want the Valley to be seen as more than a region—it should be a destination. But to do that, we must document what we have to offer and amplify it through the global reach of social media.

SocialFest 2025 will feature:

- Keynotes from national and regional industry experts
- Workshops focused on social media marketing, storytelling, and customer growth
- A vibrant exhibit hall highlighting Valley-based businesses and vendors
- Live activations, networking, and a VIP experience designed to leave lasting impact

For sponsors and partners, this is more than just an event—it's a stake in the future of the region. It's a chance to:

- Be part of the most innovative marketing experience the Valley has ever seen
- Directly support workforce and business development in South Texas
- Align with a bold movement that puts the RGV on the map—visibly, creatively, and strategically

We're not waiting for an opportunity to show up. We're creating it.

Let's build hype around the Valley—and show the world why we belong in the spotlight.

SocialFest was born from a simple belief: creators and small businesses in South Texas deserve a platform that elevates their talent and connects them with the world. Our region is full of untapped potential, and SocialFest is the bridge that connects that energy with education, opportunity, and community.

This isn't just another conference—it's a movement.

It's about sparking innovation, growing local brands, and building lasting partnerships.

Why Social Media Matters for Business (2025 Stats)

Global & National Reach

- **5.04 billion people worldwide** use social media as of 2024—that's over 62% of the global population.
- The **average person spends 2 hours and 23 minutes daily** on social media.
- In the U.S., **91% of businesses use social media** for marketing.

Source: DataReportal, Statista

Small Business Growth & Visibility

- **81% of consumers** say they need to trust a brand before buying from them—and social media is one of the best tools to build that trust.
- **73% of small businesses** say social media marketing has been "somewhat to very effective" for their business.
- **71% of consumers** who had a positive experience with a brand on social media are likely to recommend it to others.

Source: Edelman Trust Barometer, Sprout Social

Buyer Behavior & Influence

- **54% of social browsers** use social media to research products.
- **90% of Instagram users** follow at least one business.
- **TikTok made over 35% of users** buy something they didn't intend to—just from scrolling.

Source: Hootsuite, TikTok for Business

The Opportunity for the RGV

- The **Rio Grande Valley is home to over 1.4 million people**—yet many businesses still rely heavily on word-of-mouth or traditional marketing.
- Businesses that are active online gain **3x more visibility, lower marketing costs**, and build **long-term loyalty** faster than those that aren't.
- The RGV is full of cultural stories, creative businesses, and untapped talent—**but without digital visibility, the world won't know it exists.**

The Bottom Line:

Social media isn't optional—it's the **most powerful business tool available today**. And in underserved markets like the RGV, it could be the **difference between staying local and scaling globally**.

Our Vision

To become the **#1 creator and marketing festival in Texas**—where big brands, creative minds, small businesses, and future leaders meet, collaborate, and ignite what's next.

We envision SocialFest as the epicenter of digital creativity and entrepreneurship in the Rio Grande Valley and beyond.

Our Mission

To deliver **opportunity, visibility, and tangible value** to creators, small businesses, and the community through powerful programming, engaging experiences, and elevated networking spaces.

Whether you're a sponsor, speaker, exhibitor, or guest, SocialFest is designed to give you a platform to shine.

Why Now & Why the Valley?

The **Rio Grande Valley** is one of the fastest-growing regions in Texas, filled with a young, creative, and entrepreneurial population. Yet many brands and individuals here lack access to large-scale platforms to showcase their work, build partnerships, and scale their ideas.

Meanwhile, **social media has transformed the business landscape** in the Valley. We've seen local brands go viral, small businesses turn into major players, and creators launch careers—all by leveraging digital platforms effectively.

SocialFest taps into this momentum to build an ecosystem where creators and brands can connect, collaborate, and grow together. It's not just about visibility—it's about creating long-term workforce and business development in a region that's ready for its moment.

Clear Takeaways for Sponsors

Brand Visibility: Your brand will be front and center across physical signage, digital content, press materials, and stage recognition.

Direct Access to Consumers: With over 1,200 expected attendees, sponsors can engage with creatives, students, influencers, and business leaders directly.

Media Exposure: Press partnerships, influencer shoutouts, and live coverage will amplify your brand reach.

Custom Activations: Sponsors can co-create brand experiences on-site—from interactive booths to swag bag placements to stage takeovers.

Community Impact: Support the growth of creative talent and entrepreneurship in one of the fastest-growing regions in Texas.

This is your chance to be more than a logo on a flyer. Join us in building something legendary.

Let's make history. Let's build SocialFest.



