



Pharr
Economic Development
Corporation

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YOUR INVESTMENT IN THE FUTURE

City of Pharr

Presented by : Lilvette Santos
Economic Business Development Director



Mission and Goals



Business Attraction

Recruit new enterprises to establish operations in Pharr, bringing investment and diversifying our economic base

Job Creation

Increase quality employment opportunities for residents through targeted development initiatives

Awareness

Expand recognition of Pharr's strategic advantages and economic potential in the global marketplace

We are committed to fostering sustainable regional economic development that benefits businesses, residents, and the entire Rio Grande Valley.

Business Support Services

- Investment Attraction Strategies
- Business Development Services
- Workforce Development Initiatives
- Infrastructure Support and Planning
- Real Estate and Property Development
- Trade and Export Assistance
- Community Engagement and Stakeholder Collaboration
- Marketing and Promotion Efforts Tailormade to Business



INVESTMENT ATTRACTION STRATEGIES

Bringing New Capital to Pharr



Investment Incentives & Efforts

Pharr EDC offers competitive investment incentives and initiatives efforts designed to attract both new businesses and capital investment into the community.



Target Industries

Identifying and focusing on target industries ensures that our strategies align with emerging market trends, maximizing potential investments



Economic Impact Assessment

Rigorous assessment of the economic impacts of all initiatives enables informed decision-making and strategy refinement, ensuring sustainable development



BUSINESS DEVELOPMENT SERVICES

Support Mechanisms for Growing Enterprises

- **Site Selection Assistance:** Pharr EDC provides tailored support for businesses seeking suitable locations, leveraging data analytics and local insights to facilitate optimal site selection.
- **Incentive Programs:** The organization offers various financial and non-financial incentives to attract and retain businesses, enhancing the value proposition for prospective firms.
- **Business Planning Support:** Pharr EDC aids businesses in navigating the complexities of business planning through consultation and resources, ensuring their strategies are aligned with market needs.



WORKFORCE DEVELOPMENT

- Empowering the Community through Skill Enhancement

- **Training Programs:** Pharr EDC facilitates a variety of training programs aimed at enhancing the skills of the local workforce, addressing the evolving needs of industries.
- **Skills Development:** Programs focus on critical skills and competencies essential for achieving workforce readiness, strengthening the local economy through job preparedness.
- **Partnerships with Educational Institutions:** By collaborating with local educational bodies, Pharr EDC ensures that training is relevant and tailored to emerging industry demands, bridging the gap between education and employment.



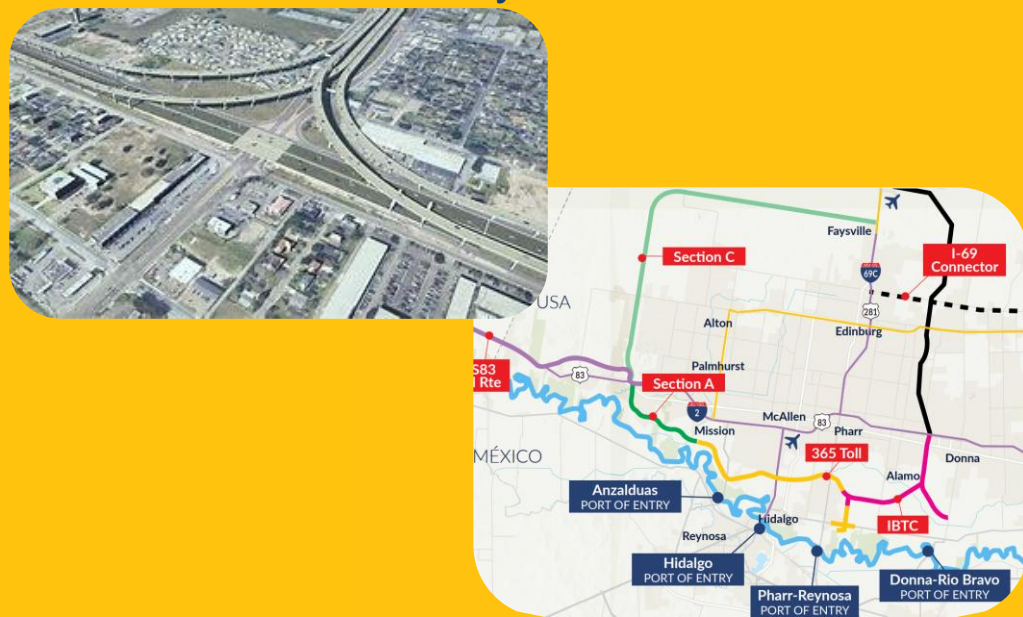
INFRASTRUCTURE SUPPORT PLANNING

Support Mechanisms for Growing Enterprises



Transportation Infrastructure

Pharr EDC plays a vital role in supporting the region's transportation systems enhancing process, facilitating efficient logistics and access for businesses to key markets.



Utility Services

The organization collaborates with utility providers to ensure that reliable and adequate services are available, supporting business growth and expansion.



Zoning Assistance

Pharr EDC aids businesses in navigating zoning regulations, streamlining the process to secure necessary approvals for development projects.



REAL ESTATE & PROPERTY DEVELOPMENT

- Facilitating Growth Through Strategic Development



Land Acquisition

Pharr EDC assists businesses in navigating the complexities of land acquisition, ensuring a smooth transition from site selection to ownership.



Real Estate Development Incentives

Through tailored incentive programs, Pharr EDC encourages property development that meets community needs and enhances local economic vigor.



Property Management Services

The organization offers property management expertise to streamline operations and maximize the value of real estate investments in the area.



TRADE & EXPORT ASSISTANCE



Expanding opportunities Globally

- **Trade Promotion:** We promote local products and services beyond borders, connecting businesses with new markets and potential international partners.
- **International Trade Partnerships:** Through strategic partnerships, Pharr EDC fosters relationships that enhance trade opportunities and elevate local businesses on the global stage.



COMMUNITY ENGAGEMENT & STAKEHOLDERS' COLLABORATIONS

• Fostering Inclusive Development



Community Outreach

Pharr EDC actively engages with community members, soliciting feedback and input on economic and workforce development initiatives to ensure alignment with local needs.



Public-Private Partnerships

By fostering collaboration between government entities and private businesses, we maximize resources for community development projects



Stakeholder Meetings

Regular stakeholder meetings are organized to share updates, gather insights, and build strong relationships that foster shared goals.



STRATEGIC PARTNERS AND INTERNATIONAL COLLABORATIONS

Trade and Industry Organizations:

- American Chamber México (AMCHAM)
- INDEX Nacional, Reynosa, y Nuevo Leon
- CANACINTRA Nacional
- COMCE Nacional, Zacatecas, Sur, Noreste
- COIN

Universities:

- UDEM
- TAMAULIPECA

Organizations:

- Asociación de Empresarios Mexicanos (AEM)
- World Trade Center Nuevo Leon
- Texas State Office in Mexico
- U.S Commercial Services Mexico
- IMCO

Embassies/Consulates:

- U.S. Embassy in Mexico City
- U.S. Consulate in Monterrey and Matamoros
- MX Consulate in Brownsville and McAllen




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CONSULADO DE MÉXICO



**CAMARA DE COMERCIO
INTERNACIONAL**



UNIVERSIDAD TAMAULIPECA
CON LA VERDAD VIRETO LA LUZ DE LA PERSONALIDAD • CON LA VERDAD VIRETO LA LUZ DE LA ENSEÑANZA



THANK YOU

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