4. Discussion and Action: FY 23-24 Budget Amendment

Development Corporation of Mercedes

BUDGET AMENDMENT

FUND: **25**

BUDGET AMENDMENT# 2

DEPARTMENT: **DCM**

DATE POSTED:

Fund	G/L ACCT#	DESCRIPTION	Approved Budget	(Decrease)	Add	Amended Budget
25	40040	Sales Tax	2,211,052.24		107,766.85	2,318,819.09
25	510-1120	Social Security	12,785.77		2,558.00	15,343.77
25	510-2010	Marketing + Promotion	17,500.00		2,200.00	19,700.00
25	510-2021	Loan-Fees	825.00		262.80	1,087.80
25	510-2130	Meetings	2,600.00		1,300.00	3,900.00
25	510-2130	Membershiop/Subs	2,000.00		1,800.00	3,800.00
25	510-2150	Travel + Training	10,000.00		15,005.00	25,005.00
25	510-2310	Sponsorships	21,850.00		4,300.00	26,150.00
25	510-2399	Outlet Mall Oct '18- Oct '28	530,000.00		20,000.00	550,000.00
25	510-2335	Projects	1,330,069.78		128,147.25	1,458,217.03
25	510-2160	Water	1,700.00		100	1,800.00
25	510-3050	Office Supplies	2200		350	2550

Zefra Mascorro, Administrative Coordinator

Approved:

Melissa Ramirez, Executive Director

Fred Gonzalez, Board President

DEVELOPMENT CORPORATION OF MERCEDES
Budget 23-24

SOURCES OF CASH		FY 23-24 BUDGET	FY 23-24 BUDGET AMEND	FY 23-24 BUDGET AMENDMENT
TAXES				
25-40040	SALES TAX	$ 2,000,000.00	$ 2,211,052.24	$ 2,318,819.09
TOTAL TAXES		$ 2,000,000.00	$ 2,211,052.24	$ 2,318,819.09
MISCELLANEOUS				
25-44020	INTEREST- TXCLASS	$ 5,000.00	$ 5,000.00	$ 5,000.00
25-44026	INTEREST-L&G CONCRETE			
25-44027	INTEREST-MD INT'L (ORBIT)			
25-44041	LOAN PRINCIPAL PAYMENTS			
25-44097	CARRY OVER FUNDS	$ 709,000.00	$ 1,017,498.47	$ 1,017,498.47
	TXCLASS	$ 143,660.98	$ 143,660.98	$ 217,451.21
	INTEREST- ELIAS GONZALEZ			
	REAL ESTATE SALES			
	OTHER INCOME- CITY REIMBURSEMENTS			
	OTHER INCOME- CITY PMT MKTG	$ 24,000.00	$ 24,000.00	$ 24,000.00
	OTHER INCOME- CITY PMT VTX	$ 125,000.00	$ 125,000.00	$ 125,000.00
TOTAL MISCELLANEOUS		$ 1,006,660.98	$ 1,315,159.45	$ 1,388,949.68
TOTAL REVENUE		$ 3,006,660.98	$ 3,526,211.69	$ 3,707,768.77

DEVELOPMENT CORPORATION OF MERCEDES
BUDGET FY 23-24

USES OF CASH				FY23-24 BUDGET	FY 23-24 AMENDMENT	FY 23-24 AMENDMENT
PERSONNEL COSTS						
25-510-1010	SALARIES		$	208,200.00	$ 208,200.00	$ 208,200.00
25-510-1015	AUTOMOBILE ALLOWANCE		$	-		
25-510-1100	TMRS CONTRIBUTION		$	38,100.60	$ 38,100.60	$ 38,100.60
25-510-1120	SOCIAL SECURITY		$	12,908.40	$ 12,980.40	$ 15,343.77
25-510-1140	UNEMPLOYMENT COMP		$	2,200.00	$ 2,200.00	$ 2,200.00
25-510-1160	HEALTH/LIFE INSURANCE		$	20,844.00	$ 21,460.00	$ 21,460.00
	VISION	$432				
	DENTAL	$184.32				
25-510-1180	WORKER'S COMP		$	430.00	$ 430.00	$ 430.00
25-510-xxxx	CELL PHONE ALLOWANCE		$	600.00	$ 600.00	$ 600.00
TOTAL PERSONEL COSTS			$	283,283.00	$ 283,971.00	$ 286,334.37
OTHER SERVICES & CHARGES						
25-510-2020	Audit		$	9,000.00	$ 8,000.00	$ 8,000.00
25-510-2012	Automobile Mileage		$	2,000.00	$ 2,000.00	$ 2,000.00
25-510-2014	Billboards		$	-		
25-510-2134	Bld Lease	$18,000	$	16,791.00	$ 18,000.00	$ 18,000.00
25-510-2340	Chamber		$	22,000.00	$ 23,500.00	$ 23,500.00
	Texas Street Festival	$15,000				
	Dues	$5,000				
	Annual Banquet	$2,000				
	Little Nashville	$0				
	Mixers	$1500				