SOCIAL FEST

Event Directors

**Yaw
Sam**

Brand Geniuz

**Aylin
Madrigal**

Brand Geniuz

**Josh
Howard**

Brand Geniuz

Committee Members

**Belen
Guerrero**

Mission EDC

**Bob
Lozano**

F&P Brands

**CJ
Sanchez**

Pharr EDC

**Jordan
Lewis**

Edwards Abstract

**Julian
Alvarez**

Lone Star National Bank

**Marcos
Silva**

RGV Lead

**Sally
Fraustro-Guerra**

Socialife & McAllen
Chamber of commerce

**Cesar
Alberto**

Join The Circle

**Monzerrath
Lerma**

96.1 La Exitosa

**Hannah
Orendain**

OD Law Firm

**Gaby
Cueva**

Rossina

**Laura
Garcia Aviles**

Multimedia Cordinator
at Hidalgo County Precint 4

Why Sponsor SocialFest?

Brand Visibility: Gain exposure to a highly engaged audience of entrepreneurs, creators, and business leaders.

Targeted Marketing: Showcase your brand to a niche audience actively seeking growth and collaboration opportunities.

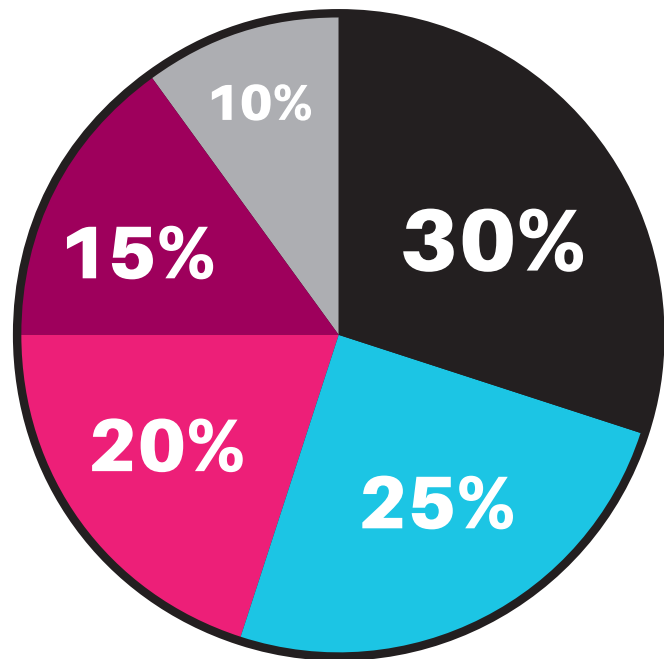
Networking & Partnerships: Connect with industry leaders, potential customers, and future brand advocates.

Thought Leadership: Position your brand as an industry leader by participating in panels, workshops, or keynote introductions.

Community Impact: Support an initiative focused on empowering businesses and individuals in emerging markets.



Attendee Demographics



- Creators & Influencers**
Social media professionals, YouTubers, podcasters, and content strategists.
- Entrepreneurs & Business Owners**
Small business owners, startup founders, and e-commerce brands.
- Marketing & Digital Professionals**
Social media managers, marketing strategists, brand consultants.
- Corporate & Industry Leaders**
Executives, decision-makers, and investors seeking collaboration.
- Students & Aspiring Entrepreneurs**
Emerging talent looking to break into the industry.

