



Partnerships & GROWTH

2022
ANNUAL REPORT

EDC
WESLACO



TABLE OF CONTENTS

01

From the Desk of the
Executive Director

02

Board of Directors
& Staff

03

Weslaco's Performance
Dashboard

04

Recipient of an
EDA Grant

05

Groundbreaking for
Mid Valley International
Industrial Park

06

Commercial
Developments

08

Business
Grants

10

Business
Incentives

11

Tours &
Presentations

12

Partnerships &
Recognition

13

Quality of
Life

FROM THE DESK OF THE *Executive Director*

It is a great honor to introduce the Economic Development Corporation of Weslaco's (EDCW) annual report for the calendar year 2022. As you read through the annual report, you will find a collection of new business development, partnerships, success stories, and overall growth for the City of Weslaco.

The successes of the year 2022 have allowed us to exceed all key performance indicators that drove and inspired the EDCW staff. We were able to accomplish this by staying true to our mission and goals, cultivating partnerships, recruiting and supporting businesses, and providing a quality of life for our residents.

Along with the progress in business development, the City of Weslaco has seen tremendous growth in the residential sector with approximately 459 acres under development – that is a total of 1,906 apartment complexes and 782 new homes.

As the Executive Director for EDCW, I can proudly say that we have a strong EDCW staff, dedicated EDCW Board of Directors, supportive Elected Officials, and an engaged community; we are confident that 2023 will be an exceptional year.

Let us work together and move the City of Weslaco forward for economic prosperity and continue being the business center for the Mid Valley area.



Steven M. Valdez

Executive Director – EDC of Weslaco
275 S. Kansas Ave. Ste. A
Weslaco, TX 78596
www.weslacoedc.com
956-969-0838



Board of Directors



Benita R. Valadez
Board President



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



Jerry Gonzalez
Board Secretary



Sandra Charlton, CPA
Board Treasurer



Sonjia De La Fuente
Board Member



Fred Perez
Board Member



Joe Olivarez
Board Member

Staff



Steven M. Valdez
Executive Director



April Castañeda
Director of Business Development



Maria Cisneros
Manager, Retail Recruitment
& Commercial Real Estate



Michelle Garcia
Manager, Digital
Communications



Juan M. Gonzalez
Accountant



WESLACO'S Performance Dashboard

POPULATION

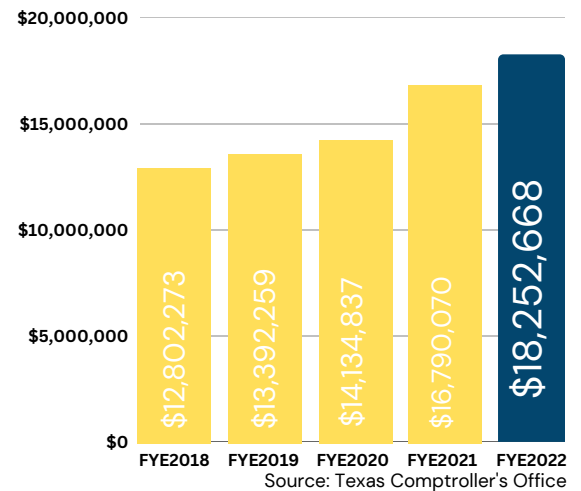
10 mile radius = 225,875

5 mile radius = 106,929



SALES TAXES

FYE 2018 TO FYE 2022



RESIDENTIAL PERMITS

	Total Acres	Total Lots	Total Single Family	Total Apartments
FYE2021	598.75	1,542	1,038	782
FYE2022	458.94	1,172	964	1,906

Source: City of Weslaco

BUSINESS INCENTIVES



410
Projected
Job Creation



21
Companies
FY 2021-2022
Source: Weslaco EDC



\$54,051,343
Projected
Capital Investment

SOCIAL MEDIA ENGAGEMENT & GROWTH



Facebook

The year ended with a 278% increase in reach (552,604) and 105% new page likes increase (2,663) compared to the year 2021.



Twitter

The year ended with a 3% increase in new followers (3,060) compared to the year 2021.