25-510-2011	Contract Labor- Writer	$ 6,000.00	$ 6,000.00	$ 6,000.00
25-510-2102	Crime Insurance	$ 700.00	$ 700.00	$ 700.00
25-510-2036	Dowtown Development	$ 70,000.00	$ 70,000.00	$ 70,000.00
25-510-2165	Electricity	$ 4,700.00	$ 4,700.00	$ 4,700.00
25-510-2142	Janitorial	$ 13,200.00	$ 13,200.00	$ 13,200.00
25-510-2125	Legal	$ 45,000.00	$ 45,000.00	$ 45,000.00
25-510-2021	Loan Fees- EDC	$ 750.00	$ 825.00	$ 1,087.80
25-510-xxxx	Leadership Empowerment Group	$ 12,000.00	$ 12,000.00	$ 12,000.00
25-510-xxxx	Real Estate Closing Costs			
25-510-2010	Marketing & Promotion	$ 13,150.00	$ 17,500.00	$ 19,700.00
	GeoTours $3750			
	Social Media $5000			
	Loopnet $2000			
	GeoFence Border $1300 Carryover			
	Merchant Campaign $2400			
	GeoFence ICSC-Dallas $63.38			
	Marketing Collateral $2242.79			
25-510-2095	Meetings	$ 2,600.00	$ 2,600.00	$ 3,900.00
25-510-2130	Membership/Subs	$ 2,000.00	$ 2,000.00	$ 3,800.00
25-510-2133	Miscellaneous	$ 1,500.00	$ 1,500.00	$ 1,500.00
25-510-2080	Office Equipment- Lease	$ 4,500.00	$ 4,500.00	$ 4,500.00
25-510-xxxx	Outlet Mall Oct 2018-Oct 2028	$ 530,000.00	$ 530,000.00	$ 550,000.00
25-510-2320	Professional Fees- Accounting	$ 21,000.00	$ 21,000.00	$ 21,000.00
25-510-xxxx	Project Orchard Grove Apartments	$ 50,000.00	$ 50,000.00	$ 50,000.00
25-510-xxxx	Project RGV Livestock Show Park	$ 25,000.00	$ 25,000.00	$ 25,000.00
25-510-2362	Project Rios of Mercedes	$ 51,400.00	$ 51,400.00	$ 51,400.00
25-510-2365	Project VIDA	$ 15,000.00	$ 15,000.00	$ 15,000.00
25-510-xxxx	Project La Herencia			
25-510-xxxx	Project Travel Center			
25-510-xxxx	Project Southern Tire Mart	$ 217,800.00	$ 217,800.00	$ 217,800.00
25-510-2335	Projects	$ 826,056.98	$ 1,330,069.78	$ 1,463,945.69
	Knights $150,000			
	M3 $89K			
	Mile 1 E $150,000			

	Irrigation Line $300,000					
25-510-2144	Receptionist		$ 14,000.00	$ 14,000.00	$	14,000.00
	Receptionist $12,000					
	Health $2,000					
25-510-2355	Series 2007- Interest		$ 45,500.00	$ 45,500.00	$	45,500.00
25-510-2356	Series 2007- Principle		$ 235,000.00	$ 235,000.00	$	235,000.00
25-510-2310	Sponsorships		$ 18,850.00	$ 21,850.00	$	26,150.00
	Aurora House	$1,100				
	Smokin' on the Rio	$12,500				
	RGV Livestock Show	$5,000				
	Newpapers in Schools	$250				
	Birding Classic	$0				
	RGVLS Gala	$3000				
25-510-2025	Telephones		$ 5,400.00	$ 5,400.00	$	5,400.00
25-510-2371	TLF Repayment- Interest		$ 10,390.08	$ 10,390.08	$	10,390.08
25-510-2372	TLF Repayment- Principle		$ 127,209.84	$ 127,209.84	$	127,209.84
25-510-2150	Travel & Training		$ 5,000.00	$ 10,000.00	$	25,005.00
	ICSC Texas	$10,000				
	ICSC Las Vegas	$0				
	Retail Live!	$0				
	Viva Fresh Tradeshow	$0				
25-510-xxxx	VTX Note		$ 250,000.08	$ 250,000.08	$	250,000.08
25-510-2160	Water Bill		$ 1,700.00	$ 1,700.00	$	1,800.00
25-510-2131	Website		$ 7,980.00	$ 7,980.00	$	7,980.00
TOTAL OTHER SERVICES & CHARGES			$ 2,683,177.98	$ 3,201,324.78	$	3,380,168.49
MAINTENANCE						
25-510-2520	OFFICE EQUIPMENT		$ 6,000.00	$ 6,000.00	$	6,000.00
25-510-2540	MAINTENANCE		$ 31,200.00	$ 31,200.00	$	31,200.00
TOTAL MAINTENANCE			$ 37,200.00	$ 37,200.00	$	37,200.00
25-510-3050	OFFICE SUPPLIES		$ 2,000.00	$ 2,200.00	$	2,550.00
	Adobe Creative Cloud	$419.88				
TOTAL SUPPLIES			$ 2,000.00	$ 2,200.00	$	2,550.00

CAPITAL OUTLAY					
25-510-4005	FURNITURE & FIXTURES	$ 1,000.00	$ 1,515.91	$ 1,515.91
	Amazon (table) $611.99			
	Wayfair (16 chairs) $903.92			
TOTAL CAPITAL OUTLAY		$ 1,000.00	$ 1,515.91	$ 1,515.91
TOTAL 10-DEVELOPMENT CORP. OF MERC				
TOTAL EXPENDITURES		$ 3,006,660.98	$ 3,526,211.69	$ 3,707,768.77

5. Discussion and Action: DCM Goals and Vision

DEVELOPMENT CORPORATION OF MERCEDES

Mission Statement: Continuously energize the business climate that brings customers to existing business, encourages and supports new business and embraces homebuyers and developers to invest with us in Mercedes.

Strategy: Get Mercedes to be ***Noticed, Considered*** and ***Commitment***

A. ***Noticed***

1. Fresh attractive marketing campaigns
2. Targeted television campaigns
3. Targeted social media campaigns
4. Enhance the businesses in downtown through the Signage Grant Program
5. Maintain the downtown area
6. Community Marketing: Little Nashville, murals, Botas de Mercedes and GeoTours
7. Foster a positive relationship with Media
8. Strategic Sponsorship to market community resource partners such as the Livestock Show, Smoking on the Rio, Aurora House and Texas Street Festival

B. ***Considered:***

1. Renew interest in Schwartz Holdings east of RGVPO
2. Market available DCM property
3. Projects in the pipeline as discussed in Executive Session

C. ***Commitment:***

1. Retail developments on the Expressway
2. Small businesses in the downtown

6.Discussion and Action: FY24-25 Budget

DEVELOPMENT CORPORATION OF MERCEDES
DRAFT BUDGET FY24-25

SOURCES OF CASH		FY 23-24 BUDGET	FY 23-24 BUDGET AMEND	FY 24-25 DRAFT BUDGET
TAXES				
25-40040	SALES TAX	$ 2,000,000.00	$ 2,211,052.24	$ 2,382,483.14
TOTAL TAXES		$ 2,000,000.00	$ 2,211,052.24	$ 2,382,483.14
MISCELLANEOUS				
25-44020	INTEREST- TXCLASS	$ 5,000.00	$ 5,000.00	$ 5,000.00
25-44026	INTEREST-L&G CONCRETE			
25-44027	INTEREST-MD INT'L (ORBIT)			
25-44041	LOAN PRINCIPAL PAYMENTS			
25-44097	CARRY OVER FUNDS	$ 709,000.00	$ 1,017,498.47	$ 708,260.75
	TXCLASS	$ 143,660.98	$ 143,660.98	$ 217,451.21
	INTEREST- ELIAS GONZALEZ			
	REAL ESTATE SALES			
	OTHER INCOME- CITY REIMBURSEMENTS			
	OTHER INCOME- CITY PMT MKTG	$ 24,000.00	$ 24,000.00	$ 24,000.00
	OTHER INCOME- CITY PMT VTX	$ 125,000.00	$ 125,000.00	$ 125,000.00
TOTAL MISCELLANEOUS		$ 1,006,660.98	$ 1,315,159.45	$ 1,079,711.96
TOTAL REVENUE		$ 3,006,660.98	$ 3,526,211.69	$ 3,462,195.10

DEVELOPMENT CORPORATION OF MERCEDES
DRAFT BUDGET FY 24-25

USES OF CASH			FY23-24 BUDGET	FY 23-24 AMENDMENT	FY 24-25 DRAFT
PERSONNEL COSTS					
25-510-1010	SALARIES		$ 208,200.00	$ 208,200.00	$ 208,500.00
25-510-1015	AUTOMOBILE ALLOWANCE		$ -		
25-510-1100	TMRS CONTRIBUTION		$ 38,100.60	$ 38,100.60	$ 38,100.60
25-510-1120	SOCIAL SECURITY		$ 12,908.40	$ 12,980.40	$ 15,343.77
25-510-1140	UNEMPLOYMENT COMP		$ 2,200.00	$ 2,200.00	$ 2,200.00
25-510-1160	HEALTH/LIFE INSURANCE		$ 20,844.00	$ 21,460.00	$ 21,460.00
	VISION	$432			
	DENTAL	$184.32			
25-510-1180	WORKER'S COMP		$ 430.00	$ 430.00	$ 430.00
25-510-xxxx	CELL PHONE ALLOWANCE		$ 600.00	$ 600.00	$ 600.00
TOTAL PERSONEL COSTS			$ 283,283.00	$ 283,971.00	$ 286,634.37
OTHER SERVICES & CHARGES					
25-510-2020	Audit		$ 9,000.00	$ 8,000.00	$ 8,000.00
25-510-2012	Automobile Mileage		$ 2,000.00	$ 2,000.00	$ 2,000.00
25-510-2014	Billboards		$ -		
25-510-2134	Bld Lease	$18,000	$ 16,791.00	$ 18,000.00	$ 24,000.00
25-510-2340	Chamber		$ 22,000.00	$ 23,500.00	$ 53,500.00
	Texas Street Festival	$15,000			
	Dues	$5,000			
	Annual Banquet	$2,000			
	Little Nashville	$30,000			
	Mixers	$1500			

25-510-2011	Contract Labor- Writer	$ 6,000.00	$ 6,000.00	$ 6,000.00
25-510-2102	Crime Insurance	$ 700.00	$ 700.00	$ 700.00
25-510-2036	Dowtown Development	$ 70,000.00	$ 70,000.00	$ 70,000.00
25-510-2165	Electricity	$ 4,700.00	$ 4,700.00	$ 4,700.00
25-510-2142	Janitorial	$ 13,200.00	$ 13,200.00	$ 13,200.00
25-510-2125	Legal	$ 45,000.00	$ 45,000.00	$ 45,000.00
25-510-2021	Loan Fees- EDC	$ 750.00	$ 825.00	$ 1,100.00
25-510-xxxx	Leadership Empowerment Group	$ 12,000.00	$ 12,000.00	$ 12,000.00
25-510-xxxx	Real Estate Closing Costs			
25-510-2010	Marketing & Promotion	$ 13,150.00	$ 17,500.00	$ 45,150.00
	GeoTours $3750			
	Social Media $5000			
	Loopnet $2000			
	GeoFence $5000			
	Merchant Campaign $2400			
	Murals $15,000			
	Influencers $10,000			
	Marketing Collateral $2,000			
25-510-2095	Meetings	$ 2,600.00	$ 2,600.00	$ 3,900.00
25-510-2130	Membership/Subs	$ 2,000.00	$ 2,000.00	$ 3,800.00
25-510-2133	Miscellaneous	$ 1,500.00	$ 1,500.00	$ 1,500.00
25-510-2080	Office Equipment- Lease	$ 4,500.00	$ 4,500.00	$ 4,500.00
25-510-xxxx	Outlet Mall Oct 2018-Oct 2028	$ 530,000.00	$ 530,000.00	$ 550,000.00
25-510-2320	Professional Fees- Accounting	$ 21,000.00	$ 21,000.00	$ 21,000.00
25-510-xxxx	Project Orchard Grove Apartments	$ 50,000.00	$ 50,000.00	$ 50,000.00
25-510-xxxx	Project RGV Livestock Show Park	$ 25,000.00	$ 25,000.00	$ 25,000.00
25-510-2362	Project Rios of Mercedes	$ 51,400.00	$ 51,400.00	$ 51,400.00
25-510-2365	Project VIDA	$ 15,000.00	$ 15,000.00	$ 15,000.00
25-510-xxxx	Project La Herencia			
25-510-xxxx	Project Travel Center			
25-510-xxxx	Project Southern Tire Mart	$ 217,800.00	$ 217,800.00	$ -
25-510-2335	Projects	$ 826,056.98	$ 1,330,069.78	$ 1,366,020.85
	M30 $1,000,000			
	3rd Street Electrical $2,250			

25-510-2144	Receptionist		$ 14,000.00	$ 14,000.00	$ 14,000.00
	Receptionist $12,000				
	Health $2,000				
25-510-2355	Series 2007- Interest		$ 45,500.00	$ 45,500.00	$ 34,807.50
25-510-2356	Series 2007- Principle		$ 235,000.00	$ 235,000.00	$ 279,807.50
25-510-2310	Sponsorships		$ 18,850.00	$ 21,850.00	$ 27,850.00
	Aurora House March	$1,100			
	Aurora House Gala	$2,000			
	Smokin' on the Rio	$12,500			
	RGV Livestock Show	$7,000			
	Newpapers in Schools	$250			
	RGVLS Fall Fest	$2,000			
	RGVLS Gala	$3,000			
25-510-2025	Telephones		$ 5,400.00	$ 5,400.00	$ 4,800.00
25-510-2371	TLF Repayment- Interest		$ 10,390.08	$ 10,390.08	$ 1,201.06
25-510-2372	TLF Repayment- Principle		$ 127,209.84	$ 127,209.84	$ 56,253.74
25-510-2150	Travel & Training		$ 5,000.00	$ 10,000.00	$ 48,540.00
	ICSC Texas	$15,000			
	ICSC Las Vegas	$15,000			
	Retail Live!	$8,540			
	IAAPA	$10,000			
25-510-xxxx	VTX Note		$ 250,000.08	$ 250,000.08	$ 250,000.08
25-510-2160	Water Bill		$ 1,700.00	$ 1,700.00	$ 1,800.00
25-510-2131	Website		$ 7,980.00	$ 7,980.00	$ 7,980.00
TOTAL OTHER SERVICES & CHARGES			$ 2,683,177.98	$ 3,201,324.78	$ 3,104,510.73
MAINTENANCE					
25-510-2520	OFFICE EQUIPMENT		$ 6,000.00	$ 6,000.00	$ 10,000.00
25-510-2540	MAINTENANCE		$ 31,200.00	$ 31,200.00	$ 57,200.00
TOTAL MAINTENANCE			$ 37,200.00	$ 37,200.00	$ 67,200.00
25-510-3050	OFFICE SUPPLIES		$ 2,000.00	$ 2,200.00	$ 2,250.00
	Adobe Creative Cloud	$419.88			
TOTAL SUPPLIES			$ 2,000.00	$ 2,200.00	$ 2,250.00

CAPITAL OUTLAY				
25-510-4005	FURNITURE & FIXTURES	$ 1,000.00	$ 1,515.91	$ 1,600.00
TOTAL CAPITAL OUTLAY		$ 1,000.00	$ 1,515.91	$ 1,600.00
TOTAL 10-DEVELOPMENT CORP. OF MERC				
TOTAL EXPENDITURES		$ 3,006,660.98	$ 3,526,211.69	$ 3,462,195.10