DAY 1

**Marketing
Professional
Track**

**Content Creator
Track**

**Business
Track**

**All Things
Social (ATS)**

Time: 9:30 - 10:00 AM
Opening Remarks

Opening Remarks - All Attendees @ Main Room

Time: 10:15 - 11:00 AM
Day 1 Opening Keynote

Keynote Speaker AM - All Attendees @ Main Room

Time: 11:15 AM - 12:00 pm
Session Block 1

**ROI Strategies w/
Facebook Ad
Campaigns**

**Real Estate
Personal Branding
Panel**

**Influencer
Marketing
Campaign Planning**

**Mega Influencer
Interview
Lorena Abreau**

Time: 12:00 PM - 2:00 PM
Session Block:
Food & Experiences

Lunch & Experiences

Time: 2:15 PM - 3:00 PM
Session Block 5

**Food and
Hospitality
Panel**

**Brand Deals
Optimization**

Event Marketing

**Instagram Growth
Strategies**

Time: 3:15 PM - 4:00 PM
Session Block 3

**Advanced Video
Editing
Workshop**

**Fashion and Beauty
Panel**

**Content Marketing
Your Community**

**Podcast Growth
Strategies**

Time: 3:15 PM - 4:00 PM
Day 1 Closing Keynote

Surprise Guest Keynote Speaker PM - All Attendees @ Main Room

DAY 2

Time: 9:30 - 10:00 AM
Opening Remarks

Opening Remarks - All Attendees @ Main Room

Time: 10:15 - 11:00 AM
Day 2 Opening Keynote

Keynote Speaker AM - All Attendees @ Main Room

Time: 11:15 AM - 12:00 pm
Session Block 4

**Infusing Culture
into Content
- Latino Panel**

**Advanced Photo
Editing**

**Personal Branding
Professionals**

**Client Acquisition
w/ LinkedIn**

Time: 12:00 PM - 2:00 PM
Session Block:
Food & Experiences

Lunch & Experiences

Time: 2:15 PM - 3:00 PM
Session Block 5

**Economic
Development/
Tourism**

**Youtube Growth
Strategies**

**Campaigns
that WIN**

**TikTok Growth
Strategies**

Time: 3:15 PM - 4:00 PM
Session Block 6

**Sports Marketing
Panel**

**Hollywood
Photography Staging/
Posing Workshop**

**AI in
Social Media**

**Surprise
Guest**

Time: 3:15 PM - 4:00 PM
Day 2 Closing Keynote

Surprise Guest Keynote Speaker PM - All Attendees @ Main Room



SOCIAL FEST

Confirmed Speakers



Neil Patel
Co-Founder, NP Digital



Bree Flemings
Founder, JEM Social



Alfredo Garcia
Food Creator & Author



Lorena Abreau
Influencer & Stunt Performer



Leah Wise
Personal Injury Attorney & Influencer



Luis Alejandro
Beauty Influencer



Emi Luk
Senior Director, Saatchi & Saatchi



Armando Nava
Top Texas Real Estate Brokerage



Roberto Palomares
Magician & Content creator



Annie Leal
Founder, I love Chamoy



Francisco Hernandez
Photographer



Danyal Howard
Mega Fashion Influencer



Gianni Avalos
Lawyer & Creator



Nick Kosir
Mega Social Media Influencer



Vanessa Mallari
Dallas Mavericks



Judge Armando Marroquin
Judge, Hidalgo Co. Court Law #10



Ernesto Esquivel
Co-Owner, Como Comi



Alejandra Garcia
Sales Director, Simpli.fi



Gerardo Alvarado
Co-Owner, Como Comi

Sponsorship Tiers & Benefits



TITLE SPONSOR

CONTACT US FOR MORE INFORMATION

Exclusive Naming Rights:

Event branded as "Social Fest 2025 Presented by [Your Company Name]".

Premium Branding:

Logo placement on all marketing materials, website, tickets, badges, and stage design.

Exclusive Acknowledgment:

Recognition during keynote speeches and the VIP Party.

Speaking Opportunity:

Host one workshop session or introduce a keynote speaker.

Exhibit Booth:

Prime location with double-sized booth space at the event.

VIP Tickets:

15 VIP passes.

Digital Presence:

10+ dedicated social media posts and 3 email blasts featuring your brand.

Post-Event Exposure:

Thank-you video and featured logo on recap materials.

Includes opportunity to add branded materials to attendee swag bags.

Includes access to VIP lounge, free breakfast/lunch/coffee, and dedicated VIP room.

~~POWER SPONSOR~~

SOLD OUT

Exclusive Naming Rights:

Event branded as "Social Fest 2025 Powered by [Your Company Name]".

Premium Branding:

Logo placement on all marketing materials, website, tickets, badges, and stage design.

Exhibit Booth:

Prime location with double-sized booth space at the event.

VIP Tickets:

10 VIP passes.

Digital Presence:

5 dedicated social media posts and 1 email blast featuring your brand.

Post-Event Exposure:

Thank-you video and featured logo on recap materials.

Includes opportunity to add branded materials to attendee swag bags.

Includes access to VIP lounge, free breakfast/lunch/coffee, and dedicated VIP room.

PLATINUM SPONSOR

\$20,000

High-Tier Branding:

Prominent logo placement on event materials, website, and conference bags.

Recognition:

Acknowledgment during keynote speeches and workshops.

Exhibit Booth:

Prime location with a standard booth.

VIP Tickets:

5 VIP passes and 5 GA passes.

Digital Presence:

5 dedicated social media posts and 1 email blast.

Post-Event Exposure:

Logo featured in recap materials and event highlights.

Includes opportunity to add branded materials to attendee swag bags.

Includes access to VIP lounge, free breakfast/lunch/coffee, and dedicated VIP room.

GOLD SPONSOR

\$10,000

Brand Visibility:

Logo placement on select marketing materials and website.

Recognition:

Acknowledgment during workshop sessions and on workshop signage.

Exhibit Booth:

Standard booth at the event.

Workshop Involvement:

Option to sponsor one workshop with branding.

VIP Tickets:

4 VIP passes and 4 GA passes.

Digital Presence:

3 dedicated social media posts.

Post-Event Exposure:

Logo included in the event recap.

Includes opportunity to add branded materials to attendee swag bags.

Includes access to VIP lounge, free breakfast/lunch/coffee, and dedicated VIP room.

