ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS

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

March 16, 2026
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 limitedto 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. CONSENT AGENDA

A. Consider approval of Minutes for the Regular Board meeting held on February 02, 2026 and March 02, 2026.
B. Consider cancelling Regular Board Meeting on May 18th, 2026 due to scheduling conflict.
C. Consider approval of a Sponsorship for Heritage Ranch Gala by MOSTHistory.
D. Consider approval of a Sponsorship for Social Fest by Brand Geniuz.
E. Consider approval of the Fiscal Year 2025-2026 staffing services agreement between the City of Edinburg and the Edinburg Economic Development Corporation.

6. AGENDA ITEMS

A. Discussion and possible action regarding approval of Presentation of EEDC Audit Report for Fiscal Year 2024-2025.

B. Discussion and possible action regarding budget amendments for Fiscal Year 2025-2026.

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 TheMeeting When Authorized By The Provisions Of The Open Meetings Act.

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

1. Project Choo Choo
2. Project Ribeye
3. Project Option
4. Project Office Space
5. Project 25
6. Workforce Resource Center
7. Project Sprinkler
8. Project Tadpole
9. Project Elephant
10. Project Upper Deck
11. Project Internacional

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

1. Discussion regarding Strategic Media Services Agreement. (§551.071. Consultation with Attorney; Closed Meeting)

2. Discussion on pending and/or potential litigation.

8. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting.

9. ANNOUNCEMENTS

10. 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 March 10, 2026 at 5:00pm.

By: /s/ Raudel Garza

Signature: Raudel Garza

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: March 16, 2026

Consider and take action on approval of Minutes for the Regular Board meeting held on February 02, 2026 and March 02, 2026.

1. **Agenda Item:**

   Consider and take action on approval of Minutes for the Regular Board meeting held on February 02, 2026 and March 02,2026.

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: February 02, 2026 Regular Board Minutes
Attachment B: March 02, 2026 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

February 02, 2026
REGULAR MEETING AGENDA
5:30 PM

PRESENT: **Aaron Rivera, President**
Marc Moran, Secretary
Sandra Alaniz, Treasurer
Veronica Gonzales, Director

ABSENT: **Richard Gonzales, Vice President**
Gerardo "Gerry" Lozano, Director/Councilmember
Homer Jasso, Director

STAFF: **Raudel Garza, Executive Director**
Karina Lopez, Assistant Executive Director
Jaqueline Guerra, Marketing & Research Manager
Leticia Pantoja, Business Development Manager
Carlos Robert Reyes, Business Development Manager
Daniel Andres Garza, Business Development Manager
Samantha Martinez, Business Operations Coordinator
Aaron Rivera, EEDC Attorney
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 February 10, 2026 at 5:00 PM.

3. **DISCLOSURE OF CONFLICT OF INTEREST**

EEDC Attorney, Aaron 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.

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 January 19, 2026.**

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

B. **Consider and take action on ratifying the Executive Director's action related to Sponsorship for "Rio Grande Valley Economic Outlook 2026" by Rio Grande Valley Business Journal in the amount of $2,500.**

Executive Director Raudel Garza presented the ratification item for the Rio Grande Valley Business Journal event. Mr. Garza explained that ratification was required because the event had already taken place and board members were in attendance.

MOTION TO APPROVE RATIFICATION OF SPONSORSHIP WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY DIRECTOR VERONICA GONZALES. MOTION CARRIED UNANIMOUSLY.

6. EXECUTIVE SESSION

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

The board entered executive session at 5:33 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. Office Space
2. Workforce Resource Center
3. Project Komida
4. Project Sprinkler
5. Project 25
6. North Industrial Park

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 SECRETARY MARC MORAN AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

The EDC board reconvened in open session at 7:05 pm.

MOTION TO APPROVE AGENDA ITEMS "6C1. PERSONNEL MATTERS" AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY TREASURER SANDRA

ALANIZ AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

7. **ADJOURNMENT**

There being no further business to consider, the meeting adjourned at 7:06 p.m.

