

Location! Location! Location!

Why Rio Grande City?

Texas' emergent transportation center
connecting the United States and Mexico

**Small Biz
Stories**

**THEY DID IT,
YOU CAN TOO**

*Connected and
Growing*

Rio Grande City

Economic Snapshot • 2021-2022



Rio Grande City "Exceptionally Livable"

A Place to Call Home



www.rgcedc.com

A Message From the President:



Rey Ramirez
President

Where you do business says as much as how you do business. It's why more companies have got their eye on the Hill Country of the Rio Grande Valley – Rio Grande City, Texas.

Located in the one of the most dynamic regions of south Texas, Rio Grande City is a connected and growing community providing remarkably affordable living, quality education, and sunny skies year-round. Rio Grande City is closely accessible to a bi-national, bi-cultural, bilingual population of close to 130,000 people who prefer to shop, dine, work and play in the secure and welcoming environment Rio Grande City provides.

The mission for Rio Grande City is straight forward – to provide quality services in partnership with its citizens to build a progressive city and provide a better quality of life for all of its residents. There is no doubt, Rio Grande City is poised for continued growth. Ongoing and planned investments in transportation, water and sewer systems and quality of life projects have positioned Rio Grande City ready for your next business venture.

Our team at the Rio Grande City Economic Development Corporation thrives on opportunities to grow commerce in Rio Grande City and stand ready to assist you in your site selection. Come visit us in person and experience for yourself how good life and business is in Rio Grande City.

A stylized, handwritten signature in dark ink, appearing to read 'Rey Ramirez'.

Rey Ramirez
President

Rio Grande City EDC Board of Directors



Lori P. Perez
Vice-President



Albert Escobedo
Secretary



Dr. Javier D. Margo Jr.
Treasurer



Flor E. Flores
Director



Joel Villarreal
Director



Ben de Leon
Director

Retail Trade Population:

739,419



International Gateway

RIO GRANDE CITY

TEXAS



26%

Lower Cost of Living
than the National Average



FUTURE
JOB GROWTH

21%

Over
\$500m
Retail Sales Leakage



HIGHER EDUCATION & VOCATIONAL TRAINING:

South Texas College

University of Texas - Rio Grande Valley

Top Retailers:

{your name here}

AMC Theatres,

Starbucks, Panda Express,

Walmart, Chili's, Hibbett Sports



**Business
Incentive
Programs**

for new & expanding businesses



www.rgcedc.com

Connected and Growing. For more information:

(956) 487-3476 | 5332 E. US HWy 83 Ste. B Rio Grande City, TX 78582



RGC Economic Development Corporation



@RGCEDC

Source: The Retail Coach, Workforce Solutions, AreaVibes.com, Niche.com

About

Rio Grande City, Starr County & Northern Mexico Region

Rio Grande City is connected and growing with a wide range of diverse opportunities. Businesses that wish to establish themselves in this city will be able to find genuine hospitality, history and a welcoming charm without equal.

Ideally located between two growing metropolitan statistical areas in the United States, Rio Grande City provides a narrow route between the largest maquiladora center in Mexico - Monterrey - and one of the largest distribution centers - Houston.

The area along the Starr County and Northern Tamaulipas border region is characterized by deserts, rugged hills, abundant sunshine and the Rio Grande

River, which provides life-giving waters to the largely arid, but fertile lands along the river in both countries.

Actual population is vastly underestimated, as there is an ebb and flow to the movement of commuters and tourists at any given time in Rio Grande City and Starr County. This population fluidity creates opportunities for work, trade and tourism.

Starr County, Texas

65,920

Northern Mexico Region*

68,648

Rio Grande City, Texas

15,317

Total Population

134,568



Rio Grande City EDC

Helping Business Do Business

Whether you're a local business looking to increase your market share or a national commercial prospect looking to locate a new facility, think Rio Grande City.

