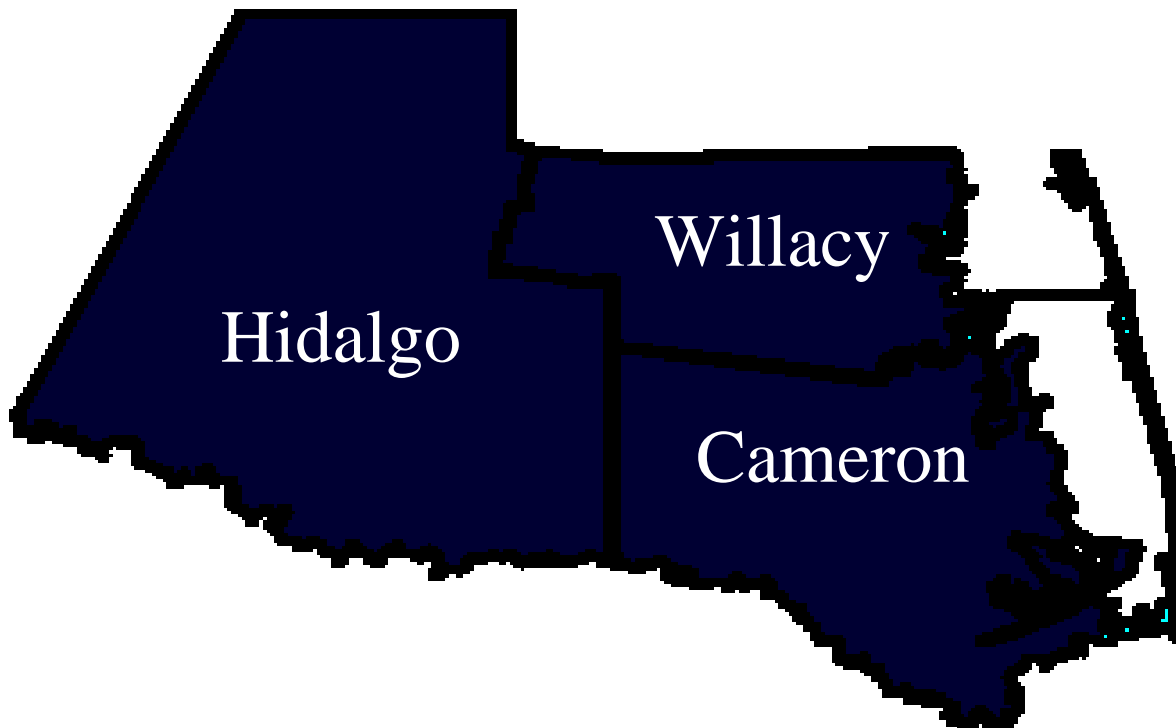


COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

2011 - 2012

DRAFT



LOWER RIO GRANDE VALLEY
ECONOMIC DEVELOPMENT DISTRICT
301 WEST RAILROAD STREET
WESLACO, TX 78596
CONTACT: TERRIE G. SALINAS
PHONE: (956) 682-3481

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: Foster and Support Small Business and Entrepreneurial Initiatives for Domestic and International Markets

OBJECTIVE: Identify all Types of Small Business Needs and Opportunities

STRATEGY	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Support the need for expanding and improving public infrastructure	EDA, LRGVDC/LRGVEDD, EDCs, Cities/Counties, Higher Education Institutions, USDA, SBA, Ports of Entry, Business Related State Offices	Increased and improved public infrastructure to attract economic development
Support the development of Small Business Incubators	USDA, EDA, SBA, Higher Education Institutions, Cities/Counties, Business Related State Offices, LRGVDC, EDCs,	Promote and increase access to small business incubators
Promote Micro-loan and Revolving Loan Fund Programs	USDA, SBA, Cities/Counties, LRGVDC, Business Related State Offices, ACCION, SWCIC	Market and increase access to these funding sources
Promote and support rural business development	Cities/Counties, LRGVDC, EDA, USDA, SBA, Workforce Solutions, Cameron Works, Business Related State Offices	Increased rural business development and sustainability
Promote and support women-owned businesses	LRGVDC, Women’s Business Organizations, SBA, Higher Education Institutions, EDCs, Chambers of Commerce, Business Related State Offices, SWCIC, Workforce Solutions, Cameron Works	Create women mentoring and business training programs
Support the development of educational entrepreneurial initiatives	Higher Education Institutions, School Districts, Non-Profit Mentoring Programs & Organizations, Civic Organizations, Workforce Solutions, Cameron Works, LRGVDC, EDA, Business Related State Offices	Develop educational entrepreneurial programs in schools and higher education institutions

Business Related State Offices refer to: Secretary of State; State Comptrollers Office; Texas Commission on Environmental Quality, and the Governor’s Office of Economic Development & Tourism.

