The City of Edinburg is home to key **strategic** Assets and Opportunities such as:

- Diverse Economy
- Geographic Strategic Position
- International Marketplace & Transportation Logistics
- Large Extraterritorial jurisdiction (ETJ)
- South Texas International Airport
- Hidalgo County Seat
- University of Texas RGV
- Healthcare Resources
- Entertainment Venues
Goals & Priorities:

• Maximize Opportunities / Capitalize on Assets
• Create Sustainable Job Growth, Small Business, and Economic Resilience.
• Generate a Positive Business Climate & Promote City as an Attractive Livable Community
• Align Existing Resources / Address Gaps
• Develop defined Economic Development Strategy for Investment, Industry Recruitment, & Incentives
• Operate with greater Efficiency, Compliance, and Fiscal Transparency
Bylaw Revisions – Key Enhancements:

• City will serve as Administrative Agent of EDC (Economic Development Department)

• EDC shall utilize City Policies, Procedures, and Compliance Measures.

• EDC Board members increased to 7 to obtain comprehensive guiding leadership.
  • 4 Directors – PRIVATE SECTOR
  • 1 Director – EDUCATION
  • 1 Director – SMALL BUSINESS
  • 1 Director – PUBLIC SERVICE / COMMUNITY ORGANIZATION

• City Council Members and City Staff may not be appointed as EDC Directors.

• Economic Development items will be presented at City Council meetings.
Annual Economic Development Report

• The EDC Board is required to develop and maintain a long-term economic development plan for the City.

• The EDC, through the City’s Economic Development Department, shall produce an Annual Report at the conclusion of each fiscal year to report:
  o Significant Activities, Outcomes, & Accomplishments
  o Budget & Review of Expenditures
  o Report of Investments & Incentives
  o Short & Long Term Goals
  o Strategy, Goals, and Priorities for Recruitment & Investment

Note: A semi-annual report will also be presented no later than May 31st of each year.
Actions / Steps:

Previous Actions:
• Economic Development Structure Assessment
• Revise EDC Bylaws

Next Steps:
• Item 12A: Agreement between City & EDC for Administrative Services
• Item 13A: Amend Code of Ordinances to add Economic Development Dept.
• Item 13B: Update City’s Compensation Plan to transition EDC Personnel
• Item 14A: Appoint EDC Board Members