



facebook.com/PHARREDC

1215 S. Cage Blvd. Pharr, TX 78577

pharredc.com

(956) 402-4332

ECONOMIC TIMES

DEKAL Industrial Park



PRESIDENT'S MESSAGE

Welcome to the 2nd Quarter Edition of the 2022 Pharr Economic Times Newsletter!

On behalf of our board, staff, and members at the Pharr EDC, we thank you for your continued support and business. It has been another successful and busy quarter, and we are excited to share our many exciting economic development projects and news with you.

Highlights from this newsletter include the announcement of our new Pharr EDC Foundation Director, scholarships awarded by the PEDC Foundation, our economic standing this third quarter, groundbreaking ceremonies held for new businesses, ribbon cuttings, our Pharr EDC team's partnership and advocacy participation in the local community, workforce initiatives, information on our Vanguard Internship Program, business highlights, and more!

The Pharr EDC is proud to continue our tradition of pro-business, friendly, and high-quality customer service as we support our city's business ventures, partnerships, and programs. We thank you for your business and remind you that we are committed to growing Pharr, together!

Sincerely,

Victor Perez

Victor Perez, President/CEO
Pharr Economic Development Corporation



The Pharr EDC recently celebrated the groundbreaking of DEKAL Industrial Park which will add 1 million square feet of refrigerated, frozen, and dry warehouse space to south Pharr through a collaborative venture formed by the partnership between Delta Fresh and Kaliroy Fresh. The two companies, which are based in Arizona, have come together to build the multi-million-dollar project to better serve the needs of the industry in Pharr.



"The Pharr EDC believes in collaborative partnerships, and we are proud to see Delta Fresh and Kaliroy Fresh joining efforts to expand their warehouses in south Pharr," said Victor Perez, President /CEO of the Pharr EDC. "We are proud to have incentivized this project which will result in additional warehouse space, more imports/exports, investment opportunities, and economic development for the area," added Perez.

DEKAL has acquired almost 77 acres in the City of Pharr and will be developing an industrial park consisting of 16 mixed storage warehouses, totaling 1million square feet (500,00 SQ FT on both sides). This will be one of the largest industrial parks in the City of Pharr.

"We saw the opportunity to meet the demand for warehouse space and to bring new investors to Pharr," said William Millan, project manager for Dekal Industrial Park. "The Pharr Bridge



is the gateway for everything coming from Mexico/South America to enter the United States," he said. "Pharr has replaced Nogales as the top land port of entry for fresh produce and it will only continue to grow," said Millan.

These state-of-the-art warehouses will facilitate business for a variety of companies seeking to expand into the region, while enhancing opportunities for growth for distributors and marketers of fresh produce. It is also estimated that this project will create approximately 100 direct and indirect jobs.

TIMELINES:

- Groundbreaking on Thursday, May 26, 2022
- Projections, adding a new warehouse every 6-12 months:
 - 12 months – 125,000sq feet (One warehouse)
 - 18 months – 125,000sq feet (One Warehouse), etc, until completion of 16 warehouses

BOARD of DIRECTORS

Pharr EDC obtains leadership and guidance through its board of directors, which represents an array of successful industry professionals who volunteer their expertise to ensure that the Pharr EDC meets the highest standard of excellence.



MAYOR
Ambrosio Hernandez, M.D.
Chairman



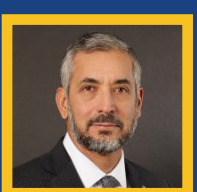
COMMISSIONER
Ricardo Medina
Vice Chairman



Reynaldo Perez
Secretary



Mario Lizcano
Treasurer



COMMISSIONER
Ramiro Caballero, M.D.
Board Member



Efrain Matamoros
Board Member



Marty Moore
Board Member



Pharr EDC Foundation

Welcomes Director

The Pharr EDC Foundation is proud to announce the hiring of Director Lilvette Santos. She has a long history and background working in both government and the private sector. Her working experiences include the sciences such as the areas of microbiology, chemistry, environmental, occupational safety, and health, to administrative backgrounds in the areas of Human Resources, strategic planning, and administration, among others.