**ECONOMIC DEVELOPMENT
UPDATED 11/2010**

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: Foster and Support Small Business and Entrepreneurial Initiatives for Domestic and International Markets

OBJECTIVE: Identify all Types of Small Business Needs and Opportunities

STRATEGY	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Create and develop a business alliance for new or expanding businesses	Chambers of Commerce, EDCs, SBA, LRGVDC, SBDC, Business Related State Offices, Higher Education Institutions, Financial Lenders	Create a business alliance
Educate and inform Valley Legislators on the economic development needs of the small business community	LRGVDC, Cities/Counties, EDCs, Financial Lenders, Chambers of Commerce, SBA, Business Related State Offices, Economic Development Organizations	Increase funding and local resources
Access to affordable health insurance for self-employed small businesses	Insurance Companies, Insurance Co-Ops, Texas Insurance Association, Doctors Associations, Chambers of Commerce, CHIP Program, HIPP, Business Owners , Business Related-State Offices	Increase insured employees and increase job retention
Facilitate new business development through education of building requirements and planning regulations	Cities/Counties, SBA, EDCs, Chambers of Commerce, Higher Education Institutions, Business Related State Offices	Higher success rate of new businesses
Promote State and International incentive programs for small businesses	EDCs, USDA, LRGVDC, Cities/Counties, Local & International Chambers of Commerce, Financial Lenders, SBA, SBDC, Business Related State Offices, Public Libraries	Small Business Development Directory

Business Related State Offices refer to: Secretary of State; State Comptrollers Office; Texas Commission on Environmental Quality, and the Governor’s Office of Economic Development & Tourism.

**ECONOMIC DEVELOPMENT
UPDATED 11/2010**

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: **Increase Domestic and International Trade**

OBJECTIVE: **To Encourage the Continued Expansion of Domestic and International Trade**

STRATEGY	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Continue to provide technical assistance to businesses for international trade	Foreign Trade Zones, EDCs, LRGVDC, Higher Education Institutions, Chambers of Commerce, USDA, EDA, US Dept of Commerce, Export Assistance Centers, Congressional District Offices, Mexican Consulates, Business Related State Offices	Increase activity on international trade
Create a small business trade program	EDCs, Cities/Counties, Higher Education Institutions, LRGVDC, Chambers of Commerce, EDA, USDA, Congressional District Offices, Mexican Consulates, Business Related State Offices	Develop programs to help link small businesses with companies who deal internationally
Support infrastructure development for ports of entry and navigation districts	Cities/Counties, EDCs, EDA, LRGVDC, Federal & State Agencies, USDA, NADBank, Ports of Entry, Navigation Districts, Congressional District Offices, Mexican Consulates, Business Related State Offices	Increase domestic and international trade
Support border security and training initiatives using high technology	US Customs and Border Protection Agency, EDA, EDC, LRGVDC, Cities/Counties, Chambers of Commerce, Higher Education Institutions, USDA, Business Related State Offices	Develop a regional border security and training facility to facilitate international trade

Business Related State Offices refer to: Secretary of State; State Comptrollers Office; Texas Commission on Environmental Quality, and the Governor’s Office of Economic Development & Tourism.

**ECONOMIC DEVELOPMENT
UPDATED 11/20**

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: Assist Rural and Urban communities to Incorporate Information Technology as a Tool for their Economic Development

OBJECTIVE: Provide Access to Information Technology to Rural and Urban Communities

