



Los Fresnos Community Development Corporation Month of October 2025

Prepared by: Jeffrey Rosas – Economic Development Coordinator

Business Engagement & Events

- Hosted the **Los Fresnos Business Circle: Marketing Strategies** event with strong turnout and valuable presentations from UTRGV SBDC, Triggers Media, and Beacon Consulting.
- Collaborated with **Taqueria El Cien**, who provided excellent hospitality.
- Delivered flyers and coordinated logistics for upcoming **Veterans Memorial Dedication Ceremony**.

Regional Collaboration & Workforce Development

- Attended a **Workforce Commission grant award event** benefiting CTE programs in Cameron County; met with Commissioner Albert Trevino III.
- Attended a **STMA Lunch and Learn** meeting where the Port of Harlingen presented on current and future infrastructure projects
- Engaged with organizations to explore **EDC website development, CRM (Customer Relationship Management) tools, and marketing support**.

Strategic Projects & Funding

- Continued outreach for funding and partnerships for potential quality of life projects in the city.
- Met with small business owners regarding **expansion plans and job creation**.
- Explored retail interest and opportunities to **highlight city attractions** that draw regional visitors.