MEDC

Mission Economic Development Corporation

2025 ANNUAL REPORT

MISSION IN MOTION





DRIVING PROGRESS

AT EVERY LEVEL

Mission is on the move. The Mission Economic Development Corporation (Mission EDC) is driving growth, innovation, and opportunity across our city, turning ideas into impact and momentum into measurable progress. In 2025, we kept Mission in motion, advancing key projects, empowering entrepreneurs, and building partnerships that strengthen our economy and our community.

This report highlights

HOW WE'RE MOVING MISSION FORWARD — ONE BOLD STEP AT A TIME.



DEAR PARTNERS,

This year, Mission was in motion like never before. Together with our board of directors, partners, and community, we advanced projects that are fueling innovation, attracting investment, and creating meaningful opportunities for businesses and residents.

Mission EDC worked diligently to connect businesses with resources, drive entrepreneurship, and strengthen our city's position as a premier destination for growth. Through these collective efforts Mission helped generate hundreds of new jobs, attracted millions in investment across hotels, community spaces, and amenities, and provided hands-on support to more than 30 small businesses. Mission also reached an all-time high in retail sales tax revenue, hitting $30 million.

Some FY 2025 milestones included the final steps for Killam Development's 700-home El Milagro residential project, one of the largest master-planned communities in our region, along with major development and construction upgrades at the Shary Municipal Golf Course that will establish the Valley's first night-golf–capable course. Mission saw sustained momentum in new home construction this year, with almost $200 million in residential and commercial permits issued in FY 2025. The scale of investment confirms rising confidence in Mission's market and a fast-growing population choosing to make this community home.

Mission's progress is visible all around us, from major development projects to the entrepreneurs turning bold ideas into reality. Investors, national brands, and innovators continue to recognize Mission's potential and long-term promise.

As we look ahead, Mission EDC remains committed to keeping Mission in motion. We will continue investing in people, partnerships, and progress to ensure lasting prosperity for our community. Thank you to our board, city leadership, and partners whose collaboration powers this momentum.

Together, we're building Mission's future.

TECLO GARCIA, CEO
MISSION ECONOMIC DEVELOPMENT CORPORATION



BOARD OF DIRECTORS

STEERING OUR CITY'S GROWTH



ESTELLA SAENZ

BOARD SECRETARY
PNC BANK



JOSE G. VARGAS

DIRECTOR
APPLE PHARMACIES



NORIE GONZALEZ GARZA

MAYOR
CITY OF MISSION



RICHARD HERNANDEZ

BOARD PRESIDENT
EL CAPOTE INC.



JULIAN ALVAREZ III

TREASURER
LONE STAR NATIONAL BANK



CARL DAVIS

DIRECTOR
DAVIS INSURANCE AGENCY



DEBORAH CORDOVA

VICE-PRESIDENT
WALSH, MCGURK, CORDOVA, NIXON, PLLC

MISSION MEANS BUSINESS

At Mission EDC, business growth is more than a goal, it's what propels our city forward. Every initiative, partnership, and investment we pursue is centered on creating opportunity and sustaining progress across Mission's thriving economy.

Through hands-on support, strategic collaboration, and tailored assistance, we help both new and established businesses build, expand, and succeed. From guiding relocations to connecting entrepreneurs with critical resources, our team ensures that Mission remains a place where ideas turn into impact.

Beyond local impact, our advocacy and outreach efforts extended to regional, state, and international stages, strengthening relationships, promoting investment opportunities, and showcasing Mission as a community ready for business at every level.









A Global Game Finds it's Mission

From a worldwide surge to a South Texas success story, Mission embraces the padel movement as a catalyst for innovation and community growth.



Padel is sweeping the globe as one of the fastest-growing sports, now played by more than 25 million people worldwide.

In the U.S., the sport's rise has been explosive, growing from fewer than 20 courts in 2020 to more than 650 across 31 states by 2025. Texas stands at the forefront of that growth, and Mission is right there leading the charge.

This year, the city welcomed **RGV Padel Club**, a world-class facility introducing two major complexes to the Rio Grande Valley. Backed by Mission EDC through targeted incentives and close collaboration with the developer, the project represents more than a sports milestone, it's a sign of Mission's energy, progress, and forward-thinking vision for community development.

The impact is already being felt. The club brings new jobs, visitor spending, and tournaments that generate ongoing economic activity. It also strengthens Mission's reputation as a vibrant, family-friendly destination where recreation and opportunity come together. As one of the largest padel facilities in South Texas, RGV Padel Club is helping shape a new chapter for both sport and city life.

By supporting projects that build connection, spark innovation, and elevate quality of life, Mission EDC continues to fuel the kind of growth that keeps our community moving—strong, confident, and ready for what's next.

MOVING BEYOND BORDERS

GLOBAL PARTNERSHIPS DRIVING PROGRESS

Mission's momentum extends far beyond city limits. Positioned along the U.S.–Mexico corridor, Mission continues to strengthen international partnerships that open doors for trade, innovation, and shared prosperity. With the Anzalduas International Bridge coming online for cargo Spring 2026, new opportunities for cross-border commerce are set to accelerate, connecting Mission directly to global markets and supply chains.

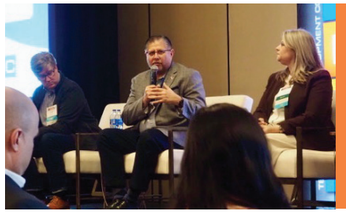












Forging Economic Connections

BUILDING PATHWAYS FOR GROWTH AT HOME & BEYOND

Mission's progress is powered by connection, locally, across Texas, and beyond the border. This year, **Mission EDC hit the halls of the Capitol for Mission Day in Austin,** ensuring our city's voice is heard on the issues that matter most. By meeting with state leaders, we're keeping **infrastructure, workforce development, business incentives, and innovation** front and center, advocating for policies that keep Mission, Texas, moving forward.

Our momentum doesn't stop at the state level. Through strategic partnerships, like our ongoing collaboration with **San Luis Potosí,** Mission continues to expand its economic reach and influence. Together, we're building bridges that connect our industries, strengthen trade, and create new opportunities for investment on both sides of the border.

By forging strong relationships at every level, Mission EDC is driving progress that keeps our economy in motion, empowering businesses, advancing infrastructure, and shaping a more connected future for our community.







EMPOWERING SMALL BUSINESS, DRIVING BIG IMPACT

Mission's progress starts with its people, and our small businesses are at the heart of that movement. Through targeted programs and funding initiatives, Mission EDC is helping entrepreneurs grow, innovate, and thrive right here at home.

To date, these initiatives have invested more than $850,000 (850K) directly into Mission's small business community.

$425K
IN TO MISSION'S SMALL BUSINESS COMMUNITY

29
SMALL BUSINESSES ASSISTED



Downtown Assistance Program

VIEW PLAYLIST

REVITALIZING THE HEART OF MISSION

The Downtown Assistance Program (DAP) is breathing new life into Mission's historic core, revitalizing Conway Avenue into a vibrant destination for business, community, and culture. Now in its second year, the program has awarded grants to **16 local businesses**, investing a total of **$300,000 to enhance storefronts,** modernize spaces, and boost the downtown experience. Open to business owners within the designated downtown corridor, the DAP offers up to **$25,000 for improvements** ranging from façades and renovations to equipment and inventory. By investing directly in the heart of our city, Mission EDC is keeping prvogress in motion, transforming downtown into a thriving hub of opportunity and pride.

$150K
INVESTED TO ENHANCE LOCAL STOREFRONTS

10 AWARDED GRANTS
TO LOCAL BUSINESS'

AWARDEES

HINOJOSA ENGINEERING, INC.

BUILDING OF MARIA SERNA



PLAZA SAN PEDRO



BUENA VIDA FARMERS MARKET



JDG JEWELERS



CY.CO THERAPY



PROGRESS TIMES



LAW OFFICE OF RENE A. FLORES



TRIPLE S THRIFT SHOP



FOUR SIX FIVE PRODUCTIONS







RUBY RED VENTURES BUILD MISSION FUND

INVESTING IN MISSION'S ENTREPRENEURS

The Ruby Red Ventures: Build Mission Fund helps Mission's small businesses grow stronger, smarter, and more sustainable. Through this annual grant program, Mission EDC supports local entrepreneurs with up to $15,000 for projects that boost operations, expand capacity, and create jobs. To date, 30 businesses have received a combined $450,000 in funding, fueling growth through marketing, equipment upgrades, and building improvements. By investing in those who power our local economy, Mission EDC is keeping progress in motion and ensuring that Mission's businesses continue to build, innovate, and thrive.

$225K
INVESTED THIS YEAR

15 BUISNESSES RECIEVED
FUNDING THIS YEAR

LOCAL FLAVOR, LASTING IMPACT: YUM YUM



For more than 25 years, Yum Yum has been serving up hometown flavor and community pride in Mission. Known for its hearty plates, friendly service, and signature burgers and tortas, this local favorite embodies the entrepreneurial spirit that fuels our city.

With support from the Ruby Red Ventures: Build Mission Fund, Yum Yum made key improvements, including a new roof, refreshed exterior, updated signage, and expanded marketing efforts, to enhance operations and customer experience. These upgrades ensure that this Mission landmark continues to grow, inspire, and serve generations to come, keeping both tradition and progress in motion.



2ND PLACE:
PET LOVERS PET CARE

1ST PLACE:
CONSUELO BEHAVIORAL HEALTH SOLUTIONS

3RD PLACE:
PATISSERIE BY M

RUBY RED VENTURES THE COMPETITION

FROM CONCEPT TO COMMERCE

The Ruby Red Ventures: The Competition is where Mission's brightest ideas take shape. In partnership with **UTRGV's Office of Entrepreneurship and Commercialization,** the program equips aspiring business owners with the skills, mentorship, and seed funding needed to turn concepts into thriving ventures. Participants complete the six-week **Kauffman FastTrac®** course—a nationally recognized business foundation program—culminating in a high-energy, Shark Tank–style pitch event where winners receive up to **$25,000 in funding.**

Now in its second year, the competition has awarded **six entrepreneurs** and graduated **23 program participants**, injecting **$100,000** into Mission's entrepreneurial ecosystem. By empowering innovators to build, compete, and grow, Mission EDC is keeping the city's entrepreneurial spirit—and its economy—in motion.

$50K
INTO MISSION'S ENTREPRENEURIAL ECOSYSTEM





PROGRAMS





MISSION IN FOCUS

SHOWCASING THE PEOPLE, PROGRESS, AND POTENTIAL DRIVING OUR CITY FORWARD



This year, Mission EDC took our story on the road, across Texas, the U.S., and Mexico, showcasing the energy, innovation, and growth driving our community forward. Through conferences, trade missions, and media outreach, we've shared Mission's success with audiences far and wide, positioning our city as a hub for business, talent, and opportunity.

From highlighting Mission's strategic advantages at international events to promoting local entrepreneurship and investment through digital campaigns and media partnerships, our marketing efforts continue to keep Mission in motion, elevating our story, expanding our reach, and inspiring others to see what's possible in Mission, Texas.

500K
PEOPLE REACHED

1,250
NEW FOLLOWERS

18K PAGE VISITS



THE FUTURE OF ECONOMIC DEVELOPMENT IN MISSION, DELIVERED ON ONE DYNAMIC WEBSITE

This year, Mission EDC launched a redesigned website, creating a modern, accessible hub that puts every key resource for businesses in one place. The updated platform makes it easier than ever to find community data, reports, programs, grants, incentives, and seed membership opportunities—bringing clarity and convenience to entrepreneurs and companies looking to grow in Mission.

The site features improved navigation, interactive tools, and a more intuitive layout that guides users directly to the information they need. It also showcases Mission's strategic position as a dynamic border community, highlighting the city's competitive advantages and growing business landscape.

With its refreshed design and user-driven functionality, the new Mission EDC website reflects a community in motion—keeping Mission's business ecosystem connected, informed, and ready for what's next.





MISSION MOVING FORWARD

INVESTING IN PEOPLE, PARTNERSHIPS, & PROGRESS

Mission's growth is powered not only by business, but by community. Through meaningful investments, donations, and partnerships, Mission EDC is creating impact that reaches far beyond the boardroom. This year, we contributed more than $95k to local non-profits and community projects, supporting initiatives that strengthen education, beautify neighborhoods, and enhance quality of life for all residents.

We're proud to collaborate with organizations that share our vision of a stronger, more connected Mission. From fostering youth programs and local events to encouraging businesses to give back, we're building a culture of shared success, one that keeps Mission moving forward together.

$95K

INVESTED IN COMMUNITY PROJECTS





Through strong partnerships with both public and private sector leaders, we're expanding access to the resources that keep Mission moving forward. Together, we're creating opportunities for students, entrepreneurs, and local businesses to learn, grow, and thrive, building the skills and connections that power Mission's continued progress.

EMPOWERING STUDENTS.
STRENGTHENING MISSION.





230 STUDENTS AWARDED

THIS YEAR

$1.8 MIL

TO DATE IN AWARDED SCHOLARSHIPS

MEDA Scholarship

When Mission moves forward, education leads the way. Through the MEDA Scholarship, Mission EDC partners with South Texas College to give local students access to two years of free college education, removing financial barriers and opening doors to opportunity.

Since launching in 2013, the MEDA Scholarship Program has awarded more than $1.8 million to 1,597 students — including 230 students in 2025 who collectively received over $276,000 in scholarships, helping build a stronger, more skilled workforce for Mission's future.

Private Sector Partnerships

$10K

ADDED FUNDING

Our commitment to education doesn't stop there. With support from Texas Regional Bank, Mission EDC has added $10k in funding to expand our Ruby Red Ventures- Build Mission Fund program, ensuring that both students and small business owners have the resources they need to thrive. By investing in learning and leadership, we're preparing the next generation to keep Mission in motion.



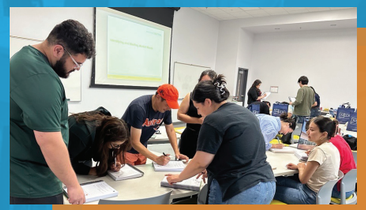


EMPOWERING INNOVATION AT THE CEED

From flexible workspaces and high-speed connectivity to conference rooms, networking events, and training programs, the CEED provides everything businesses need to grow and thrive. With an onsite coffee shop and vibrant community atmosphere, it's a place where collaboration fuels innovation and where Mission's next big ideas come to life.

This year, we welcomed Junior's Supermarket as one of our newest tenants, an exciting addition to our growing community of innovators. The company's new office at the CEED will serve as the base for Junior's western Hidalgo County operations, strengthening its regional presence and creating new opportunities for collaboration within the Mission business ecosystem.









CONVERSATIONS THAT INSPIRE IDEAS, THAT MOVE MISSION FORWARD

BUSINESS OVER BREAKFAST

Hosted quarterly at the Center for Education and Economic Development (CEED), Business Over Breakfast brings together Mission's business leaders, entrepreneurs, and community partners for meaningful conversation and collaboration. Each session features guest speakers sharing insights on topics that drive business growth, from leadership and innovation to workforce and community development.

More than a networking event, Business Over Breakfast is where ideas spark action. By fostering dialogue and connection, the Mission EDC continues to cultivate a business community that learns, grows, and keeps Mission moving forward, one cup at a time.









Driving Growth Through Responsible Revenue, Incentives, and Impact

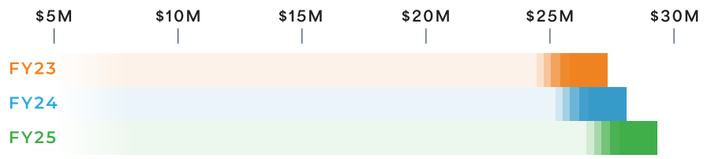
Mission EDC continued its momentum this year with growth in sales tax, overall revenue, and incentive investments—reflecting a strong local economy and expanding business activity.

These gains allowed us to reinvest in high-impact programs, business incentives, and community-focused initiatives that support job creation and long-term economic vitality.

*Sales tax information is sourced from the Texas Comptroller of Public Accounts.

City Sales Tax

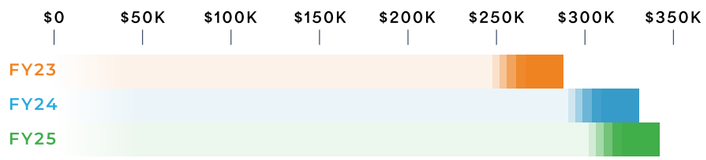
*Increased 4.43% from prior year



Mission's sales tax revenue grew by 4.43% this year, reinforcing the strength and resilience of our local economy. This steady rise reflects continued business activity and underscores the impact of our ongoing efforts to support a thriving, opportunity-driven Mission.

CEED Revenue

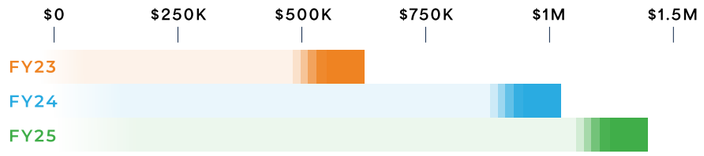
*Increased 2.17% from prior year



The CEED achieved a 2.17% increase in revenue this year, reflecting the steady growth of the entrepreneurs and small businesses we support. This continued upward trend highlights the value of our incubator model—when Mission's founders have the space and resources to grow, they turn potential into real progress.

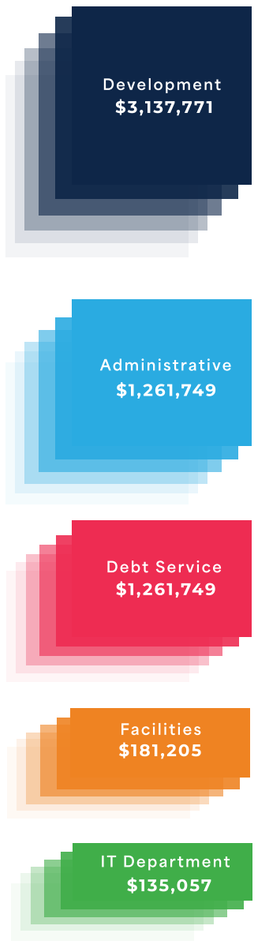
INCENTIVES

*Increased 29.76% from prior year



Mission EDC increased its economic development incentives by 29.76% this year, bringing total investment to more than $1.3 million. These strategic incentives continue to fuel business expansion, strengthen our competitive edge, and reinforce Mission as a place where companies choose to build and grow.

EXPENSES 2025



THE ROAD AHEAD

DRIVING PROGRESS, INSPIRING POSSIBILITY

The road ahead is full of opportunity. As we move into the next year, Mission EDC will continue advancing the projects and partnerships that drive growth, from supporting small businesses and expanding entrepreneurial programs to strengthening infrastructure and global trade connections.

With every initiative, we're building on the momentum that defines our city—creating new spaces for innovation, investment, and collaboration. Mission's future is in motion, and together, we're shaping what comes next.



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