



At a Glance

24 FY 25

ANNUAL REPORT



Message from the Executive Director

Many people like to talk about all the growth that abounds in so many cities within the United States, but not many can actually boast and show real growth! Edinburg can!

Our population continues to grow faster than most other cities in Texas and the United States. Our business environment is strong, and because of the growth in population and expanding commercial enterprises, our retail sales have been averaging over 7% growth annually for the past five years. Our property tax base exceeded \$10 billion and was 11% greater in 2025 than in 2024. Our businesses continue to create jobs and have kept Edinburg with one of the lowest unemployment rates in the region.

We continue to dedicate our resources to accomplishing the tasks and goals set out in our annual Program of Work. That Program of Work includes many of the projects shown in this report. It also includes much of the work behind the scenes that helps build an environment where entrepreneurship grows, relationships are cultivated, investment decisions are made, and quality jobs are created for the betterment of our local economy. While placemaking is important to us, ultimately improving the lives of our Edinburg citizens is the big prize for us. Stay tuned for more to come in the new year!

Raudel Garza

Executive Director, Edinburg EDC



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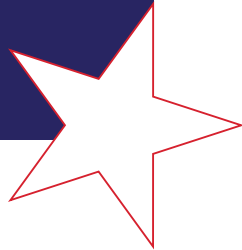
Board of Directors



“

The Board's vision is clear: to attract quality development, strengthen our workforce, and ensure Edinburg remains competitive in today's market.”

Aaron “Ronny” Rivera
President



Richard Gonzales
Vice President



Marc Moran
Secretary



Sandra Alaniz
Treasurer



Veronica Gonzales
Director



Homer Jasso Jr.
Director



Gerardo Lozano
Councilmember

Former Board Members



Daniel “Dan” Diaz
Councilmember



Raul Resendez
Vice President



David Salazar
Councilmember



Gregory Vasquez
Director

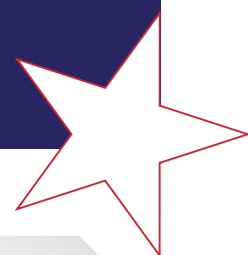
EDC Staff



“

Behind every project and partnership is a dedicated team working every day to move Edinburg forward.”

Raudel Garza
Executive Director



Karina Lopez
Assistant Executive Director



Deyanira Rivera
Administrative Specialist



Samantha Martinez
Business Operations Coordinator



Jacqueline Guerra
Marketing & Research Manager



Leticia Pantoja
Business Development Manager



Daniel Garza
Business Development Manager



Robert Reyes
Business Development Manager

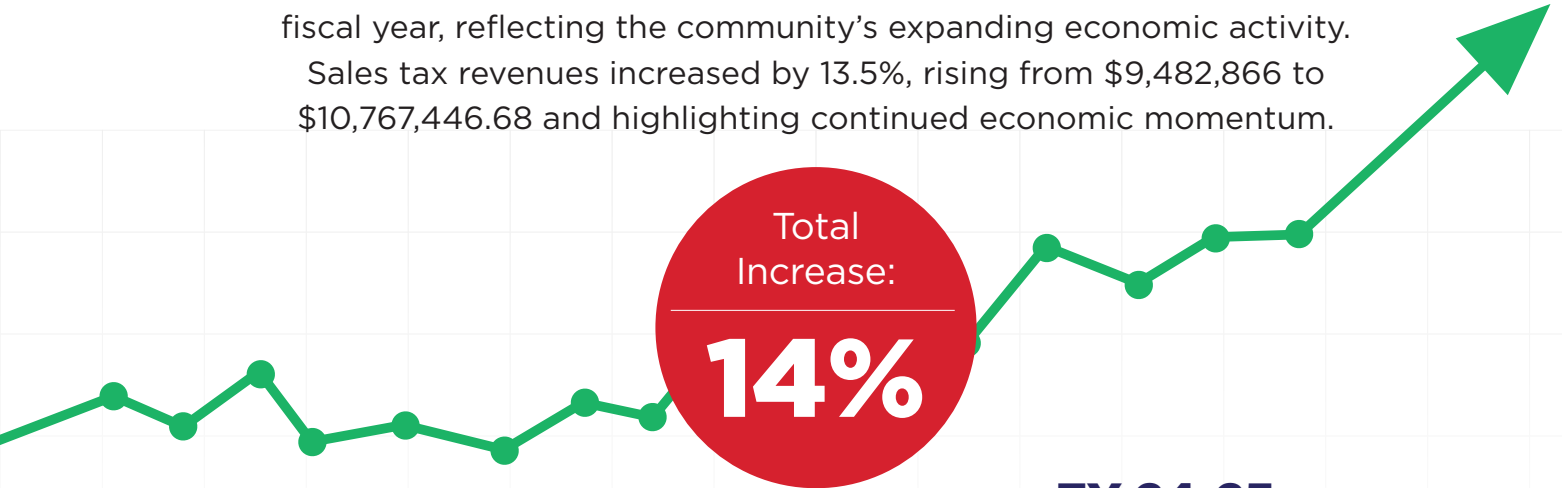


Jeffrey Salcedo
International Business Development Consultant

Sales Tax Revenue Growth

Edinburg experienced strong sales tax growth compared to the previous fiscal year, reflecting the community's expanding economic activity.

Sales tax revenues increased by 13.5%, rising from \$9,482,866 to \$10,767,446.68 and highlighting continued economic momentum.



	FY 23-24	FY 24-25
October	\$690,643	\$834,084.30
November	\$766,213	\$793,749.25
December	\$943,716	\$1,075,417.69
January	\$730,509	\$735,518.25
February	\$737,543	\$680,362.33
March	\$876,505	\$913,400.03
April	\$769,242	\$1,500,214.01
May	\$780,139	\$820,871.34
June	\$820,500	\$863,560.14
July	\$835,294	\$834,506.14
August	\$716,865	\$812,966.17
September	\$815,696	\$902,797.03
Sales Tax Total	\$9,482,866	\$10,767,446.68

Economic Impact at a Glance



77

Total Projects



\$2B+

Retail Sales

#1

fastest-growing large city in the Rio Grande Valley with a population of over 100,000



\$150M

Capital Investment



\$407M+

Construction Activity (YTD in 2025)

7TH

fastest-growing city in Texas with a population of over 100,000



108,733

Population



1,566

Jobs Created

19TH

fastest-growing city in the nation with a population of over 100,000

Investing in Edinburg's Infrastructure



1-Million Gallon Water Tower Project

\$2.1 Million



Downtown Parking Garage Development

\$2 Million



AstroTurf Fields

\$2 Million



Owassa Road Sewer Line Expansion

\$1.75 Million

Commercial Growth & Construction Activity

Commercial Valuation Growth

2024

Total Commercial
Valuation:

\$99,091,053

2025

Total Commercial
Valuation:

\$208,201,626

Increase:

+\$109,110,573

Percent Growth:

+110%

Edinburg's commercial sector continues to expand, driven by increased investment and new development throughout the city. Growth in commercial property values and ongoing construction activity highlight the city's strong economic momentum and reinforce Edinburg's position as a competitive destination for business and development.

Construction Activity

2024

Total Permit
Valuation:

\$321,095,028

2025

Total Permit
Valuation:

\$407,287,565

Increase:

+\$86,192,537

Percent Growth:

+26.8%

North Industrial Park

The North Industrial Park remains a key driver of industrial growth in Edinburg. Its strategic location and available infrastructure continue to attract interest from logistics, warehousing, and distribution companies. Ongoing activity in the park reflects strong market demand and supports job creation and economic expansion in the region.

Featured Companies

- FedEx
- Siddons Martin Emergency Group
- Nicho Produce
- RGV CDL
- RGV Tours
- and more

Available Sites for Development

- Approximately **40+** acres available in the North Industrial Park
- EEDC exploring options to:
 - Acquire additional land
 - Develop a second industrial park

Siddons Martin Emergency Group

- **20** new jobs created
- **12,000 sq. ft.** facility
- **\$1.9M** capital investment

Bagley Produce

- **50,000 sq. ft.** facility
- **60** jobs
- **\$6M** estimated investment

RGV CDL

- Lot 7B
- **3,500 sq. ft.** facility for commercial driver training
- **15** new jobs created
- **\$550,000** investment
- Lot 9 Expansion includes:
 - **12** additional jobs
 - **\$800,000** additional investment



South Texas International Airport at Edinburg

The South Texas International Airport at Edinburg plays an important role in the city's economic development landscape. With infrastructure improvements underway, the airport is preparing to expand its capacity and enhance its ability to support future aviation activity and business investment.



Airport Operations & Infrastructure Overview

- Runway **14-32** extending from **5,000** to **6,000** feet
- Aviation education partnerships with local colleges
- Supports law enforcement, military, medevac, flight schools, international flights, emergency responders, and commercial charters
- Accommodates aircraft ranging from single-engine planes to large business jets
- Future **22-mile SH 68** corridor linking **I-69C/US 281** in Edinburg to **I-2/US 83** in Donna, eventual connection to two international bridge crossings

Investment & Economic Impact

- **\$24.7M** in current and upcoming improvements
- New **31,500** sq. ft. DPS Aviation Division hangar
- Perimeter fence, gate, and access control upgrades
- Airfield upgrades and drainage improvements
- Terminal modernization planned for 2026

A New Chapter for the Echo Hotel

The historic Echo Hotel is being reimagined as a new office campus for Zoho Corporation, marking the global software company's expansion into Edinburg. The redevelopment will give new purpose to one of the city's most recognizable properties while bringing technology, jobs, and new opportunities to the community. The project reflects Zoho's continued investment in the Rio Grande Valley and its commitment to workforce development and education.





ZOHO Edinburg, Texas

- Global software company serving 130M+ users across 150+ countries.
- Offers 55+ business applications including CRM, finance, HR, analytics, and IT management.
- Redeveloping the historic Echo Hotel into a modern office campus.
- Expanding Zoho's operations in Edinburg and the Rio Grande Valley.
- Supporting technology jobs, workforce development, and education.
- Giving a well-known Edinburg property a new purpose.



Cross-Border Partnerships

Through strategic partnerships, targeted marketing, and participation in international trade events, the EEDC continued to strengthen Edinburg's presence in key global markets. These efforts focused on building binational relationships, attracting investment opportunities, and reinforcing Edinburg's role as a competitive hub for international business development.

Engagement Snapshot

Participated in **26**
Expos + Trade Shows

Hosted **3** Commercial Missions

Conducted **16** Site Tours

2 Binational MOU's
CANACINTRA Rio Bravo • EMAAC

1 Strategic
Membership
with COMCE Noreste



Continued positioning Edinburg as a competitive hub for international business development



El Grito: Día de Independencia!



MOU: CANACINTRA Rio Bravo



CoparMex



Let's do Business: Monterrey



Rio Bravo Commercial Mission Tour

Trade Shows & Professional Development

Edinburg EDC continues to expand its reach and expertise through participation in key trade shows and professional development events. These opportunities allow our team to connect with industry leaders, explore new investment opportunities, and bring best practices back to Edinburg.

Trade Shows

- ICSC Red River, Dallas, TX
- ICSC Las Vegas, NV
- Retail Live Austin, TX
- RioPlex "Texas Port to the Stars" FDI Summit
- Site Selectors Guild Conference

Professional Development

- TEDC Annual Conference
- TEDC BEDC
- Team Texas 2025 Consultant Summit
- Sales Tax Workshop - Edinburg



Small Business Impact

EEDC continues to strengthen Edinburg's local economy by supporting small businesses through targeted programs, strategic partnerships, and collaborative initiatives that help entrepreneurs grow, innovate, and succeed.



The Facade & Lot Improvement Program (FLIP)

The FLIP 2.0 Program provides local businesses with up to \$10,000 in funding for exterior improvements, helping enhance storefronts, building facades, parking areas, and overall property appearance. During FY 24-25, the program allocated \$400,000, supporting 43 businesses, which resulted in 95 new jobs created and 83 jobs retained (236 full-time and 83 part-time). By investing in these upgrades, FLIP 2.0 strengthens Edinburg's business community and encourages sustainable growth.

#ShopLocal

LiftFund & SBA

Through a partnership with LiftFund, Edinburg EDC supported an interest buy-down loan program providing small businesses up to \$50,000 in financing at a fixed 2.5% interest rate. During FY 24-25, the program allocated \$100,000, generating \$206,554 in total loans across five approved applications. The program supported 28 new jobs and helped retain 44 jobs, strengthening Edinburg's small business community.

The U.S. Small Business Administration (SBA) is a federal agency that supports small businesses and entrepreneurs through access to capital, technical assistance, federal contracting opportunities, and disaster recovery programs. Edinburg EDC partners with the SBA to offer free classes for the community, helping local business owners learn about available resources and how to access them.

Small Business Impact



The Caffeine Library

The Caffeine Library, a sales-tax-producing business in Edinburg, received early support from the Edinburg EDC, including assistance through a one-time start-up grant. Over the course of its first year, the business created 3 new jobs and generated a capital investment of \$80,000. This partnership reflects the EDC's ongoing efforts to support local businesses as they establish and grow, contributing to the continued economic development of Edinburg.

Family Imaging of South Texas

Family Imaging of South Texas received support from the Edinburg EDC as part of its expansion, including assistance through the Job Creation Grant program. During FY 24-25, the business created 8 new jobs and made a capital investment of \$1,200,000. This collaboration reflects the EDC's commitment to supporting businesses that expand opportunities for the local workforce and contribute to Edinburg's long-term economic growth.

#WeLoveOurSmallBusinesses

#SupportLocalBusinesses

Workforce Development

EEDC supports workforce initiatives that connect employers with talent and provide opportunities for skill development through job fairs, internships, and workforce training programs.



Job Fairs

During FY 24-25, Edinburg EDC hosted three major job fairs connecting employers with qualified local talent and strengthening workforce development across the community. These events created direct pathways to employment while supporting continued economic growth.

- ✓ Job Fairs Hosted: **3**
- ✓ Employers Engaged: **80+**
- ✓ Attendees: **920+**
- ✓ Industry Focus: Public Safety, Skilled Trades, Finance
- ✓ Workforce Impact: Increased employer access to local talent and expanded job placement and networking opportunities



Valley Initiative for Development and Advancement (VIDA)

EDC's partnership with VIDA, a workforce development organization, provides training and support services that prepare individuals for high-demand, higher-wage careers in the Rio Grande Valley. This collaboration aligns with Edinburg EDC's mission to strengthen the local workforce by investing in proven programs that connect residents to quality jobs and promote long-term economic growth. Key outcomes from FY 24-25 include:

- ✓ **\$50,000** committed for program support
- ✓ At least **15** underserved Edinburg residents supported
- ✓ **14** graduates secured employment, earning an average wage of **\$27.23** per hour
- ✓ **12** applicants currently seeking employment
- ✓ **39** active students enrolled in the VIDA program

Workforce in Edinburg

Edinburg's workforce continues to grow alongside its local businesses, supported by the Edinburg EDC through targeted programs that assist small businesses during key stages of growth. By helping businesses expand and create jobs, the EDC plays an important role in strengthening the local workforce.



UTRGV LEAD Internship Program

The Leveraging Educational Advancement & Development (LEAD) Internship Program connects students with real-world work experience while helping local employers build a strong talent pipeline. In FY 24-25, the program supported meaningful internship opportunities that prepared participants for long-term career success.

- ✓ EDC Intern: Otto Newman
- ✓ Participating Employers: **12**
- ✓ Participating Students: **23**
- ✓ Intern Wage: **\$12** per hour
- ✓ Employer Hiring Impact: **56%** of surveyed employers hired at least one student after completion



Bank On INT

The Bank On INT Internship Program strengthens career pathways in the financial sector through education, mentorship, and regional banking partnerships. This initiative provided students with valuable training and direct job placement opportunities.

- ✓ Students Supported: **9**
(100% completion rate)
- ✓ Regional Bank Partnerships: **5**
- ✓ Classes Hosted: **15**
- ✓ Jobs Created: **2**
- ✓ Student Hires: Lone Star National Bank and Vantage Bank
- ✓ Intern Wage: \$20 per hour

Business & Community Engagement

EEDC hosted presentations and collaborative visits with business leaders, organizations, and regional partners to promote Edinburg as a destination for investment, innovation, and economic growth. These engagements help strengthen relationships and highlight the city's competitive advantages.

- GMAR Realtor Power Hour, providing valuable insights and updates for real estate professionals.
- A Micro-Internship Program collaboration with the Chamber and Enactus, supporting student workforce development and career pathways.
- A Commercial Investment Tour, showcasing Edinburg's growth opportunities for developers and investors.
- An international visit from CANACINTRA Rio Bravo, strengthening cross-border business relationships.
- The Sultanes de Monterrey tour of the UTRGV Baseball Field, highlighting regional partnerships and community assets.
- ECISD's Career & Technical Education (CTE) school tour, emphasizing workforce training and educational collaboration.
- A visit to the Texas A&M University Center at McAllen, reinforcing Edinburg's commitment to innovation and higher education partnerships.

These activities reflect Edinburg EDC's continued focus on economic growth, talent development, and regional investment.



Community Investment

EEDC remains committed to supporting community initiatives that strengthen Edinburg's quality of life and promote economic vitality. Through sponsorships and partnerships with local organizations and events, EEDC continues to invest in initiatives that benefit residents, businesses, and the broader community.

Edinburg EDC proudly supported community-focused initiatives throughout FY 24-25 by contributing a total of **\$140,075** to local causes and nonprofit efforts. In all, **29 organizations** benefited from this support, reflecting EDC's commitment to giving back and strengthening the community it serves. A special donation was also made to assist with **Kerrville, Texas Flood Relief**, demonstrating solidarity and support beyond the region during times of need.



- Valley Lemon Sponsor -



12,500 MEALS PROVIDED



New Partnerships

During FY 24-25, Edinburg EDC expanded its network of strategic collaborations through several new partnerships that support business growth, workforce development, and community investment. Key agreements included the Bank On Int MOU, strengthening financial education and internship opportunities, as well as partnerships with TXEDC to enhance economic development efforts across Texas. Additional MOUs with Red Square Dental and SBA-SAM further reflect Edinburg EDC's commitment to building strong relationships that drive innovation, opportunity, and long-term economic success in the region.



In the Community

The Edinburg EDC team remains actively involved in celebrating the growth of our local business community. Through ribbon cuttings, groundbreakings, and special events, we recognize the businesses and partnerships that continue to move Edinburg forward.

Panera Bread Ribbon Cutting • ACE Ribbon Cutting
Municipal Park Turf Fields Ribbon Cutting • Water Tower Ribbon Cutting
Tacos RGV Del Guero Ribbon Cutting • Starbucks
The Caffeine Library • EDC New Office Unveiling
Siddons-Martin's Edinburg Service Center for Fire & Emergency Vehicles Grand Opening
Courtyard by Marriott Groundbreaking • Equipment Pro Groundbreaking
Murphy's Grand Opening • Sabrina's Farewell
Christmas Appreciation Luncheon

14+



ACE Ribbon Cutting



EDC New Office Unveiling



Panera Bread Ribbon Cutting



Starbucks Ribbon Cutting

Key Activities

During FY 24-25, Edinburg EDC hosted several community and economic development initiatives aimed at strengthening workforce pipelines, supporting entrepreneurs, and connecting businesses with valuable resources. These efforts provided educational opportunities, networking platforms, and access to funding information to help drive local growth.

Key initiatives included:

- Moving Forward College Signing Day (80 student nominees; 200+ attendees)
- Small Business Expo (100+ attendees; 8 presenters; panel discussion)
- Commercial Real Estate Roundtable
- Financial Management Internship Program
- Bank On Int Meet & Greet
- Bank On Int Presentations
- Funding Opportunities for Your Business



Edinburg in the Spotlight

Through strategic media engagement, press releases, interviews, and digital outreach, EEDC continued to elevate Edinburg's profile as a destination for investment, innovation, and economic growth.

15+
Interviews



10+
Press Releases
Issued



2
International
Billboards



50+
Print Ads



Social Media Growth



+1,173



+959



+469

Looking Ahead

As Edinburg continues to grow, Edinburg EDC is preparing for another year of forward momentum through new programs, expanded business support, and exciting development projects. In FY 25–26, we will build on this year’s progress by launching initiatives that strengthen entrepreneurship, workforce opportunities, and long-term investment across the community. Upcoming priorities include:

2026

**The Business Playbook
Conference:**
Emmitt Smith

**Boost Your
Business Series:**
Lunch & Learn

Tools & Talent Job
Fair

Franchise Workshop

Bank On INT

Heroes in Service
First Responders
Job Fair

FLIP 3.0

Kauffman FastTrac

Business Retention
& Expansion (BRE)
Program

College Signing Day

Looking Ahead

Edinburg also looks forward to continued commercial growth and new business openings, including:

LAS ALMAS
FOOD HALL

CAVENDER'S
★ BOOT CITY ★



COURTYARD®
BY MARRIOTT

JAMES AVERY
artisan jewelry

dd's
DISCOUNTS®

Olive
Garden
ITALIAN KITCHEN



LEWIS BUILDING



Bath
& Body
Works

STAYBRIDGE
SUITES

These efforts reflect Edinburg EDC's commitment to creating opportunity, attracting investment, and supporting a thriving local economy.

IN MEMORIAM

Sabrina Walker-Hernandez

Board Director | 2020-2024

The Edinburg Economic Development Corporation honors the memory of Sabrina Walker-Hernandez, who served on the Edinburg EDC Board of Directors from 2020 to 2024.

During her years of service, Sabrina brought her time, leadership, and commitment to the work of the EEDC and to the Edinburg community. Her contributions as a Board Director were part of an important period of growth and development for our city.

We are grateful for Sabrina's service and the impact she made throughout our community. Her dedication to Edinburg will be remembered with appreciation and respect.

In grateful memory of her service to Edinburg.



2020-2024

EEDC

Board Director



Edinburg

2040

Committee

Coordinator



1990-1996

U.S. Army &

Army Reserve



In Grateful Memory

OF HER SERVICE, LEADERSHIP,
AND COMMITMENT TO EDINBURG

2020-2024

[illegible]

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24 FY 25

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