



**ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

Location:

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

**December 15, 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 November 15, 2025.
- B. Presentation of year-to-date Financial Report ending on October 31st, 2025.
- C. Consider approval of the incentive disbursement to Verturo Interests LLC for University Village in the amount of \$ 75,000.
- D. Discuss and consider approval of a Sponsorship for The Texas Association of Museums for their Annual Conference "Stronger Together" Celebrating Community Stories.
- E. Consider approval of budget amendments for Fiscal Year 2025-2026.

6. EXECUTIVE SESSION

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

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

- | | | |
|------------------------------|--------------------------|---|
| 1. Office Space | 6. Project Ribeye | 11. Water Master Plan |
| 2. Workforce Resource Center | 7. Project Happy Gilmore | 12. Project Internacional |
| 3. Project Sprinkler | 8. Project Ram | 13. Project Choo Choo |
| 4. Project Chair | 9. Project 25 | 14. Project Heartbeat |
| 5. Project Komida | 10. Project Injury | 15. Other North Industrial Park Project |

B. Personnel Matters (§551.074 Personnel Matters)

1. Discussion and possible action on filling of position for Administrative Specialist (§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed Meeting)

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

1. Workforce Resource Center Interlocal Agreement
2. Other Matters

7. OPEN SESSION

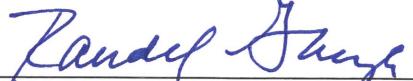
The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting.

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 December 9, 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: December 15, 2025

Consider and take action on approval of Minutes for the Regular Board meeting held on November 17, 2025.

1. Agenda Item:

Consider and take action on approval of Minutes for the Regular Board meeting held on November 17, 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: November 17, 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

November 17, 2025
REGULAR MEETING AGENDA
5:30 PM

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

ABSENT: Marc Moran, Secretary

STAFF: Raudel Garza, Executive Director
 Karina Lopez, Assistant Executive Director
 Samantha Martinez, Business Operations Coordinator
 Jaqueline Guerra, Marketing & Research Manager
 Leticia Pantoja, Business Development Manager
 Emmanuel Espinoza, EEDC Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President Aaron Rivera called the meeting to order at 5:30 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 November 10, 2025 at 5:00 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

EEDC Attorney, Emmanuel Espinoza, stated a conflict of interest exists if a board member or a member of that person's family has a qualifying financial interest in an agenda item. If there is a conflict of interest, the board director cannot participate in discussion or vote on the agenda item.

No conflict was stated.

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. AGENDA ITEMS

- A. Consider Approval of Minutes for the Regular Board Meeting held on November 03, 2025.**

MOTION TO APPROVE MINUTES WAS MADE BY COUNCIL MEMBER DAVID SALAZAR AND SECONDED BY VICE PRESIDENT RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.

- B. Consider cancelling the Monday, December 1, 2025 Regular Economic Development Corporation Meeting.**

Executive Director Raudel Garza provided an overview of the upcoming holiday schedule to clarify the timing of the December 1, 2025, EDC Regular Board Meeting.

MOTION TO APPROVE CANCELLING THE DECEMBER 1, 2025 ECONOMIC DEVELOPMENT CORPORATION MEETING WAS MADE BY COUNCIL MEMBER 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 COUNCIL MEMBER DAVID SALAZAR. MOTION CARRIED UNANIMOUSLY.

The board entered executive session at 5:34 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 Komida | 9. Project Nigeria |
| 2. Project 25 | 10. Project Ram |
| 3. Project Bookworm | 11. Project Heartbeat |
| 4. Office Space- Transit | 12. Water Master Plan |
| 5. Worforce Resource Center | 13. Project Declaration |
| 6. Project Sprinkler | 14. Other EDC Projects |
| 7. Project Choo Choo | |
| 8. Project Alberta | |

- B. Discussion and possible action regarding Economic Development Agreements- Consideration of Amendment to Agreement with City of Edinburg. (§551.071 Consultation with Attorney; §551.087 Deliberation Regarding Economic Development Negotiations; Closed Meeting.)

- C. Personnel Matters (§551.074 Personnel Matters)

1. Discussion and possible action on filling of position for Administrative Specialist and Program Development Manager(s). (§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed Meeting)

7. OPEN SESSION

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

MOTION TO ENTER OPEN SESSION WAS MADE BY VICE PRESIDENT RICHARD GONZALES AND SECONDED BY DIRECTOR GREGORY VASQUEZ. MOTION CARRIED UNANIMOUSLY.

The EDC board reconvened in open session at 6:49 pm.

MOTION TO APPROVE AGENDA ITEMS “6A2. PROJECT 25, AND 6C1. PERSONNEL MATTERS” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY VICE PRESIDENT RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.

8. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 6:50 p.m.