MOTION TO ADJOURN MEETING WAS MADE BY SECRETARY MARC MORAN AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

____

Minutes Transcribed by:
Samantha Martinez, Business Operations Coordinator, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on ________________________, 2026.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

____

Marc Moran, EEDC Board Secretary

MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS

LOCATION:
City of Edinburg, City-Hall Council Chambers
415 W. University Drive. Edinburg, Texas

March 02, 2026
REGULAR MEETING AGENDA
5:30 PM

PRESENT: **Aaron Rivera, President**
Marc Moran, Secretary
Sandra Alaniz, Treasurer
Gerardo "Gerry" Lozano, Councilmember/Director
Veronica Gonzales, Director
Homer Jasso, Director

ABSENT: **Richard Gonzales, Vice President**

STAFF: **Raudel Garza, Executive Director**
Karina Lopez, Assistant Executive Director
Jaqueline Guerra, Marketing & Research Manager
Leticia Pantoja, Business Development Manager
Samantha Martinez, Business Operations Coordinator
Aaron 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 February 24, 2026 at 5:00 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

EEDC Attorney, Aaron 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.

No conflict was stated.

4. PRESENTATIONS/ RECOGNITIONS

A. **Presentation of check to Associated General Contractors for the Workforce Training and Materials Program.**

The EDC board took a formal photo with the organization of the AGC.

5. 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.

6. AGENDA ITEMS

A. **Consider and take action on approval of minutes for the Regular Board meeting held on February 16, 2026.**

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

B. **Presentation of year-to-date Financial Report ending on January 31st, 2026.**

Executive Director Raudel Garza went over the financial report ending on January 31st. Total assets are \$44.9 million with \$9.8 million in unrestricted funds, and sales tax revenues show the EDC being flat on projections of sales tax.

NO MOTION NEEDED.

C. **Discuss and consider approval of a Sponsorship for the "2026 State of the City**

Dinner & Address" by the City of Edinburg.
Ronnie Larralde, Executive Director of the Edinburg Chamber of Commerce presented the 2026 state of the city sponsorship, this event is scheduled for April 9, which highlights city initiatives and economic development efforts.

Mr. Larralde explained that the Chamber leads outreach to the business community to secure sponsorships to support the event, noting that approximately 80–90 percent of the event funding is generated through business community sponsorships. He requested $3,500 in sponsorship support, which includes two tables for the event.

MOTION TO APPROVE STATE OF THE CITY $3,500 SPONSORSHIP WAS MADE BY DIRECTOR HOMER JASSO AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.

D. **Discuss and consider approval of a sponsorship for the "Spina Bifida 250" by the Suzzanah Smiles Foundation.**

Executive Director Raudel Garza presented information regarding Susana's Smiles, a local Foundation, which hosts a cycling event from Edinburg to San Antonio to raise funds and awareness for children affected by spina bifida. The event includes approximately 150 riders participating in a two-day ride.

Mr. Garza noted that the event also generates economic and marketing benefits for the City, as approximately half of the riders travel from out of town and stay overnight in local hotels along with their familes.

MOTION TO APPROVE SPINA BIFIDA $5,000 SPONSORSHIP WAS MADE BY DIRECTOR HOMER JASSO AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED 4-2, WITH PRESIDENT RIVERA AND TREASURER ALANIZ VOTING AGAINST.

E. **Consider approval of budget amendment for the Fiscal Year 2025-2026.**

Board president Aaron Rivera presented the budget amendment item. Due to pending information, the item was tabled.

MOTION TO TABLE BUDGET AMENDMENTS WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY DIRECTOR HOMER JASSO. MOTION CARRIED UNANIMOUSLY.

7. EXECUTIVE SESSION

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR HOMER JASSO AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.

The board entered executive session at 5:48 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. Office Space
2. Workforce Resource Center
3. ICSC Recap
4. FLIP 3.0
5. Project Sprinkler
6. Project 25
7. North Industrial Park
8. Project Wishbone

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.

8. <u>OPEN SESSION</u>

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 TREASURER SANDRA ALANIZ AND SECONDED BY COUNCILMEMBER GREGORY VASQUEZ. MOTION CARRIED UNANIMOUSLY.