SILVER SPONSOR

\$5,000

Brand Recognition:

Logo placement on the event website and signage at coffee or snack stations.

Recognition:

Sponsor of a breakout session or specific workshop.

VIP Tickets:

3 VIP passes and 3 GA passes.

Digital Presence:

2 dedicated social media posts.

Includes opportunity to add branded materials to attendee swag bags.

Includes access to VIP lounge, free breakfast/lunch/coffee, and dedicated VIP room.

BRONZE SPONSOR

\$ 2,500

Entry-Level Branding:

Logo included on the event website and shared on event signage.

VIP Tickets:

2 VIP passes and 2 GA passes.

Digital Presence:

Mention in one group social media post featuring sponsors.

Includes opportunity to add branded materials to attendee swag bags.

Includes access to VIP lounge, free breakfast/lunch/coffee, and dedicated VIP room.



SOCIAL FEST

ADD-ON Sponsorship Opportunities

1. Workshop Sponsor - \$5,000 per workshop

Branding on workshop signage and promotional materials.
Opportunity to introduce the workshop session.

2. Coffee Station Sponsor - \$5,000

Logo displayed prominently at the coffee station.
Branded cups and napkins.

3. Snack Station Sponsor - \$5,000

Branding on snack station signage and snack packaging.

4. Breakfast Sponsor - \$5,000

Branding at the breakfast area and on breakfast-related materials.

5. Exhibitor Booth - \$2,500

Standard booth with table, chairs, and signage space.

Special Sponsorships

1. After-Party Sponsor (2 Available) - Custom sponsorship opportunities available.

2. DJ/Music Sponsor - Branding on entertainment elements.

3. Tote Bag Sponsor - Logo printed on event giveaway bags.

4. Name Badge Sponsor - Branding on attendee name badges.

5. Lanyard Sponsor - Custom lanyard branding with sponsor logo.

6. Portable Nightclub Sponsor - Branding for nightlife experiences at the event.

7. Career Fair Sponsor - Sponsor branding at a dedicated job fair area.



SOCIAL FEST

Frequently Asked Questions (FAQs)

What's the difference between VIP Passes and General Admission Tickets?

VIP Passes include priority seating, exclusive access to the VIP Lounge, complimentary breakfast, lunch, coffee, and access to the dedicated VIP networking room. GA includes standard access to sessions and the exhibit hall.

Will General Admission tickets be sold separately?

Yes. GA tickets will be available for individual purchase on the official SocialFest website.

Do VIP Passes cover both days?

Yes. All VIP and GA passes include access to both event days: November 12-13, 2025.



SOCIAL FEST

Frequently Asked Questions (FAQs)

Are swag bag placements included for all sponsors?

Yes. Every sponsor tier includes the opportunity to place branded materials or items in attendee swag bags.

Do sponsors receive an attendee list?

Yes, sponsors at the Gold level and above will receive an opt-in list of attendees who consent to share their info.

Is food and drink included for sponsors?

Yes. Every sponsor tier includes the opportunity to place branded materials or items in attendee swag bags.



SOCIAL FEST

NEXT STEPS

Interested in sponsoring
SocialFest Experience 2025? Let's
discuss how we can tailor a package
that aligns with your goals!

Contact Us: contact@social-fest.com

Website: social-fest.com

Phone: 956-540-5520



Edinburg Economic Development Corporation
Meeting Date: October 6, 2025

Consider approval of a Sponsorship for “2nd Annual Golf Tournament” by RGV Builders Association.

1. Agenda Item:

Consider approval of a Sponsorship for “2nd Annual Golf Tournament” by RGV Builders Association.

2. Description/Scope:

The Rio Grande Valley Builders Association is hosting it’s 2nd annual golf Tournament on October 18, 2025. This golf tournament will be taking place at Los Lagos Golf course.

3. Estimated Timeline:

October 18, 2025

4. Budget:

Sponsorship Account: \$144,000.00

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends \$2,000.00

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Golf Tournament Sponsorship Form



Rio Grande Valley Builder Association
2nd Annual Golf Tournament
Sponsorship Form

Thank you for your interest in sponsoring the Rio Grande Valley Builders Association's 2nd Annual Golf Tournament, taking place on Saturday, October 18th at Los Lagos Golf Course in Edinburg. Registration / Breakfast will run from 7:00 AM to 7:45 AM. Tee Time will begin at 8:00 AM. The Awards Luncheon will begin after play with door prizes and awards. Please carefully read and respond to all fields on this form to submit your registration for the 2nd Annual Golf Tournament. Note that you must be a member to sponsor RGVBA events; please visit our membership sign-up page at www.rgvba.org/membership if you are interested in becoming a member of the RGVBA to take advantage of available sponsorships. Please contact us to confirm your membership before proceeding if you are unsure whether your organization is a member of the RGVBA.