She holds a bachelor's degree in industrial microbiology with a minor in chemistry and a master's degree in molecular biology from the University of Puerto Rico and a second degree in environmental risk management from Metropolitan University. Ms. Santos also holds several certifications that qualify her in multiple industrial sectors including administration.

A native of Puerto Rico, she moved to Texas in 2009, and since then, she has had the opportunity to use her multidisciplinary background to work for both government institutions as well as for private companies and manufacturers. As a former business owner in the oil and gas sector in markets in the Caribbean, U.S., Mexico, and Canada, she is also well experienced in labor, retention, and workforce.

We are proud to welcome Ms. Santos as the first Director of the Pharr EDC Foundation where she will oversee the day-to-day operations of the foundation including fundraising, meeting with the Board of Directors, outreach, and working alongside our awardees to ensure their success!



Pharr EDC Scholarship Awards Ceremony • May 6, 2022



The PEDC Foundation is proud to have awarded over 130 local students with scholarships that will help ease their financial burdens as they begin their next chapter in colleges and universities across our state and nation. The Pharr EDC Foundation wishes all graduates the best of luck as they continue their academic journey. Continue to dream big, study hard, and accomplish your goals!

2021 Pharr EDC Foundation Scholarship Recap



During our inaugural Scholarship Awards Ceremony in 2021, a total of 129 scholarships were awarded to local students. Through the scholarship, students receive \$1,000 in the Fall of 2021 and \$1,000 for the Spring 2022 semester for a total of \$2,000 for the year. A total of \$258,000 was awarded for the 2021-2022 academic year.



“Roll the Dice” PEDC Foundation Casino Night Fundraiser • April 6, 2022



We are grateful for the support of our sponsors, business partners, and community who have been integral supporters of our Pharr EDC Foundation Scholarships. They have helped us raise thousands of dollars for scholarships benefiting our Pharr students. On behalf of the Pharr EDC Foundation, thank you for your support and for joining our Casino Night Fundraiser. It was a great success, and we look forward to assisting more students from Pharr on their journey towards attaining a higher education! Please consider donating throughout the year to the Pharr EDC Foundation – for future donations, contact us at (956) 402-4332 / pharredcfoundation@pharr-tx.gov.