The Rio Grande City Economic Development Corporation has assembled a selection of incentives and development tools for businesses of every size. Companies interested in domestic commerce or international trade can choose from a variety of local, state and federal programs.

The Rio Grande City EDC continues to foster economic and community development and help business do business.

We invite you to our website, www.rgcedc.com for more information.

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Sales Tax

We experienced an unprecedented year in 2020. The public rallied around our business community and it shows. Our sales tax revenues increased eight percent, despite the limitations the pandemic imposed. Commercial and residential construction moved forward and we continue to assist the process of getting businesses to relocate and expand into our community.

2019
\$4,141,322

2020
\$4,488,677

+8%

2020 YTD
\$4,116,835

2021 YTD
\$4,516,223

+10%

**from same period last year*

Why Rio Grande City?

Texas' emergent transportation center connecting the United States and Mexico

Rio Grande City is a distinctive city, unique in its history as in its location along the US/Mexico border and serves as a gateway for travelers, tourists and business enterprise. Its location offers a direct and short route between Monterrey, Mexico and one of America's major distribution centers – Houston. Rio Grande City's port of entry average short wait times and upcoming warehousing and cold storage facility plans will reinforce our location for logistics and distribution.

Rio Grande offers easy access to major highways, international port of entries, rail lines, and is a short 40 miles from daily commercial flights at the McAllen-Miller International Airport.

Along several of these points of access sits approximately 27 acres of light industrial park land. It is part of a multimillion-dollar project to develop nearly 100 acres of idle land in a key location just minutes from the port of entry crossing in Rio Grande City.

Rio Grande City's largest commercial development project is underway with several businesses currently under construction with others to quickly follow. The Rio Grande Village commercial plaza is a 29-acre



Rio Grande Village rendering

development and will feature retail, office, lodging, etc. and we're excited for the economic opportunities it will bring to our city.

Another area of future growth north of Rio Grande City is the proposed start of State Loop 195. This 17.24-mile loop will stretch west and create development opportunities along its route for both commercial and residential development projects looking for high visibility and high traffic.

Rio Grande City provides remarkably affordable living that is 26% lower than the national average, quality education, and a young dynamic workforce stemming from campuses of South Texas College and University of Texas Rio Grande Valley located within the city.

It is also home to a strong business community with a comfortable mix of national and locally-owned businesses. Rio Grande City is poised to become an emergent transportation center for internationally minded manufacturing, logistics and distribution operations.