The EDC board reconvened in open session at 7:51 pm.

MOTION TO APPROVE AGENDA ITEMS "7A4. FLIP 3.0 AS PRESENTED, AND 7A5. PROJECT SPRINKLER" AS DISCUSSED IN EXECUTIVE SESSION

WAS MADE BY DIRECTOR VERONICA GONZALES. DIRECTOR HOMER JASSO SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

9. EXECUTIVE DIRECTOR REPORT & ANNOUNCEMENTS

Executive Director Raudel Garza and Assistant Executive Director Karina Lopez provided updates on current economic activity and development within the City of Edinburg. They reported that sales tax revenues continue to increase, with a 3.9 percent growth from December 2024 to December 2025 and a 2 percent increase year-to-date compared to the previous year. They also noted continued construction growth, with more than $300 million in valuation over the past three years and over $17 million in construction activity recorded during the first months of the current year. Additionally, Edinburg's unemployment rate remains competitive in the Rio Grande Valley at approximately 5 percent.

Saff also provided updates on recent economic development efforts, including meetings in Washington, D.C. to pursue federal funding opportunities and participation in industry conferences and staff development events in San Antonio and Austin to engage with developers and business prospects. Staff also highlighted upcoming initiatives supporting the local business community, including the Boost Your Business Series in partnership with Workforce Solutions and the UTRGV Kauffman Fast Track Entrepreneurship Program which aims to assist existing and aspiring entrepreneurs.

10. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 8:03 p.m.

MOTION TO ADJOURN MEETING WAS MADE BY SECRETARY MARC MORAN AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.

____

Minutes Transcribed by:
Samantha Martinez, Business Operations Coordinator, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on _________________________, 2026.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

____

Marc Moran, EEDC Board Secretary

Edinburg Economic Development Corporation
Meeting Date: March 16, 2026

Consider cancelling Regular Board Meeting on May 18^{th}, 2026 due to scheduling conflict.

2. **Agenda Item:**
Consider cancelling Regular Board Meeting on May 18^{th}, 2026 due to scheduling conflict.

3. **Description/Scope:**

4. **Estimated Timeline:**
N/A

5. **Budget:**
N/A

6. **Procurement/Selection Process:**
N/A

7. **Staff's Recommendation:**
Staff recommends approval.

8. **Justification:**
EEDC staff and Board Members will be out of town for a conference.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Edinburg Economic Development Corporation Meeting

Date: March 16, 2026

Consider approval of a Sponsorship for Heritage Ranch Gala by MOSTHistory.

2. **Agenda Item:**
   Consider approval of a Sponsorship for Heritage Ranch Gala by MOSTHistory.

3. **Description/Scope:**
   The Heritage Associate Sponsorship is an annual giving program that supports the Museum of South Texas History's operations, educational programs, and preservation efforts. In return, sponsors receive recognition and benefits such as invitations to the Heritage Ranch Gala and other museum events.

4. **Estimated Timeline:**
   2025-2026

5. **Budget:**
   EEDC Sponsorship balance $94,800.00

6. **Procurement/Selection Process:**
   N/A

7. **Staff's Recommendation:**
   Staff recommends approval of a $5,000.00 Sponsorship.

8. **Justification:**
   N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:
Attachment A: MOSTHistory Sponsorship Packet

HERITAGE ASSOCIATES
Levels & Benefits

CHAIRMAN'S CIRCLE ($10,000 +)
- Ten complimentary reservations to the Heritage Ranch Gala
- Listed on the invitation to the Heritage Ranch Gala
- Name displayed on the Heritage Associate Wall in the Museum for one year
- Offered a one-time, non-transferable waiver of the space rental fee to use the Museum facilities for an evening event (not applicable to fundraising or political candidate events)
- A one year FRIENDship that includes free admission, invitations to museum events, subscription to *Borderlines,* 10% discount on purchases in the Museum Store and more.

