



Los Fresnos Community Development Corporation

Month of November 2025

Prepared by: Jeffrey Rosas – Economic Development Coordinator

Conference Insights

- Attended two major economic development conferences this fall. The key takeaways reinforce our current direction.
 - **Local-first growth:** Prioritize supporting existing businesses to create a strong foundation for sustainable development.
 - **Digital accessibility:** A well designed, easy-to-navigate website is critical for local businesses and will serve as a powerful tool for attracting new enterprises.

Website & Media Development

- Partnering with **Triggers Media** to build a dedicated EDC website focused on:
 - Business Attraction and retention
 - Workforce development resources
 - User-friendly navigation for local businesses
- Production of an **8-episode video series** is underway to showcase Los Fresnos as a community with opportunity.

Los Fresnos Business Circle (LFBC)

- The latest LFBC event is expected to have around 50 attendees in attendance once again.
- There has been excitement about the opportunity to connect with the business community.
- Immediate feedback from the business community has been overwhelming positive, validating the LFBC initiative's goals of **connection, communication, and collaboration.**