ECONOMIC OVERVIEW: CITY OF PHARR

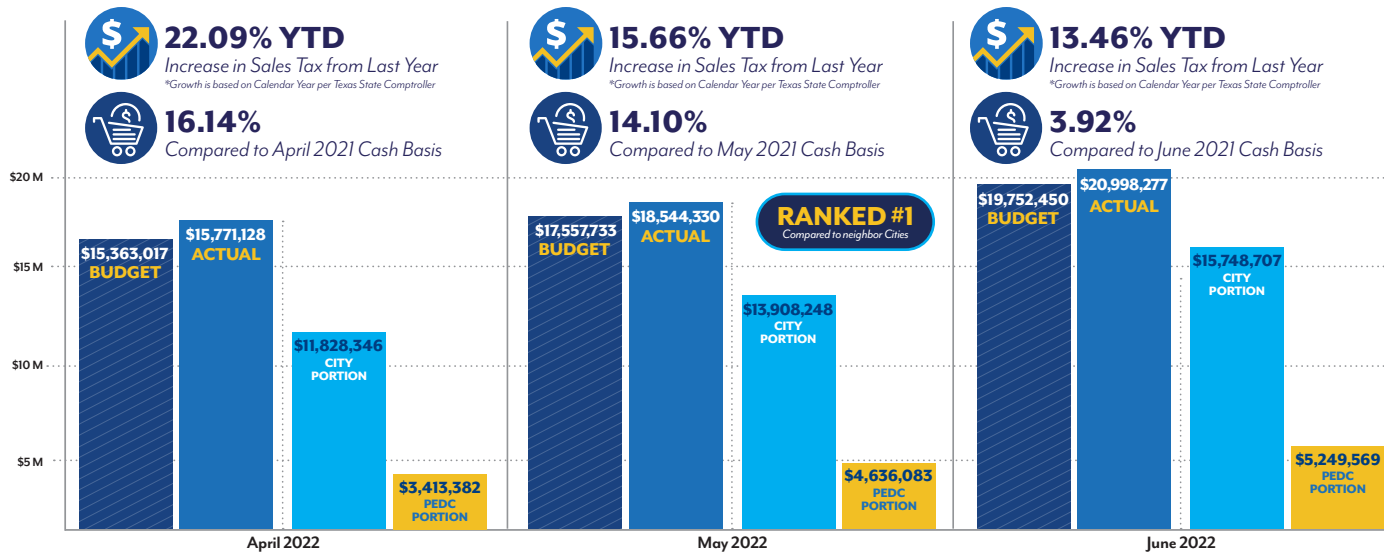
2nd Quarter • April, May, and June 2022

The City of Pharr has continued its economic trend towards growth and development in the months of April, May, and June of 2022. Throughout the last quarter Pharr has welcomed new homes and businesses to the community, increased job opportunities, and grown its sales tax collections including earning the #1 ranking in May 2022.

The City of Pharr reported a strong Civilian Labor Force of 32,960 at the end of the second quarter compared to the same time last year (28, 817) and unemployment rates of 7.4 % (April 2022), 7.3% (May 2022), and 8.7% (June 2022) a major improvement from the same period the prior year. The City of Pharr remains committed to improving citizens' quality of life and is focused on continuing the positive financial and economic growth it has experienced over the second quarter.

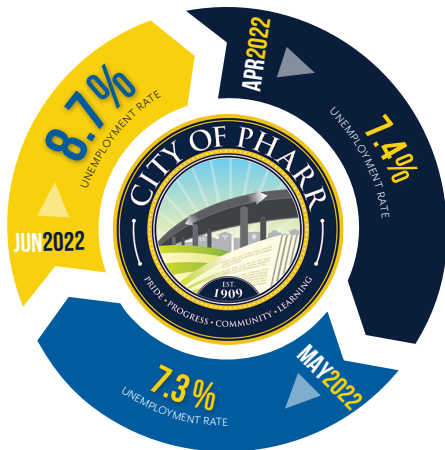
PHARR SALES TAX COLLECTIONS

2nd Quarter • April, May, & June



Pharr Unemployment Rate Continues to Decline

A Sign of Growth and Job Stability



The Pharr EDC is committed to workforce development and retention! Through our strategic partnerships, and job hiring events and fairs, we are committed to helping our area residents get connected with the proper resources that aid in job attainment and growth. More importantly, we are focused on enhancing entrepreneurship and business growth in our city by hosting workshops, providing skills and resource trainings, and partnering with our state and federal partners to enhance job opportunities through job fairs. We are proud to connect our local businesses with employees from our area who are qualified, skilled, and ready to work!



Pharr

Economic Development Corporation





“ With an ideal location near the border and major transportation routes, the City of Pharr is a hub of economic activity, business growth, and opportunities. Think Pharr for your next venture!

- Victor Perez, Pharr EDC President/CEO

www.pharredc.com • Follow Us @PharrEDC

956.402.4332 • 1215 S. CAGE BLVD., PHARR, TX 78577



Location. Economy. Opportunity.

Business Friendly. **THINK PHARR.**

Economic Development Week: Recognition of Board Members

During Economic Development Week in May, we recognized our Pharr EDC Board Members for being our greatest advocates as we continue to promote the advancement of our Pharr community. On behalf of Victor Perez, President/CEO, and the Pharr EDC Team - Thank you for believing in our mission, offering invaluable leadership, and support!

“As we celebrate Economic Development Week, I am proud to announce that our City of Pharr economic development footprint continues to expand, grow, and create more jobs within our community. Pharr is prospering with the development of new businesses, attraction of bigger companies, and the investment of over \$245,000,000 and over 1000 jobs. We thank you for your business and partnership and look forward to continuing economic prosperity!” - Victor Perez, Pharr EDC President/CEO



2022
Economic Development Week
May 9-13

GROUNDBREAKINGS & BUSINESS DEVELOPMENT

April 28, 2022

Tractor Supply Groundbreaking

\$5,200,000 Investment

Tractor Supply is set to have an area of about 23,000 sq ft. and a greenhouse space of approximately 3,700 sq ft. This new facility will bring 8-10 new jobs to the community with 10 additional seasonal opportunities. Tractor Supply is expected to open late Summer of 2022.

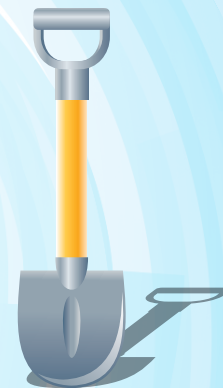


May 3, 2022

McDonald's Groundbreaking

\$3,000,000 Investment

This will be the third McDonald's location in the City of Pharr and will provide 100 part-time and full-time employment opportunities for our community. McDonald's is expected to open late Summer of 2022.



May 26, 2022 DEKAL Industrial Park Groundbreaking

\$180,779,000 Investment

DEKAL has acquired almost 77 acres in the City of Pharr and will be developing an industrial park consisting of 16 mixed storage warehouses, totaling 1M square feet. These state-of-the-art warehouses will facilitate business for a variety of companies seeking to expand into our region.



June 6, 2022 SmartCold by Triple H Expansion

9901 S Keystone Dr, Pharr, TX 78577

SmartCold by Triple H currently occupies 22,300 square feet in the Pharr Keystone Business Center Subdivision and plans to construct an expansion of 17,000 square feet for a combined total of more than 39,390 square feet. The expansion will create an additional 6 new jobs.

Traveler Produce LLC Expands Pharr Facility

10701 S International Dr., Pharr, TX 78577

Traveler Produce LLC, which has been based in the City of Pharr for the last 11 years, has expanded its Pharr facility from 20,000 to 60,000 square feet. This growth will allow the company to get trucks in and out faster and expand its customer service.



RIBBON CUTTINGS

Dr. Veronica Martinez, DPC., LPC
307 W. Newcombe Ave., Pharr, TX • April 7, 2022



Elephant Building Materials
3301 N. Cage Blvd., Pharr, TX • May 17, 2022



Kaliroy Anniversary

10700 S. Palm Dr., Pharr, TX • May 26, 2022



South Pharr Splash Pad

1201 W. Rose Lane, Pharr, TX • June 9, 2022



Steel Mart

3108 N. Sugar Rd., Pharr, TX • June 22, 2022



WellMed Anniversary

1701 S Cage Blvd, Ste. 16-21, Pharr, TX • June 29, 2022



COMMUNITY EVENTS

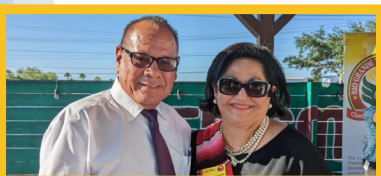
The Pharr EDC is proud to partner with local organizations, charities, and nonprofits to give back to our city and communities across the city and region and celebrate their successes.



**365 Tollway
Groundbreaking**



**Memorial Day
Ceremony**



**RGV Hispanic
Chamber's
Manic Mixer at
Smokin Moon**



**2022 Women
of Distinction
Awards**



The Mexico Conference

Myrta Tijerina, International Relations Manager, attended “The Mexico Conference” hosted by the International Fresh Produce Association this week to promote development opportunities and expand our global connections. Guest speakers provided updates on the industry and the current supply chain.