HERITAGE ASSOCIATE COUNCIL ($5,000+)
- Six complimentary reservations to the Heritage Ranch Gala
- Listed on the invitation to the Heritage Ranch Gala
- Name displayed on the Heritage Associate Wall in the Museum for one year
- 10% discount on rental fee to use the museum for an evening event (not applicable to fundraising or political candidate events)
- A one year FRIENDship

HERITAGE ASSOCIATE PATRON ($2,500 +)
- Four complimentary reservations to the Heritage Ranch Gala
- Listed on the invitation to the Heritage Ranch Gala
- Name displayed on the Heritage Associate Wall in the Museum for one year
- 10% discount on rental fee to use the museum for an evening event (not applicable to fundraising or political candidate events)
- A one year FRIENDship

HERITAGE ASSOCIATE CONTRIBUTOR ($1,500+)
- Two complimentary reservations to the Heritage Ranch Gala
- Listed on the invitation to the Heritage Ranch Gala
- Name displayed on the Heritage Associate Wall in the Museum for one year
- 10% discount on rental fee to use the museum for an evening event (not applicable to fundraising or political candidate events)
- A one year FRIENDship

Edinburg Economic Development Corporation

Meeting Date: March 16, 2026

Consider approval of a Sponsorship for Social Fest by Brand Geniuz.

1. **Agenda Item:**
   Consider approval of a Sponsorship for Social Fest by Brand Geniuz.

2. **Description/Scope:**
   Social Fest 2026 is a two-day conference designed to position the Rio Grande Valley as a hub for digital innovation, entrepreneurship, and business growth. The event brings together national and regional experts, businesses, marketers, and creators to share strategies, workshops, and networking opportunities focused on leveraging social media and modern marketing.

3. **Estimated Timeline:**

4. **Budget:**
   Sponsorship Account: $94,800.00

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: Social Fest Sponsor Package

SOCIAL FEST

2026 SPONSORSHIP OPPORTUNITIES

BROUGHT TO YOU BY

BRaND GENIUZ

2025 BY THE NUMBERS

11.2M+

IMPRESSIONS ACROSS ALL DIGITAL PLATFORMS

3.5M

SF SOCIAL MEDIA REACH

55

SPEAKERS

1000+

ATTENDEES

TOP SPEAKERS

DAY 1

Scott Clary
Opening Keynote

Neil Patel
Closing Keynote

DAY 2

James Dumoulin
Opening Keynote

Julian Gil
Closing Keynote

ABOUT SOCIAL FEST

Social Fest is South Texas' premier social media, marketing, and creator conference, built to educate, inspire, and connect entrepreneurs, creators, brands, and community leaders within the rapidly growing social media economy. Hosted annually in South Texas, Social Fest brings together nationally recognized speakers, industry experts, and high-impact creators for two days of keynotes, panels, workshops, and curated networking experiences.

The event is designed to spotlight how digital platforms drive business growth, personal branding, community building, and economic opportunity. Social Fest positions the Rio Grande Valley as a hub for innovation, creativity, and modern marketing conversations that are shaping industries nationwide.

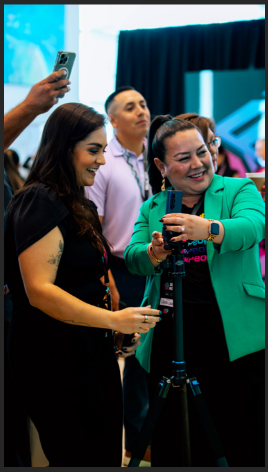
AUDIENCE & REACH

Social Fest attracts a diverse and highly engaged audience, including small business owners, marketing professionals, content creators, entrepreneurs, students, and executives. Collectively, speakers and featured creators represent a combined social media reach of over 100 million followers, amplifying sponsor visibility before, during, and after the event through organic content, press coverage, and digital storytelling.

WHY SPONSOR SOCIAL FEST

Sponsoring Social Fest offers brands direct access to a growing, digitally savvy audience while aligning with a movement focused on education, innovation, and community impact. Sponsors gain meaningful exposure through on-site branding, digital promotion, content integration, and experiential opportunities that create authentic connections with attendees.

Beyond visibility, Social Fest sponsors help fuel economic development, support local talent, and contribute to building a sustainable creator and business ecosystem in South Texas.