STRATEGY	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Identify resources to help rural and small urban communities to access and acquire technology	Higher Education Institutions, School Districts, LRGVDC, Federal/State Agencies, Texas Municipal League, Texas Association of Counties, USDA, EDA, Cities/Counties, Digital Communication Companies, Public Libraries, Homeland Security, HHSC, Boys & Girls Club, Business Related State Offices	Identify resources for grant availability
Support the expansion and financial assistance for technical and academic training	Cities/Counties, Higher Education Institutions, School Districts, Private Sector, USDA, EDA, Non-Profit Organizations, Workforce Solutions, Cameron Works, Boys & Girls Club, Business Related State Offices	Identify financial resources to expand technical training and education
Support changes in eligibility criteria to allow easier access to state funds for rural areas	Cities/Counties, Higher Education Institutions, School Districts, Private Sector, Non-Profit Organizations, Public Libraries, HHSC, Legislators, Business Related State Offices	Enhanced funding opportunities for rural areas
Promote the research and development of new technology for the purpose of job and wealth creation	Higher Education Institutions, Workforce Solutions, Cameorn Works, EDCs Cities/Counties, Manufacturer Associations, Private Sector, Business Related State Offices	Attract high tech industries for the purpose of creating higher-paying jobs

Business Related State Offices refer to: Secretary of State; State Comptrollers Office; Texas Commission on Environmental Quality and the Governor’s Office of Economic Development & Tourism.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: Promote Research, Development, Marketing and Distribution of Agricultural/Aquacultural Products Appropriate to the Region

OBJECTIVE: Identify Markets for Locally Grown Agricultural/Aquaculture Products and Agricultural Services

STRATEGY	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Support research for “alternate products” that can be grown in the Region	Ag/Aqua Farmers, Food Industry, Texas A&M Extension Services, USDA, Water and Irrigation Districts, Cities/Counties, Chambers of Commerce, LRGVDC, Business Related State Offices	Increase the number of alternate products produced
Support value added industries	Ag/Aqua Farmers, Food Industry, Texas A&M Extension Services, USDA, Water and Irrigation Districts, Cities/Counties, Chambers of Commerce, LRGVDC, Business Related State Offices	Enhanced marketing of value added products
Develop incentive programs and legislative action to encourage purchase of locally grown products	Ag/Aqua Farmers, Food Industry, Texas A&M Extension Services, USDA, Water and Irrigation Districts, Cities/Counties, Chambers of Commerce, LRGVDC, Business Related State Offices Legislators, School Districts, Health Care Facilities	Create legislative action and tax incentives for our local farmers

Business Related State Offices refer to: Secretary of State; State Comptrollers Office; Texas Commission on Environmental Quality, and the Governor’s Office of Economic Development & Tourism.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: **Increase Domestic and International Tourism**

OBJECTIVE: **Market the Region for its Recreational and Tourism Facilities**

SPECIFIC TASK	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Promote and expand historical preservation sites	Chambers of Commerce, LRGVDC, Cities/Counties, National & State Park Services, Historical Preservation Com., Media, Environmental Groups, EDCs, Private Foundations, Museums, EDA, Private Sector, Civic Organizations and Mexican Consulates, Coastal Conservation Associations, Business Related State Offices	Expansion of Historical preservation sites and increased marketing
Promote education on historical preservation and eco-tourism in schools	Same Resources Listed Above	Increased educational awareness and marketing of historical preservation and eco-tourism
Promote eco-tourism Valley-wide	Same Resources Listed Above	Increased eco-tourism activities and a coordinated promotional tourist campaign
Promote the World Birding Centers	Same Resources Listed Above	A World Class Birding Center and sub-centers through out the Valley

Business Related State Offices refer to: Secretary of State; State Comptrollers Office; Texas Commission on Environmental Quality, and the Governor’s Office of Economic Development & Tourism.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: Create and Expand Industries and Business Development in the Lower Rio Grande Valley

OBJECTIVE: To Create and Develop a Regional Marketing Strategy

STRATEGY	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Identify and inventory existing marketing strategies	Cities/Counties, LRGVDC, Chambers of Commerce, EDC's, Business Related State Offices	Database of marketing strategies for the region
Develop a regional marketing strategy	Same Resources Listed Above	A "Regional" marketing strategy
Identify and promote International activities	Mexican Consulates, Media, Cities/Counties, LRGVDC, Chambers of Commerce, EDC's, Business Related State Offices	Increase international marketing opportunities
Promote "regional training conferences" on available resources from federal, and state governments	Cities/Counties, LRGVDC, Chambers of Commerce, EDCs, Business Related State Offices, federal and state government programs	Regional trainings on available resources
Update LRGVDC's regional community profiles	Lead Agency: LRGVDC, Chambers of Commerce, Cities/Counties, Utility Companies, EDC's, School Districts, EDA, State & Federal Agencies, Business Related State Offices	Update Valley profiles for each city