MOTION TO ADJOURN MEETING WAS MADE BY TRESURER SANDRA ALANIZ AND SECONDED BY VICE PRESIDENT RICHARD GONZALES. 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: December 15, 2025

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

1. **Agenda Item:**

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

2. **Description/Scope:**

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

3. **Estimated Timeline:**

October 1, 2025- October 31st, 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 10/31/2025

Management Report

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



Prepared on
December 9, 2025

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

Cash and Cash Equivalents	\$	12,230,604
Sales Tax Receivable		902,797
Receivables, Net		12,636,639
Santana Receivables, Net		8,875,606
Restricted Assets		
Cash and Cash Equivalents		791,929
Investments		9,733,679
TOTAL ASSETS	\$	45,171,255

Liabilities

Current Liabilities		
Accounts Payable	\$	360,554
Total Liabilities	\$	360,554

Fund Balance

Restricted For:		
Capital Projects	\$	7,255,958
Debt Service		2,398,028
Other: Note Receivables		16,132,628
Other: Property Acquisitions		8,297,752
Unrestricted		10,726,335
Total Fund Balance	\$	44,810,701

TOTAL LIABILITIES AND FUND BALANCE	\$	45,171,255
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EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

October 31, 2025

	Current Budget	YTD	Percent Used	Remaining Budget
Revenues				
GEN SALES & USE TAX (.5%)	\$ 10,136,894	\$ -	0%	\$ 10,136,894
INTEREST EARNED	60,000	8,643	14%	51,357
INTEREST EARNED SERIES 2019	-	18,202	0%	(18,202)
INTEREST EARNED SERIES 2021	-	10,116	0%	(10,116)
MISCELLANEOUS REVENUE	-	-	0%	-
Total Revenues	\$ 10,196,894	\$ 8,643	0%	\$ 10,188,251
Other Financing Resources				
SALE OF PROPERTY	\$ 3,000,000	\$ -	0%	\$ 3,000,000
Total Other Financing Resources	\$ 3,000,000	\$ -	0%	\$ 3,000,000
Total Revenues and Other Financing Resources	\$ 13,196,894	\$ 8,643	0%	\$ 13,188,251
Expenditures				
Administrative Services				
ADMINISTRATION FEE	\$ 350,000	\$ -	0%	\$ 350,000
SALARIES & FRINGE BENEFITS	1,109,225	48,083	4%	1,061,142
COMMUNICATIONS SERVICE AGREEMENT	17,500	-	0%	17,500
PRINTING	3,600	-	0%	3,600
RENTS & CONTRACTUAL	16,800	588	4%	16,212
OFFICE SPACE LEASE	63,765	6,840	11%	56,925
OFFICE MAINTENANCE & CONTRACTUAL - IT	10,200	-	0%	10,200
BOARD EXPENSES	18,000	-	0%	18,000
OFFICE SUPPLIES & OTHER MATERIALS	12,000	136	1%	11,864
WEARING APPAREL	3,600	-	0%	3,600
OFFICE EQUIP & FURNITURE	76,500	-	0%	76,500
OTHER MATERIALS	6,000	-	0%	6,000
AUDIT / ACCOUNTING	90,000	-	0%	90,000
CONTINUING EDUCATION	18,000	-	0%	18,000
MEMBERSHIP DUES, SUBSCR	60,000	899	1%	59,101
PROFESSIONAL SERVICES	300,000	25,732	9%	274,268
Total Administrative Services	\$ 2,155,190	\$ 82,279	4%	\$ 2,072,911
Programs				
CONFERENCES	\$ 120,000	\$ 675	1%	\$ 119,325
JOB TRAINING PROGRAMS	300,000	-	0%	300,000
MARKETING AND ADVERTISING SERVICES	600,000	61,247	10%	538,753
RESEARCH, STUDIES, OTHER CONTRACTS	360,000	-	0%	360,000
SPONSORSHIPS	144,000	7,000	5%	137,000
TRAVEL, TRAINING, MEETINGS	60,000	2,743	5%	57,257
Total Programs	\$ 1,584,000	\$ 71,664	5%	\$ 1,512,336
Properties				
GENERAL INSURANCE	\$ 54,000	\$ 45,832	85%	\$ 8,168
LAND - PURCHASE OF PROPERTY	4,797,204	10,000	0%	4,787,204
PROPERTY MAINTENANCE	60,000	-	0%	60,000
PROPERTY TAXES	40,000	-	0%	40,000
UTILITIES	6,000	-	0%	6,000
Total Properties	\$ 4,957,204	\$ 55,832	1%	\$ 4,901,372
Incentive Agreements				
ECONOMIC DEVELOPMENT INCENTIVES	\$ 2,732,500	\$ -	0%	\$ 2,732,500
CONTRIBUTION - CITY OF EDINBURG	\$ 3,200,000	\$ -	0%	\$ 3,200,000
Total Incentive Agreements	\$ 5,932,500	\$ -	0%	\$ 5,932,500
Debt Service				
BOND PRINCIPAL PAYMENT	\$ 1,700,000	\$ -	0%	\$ 1,700,000
BOND INTEREST EXPENSE	1,035,000	-	0%	1,035,000
BOND FEES	6,000	-	0%	6,000
Total Debt Service	\$ 2,741,000	\$ -	0%	\$ 2,741,000

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

MONTHLY BUDGET ACTIVITY REPORT (Unaudited)

October 31, 2025

	Current Budget	YTD	Percent Used	Remaining Budget
Total Expenditures	\$ 17,369,894	\$ 209,776	1%	\$ 17,160,118
Sources Over/(Under) Uses	\$ (4,173,000)	\$ (201,133)	-5%	\$ (3,971,867)
Bond Projects Expenses				
WORKFORCE/RESOURCE CENTER	\$ 1,827,000	\$ -	0%	\$ 1,827,000
Total Bond Projects Expenses	\$ 1,827,000	\$ -	0%	\$ 1,827,000
TOTAL SUMMARY				
Total Revenues	\$ 13,196,894	\$ 36,961	0%	\$ 13,159,933
Total Expenses	(19,196,894)	(209,776)	1%	(18,987,118)
Change in Fund Balance	\$ (6,000,000)	\$ (172,815)	3%	\$ (5,827,185)