•

Not all Golf Tournament sponsorship tiers offer teams. Please read the details of the available sponsorship tiers carefully and make your selection based on which sponsorship perks you want for promotion or play.

Sponsorship Contact

Company Name: _____

Contact Person: _____ Contact Phone: _____

Contact Email: _____

Company Street Address: _____

Company City: _____ State: _____ Zip Code: _____

Sponsorship Tier Selection (See following page for details)

☐ GOLD • ☐ SILVER • ☐ BRONZE • ☐ Towel • ☐ Koozie • ☐ 3-Man Team • ☐ Hole

Payment Method: ☐ Card ☐ Check ☐ Cash *The RGVBA will invoice you via email.*



Sponsorship Information



Rio Grande Valley Builders Association 2nd Annual Golf Tournament

**Saturday, October 18, 2025
Los Lagos Golf Course - Edinburg TX**

GOLD Sponsor (\$5,000)

- Company logo on all goody bags and golf towels
- 2 teams (6 players); Breakfast and Lunch included for each player
- Opportunity to display your company banner
- Large hole sign
- Tent at hole for promoting purposes
- Recognition in all media used
- 2 Mulligans per player per team
- 1 Bubba Drive per team
- Opportunity to distribute promotional items in goody bag

SILVER Sponsor (\$4,000)

- Company logo on goody bags
- 2 teams (6 players); Breakfast and Lunch included for each player
- Opportunity to display your company banner
- Hole sign
- Tent at hole for promoting purposes
- Recognition in all media used
- 2 Mulligans per player per team
- 1 Bubba Drive per team
- Opportunity to distribute promotional items in goody bags

BRONZE Sponsor (\$3,000)

- Company logo on goody bags
- 1 team (3 players); Breakfast and Lunch included for each player
- Hole sign
- 2 Mulligan's per player per team
- 1 Bubba Drive per team
- Opportunity to distribute promotional items in Goody Bag

Towel Sponsor (\$2,000)

- 1 team (3 players); Breakfast and Lunch included for each player
- Company logo on all towels
- Hole sign
- Opportunity to distribute promotional items in goody bags

Koozie Sponsor (\$1,000)

- Company logo on all koozies
- Hole sign
- Opportunity to distribute promotional items in goody bags

3-Man Team (\$500)

- Each player will receive a goody bag, cart, green fees, breakfast & lunch

Hole Sponsor (\$200)

- Opportunity to distribute promotional items in goody bags
- Company name on hole sign

For more information, contact:

RGVBA Office

info@rgvba.org | (956) 686-2932

4925 S. Jackson Rd. Ste 3

Edinburg, TX 78539





Goody Bags

Sponsors have the opportunity to distribute promotional materials in goody bags at their own expense under applicable tiers. We suggest swag items with your company's logo like pins, koozies, stress balls, sunglasses, notepads, etc. If you would like to promote your company with swag items, please provide the items to us at the RGVBA office by October 10th.

Door Prizes

Sponsors may also bring door prizes to the Awards Luncheon. We suggest sports goods like golf balls, drivers, golf bags, coolers, cups, etc. You may attach your company's logo and information to door prizes. If you would like to sponsor a door prize, please provide the door prize(s) to us at the RGVBA office by October 10th.

If you selected GOLD, SILVER, BRONZE, Towel, or 3-Man Team, please fill out the following:

Team Information

Player 1 Full Name: _____ Handicap: _____

Player 2 Full Name: _____ Handicap: _____

Player 3 Full Name: _____ Handicap: _____

Total team handicap no less than 32 per team with only 1 single digit player per team. No professionals allowed.

If you selected GOLD or SILVER, please also fill out the following:

Additional Sponsored Team Information

Player 1 Full Name: _____ Handicap: _____

Player 2 Full Name: _____ Handicap: _____

Player 3 Full Name: _____ Handicap: _____

Total team handicap no less than 32 per team with only 1 single digit player per team. No professionals allowed.

Contact the office via the information below if you have any questions.



Edinburg Economic Development Corporation

Meeting Date: October 6, 2025

Consider approval of a Sponsorship for “2025 State of the Region Luncheon” by RGV Partnership.

1. Agenda Item:

Consider approval of a Sponsorship for “2025 State of the Region Luncheon” by RGV Partnership.

2. Description/Scope:

This premier event will bring together business leaders, elected officials, and stakeholders from across the Rio Grande Valley and Texas for an in-depth look at the current state of key industries that shape our region’s future. We are expecting an audience of 300-400 community and business leaders, making this one of our most visible and impactful gatherings of the year.