Instagram - Alfresco

The year ended with a 20% increase in followers (1,633) and with 323 posts during the calendar year.

Source: Weslaco EDC

Recipient of a \$1.5M EDA grant

U.S. DEPARTMENT OF COMMERCE INVESTS \$1.5 MILLION FOR INDUSTRIAL PARK
DEVELOPMENT TO SUPPORT BUSINESS GROWTH IN WESLACO, TEXAS
Contact: EDA Public Affairs Department, (202) 482-4085
July 27, 2022

WASHINGTON – Today, U.S. Secretary of Commerce Gina M. Raimondo announced that the Department's Economic Development Administration (EDA) is awarding a \$1.5 million grant to the Weslaco Economic Development Corporation, Weslaco, TX, to provide critical infrastructure in support of the new Mid Valley International Industrial Park.

This project will support commercial, industrial, cold storage, and warehousing businesses leading to business expansion and job growth. This EDA project will be matched with \$375,000 in local funds and is expected to create 600 jobs and generate \$275 million in private investment, according to grantee estimates.

"President Biden is committed to supporting communities as they grow their economic opportunities," said Secretary of Commerce Gina M. Raimondo. "This EDA investment in Weslaco will support business growth and the industrial park's location will attract manufacturers and distributors to the region, leading to a stronger regional economy."

"The Economic Development Administration is pleased to support the Weslaco EDC as they seek to diversify the region's economy," said Assistant Secretary of Commerce for Economic Development Alejandra Y. Castillo. "This project will facilitate the location of approximately 20-25 companies in the industrial park, expanding job opportunities in the region."

"Thank you to the Economic Development Administration for this critical investment in Weslaco that will create new jobs and more economic opportunities in the Rio Grande Valley," said Governor Greg Abbott. "This grant to the Weslaco EDC will support new business ventures for hardworking Texans and contribute to the region's growing economy."

"Access to safe and efficient infrastructure is critical for the continued economic development in Texas," said Senator John Cornyn. "I applaud this announcement and look forward to seeing the positive impact this investment will have on commerce in Weslaco."

Archeological Survey

As a condition of the EDA Grant, the EDCW was tasked to conduct an archeological survey. The survey consisted of 75 shovel tests dug at depth of 3 feet and a total of 37 backhoe digs that would range from 8 feet to 15 feet in depth. The survey came back with negative results for any historical and/or cultural resources.



Breaking Ground MID VALLEY INTERNATIONAL Industrial Park

The Economic Development Corporation of Weslaco held a groundbreaking ceremony for the Mid Valley International Industrial Park on October 14th, 2022, at 9:00 am, on the corner FM 1015 (International Blvd.) and Mile 9 Rd. (Sugarcane Dr.).

The development is a master planned 146 +/- acre industrial and retail subdivision.

The new industrial park will be the second for the City of Weslaco. The existing park, less than a mile away has limited space available and the demand for Mid Valley industrialized growth has allowed the EDC to feel confident and secure in their investment.

Days after the groundbreaking, construction of the park began. Based on the EDC of Weslaco's timeline, the Mid Valley International Industrial Park is to be complete and ready for construction by summer of 2023.



Glazer's Beer & Beverage ANCHOR TENANT

Glazer's Beer & Beverage announced their move to Weslaco at the Mid Valley International Industrial Park groundbreaking ceremony. The company plans to build a 250,000 sq. ft. temperature-controlled distribution center and create nearly 200 jobs. The company will have the largest footprint within the new industrial park, taking up 25 acres or roughly 20 percent of the entire development.



WESLACO WELCOMES *Johnson Controls Inc.*

The EDC of Weslaco coordinated a Meet and Greet, where Maria Ochoa, Sr. Warehouse & Logistics Manager announced the arrival of Johnson Controls Inc. to the "City on the Grow", on June 15, 2022. Johnson Controls Inc. offers the world's largest portfolio of building products, technologies, software, and services including HVAC equipment, security, fire detection, energy management, and OpenBlue, an AI-enabled suite of connected solutions and services.

The company will be occupying a 123,000 sq. ft. building, with an initial investment of approximately \$4.4M, which includes IT infrastructure, racking, bonded warehouse, production area, office furniture and equipment; and more than 100 new jobs with competitive wages and benefits.



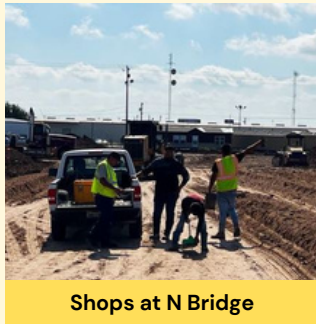
5 COMMERCIAL DEVELOPMENTS

As Weslaco continues to be true to its "City on the Grow" brand, the EDC takes a slightly different approach and says,

"Come, Grow with Us"



Palm Aire Demolition



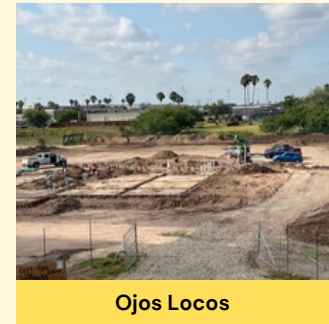
Shops at N Bridge



Palm Plaza Redevelopment



South Point 2



Ojos Locos

During the past year, 2022, the EDC of Weslaco has seen five commercial sites concurrently under construction along Expressway 83 (IH-2), with a combination of over 50 acres and an estimated \$30 million in investment. Each of these properties will be attracting retail companies that will contribute a high volume of sales and property taxes that will support Weslaco's growing economy.

Breaking Ground SHOPS AT N BRIDGE

On June 9, 2022, the EDC of Weslaco held a groundbreaking ceremony for the Shops at N Bridge on the corner of N. Bridge Ave. & Expressway 83, Weslaco. The development is a master planned 10+ acre retail center including four (4) restaurant pad users and over 40,000 sq. ft. of retail space in the heart of Weslaco's highway frontage corridor.



Business Grants

WESLACO 100

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 the **Weslaco 100 Grant** during the calendar year 2022.



Texas Rio Grande Legal Aid
300 S. Texas Blvd.
Weslaco, TX 78596
\$8,462

French's Service & Repair

French's Service & Repair
408 S. Texas Blvd.
Weslaco, TX 78596
\$11,700



ADVANTAGE HEALTHCARE CONSULTING, INC.

Advantage Healthcare Consulting
907 S. Texas Blvd.
Weslaco, TX 78596
\$9,624.03



Oak Texas Bar & Grill
303 S. Texas Blvd.
Weslaco, TX 78596
\$8,000

Business Grants

FAÇADE RENOVATION & IMPROVEMENTS

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 the **Façade Renovation and Improvements Grant** during the calendar year 2022.



Yerberia Floreria El Indio
Exterior Paint

200 S. Texas Blvd. Weslaco, TX 78596

\$1,525



The Eatery
Signage Added

400 S. Kansas Ave. Weslaco, TX 78596

\$14,073



San Patricio Plaza
Parking Lot Repavement

203 East Business 83, Weslaco, TX 78596

\$15,000



Max Fine Furniture
Exterior Paint

505 W. Business 83, Weslaco, TX 78596

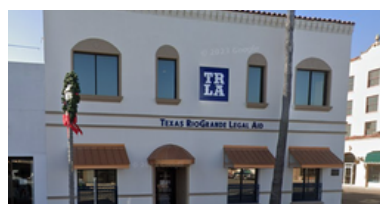
\$10,000



Texas Rio Grande Legal Aid
Exterior Paint

300 S. Texas Blvd. Weslaco, TX 78596

\$1,099



Business Incentives

CAPITAL INVESTMENT

During the calendar year 2022, 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
Clever Foods & Supplements	\$1,450,000	32
Crumbl Cookie	\$312,563	10
Glazer's Beer & Beverage*	\$28,000,000	200
Johnson Controls	\$4,400,000	102
MagX Science Holdings*	\$3,231,098	36
Ojos Locos	\$3,200,000	30
Payne Dealer Group Airport Hanger*	\$1,500,000	N/A
Shops at N Bridge*	\$11,957,682	N/A
TOTAL	\$54,051,343	410

*Note: Some of these projects are at the construction phase and most will open their doors the year 2023/2024

Tours & PRESENTATIONS



Clever Foods & Supplements

CLEVER FOODS & SUPPLEMENTS TOUR

On August 25 2022, Clever Foods & Supplements opened their doors to Weslaco EDC staff, City of Weslaco elected officials, and other dignitaries to see firsthand their state-of-the-art facility and how they will be processing their healthy vitamin gummies. Clever Foods & Supplements is in the process of expanding their facility.

SOCIAL MEDIA MARKETING WORKSHOP

On September 9, 2022, the Weslaco EDC, in partnership with UTRGV Marketing Program, coordinated a Social Media Marketing Workshop for local small businesses. The focus of the workshop was to provide businesses with the tools, tips, and techniques needed to boost their online engagement and how to create dynamic content.



Social Media Workshop



Rotary Club Presentation

ROTARY CLUB PRESENTATION

On September 22, 2022, the Weslaco EDC was invited to present at the Weslaco Rotary Club. The presentation was focused on the commercial and industrial aspects, growth, and the strong partnership with the City.

COUNSELORS TOUR

On October 6, 2022, the Weslaco EDC coordinated a Counselors Tour for Weslaco ISD middle school and high school counselors. The purpose of the Tour was to showcase a handful of the manufacturing and distribution centers located in Weslaco, as a way for the counselors to better assist students that are interested in a Career & Technical Education (CTE) pathway.



Kapal Cabinet House



Clever Foods & Supplements



HEB Distribution Center



Image First



w/ Rio Bravo EDC Director



STMA Panel Presentation



Interview with KRGV



Weslaco Rotary Presentation



Luncheon



CIL 30th Anniversary

Partnerships & RECOGNITION

During the calendar year 2022, the Weslaco EDC collaborated, held memberships with various entities, participated in tradeshow, and were proud sponsors of several Weslaco non-profit organizations.

Collaborations

- Backpack Giveaway in conjunction with Alfresco Weslaco
- Social Media Marketing Workshop in partnership with UTRGV
- South Texas College Workforce Grant Training
- Valley Initiative for Development & Advancement Grant (VIDA)
- Weslaco ISD Counselors Tour

Memberships & Subscriptions

- Innovating Commerce Service Communities (ICSC)
- International Economic Development Council (IEDC)
- Lower Rio Grande Valley Development Council
- RGV Partnership
- Rio South Texas Economic Council (RSTEC)
- South Texas Manufacturers Association
- Texas International Produce Association (TIPA)
- The Monitor Newspaper
- Texas Economic Development Council (TEDC)
- Weslaco Chamber of Commerce

Sponsorships

- Aurora House Foundation
- City of Weslaco
- Frontera Audubon
- Valley Nature Center
- RGV Partnership
- Weslaco Chamber of Commerce
 - Annual Awards Banquet
 - Business Luncheon
 - Cinco de Mayo Event
 - Weslaco Job Fairs
 - Back to School Teacher Fair
- Weslaco Museum

Tradeshow

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



VIDA Community Partner of the Year
September 29, 2022



Lunch w/ Commissioner Alvarez



Welcome Home RGV Luncheon



Governor's Office Visit



VGI & UTRGV Signing



City of Weslaco's State of the City 2022

Quality of Life

FUN, FAMILY FRIENDLY ENTERTAINMENT FOR EVERYONE

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

RECREATIONAL

5 City Parks

Estero Llano Grande State Park
Frontera Audubon Birding Center

Splashpads

Tierra Santa Golf Club
Valley Nature Center

EVENTS

Alfresco Weslaco

Fireworks Festival

Holiday Parade and Tree Lighting

The Eatery

Texas Onion Fest

Weslaco Museum

Weslaco Public Library



Whether you are launching, expanding, or relocating a
business; it makes sense to choose Weslaco!
We are the "City on the Grow"!



1-956-969-0838



275 S. Kansas Ave. Ste A, Weslaco, TX 78596



weslacoedc@gmail.com



www.weslacoedc.com