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

	Beginning Balance	YTD Activity	Ending Balance
Cash - Unrestricted			
Operating - Interest Bearing	\$ 3,870,398	\$ 573,523	\$ 4,443,921
Total Unrestricted Cash	\$ 3,870,398	\$ 573,523	\$ 4,443,921
Cash - Restricted			
Non Interest Bearing:			
Debt Service Funds	\$ 791,926	\$ 3	\$ 791,929
Total Non Interest Bearing Cash	\$ 791,926	\$ 3	\$ 791,929
Interest Bearing:			
Series 2019 Bonds - Project Fund	\$ 4,334,247	\$ 18,202	\$ 4,352,448
Series 2021 Bonds - Project Fund	2,893,393	10,116	2,903,509
Debt Service Reserves Fund	1,600,503	5,596	1,606,099
Reserved for Property Acquisitions	8,297,752	-	8,297,752
Total Interest Bearing Cash	\$ 17,125,895	\$ 33,914	\$ 17,159,809
Total Restricted Cash	\$ 17,917,820	\$ 33,917	\$ 17,951,737
Total Unrestricted and Restricted Cash	\$ 21,788,218	\$ 607,440	\$ 22,395,658

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	812,966	96,102	↑ 14%
SEP.	663,366	781,228	830,673	815,696	902,797	87,101	↑ 11%
TOTAL	<u>\$ 7,622,882</u>	<u>\$ 8,600,943</u>	<u>\$ 9,184,192</u>	<u>\$ 9,482,866</u>	<u>\$ 10,767,447</u>	<u>\$ 1,284,581</u>	<u>↑ 15%</u>

AVERAGE PER MONTH: (October through September/12 months)

YTD Comparison \$ 635,240 \$ 716,745 \$ 765,349 \$ 790,239 \$ 897,287

YTD COMPARISON: (October through September)

 \$ 7,622,882 \$ 8,600,943 \$ 9,184,192 \$ 9,482,866 \$ 10,767,447

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

 1,032,575 978,061 583,249 298,674 1,284,581

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

 16% 13% 7% 3% 14%



Edinburg Economic Development Corporation

Meeting Date: December 15, 2025

Consider approval of the incentive disbursement to Verturo Interests LLC for University Village in the amount of \$75,000.

1. Agenda Item:

Consider approval of the incentive disbursement to Verturo Interests LLC for University Village in the amount of \$75,000.

2. Description/Scope:

The Edinburg Economic Development Corporation (EEDC) and Verturo Interest LLC ("applicant") entered into an agreement on September 22, 2022, for the commercial plaza known as "University Village," located at N. 10th St. & University Dr.

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

- Complete the commercial plaza.
- Provide EEDC with proof of the issuance of a certificate of occupancy related to the project.
- Submit evidence to EEDC of a capital investment of at least \$15 million into the project.
- Install at least two (2) electric vehicle charging stations at the commercial plaza.

The applicant has fulfilled all these requirements and has submitted a signed compliance certificate to the EEDC. As per the agreement, within 30 days of approval by the EEDC Board of Directors, the EEDC will reimburse the applicant \$75,000 for the actual dollar amounts spent on infrastructure.

3. Estimated Timeline:

Incentive to be disbursed within 30 days upon EEDC approval.

4. Budget:

Economic Development Incentives line item.

5. **Procurement/Selection Process:**

N/A

6. **Staff's Recommendation:**

Staff recommends approval.

7. **Justification:**

We recommend approval of the disbursement to Verturo Interest LLC as they have met all contractual obligations with the EEDC.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: EEDC and Verturo Interest LLC Executed Agreement – University Village

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

**ECONOMIC DEVELOPMENT
INCENTIVE AGREEMENT BETWEEN
THE EDINBURG ECONOMIC
DEVELOPMENT CORPORATION
AND VERTURO INTERESTS LLC**

This Economic Development Incentive Agreement (this "Agreement") is entered into as of this **22nd** day of September, 2022 (the "Effective Date") by and between the Edinburg Economic Development Corporation (the "EEDC"), a non-profit Development Corporation created under the Texas Development Corporation Act, Texas Local Government Code Chapter 501 et seq, as amended (hereinafter "the Act") whose principal place of business is located at 415 W. University Dr., Edinburg, Texas 78541, and Verturo Interests LLC (the "Applicant") whose principal place of business is located at 1308 E. Jasmine Ave., McAllen, Texas 78501.

RECITALS:

WHEREAS, Applicant intends to develop a commercial plaza named University Village, as more fully described in Exhibit A, located at LOMAS Y LAGOS AN IRR 20.90AC TR - 7.48AC N-S PORTION OF LOT 1 & 12.58AC IRR TR N744.87'-S839.80' LOT 2 & S92.66' LOT 3 20.90AC NET (the "Project");

WHEREAS, Applicant expects that the construction and operation of the Project will create at least three hundred (300) new jobs;

WHEREAS, Applicant expects that construction, including infrastructure, will cost at least \$15,000,000; and

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

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

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

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

**SECTION II
TERMS AND CONDITIONS**

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

satisfaction, all of the requirements of this Agreement no later than twenty-four (24) months from the Effective Date of this Agreement.