SEE FOR YOURSELF

SCAN TO SEE
SOCIAL FEST 2025 HIGHLIGHTS

SPONSOR VALUE OPPORTUNITIES

Sponsors may receive a combination of the following, depending on level:

- Brand visibility across event signage, stages, screens, and printed materials
- Digital exposure through Social Fest social media, email campaigns, and post-event content
- Sponsored sessions, workshops, lounges, or experiences
- Product placement or swag bag inclusion
- VIP access and curated networking opportunities
- Opportunities to engage directly with creators, entrepreneurs, and decision-makers

LONG-TERM IMPACT

Social Fest is not a one-time event. It is a growing platform with year-round momentum through content, community initiatives, and future programming. Sponsors become part of a larger story that continues beyond the conference, reinforcing brand relevance within the evolving social media economy.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

PRICE: EMAIL FOR MORE INFORMATION

Designation: Social Fest 2026 presented by *[**Brand**]*
This is full event ownership. Limited to ***one*** partner.

1/1 AVAILABLE

PERKS

- Naming rights across the entire event
- Logo dominance across:
- Main stage backdrop
- Website, email headers, press releases
- Step & repeat, digital screens
- Opportunity to host 1 keynote session
- Custom branded experience or activation
- Exclusive press and media mentions
- Dedicated pre-event announcement + post-event recap content
- Category exclusivity
- Largest exhibitor footprint included
- 5 VIP+ passes | 10 VIP Passes | 20 GA Passes
- Opportunity to host pre-conference event

SOCIAL FEST

PRESENTED BY: YOUR BUSINESS HERE

POWER SPONSOR

$30,000

Top-tier partner with major influence and visibility.

1/1 AVAILABLE

PERKS

- Prominent logo placement on main stage screens and signage
- Sponsor Keynote Session
- Large 20 x 20 exhibitor booth included
- Dedicated social media features (pre, during, post event)
- Logo inclusion in all major email campaigns
- Featured brand slide between sessions
- 3VIP+ passes | 8 VIP Passes | 10 GA Passes
- Inclusion in post-event recap content
- Opportunity to host pre-conference event

LOCAL IMPACT SPONSOR $20,000

For brands invested in South Texas growth and community. *1/1 AVAILABLE*

PERKS

- Recognition as Local Impact Sponsor
- Logo placement across event signage and screens
- Sponsored panel or workshop
- Community-focused brand acknowledgment on stage
- Social media recognition highlighting local impact
- Medium 20 x 10 exhibitor booth included
- 5 VIP+ Tickets | 10 VIP Tickets | 100 GA Tickets
- Post-event content inclusion

PLATINUM $15,000

Strong brand presence across the event. *5/5 AVAILABLE*

PERKS

- Logo placement on screens and printed materials
- Sponsored panel or workshop
- Brand slide shown between sessions
- 2 Dedicated social media posts
- 10 Sponsor Group social media posts
- Large 20 x 20 exhibitor booth in a premium location included
- 3 VIP+ passes | 5 VIP Passes | 10 GA Passes

GOLD $10,000

High visibility with meaningful engagement. *10/10 AVAILABLE*

PERKS

- Logo placement on select signage and screens
- Sponsored breakout session or panel mention
- Inclusion in digital event program
- 1 Dedicated social media posts
- 10 Sponsor Group social media posts
- 10 x 15 exhibitor booth at a corner location included

SILVER $5,000

Entry-level sponsorship with solid exposure.

20/20 AVAILABLE

PERKS

- Logo placement on shared sponsor signage
- Inclusion in digital program
- 5 Sponsor Group social media posts
- 1 VIP+ Pass | 4 VIP Passes | 5 GA Passes
- Small Exhibitor booth 10 x 10 with marketing included

BRONZE $2,500

PERKS

40/40 AVAILABLE

- Logo listing on website and digital program
- Group sponsor recognition slide
- 2 Sponsor Group social media posts
- 2 VIP Passes | 2 GA Passes
- Small Exhibitor booth 10 x10 with no marketing included

ADDITIONAL OPPORTUNITES

EXHIBITOR Small (10X10)	*$1,500*
EXHIBITOR Medium (20X10)	*$2,500*
EXHIBITOR Large (20X20)	*$3,500*
WORKSHOP SPONSOR	*$2,500*
KEYNOTE SPONSOR	*$7,500*
MAIN STAGE SPONSOR	*$5,000*
PANEL SPONSOR	*$3,500*
T-SHIRT SPONSOR	*$5,000*
LANYARD SPONSOR	*$3,000*
BADGE SPONSOR	*$5,000*
TOTE BAG SPONSOR	*$4,000*
VIP LOUNGE SPONSOR	*$10,000*
SPEAKER LOUNGE SPONSOR	*$10,000*
MEET AND GREET SPONSOR	*$5,000*
SECURITY SPONSOR	*$3,000*
TRANSPORTATION SPONSOR	*$3,000*
BREAKFAST SPONSOR	*$5,000*
BEVERAGE SPONSOR	*$5,000*
HOSPITALITY SPONSOR (HOTELS)	*$10,000*

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niu urban living

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RGVM RGVISION MEDIA

satori EXHIBITS

DELTA

SVN HANNA SOLUTIONS COMMERCIAL REAL ESTATE

HKC LAW FIRM

beautilase MEDSPA

HOWLING RABBITS BEERWORKS

Nucolato

VANTAGE BANK

REFLECT ME EVENTS

Cooper Wellness Center

JEM SOCIAL

I LOVE CHAMOY

ORENDAIN & DOMINGUEZ ATTORNEYS AT LAW

T-MOBILE FOR BUSINESS

HVN. CREATIVE HOUSE

SOCIALIFE

DOMAIN DEVELOPMENT

FORK TO FIT KITCHEN MEALS, SHAKES, COFFEE, & MORE

EDINBURG Economic Development Corporation

Texas Gas Service

NRM NATASHA R. MARTINEZ ATTORNEY AT LAW

ERL ELITE POKER LOUNGE

BAU

FRONTIER Cooling and Heating

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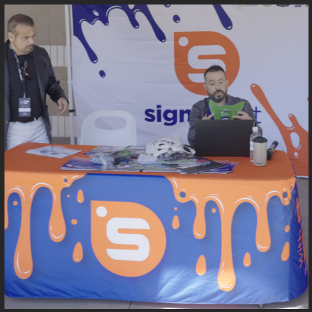
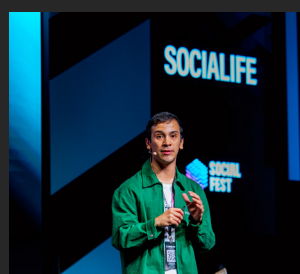
SPONSOR SIGNAGE



SPONSOR SIGNAGE



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Edinburg Economic Development Corporation
Meeting Date: March 16, 2026

Consider approval of the Fiscal Year 2025-2026 staffing service agreement between the City of Edinburg and the Edinburg Economic Development Corporation.

1. **Agenda Item:**

   Consider approval of the Fiscal Year 2025-2026 staffing service agreement between the City of Edinburg and the Edinburg Economic Development Corporation.

2. **Description/Scope:**
   The City of Edinburg provides the EEDC with services as listed below. The amount for these administrative services is $350,000 less cost of legal fees as described in the agreement. The City shall submit invoices quarterly to the EDC and reimbursement shall be due within 30 days.
   - Accounting and financial services, including but not limited to monthly financial statements acceptable to the Board;
   - Human Resources services, including payroll and benefits management;
   - Information technology services; and
   - Media and communications services.

3. **Estimated Timeline:**
   The Term of this agreement shall be October 1, 2025 to September 30, 2026.

4. **Budget:**
   The EDC FY 2025-2026 budget includes $500,00.00 for Administrative Services.

5. **Procurement/Selection Process:**
   N/A

6. **Staff's Recommendation:**
   Staff recommends approval.

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

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:
Attachment A: Staffing Services Agreement

STAFFING SERVICES AGREEMENT
EDINBURG ECONOMIC DEVELOPMENT CORPORATION
AND CITY OF EDINBURG, TEXAS FY 2026

THE STATE OF TEXAS §
§
COUNTY OF HIDALGO §

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

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

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

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

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

1. **Services**

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

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

2. **Responsibility Conflicts**

The City and EDC acknowledge that from time to time conflicts between a city employee's primary responsibilities to the City and requests for services from the EDC may arise. The City and the EDC encourage employees to bring conflicts to the attention of the City Manager, who shall consult with the EDC Executive Director as necessary to prioritize demands and resolve any conflicts. If such conflicts cannot be resolved through informal discussions, the EDC may provide written notice to the City and provide the City a period to cure of 30 days. If reasonable conflicts continue past this cure period and result in material loss or hardship to the EDC, the EDC may terminate the Services listed above that are the reason for the material loss or hardship and the EDC shall no longer be required to pay for such Services for the remainder of the term.

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

3. **Facilities and Equipment**

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

4. **Consideration**

Subject to the conflicts provision above and the paragraph below, the EDC agrees to pay a sum of $350,000 for services to be performed for FY 2026. This amount is based on the City's reasonable estimate for time City employees are anticipated to spend performing services on behalf of the EDC and the EDC's use of City facilities and equipment during the term of this Agreement. City shall submit invoices quarterly to the EDC and reimbursement shall be due within 30 days.

5. **Term**

The term of this Agreement shall be October 1, 2025, to September 30, 2026.

6. **Notice**

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

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

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

7. **Parties in Interest**

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

8. **<u>Severability</u>**

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

9. **<u>Entire Agreement</u>**

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

IN WITNESS WHEREOF, this Agreement has been executed by the duly authorized officers of the City of Edinburg, Texas and the Edinburg Economic Development Corporation, as of _______________, 2026.

CITY OF EDINBURG:

APPROVED AS TO FORM:

BY: ____________________________________

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

BY: __________________________

Josephine Ramirez-Solis
City Attorney

ATTEST:

BY: ____________________________________

Clarice Y. Balderas, City Secretary

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

BY: ____________________________________

EEDC Board President

ATTEST:

BY: ____________________________________

EEDC Board Secretary

Edinburg Economic Development Corporation
Meeting Date: March 16, 2026

Discussion and possible action regarding approval of Presentation of EEDC Audit Report for Fiscal Year 2024-2025.

1. **Agenda Item:**
   Discussion and possible action regarding approval of Presentation of EEDC Audit Report for Fiscal Year 2024-2025.

2. **Description/Scope:**
   Cascos & Associates, PC conducted the audit and reviewed the EEDC's Annual Financial Report for the year ended September 30, 2025. Cascos & Associates, PC staff will be available for any questions.

3. **Estimated Timeline:**
   Audit is completed once a year.

4. **Budget:**
   The audit was budgeted in FY2025 for $90,000.

5. **Procurement/Selection Process:**
   The Edinburg EDC has a representation letter with Cascos & Associates, PC, for Auditing Services for year ending August 31, 2024.

6. **Staff's Recommendation:**
   Staff recommends acceptance.

7. **Justification:**

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Representation Letter
Attachment B: Management Comments & Findings Letter
Attachment C: Edinburg EDC Audit Report – September 30, 2024

Edinburg Economic Development Corporation

Meeting Date: March 16, 2026

Discussion and possible action regarding budget amendments
for Fiscal Year 2025-2026.

1. Agenda Item:
Discussion and possible action regarding budget amendments for Fiscal Year 2025-2026.

2. Description/Scope:
Raudel Garza, EEDC Executive Director, will present the proposed budget amendments for the FY 25-26. Revenues will increase to reflect the movement of bond monies into the operating fund. Expenditures for the Workforce Resource Center bond project will be increased to the $5.2M that was committed. It represents the $1.8M set aside plus the interest earned in the 2019 bonds. The other increase and spending of $550K is for the parking and other improvements at the transit center.

3. Estimated Timeline:
Amendments are based on YTD numbers available to staff at this time. Amendments are effective upon approval by Board and Council.

4. Budget:
FY2025-2026

5. Procurement/Selection Process:
N/A

6. Staff's Recommendation:
Staff recommends approval of amendments as presented.

7. Justification:

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: