



Los Fresnos Community Development Corporation Month of July 2025

Prepared by: Jeffrey Rosas – Economic Development Coordinator

1. Los Fresnos Business Circle Launch

- Formed a small business networking series with business leaders, Chamber, and an e-Bridge entrepreneur
- Events will take place monthly have a topic and a roundtable discussion to foster peer connections and resource sharing
- Future events will rotate venues and support host businesses

2. Incentives & Business Support

- Met with local business owners about **Business Incentive Grants**
- Explored having a GIS listing platform for weekly property listing integration

3. Regional & State Collaboration

- Attended **LRGVDC Small Cities Coalition** meeting to gain a better understanding of water drainage infrastructure role in economic development.
- Met with **Governor's Economic Development & Tourism Office** rep—gained new tools and contacts for local EDC strategy

4. Growth and Recruitment Initiatives

- Evaluating business recruitment and marketing tools to raise Los Fresnos' visibility
 - Exploring digital outreach, brand development, and immersive PlaceVR videos to showcase local assets

5. Workforce Development

- Partnering with regional college and medical institution to launch three certificate/degree programs

6. Community Engagement & Marketing

- Met with Los Fresnos News to align our views on potential collaboration
- Launched a **Butterfly Garden revitalization effort**, engaging resident volunteers and students.