Viva Fresh Expo

In continued support of the produce industry growth in the City of Pharr, the Pharr EDC team attended the annual Viva Fresh Expo held in Dallas this April! The Expo showcased produce companies, new products and trends within the industry, educational sessions, and networking opportunities to help future business prospects.



Pharr Rotary Names Karina Lopez President

Karina Lopez, Pharr EDC ED Manager was recently elected as the 2022-2023 President of the Rotary Club of Pharr. Rotary is an international humanitarian service organization that brings business and professional leaders together to provide community service, help build goodwill, and understanding. Congratulations, Karina!



ICSC 2022

In May, team members of the Pharr EDC, Board of Directors, and City Commission promoted our great city of Pharr at the annual ICSC Convention in Las Vegas to explore commerce opportunities. This event provides development sessions and connects communities to retail and real estate professionals throughout the country seeking to expand their footprint.



Pharr EDC Hosts Local Chambers

The Pharr EDC is proud to support our local chamber organizations in benefit of our business community. On June 6, 2022, the Pharr EDC hosted the RGV Hispanic Chamber of Commerce for their Joint Chamber Mixer alongside the Greater Pharr Chamber of Commerce and Alamo Chamber of Commerce.



ABC-TCB Rio Grande Valley Roundtable – PEDC Presented Membership Plaque

In May, our Pharr EDC team attended the ABC-TCB Rio Grande Valley Roundtable and were formally presented with a membership plaque. Presenters provided an overview of labor shortages, supply chain disruptions, as well as additional factors impacting the construction industry.



Pharr EDC hosts NHPO’s Scholarship Award Presentation and Networking Event

It was a pleasure hosting the NHPO RGV for their Scholarships Award Presentation on June 16th! The Pharr EDC was presented with a recognition plaque alongside other entities in appreciation of the continued support of their initiatives and partnership.



National Day of Prayer – Mayor’s Prayer Luncheon – May 5, 2022

During National Day of Prayer in May, we had the opportunity to join business and community leaders at the annual City of Pharr Mayor’s Prayer Luncheon.



Harlingen EDC Commercial & Investment Tour

Pharr EDC was proud to visit with our friends at the Harlingen EDC during their Commercial & Investment Tour in April to learn about their community’s growth, seaport and airport activities.



Hispanic Women’s Network of Texas Scholarship Gala

In April, we had the privilege of attending the Hispanic Women’s Network of Texas RGV Chapter’s annual “Lady in Red” Scholarship Gala and our own Karina Lopez, Economic Development Manager, was presented as a “Lady in Red Madrina” alongside over 40 business professionals. Through this initiative, Ms. Lopez will join a vast network of local women to provide support and mentorship for future Latina leaders in public, corporate and civic arenas on behalf of the Pharr EDC.



STMA Monthly Meeting

Pharr EDC team members attended the monthly South Texas Manufacturer’s (STMA) meeting to learn about industry updates and hear from Harlingen EDC and the Greater Brownsville Incentives Corporation representatives and their initiatives.

The Pharr Economic Development Corporation (EDC) is the primary economic development agency for the City of Pharr.

In Pharr, our goal is to facilitate business attraction and retention, local investments, tourism development, and marketing strategy for our city. By fostering long-term relationships with government officials, industry leaders, and stakeholders in our community, the Pharr EDC examines potential opportunities to develop key industries and promote future economic growth. We also support community development and promote Pharr’s thriving economy and superior quality of life.





