



EDC
W E S L A C O

GROW WITH US



INAUGURAL
ANNUAL
REPORT
2021

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DEDICATED TO OUR COMMUNITY

The Weslaco Economic Development Corporation (EDC) is a non-profit corporation dedicated to the creation of jobs through recruitment of new industry and helping existing companies relocate and/or expand. Our objective is job creation and adding wealth to the city of Weslaco.

The EDC serves as a catalyst in increasing economic wealth and growth in Weslaco by fostering a positive business environment; assisting and facilitating investment in business interests in Weslaco; and adding value to Weslaco's tax base.



FROM THE DESK OF THE EXECUTIVE DIRECTOR

I have had the honor and privilege of serving as the Executive Director for the Weslaco Economic Development Corporation (EDC) since May 2021. After five years with the Weslaco EDC, the EDC Board of Directors entrusted me in growing the EDC team and moving the City of Weslaco forward by investing and nurturing business development.

Throughout the past year and in the midst of an ongoing global pandemic, the City of Weslaco witnessed extraordinary success and growth in the three sectors of residential, commercial, and industrial, what I call a "true trifecta." Small and larger businesses were adaptive and resilient when forced to close or impose restrictions on shopping habits; yet our Weslaco residents supported our local economy, stayed close to home, and became responsible for an 18% increase in sales tax revenue from the previous year, pre-pandemic.

Because of growth in the region, being centrally located has taken on a new meaning. Our region's growing population has learned that they can live in Weslaco and work almost anywhere within a short 30-mile radius. That measure of substantial growth can be seen in the number of commercial and residential permit requests issued in the last year equaling a whopping 450 permits that translate into approximately 1,500 available lots for new homes and 1,800 new apartment units, all under construction in this past year, not to mention improvements and additions to existing homes and businesses.

Against all of what 2021 could throw at us, the City of Weslaco and the Weslaco EDC finished strong through wise fiscal management, business minded leaders and a passion to grow the city we love.

As we roll out our inaugural **Annual Report**, I could not be more excited to share the efforts of our EDC team that has compiled some of our major highlights, business investments, grants provided, and much more for the calendar year 2021.

So, I leave you with this - no corporation is truly successful without a great team made up of our EDC Board of Directors, staff and our partners at City Hall, our beloved Mayor, and City Commission; it is evident in the work that is done to recruit and retain businesses. We are collectively and genuinely dedicated and passionate for regional prosperity through true economic development in our City of Weslaco.

Steven M. Valdez

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BOARD OF DIRECTORS



Benita R. Valadez
Board President



Juan J. "JJ" Serrano Jr.
Board Vice President



Jerry Gonzalez
Board Secretary



Sandra Charlton, CPA
Board Treasurer



Sonjia De La Fuente
Board Member



Patrick Gonzalez
Board Member



Fred Perez
Board Member

WESLACO EDC

STAFF



Steven M. Valdez
Executive Director



April Castañeda
Director, Business Development



Maria Cisneros
Manager, Retail Recruitment &
Commercial Real Estate



Michelle Garcia
Manager, Digital Communications



Juan M. Gonzalez
Accountant

WESLACO BY THE NUMBERS

CENTRALLY LOCATED

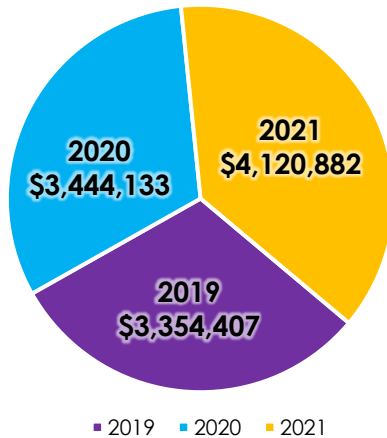
The City of Weslaco is **centrally located** in the heart of the Rio Grande Valley, in the great state of Texas.

- Quick access to Interstate Highway 2
- General aviation airport for corporate jets and service with U.S. Customs & Border Protection Point of Entry
- 25 driving miles away from 2 international airports (Valley International Airport and McAllen Miller International Airport)
- 50 driving miles away from Port of Brownsville
- 8 driving miles away from the Progreso International Bridge
- 10 driving miles away from the Donna-Rio Bravo International Bridge



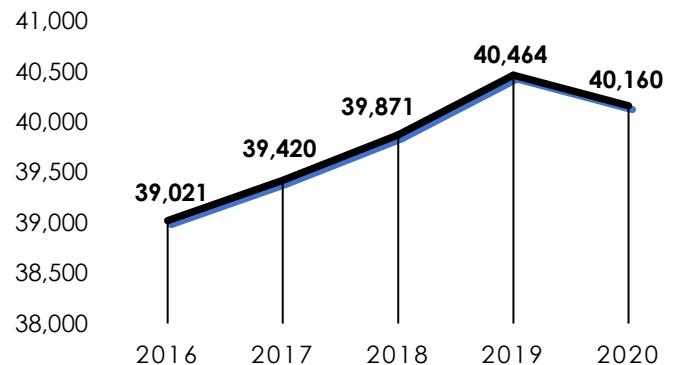
SALES TAX INCOME

Source: Weslaco EDC



POPULATION GROWTH

(for the last 5 years)
Source: US Census Bureau



LABOR FORCE

17,742

UNEMPLOYMENT RATE

7.7%

(2020 data)

Source: Rio South Texas Economic Council

PERMITS ISSUED

(FYE 2021)

Source: City of Weslaco



Residential
339



Commercial
113

MAJOR HIGHLIGHTS

Each year the Weslaco Economic Development Corporation (EDC) contributes to the overall growth of the City of Weslaco. The following are some major highlights of the business development for the calendar year 2021.

CIL-ROBINSON FRESH

On February 16, 2021, the City of Weslaco and the Weslaco EDC welcomed **Robinson Fresh** with a Grand Opening Celebration. Robinson Fresh is situated in a 46,000 square foot cold storage facility, has created 60 new jobs, and moves an average of 65 truckloads of produce to all five regions of the United States.



SCHLOTZSKY'S

On March 30, 2021, the City of Weslaco and the Weslaco EDC welcomed **Schlotzsky's** with a Grand Opening Celebration. Schlotzsky's is located right off Expressway 83, on the corner of Westgate Dr. and Frontage Rd. and has created 32 jobs.



LAND PURCHASE

On August 21, 2021, the Weslaco EDC purchased a total of 149 acres of land to be developed for cold storage, manufacturing, warehousing, distribution, along with some retail shops. A total of about \$9 million worth of infrastructure improvements are being made to the land off of FM 1015 and Mile 9.



LA ABUELA FOODS

In Fall of 2021, the Weslaco EDC welcomed the **expansion of La Abuela Mexican Foods**. The La Abuela Mexican Foods added 10,000 square feet to its current operation and hired an additional 40 employees. The company currently distributes five million tortillas per day.



SPORTS CLIPS

On September 4, 2021, the City of Weslaco and the Weslaco EDC welcomed **Sports Clips** with a Grand Opening Celebration.



INVESTMENT TOUR

On December 2, 2021, the Weslaco EDC, in collaboration with RGV Partnerships, hosted a **Commercial & Investment Tour**. The day was designed to highlight the city's strengths to local developers and investors and was capped off by a guided bus tour of the city's newest developments.



NEW BUSINESS DEVELOPMENTS

The Weslaco EDC and the City of Weslaco have been hard at work securing all types of business developments. Keep an eye out for upcoming ribbon cuttings, grand openings, and groundbreakings.



BUSINESS INCENTIVES

\$29M+

Investment

(capital only)

with

160+

Jobs

(created)

During the calendar year 2021, the City of Weslaco experienced growth and investment brought in by different businesses. The table below outlines the total capital investment and number of jobs created by each business, which were recruited by the Weslaco EDC.

Company Name	Investment Amount	# of Jobs Created
Build A Burger	\$ 111,337	10
Clean Label Foods*	\$ 1,450,000	32
Crumbl Cookie	\$ 312,563	10
Domain Development*	\$ 3,441,856	N/A
Land Improvements*	\$ 9,000,000	N/A
Mr. Gatti's Pizza	\$ 2,078,730	75
Schlotzsky's	\$ 483,000	32
Shops at North Bridge*	\$11,957,682	N/A
Weslaco Glass	\$ 499,000	2
TOTAL	\$29,334,168	161

*Note: Some of these projects are at the construction phase and most will open their doors during the year 2022/2023.

BUSINESS GRANTS PROVIDED

Weslaco 100

\$69,760

The Weslaco Economic Development Corporation provides two types of grants to small business owners located in the central business district within the City of Weslaco, the *Weslaco 100 Grant* and the *Façade Renovation and Improvements Grant*.

The *Weslaco 100 Grant* provides a maximum of \$25,000 per business location. The objective of the *Weslaco 100 Grant* is to maintain a viable and attractive central business district for retail, commercial, and office operations designed to assist in code related improvements.

The following small business owners were awarded grants during the calendar year 2021.

Weslaco 100 Grant



131 S. Texas Blvd.
Weslaco, TX 78596

\$12,448



512 S. Westgate Dr. Suite E
Weslaco, TX 78596

\$19,500



300 S. Missouri Ave.
Weslaco, TX 78596

\$25,000



215 S. Texas Blvd.
Weslaco, TX 78596

\$3,250



116 5th Street
Weslaco, TX 78596

\$9,562

BUSINESS GRANTS PROVIDED

Façade Renovation & Improvements

\$15,601

The *Façade Renovation and Improvements Grant* provides a maximum of \$15,000 per business location or a maximum of \$5,000 per city lot. The objective of the *Façade Renovation and Improvements Grant* is for the enhancements to the façade, signage, and display areas visible from the outside of the building.

The following small business owners were awarded grants during the calendar year 2021.

Façade Renovation & Improvements Grant

Before



After



Kapal Cabinet House
508 S. Nevada Ave.
Weslaco, TX 78596

\$5,000

Before



After



Classic BarberShop
2209 N. Texas Blvd.
Weslaco, TX 78599

\$1,948

Before



After



Cisneros Fine Jewelry
337 S. Texas Blvd.
Weslaco, TX 78596

\$3,653

Before



After

Pending
Completion

Fiesta Taqueria y Tortilleria
1605 N. Texas Blvd.
Weslaco, TX 78599

\$5,000

QUALITY OF LIFE EVENTS

The Weslaco Economic Development Corporation (EDC) coordinates and hosts a variety of Quality of Life Events. These free events are a critical aspect to the Weslaco EDC, as this provides our residents, and those in surrounding cities, the opportunity to experience the great City of Weslaco.

ALFRESCO WESLACO

The **Alfresco Weslaco** event has been a strong component for the Weslaco EDC for the last 10 years. The main focus for coordinating and hosting this type of event is to increase the visibility of Weslaco's Historic Downtown stores and provide exposure to local vendors – which in return will hopefully become a brick and mortar in the City of Weslaco. The Alfresco Weslaco typically recruits anywhere from 80 to 90 vendors and about 2,000 spectators each month. The Alfresco Weslaco is a seasonal event that is held from August to February.



FIREWORKS FESTIVAL

The 20 minute, electronically fired, epic fireworks event attracts nearly 10,000 spectators to the City of Weslaco for the annual **4th of July Fireworks Festival**. The festival begins early with a selection of local foods and beverages, arts & craft vendors, games and rides for kids and live entertainment.

Note: event was not held in 2021

TREE LIGHTING

The annual **Tree Lighting** event takes place in front of Weslaco City Hall with assistance from a special guest [it's a secret but it's Santa]. About 300 spectators come to see performances from our local school district students, hear heartfelt messages and holiday cheer from elected officials, and ring in the holiday season with the lighting of the Christmas tree.



A FUN PLACE FOR EVERYONE

The City of Weslaco is home to various recreational activities and attractions – there really is a place for everyone to visit and have fun!

The Eatery



Valley Nature Center



Weslaco Museum



Tierra Santa Golf Club



Frontera Audubon



5 City Parks



Downtown Shopping



Splashpad



Estero Llano Grande State Park



COLLABORATIONS, TRADESHOWS, & MUCH MORE

During the calendar year 2021, the Weslaco Economic Development Corporation (EDC) collaborated, held memberships with various entities, participated in tradeshow, and are proud sponsors of several Weslaco non-profit organizations.

Collaborations

- Backpack Giveaway in conjunction with Alfresco Weslaco
- NAMCE Site Tour
- Social Media Workshop hosted by Pam Le from Lê Phở House
- South Texas College Workforce Grant Training
- Valley Initiative for Development & Advancement (VIDA) Grant
- Weslaco EDC Commercial & Investment Tour in collaboration with RGV Partnerships



Social Media Workshop

Memberships & Subscriptions

- Innovating Commerce Serving Communities (ICSC)
- International Economic Development Council (IEDC)
- Lower Rio Grande Valley Development Council
- RGV Partnerships
- Rio South Texas Economic Council (RSTEC)
- San Antonio Newspaper
- South Texas Manufacturers Association
- Texas International Produce Association
- The Monitor Newspaper
- Transatlantic Business & Investment Council (TBIC)
- Texas Economic Development Council (TEDC)
- Weslaco Chamber of Commerce

Sponsorships

- Aurora House Foundation
- City of Weslaco
- Frontera Audubon
- Valley Nature Center
- RGV Partnership
- Texas International Produce Association
- TIPA Golf Tournament
- TIPA Skeet Shoot
- Weslaco Chamber of Commerce
- Weslaco Museum

Tradeshow

- ICSC Recon
- ICSC Red River
- Retail Live
- Viva Fresh



NAMCE Site Tour



ICSC Recon



TIPA Golf Tournament



RSTEC



Commercial & Investment Tour



TIPA Skeet Shoot



Backpack Giveaway



Digital Marketing Workshop

Location: Business Visitor Event Center, 474 S. Kansas Ave. Weslaco, TX 78596
For more information or to RSVP: Call us at 956-689-4838 or email L.Delgado@weslacoedc.com

SOCIAL MEDIA MARKETING SUMMARY

Social Media Engagement & Growth



FACEBOOK

The year ended with a 67% increase in reach (146,186) and 5% new page increase (1,295) compared to the year 2020.



TWITTER

The year ended with a 53% increase in new followers (2,971) and a 74% increase in tweet impressions (1,840) compared to the year 2020.



INSTAGRAM – Alfresco Weslaco

The year ended with 1,297 followers and with 308 posts.

Note: The data illustrated is for the Alfresco Weslaco handle and no comparison data was found. Additionally, a separate handle was created for Weslaco EDC in 2022.

Are you following us?



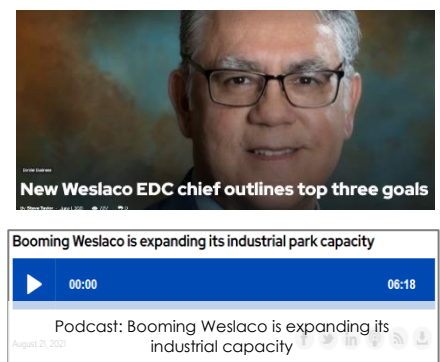
@weslacoedc

The Weslaco EDC utilizes social media engagement to connect with residents, current business owners, and prospective businesses. The Weslaco EDC team strives to ensure that all social media content is relevant and engaging for all users.

IN THE MEDIA

Below are just some of the media highlights from the calendar year 2021 that the Weslaco Economic Development Corporation received.

Date	Headline
March 19	Robinson Fresh Lands in Weslaco Operating from State-of-the-Art Cold Storage Warehouse <i>Source: Texas Border Business</i>
May 14	Weslaco breaks ground on airport expansion in bid to become corporate powerhouse <i>Source: MyRGV</i>
May 25	The EDC of Weslaco Names New Executive Director <i>Source: Valley Business Report & The Rio Grande Guardian</i>
June 1	New Weslaco EDC chief outlines top three goals <i>Source: Rio Grande Guardian</i>
August 2	Weslaco EDC announces \$19 million in new investments <i>Source: Texas Business Border & Biz Journal</i>
August 21	Podcast: Booming Weslaco is expanding its industrial park capacity <i>Source: Rio Grande Guardian</i>
September 21	Zoom: Valdez: Expansion of Progreso International Bridge is perfect timing for Weslaco <i>Source: Rio Grande Guardian</i>
September 24	Valdez: Great things are happening in Weslaco <i>Source: Rio Grande Guardian</i>
November 22	Sandra Charlton, EDC Board Treasurer, named Woman of the Year for 2021 <i>Source: Texas Border Business</i>
November 28	Next up for RGV's Commercial & Investment Tour: Weslaco <i>Source: Rio Grande Guardian</i>
December 3	As RGV grows, Weslaco poised to become industry hub <i>Source: MyRGV</i>
December 11	Podcast: Weslaco's national franchise restaurants are among the busiest in U.S. <i>Source: Rio Grande Guardian</i>





Weslaco Economic Development Corporation
275 S. Kansas Ave., Suite A • Weslaco, Texas 78596

Whether you are launching, expanding or relocating a business, it makes sense to choose Weslaco – it is the Business Center of the Rio Grande Valley!

Contact Us Today!

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weslacoedc@gmail.com

www.weslacoedc.com