Business Related State Offices refer to: Secretary of State; State Comptrollers Office; Texas Commission on Environmental Quality, and the Governor's Office of Economic Development & Tourism.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL: To Improve Flood Control/Drainage Systems

OBJECTIVE: Coordinate Flood Control/Drainage Systems throughout the Region

STRATEGY	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Support coordination of flood control activities for the Lower Rio Grande Valley	Drainage Districts, Water Districts, Irrigation Districts, Farmers/Ranchers, IBWC, TWDB, Cities/Counties, TCEQ, EPA, Private Sector, FEMA, Corp of Engineers, US Fish & Wildlife, Texas Parks & Wildlife, LRGVDC, Environmental Groups	Enhance flood control
To update FEMA maps in order to identify flood prone areas	SAME RESOURCES LISTED ABOVE	Updated FEMA maps to identify flood and drainage areas in need of attention
Support Federal funding opportunities to rehabilitate levees under jurisdiction of U.S. IBWC	SAME RESOURCES LISTED ABOVE	Adequate Levee System
Encourage establishment of a regional task force to address flood control and drainage issues	SAME RESOURCES LISTED ABOVE	Establishment of a Regional Flood Control/Drainage Task Force
Develop a regional flood/drainage plan and incorporate infrastructure initiatives	SAME RESOURCES LISTED ABOVE	Regional flood/drainage plan

EDUCATION AND TRAINING

**(THIS SECTION WAS COPIED FROM THE
“2011- 2016 LOWER RIO GRANDE VALLEY
REGIONAL STRATEGIC PLAN”**

**AND WILL NOW BE INCLUDED IN THE DRAFT VERSION OF THE
“COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY” PLAN
(CEDDS)**

**(THE EDUCATION & TRAINING SECTION IS CONSIDERED
TO BE THE WORKFORCE SECTION OF THE REGIONAL PLAN.
THESE ARE TWO DIFFERENT REGIONAL PLANS.)**

LOWER RIO GRANDE VALLEY REGIONAL STRATEGIC PLAN

GOAL: Develop A Regional Coordinated System

OBJECTIVE: Central Depository Of Data/Information For The Region

SPECIFIC TASK	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Explore benefits of Regional MSA designation	LRGVDC, Cities/Counties, private and non-profit public organizations	Application for MSA
Identify a central data collection agency	LRGVDC, Cities/Counties, Universities, private and non-profit public organizations, HMIS AND ITS	Regional database
Develop a standardized data set	LRGVDC, Cities/Counties, Universities, private and non-profit public organizations	Common information
Develop models for public dissemination of information	LRGVDC, Cities/Counties, Universities, private and non-profit public organizations	Available information on billboards and websites

LOWER RIO GRANDE VALLEY REGIONAL STRATEGIC PLAN

GOAL: To Mobilize Education and Training Resources Into A Seamless System

OBJECTIVE: Improve Access To Resources Opportunities For Education Entities

SPECIFIC TASK	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Encourage coordination of adult education providers	Educational Institutions, Tech Prep, School Districts, Region One, Public Libraries and Public Library Systems, CCRGV, Advisory and Non-Profit Org., Literacy Task Force, Charter Schools, Workforce Solutions and Cameron Works, Cameron County Homeless Shelters & Domestic Violence, and Cameron County Homeless Coalition	Increase public access to resources for adult education
Encourage access to Internet resources	Educational Institutions, Tech Prep, School Districts, Region One, Public Library Systems, CCRGV, Advisory and Non-Profit Org., Literacy Task Force, Charter Schools, Workforce Solutions and Cameron Works, Cameron County Homeless Shelters & Domestic Violence, and Cameron County Homeless Coalition	Increase public access to internet resources
Identify all multi-lingual educational programs	Educational Institutions, Tech Prep, School Districts, Region One, Public Library Systems, CCRGV, Advisory and Non-Profit Org., Literacy Task Force, Charter Schools, Workforce Solutions and Cameron Works, Cameron County Homeless Shelters & Domestic Violence, and Cameron County Homeless Coalition	Increase multi-lingual educational opportunities

LOWER RIO GRANDE VALLEY REGIONAL STRATEGIC PLAN

GOAL: To Mobilize Education And Training Resources Into A Seamless System

OBJECTIVE: Improve Access To Resources Opportunities For Education Entities

SPECIFIC TASK	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Encourage educational opportunities for attaining post-secondary degree	Cities/Counties, RGVP, Institutions of Post-Secondary Education, School Districts, Region One, VIDA, Non-Profit Organizations, Charter Schools, Workforce Solutions and Cameron Works and TSTC	Increase number of graduates with post secondary degrees
Encourage educational opportunities for leadership training and development	Education Institutions, Tech Prep, and School Districts, Region One, VIDA, Non-Profit Organizations, Charter Schools, Workforce Solutions and Cameron Works and FCC	Increase number of community leadership pool

LOWER RIO GRANDE VALLEY REGIONAL STRATEGIC PLAN

GOAL: To Mobilize Education and Training Resources Into A Seamless System

OBJECTIVE: Improve Access to Resources Opportunities For Education Entities

SPECIFIC TASK	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Promote life-long continuum (Pre-K and beyond) programs for drop-out prevention and recovery, alternative education/after school youth programs	Cities/Counties, RGVP, Educational Institutions, School Districts, Region One, VIDA, Non-Profit Organizations, Charter Schools, Workforce Solutions, Cameron Works	Reduce regional drop-out rates
Encourage the implementation of scientific, mathematic and literary principles in elementary and middle schools	Cities/Counties, RGVP, Educational Institutions, School Districts, Region One, VIDA, Non-Profit Organizations, Charter Schools, Workforce Solutions, Cameron Works	Enhance knowledge of scientific, mathematical and literary principles
Improve access to grant writing training	Universities, hospitals, state agencies, local governments, Workforce Solutions and Cameron Works, TSTC, STC and LRGVDC	Increase the number of grant submissions
Identify and strengthen clearinghouse resources	SW Non-Profit Resource Center, UTPA, Public Libraries, Workforce Solutions and Cameron Works	Increase availability of technical assistance
Increase in the number of professional degree programs available	UTPA, UTB, Texas A&M Kingsville, UTHSC, Workforce Solutions and Cameron Works, STC and TSTC	Increasing and retaining a more educated workforce

LOWER RIO GRANDE VALLEY REGIONAL STRATEGIC PLAN

GOAL: To Mobilize Education And Training Resources Into A Seamless System

OBJECTIVE: Support A Coordinated System Between Employers And Educational Providers To Maximize Learning Skill Training For The Region's Workforce

SPECIFIC TASK	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Continue identification of workforce needs and educational provider capabilities and utilize the annual updates	Higher Education Institutions, Tech Prep, TWFD Boards, School Districts, Region One, LRGVDC, Public Library Systems, TTC-MHMR, VAIL, Private Vocational Schools	Identify target occupations and educational resources
Continue Annual Updates of Targeted Occupational Study of the Lower Rio Grande Valley in coordination with the Texas Workforce System	Tech Prep, Local TWFD Boards, Private Sector, and TSTC	Annual updates of targeted occupational and industry training systems (code enforcement, city planning, public administration)
Establish real world skills and life-long learning training programs	Tech Prep, TWFD Boards, RGVP, Higher Education Institutions, School Districts, Region One, VIDA, Advisory & Non-Profit Organizations, GED, Adult Basic Education, Literacy Task Force, Private Vocational Schools and Public Libraries, Cameron County Homeless Shelters & Domestic Violence and Cameron County Homeless Coalition	Increase efficiency in achieving an educated workforce and job placement

LOWER RIO GRANDE VALLEY REGIONAL STRATEGIC PLAN

GOAL: To Mobilize Education And Training Resources Into A Seamless System

OBJECTIVE: Support A Coordinated System Between Employers And Educational Providers To Maximize Learning Skill Training For The Region's Workforce

SPECIFIC TASK	POTENTIAL RESOURCES	EXPECTED OUTCOMES
Strengthen apprenticeship opportunities	Community colleges, technical colleges and businesses	More students enrolled in apprenticeships
Increase access to workforce training in small cities and communities	Universities, community colleges, workforce boards, and counties.	Increase in the number of programs and enrollment in workforce training
Develop Bi-national standards of training, certification and re-certification	Universities, Red Cross and state certification agencies, Economic Development Corporation, and community college	Increase in the number of recognized certification programs by American and Mexican entities
Improve the transition from Community college to University through articulated agreements and 2+2 programs	Higher Education Institutions, Tech Prep, TWFD Boards, School Districts, Region One, LRGVDC, Public Library Systems, TTC-MHMR, VAIL and Private Vocational Schools	Increase in the number of programs

**EDUCATION AND TRAINING
UPDATED 10/2010**