FY24-25 Mercedes Marketing Plan

2.0	Marketing					23-24	24-25
ID	**Project**	**Organization**	**Creative**	**Location**	**Time**	**Cost**	**Cost**
2.1	Publications						
2.1.1	Valley Business Report	City	Tourism	Regional	Annual	$ 4,800	$ 4,800
						$ 4,800	$ 4,800
2.2	Tradeshows						
2.2.1	ICSC Texas	EDC	Mix Use Development	San Antonio	November	$ 5,000	$ 15,000
2.2.2	ICSC Recon	EDC	Mix Use Development	Las Vegas	May	$ -	$ 15,000
2.2.3	Retail Live!	EDC	Mix Use Development	Austin		$ -	$ 8,540
2.2.4	IAAPA	EDC	Retail Development	Orlando	November	$ -	$ 10,000
						$ 5,000	$ 48,540
2.3	Online						
2.3.1	mercedesedc.com	EDC	Organization	Mercedes	Annual	$ 7,980	$ 7,980
2.3.2	mercedeschamber.com	Chamber	Organization	Mercedes	Annual	$ 4,000	$ 4,000
2.3.3	cityofmercedes.com	City	Organization	Mercedes	Annual	$ -	$ -
2.3.4	facebook.com	Chamber/EDC	Social	Mercedes	Annual	$ -	$ -
2.3.5	Loopnet/CoStar	EDC	Mix Use Development	Mercedes	Annual	$ 2,000	$ 2,000
						$ 13,980	$ 13,980
2.4	Collateral						
2.4.1	Market Profile	EDC	Mix Use Development	Mercedes	Annual	$ -	$ -
						$ -	$ -
2.5	Billboards						
2.5.1	Benchmark	EDC	Tourism	Mercedes	Annual	$ -	$ -
2.5.2	Shared Billboard Chamber/DCM	Chamber/EDC	Tourism	Mercedes	Annual	$ -	$ -
2.5.3	Chamber	Chamber	Tourism	Mercedes	Annual	$ -	$ -
2.5.4	Lone Star Logos	City	Tourism	Mercedes	Annual	$ 12,825	$ 12,825
						$ 12,825	$ 12,825
2.6	Sponsorships						
2.6.1	Valley Morning Star	EDC	Tourism	Mercedes	October	$ 250	$ 250
2.6.2	Smokin on the Rio	EDC	Tourism	Mercedes	February	$ 12,500	$ 12,500
	Smokin on the Rio	City	Tourism	Mercedes	February	$ 12,500	$ 12,500
2.6.3	National Professional Bullriders	EDC	Tourism	Mercedes	February	$ -	$ -

	National Professional Bullriders	City	Tourism	Mercedes	February	$	-	$	-
2.6.4	RGV Livestock Show	EDC	Tourism	Mercedes	March	$	5,000	$	7,000
	RGV Livestock Show	City	Tourism	Mercedes	March	$	-	$	-
2.6.5	Birding Classic	EDC	Tourism	Mercedes		$	-	$	-
2.6.6	Fiesta del Rio	EDC	Tourism	Mercedes	November	$	-	$	-
	Fiesta del Rio	City	Tourism	Mercedes	November	$	2,500	$	2,500
2.6.7	Elida Fest	City	Tourism	Mercedes	July	$	10,000	$	10,000
2.6.8	RGV Livestock Show GALA	EDC		Mercedes	December	$	-	$	3,000
2.6.9	RGV Livestock Show Fall Fest	EDC	Tourism	Mercedes	October	$	-	$	2,000
2.6.10	RGV Livestock Show Music Fest	EDC	Tourism	Mercedes	July	$	-	$	-
2.6.11	Auora House	EDC	Tourism	Mercedes	December			$	2,000
2.6.12	Auora House	EDC	Tourism	Mercedes	April	$	1,100	$	1,100
						$	43,850	$	52,850
2.7	Memberships								
2.7.1	Chamber	EDC	Tourism/Mixed Use Devel	Mercedes		$	5,000	$	5,000
2.7.2	Chamber	City	Tourism/Mixed Use Devel	Mercedes		$	6,000	$	6,000
						$	11,000	$	11,000
2.8	Television/Radio								
2.8.1	Merchant Campaign	City	Tourism/Investment	Regional	Annually	$	2,400	$	2,400
	Merchant Campaign	EDC	Tourism/Investment	Regional	Annually	$	2,400	$	2,400
2.8.2	Spectrum	City	Tourism/Investment	International	Annually	$	24,000	$	24,000
2.8.3	Advertising in Mexico	City	Tourism/Investment	International	Annually	$	13,000	$	13,000
						$	41,800	$	41,800
2.9	Chamber								
2.9.1	Texas Street Festival	City	Tourism	International		$	60,000	$	60,000
2.9.2	Texas Street Festival	EDC	Tourism	International		$	15,000	$	15,000
2.9.3	Little Nashville	EDC	Tourism	Regional		$	-	$	30,000
2.9.4	Marketing Collateral	City	Tourism	International		$	5,000	$	5,000
2.9.5	Annual Banquet	City		Regional		$	2,000	$	2,000
	Annual Banquet	EDC				$	2,000	$	2,000
2.9.6	Christmas Parade	City	Tourism	Regional		$	4,000	$	4,000
2.9.7	Winter Texas Reception	City	Tourism	National		$	3,000	$	3,000
2.9.8	Mercedes Leadership	City	Tourism	International		$	1,000	$	1,000
2.9.9	Movies in the Park	City	Tourism	Mercedes		$	4,000	$	4,000

