



## **The Hidalgo County “SocialFest” Initiative**

WHEREAS, Hidalgo County (the “County”) is authorized pursuant to Section §381.004(b) of the Texas Local Government Code, to develop and administer state and local economic development programs for the purpose of stimulating business and commercial activity in the County; and

WHEREAS, the Hidalgo County Commissioners Court created the “Hidalgo County Economic Development Promotion and Advertisement Program on March 18, 2025, pursuant to Section §381.004(b)(4) of the Texas Local Government Code, focused on the promotion and advertising of Hidalgo County and its vicinity to a local, state, national and international audience; and

WHEREAS, the County seeks to create an initiative that will increase social media awareness among business professionals in Hidalgo County, for the purpose of increasing visibility for economic growth in Hidalgo County by teaching small businesses, creators and organizations how to harness the power of social media; and

WHEREAS, the County has determined that the establishment of a social medial conference is vital to economic development in fostering a more skilled and motivated workforce. Through coordination with the SocialFest Experience, a Texas non-profit corporation, the community is connected to resources and services throughout Hidalgo County, and

WHEREAS, a social media education initiative will: (a) position Hidalgo County as a premier gathering spot for creators, marketers, and businesses; (b) deliver high-impact learning through speakers, panels, and workshops that equip Hidalgo County entrepreneurs with actionable steps to scale their businesses using social media; and (c) curate immersive brand activations, live demos, and creator-led sessions that turn learning into action and brand visibility into brand engagement, which will positively impact the business community throughout Hidalgo County; and

WHEREAS, pursuant to Section 381.004(c)(1) and (3) of the Texas Local Government Code, the County is authorized to spend public funds and provide personnel and services of the County to develop such programs, and to contract with another entity for the administration of the Program;

NOW, THEREFORE, the County does hereby covenant and agree as follows:

1. The County shall create a “The Hidalgo County SocialFest Initiative”, herein after referred to as (the “Initiative”), under the authority of the Texas Local Government Code §381.004(b)(1) and pursuant to the provisions of the Hidalgo County Economic Development Promotion and Advertisement Program.

2. The Initiative shall be administered through the Office of the Hidalgo County Judge, Economic Development Department.
3. The Initiative shall help to serve the purposes of the Program, which is focused on stimulating business and commercial activity in Hidalgo County and creating increased visibility for economic development, job creation, regionalization, and quality of life in the County and its vicinity to a local, state, and national audience.
4. The County may contract with other entities for assisting in the administration of the Initiative, and may provide partial funding, leverage existing services and personnel, or other resources for the development and administration of the Program and the Initiative.

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Richard F. Cortez County Judge

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David L. Fuentes, County Commissioner,  
Precinct 1

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Eduardo "Eddie" Cantu, County  
Commissioner, Precinct 2

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Everardo "Ever" Villarreal, County  
Commissioner, Precinct 3

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Ellie Torres, County Commissioner,  
Precinct 4

Attest:

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Arturo Guajardo, Jr., County Clerk