Rio Grande City Port of Entry



SCAN ME



Labor Force
exceeding

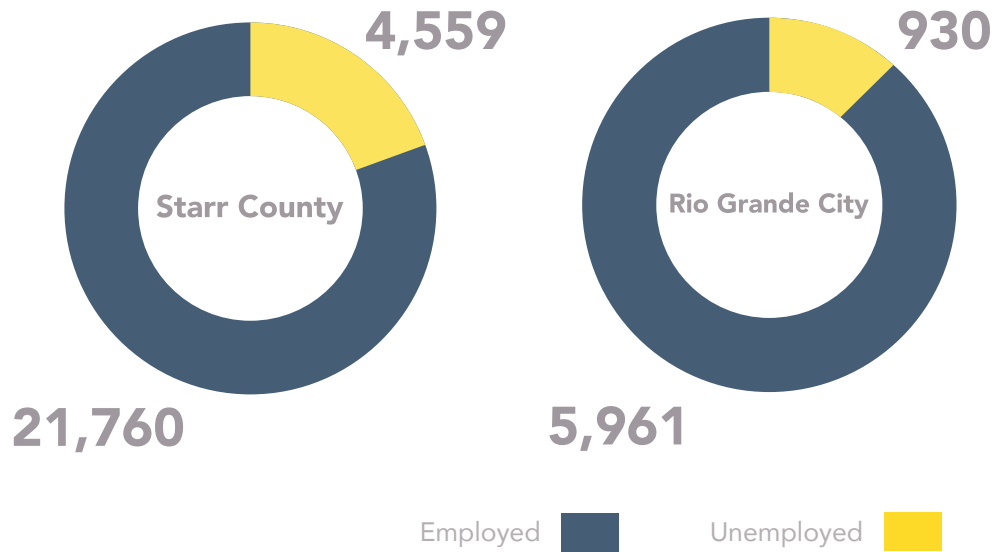
27k

Starr County

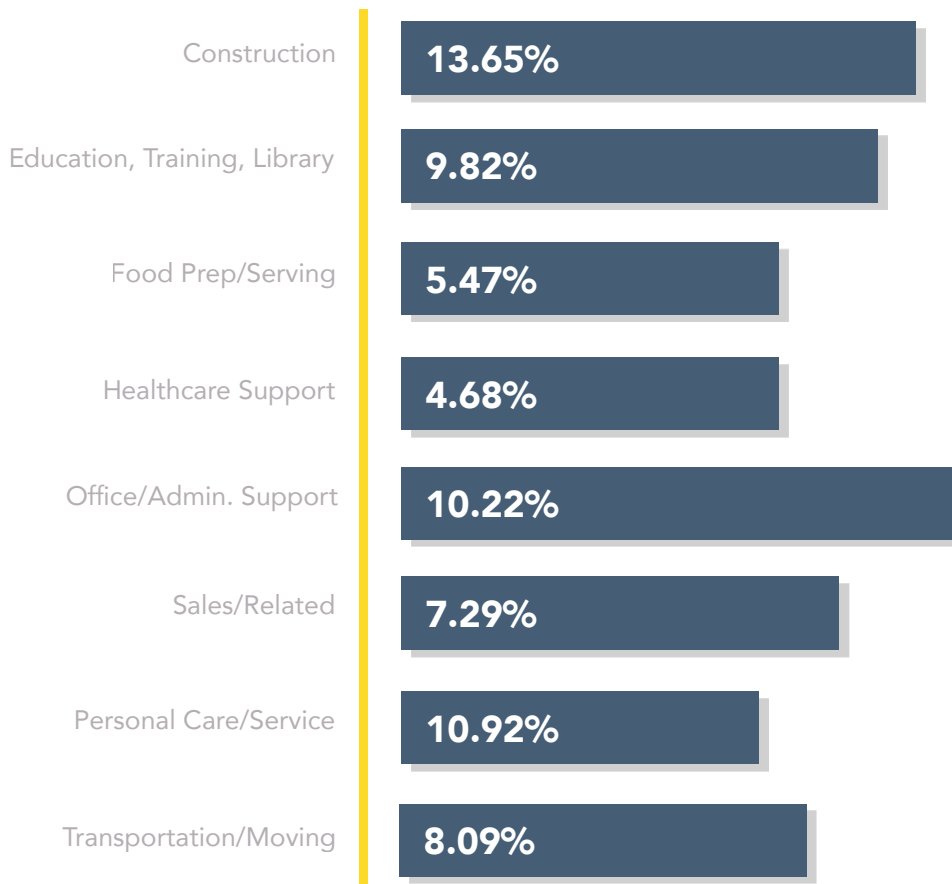
21%

Future Job Growth

Labor



Top Jobs by Occupation



Major Employers

Rio Grande City CISD

Type: Education
Employees: 2000-2500

Starr Home Health Agency

Type: Health Care
Employees: 1800-2000

County of Starr

Type: Government
Employees: 500-550

Angelito's Home Health Agency

Type: Health Care
Employees: 400-500

Walmart

Type: Retail Trade
Employees: 325-350

Starr County Memorial Hospital

Type: Health Care
Employees: 300-325

HEB

Type: Retail Trade
Employees: 250-300

City of Rio Grande City

Type: Government
Employees: 150-175

South Texas College

Type: Education
Employees: 125-130

Rio Grande City Nursing And Rehabilitation

Type: Health Care
Employees: 100-125



A Little Market in a South Texas Border Town

Armando Peña Jr., Border Town Foods

From a very young age, Armando Peña Jr. grew up surrounded by business. Working at his father's Gulf Gas Station, located in Roma, Texas, he saw his entrepreneurial father work towards realizing his goal of opening up a grocery store. Slowly incorporating beverages and snacks in that small gasoline station, Amando Sr. eventually opened the Riverview Family Center in 1978.