3. Estimated Timeline:

December 3, 2025

4. Budget:

Sponsorship Account: \$144,000.00

5. Procurement/Selection Process:

N/A

6. Staff’s Recommendation:

Staff recommends \$1,700.00

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Event Sponsorship Request

Attachment B: Formal Invite



EVENT SPONSORSHIP INTEREST FORM

FULL NAME:

PHONE:

ORGANIZATION:

EMAIL:

ADDRESS:

ARE YOU OR YOUR COMPANY A CURRENT MEMBER OF
THE RGV PARTNERSHIP?

☐ YES ☐ NO

EVENT NAME:

EVENT DATE:

SPONSORSHIP LEVEL:

PAYMENT METHOD:

- ☐ CHECK – PAYABLE TO RIO GRANDE VALLEY PARTNERSHIP | P.O. BOX 1499 WESLACO, TX 78599
- ☐ CREDIT CARD – YOU WILL BE INVOICED SEPARATELY TO MAKE ELECTRONIC PAYMENT
- ☐ INDIVIDUAL TICKET - IF APPLICABLE TO EVENT ABOVE

NAME ON CARD:

CARD NUMBER:

SECURITY CODE:

EXP DATE:

ZIP CODE:

NOTES:

965.968.3141 | P.O. BOX 1499
WESLACO, TX. 78599



You are cordially invited to attend



State of The Region
LUNCHEON

A DISTINGUISHED GATHERING TO HONOR THE PUBLIC AND
PRIVATE SECTOR LEADERS SHAPING OUR COMMUNITIES AND
TO PRESENT A REPORT ON THE REGION'S SIGNIFICANT
GROWTH OVER THE PAST YEAR.

to be held at

Region One ESC
1900 W SCHUNIOR ST, EDINBURG, TX 78541

on Wednesday, December 3, 2025
Eleven-thirty in the morning

ADVANCE REGISTRATION REQUIRED.
KINDLY REGISTER BY NOVEMBER 3, 2025



RGV PARTNERSHIP

State of The Region LUNCHEON

Presenting Sponsor

TWO (2) PREMIER RESERVED TABLES OF 8 WITH PRIORITY PLACEMENT
RECOGNITION AS PRESENTING SPONSOR IN ALL EVENT MATERIALS
COMPANY LOGO ON STAGE BACKDROP/SIGNAGE AND PROGRAM
SOCIAL MEDIA SPOTLIGHT POST (DEDICATED POST, NOT JUST A GROUP THANK-YOU)
MENTION IN PRESS RELEASE AND DURING PROGRAM REMARKS
OPPORTUNITY TO SHARE PROMOTIONAL MATERIALS AT EACH SEAT OR REGISTRATION AREA
OPTION TO PROVIDE A 2-MINUTE WELCOME MESSAGE DURING LUNCHEON

\$5,000 (2 AVAILABLE)

Regional Pillar

ONE RESERVED TABLE OF 8 WITH PREMIUM PLACEMENT
LOGO IN EVENT PROGRAM AND SHARED SPONSOR SIGNAGE
GROUP SOCIAL MEDIA RECOGNITION (E.G., CAROUSEL OR BANNER POST)
MENTION IN PRESS RELEASE
OPTION TO INCLUDE A PROMOTIONAL ITEM AT REGISTRATION

\$3,000 (5 AVAILABLE)

Community Sponsor

ONE RESERVED TABLE OF 8
LOGO IN EVENT PROGRAM
GROUP SOCIAL MEDIA RECOGNITION
RECOGNITION FROM THE PODIUM

\$1,700

Table Sponsor

RESERVED TABLE OF 8
LISTED AS A SUPPORTER IN THE PROGRAM

\$1,250

Individual Ticket

\$150 (UPON AVAILABILITY VIA EVENTBRITE)





Edinburg Economic Development Corporation

Meeting Date: October 6, 2025

Consider approval of a Sponsorship for “Cruzar La Cara De La Luna, the original mariachi opera” by Driscoll Children’s Hospital.

1. Agenda Item:

Consider approval of a Sponsorship for “Cruzar La Cara De La Luna, the original mariachi opera” by Driscoll Children’s Hospital.

2. Description/Scope:

A Night with Driscoll is the launch of an annual signature fundraiser supporting Driscoll Children’s Hospital in the Rio Grande Valley. This unforgettable evening features *Cruzar la Cara de la Luna*, the world’s first mariachi opera — a moving story of family, culture, and resilience. Proceeds will benefit Driscoll’s Art Therapy program, promoting healing for children through creative expression. Join us for a powerful night of music, culture, and community — all in support of world-class care close to home.

3. Estimated Timeline:

October 11, 2025

4. Budget:

Sponsorship Account: \$144,000

5. Procurement/Selection Process:

N/A

6. Staff’s Recommendation:

Staff recommends approval on board discretion.