B. Applicant's responsibilities:

- i. Applicant agrees to fully complete the Project in the same or substantially similar manner described in Exhibit A, unless otherwise agreed to in writing by the EEDC.
- ii. Applicant agrees to provide the EEDC proof of the issuance of a certificate of occupancy related to the Project.
- iii. Applicant agrees to submit to the EEDC evidence of capital investment into the Project of at least \$15 million.
- iv. Applicant agrees to include at least two (2) electric vehicle charging stations

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

D. Applicant agrees that the EEDC shall determine in its sole and absolute discretion whether Applicant has satisfied the requirements of this Section II. Upon such determination, and within 30 days of approval by the EEDC Board of Directors, the EEDC shall reimburse Applicant the total actual dollar amount up to \$75,000 spent on infrastructure.

Additional Terms and Conditions for Grant Payments

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

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

G. Applicant agrees that the payment of all indebtedness and obligations incurred by the Applicant in connection with the development and construction of the Project, and the operation of the Project, shall be solely the obligations of the Applicant. The EEDC shall not be obligated to pay any indebtedness or obligations of the Applicant and shall only be obligated to provide Grant Payments in accordance with the terms of this Agreement.

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

SECTION III RIGHT OF ACCESS

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

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

- a. **Construction of Project.** Applicant's failure to comply with its construction obligations set forth in this Agreement shall be deemed an event of default. If Applicant fails to comply within the twenty-four month period allowed under this Agreement, there shall be no cure period allowed.
- b. **False Statements.** In the event the Applicant provides any written warranty, representation or statement under this Agreement or any document(s) related hereto that is/are false or misleading in any material respect, either now or at the time made or furnished, and Applicant fails to cure same within thirty (30) days after written notice from the EEDC shall be deemed an event of default. If such violation cannot be cured within such thirty (30) day period in the exercise of all due diligence, but the Applicant commences such cure within such thirty (30) day period and continuously thereafter diligently prosecutes the cure of such violation, such actions or omissions shall not be deemed an event of default for an additional thirty (30) days. Failure to cure after such time period shall be deemed an event of default. Further, if Applicant obtains actual knowledge that any previously provided warranty, representation or statement has become materially false or misleading after the time that it was made, and Applicant fails to provide written notice to the EEDC of the false or misleading nature of such warranty, representation or statement within thirty (30) days after Applicant learns of its false or misleading nature, such action or omission shall be deemed an event of default. In the event this Agreement is terminated pursuant to this Section, all Payments previously provided by the EEDC pursuant to this Agreement shall be recaptured and repaid by Applicant within sixty (60) days from the date of such termination.
- c. **Insolvency.** The dissolution or termination of Applicant's existence as a business or concern, Applicant insolvency, appointment of receiver for any part of Applicant's portion of the Property, any assignment of all or substantially all of the assets of Applicant for the benefit of creditors of Applicant, or the commencement of any proceeding under any bankruptcy or insolvency laws by or against Applicant, shall all be deemed events of default. However, in the case of involuntary proceedings, if such proceedings are discharged within sixty (60) days after filing, no event of default shall be deemed to have occurred.

- d. **Property Taxes.** In the event Applicant allows any property taxes owed to the City of Edinburg to become delinquent and fails to timely and properly follow the legal procedures for protest and/or contest of such taxes and to cure such failure or post a satisfactory bond within thirty (30) days after written notice thereof from the City and Hidalgo County Appraisal District, such actions or omissions shall be deemed an event of default. Subject to the restrictions noted herein, Applicant and its Affiliate shall have the right to contest the appraised value of the Property.
- e. **Failure to Cure.** Except as otherwise provided herein, at any time during the Term of this Agreement that an event of default as provided in this Section exists, the EEDC may send written notice of such non-compliance to Applicant. If such non-compliance is not cured within 30 days after Applicant's receipt of such notice or, if non-compliance is not reasonably susceptible to cure within 30 days and a cure is not begun within such 30-day period and, thereafter, continuously and diligently pursued to completion on a schedule approved by the EEDC (in either event, a "**Cure**"), then the EEDC may, at its sole discretion and option, terminate this Agreement or withhold incentive payments otherwise due for the calendar year or years in which the non-compliance occurred and continues. If the EEDC elects to withhold incentive payments under this Section rather than to terminate the Agreement, then, upon a Cure by Applicant, Applicant will be eligible to receive incentive payments in future years (provided it is otherwise in compliance and subject to other limitations of this Agreement) for the remainder of the term of the Agreement. However, an incentive payment withheld by the EEDC shall be deemed forfeited by Applicant and the EEDC shall not be liable for retroactive payment of such forfeited incentive payment.
- f. **Other Remedies.** Upon breach of any obligation under this Agreement, in addition to any other remedies expressly set forth in this Agreement with respect to such breach, the EEDC may pursue such remedies as are available at law or in equity for breach of contract.
- g. **Offset.** The EEDC may deduct from any grant payment, as an offset, any delinquent and unpaid fees, sums of money or other fees, charges or taxes assessed and owed to the EEDC by Applicant.

