



EDC  
WESLACO

# Work Plan

**October 2012 - September 2013**

**Weslaco, the vibrant business-friendly  
center of the Rio Grande Valley**

# Business Visitor & Event Center – Phase 2

- By April 2013
  - **Great Hall** to be constructed and operational

# Business Visitor & Event Center

- By March 2013
  - **Policies for rental, use & management** of new venue to be established

# Mid Valley Airport Runway

- By September 2013
  - **Partner with the City of Weslaco on a 50:50 basis** for the local share of the extension of the runway

# Mid Valley Airport Hangars

- By February 2013
  - A set of **ten (10) T-hangars** or one (1) gang hangar to be constructed

# Central Business District

## Weslaco 100

### Façade Improvement

- Continue to **promote & recruit business** to locate in Central Business District
- By September 2013
  - Meet goal of **100% occupancy** of the District
  - Complete 5 **façade improvements**
  - Bring 3 buildings to **code & occupancy ready**
  - Rent & occupy a **building for an art gallery**

# Mid Valley Industrial Park

- **Partner with a private sector** investor and/or developer to acquire and subdivide an additional 30 acres
- **Attract an investor/developer** to add 40,000 square feet of industrial space
- Continue to **market the industrial park** as “Weslaco’s **strategic logistics advantage**” for businesses to serve the Rio Grande Market
- **Recruit 4 companies** to locate to the industrial park

# Commercial Development

- Work with SDI & other commercial developers to **attract another major commercial development** to Weslaco
- Work to identify a public/private partnership for the **redevelopment of Business 83** from Texas to Airport

# Quality of Place

- Work on a plan for a **Hike & Bike Trail** or a Hike & Bike System around City Park, Harlon Block Park & Weslaco High School

# Marketing & Promotion

- Brand Weslaco as the new attractive, **vibrant, business friendly center** of the Rio Grande Valley
- Promote **cleanup, landscaping, & beautification** of the community – especially the commercial corridor
- Serve as a **key point of contact**, to advocate & facilitate business expansion & development
- Promote **Mid Valley Airport** as the airport of choice for **business & general aviation**
- Continue **Alfresco Weslaco** as a marketing tool for business attraction & expansion