



## **Los Fresnos Community Development Corporation Month of July 2025**

**Prepared by: Jeffrey Rosas – Economic Development Coordinator**

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### **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.