



Los Fresnos Community Development Corporation Month of January 2025

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1. Los Fresnos Business Circle (LFBC) January Event

The year began with a strong Los Fresnos Business Circle event focused on building momentum for 2026.

Attendance

- **43 attendees**, one of the highest turnouts to date.

Key takeaways

- Businesses continue to request more funding resources, marketing support, and networking opportunities.

Mentimeter Poll Highlights

- **Top “Momentum Word” for 2026:** *Growth* (11 votes)
- **Top driver of Momentum:** *Expanding small business support* (19 votes)
- **Top Ranked Opportunity:** *Empowering entrepreneurs through resources & capital*
- **Momentum Strength:** Majority selected **4 or 5**
- **Top Requested resource:** *Funding*, followed by *marketing* and *networking*

2. Workforce Development

- Awaiting updates from Workforce Solutions Cameron on the **High Demand Job Training Grant**.

3. LFCDC Website Development

- **Multiple logo options** have been developed and are ready for presentation and selection
- A **website mock-up** has been created to review the visual direction and layout of the new LFCDC site.

- A **final to-do list** will be created to outline remaining tasks and help ensure the website can be completed and launched soon.

4. Earth Day 2026 (April 18)

- Awaiting a supply list from LFCISD to support student-run educational booths:
 - Birdhouse building (CTE)
 - Pine-cone bird feeder activity (Special Education)
- Local author Dr. Elaine Hernandez will read her book at the butterfly garden.
- New flyers and banners for the event are currently being designed.

5. Caracara Trails Ribbon Cutting Ceremony

- Attended the Brownsville-to-Los Fresnos Trail Ribbon Cutting Ceremony.
- This project represents a **major regional collaboration** between municipalities and organizations working together to expand access to recreation, mobility, and health opportunities throughout Cameron County.