WFS Lunch & Learn Series: Solutions for a Changing Economy

In June, we joined partner EDO's and Chambers at the Lunch & Learn Session hosted by Workforce Solutions to stay up to date on the latest trends in workforce opportunities, grant funding, and resources. Connect with Workforce to learn more about employer and job seeker opportunities: www.wfsolutions.org



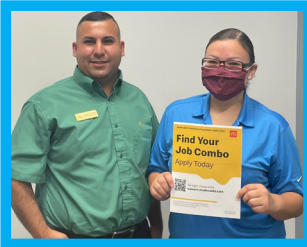
RGV Focus Presents their 2021 Annual Scorecard Report

RGV Focus released their 2021 Annual Scorecard Report during a presentation on May 19, 2022, which indicated that Rio Grande Valley students matched or exceeded statewide performances in nine out of twelve metrics. Victor Perez, President/CEO and Janie Cavazos, Property and Development Manager and member of the RGV Focus Business Industry & Education Committee, joined other business and community leaders with a shared vision in support of a thriving and educated workforce. Learn about the organization and their latest report: www.edtx.org/rgv-focus



Texas Southmost College's Economic and Community Development Breakfast

The Pharr EDC joined local EDO's and Chambers at Texas Southmost College on June 1st as they hosted their Economic and Community Development Breakfast. It's always great hearing from our area colleges and their initiatives towards continued education, and workforce training for the business community.



McDonald's Hiring Events • May & June

Our Pharr EDC staff has been working closely with McDonald's to provide outreach, marketing, and hiring events throughout the months of May, June, and July in preparation for their newest location in Pharr. In anticipation of their grand opening, McDonald's has conducted hiring initiatives to employ 100 staff members for their new location in Pharr. Interested individuals can contact Max at (956)890-3657 for position availability and crew benefits.

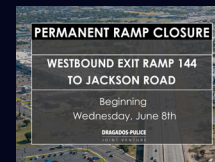
Updates



City of Pharr Receives Governor's Award for Performance Excellence

Pharr is now only the third city in the ENTIRE state to receive the Governor's Award for Performance Excellence from the Quality Texas Foundation (QTF). The City of Pharr is being recognized as a role model organization demonstrating exceptional performance in all areas of organizational management - leadership, strategic planning, customer focus, measurement, analysis and knowledge management, workforce focus, operations focus, and results.

We look forward to continuing working collaboratively with the city of Pharr leadership and team as we move towards greater goals!



Interchange Update Permanent Ramp Closure

The Westbound I-2 Exit Ramp 144 to Jackson Rd. will be CLOSED permanently.

Digital Plates are Now Available for Commercial Fleets in Texas!

Digital plates are now available for commercial fleets in Texas!

For eligibility or more information, visit Reviver.com/geo-expansion/texas/



VANGUARD INTERNSHIP PROGRAM

Pharr EDC Recognizes Vanguard Student

Vanguard's Career & Technical Work-Based Learning Program



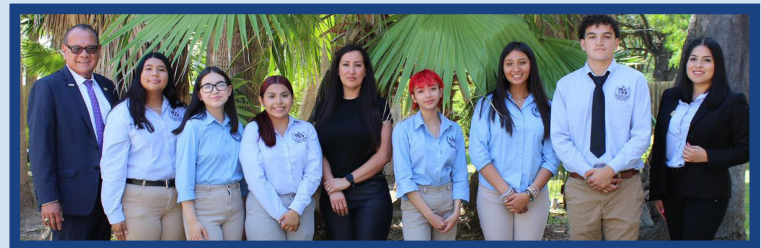
Mr. Zachariah Carey was recognized for his internship with the Pharr EDC during the May 16th Economic Development Week celebration. Zach began his internship late October 2021 and completed over sixty credit hours by May of 2022. Through Vanguard's Career & Technical Work-Based Learning program, we can provide students with professional standards, and employability skills needed by employers.

About Zachariah Carey - Zach is currently a senior at Vanguard Academy and plans on pursuing a degree in graphic design. Zachariah demonstrates his passion by designing logos and sketching during his spare time. Zachariah has volunteered in a variety of school activities and participated in chess tournaments throughout his academic journey. He enjoys attending local comic fairs and has previously sold personal collectibles as an event vendor. Zach is an aspiring entrepreneur and aims to become a business owner in the future.

On behalf of Victor Perez, President/CEO, and the Pharr EDC Team - We wish Zachariah the best in all his future endeavors!

Pharr EDC Welcomes Vanguard Students

Work Experience Grant



The Pharr EDC has partnered once again with Vanguard Academy to assist with intern placement through an awarded Texas Education Agency grant focused on providing students paid occupational training opportunities.

Through this program, incoming juniors and seniors will receive essential knowledge and skills that will promote quality standards through work-based training.

Interns can bring innovative ideas and diversity to an organization, while also providing real work experience. Stay tuned to our next newsletter to learn more about the interns and their placements.



FOUND IN PHARR

Medrano Produce LLC.

Family owned and operated; Medrano Produce, LLC specializes in the shipment of various produce products.

(956) 843-0079
10900 S Palm Dr, Pharr, TX 78577

National Small Business Week

SBA Announces National Small Business Week May 1-7.



FOUND IN PHARR

C & J Logistics

With over twenty years of experience, C & J Logistical Services, Inc. provides warehouse and logistical services for the transportation of goods.

(956) 283-9676
9103 S. Austin Dr., Pharr, TX

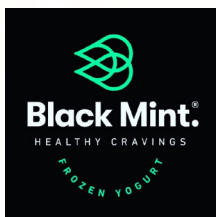


FOUND IN PHARR

Black Mint Frozen Yogurt

Black Mint serves a variety of flavored yogurt, the popular Bobas, natural juices, and much more! Stop by and pick up yours to go or for dine in.

(956) 961-4954
500 N Jackson Rd Suite N-2, Pharr, TX



FOUND IN PHARR

SEMCO / SEMCOLD LLC.

Since 1938, SEMCO / SEMCOLD LLC. has been manufacturing quality ice systems for any ice-making capacity and services a wide range of industries to include fishing, poultry, produce, entertainment and much more. SEMCO / SEMCOLD LLC. is proud to service local, national, and international brands such as Rio Fresh, Chiquita, Del Monte, and DOLE.

Reach out to their friendly staff and request a quote today for all your Ice System needs!

(956) 683-1411
705 US-BUS, Pharr, TX
<https://semcoice.com/>



FOUND IN PHARR

La Reyna Bakery

La Reyna Bakery, previously known as La Reynera, offers a multitude of sweet bread, desserts, specialty cakes, and on weekends you can enjoy a delicious Menudo or Barbacoa. Stop by and satisfy your sweet tooth with one of their delicious pastries!

(956) 782-7555
1406 E. Nolana Loop, Pharr, TX



FOUND IN PHARR

Sals Vinyl Grafx

With over 22 years of experience, Sal's Vinyl Grafx specializes in a variety of graphics and signs for all your business and event needs. Stop by or give them a call for your personalized quote!

(956) 787-4949
2030 N. Cage Blvd., Pharr, TX



FOUND IN PHARR

Bake A Cake!

For over fifteen years, Bake A Cake has specialized in more than just cake supplies. At their location, you can find a variety of specialty ingredients, cookie cutters, boxing supplies, baking tools, weekly cake decorating classes and much more! Stop by and check out their inventory or sign up for one of their interactive classes at their Pharr location.

(956) 787-4070
1000 E. US Highway 83, Pharr, TX



FOUND IN PHARR

JS Tapiceria

With over ten years of residential and commercial upholstery experience, JS Tapiceria will repair or customize a variety of furniture, seating and much more! Stop by any of their two Pharr locations to get your personalized quote.

(956) 283-4357
801 E. US Highway 83, Pharr, TX
518 US-83 BUS, Pharr, TX



Coming Soon!



From California to Pharr, TX

Elbows Mac & Cheese

will be located at Medical Ridge Plaza in Pharr!