SECTION IV INFORMATION

- A. Applicant agrees that the EEDC will have the right to review the business records of Applicant that relate to its performance under this Agreement to determine Applicant's compliance with the terms of this Agreement. Such review shall occur at any reasonable time and

upon at least seven days' prior notice to Applicant. To the extent reasonably possible, Applicant shall make all such records available in electronic form or otherwise available to be accessed through the internet.

SECTION V

ALTERNATE DISPUTE RESOLUTION/NEUTRAL PARTY

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

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

SECTION VI

CONTROLLING LAW, MANDATORY VENUE, AND FEES AND EXPENSES

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

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

SECTION VII

INDEMNIFICATION

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

expenses of litigation, court costs, and attorney's fees arising out of or directly connected with the Project.

SECTION VIII **LIMITATION OF LIABILITY**

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

SECTION IX **AGREEMENT CONSTRUCTION**

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

SECTION X **SEVERABILITY**

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

SECTION XI **NOTICE**

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

(a) Notices to the EEDC:

Edinburg Economic Development Corporation
415 W. University Drive
Edinburg, Texas 78539
Attn.: Blanca Davila

With a copy to:

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

(b) Notices to Applicant:

Joey Holland
Verturo Interests LLC
1308 E. Jasmine Ave.
McAllen, Texas 78501

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

SECTION XII

SUCCESSORS AND ASSIGNS

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

SECTION XIII

CONFLICT OF TERMS

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

SECTION XIV

NO WAIVERS OR ACCORD AND SATISFACTION

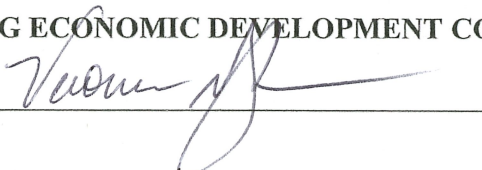
A. This Agreement may be amended only by written instrument signed by all parties.

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

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

EXECUTED by the parties in triplicate originals on this 22nd day of September, 2022.

EDINBURG ECONOMIC DEVELOPMENT CORP.:

BY: 

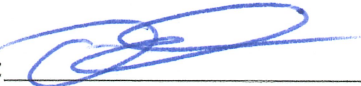
ATTEST:

BY: 

EEDC Secretary

APPROVED AS TO FORM:

Omar Ochoa Law Firm, P.C.

BY: 

Omar Ochoa
City Attorney

VERTURO INTERESTS LLC

BY:

Joey Holland

Holan

A stylized handwritten signature in blue ink, consisting of a large loop and a vertical stroke.

EXHIBIT A

UNIVERSITY VILLAGE

A Master Planned Development in Edinburg, TX

EDC Deck

University Village Project Overview

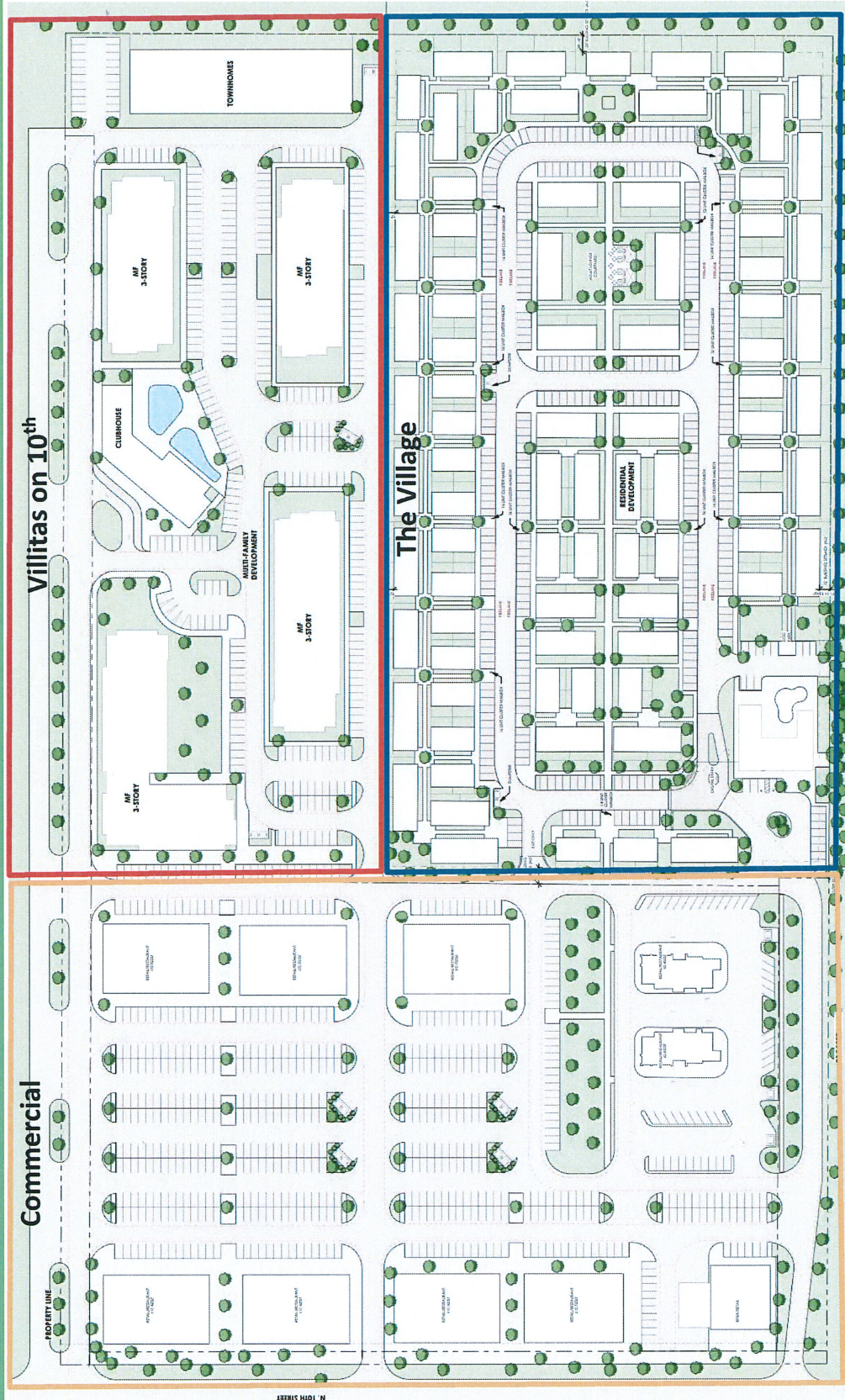
This project will take place on Hidalgo CAD property ID 718830. The site is currently 34.66 acres of undeveloped land at the corner of N 10th Street and Highway 107. Our proposed project is a large master planned community consisting of three main components that will bring extensive jobs, revenues, and venues to the community. However, The benefits of this project are far greater than any revenues. We will be creating a fluid community for people to live, work, and shop in.