2.9.9.1	Mixers	EDC	Development	Regional				$	1,500
						$	96,000	$	127,500
3.0	Direct Marketing								
3.1.1	GeoTours	EDC	Tourism	International	Annually	$	3,750	$	3,750
3.1.2	GeoFencing	EDC	Tourism	International		$	-	$	5,000
						$	3,750	$	8,750
4.0	Social Media								
4.1.1	Writer	EDC	Tourism/Investment	Regional	Annually	$	6,000	$	6,000
4.1.2	Business Commercials	EDC	Tourism/Investment	International	Annually	$	12,000	$	-
4.1.3	Social Media Advertising	EDC	Tourism/Investment	International	Annually	$	5,000	$	5,000
4.1.4	Social Media Advertising	City	Tourism/Investment	International	Annually	$	5,000	$	5,000
4.1.5	Influencers	EDC	Tourism/Investment	International	Annually	$	-	$	10,000
						$	28,000	$	26,000
5.0	Other								
5.1.1	Murals	EDC	Tourism	International		$	15,000	$	15,000
						$	15,000	$	15,000
					TOTAL	$	276,005	$	363,045
					CITY	$	172,025	$	172,025
					DCM	$	99,980	$	189,520

Salaries

FY23-24

	Employee	Position			Base Pay	Cost of Living	Education	Longivity		Adj Base Pay
100%	Melissa Ramirez	Executive Director	25-510-1010	$	102,000.00		$3,000.00	$1,200.00	$	106,200.00
100%	Zefra Mascorro	Administrative Assistant	25-510-1010	$	40,000.00		$2,000.00		$	42,000.00
100%	Mario Salinas	Marketing Coordinator	25-510-1010	$	60,000.00				$	60,000.00
			Dept. Total	$	202,000.00				$	208,200.00

FY24-25

	Employee	Position			Base Pay	Cost of Living	Education	Longivity		Adj Base Pay
100%	Melissa Ramirez	Executive Director	25-510-1010	$	102,000.00		$3,000.00	$1,300.00	$	106,300.00
100%	Zefra Mascorro	Administrative Assistant	25-510-1010	$	40,000.00		$2,000.00	$100.00	$	42,100.00
100%	Mario Salinas	Marketing Coordinator	25-510-1010	$	60,000.00			$100.00	$	60,100.00
			Dept. Total	$	202,000.00				$	208,500.00

7. Discussion and Action: Signage Grant Program, Diana Sanchez and Karina Rivera

development corporation
mercedes
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Memo

To: DCM Board of Directors

From: Zefra Mascorro, Administrative Coordinator

CC: File

Date: 7/18//2024

Re: Signage Grant Program

The following businesses have turned in their applications for the Signage Grant Program: Lady & Glow Fitness Studio, grant applicant Diana Sanches, grant request $4,438.25 & Mi Casa Restaurant, grant applicant Karina Rivera, grant request $4,492.38. All have met criteria. Please see attached.

Recommendation: Approve.

EZ Signs & Electrical Services
402 S Illinois Ave
Mercedes, TX 78570
Office # 956-294-1158
Cell # 956-655-9277

Quote

Number: **LGF080624**

Date: **August 06, 2024**

Bill To:

LADY AND GLOW FITNESS
304 S. TEXAS AVE.
MERCEDES, TX 78570

STORE #	VENDOR #	PURCHASE ORDER #	INVOICE #

Description	Quantity	Price	Tax	Amount
FABRICATION OF NEW BACK LIT SIGN 48" X 48" WITH CUSTOMER APPROVE LOGO CIGAR SIGN 12" X 36" LED LIGHTING (3 YEAR WARRANTY) ELECTRICAL AND SIGN PERMIT AS REQUIRED BY CITY OF MERCEDES.				
FABRICATION AND INSTALLATION	1.00	4,100.00	✔	4,100.00
			Sub-Total	**$4,100.00**
			State Tax 8.25% on 4,100.00	338.25
			Total	**$4,438.25**

Thanks
EZ

LADY & GLOW
FITNESS STUDIO
956-873-1365
Lady & Glow
FITNESS STUDIO
304

DEVELOPMENT CORPORATION OF MERCEDES

Signage Improvement Program Application

Please return completed application with necessary attachments and signature to Development Corporation of Mercedes, 320 S. Ohio, Mercedes, Texas. If you have any application questions, please contact the DCM staff at 956.565.2230.

Applicant Name Diana Sanchez	**Date** 08/06/24
Business Name Lady & Glow Fitness Studio	
Mailing Address 304 S Texas Ave Mercedes, TX 78570	
Contact Phone (956) 873-1365	
Email Address ladyandglowfitness@gmail.com	
Building Owner (if different than applicant) Manuela Garza	
Historical/Current Building Name Lady & Glow Fitness Studio	
Project Site/Address 304 S Texas Ave, Mercedes, TX 78570.	

Details of Planned Improvements relating Grant Request (attach additional information if necessary)

Fabrication of new back lit Sign
48" x 48" with customer approve logo
cigar Sign 12" x 36"
led lighting (3 year warranty)
electrical & Sign permit as required by city of mercedes
fabrication & installation

TOTAL COST OF PROPOSED PROJECT $ 4,438.25

TOTAL GRANT REQUEST $ 4,438.25

Attach with final design drawings and photographs of building's exterior Facade.

Diane Lanes 8/6/24

Applicant Signature ***Date***

CITY OF MERCEDES BUSINESS LICENSE & CERTIFICATE OF OCCUPANCY

(NON-TRANSFERABLE)

LADY & GLOW FITNESS STUDIO

LICENSE No.: 0003154
ISSUED TO: LADY & GLOW FITNESS STUDIO
ADDRESS: 304 S TEXAS AVE
MERCEDES TX 78570
EXPIRES: 1/25/2025

- This structure was inspected and found to comply with all the adopted codes at the time this structure was constructed.
- The City of Mercedes has found this structure to be safe for occupancy.