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Cruzar La Cara De La Luna Sponsorship Packet



A NIGHT WITH DRISCOLL



CRUZAR LA CARA DE LA LUNA

FIRST EVER MARIACHI OPERA

OCT 11 | 7PM

**SPONSOR
RECEPTION AT 5PM**

LOCATION:

UTRGV Performing Arts Complex
1201 W. University Dr.
Edinburg, TX 78539

**DOORS OPEN AT 6PM
PERFORMANCE BEGINS AT 7PM**



Driscoll
Children's Hospital



CRUZAR LA CARA DE LA LUNA

FIRST EVER MARIACHI OPERA



"A Night with Driscoll" launches what will become an annual signature fundraiser supporting Driscoll Children's Hospital in the Rio Grande Valley. This unforgettable evening will showcase the groundbreaking mariachi opera *Cruzar la Cara de la Luna* (*To Cross the Face of the Moon*), a moving production blending the rich tradition of mariachi with the power of opera.

Audiences will be captivated by the story of a Mexican American family navigating borders, cultures, and generations, brought to life through soaring voices and the vibrant sounds of mariachi. The opera's imagery of the monarch butterfly beautifully reflects the resilience and journey of families across time and place.

Driscoll is proud to be the first and only designated freestanding children's hospital in the Rio Grande Valley. In its first year more than 5,000 surgeries have been performed and more than 20,000 children have been seen in the Emergency Department. Driscoll is bringing more care to more kids and keeping them close to home and to their families. The proceeds from this unique artistic experience will support the Art Therapy program in the Rio Grande Valley, which promotes healing and overall well-being for children.

Join us for a night of culture, celebration, and community, while helping ensure that every child in the Valley has access to world-class care right here at home. Sponsorships and seating are limited, so don't miss this extraordinary experience.

Reserve your sponsorship today and be part of this unforgettable evening.

2820 W. Michelangelo Dr., Edinburg, TX 78539
Contact: Kim Guillén
Phone: (956) 688-1382
Email: kim.guillen@dchstx.org

You will receive confirmation of sponsorship/donation.



Driscoll
Children's Hospital





A NIGHT WITH DRISCOLL

Sponsorship Opportunities and Ticket Options

	Corazon de Oro	Cielo Club	Estrella	Angel	Alegria	Milagro	Esperanza
Donation	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$150	\$125
Number of Tickets	10	6	4	2	2	1	1
Program*	Full Page	Half Page	Qtr Page	Large Name	Name		
Sponsor Reception	10	6	4	2			
Social Media	✓	✓	✓	✓			
Valet	✓	✓	✓	✓			
Behind the Scenes Hospital Tour**	✓	✓					

**Program information must be received by Sept 15*

***Tours will be scheduled with the Development Dept. post event*

The use of the facility on The University of Texas Rio Grande Valley campus does not imply endorsement of the event or the sponsoring organization by The University of Texas Rio Grande Valley.

2820 W. Michelangelo Dr., Edinburg, TX 78539
Contact: Kim Guillén
Phone: (956) 688-1382
Email: kim.guillen@dchstx.org

You will receive confirmation of sponsorship/donation.



Driscoll
Children's Hospital





A NIGHT WITH DRISCOLL

Please Select the Level of Sponsorship You Would Like to Commit to:

- | | | |
|---|--|--|
| ☐ Corazon de Oro - \$10,000 | ☐ Angel - \$1,000 | ☐ Milagro - \$150 |
| ☐ Cielo Club - \$5,000 | ☐ Alegria - \$500 | ☐ Esperanza - \$125 |
| ☐ Estrella - \$2,500 | | |
| ☐ I cannot attend but would like to donate: \$ _____ | | |

Name/Company Information

Name or Company (as you want it to appear on printed materials):

Contact Name: _____

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

Email: _____ Telephone: _____

Method of Payment

- ☐ I will go online to pay by credit card: donate.driscollchildrens.org/ANightwithDriscoll
- ☐ For all other forms of payment, please contact Kim Guillén: (956) 688-1382 or kim.guillen@dchstx.org to arrange.



Scan the QR code to visit the website.

Thank you for your support!

2820 W. Michelangelo Dr., Edinburg, TX 78539
Contact: Kim Guillén
Phone: (956) 688-1382
Email: kim.guillen@dchstx.org

You will receive confirmation of sponsorship/donation.



Driscoll
Children's Hospital





Edinburg Economic Development Corporation

Meeting Date: October 6, 2025

Consider approval of a Sponsorship for “Installation & Awards Banquet Centennial Celebration” by Edinburg Chamber of Commerce.

1. Agenda Item:

Consider approval of a Sponsorship for “Installation & Awards Banquet Centennial Celebration” by Edinburg Chamber of Commerce.

2. Description/Scope:

The Installation & Awards Banquet honors the Edinburg Chamber's outgoing Chairperson of the Board. As well as recognize the incoming Chairperson of the Board. During the banquet the "Ambassador of the Year", "Man and Woman of the Year" awards are announced. The chamber also gives a year in review of past accomplishments and informs the community of future plans and goals for the upcoming year.

The Edinburg Chamber of Commerce is requesting \$3,000.00 sponsorship.

3. Estimated Timeline:

November 1, 2025.

4. Budget:

Sponsorship Account: \$144,000

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval on board discretion.

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Installation & Awards Banquet Sponsorship Packet



EDINBURG CHAMBER OF COMMERCE

INSTALLATION & AWARDS BANQUET

CENTENNIAL CELEBRATION



SAVE THE DATE

Region One Education
Service Center
1900 W Schunior St,
Edinburg, TX 78541

November 1, 2025 • 7pm
RSVP (956) 383-4974



CENTENNIAL CELEBRATION INSTALLATION & AWARDS BANQUET

ABOUT OUR EVENT

Our Installation & Awards Banquet honors the Edinburg Chamber's outgoing Chairperson of the Board. As well as recognize the incoming Chairperson of the Board. During the banquet the "Ambassador of the Year", "Man and Woman of the Year" awards are announced. The chamber also gives a year in review of past accomplishments and informs the community of future plans and goals for the upcoming year.

Enjoy an evening of elegance and excitement with this year's theme: Roaring 1920s

TITLE SPONSOR

\$5,000

Two reserved tables of 8

Sponsor logo will appear on event location jumbo screens.

Publicity photo in advance posted on social media platforms.

Banner display on premises (self provided)

Recognition in press releases.

Sponsors will be allowed to distribute brochures, door prizes and other promotional materials.

Company logo will be included on invitations and all outgoing marketing materials. Including our website, event program, social media platforms, membership e-blasts.

DIAMOND SPONSOR

\$3,000

One reserved table of 8

Mention in press releases.

Company logo will be Including in event program, social media platforms, membership e-blasts and at the event.

Sponsors will be allowed to distribute brochures, door prizes and other promotional materials.

Decade sponsor Feature

GOLD SPONSOR

\$1,000

One reserved table of 8

Company logo will be Including in event program, social media platforms, and at the event



CENTENNIAL CELEBRATION INSTALLATION & AWARDS BANQUET

WE THANK YOU FOR YOUR SUPPORT

please complete the form below and send it to information@edinburg.com. If you have any questions or concerns please contact us a 956-383-4974.

Company Name: _____

Contact Person: _____

Title: _____ Cell. (Will not be published): _____

Physical Address: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

- | | | | |
|---|---------|--|-------|
| ☐ TITLE SPONSOR (2) | \$5,000 | ☐ TABLE OF 8 (NON-MEMBER) | \$850 |
| ☐ DIAMOND SPONSOR (10) | \$3,000 | ☐ TABLE OF 8 (MEMBER) | \$750 |
| ☐ GOLD SPONSOR | \$1,000 | ☐ INDIVIDUAL TICKET | \$100 |

Card Type: ☐ VISA ☐ MC ☐ DISCOVER

Number: _____

Exp: _____ CVV#: _____

Type of Account: ☐ Checking ☐ Savings

Name on Account: _____

Billing Address: _____

City/State/Zip: _____

Bank Name: _____

Account Number: _____

Routing Number: _____

The diagram shows a check with the following fields: 'Your Name' and 'Your Address' in the top left; '123' in the top right corner; 'Date' in the top right; 'PAY TO THE ORDER OF' followed by a line; '\$' followed by a line; 'DOLLARS' in the middle right; 'Your Bank' followed by a line; 'For' followed by a line; and three lines of numbers at the bottom: '012345678', '1001001234', and '0123'. Arrows point from these numbers to labels below the check.

ABA/Routing Number Account Number Check Number

I understand this authorization will remain in effect until cancelled in writing. I agree to notify ECC in writing of any changes in my account information or termination of this authorization at least 15 days prior to the next billing date. If the above notes periodic payment dates fall on a weekend or holiday, I understand the payment may be executed on the next business day. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted periodic transaction dates. In the case of an ACH transaction being rejected for non-sufficient funds (NSF), I understand that ECC may at its discretion attempt to process the charge again within 30 days. I agree to an additional charge for each attempt returned NSF which will be initiated as a separate transaction from the authorized recurring payment. I acknowledge the origination of ACH transactions to my account must comply with the provisions of U.S. law. I agree not to dispute the recurring billing with my bank so long as the transactions correspond to the terms indicated in this authorization form.

ONCE COMPLETED PLEASE EMAIL TO INFORMATION@EDINBURG.COM