In terms of job growth due to this project, we have 3 staff members at each apartment complex making \$15.00/hr. Additionally, there will be 3-4 maintenance staff members working at the site. So, 9-10 new jobs from the multifamily. The significant portion of the job growth from this development is from the commercial sites. With 89,070 SF of retail/office businesses occupying these buildings, we are currently estimating that this will add 299 jobs depending on the ultimate end users of each suite. Construction time for the whole project is between 12 and 24 months.

	Quantity	Avg. SF	Total SF	Tenant Mix %	SF per Job	Total Jobs
Bank	1	5,550	5,550	6.2%	450	12
Restaurants	5	4,000	20,000	22.5%	150	133
Pharmacy/Store	1	9,500	9,500	10.7%	500	19
Law Offices	2	2,750	5,500	6.2%	350	16
Insurance Store	2	2,750	5,500	6.2%	375	15
Family Doctor	1	3,500	3,500	3.9%	300	12
Title Company	1	3,000	3,000	3.4%	450	7
Brokerage	1	2,750	2,750	3.1%	450	6
Accountant	1	2,750	2,750	3.1%	395	7
Misc. Retail	7	2,750	19,250	21.6%	450	43
Misc. Office	10	1,177	11,770	13.2%	400	29
	32	3,680	89,070		388	299



Site Plan



THE PROJECTS

The Commercial Space

Immediately fronting North 10th street will be +/- 89,070 square feet of commercial real estate. This portion of the project is designed to be mixed use in nature, and appeal to office, retail, and service-based tenants (banks, restaurants, pharmacy, etc). Pictured on the right, this development will incorporate modern designs complimented by a carefully thought-out layout. In between the commercial buildings is parking and extensive landscaped green areas, which create a fluid environment for walking and parking in the development.

Our estimated cost for this project, excluding land, is just under \$16.5M and it will take place on 11.33 acres of the 34-acre site. The product will be a one-stop-shop for nearby residents, with a wide variety of retail and office tenants. The commercial aspect of this project is forecasted to take between 12 and 18 months, with leasing beginning during construction.



Development Type	Retail and Office
Development Cost	\$ 16,408,700 (\$184.22/sf of NRA)
Land Cost	\$ 8,636,859 (\$17.50/sf of land)
Net Square Feet	89,070 SF
Infrastructure Cost	\$ TBD
Land Acres (SF)	11.33 Acres (493,534.8 SF)



The Village

The Village Apartments will be a community of Class A duplexes. We are really excited about this specific project as no one has built a luxury duplex community for rent in the valley before. The community will function as an apartment complex with a leasing center, community pool, gym, etc. Each amenity will be Class A in nature and of incredibly high quality. The differentiator here is that the community is designed to feel like a single-family subdivision where each duplex has its own private yard, and is built with Stucco, Wood, and exterior finishes, wood frames, tile flooring... truly a Class A product.

This project will take place on 13.66 acres of the 34-acre site. The product will include 98 one-bedroom units, 52 two-bedroom units, and 20 three-bedroom units. We estimate this project will take 12 to 18 months to build and will be built concurrently with the commercial and Las Villitas on 10th.



Development Type	Luxury Duplex Community
Stabilized Value (5 CAP)	\$ 33,635,991 (\$197,858.77 per unit)
Net Square Feet	162,888 SF
1 Bedroom/1 Bath Units	98 Units (+/- 888 SF)
2 Bedroom/2 Bath Units	52 Units (+/- 992 SF)
3 Bedroom/2 Bath Units	20 Units (+/- 1,214 SF)
Land Acres (SF)	13.66 Acres (595,030 SF)

Las Villitas on 10th

Las Villitas on 10th will be built next door to The Village. This apartment complex will be a 207-unit, class A+, resort style multifamily community. Contrasting the single level, white brick duplexes of The Village, Las Villitas on 10th has a much more modern feel. Large, 3 to 4 story buildings circle the site, and are complimented by a large pool, class A club house, and other amenities that surround beautiful landscaping that creates a natural flow throughout the property. The project resembles some of the most well-known multifamily developments in the state and is bound to be a success in the Valley.