Alvaro De Leon, Building Official

city of mercedes
A Smart Hometown

EZ Signs & Electrical Services
402 S Illinois Ave
Mercedes, TX 78570
Office # 956-294-1158
Cell # 956-655-9277

Quote

Number: **MCR01312**

Date: **August 07, 2024**

Bill To:

MI CASA RESTAURANT
169 N TEXAS AVE
MERCEDES, TX 78570 956-514-9395

STORE #	VENDOR #	PURCHASE ORDER #	INVOICE #

Description	Quantity	Price	Tax	Amount
FABRICATION AND INSTALLION OF SINGLE SIDED SIGN store front (3'x 10") FULL COLOR IMAGE CUSTOMER APPROVE LOGO LED MODULES (3 YEAR WARRANTY) ELECTRICAL AND SIGN PERMIT AS REQUIRED BY CITY OF MERCEDES. MATERIAL & LABOR	1.00	4,150.00	✔	4,150.00
			Sub-Total	**$4,150.00**
			State Tax 8.25% on 4,150.00	342.38
			Total	**$4,492.38**

Thanks
EZ

Mi Casa Restaurant
956 514 9395

DEVELOPMENT CORPORATION OF MERCEDES
Signage Improvement Program Application

Please return completed application with necessary attachments and signature to Development Corporation of Mercedes, 320 S. Ohio, Mercedes, Texas. If you have any application questions, please contact the DCM staff at 956.565.2230.

Applicant Name	Karina Rivera **Date** 8-7-24
Business Name	Mi Casa Restaurant
Mailing Address	169 N. Texas Ave, Mercedes, TX 78570
Contact Phone	956-601-6449
Email Address	Karina021715@yahoo.com
Building Owner (if different than applicant)	Gaspar Reyes
Historical/Current Building Name	
Project Site/Address	169 N. Texas Ave.

Details of Planned Improvements relating Grant Request (attach additional information if necessary)

We will be getting a Single Sided Sign. Store front (3"x10"). full color image. Customer approve logo. LED modules. Electrical and sign Permit as required by City of mercedes. Material and labor.

TOTAL COST OF PROPOSED PROJECT $ 4,492.38

TOTAL GRANT REQUEST $ 4,492.38

Attach with final design drawings and photographs of building's exterior Facade.

Karen Rivera 6/28/2024

Applicant Signature ***Date***

CITY OF MERCEDES BUSINESS LICENSE & CERTIFICATE OF OCCUPANCY

(NON-TRANSFERABLE)

MI CASA RESTAURANT

LICENSE No.: **9913284**
ISSUED TO: **MI CASA RESTAURANT**
ADDRESS: **169 N TEXAS**
MERCEDES TX 78570

- This structure was inspected and found to comply with all the adopted codes at the time this structure was constructed.
- The City of Mercedes has found this structure to be safe for occupancy.

Alvaro De Leon, Building Official

city of mercedes

01-300
(Rev.9-16/20)

TEXAS SALES AND USE TAX PERMIT

This permit is not transferable, and this side must be prominently displayed in your place of business.

Retailers: A seller may NOT accept a copy of this permit in lieu of a properly completed exemption or resale certificate. A certificate is necessary to document why tax is not collected on a sale.

You must obtain a new permit if there is a change of ownership, location, or business location name.

TAXPAYER NAME, BUSINESS LOCATION NAME, and PHYSICAL LOCATION

KARINA RIVERA

MI CASA RESTAURANT
169 N TEXAS AVE
MERCEDES TX 78570-2744
HIDALGO COUNTY

NAICS CODE: 722513 DESCRIPTION ON NEXT LINE:
LIMITED-SERVICE RESTAURANTS

WE SHOW THIS BUSINESS IN THE FOLLOWING LOCAL SALES TAX AUTHORITIES:
CITY: MERCEDES EFF: 10/12/2016

Type of permit	SALES AND USE TAX
Taxpayer number	3-20617-7685-5
Location number	00001
First business date of location	10/12/2016

Glenn Hegar
Comptroller of Public Accounts

You may need to collect sales and/or use tax for other local taxing authorities depending on your type of business.
For additional information, see "Collecting Local Sales and Use Tax" section on the back of this document.
If you have any questions regarding sales tax, visit our website at www.comptroller.texas.gov or call us at 1-800-252-5555.

8. Discussion and Action: Signage Grant Program Policy

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Memo

To: DCM Board of Directors

From: Melissa Ramirez, Executive Director

CC: File

Date: 8/16/2024

Re: FY24-24 Signage Program Policy

The signage program is highly successful, see attached flyer. Does the Board want to amend the service area or the program?

Recommendation: Discussion

CITY OF MERCEDES, TEXAS

SIGNAGE IMPROVEMENT PROGRAM

development corporation of mercedes

PROGRAM OVERVIEW

The Development Corporation of Mercedes has established Signage Improvement Program, which will provide financial assistance to property owners or business tenants seeking to improve exterior signage on commercial buildings. The program is designed to impact properties in need of improving the presentation of a business. The program is not designed to subsidize corrections to building code violations that prolong the life of a commercial property. The Signage Improvement Program will provide up to $4,500 for the funding of well-designed signage improvements which will coordinate all the important features of the storefront into a more attractive image. DCM staff will be available to provide assistance to applicants through the conceptual stage at no cost to the applicants. Applicants, however, will be responsible for hiring contractors to refine this conceptual design depending on the scope of work.