This would serve as a jumping off point for Amando Jr. As he saw the grit and determination his father displayed in achieving this long-term goal, he would use what he learned while attending Texas A & I University and running his father's company for 28 years to lay the foundation of what would become a burgeoning empire of homegrown neighborhood markets in Starr County including two in Rio Grande City.

How important have good employees been to your success?

It's everything. Our stores are located in small towns, in small neighborhoods and it's the same customers coming in and out every week, every day, to shop. Our employees go out of their way to welcome and serve them. They get to know our customers by name thus, establishing relationships and that makes all the difference in the world.

Where do you see yourself and your business in 10 years? 20 years?

Geographically all of our stores are in a cluster, each one approximately a 10-minute drive from each other and that makes it easier to operate. However our goal is to open a least one new grocery store per year for the next 10 years and we plan to open in Zapata and Hidalgo County.



Border Town*

1308 N. Flores Street • Rio Grande City, Texas 78582
(956) 352-6223

**featured in The Shelby Report*



Becky Ramirez, Lino's Pharmacy

Prescriptions, Care and Family in Rio Grande City

A little over 10 years ago, a new medical plaza was in construction in Rio Grande City and the owner of Lino's Pharmacy, Jesus Rios, was looking to open a second location. He knew the right person to take on the challenge.

A native of Roma, Becky Ramirez pursued a bachelor degree in pharmacy at the University of Texas in Austin. Upon graduation in 1995, she and her husband decided to return home to Starr County where she began her pharmacy career at Wal-Mart.

He contacted Becky and asked if she was interested in becoming a business partner and expand into Rio Grande City. The news and timing couldn't have been any better. After 10 years, Becky's career at Wal-Mart had been great, but it was time to move on and realize a lifelong dream of owning a pharmacy. In 2008, Lino's Pharmacy opened in Rio Grande City.

What has been your most satisfying experience?

As pharmacists, we do a lot more behind the counter than just fill prescriptions; we manage the health care of our patients. For example, we make certain there are no drug interactions or duplications and help by answering questions or concerns they may have. My patients put their trust in us when they come in seeking advice and

knowing I am able to attend to their health care needs, even with a recommended over the counter medication, is a most satisfying experience.

What have been some challenges in running your business?

Being a small independent pharmacy is a challenge. We have to compete with chains and insurances that prefer big chains and mail orders. We offer that extra customer service and satisfaction. We do free home deliveries where we go out to our patients that don't have transportation means. We also utilize a program called Med Sync. This allows our patients to pick up their ongoing prescriptions once a month. Through a different pharmacy program, we do comprehensive medication reviews. Many of our patients are taking 9 or more medications and we want to follow up to make sure they are taking their medications correctly.

Lino's Pharmacy • Rio Grande City

201 FM 3167 #101-102 • Rio Grande City, Texas 78582
(956) 488-1811



Barbecue Traditions in Rio Grande City

Mario and Santa Gonzalez, Starr BBQ

In 2009, Mario and Santa Gonzalez took over a small restaurant and fine-tuned their passion for barbecue, blending traditional North Texas flavor with Rio Grande Valley zest to create a flavor unique to Rio Grande City.

Mario worked as a wastewater treatment plant operator and Santa was an at-home provider. Finding themselves between careers, an opportunity arose that enabled them to take skills honed at backyard barbecues and open a business. In the beginning, Mario was master of the pit and Santa, a guru of cuisine and like the time it takes to smoke a side of brisket; their venture was a labor of love and patience.

Forward ten years, Santa is now pit master and orchestrates her kitchen staff with artistry and pragmatic attention to detail while Mario handles the day-to-day operations of the restaurant; radiating enthusiasm as he looks to expand the barbecue experience in Rio Grande City.

What do you do to keep your menu new and exciting?

We're open to incorporating new menu items if we feel they are a good addition to the restaurant. One example is our most popular item, the rattlesnake egg. It's not really an egg, but a stuffed jalapeno with our own signature spin to it. We named it after Rio High School's

mascot, the rattlesnake, because when you bite into them, they bite back.

We all know service is key. How important is customer service in your restaurant?

My expectation is for everyone that walks into our restaurant to have the best experience possible. Our staff knows customer service is very important and to always, no matter what kind of day you are having; tend to our customers with a smile.

What advice would you give someone starting a career in the restaurant field?

Be confident and believe in what you are going to do. Don't be afraid of change. Change can be good. Change to make it better for your customers. Over time, your customer base may shift change and you have to be willing to adjust to your customers needs.

Starr BBQ*

1300 W. Main Street • Rio Grande City, Texas 78582
(956) 488-0555

**featured in Texas Monthly*

Population & Demographics

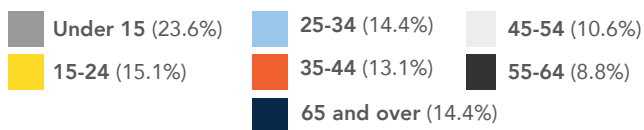
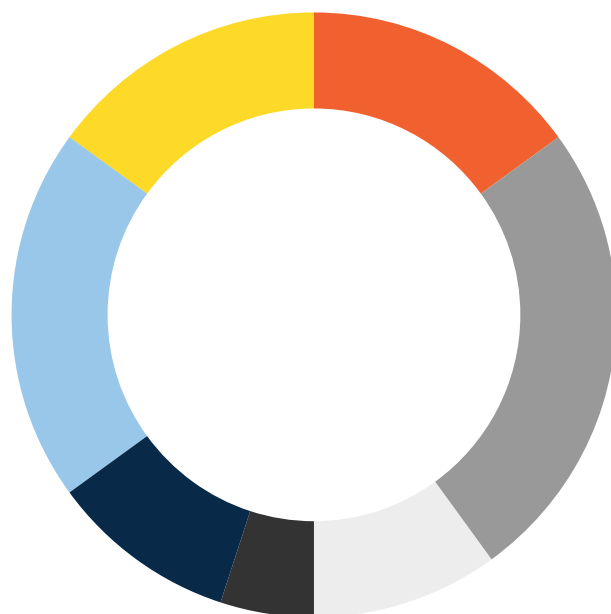
Age & Gender Distribution in Rio Grande City

Between 2010 and 2020, Rio Grande City grew 11% with a projected growth of 5.1 % by 2025. Family households grew 12%, between 2010 and 2020 with a projected growth of 4% by 2025.*

51.4
% Female



48.6
% Male



*Pop-Facts Demographics, Claritas Pop-Facts Premier 2018, Claritas, LLC and Environics Analytics Group

Rio Grande City

15,317

Median Age

28.9



Education

Rio Grande City's educational opportunities continue to grow. Residents support of South Texas College's 2013 Bond & Maintenance Election has resulting in almost \$25 million in construction and renovations at the Starr County Campus.

In addition, Rio Grande City is also home to Idea Public School, a public charter school, whose network schools have ranked among best and top performing schools in the U.S. by both The Washington Post and U.S. News and World Report.

K-12 Analysis

Total Enrollment	10,058
School Districts	1
Elementary	10
Middle/Junior High	4
High School	3
Charter Schools	1

Colleges & Universities



University of Texas Rio Grande Valley

The University of Texas Rio Grande Valley Rio Grande City Campus provides access to 120 undergraduate and graduate programs. It also ranks #1 in Top 10 Accelerated Online Masters in Education 2017 by collegevaluesonline.com.

In 2016, UTRGV opened its School of Medicine offering an innovative learning experience designed to instill students with scientific, clinical and research expertise of the highest professional standards.



South Texas College

With five state-of-the-art campuses, two teaching centers and one virtual campus, South Texas College offers more than 119 degree and certificate program options. It is a model of collaboration with public schools and has one of the largest dual enrollment programs in the state of Texas.

South Texas College is home of the North American Advanced Manufacturing Research and Education Initiative. The Institute for Advanced manufacturing is linked to all community and technical colleges in the region.

Taxes

Property Tax

	2020 Rate Per \$100.00 Evaluation	Assessment Rate Current Evaluation	Effective Rate Current Evaluation
Rio Grande City	0.561228	100%	0.507879
Starr County	0.778400	100%	0.7784
Rio Grande City CISD	1.300600	100%	1.3006
Starr County Hospital District	0.264146	100%	0.264146
South Texas Community College	0.171800	100%	0.171800
Total Property Tax Rate Per \$100.00 Valuation 3.076174%			

Sales Tax

6.25% (State) 2.0% (City)

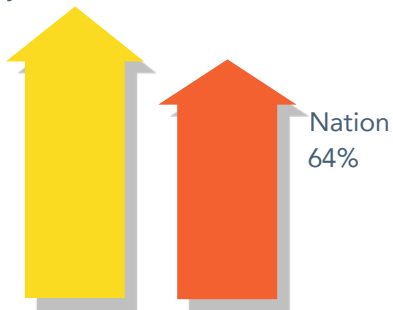
Hotel Tax

6.0% (State) 7.0% (Local)

Housing

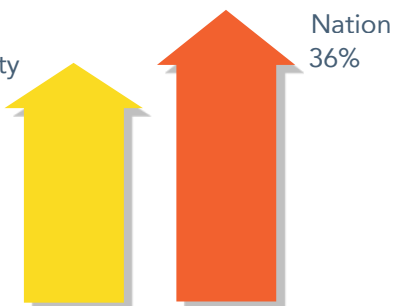
Owners

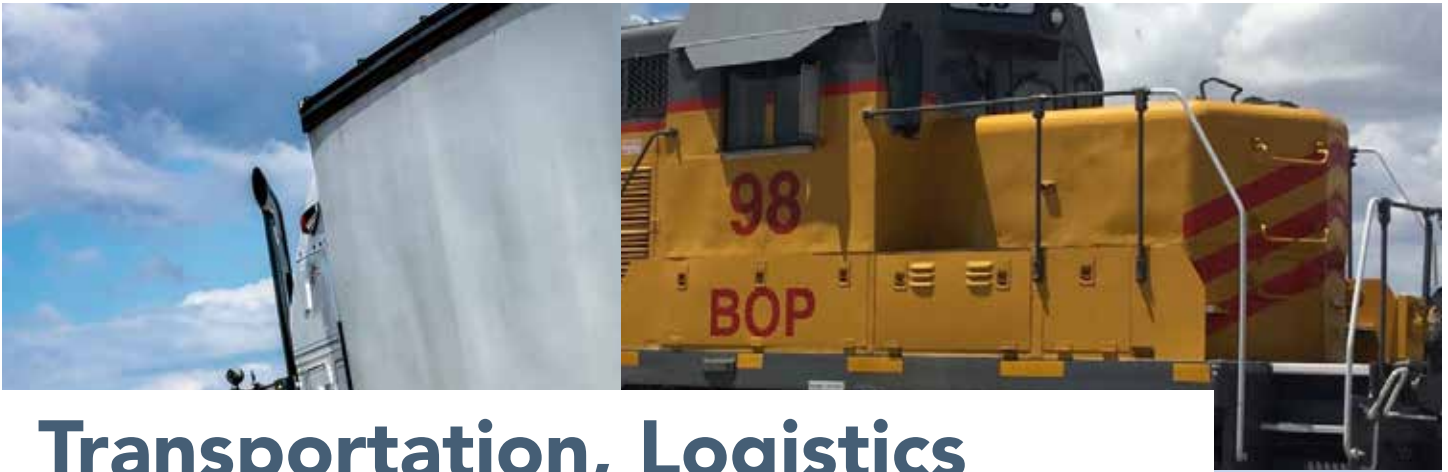
Rio Grande City
79%



Renters

Rio Grande City
21%





Transportation, Logistics & Bridge Crossings



Access to key transportation infrastructure

This inland port of entry straddles the direct route between Monterrey, Mexico and Houston with access to major north-south and east-west highways and interstates in Texas.

Rail

Border Pacific Railroad operates freight service from Rio Grande City to Mission, TX (31.6 miles). Traffic includes silica sand, crushed stone, asphalt, scrap paper and feed grains.

Drive Time

Residents spend an average of 18 minutes commuting to work. Distance to Interstate 2 is 27 miles.

Domestic Airports

McAllen-Miller International Airport 41 miles

McAllen, TX

General Lucio Blanco International Airport 57 miles

Reynosa, Mexico

Valley International Airport 80 miles

Harlingen, TX

Brownsville/SPI International Airport 102 miles

Brownsville, TX

Laredo International Airport 106 miles

Laredo, TX

Rio Grande City Municipal Airport

Rio Grande City, TX

Bridge Crossings at Rio Grande City

	U.S. to Mexico		Mexico to U.S.	
	Vehicles	Commercial	Vehicles	Commercial
2020	17,765	2,915	279,759	40,582
2019	29,966	3,029	418,696	41,108
2018	33,261	2,440	425,687	38,094



Utilities

Electricity	
AEP	
Distribution Voltage	7.2/12.47 kV
Transmission Lines	138 kV, 345 kV
Medina Electric Cooperative, Inc.	
Distribution Voltage	14.4 kV

Natural Gas	
Starr County Gas System	
Size of Transmission Lines	2" - 4"
Transmission Line Pressure	70#
Distribution Pressure	10 lbs to 30 lbs
BTU rating (per cubic foot)	Averages 10.30 BTU/cu ft

Rio Grande City Public Utility

Water	Daily Gallons		Wastewater		
	Maximum System Capacity	3.6 million		Treatment Plant Oxidation with Clarifier	
	Maximum Daily Use	3.3 million			
	Overhead Storage Capacity	2.4 million		Maximum Capacity 1,500,000 gallons	
	Ground Storage Capacity	2.5 million			
	Size of Mains	6" 8" 10" 12" 16" 18"		Maximum Daily Use 850,000 gallons	
	System Looped	YES			
	Pressure of Mains	50 PSIG Average			

Solid Waste

Landfill, Industrial Pickups, Weekly Municipal Service, Private Contract Service Available

A Place to Call Home

Rio Grande City has fun for the entire family with several parks located throughout the city that offer playgrounds, covered basketball courts and enough space for the entire family to enjoy. The Skate Plaza at Basilio Villarreal Municipal Park is fun for both novice and advanced skaters with over 12,000 square feet of ramps, bowls, benches and urban elements such as rails and stairs. For those seeking more adventurous activities, visit the Fordyce Nature Trails for hiking and biking. Explore over 200 acres of native brush, rising slopes and lush meadows.

Birdwatchers can flock to Rio Grande City's Chachalaca Wildlife Refuge and Fordyce Nature Trails to see a variety of bird and butterfly species gather along the Rio Grande River. If fishing is your angle, you can try your luck with largemouth bass and channel catfish at one of the best freshwater fishing lakes in South Texas. Explore, fish and bird watch along the trails and lake shore at Falcon State Park.

Rio Grande City's historic sites and museums pay tribute to the unique history of this region. The Kelsey Bass Museum offers a glimpse into the people who braved the treacherous waters of the Rio Grande to create this once bustling river port. The



Rio Grande City Bessie III Trolley Tours

Robert E. Lee Museum tells of the proud military history of Fort Ringgold.

Rio Grande City is also one of three designated Main Street Programs in the Rio Grande Valley. We take pride in this level of distinction and the recognition it brings to our proud community.

Experience our rich history, genuine hospitality and South Texas charm while you visit our Historic Downtown District anchors: the Lopez-Tijerina Courtyard, the Rio Grande City Public Library, the Kelsey Bass Museum & Event Center, La Borde House and the Grotto of Lourdes. Enjoy our lively annual art walks showcasing local artists, musicians, poets and craft vendors and wine tasting, Britton Ave Christmas Tree Lighting and hop on Bessie III to explore downtown's back streets, hidden places and points of interest.



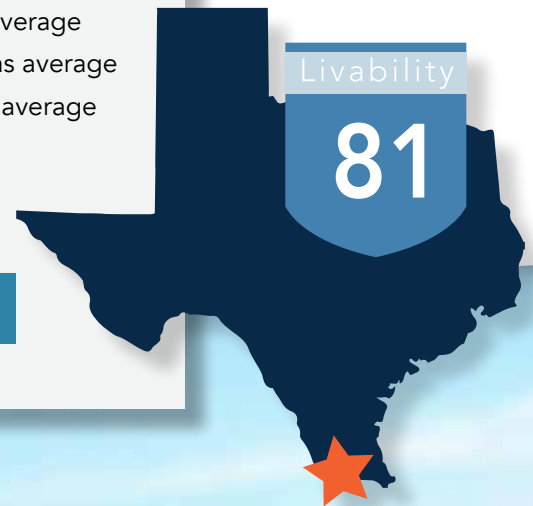
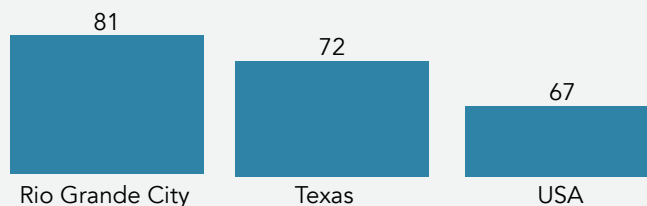
Rio Grande City Annual Chili Showdown Cook Off



Rio Grande City "Exceptionally Livable"

According to AreaVibes.com, Rio Grande City was scored as "Exceptionally Livable" in the state of Texas. The AreaVibes Livability Score is based on various important metrics for each area, including: amenities, cost of living, crime rates, education, employment, housing and weather. Other Rio Grande Valley cities such as Mercedes, Donna, and Palmview scored at 75, 66 and 64 respectively.

- Rio Grande City has Livability Score of **81**, which is considered exceptional
- Rio Grande City crime rates are **15% lower** than the Texas average
- Cost of living in Rio Grande City is **19% lower** than the Texas average
- Rio Grande City real estate prices are **45% lower** than the Texas average
- Rental prices in Rio Grande City are **37% lower** than the Texas average



Surrounding Points of Interest

Sugar Lake *20 miles*

This destination, located near Camargo, Mexico is excellent for fresh water activities.

Falcon State Park *29 miles*

This state park offers an endless supply of activities to engage in such as camping, boating and the best freshwater fishing in South Texas.

Rio Grande Valley Vipers *45 miles*

Boasting two D-League titles, they are the most successful franchise in the NBA Developmental League.

Rio Grande Valley FC Toros *52 miles*

The RGV Toros are an American professional soccer team based in the Rio Grande Valley.

South Padre Island *115 miles*

This small coastal community offers year round activities for the whole family.



RIO GRANDE CITY

EDC

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