The product will include 156 one-bedroom units, 42 two-bedroom units, and 9 townhouse units. This project will take place on 9.67 acres of the 34-acre site. Each amenity will be Class A in nature and of a level of quality not yet developed in the Valley. We estimate this project will take 12 to 18 months to build and will be built concurrently with the commercial and The Village.



Development Type	Luxury Apartment Complex
Stabilized Value (5 CAP)	\$ 30,635,399 (\$147,997.09 per unit)
Net Square Feet	173,566 SF
1 Bedroom/1 Bath Units	156 Units (+/- 738 - 820 SF)
2 Bedroom/2 Bath Units	42 Units (+/- 1,114 SF)
3 Bedroom/2 Bath Units	9 Units (+/- 1,200 SF)
Land Acres (SF)	9.67 Acres (421,225 SF)



UNIVERSITY VILLAGE SITE AERIAL



TIMELINE AND PROCESS

TIMELINE



	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
INFRASTRUCTURE	Planning	Break Ground						
COMMERCIAL	Planning			Commercial Construction	Commercial Construction	Commercial Construction	Commercial Construction	Leasing
THE VILLAGE	Planning			Commercial Construction	Commercial Construction	Commercial Construction	Commercial Construction	Leasing
VILLITAS ON 10 th	Planning			Commercial Construction	Commercial Construction	Commercial Construction	Commercial Construction	Leasing

VERTURO DEAL PROCESS

We Are Here



VERTURO THREE PILLARS OF SUCCESS

DEVELOP Right

- Conservative Underwriting
- Exhaustive Due Diligence
- Contingency Planning and Stress Tests

BUILD Right

- Extensive Planning
- Unique Designs
- Long Term Focus in Design and Construction

MANAGE Right

- Hands-on Approach
- Experienced Team
- Planned Execution

SPONSOR

Verturo Interests

Verturo's President

Joey Holand

Joey has always been entrepreneurial and driven. Just a few months before graduating with a degree in Finance from The University of Texas at Austin, he helped start Verturo Interests, first serving as Vice President.

With proprietary due diligence and acquisition models, Joey quickly rocketed Verturo to an industry-leading standard. Since taking over as President of Verturo in 2009, he has developed just over \$175M worth of projects.

After the planning and construction of several successful single and multi-family projects, his most recent venture has been the development of the Just A Closet Self Storage brand. Founded in 2017, there are currently 10 facilities under the brand throughout the state of Texas.

When not working in the real estate investment business, Joey is active in outdoor activities including fishing, hunting, and agricultural business management on family land. He and his wife reside in McAllen, Texas. The Holand family has a solid reputation locally, and a track record of success, with a penchant for conservative capital structures. They will make excellent developers for this transaction.



CONTACT INFORMATION



Joey Holand

President / Broker

Verturo Interests, LLC

Cell: (956) 212 - 9081

Office: (956) 213 - 8244

Fax: (956) 213 - 8247

jwholand@verturo.com

www.verturo.com



Edinburg Economic Development Corporation Meeting

Date: December 15, 2025

Discuss and consider approval of a Sponsorship from Texas Association of Museums Annual Conference “Stronger Together”

1. Agenda Item:

Discuss and consider approval of a Sponsorship from Texas Association of Museums Annual Conference “Stronger Together”.

2. Description/Scope:

The Texas Association of Museums (TAM) is requesting a \$5,000 sponsorship from the Edinburg Economic Development Corporation to support programming and attendee engagement for the 2026 TAM Annual Conference. This statewide event—the largest gathering of museum professionals in Texas—will feature key activities in Edinburg, including the conference’s Opening Reception, heritage tourism materials promoting local arts and businesses, and regional programming that engages museum professionals, cultural partners, and students from across the Rio Grande Valley.

This investment enhances Edinburg’s visibility as a growing center for arts, culture, and heritage tourism while helping offset operational costs associated with hosting a statewide conference in the Rio Grande Valley for the first time since 1978.

3. Estimated Timeline:

2025-2026

4. Budget:

EEDC Sponsorship balance \$125,300.00

5. Procurement/Selection Process:

N/A

6. Staff’s Recommendation:

Staff recommends approval of \$5,000.00

7. Justification:

N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Texas Association of Museums Annual Conference Packet

TAM 2026

MCALLEN & THE RIO GRANDE VALLEY

THE TEXAS ASSOCIATION OF MUSEUMS



Join us for TAM 2026 in McAllen and the Rio Grande Valley, where culture, history, and innovation converge at the crossroads of Texas. Our theme — Stronger Together, Celebrating Identity: Build unity through shared stories and cultures — invites us to explore how place, people, and perspective shape who we are and who we are becoming. Experience the vibrant spirit of the Valley, discover its rich traditions and bold creativity, and join in conversations that bridge communities and strengthen our shared future. Together, we'll celebrate the stories that connect us and envision a cultural landscape that is more united, inclusive, and inspired.