DESIGN PRINCIPLES AND GUIDELINES

Improvements to be funded by the program must be compatible with the character and architecture of the individual building as well as meet City building codes. Buildings with significant architectural qualities are strongly encouraged to restore and maintain these features. Improvements for buildings not having such architectural features should still be carefully considered and be seen as an opportunity to substantially enhance the appearance of the buildings and their streetscapes.

ELIGIBILITY CRITERIA

1. **Eligible area: Texas Street from I69 Frontage to 6th Street.**
2. *Applicants must be commercial property owners or commercial tenants located in the City of Mercedes.*
3. *Nonconforming signage on property, if applicable, must be permanently removed as part of the improvement.*
4. *Applicants must be up to date on all municipal taxes prior to participation in the program.*
5. *Applicants must not have any City liens filed against any property owned by Applicant, including but not limited to, weed liens, demolition liens, board-up/open structure liens and paying liens.*
6. *Applicants must comply with all State and local laws and regulations pertaining to licensing, permits, building code and zoning requirements.*
7. *All eligible business must have a business license issued from the City of Mercedes.*
8. *Understanding that the overall objective of the Signage Improvement Program is to improve the exterior, visibility and presentation of a property; the DCM Board has the discretion to decline an application while suggesting enhancements that would enable future acceptance.*
9. *Ineligible businesses: government offices, residences, home businesses, and adult oriented businesses.*

If you wish to participate in the Signage Improvement Grant, please contact the Development Corporation of Mercedes

(956) 565-2230 or email zmascorro@mercedesedc.com

9. Discussion and Action: FY24-25 Commercial Signage RFP

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Memo

To: DCM Board of Directors

From: Melissa Ramirez, Executive Director

CC: File

Date: 8/16/2024

Re: FY24-24 Commercial Signage RFP

As we enter the new fiscal year the commercial signage RFP needs to be renewed.

Recommendation: Discussion- Authorize staff to advertise the RFP for 30 days and review responses with Board at the next available meeting.

10. Discussion and Action: DCM Lease

Lease Agreement Amendment

The Lease Agreement (this "Agreement) is made this 01 day of October 1, 2024 by and between MERCEDES AREA CHAMBER OF COMMERCE (Landlord) and the DEVELOPMENT CORPORATION OF MERCEDES ("Tenant"). Each Landlord and Tenant may be referred to individually as a "Party" and collectively as the "Parties".

1. Premises. The premises leased is an office building located at 320 South Ohio in Mercedes, Texas 78570, Hidalgo County (the "Premises"). Parking is not included with the Premises. There are three offices (rooms) and a lobby, break room and a meeting room.
2. Agreement to lease. Landlord agrees to lease to Tenant and Tenant agrees to lease from Landlord, according to the terms and condition set forth herein the Premises.

3. Terms. This Agreement will be for a term beginning on October 1, 2024 and ending September 30, 2025 (the "Term").

4. Rent. Tenant will pay Landlord annual rent of $24,000.00 for the Term. Rent will be due October 15, 2024. Rent will be paid to Landlord's address provided herein (or to such other places as directed by Landlord) by mail or in person by one of the following methods: (cash, check or direct deposit) and will be payable in U.S. Dollars.

5. Additional rent. There may be instances under this Agreement where Tenant may be required to pay additional charges to Landlord. All such charges are considered additional rent under this Agreement and will be paid with the next regularly scheduled rent payment. Landlord has the same rights as Tenant has the same obligation with respect to additional rent as they do with rent.

6. Utilities: Tenant is responsible for payment of all utilities and other services for the Premises.

7. Use of Premises. The Premises will be occupied by Tenant and the Mercedes Area Chamber of Commerce and use lonely for business purposes. Tenant will not engage in any objectionable conduct, including behavior which will make the premises less fit to do business in, will cause dangerous, hazardous or unsanitary conditions or will interfere with rights of others to enjoy the property. Tenants will be liable for any damage occurring to the Premises and any damage to or loss of contents thereof which is done buy Tenant or Tenant's guest or invitees.

IN WITNESS WHEREOF, the Parties hereto, individually or by their duly authorized representatives, have executed the Agreement as of the Effective Date.

_____DATE:_____

Jose A. Gonzalez, Mercedes Area Chamber of Commerce Board President Landlord
(Mercedes Area Chamber of Commerce)

_____DATE:_____

Melissa Ramirez, Development Corporation of Mercedes Executive Director
Tenant (Development Corporation of Mercedes)

11. Discussion and Action: Tabled Items

12. Executive Session: Section 551.087: Economic development negotiations with Project M30, Project Kamel, Project Travel Center, Project STM, Project Knights, Project ASHTI, Project Arts, Project QSR, Project 150, Project M2, Project Cruz, Project M. Carrillo, Project Bert Ogden, Project A. Garcia, Project RGVLS, Project Mercedes Light Industrial Park, Project G. Schwarz, Project Coffee, Project Carwash, Project Rios, Project UT, Section 551.074 Personnel Issues: Evaluation of Executive Director and Section 551.071: pending legal issues, delinquent loans and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed.

13.Discussion and Action: item #12

14. Adjournment