CONFERENCE HIGHLIGHTS



The Texas Association of Museums Annual Conference has been, and continues to be, the largest gathering of museum professionals in the state for nearly 50 years. This premier conference connects you with the vibrant and growing audience of museum professionals in a way no other conference can in the state.

- TAM Represents more than 5,000 professionals, institutions, and corporate partners in the museum sector
- 6 months of exposure for your brand with your logo on the TAM conference materials and website, TAM newsletters & Social Media
- Projected Attendance: 400+ conference attendees over 4 days
- Target Audience: Museum decision-makers in attendance include trustees, executive directors, museum managers, curators, educators, exhibit preparators, museum shop directors, event managers, and sales/marketing professionals

SPONSORSHIPS

All sponsorship levels are recognized on the TAM website, newsletter, social media & conference materials. All Business Plus member sponsors receive access to opted-in attendee contact information.

RIO GRANDE AMIGO

\$20,000

- Logo recognition as Presenting Sponsor on conference program, signage, website, and social media
- Provide a conference scholarship for one museum professional
- Recognition at the Opening Session and opportunity to speak at podium
- Dedicated e-blast or blog post to TAM distribution list
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Full page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 3 Complimentary conference registrations



FRONTERA GRUPO

\$10,000

- Logo recognition on conference program, signage, website, and social media
- Recognition at the Opening Session
- Dedicated e-blast or blog post to TAM distribution list
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Full page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 3 Complimentary conference registrations



CONJUNTO COMPADRE

\$5,000

- Logo recognition on conference program, signage, website, and social media
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations



MARIACHI GRAN FAN

\$2,500

- Logo recognition on conference program, signage, website, and social media
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations



PAN DULCE AFICIONADO

\$500 - 1,500

- Benefits tiered based on contribution level

(NON-PROFITS ONLY)



TAM 2026

EXHIBITORS

TAM sponsors and exhibitors have a great opportunity to introduce their business, product, or solution to the Texas cultural community by networking face-to-face with attendees at TAM's 2026 Annual Conference in McAllen & the Rio Grande Valley. This year we will be hosting TAM's daytime programming at the McAllen Convention Center. Exhibitor booths will be on display there throughout Monday, April 20 and Tuesday, April 21.



TABLE TOP BOOTH

\$1,200 Member | \$1,500 Non-Member

- FACE-TO-FACE NETWORKING WITH 400 TAM ATTENDEES, YOUR NEW AND EXISTING CLIENTS
- 8' X 10' BOOTH SPACE
- 6 SKIRTED TABLE WITH 1 CHAIR
- 1 COMPLIMENTARY FULL CONFERENCE REGISTRATION
 - ADDITIONAL REGISTRATIONS MAY BE PURCHASED AT DISCOUNTED RATE
- LOGO RECOGNITION ON EVENT SIGNAGE, PRINTED PROGRAM, AND EVENT WEBSITE
- COMPANY LOGO LISTED ON EXHIBITOR BINGO CARD HANDED TO ALL ATTENDEES

TAM Conference sponsors are given priority booth placement. For information on becoming a TAM 2026 sponsor please see page 3 of the packet.

Exhibitor booths must be confirmed by March 3, 2026

TAM 2026

ADVERTISEMENTS

Advertising in the TAM 2026 Conference Print Program is a great way to promote your business or museum to a diverse audience of museum professionals. The program will be shared with all TAM Annual Meeting attendees and contains the conference timeline, session descriptions, sponsor listings, and more.

The deadline to reserve space and submit artwork is February 15, 2026.

To save your spot, or for questions or support, please contact the TAM Meeting Planner, Vanessa Anderson at vanessa@texasmuseums.org.

<u>BACK COVER FULL PAGE AD</u> (ONLY ONE AVAILABLE)	\$1,750
<u>FRONT INSIDE COVER FULL PAGE AD</u> (ONLY ONE AVAILABLE)	\$1,250
<u>INSIDE BACK COVER FULL PAGE AD</u> (ONLY ONE AVAILABLE)	\$1,000
<u>FULL PAGE WITHIN PROGRAM</u>	\$750
<u>HALF PAGE WITHIN PROGRAM</u>	\$550

CONTACT US

Sponsorships are subject to availability. The earlier a sponsorship is reserved the greater the opportunity for maximum exposure through the Texas Association of Museum's marketing efforts. Sponsorships secured later may be subject to marketing deadlines that may prevent sponsors from receiving all of the benefits listed.

Have questions? Want a customized sponsorship? Contact the TAM team through the contact information below.



TAM Executive Director

Brittany Petrilli
brittany@texasmuseums.org
817-332-1177

TAM Event Coordinators

Vanessa Anderson
vanessa@texasmuseums.org

Lauren Smith Richmond
lauren@texasmuseums.org

Jessica Meason
jessica@texasmuseums.org

Thank you!

We look forward to seeing you in McAllen & the Rio Grande Valley.



Edinburg Economic Development Corporation

Meeting Date: December 15, 2025

Consider approval of budget amendments for Fiscal Year 2025-2026.

1. **Agenda Item:**

Consider approval of budget amendments for Fiscal Year 2025-2026.

2. **Description/Scope:**

3. **Estimated Timeline:**

4. **Budget:**

5. **Procurement/Selection Process:**

6. **Staff's Recommendation:**

Staff Recommends tabling this item due to pending arbitrage calculations which could have a significant impact on a few line items.

Justification:

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS: